

Asian Media Access








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Problem Gambling Project

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Collaboration Partners

Thanks for MN Dept of Human Services Funding –
our Collaborative Cohort includes:

-  Russell Herder – Statewide Campaign Coordination
-  Asian Media Access
-  Progressive Individual Resources
-  Neighborhood Youth Academy
-  Lao Center of Minnesota

Framework for Collaboration

- ▲ Cultural Competence vs. Cultural Intelligence vs. Cultural Humility;
- ▲ Culturally Specific, Culturally Responsive, Culturally Integrated Practices; and
- ▲ Culture Impacts on Communication, Interpretation, and Behaviors.

The Iceberg Concept of Culture

Like an iceberg,
nine-tenths of culture is below the surface.

Surface Culture
Most easily seen
Emotional level - low

Food, dress,
music, visual arts,
drama, crafts,
dance, literature,
languages, celebrations, games



Shallow Culture
Unspoken Rules
Emotional level - high

courtesy, contextual conversational patterns, concept of time, personal space, rules of conduct, facial expressions, nonverbal communication, body language, touching, eye contact, patterns of handling emotions, notions of modesty, concept of beauty, courtship practices, relationships to animals, notions of leadership, tempo of work, concepts of food, ideals of child rearing, theory of disease, social interaction rate, nature of friendships, tone of voice, attitudes toward elders, concept of cleanliness, notions of adolescence, patterns of group decision-making, definition of insanity, preferences for competition or cooperation, tolerance of physical pain, concept of "self", concept of past and future, definition of obscenity, attitudes toward dependents, problem solving roles in relation to age, sex, class, occupation, kinship, and ...

Deep Culture
Unconscious Rules
Emotional level - intense

Source: Indiana Department of Education - Language Minority and Migrant Program
(www.doe.state.in.us/lmmp)

➤ Languages

➤ Cultural Understandings with iceberg model

➤ High Context vs. Low Context Communication Style

Communication





Research Data

The different
interpretations about
Gambling

- In a Connecticut study: nearly 60% of the Vietnamese, Cambodian, and Laotian refugees and asylum-seekers met criteria for pathological gambling
- 2010 study by universities in HK,, New Zealand and the US that Chinese people living in countries with significant Chinese immigrant communities exhibit "elevated levels of problematic gambling."
- Differs from a 2019 study on Chinese immigrants in NYC, who play mahjong, "healthy gambling"

"It's so embedded in the culture, I feel like it's part of like, you know, Lunar New Year, that's something that they hugely do, and especially growing up in Minnesota, like, that's kind of like, everyone, everyone did like that. There was like a whole separate community of like, immigrant Vietnamese, folks who just went to the casino all the time. So it's not really looked down upon it's pretty, like, standard or assumed that you do gamble." - Vietnamese participant





"I would say that there definitely is both a stigma and kind of reluctant acceptance of gambling as like a cultural phenomenon. That's, that's both like part of the family structure and also gendered. And like patriarchy, and maybe not necessarily masculinity, but definitely like family roles. In the men, the father figures gambles."

--- Lao participant

“So we started with just flying there, we'd stay in a normal, you know, hotel room with the two beds and stuff. And I noticed that we'd go like every, say, every three weekends. So it's like Labor Day, Fourth of July, whatever. And then it started increasing, and the frequency of going to Vegas started increasing. So instead of four times a year, we would go maybe five, six times a year. And each time we would go, our rooms got bigger. So that was always a question. Like, why would... and you know, at the time, you're thinking in high school, you thinking, Oh, cool, my mom got us these comp [complimentary] rooms. And every time we got these comp shows, and the buffets are, you know, and you never spend money, so she's always, you know, like, Oh, I got pre comp tickets to this buffet and blah, blah, blah, and I know, and she would give us money, like, every time she would win, like 100 to 100 there, and she's like, Oh, just go shopping with it. And of course, I'm not gonna deny it, I'm gonna go shopping.” - Vietnamese participant talking about her mother

- Culture of Acceptance, Availability, and Access, ex. superstitions around luck, chance, numbers
- Life Experience – Generational Perception about money
- Gaming Industry's Target Marketing
- Not feel it's a problem - Saving face, not sharing personal problems
- Language barriers and Lack of Asian mental health specialists

Attitudes toward Gambling



STRATEGY #1: Community Engagement and Story Development

STRATEGY #2: Provide Problem Gambling Prevention Training

STRATEGY #3: Provide alternative activities and community events to replace gambling and breaking away

STRATEGY #4: Teach Asian American youth to utilize the multimedia and information technology tools to create peer-to-peer educational materials to combat Problem Gambling

STRATEGY #5: Develop culturally responsive “Bicultural Healthy Living” Awareness Campaign

Potential Solution

From Asian Media Access



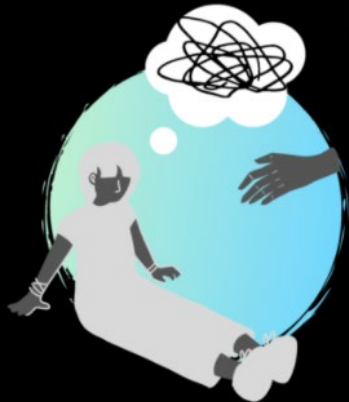
GAMBLING

THEY NEVER
SHOW THE
CONSEQUENCES

THEY ONLY
SHOW THE
BRIGHT
SIDE

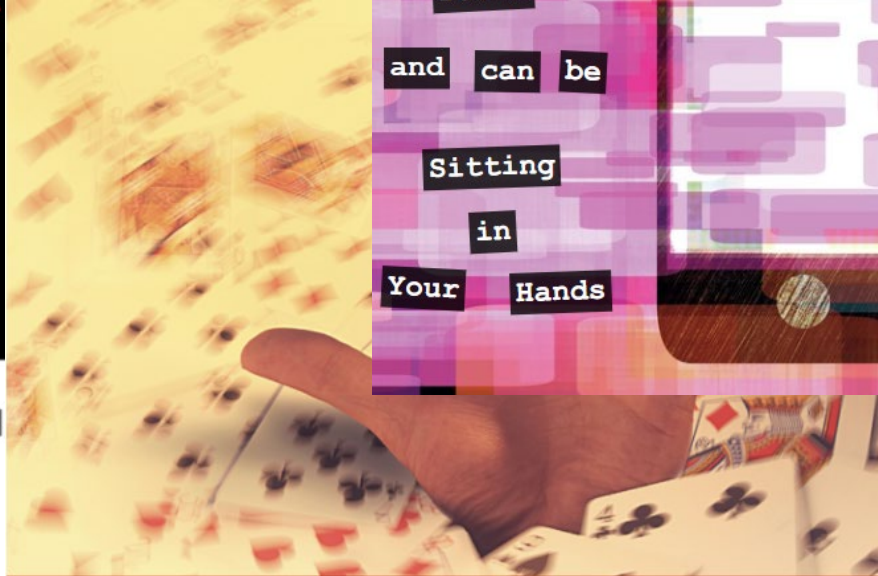
照顾好我们的精神健康和
顾好身体健康一样重要

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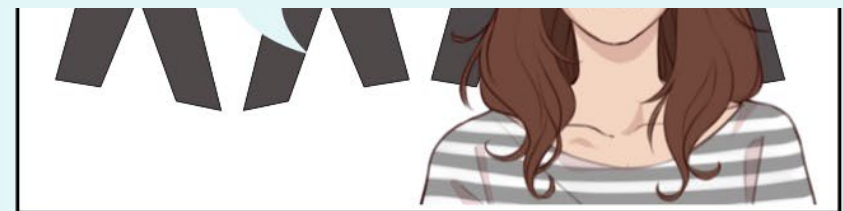


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Story Development

Utilizing the concluded protective factors – Cultural Assets, Community Resilience and Group-based Culture to help below story development questions:

- ✓ Who do we want the characters to be?
- ✓ What problems arise with problem gambling?
- ✓ How does it affect the relationships around them?
- ✓ What are the consequences from their habits?

Family Story 1: *"I'll Win Big Tonight"*

Ethnicity: Chinese

Problem Gambler:
single mom/office
worker



Character #1

Family Story

Family Story 2: *"I Don't Need to Speak English"*

Ethnicity: Cambodian

Problem Gambler:
chef/father



Character #2

Family Story

Family Story 3: *"I Just Want to Gamble. It's in My Blood"*

Ethnicity: Hmong

Problem Gambler:
Hmong Senior



Character #3

Family Story

Family Story 4: *"Where is Timmy?"*

Ethnicity: Vietnamese

<https://youtu.be/oN3qmW7CTDk>

Problem Gambler:

Stay-home

Grandmother



Character #4

Family Story

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