



REPORT ON KENYATTA UNIVERSITY GAMBLING AWARENESS CAMPAIGN 2016.

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Introduction

With the rapid expansion of legalized gambling activities and advertising in Kenya, **Kenyatta University Integrity Club(K.U.I.C)** conducted a gambling awareness campaign to create awareness for the students and the administration on the extent of gambling participation, behaviors, attitudes and gambling related problems in our aim to promote right attitudes and values that influence ethical behavior and good character among the students.

Our Campaign was divided into two parts:

- Gambling survey held 13th February, 2016.
- Gambling talk-show held on 9th March, 2016.

BASELINE SURVEY ON GAMBLING PREVALENCE ,ATTITUDES, BEHAVIORS AND PROBLEMS AMONG STUDENTS.

Background

Gambling has been generally defined as betting or wagering money or something of value on an event that has an uncertain outcome with the possibility of winning money .Gambling in Kenya traditionally included activities such as wagering at casinos, card games and games of personal skill for example pool and video games. However with the emergence of online-gambling/internet-betting over the past years, gambling has become rampant in the country especially here in the university. This can be evidenced by the daily conversations of students and internet sites frequently visited in the computer labs. It prompted the club to conduct the survey to provide reliable data on extent of gambling participation, gambling attitudes, behaviors and related problems in the university. The results of this survey can be used to inform a suite of prevention, protection and treatment initiatives that can help to limit harm from gambling. Previous researches in different parts of the world shows gambling is a common behavior among young people. However it shows for some, gambling can become a serious problem that can result in issues like psychological difficulties, failing grades and unmanageable debt.

Objectives of the survey

The study was guided by the following objectives:

- To find out the gambling behaviors and attitudes among students,
- To determine the extent of gambling related problems among students,
- To provide reliable data on the extent of gambling participation

Literature Review

The prevalence of gambling among college students is nearly three times higher than among adults. (Shaffer and Korn. 2002). This may be explained in part by their psychological development stage (Jeffery Arnet. 2000) where emerging adulthood is associated with sensation seeking and risk taking behavior. Studies and reviews have consistently found that being a young adult male is a risk factor for problem gambling (Delfabbro 2012; Hing et al. 2015b; Johansson et al. 2009;Williams et al. 2012; Williams et al. 2012), including amongst Internet gamblers. Several studies have documented the



growing prominence of televised, online and social media sports betting promotion (ACMA 2013; Gainsbury et al. 2015; Hing et al. 2014a; McMullen 2011; Sproston et al. 2015). Sports betting operators use a range of marketing strategies to recruit, register and retain online account-holders. A content analysis of online betting sites (Weibe 2008) identified examples of recruitment strategies as advertising on search engines and affiliate networks, advertising through television, radio and print, pop-ups and banner displays on websites, event or team sponsorships and creative guerilla marketing tactics. Sign-up, refer-a-friend and welcome bonuses are examples of registration strategies, while bonus and rewards programs, such as loyalty programs, can help to retain customers (Weibe 2008). The increased integration of sports betting logos, signage and promotions within televised sports broadcasts and at live sporting fixtures has raised particular concerns that sports betting is becoming normalised amongst sports audiences (Lamont et al. 2011) Research suggests that college students may be motivated to gamble for a number of reasons including to win money, excitement, enjoyment, boredom, and socialization. Students are at a high risk for financial problems from gambling losses due to their financial obligations from college expenses and tuition. Research from the past 15 years presents gambling and in particular problem gambling among college students as an increasing public health problem and important issue to be addressed. Problem gambling is defined as gambling behavior that causes disruptions in any major area of life: psychological, physical, social or vocational. While gambling has, at times, been considered a socially deviant or immoral behavior in some cultures and throughout history, the American Psychiatric Association only first defined it to be a medically diagnosable health problem in 1980 in the 3rd version of the Diagnostic and Statistical Manual (3rd ed.; *DSM-III*; American Psychiatric Association, 1980; Korn & Shaffer, 1999). When gambling behavior results in behavioral, emotional, relationship, or financial problems, it may develop into a diagnosable condition known as problem or pathological gambling. The Diagnostic and Statistical Manual for Mental Disorders (4th ed., text rev.; *DSM-IV-TR*) classifies problem and pathological gambling as an impulse control disorder (4th ed., text rev.; *DSM-IV-TR*; American Psychiatric Association, 2000). Pathological gambling is defined as the most serious stage of problem gambling. It is a progressive addiction characterized by increasing preoccupation with gambling, a need to bet more money more frequently, restlessness or irritability when attempting to stop, "chasing" losses, and loss of control manifested by continuation of the gambling behavior in spite of mounting, serious, negative consequences.

Methodology

The study participants were 373 students ,both residents and non residents, chosen randomly from all our main campus hostels and KM residential area. 197 were males and 176 were females.

The survey was conducted by means of a questionnaire developed by KUIC with the help of Wellness department and peer counselors(see appendix 2). Students voluntarily took the 15-item, anonymous, self-administered questionnaires with parental consent from researchers on 13th February 2016. It consisted of gambling questions mainly focusing on types of gambling, gambling frequency, age at initiation, money spent gambling, reasons for gambling and problem gambling among students.

Data analysis was conducted by the club members with the help of peer counselors on 15th February 2016. Method used to measure gambling among students was **Diagnostic and Statistical Manual, 4th Edition (DSM-IV)** (see appendix). This is a 10 diagnostic criteria based on respondents cumulative experiences related to their gambling behaviors and problems (Abbott & Volberg, 2006). It has been adapted to be used in self-report survey research. The 10 criteria encompassed preoccupation with the behavior, financial consequences, mood issues, and negative relationship acts or events in an individual's life (*DSM-IV-TR*; American Psychiatric Association, 2000). A score of five or higher out of 10

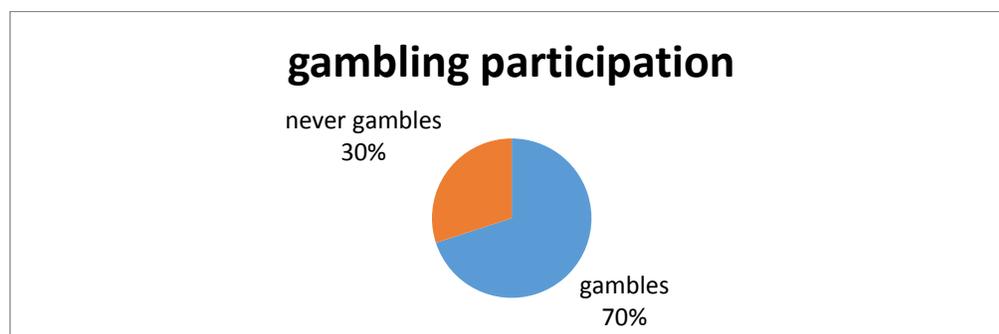


would indicate a diagnosis of a pathological gambler, A score of one or two would indicate at-risk gambler whereas a score of 3 or 4 would indicate a problem gambler.

Research findings-survey

Types of gambling

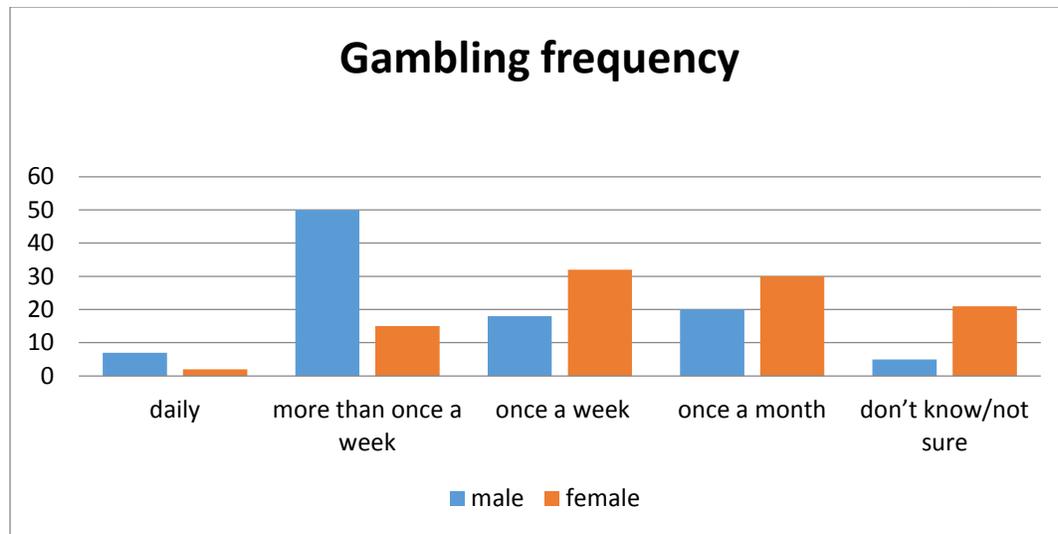
Among all the respondents, 70% reported engaging in at least one of the types of gambling in the questionnaire in the past year, that is online gambling/ betting using the internet, slot machines, pools, card games and table games at a casino. Nearly all of those who gambled do so online /using the internet. Approximately 75% of all those who have gambled were males.



Frequency of gambling

Among male students who reported gambling in the past month, About 50% said they gambled more than once per week; followed by 18% who said they gambled weekly, 7% said they gambled daily. Another 20% claimed they gambled once a month whereas 5% were not sure how often they gambled. A large proportion of male students said they think an average male student gambles more than once per week, and an average female student gambles once per month.

Among female students who reported gambling in the past month; 32% said they gamble weekly. Another 30% reported gambling once per month ,15% said they gambled more than once per week whereas 2% gambled daily. 21% were not sure how often they gamble. Most female students said they think an average male student gambles daily and an average female student gambles once per month.



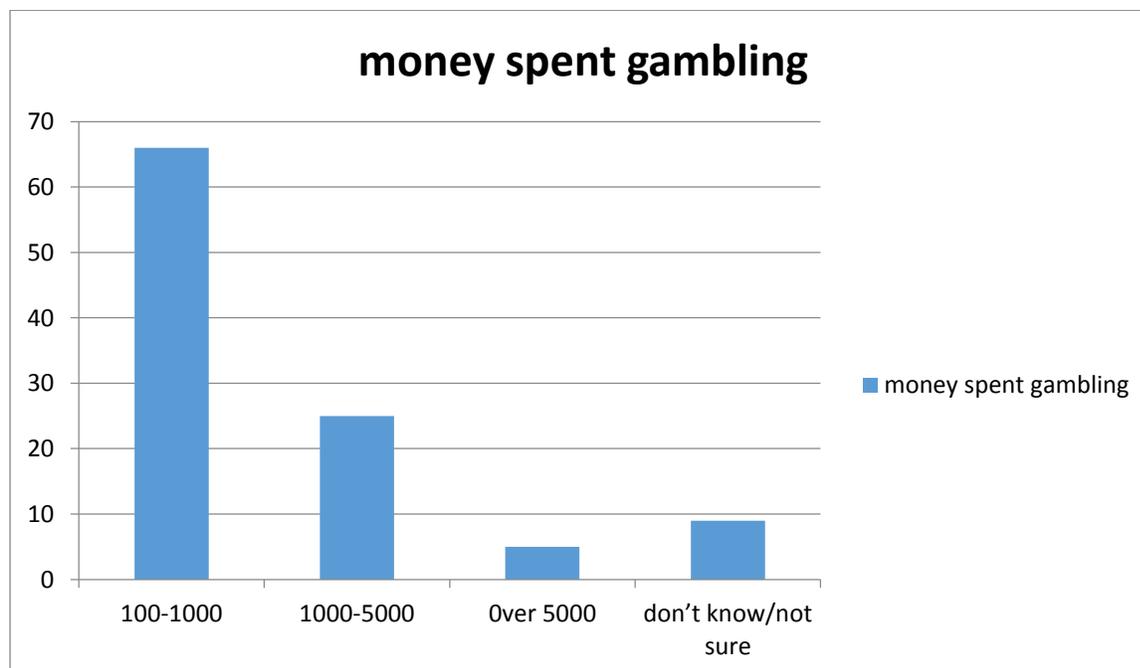
Age at initiation

Majority of the respondents started gambling at a legal age to start gambling. 18-19 years is the age range that majority of males gambled for the first time whereas 19 is the age a significant number of females gambled for the first time.

Money spent gambling

An estimated 80% of those who gambled reported losing money over the last 5 times they gambled, the rest 20% claimed they won money.

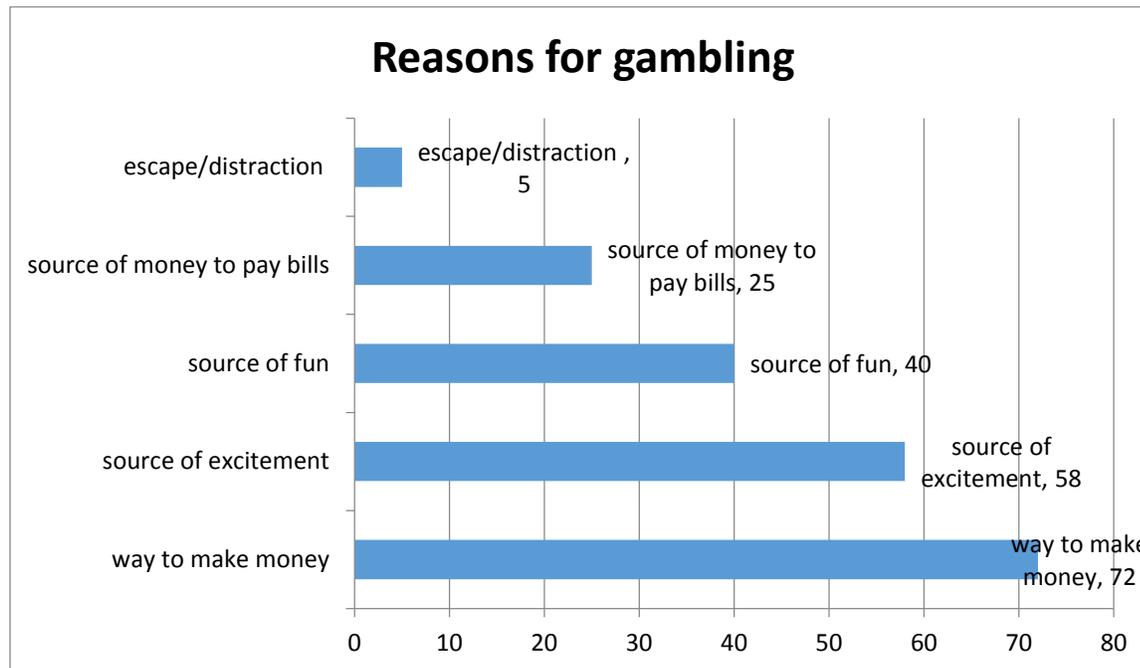
Nearly one third of the students who reported gambling in the past month said they think they spend Ksh(100-1000) over the course of a month, while 20% reported spending Ksh(1000-5000) on a typical gambling month and 5% reported spending above Ksh 5000 over the cause of a month.





Reasons for gambling

72% of the respondents said that the reasons for gambling/betting as a student was a way to win/make money. 58% said that a source of excitement and challenge was the reason for gambling. 40% said a source of fun and entertainment as a reason students gambled. 25% said gambling was a source of money to use for paying bills. About 5% indicated an escape or distraction from everyday problems as a reason for gambling.

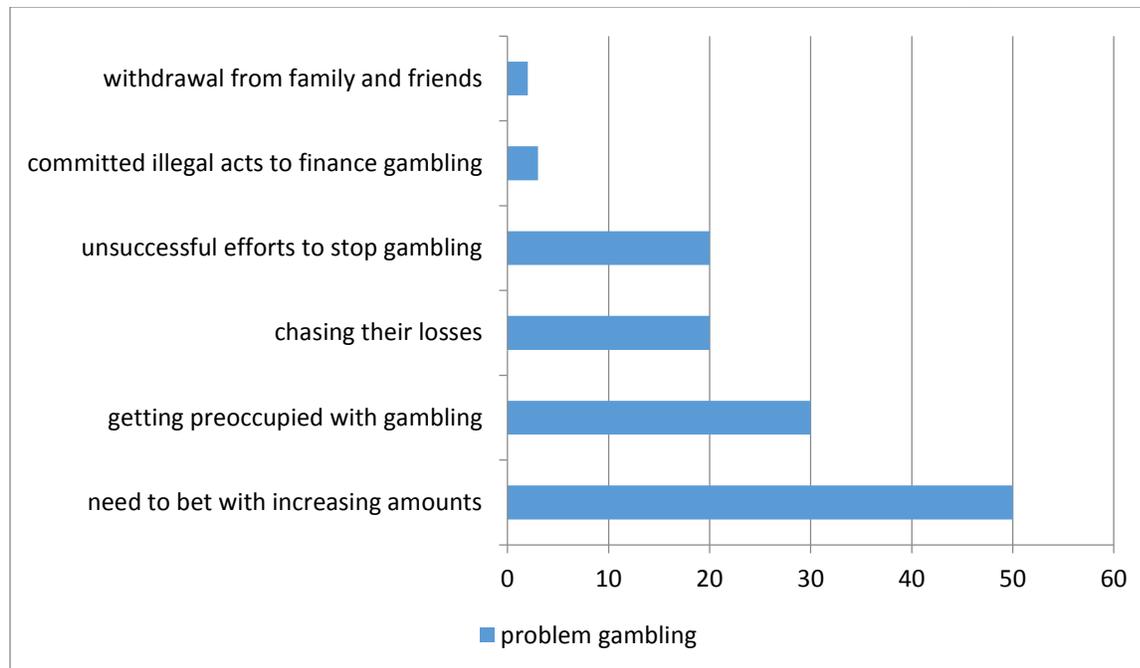


Reasons for not gambling

Among respondents who never gambled, their most common reasons for not doing so was that they are not interested in gambling (80%), they don't have a smartphone (50%), they don't have money for gambling(35%) and they are concerned with the possibility of losing money(20%). A few (5%) reported moral/ethical concerns about gambling.

Problem gambling

Among respondents who reported gambling in the lifetime , nearly one half showed warning signs of problem gambling hence at-risk for problem gambling (gambling behavior that affects any major area of life: social, psychological, academic, physical etc.) though majority did not meet more than five of the ten DSM-IV-TR criteria for problem gambling. Approximately 50% reported their need to gamble with increasing amounts of money in order to achieve the desired excitement, 30% reported getting preoccupied with gambling (i.e planning on their next bet, missing classes to bet, thinking of ways to get money for betting); 20% said that they do return another day to get even after losing money gambling, another 20% reported making repeated unsuccessful efforts to control, cutback or stop gambling. About 3% reported committing illegal acts such as forgery, theft, fraud and embezzlement to finance gambling, lying to family members and others to conceal the extent of involvement with gambling and loose a significant relationship/educational opportunity because of gambling.



The majority of those questioned said that gambling can lead to addiction. 80% agreed gambling is a serious problem in the university.

Discussions

This study represents an attempt to find out gambling behaviors, attitudes and related problems among students. This is important given the emergence and proliferation of online betting agencies, their increasing contribution to problem gambling and the need for appropriate preventative, early intervention and treatment initiatives.

Done mainly in the internet, gambling accessibility isn't a problem hence many students are gambling and many more susceptible to the behavior. Male students gamble more than female students. These results confirm earlier research findings that young adult males are an at-risk group for problem gambling and lend support to concerns about a growing culture of high risk sports betting amongst this group.

Students are getting preoccupied with gambling as can be evidenced by the amount of time and money spent by some. They might be gambling at the expense of classes perhaps playing part in exam irregularity. Some gamble too much money and considering most reported losing money, they may resort to crime eg theft, fraud, embezzlement in order to pay debts or garner more money to gamble. Whereas most students are of legal age to gamble, some students reported gambling as early as 14 years hence underage gambling is also a concern since this group of individuals showed a lot of signs for problem gambling.

It can also be seen that majority of students view gambling as a way of making money. This might reduce their ambition and hardwork in academics and entrepreneurship hence low grades, dropouts and few job opportunities. Those who chose to gamble should instead view gambling as entertainment and money spent gambling as an expense to the entertainment if potential harms from gambling are to be minimized.

Problem gambling is an upcoming issue in the university as can be evidenced by many students who reported their need to bet with increasing amounts of money to achieve the desired excitement, preoccupation with gambling and their unsuccessful attempts to control or stop gambling.



These findings indicate the need for public health interventions to raise awareness of the risks associated with sports betting and to temper emerging social norms that betting is an integral and harmless part of sport watching and a way to make money. The findings also point to the need for preventative measures, targeting students and integrated into various campus media and school educational programs, to avoid an escalation of gambling problems amongst students. There is also need for the gambling companies to display responsible gambling messages in their advertisements on social media, websites, television, radio and newspapers. If sports betting-related harm is to be minimised, it is also paramount that responsible gambling measures of gambling companies, such as facilities to set bet and deposit limits and to self-exclude, are rigorous and well promoted to gamblers. Further research is needed with representative samples, in other campuses to confirm the current results. It could also examine the knowledge and behaviors of students related to gambling treatment.

Conclusion

If any conclusions can be drawn from the data above, it is clear that gambling is a serious problem among students. Given the recent and expected future growth in gambling industry, consumer protection, public awareness, education and treatment are of utmost importance if harms associated with gambling are to be minimized.

As KUIC which in collaboration with the students help ourselves in pursuing ethics and integrity as a foundation of our lives, we see gambling as a threat to our mental health, academic performance, finances, relationships and integrity in general if not done responsibly.

RECOMMENDATIONS

With this in mind, we do recommend the university to:

- **Promote Campus-Wide Education on Gambling and Gambling Disorders** by providing facts, statistics and helpline information through various campus media and establishing awareness events.
- **Coordinate with Academic Departments to Include Gambling-Related Material in Current Curriculum** by adding gambling information to Public Health, Health and Wellness, Psychology, Statistics (odds of winning)etc.
- **Strengthen the capacity of counseling and health services** to help identify and treat gambling disorders.
- **Include gambling information in the school's magazines, newsletters and websites** by providing links to problem gambling resources, institutional policies and factsheets and providing tips for responsible decision.
- **Advocate for regulation of gambling industry to the government** to ensure that they include 'gamble responsible' messages in their advertisements and undertake other responsible gambling measures to protect their consumers.
- **Consider developing a policy** on gambling on university-owned computers or networks. Eg, blocking internet access to online gambling sites, or a memo in the computer labs to prevent gambling there. Our proposed policy that can be put into consideration:

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'At Kenyatta University, we care about the physical and mental engagement of our students. We are committed to fostering a healthy and safe work environment for our students. We have a statutory duty to ensure that our students do not endanger their own safety or that of other students in the school, through the harmful effects of problem gambling issues such as depression, debt, theft and relationship problems. Kenyatta University is committed to regulating the school environment and limiting students exposure at school to gambling. As a matter of policy, the university prohibits visiting of gambling sites in the computer labs on the computers supplied for the purpose of studying and research. This policy applies to all students. Kenyatta University understands gambling may be an enjoyable recreational activity for some students. If they choose to gamble, we advise them to gamble responsibly during their own time on their devices.

If you are affected by a gambling problem, you are encouraged to contact Kenyatta university Wellness Center. '

THE TALKSHOW.

Kenyatta university integrity club hosted a successful awareness talk-show was held at Bssc room 12 on Wednesday 9th March, 2016 from 2- 4pm.

The purpose of the talk show:

- to conduct focus groups with students to provide more in-depth assessment of knowledge, attitudes, and behaviors related to gambling and gambling treatment .
- to have the take on the topic from speakers conversant with the topic.

Publicity .

Publicity was done through 500 posters, 300 stickers, 30 T-shirts and 2 banners. It was done campus-wide to educate, create awareness and at the same time publicize the event .

Attendance and speakers.

In attendance were 157 students. Speakers were from the wellness department . Guest speaker was Dr, Jotham Dinga, the director wellness department . Another speaker was Mr Fabio Maroma , a counselor in the university and Mrs. Waweru who is also a university counselor .

Event.

The event started immediately at 2.00pm. It started with a word of prayer from the clubs secretary Margaret Njoki who invited the Master of ceremony , Peter Migongo, who is a radio presenter at K.U fm. The M.C entertained guests and welcomed performance from K.U.T.T., a theatre group in the university. He invited the chairman, Nelson Bwire who gave opening remarks and invited our first speaker Dr Dinga. Our second speaker was Mrs. Waweru who paved way for Mr Fabio Maroma. After the speakers , we had an interactive session where students engaged each other and the speakers too. Testimonies from some students revealed how they are deeply affected and want help. The club agreed it will be the liason between problem gamblers and the counseling department . The event was successful and the attendees unanimously agreed that we should have such awareness events to reduce the problems associated with gambling and demystify the topic. The event ended at 4.30 pm with a word of prayer from Sophia Mwende.



Areas we plan to improve

1. Involvement of K.U mainstream Media as a channel to carry out our 2017 gambling awareness campaign.
2. Carrying out the event at the amphitheatre to allow a wider student audience.
3. Campaign to stop the stigma against problem gambling as it was notable many students are concealing their extent of their gambling and tend to understate their negative experiences related to gambling.

REFERENCES

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International Centre for Youth Gambling Problems and High-Risk Behaviors, McGill University
www.youthgambling.com

National Center for Responsible Gaming www.ncrg.org

Print resources cited

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Griffiths, M. D., & Parker, J. (2002). The social impact of internet gambling. *Social Science Computer*

Appendix 1 : DSM-IV-TR Criteria for Diagnosing Problem Gambling

Persistent and recurrent maladaptive gambling behavior as indicated by five (or more) of the following:

1. is preoccupied with gambling (e.g. preoccupied with reliving past gambling experiences, handicapping or planning the next venture, or thinking of ways to get money with which to gamble)
2. needs to gamble with increasing amounts of money in order to achieve the desired excitement
3. has repeated unsuccessful efforts to control, cut back, or stop gambling
4. is restless or irritable when attempting to cut down or stop gambling
5. gambles as a way of escaping from problems or of relieving a dysphoric mood (e.g. feelings of helplessness, guilt, anxiety, depression)
6. after losing money gambling, often returns another day to get even ("chasing" one's losses)
7. lies to family members, therapist, or others to conceal the extent of involvement with gambling

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8. has committed illegal acts such as forgery, fraud, theft, or embezzlement to finance gambling
9. has jeopardized or lost a significant relationship, job, or educational or career opportunity because of gambling
10. relies on others to provide money to relieve a desperate financial situation caused by gambling

Appendix 2. gambling survey questionnaire

KENYATTA UNIVERSITY INTEGRITY CLUB [KUIC]
Gambling Survey kuicintegrity@gmail.com 13-12-2016

What is your gender? Female Male

What is your age? _____ Years

How often do you think the average male student gambles?

- Daily
- Weekly
- More than once per week
- Once per month
- Never

How often do you think the average female student gambles?

- Daily
- Weekly
- More than once per week
- Once per month
- Never

Have you ever gambled in your lifetime on

- Games of personal skill such as pool, video games etc
- Slot machines
- Table games at a casino
- Card games with friends, family, or others but not at a casino
- Online gambling or betting using the Internet

Have you gambled in the past month on

- Games of personal skill such as pool, video games etc
- Slot machines
- Table games at a casino
- Card games with friends, family, or others but not at a casino
- Online gambling or betting using the Internet

If gambled at all in past year,

How old were you the first time you gambled, bet, or wagered money ? _____ years

If gambled at all in past year, How often have you done it ?

- Daily
- Once per week

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- More than once per week
- Once per month
- Don't know /not sure

Think about the last five times you gambled. How many times did you end up...

- Losing money _____times
- Winning money _____times

How much money do you think you spend on gambling over the course of a month ?

- 0-100 Kshs
- 100-1000 Kshs
- 1000-5000 Kshs
- 5000-10000 Kshs
- More than 10000 Kshs

Which are the reasons for gambling /betting?

- A way to socialize with friends
- A source of excitement or a challenge
- A hobby
- A source of money to use for paying bills
- f. A source of entertainment or fun
- A way to win money
- An escape or distraction from everyday problems

If you have never gambled , please indicate reason

- You are too busy or don't have enough time
- You don't have a smartphone
- You have moral or ethical concerns about gambling
- You are concerned about the possibility of losing money
- You don't have money for gambling
- You are not interested in gambling

If gambled at all in past year,did you (tick where yes)

- get preoccupied with gambling (e.g. preoccupied with reliving past gambling experiences, handicapping or planning the next venture, or thinking of ways to get money with which to gamble) ?
- need to gamble with increasing amounts of money in order to achieve the desired excitement ?
- make repeated unsuccessful efforts to control, cut back, or stop gambling?
- feel restless or irritable when attempting to cut down or stop gambling ?
- gamble as a way of escaping from problems or of relieving a dysphoric mood (e.g. feelings of helplessness, guilt, anxiety, depression) ?
- return another day to get even ("chasing" one's losses) after losing money gambling?
- lie to family members, or others to conceal the extent of involvement with gambling ?
- committed illegal acts such as forgery, fraud, theft, or embezzlement to finance gambling ?
- lose a significant relationship, or educational or career opportunity because of gambling ?
- relie on others to provide money to relieve a desperate financial situation caused by gambling ?

Do you think gambling can lead to an addiction ?

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- Yes
- No
- Not sure /I don't know

Is gambling is a serious problem among students ?

- Yes
- No
- Not sure /I don't know

Thank you for completing the survey