

- ✓ The aim of the studies was to investigate the **acceptability** of a co-designed **digital tool 'BetWell'** among gambling consumers to involve **end-users in** development of the tool.
- ✓ Study 1 involved Australian gambling consumers who interacted with the tool and provided feedback. Study 2 included international consumers who reviewed screengrabs and provided feedback. Study 3 included Australian participants who completed a multiple-choice question quiz in interactive and non-interactive formats and provided feedback.
- ✓ The tool includes three features (Figure 1):

- (A) an **activity statement summary** showing spend, wins, losses, and net outcomes;
- (B) a **spend strategy feature** highlighting alternative uses of gambling expenditure; and
- (C) a **psychoeducational quiz** addressing misconceptions and increasing awareness for safer gambling strategies.

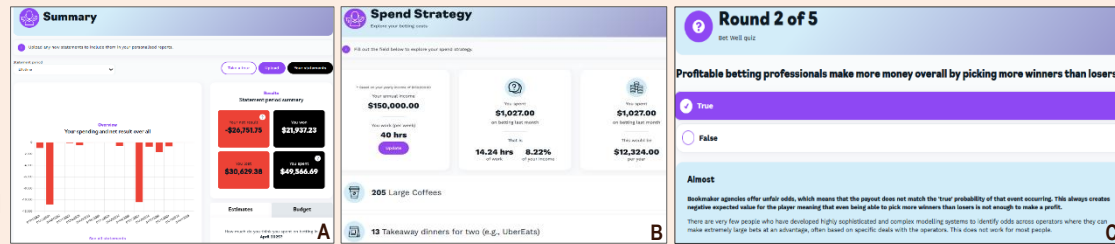


Figure 1. Example screengrabs of the three BetWell features (A) statement summary, (B) spend strategy, and (C) quiz features corresponding with participant-prompted feedback.

Participants Characteristics

- ◆ Participants were regular gambling consumers
- ◆ Studies 1, 2, and 3 included 140 (75.3% male, average age 41.3 years), 41 (56% male, average age 39.5 years), and 95 (93% male, average age 56 years) regular gambling participants, respectively.

Acceptability* and Perceived Usefulness

- ◆ Average acceptability assessed via the Adapted Mobile Application Rating Scale (A-MARS) was moderate to high across the Australian and international samples (Study 1 $M=32/40$; Study 2 $M=8.1/10$).
- ◆ Average perceived usefulness was also moderate to high across the national and international samples (Study 1 $M=20/25$; Study 2 $M=12.32/15$).
- ◆ Study 3 A-MARS acceptability was slightly higher for the interactive (Mean=40.2/70) compared to the non-interactive (mean=26.6/55) quiz format, although acceptability across both quiz formats were low to moderate.

*A-MARS scale items differed across each study and across quiz formats

Participant feedback on BetWell

Statement summary feature (Study 1)

- ◆ Positive feedback included "I think it is pretty spot on and doesn't need improving" and "it offers relevant details and is easy to understand."
- ◆ Suggestions for improvement included providing a more detailed analysis of gambling trends to view "trends from month to month and bookie to bookie" and "tell more details on the types of bets I lose on most."

Spend summary feature (Study 1)

- ◆ Positive feedback included "I think this was good, it showed where my money was going and what it could be" and "it gives a really good indication of your spending in comparison to earnings."
- ◆ Suggestions for improvement included providing "more comparisons on what you could have spent money on" and including goal setting, alerts, visualisation and interactive elements.

Quiz feature (Study 1 & 2)

- ◆ Positive feedback included adding more questions as only five questions are presented at a time (Study 1) and "I think the questions will prompt people to consider their own habits."
- ◆ Suggestions for improvement included adding more complex questions as participants responded that "the questions could be more challenging" and "I just think it was information that I already knew" as well as a need for more positively framed questions as "it has a very negative view on gambling."

Predictors of tool acceptability and perceived usefulness

- ◆ Gambling severity predicted perceived usefulness (Study 1; Figure 2).
- ◆ Financial wellbeing predicted perceived usefulness and acceptability (Study 1; Figures 3 & 4).

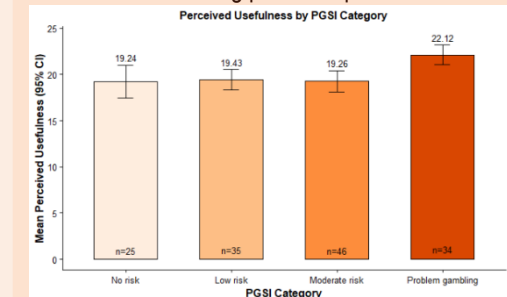


Figure 2. Participants categorised as high-risk based on the Problem Gambling Severity Index (PGSI) perceived the tool as more useful than those within the lower risk categories

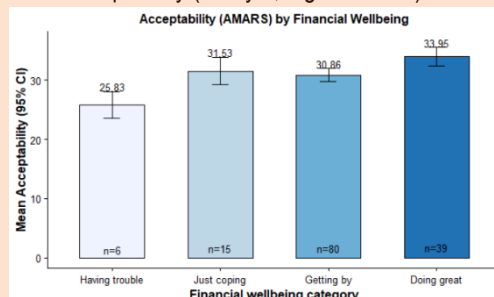


Figure 3. Participants with higher financial wellbeing perceived the tool as more acceptable compared to lower financial wellbeing participants

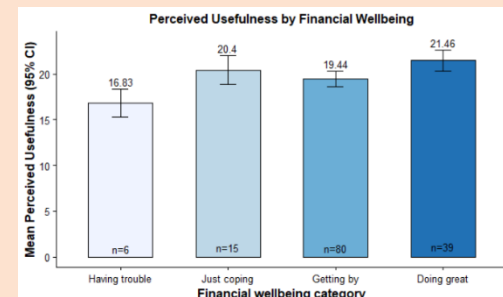


Figure 4. Participants with higher financial wellbeing perceived the tool as more useful compared to lower financial wellbeing participants

Target conclusions

- ◆ The findings suggest moderate to high acceptability and perceived usefulness based on consumers briefly engaging with the tool (Study 1) and viewing screengrabs of the tool (Study 2). Study 3 and ratings suggested interactive features enhanced perceived acceptability compared to static items.
- ◆ BetWell is intended as a harm reduction tool for all regular betting customers, yet individuals with higher gambling problem severity perceived the tool to be more useful than those with lower levels of problem gambling severity (Study 1). These findings support the use of BetWell as a harm prevention tool and suggest additional value as an intervention.
- ◆ Higher acceptability and usefulness ratings among those with greater financial wellbeing indicate that BetWell is perceived as appropriate to support sound financial management. Future research is needed to enhance suitability of BetWell for those experiencing financial difficulties.
- ◆ These preliminary findings across the three studies informed the next iteration of BetWell. Future research will examine uptake and feasibility to further refine the tool before evaluating its impact in real-world settings with larger samples.