

**Motivating Change:
Incorporating Motivational
Interviewing Approaches to
Promote a Culture of Safer Play**

Introductions



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Session Objectives



Explore how BCLC's Player Health team integrates Motivational Interviewing (MI) to promote a culture of safer play



MI Principles: empathy, collaboration, and empowerment in player interactions



Highlights of how GameSense applies Motivational Interviewing

Opportunity

- Enhances the quality and experience of player interactions.
- Prioritizes players' needs, fostering collaborative relationships to support positive change.
- Empowers individuals by providing guidance and support, not dictating
- Facilitates change by reducing stigma

Right message, right place, right time

BCLC GameSense Advisor Program



Difference Makers:

- Immediate, on-site support for players in distress
- Facilitate change by engaging players when motivation is high
- Bridge the gap between gambling distress and formal counseling
- Provide empathetic conversations that inspire safer play habits

Motivational Interviewing

What is it?



What is Motivational Interviewing?

- A person-centered approach that aims to explore and resolve ambivalence towards change during interactions.
- A collaborative, goal-oriented communication style.
- Focuses on the language of change and aims to strengthen personal motivation for specific goals.
- Explores the person's own reasons for change within an atmosphere of acceptance and compassion.

Historical Approach

Attempting to "fix" the problem through resource allocation and education:

- Brochures and handouts
- Myth busting

Current State

Evidence-based programming

Focusing on impact: shifting the focus to changing player behaviours to align with preferred outcomes

Acknowledging the player's goals

Embracing change to drive meaningful, lasting impacts

The 'new' GameSense Approach

Here's the helpline number

Have you heard of GameBreak?

Would you like help budgeting?

Problem

Do you know how a random number generator works?

Resources to fix the problem

Maybe you should take our player assessment quiz

What do you already know about our program?

History, experiences, self-image

Has it always been like this?

Strengths, skills, supports

What has helped you in the past?

Obstacles to change

What do you like to do when you're not here?

Reasons to change

You've already made it through a lot of challenges!

What do you want your gambling to look like?

How important is it to you to change things around?

Rethinking Strategies: The Application of Motivational Interviewing



The Benefits of Motivational GameSense

- Enabled deeper connection between players and GSA's.
- Created opportunity for individualized, player centric exploration of tools and resources
- Creates a foundation of relationship and connection before providing the player with information.
- "No one cares what you know until they know that you care."
- Gain an understanding of what the player wants to change, if anything, and what information the player may need.

Customer
Experience:

Need a chat?
We're just a click
away.

What GameSense Advisor's say

Motivational Interviewing training helps me get 'unstuck', it builds our skill and confidence in conversations.

Motivational Interviewing has helped me build relationships with customers where they feel valued and respected.

I am grateful for the opportunity to build my skills and learn more about promoting behaviour change.

Customers appreciate feeling heard, not 'spoken at'.

Learning MI has been an incredible experience.
"People may not remember what you say, but they remember how you made them feel."



Thank you.
Questions?

