Asian Media Access

Problem Gambling Project

Presented by: Ange Hwang
Executive Director
Asian Media Access
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.
Languages

Cultural Understandings with iceberg model

High Context vs. Low Context Communication Style
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
**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
Mobile games are free and easy to play.

but it’s not all fun and games.

and I took money from my parents for the game.

Don't do that.

I don't pay attention in school so I'm behind.

Gambling releases dopamine in the brain causing you to fall deeper into your addiction.

But it's not... you could very quickly become addicted.

Hi, I'm failing my classes and my friends are annoyed with me.

I should really get help.

www.justaskmn.org
www.getgamblinghelp.com
1-800-333-HOPE or Text: HOPE to 61222

You only have one life.
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
Family Story 2: "I Don't Need to Speak English"

Ethnicity: Cambodian

Problem Gambler: chef/father
Family Story 3: "I Just Want to Gamble. It's in My Blood"

Ethnicity: Hmong

Problem Gambler: Hmong Senior
Family Story 4: "Where is Timmy?"

Ethnicity: Vietnamese

https://youtu.be/oN3qmw7CTDk

Problem Gambler:
Stay-home
Grandmother
Asian Media Access

Ange Hwang
angehwang@amamedia.org

Steve Lu
stevelu@amamedia.org

612-376-7715