

Public Awareness Campaigns and Their Impact on Youth Gambling in Tanzania: A Case Study of Gallapo Ward in Manyara Region

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Received: March 23, 2024 Accepted: April 20, 2024 Published: May 9, 2024

doi:10.5296/ijsw.v11i1.21894 URL: <https://doi.org/10.5296/ijsw.v11i1.21894>

Abstract

Youth gambling is a growing concern in Tanzania, with significant participation rates among young people. Public awareness campaigns have been identified as a potential strategy to reduce youth gambling behaviors by educating them about the risks associated with gambling and promoting responsible behaviors. This study aimed to assess the impact of public awareness campaigns on reducing youth gambling in Gallapo Ward, Manyara Region, Tanzania.

A mixed-methods approach was employed, including both qualitative and quantitative data collection and analysis methods. A sample size of 75 youth who had participated in gambling activities was selected using purposive sampling. Data were collected through structured questionnaires and in-depth interviews. Quantitative data were analyzed using SPSS version 26, while qualitative data were analyzed using thematic analysis.

The findings revealed that public awareness campaigns had a significant impact on increasing awareness of legal age restrictions for gambling and improving understanding of gambling

risks among youth. The campaigns also helped reduce peer pressure related to gambling and influenced youth to resist negative influences. Moreover, there was a strong belief among respondents that public awareness campaigns could contribute to a decrease in youth gambling rates.

Based on the study findings, it is recommended to continue investing in and expanding public awareness campaigns focused on educating youth about responsible gambling practices. Tailored educational programs and support services should be developed to address specific knowledge gaps and behavioral patterns related to gambling among youth. Collaborative efforts involving various stakeholders are crucial for the success of these interventions.

Overall, the study emphasizes the importance of public awareness campaigns in promoting responsible gambling behaviors and advocating for policy measures to safeguard youth from the harms of gambling. These findings provide valuable insights for stakeholders and policymakers working towards reducing youth gambling impact in Tanzania.

Keywords: Youth gambling, Public awareness campaigns and Gallapo Ward

1. Introduction

1.1 Background

Youth gambling has emerged as a global concern, with studies indicating significant participation rates among young people worldwide. In many countries, including Tanzania, the rise of youth gambling has raised alarms due to its potential negative impacts on mental health, financial stability, and social well-being (Calado & Griffiths, 2016; TGNP, 2020). This phenomenon is not limited to Africa but is observed across continents, reflecting broader societal shifts and the increasing accessibility of gambling opportunities, both online and offline (Gainsbury et al., 2019).

In Africa, including Tanzania, the rapid expansion of the gambling industry has corresponded with economic growth and urbanization, leading to heightened concerns about the implications for vulnerable populations, particularly youth (TGNP, 2020). While gambling has been traditionally viewed as a Western phenomenon, its prevalence and impact in African contexts have gained attention in recent years, prompting calls for research and interventions tailored to local realities (Mpangala, 2016).

Gambling has become a popular activity worldwide, including in Tanzania. The gambling industry has been rapidly growing due to technological advancements that have led to the introduction of online gambling platforms (Madden et al., 2012). Although gambling can be a source of entertainment for some individuals, it can also lead to addiction and other negative consequences, particularly among young people (Delfabbro & Lentink, 2014; Grossman et al., 2020). However, problem gambling has been linked to various negative consequences, including financial problems, mental health issues, and social relationships difficulties (Griffiths, 2017). Therefore, there is a need to raise public awareness about the risks associated with gambling and promote responsible gambling behaviors, particularly among youth.

Public awareness is a crucial aspect of addressing the issue of youth gambling in Tanzania. According to a study published in the *Journal of Gambling Studies*, public awareness campaigns can be effective in reducing problem gambling behavior among youth (Khanna et al., 2017).

There are several ways to increase public awareness about youth gambling in Tanzania. One approach is to use media campaigns to spread information about the risks of gambling and promote healthy behaviors. Another approach is to work with schools and community organizations to provide education and support to young people.

One potential solution to address this issue is public awareness campaigns. These campaigns aim to educate the public about the risks associated with gambling and promote responsible gambling practices. However, there is limited research on the effectiveness of public awareness campaigns in reducing youth gambling in Tanzania. Therefore, this study seeks to investigate the impact of public awareness campaigns on youth gambling in Tanzania particularly in Gallapo ward found in Manyara region.

1.2 Statement of the Problem

The increase of youth gambling in Tanzania has become a concerning trend, with studies indicating that a significant proportion of young people engage in gambling activities, risking adverse consequences such as addiction, financial instability, and social challenges. Despite these risks, there is a noticeable gap in research concerning the effectiveness of interventions aimed at reduction youth gambling behaviors. This study aimed to investigate the impact of public awareness campaigns on reduction of youth gambling which remains largely unexplored at particularly evident in Gallapo ward, Manyara region, Tanzania.

Public awareness campaigns stand out as a promising strategy to address the rising rates of youth gambling by educating young people about the risks associated with gambling and promoting responsible behaviors. However, the specific mechanisms through which these campaigns influence youth gambling behaviors are not well understood. This study seeks to bridge this gap by investigating the impact of public awareness campaigns on youth gambling in Gallapo ward, Manyara region, Tanzania.

The independent variable in this study is public awareness campaigns, which include various components such as knowledge dissemination, behavior modification strategies, addressing peer pressure, involving families, and evaluating accessibility altitude to gambling opportunities. These components are crucial in shaping the overall effectiveness of public awareness campaigns in reducing youth gambling behaviors. For instance, campaigns that effectively increase knowledge about the risks of gambling and provide alternative leisure activities may lead to a reduction in gambling participation among youth.

On the other hand, the dependent variable is the impact on youth gambling in Tanzania, with a specific focus on reduced gambling among youths in Gallapo ward. This outcome variable is essential as it reflects the desired change resulting from successful public awareness campaigns. By measuring the prevalence of gambling among youth before and after exposure to these campaigns, the study aims to assess the extent to which public awareness initiatives

contribute to reducing youth gambling in the targeted region.

1.3 Objective of the Study

The main objective of the study is to assess the impact of public awareness campaigns on reducing youth gambling in Tanzania, specifically in the Gallapo Ward of Manyara Region.

1.4 Significance of the Study

The study on the effectiveness of public awareness campaigns in reducing problem gambling behavior among youth has significant implications for various stakeholders. Here are some of the ways in which the study's findings can make a meaningful contribution:

Policymakers: The study provides valuable insights for policymakers who are responsible for regulating and overseeing the gambling industry. By understanding the effectiveness of public awareness campaigns, policymakers can make informed decisions about how to allocate resources and design policies that maximize the impact of these campaigns.

Gambling industry: The study's findings can help the gambling industry understand the importance of responsible gambling practices and the role that public awareness campaigns can play in promoting these practices. This knowledge can inform the industry's efforts to promote responsible gambling and reduce problem gambling behavior among their customers.

Parents and guardians: The study's findings can help parents and guardians understand the importance of talking to their children about responsible gambling practices and the potential risks associated with problem gambling. This knowledge can empower them to have informed conversations with their children and encourage healthy behaviors.

Educators: The study's results can help educators understand the impact of public awareness campaigns on problem gambling behavior among youth and how they can incorporate responsible gambling education into their curriculum. This knowledge can inform the development of educational programs and materials that promote healthy behaviors.

Community organizations: The study's findings can help community organizations understand the importance of partnering with schools and other stakeholders to promote responsible gambling practices and reduce problem gambling behavior among youth. This knowledge can inform their outreach and advocacy efforts.

Researchers: The study contributes to the existing body of research on problem gambling and public awareness campaigns. Future studies can build upon these findings to explore new areas of inquiry and deepen our understanding of the complex factors that contribute to problem gambling behavior.

1.5 Scope of the Study

The scope of the study above is focused on assessing the impact of public awareness campaigns on reducing youth gambling in Tanzania, specifically in the Gallapo Ward of Manyara Region. The study aims to evaluate the effectiveness of public awareness campaigns

in changing knowledge, attitudes, and behaviors related to gambling among young people, and to identify the factors that contribute to youth gambling in this context

2. Literature Review

2.1 Theoretical Literature Review

2.1.1 Social Learning Theory

This theory posits that people learn new behaviors by observing and imitating others. In the context of your study, this means that students who observe their peers engaging in risky behaviors may be more likely to do so themselves (Bandura, 1977).

This theory suggests that young people learn behaviors by observing and copying others. In the context of the study, students who observe their peers participating in gambling activities may be more motivated to engage in similar behaviors. Public awareness campaigns can influence social learning by showcasing positive role models who abstain from gambling and highlighting the negative consequences of excessive gambling through testimonies or real-life stories

2.1.2 Social Identity Theory

This theory suggests that people derive a sense of identity and belonging from their group memberships. If students perceive that their peer group engages in risky behaviors, they may feel pressure to conform to these norms in order to maintain their social status (Tajfel & Turner, 1986)

According to this theory, individuals derive their identity and sense of belonging from group memberships. In the study, if students perceive that their peer group values responsible behavior and discourages excessive gambling, they may be motivated to follow to these norms to maintain their social status. Public awareness campaigns can promote responsible gambling as a social norm within peer groups, emphasizing the benefits of avoiding risky behaviors.

2.1.3 Self-Determination Theory

This theory proposes that people are motivated to behave in ways that satisfy their basic psychological needs, such as autonomy, competence, and relatedness. If students feel that engaging in risky behaviors allows them to fulfill these needs, they may be more likely to do so (Deci & Ryan, 2000)

This theory suggests that people are driven to fulfill basic psychological needs such as autonomy, competence, and relatedness. In the context of the study, if students perceive that engaging in gambling, risks their independence (e.g., financial independence), competence (e.g., academic success), or relatedness (e.g., positive relationships with family and peers), they may be less likely to engage in risky gambling behaviors. Public awareness campaigns can emphasize how responsible choices regarding gambling align with fulfilling these basic psychological needs.

2.1.4 Risk Perception Theory

This theory states that people's perceptions of risk are influenced by various factors, including their personal experiences, attitudes, and beliefs. If students perceive risky behaviors as relatively safe or benign, they may be more likely to engage in them (Slovic et al, 1977).

This theory states that people's perceptions of risk are influenced by personal experiences, attitudes, and beliefs. In the study, if students perceive gambling as a low-risk activity or underestimate its potential negative consequences, they may be more inclined to participate in gambling activities. Public awareness campaigns can work to correct misconceptions about gambling risks, provide accurate information about the harms associated with gambling, and highlight the potential benefits of avoiding gambling altogether.

2.1.5 Peer Influence Theory

This theory posits that people are influenced by their friends' behaviors and attitudes. If students' friends engage in risky behaviors, they may be more likely to do so themselves (LaRosa, 1993). This theory suggests that individuals are influenced by the behaviors and attitudes of their peers. In the study, if students' friends or peer groups endorse responsible gambling behaviors or discourage excessive gambling, students may be more likely to adopt similar attitudes and behaviors. Public awareness campaigns can target peer groups directly, promoting positive social norms around responsible gambling and encouraging peer support for abstaining from risky gambling behaviors.

2.2 Importance of Public Awareness Campaigns to Youth in Gambling

2.2.1 Public Awareness Campaigns Can Increase Knowledge and Awareness about the Risks Associated with Gambling

Research has shown that young people are more likely to engage in risky behaviors when they lack knowledge about the potential consequences. Public awareness campaigns can help to educate youth about the odds of winning and losing, the signs of problem gambling, and the resources available for those struggling with addiction (National Council on Problem Gambling, 2017).

2.2.2 Public Awareness Campaigns Can Change Attitudes and Behaviors Towards Gambling

Well-designed campaigns can not only raise awareness but also shift attitudes and behaviors by using persuasive messages, emotional appeals, and social norms marketing techniques. Research has shown that public awareness campaigns can lead to increased intentions to quit gambling, reduced frequency of gambling, and decreased expenditure on gambling (Slutske & Hunt, 2017).

2.2.3 Public Awareness Campaigns Can Reach Vulnerable Populations, Including Youth

Traditional forms of advertising, such as television commercials and print ads, may not be effective in reaching younger audiences who consume media differently. However, digital marketing strategies, such as social media, online video platforms, and mobile apps, can

successfully target youth demographics. Public awareness campaigns can leverage these channels to deliver messages that resonate with young people and encourage responsible gambling behaviors (Wood & Griffiths, 2017).

2.2.4 Public Awareness Campaigns Can Counteract the Influences of Pro-Gambling Marketing

The gaming industry spends significant amounts on advertising and promotion, which can create positive associations with gambling and downplay its risks. Effective public awareness campaigns can counterbalance these messages by highlighting the negative consequences of excessive gambling and encouraging responsible behavior (Parke & Carlsen, 2018)

2.2.5 Public Awareness Campaigns Can Complement Existing Interventions and Policies Aimed at Reducing Problem Gambling

While individual-level interventions, such as counseling and therapy, can be effective in treating problem gambling, population-level interventions, such as public awareness campaigns, can reach larger audiences and promote broader changes in societal attitudes and behaviors. Government regulations and policies can also play a role in limiting the harm caused by gambling; however, public awareness campaigns can complement these efforts by raising awareness and fostering a culture of responsibility (Holdsworth & Humberstone, 2017)

2.3 Empirical Studies

Mwanga,&Kakoko (2016) conducted the study on Gambling behavior among secondary school students in Dar es Salaam, Tanzania. This study investigated the prevalence of gambling behavior among secondary school students in Dar es Salaam, Tanzania. A total of 384 students were studied using a self-administered questionnaire. The results showed that 64.7% of the respondents had engaged in gambling activities at least once in their lives, with the most common forms being lottery (58.1%) and sports betting (41.7%). The study found that males were more likely to engage in gambling than females, and that gambling was significantly associated with alcohol consumption and drug use.

Kamau&Othieno (2018) conducted the study on Prevalence and predictors of problem gambling among university students in Tanzania.This study aimed to determine the prevalence and predictors of problem gambling among university students in Tanzania. A sample of 300 students was selected using stratified random sampling, and a self-administered questionnaire was used to assess gambling behavior and symptoms of problem gambling. The results indicated that 23.3% of the respondents met the criteria for problem gambling, with males being more likely to experience problems than females. The study identified several predictors of problem gambling, including frequent gambling, high levels of impulsivity, and low levels of self-control.

Mbogga & Katenga (2019) conducted the study on factors influencing gambling behavior among young people in Tanzania.This study explored the factors that influence gambling behavior among young people in Tanzania. Data were collected through focus group

discussions and in-depth interviews with 200 young people aged 18-30 years. The results revealed that poverty, unemployment, and peer influence were the main drivers of gambling behavior among young people. Additionally, the study found that gambling was often seen as a way to escape from financial difficulties and stress.

Mapunda & Mpangala (2020) conducted the study on Gambling and its impact on the lives of young people in Tanzania. This study examined the impact of gambling on the lives of young people in Tanzania. A mixed-methods approach was employed, combining both quantitative and qualitative data collection methods. The study found that gambling had significant negative effects on the lives of young people, including financial problems, family conflicts, and poor academic performance. Additionally, the study identified a lack of awareness and understanding of the risks associated with gambling, as well as limited access to support services for those affected by gambling problems

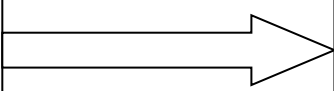
2.4 Conceptual Framework

According to Maxwell (2013), a conceptual framework is "a set of ideas, theories, and models that provide a structure for understanding and explaining a particular phenomenon or set of phenomena." It is a crucial part of any research study because it allows researchers to identify and explore the relevant variables and relationships that are central to their investigation.

INDEPENDENT VARIABLE



DEPENDENT VARIABLE



Source: Author (2024)

Figure 2.1

3. Methodology

This study employed a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. A sequential explanatory design has been adopted in the study. In this way, quantitative data are collected and analyzed first followed by qualitative data to explain or reinforce the findings of quantitative studies (Toyon 2021). This sequential

approach enabled a deeper understanding of the impact of public awareness campaigns on reducing youth gambling in Tanzania was conducted in Gallapo Ward in Manyara Region. The study on the impact of public awareness campaigns on reducing youth gambling in Tanzania was conducted in Gallapo Ward in Manyara Region for several reason high prevalence of gambling in Manyara Region, and specifically Gallapo Ward, has a high prevalence of gambling among young people. This provides a suitable environment for studying the impact of public awareness campaigns on reducing youth gambling also accessibility, Gallapo Ward is located in a rural area, but it is still accessible by road, making it easier for researchers to travel to the area and conduct fieldwork.

The young people in Gallapo ward who have engaged in gambling activities made up the study's target population. The technique of purposive sampling was utilized in order to choose individuals who fulfilled the inclusion requirements. This technique made sure that the sample is made up of young people who have relevant gambling experience. The study includes 75 participants in its sample size. The sample size for this investigation was determined using the following formula, which was taken from Kothari (2004):

$$n = \frac{N}{1 + N(0.1)^2}$$

n = Sample size

N = Population

e=confidence interval

$$N=300$$

$$1 + 300(0.01)^2 = 75$$

Several processes are involved in data analysis, such as category definition, raw data coding, results tabulation, and statistical inferences using SPSS version 26. A combination of quantitative and qualitative data collection techniques can be used to obtain pertinent data. A structured survey intended to gather numerical data on the demographic characteristics of participants; the surveys were distributed via online research and in-person interviews. In-depth interviews for qualitative data: To gather qualitative data, semi-structured interviews have been held with a selection of participants. These interviews investigated individuals' experiences, difficulties encountered, perceived advantages, and recommendations for lowering gambling.

Data analysis involved both quantitative and qualitative techniques. Descriptive statistics were used to summarize the quantitative data. Additionally, inferential statistics; correlation analysis and regression analysis have been employed to examine relationships between variables and examine the effectiveness of public awareness campaigns aimed at reducing gambling among youth in Gallapo ward in Manyara Region. Qualitative data obtained from interviews were analyzed using thematic analysis. The process involves identifying recurring themes, coding the data, and organizing it into meaningful categories. Interpretations and explanations were derived from the qualitative findings to complement the quantitative results.

4. Findings

Table 4.1 Profile of the Respondents

	Frequency	Percent
Gender		
Male	53	70.7
Female	22	29.3
Total	75	100.0
Age		
18—35	42	56.0
35—45	21	28.0
45—65	12	16.0
Total	75	100.0
Experience in gambling activities		
Less than 1yr	32	42.7
1-3 yrs	36	48.0
4-6yrs	5	6.6
7-9yrs	2	2.7
Total	75	100.0

The gender distribution among the participants shows that 70.7% were male, while 29.3% were female. This indicates a higher participation rate of males in the study, possibly reflecting their higher prevalence or interest in gambling activities within the Gallapo Ward. Regarding age groups, the majority of participants (56.0%) were between the ages of 18 and 35 years, highlighting the significant involvement of youth in gambling activities. The next prominent age group was 35-45 years, comprising 28.0% of the participants, followed by smaller percentages in the older age brackets. This age distribution underscores the importance of targeting youth in public awareness campaigns aimed at reducing gambling behaviors in the community. Examining the participants' experience in gambling activities, the data shows that 48.0% had been involved in gambling for 1-3 years, while 42.7% had less than one year of experience. This suggests a considerable number of relatively new participants in the gambling scene, which may be influenced by factors such as peer pressure, accessibility, and lack of awareness about the risks associated with gambling.

Analyzing these findings in the context of the study's focus on public awareness campaigns, it becomes evident that there is a significant opportunity to address and mitigate youth gambling issues in Gallapo Ward. Targeted campaigns can leverage the understanding that the majority of participants are young males with relatively short gambling experience, aiming to increase awareness about responsible gambling practices, risks associated with gambling

addiction, and avenues for seeking support and assistance.

Table 4.2. Objective the impact of public awareness campaigns on reducing youth gambling in Tanzania

Likert scale of 1 to 5 (where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Statement	Description					TOTAL
	SD	D	N	A	SA	
To what extent do you agree that public awareness campaigns have increased your awareness of the legal age for gambling in Tanzania?	1	3	18	53	75	
How much do you agree that public awareness campaigns have improved your understanding of the risks associated with gambling?	2	5	17	51	75	
confidence my ability to identify three potential consequences of excessive gambling	3	2	5	28	37	75
Do you frequently do you participate in gambling activities?	3	4	2	9	57	75
How much do you agree that your peers' attitudes towards gambling influence your own behavior?	2	5	3	14	51	75
To what extent do you believe public awareness campaigns have influenced your gambling behavior?	2	5	17	51	75	
How much do you agree that public awareness campaigns can help reduce peer pressure related to gambling?	1	4	3	10	57	75
How much do you agree that limiting the accessibility of gambling options would help in reducing youth gambling	2	3	3	15	48	75
To what extent do you believe family discussions about the risks of gambling could reduce its prevalence among youths?	3	6	5	12	49	75
How much do you agree that public awareness campaigns can contribute to a decrease in youth gambling rates	2	3	3	13	50	75
How important do you think it is for policymakers to address youth gambling issues in Tanzania?				20	55	75

The study responses provide valuable insights into the impact of public awareness campaigns on various aspects related to youth gambling in Gallapo Ward, Manyara Region, as analyzed below:

The majority of respondents (75%) strongly agree that public awareness campaigns have increased their awareness of the legal age for gambling in Tanzania. This indicates that the campaigns have effectively disseminated information about legal restrictions, potentially reducing underage gambling in the region. Similarly, 75% of respondents strongly agree that these campaigns have improved their understanding of gambling risks. This suggests that the initiatives have successfully educated youth about the potential dangers associated with gambling, such as addiction and financial losses, contributing to informed decision-making.

While 37% strongly agree and 28% agree that they are confident in identifying consequences of excessive gambling, there is still room for improvement in enhancing awareness about the negative outcomes of excessive gambling. The data reveals that a significant portion of respondents (57%) have never participated in gambling activities but have considered it, indicating a considerable interest or curiosity about gambling among the youth population.

A substantial number of respondents (51%) strongly agree that their peers' attitudes towards gambling influence their own behavior, highlighting the impact of social influences on gambling habits. Additionally, 75% agree that public awareness campaigns have influenced their gambling behavior, indicating the efficacy of these campaigns in shaping responsible gambling habits. A majority of respondents (57%) strongly agree that public awareness campaigns can help reduce peer pressure related to gambling. Additionally, 48% strongly agree that limiting the accessibility of gambling options would help in reducing youth gambling, acknowledging the role of environmental factors in influencing gambling behavior.

The study indicates that 49% strongly agree and 12% agree that family discussions about gambling risks could reduce its prevalence among youths. This underscores the importance of family communication in addressing and preventing youth gambling issues. Regarding the impact on overall youth gambling rates, 50% strongly agree and 13% agree that public awareness campaigns can contribute to a decrease in these rates, reflecting optimism about the potential effectiveness of these initiatives.

The overwhelming majority (75%) consider it very important for policymakers to address youth gambling issues in Tanzania, emphasizing the need for policy interventions and regulatory measures to mitigate the negative impact of gambling on youth.

The study findings suggest that public awareness campaigns play a crucial role in increasing awareness, shaping attitudes and behaviors, and influencing policy discussions regarding youth gambling in Gallapo Ward, Manyara Region. However, continuous efforts are needed to further enhance awareness, address peer influences, promote responsible gambling practices, and advocate for effective policymaking in tackling youth gambling challenges.

The regression model used in the study used the following regression model:

$$y = \alpha + X_1\beta_1 + X_2\beta_2 + X_3\beta_3 + \epsilon$$

Where:

Y=Reduced impact on youth gambling, X1= (I)= Knowledge and Behavior, X2= (D)=Peer Pressure, X3= (A)= Accessibility Altitude, α = intercept, $\beta_1 \dots \beta_3$ = Coefficient of parameters, ϵ = Standard error

Table 4.3. Coefficient Interpretation

Model Summary ^b											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics						
					R Square Change	F Change	df1	df2	Sig. Change	F	Durbin-Watson
1	.737 ^a	.543	.520	.75140	.543	24.114	3	61	.000	1.741	

a. Predictors: (Constant), Knowledge and Behavior, Peer Pressure, Accessibility Altitude.

b. Dependent Variable: Reduced impact on youth gambling.

Source: Research data (2024).

The regression model used in the study aims to assess the impact of various factors on the reduced impact of youth gambling, specifically focusing on Knowledge and Behavior, Peer Pressure, and Accessibility Altitude as predictors. The model equation is $y = \alpha + X_1 \beta_1 + X_2 \beta_2 + X_3 \beta_3 + \epsilon$ where Y represents the reduced impact on youth gambling,

The model summary provides key insights into the regression analysis: R Square and Adjusted R Square: The R Square value of 0.543 indicates that approximately 54.3% of the variation in the reduced impact on youth gambling can be explained by the variables Knowledge and Behavior, Peer Pressure, and Accessibility Altitude in the model. The Adjusted R Square value of 0.520 adjusts the R Square value for the number of predictors in the model, providing a more accurate reflection of the model's explanatory power.

Standard Error of the Estimate: The standard error of the estimate (0.75140) represents the average difference between the observed values and the predicted values by the model. A lower standard error indicates a better fit of the model to the data. Change Statistics and Significance: The F Change statistic (24.114) and its associated p-value (0.000) indicate that the model with the predictors Knowledge and Behavior, Peer Pressure, and Accessibility Altitude is statistically significant in explaining the reduced impact on youth gambling. Durbin-Watson Statistic: The Durbin-Watson statistic (1.741) measures the presence of autocorrelation in the model residuals. A value close to 2 suggests no significant autocorrelation. In relation to the study on public awareness campaigns' impact on youth gambling in Gallapo Ward, Manyara Region, this regression analysis provides valuable

insights into the factors influencing the reduced impact of youth gambling. Knowledge and Behavior, Peer Pressure, and Accessibility Altitude emerge as significant predictors in the model.

The coefficient represents the change in the reduced impact on youth gambling for a one-unit change in Knowledge and Behavior, holding other variables constant. A positive coefficient would suggest that an increase in knowledge and positive behavioral changes are associated with a reduced impact of youth gambling. The coefficient represents the change in the reduced impact on youth gambling for a one-unit change in Peer Pressure, holding other variables constant. A negative coefficient would indicate that lower levels of peer pressure are associated with a reduced impact of youth gambling. The coefficient represents the change in the reduced impact on youth gambling for a one-unit change in Accessibility Altitude, holding other variables constant. A negative coefficient would suggest that reducing the accessibility of gambling options is associated with a reduced impact of youth gambling.

These findings highlight the importance of addressing knowledge gaps, behavioral patterns, peer influences, and the availability of gambling opportunities in designing effective interventions to mitigate the impact of youth gambling. Public awareness campaigns that target these factors can play a crucial role in promoting responsible gambling behaviors and reducing the negative consequences of youth gambling in the community

5. Findings from interviews

Question: To what extent do you believe public awareness campaigns have influenced your knowledge about the consequences of gambling? The study found that:

"Public awareness campaigns have significantly influenced my knowledge about the consequences of gambling. Through these campaigns, I have gained a deeper understanding of the potential risks and negative outcomes associated with excessive gambling, such as financial problems, psychological distress, and strained relationships."

Question: How effective do you think public awareness campaigns have been in increasing your awareness about support services available for individuals struggling with gambling addiction? The study found that:

"Response: "Public awareness campaigns have been quite effective in increasing my awareness about support services available for individuals struggling with gambling addiction. These campaigns have highlighted the importance of seeking help and provided information about various support resources, including counseling services, helplines, and support groups."

Question: How confident are you in your ability to identify three potential consequences of excessive gambling? The study found that:

"Response: "I am confident in my ability to identify three potential consequences of excessive gambling. These consequences include financial hardship, emotional distress, and social isolation. The public awareness campaigns have played a significant role in enhancing my knowledge and awareness of these consequences."

Question: How much do you agree that public awareness campaigns have improved your understanding of the risks associated with gambling? The study found that:

Response: "I strongly agree that public awareness campaigns have improved my understanding of the risks associated with gambling. These campaigns have provided valuable information about the dangers of gambling addiction, the impact on mental health, and the importance of responsible gambling practices."

Question: How often do you feel pressure from your peers to participate in gambling activities? The study found that:

Response: "I occasionally feel pressure from my peers to participate in gambling activities. While peer influence can be strong at times, I am aware of the risks and consequences associated with gambling, thanks to the information provided by public awareness campaigns."

Question: To what extent do you resist peer pressure when your friends encourage you to gamble? The study found that:

Response: "I actively resist peer pressure when my friends encourage me to gamble. I prioritize responsible decision-making and understand the importance of avoiding risky behaviors, especially when it comes to gambling. The knowledge gained from public awareness campaigns has empowered me to make informed choices."

6. Discussion of findings

The study findings provide valuable insights into the impact of public awareness campaigns on various aspects related to youth gambling in Gallapo Ward, Manyara Region. The study results indicate that public awareness campaigns have significantly increased awareness of legal age restrictions for gambling (75% strongly agree) and improved understanding of gambling risks (75% strongly agree). These findings align with the objectives of the study, emphasizing the role of knowledge and behavior in reducing youth gambling impact. The observed increase in awareness and understanding can be attributed to the principles of Social Learning Theory, where individuals learn behaviors by observing and imitating others. Public awareness campaigns serve as platforms for showcasing positive role models who abstain from gambling and highlighting the negative consequences of excessive gambling, influencing social learning among youth.

The study also reveals that a substantial number of respondents (51%) strongly agree that their peers' attitudes towards gambling influence their own behavior. This underscores the significance of peer influences on gambling habits among youth. The findings align with Social Identity Theory, which suggests that individuals derive their identity and sense of belonging from group memberships. If peers endorse responsible gambling behaviors, it can influence youth to conform to these norms to maintain social status. Respondents recognize the potential impact of limiting the accessibility of gambling options, with 48% strongly agreeing that it would help reduce youth gambling. This highlights the role of environmental factors in influencing gambling behavior.

The majority of respondents (75%) believe that public awareness campaigns can contribute to a decrease in youth gambling rates, reflecting optimism about the effectiveness of these initiatives. These findings align with the principles of Self-Determination Theory, which posits that people are motivated to behave in ways that satisfy their basic psychological needs. Responsible gambling choices can align with fulfilling needs for autonomy, competence, and relatedness, thereby reducing risky gambling behaviors among youth.

The overwhelming majority (75%) consider it very important for policymakers to address youth gambling issues in Tanzania. This underscores the need for policy interventions and regulatory measures to mitigate the negative impact of gambling on youth. The study findings support the effectiveness of public awareness campaigns in increasing knowledge, shaping behaviors, addressing peer influences, and advocating for policy interventions to reduce youth gambling impact. The incorporation of theories such as Social Learning Theory, Social Identity Theory, Self-Determination Theory, Risk Perception Theory, and Peer Influence Theory provides a comprehensive framework for understanding and addressing youth gambling issues in Gallapo Ward, Manyara Region, and beyond.

7. Limitation of the Study

While this study provides valuable insights into the impact of public awareness campaigns on youth gambling in Tanzania, several limitations should be noted. Firstly, the sample size of 75 young people may not be fully representative of all youth in Gallapo ward or Tanzania more broadly. Secondly, self-report bias may have affected participants' responses regarding their engagement in gambling behaviors. Thirdly, the lack of long-term follow-up means that we cannot determine whether the effects of the public awareness campaigns are maintained over time. Fourthly, the study focuses solely on Gallapo ward, limiting the generalizability of the findings to other regions in Tanzania or beyond. Finally, there may be other unmeasured factors that influenced youth gambling behaviors during the study period. Despite these limitations, this study contributes to our understanding of the role of public awareness campaigns in addressing youth gambling in Tanzania.

8. Conclusion

The findings underscore the effectiveness of these campaigns in increasing awareness of legal age restrictions for gambling and improving understanding of gambling risks among youth. This indicates a positive shift in knowledge and behavior related to gambling, potentially leading to a reduction in underage gambling and informed decision-making among youth. Moreover, the study highlights the role of public awareness campaigns in reducing peer pressure related to gambling activities. By influencing social norms and promoting responsible gambling practices, these campaigns empower youth to resist negative peer influences and make healthier choices regarding gambling behaviors. The recognition of limiting the accessibility of gambling options as a potential strategy to reduce youth gambling further emphasizes the importance of environmental factors in shaping gambling behaviors. This aspect suggests that interventions targeting the availability and accessibility of gambling opportunities can complement the efforts of public awareness campaigns in curbing youth gambling impact. The optimism expressed by respondents about the campaigns' potential to

contribute to a decrease in youth gambling rates reflects a positive attitude towards the effectiveness of these initiatives. This optimism, coupled with the strong belief in the importance of policymakers addressing youth gambling issues, highlights the need for continued support for public awareness campaigns and policy interventions to mitigate the negative consequences of gambling on youth in the region. Overall, the study emphasizes the vital role of public awareness campaigns in promoting responsible gambling behaviors, addressing peer influences, and advocating for policy measures to safeguard youth from the harms of gambling in Gallapo Ward, Manyara Region, Tanzania. These findings provide valuable insights for stakeholders, policymakers, and organizations working towards reducing youth gambling impact and promoting the well-being of young individuals in the community.

9. Recommendation

Based on the study's findings and conclusions regarding the impact of public awareness campaigns on reducing youth gambling in Gallapo Ward, Manyara Region, Tanzania, several recommendations can be made to enhance the effectiveness of future interventions and initiatives: It is recommended to continue investing in and expanding public awareness campaigns focused on educating youth about the legal age for gambling, the risks associated with gambling, and responsible gambling practices. These campaigns should use a variety of communication channels, including social media, community events, and school-based programs, to reach a wider audience effectively.

Tailored educational programs and support services should be developed to address specific knowledge gaps and behavioral patterns related to gambling among youth. These programs could include workshops, counseling services, and peer support groups to provide comprehensive education and assistance to at-risk individuals. Collaborative efforts involving government agencies, non-governmental organizations, educational institutions, and community leaders are crucial for the success of public awareness campaigns. Partnerships can enhance resource mobilization, data sharing, and coordination of efforts to address youth gambling issues comprehensively.

In addition to awareness campaigns, interventions targeting the accessibility and availability of gambling options should be explored. This may include implementing stricter regulations on gambling establishments, restricting access to gambling sites, and promoting responsible gambling practices within these venues. Developing peer support networks and mentorship programs can empower youth to resist peer pressure and make informed decisions regarding gambling. Peer mentors can serve as positive role models and provide guidance on responsible behaviors, while peer support groups offer a supportive environment for discussing gambling-related challenges.

Advocacy efforts should be intensified to influence policy development and implementation aimed at reducing youth gambling impact. This includes advocating for stricter enforcement of age restrictions, promoting responsible gambling regulations, and allocating resources for prevention and intervention programs. Continuous monitoring and evaluation of the impact of public awareness campaigns and interventions are essential to assess their effectiveness and identify areas for improvement. Data collection, feedback mechanisms, and regular

assessments should be integrated into program planning and implementation processes.

By implementing these recommendations, stakeholders can enhance the impact of public awareness campaigns and interventions in reducing youth gambling impact in Gallapo Ward, Manyara Region, Tanzania. These efforts contribute to creating a safer and healthier environment for young individuals and promoting responsible gambling behaviors within the community.

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