

- ✓ The study aimed to understand motivators and barriers to engagement with consumer protection tools (e.g., deposit limits, time outs) among regular online gamblers to inform the design of an alternative digital gambling harm minimisation resource.
- ✓ We conducted online interviews with 6 clinicians, 6 industry professionals, and 15 regular gambling consumers.

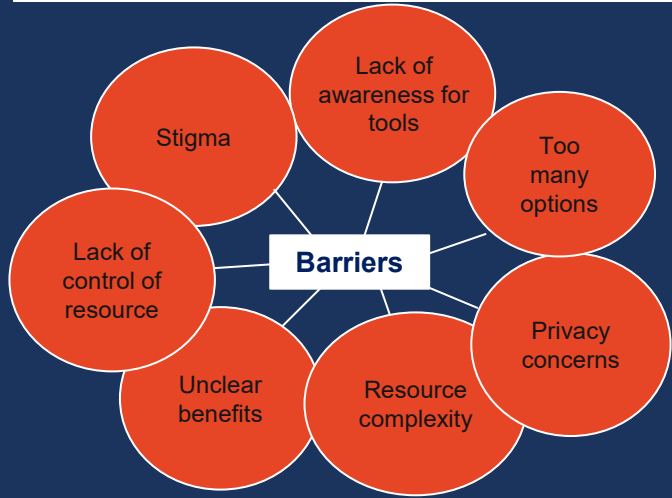


Figure 1. Key tool uptake and engagement barriers

Barriers to tool use

Participant quotes:

- “There probably hasn’t been a desire to seek them out” – Consumer
- “I don’t want a piece of equipment telling me what to do” – Consumer
- “There is hardly any engagement, consumers experience tunnel vision when playing (e.g., won’t check app)” – Clinician
- “There are too many options for people, and it gets confusing.” – Industry professional
- “Greater awareness and access to the tools. Less stigma around the whole issue.” – Industry professional
- “I think the issue is that most people that see it don’t think it relates to them.” – Industry professional

Motivators to use tools

Participant quotes:

- *It would need to be simple... and just something to benchmark against* – Consumer
- *Shift the messaging from problem gambling to positive play.* – Venue Manager
- *If there is a benefit... highlighting the benefit.* – Consumer



Figure 2. Key tool uptake and engagement motivators

Tool feature suggestions

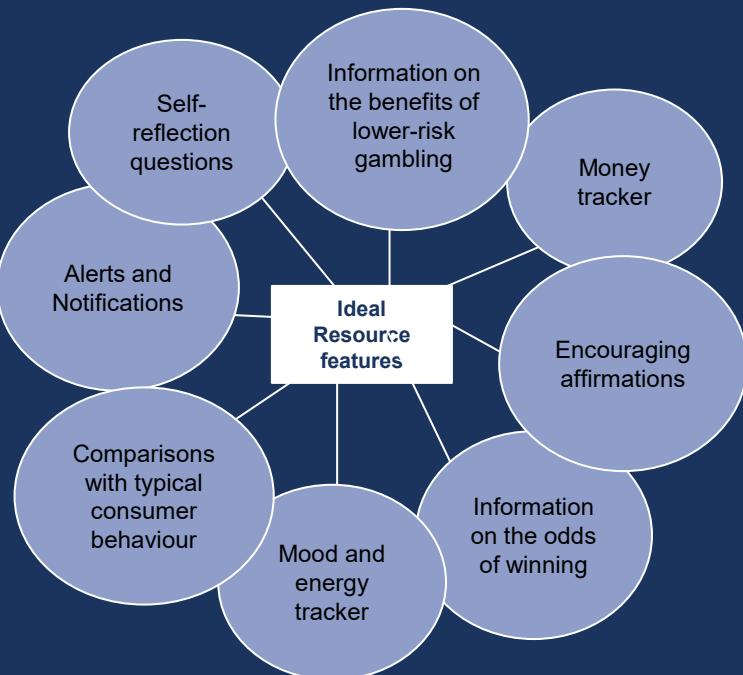


Figure 3. Preferred tool features identified via interviews

Participant quotes:

- *Knowing how much I’ve spent on gambling to date... I think would curb spending on gambling for me* – Consumer
- *Increase awareness that the game is built for consumers to lose money* – Clinician

Discussion and Recommendations

- Participants identified a range of motivators and barriers to using gambling harm prevention tools.
- Gambling consumers were interested in tools that could help them track their gambling, accurately understand the product, reflect on their betting and focus on the benefits of sustainable, lower-risk gambling rather than risks, problems, and harms.
- This small study led to the development of a digital tool, *BetWell*, which aims to overcome the barriers identified and promote engagement by offering an easy-to-use, relevant mechanism with the ability to track betting and outcomes with the aim of enhancing informed, considered betting behaviour.