



CENTRE FOR  
ADDICTION RESEARCH

FACULTY OF MEDICAL AND HEALTH SCIENCES  
**THE UNIVERSITY OF AUCKLAND**

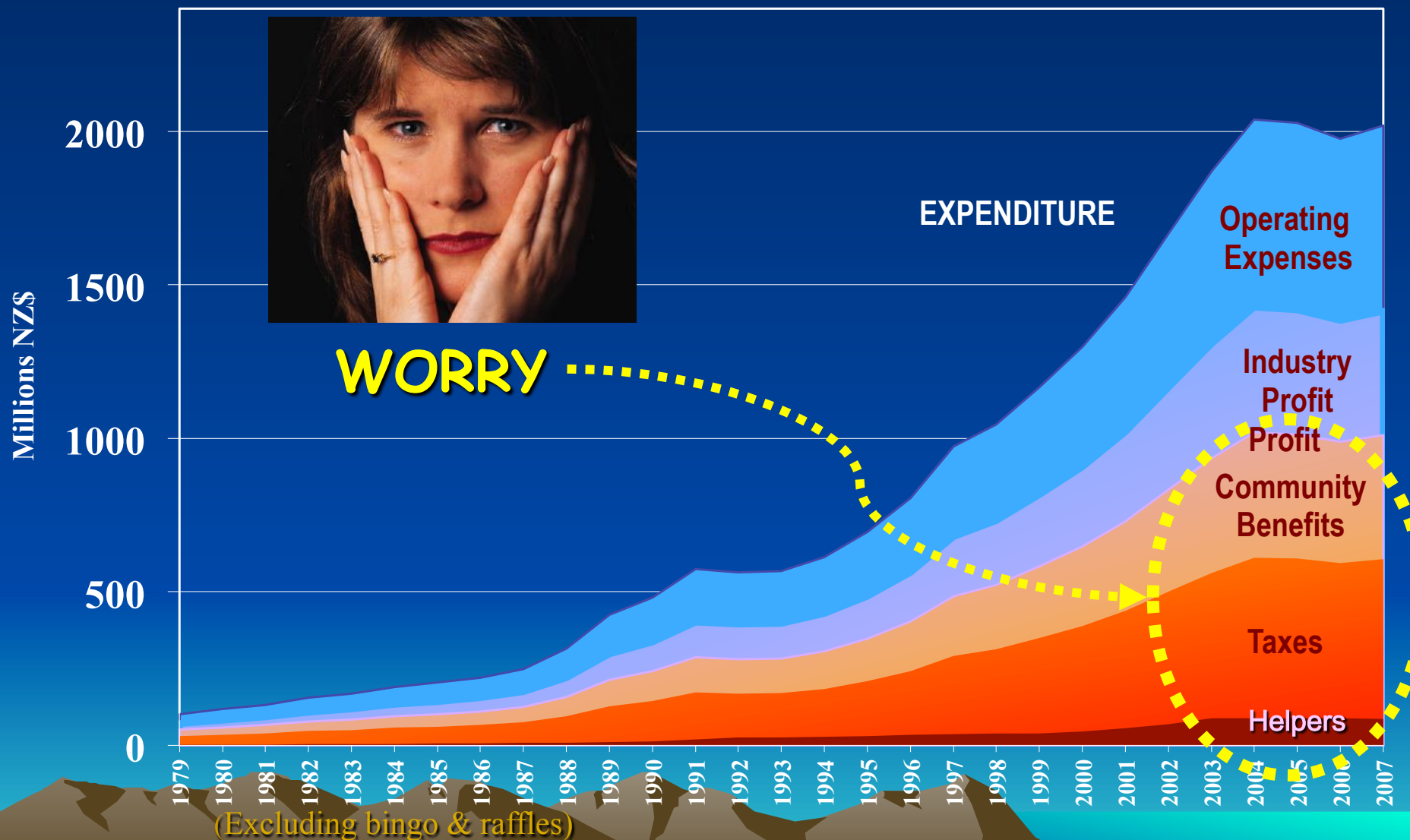
Te Whare Wānanga o Tāmaki Makaurau

# ENTANGLED INTEGRITY: HOW PROFITS FROM GAMBLING DISTORT OUR KNOWLEDGE BASE

*Peter J. Adams*  
*School of Population Health*

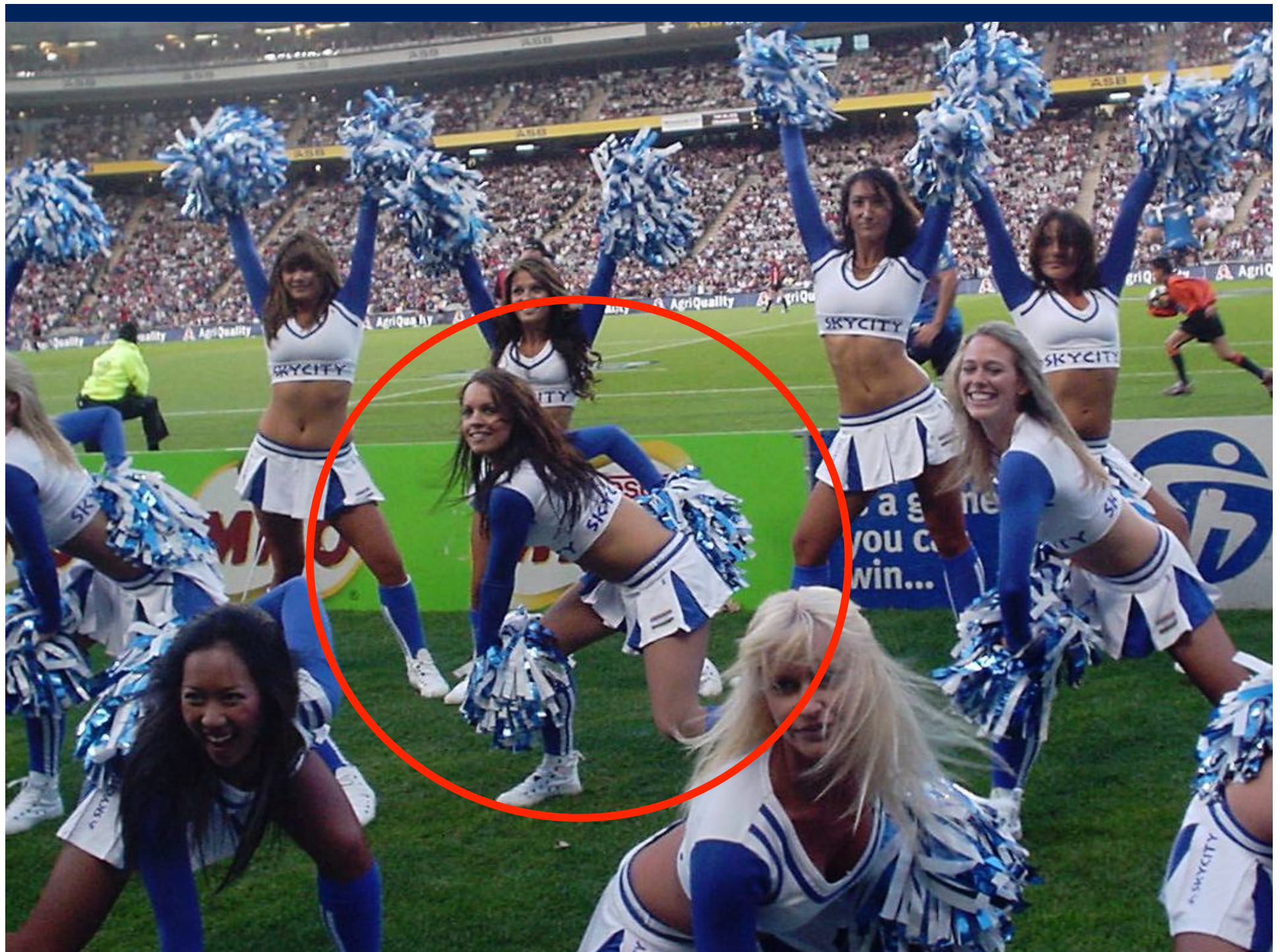
# Gambling Expenditure (losses) in NZ

Source: NZ Department of Internal Affairs



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# Money is the Key Driver

- ☐ Addictive consumptions  
potent profit generators
- ☐ Misled by constructions  
of the neo-liberal  
autonomous consumer
- ☐ Need focus on main  
driver, ie. money

# Power of Addiction Surplus



Addiction  
Surplus



Consumer  
Surplus



Production  
Costs

Potent  
Combination



HEAPS

P  
R  
O  
F  
I  
T

ADDICTIVE

NON-ADDICTIVE

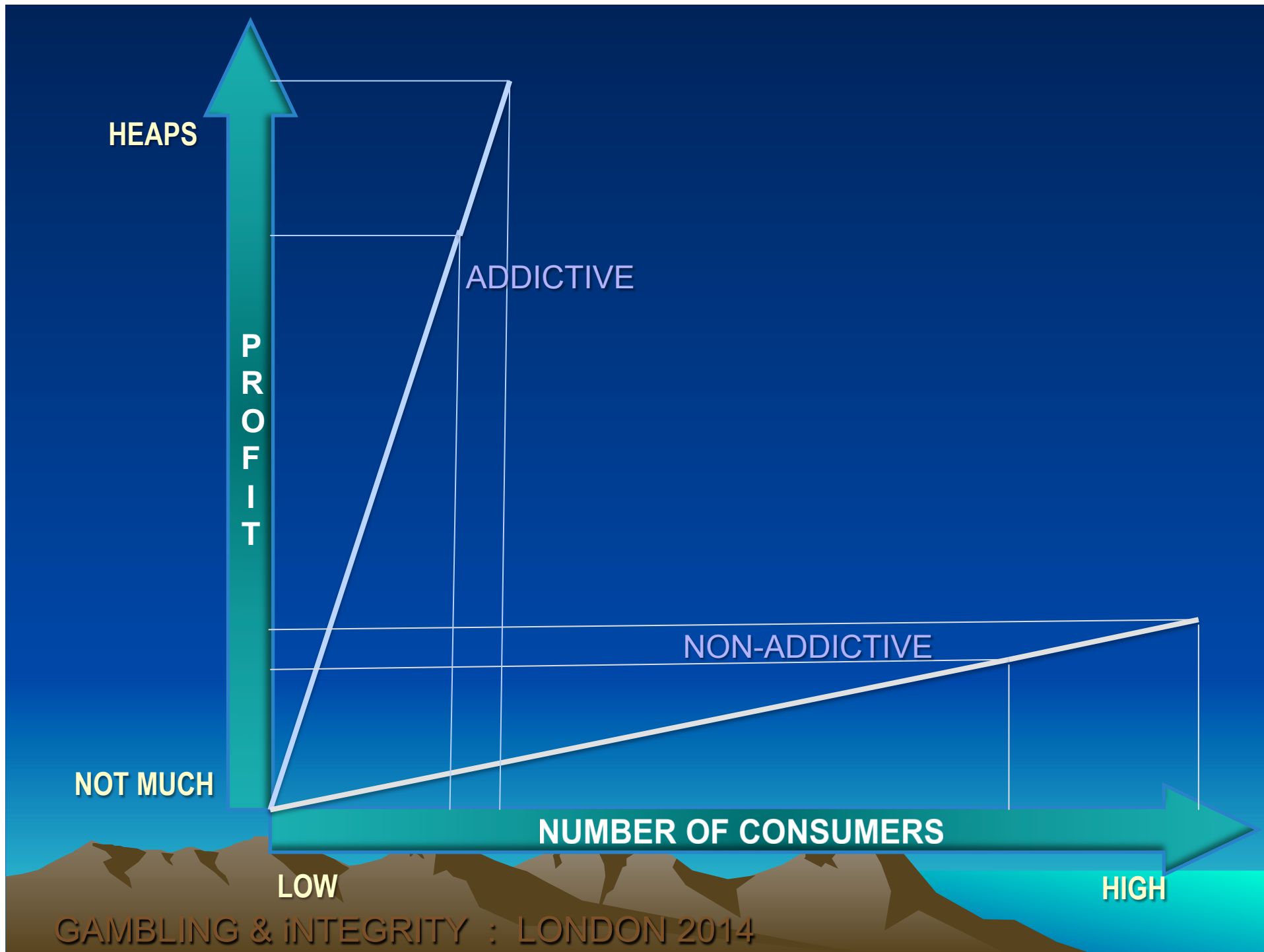
NOT MUCH

NUMBER OF CONSUMERS

LOW

HIGH

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# Profit Consumers

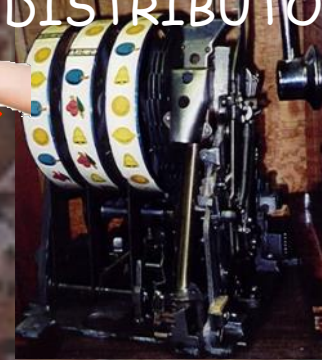
HELPERS &  
RESEARCHERS



COMMUNITY  
GROUPS



MANUFACTURERS  
DISTRIBUTORS



GOVERNMENT





# Researchers Accepting Gambling Profits by...

- Direct Transfer
- Ethical sanitizing  
practices



The background image shows a large, modern building with a glass facade and vertical structural columns. At the top, a sign reads 'THE UNIVERSITY OF HONG KONG LI KA SHING FACULTY OF MEDICINE'. A lower sign reads 'The Hong Kong Jockey Club Clinical Research Centre'.

# Researchers Accepting Gambling Profits by...

- Ethical sanitizing practices
  - Structural de-coupling



# Division on Addictions

(Cambridge Health Alliance, teaching affiliate of Harvard Medical School)



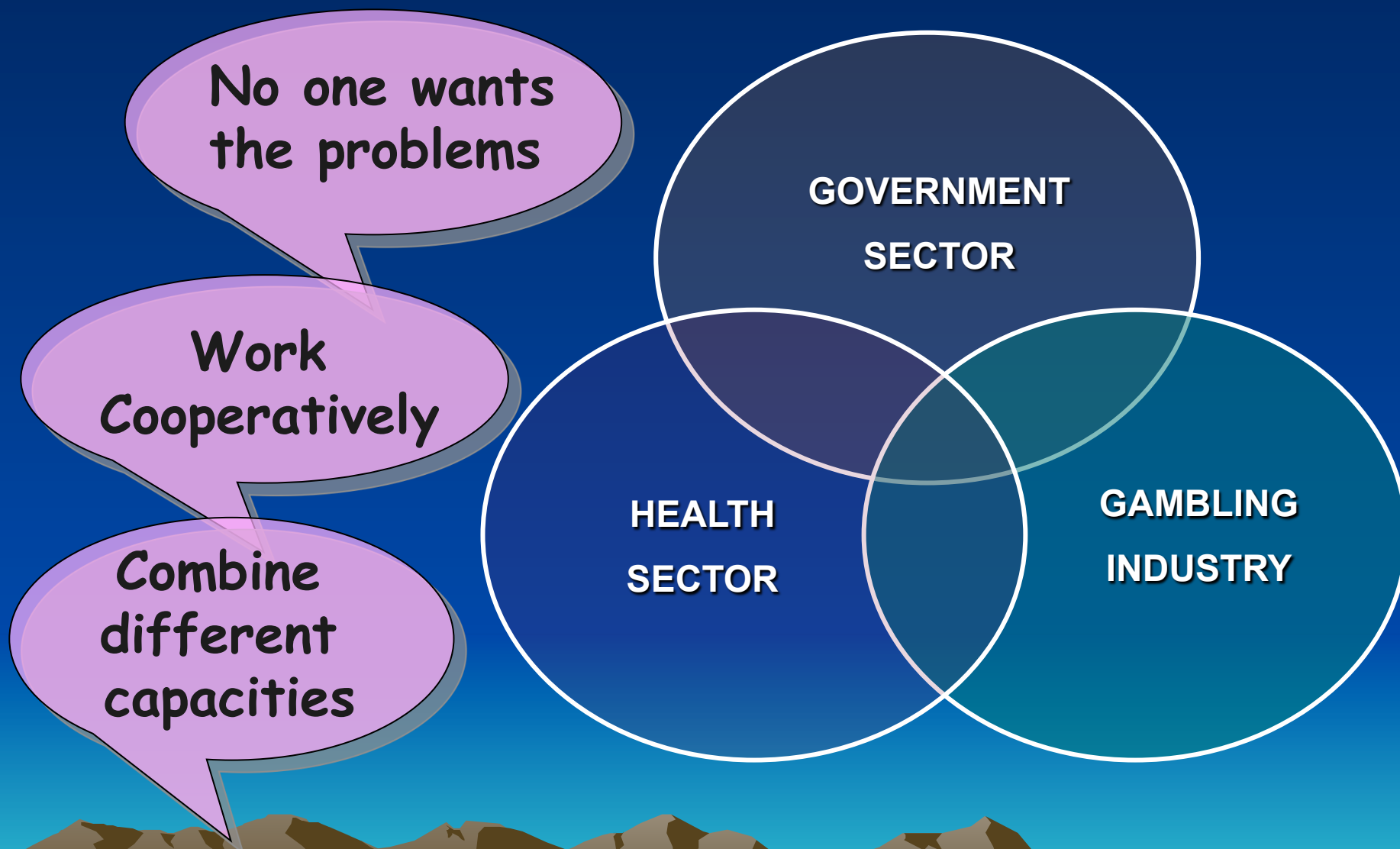
The background of the slide is a photograph of a modern, multi-story building with a glass facade. The building has a grid-like structure with vertical columns and horizontal bands. Text is visible on the building's facade: "THE UNIVERSITY OF HONG KONG LI KA SHING FACULTY OF MEDICINE" at the top and "The Hong Kong Jockey Club Clinical Research Centre" on a lower level. The text is in a serif font, with "THE UNIVERSITY OF HONG KONG" in all caps and "LI KA SHING FACULTY OF MEDICINE" in title case. The lower text is in a smaller font and includes a small logo to the right.

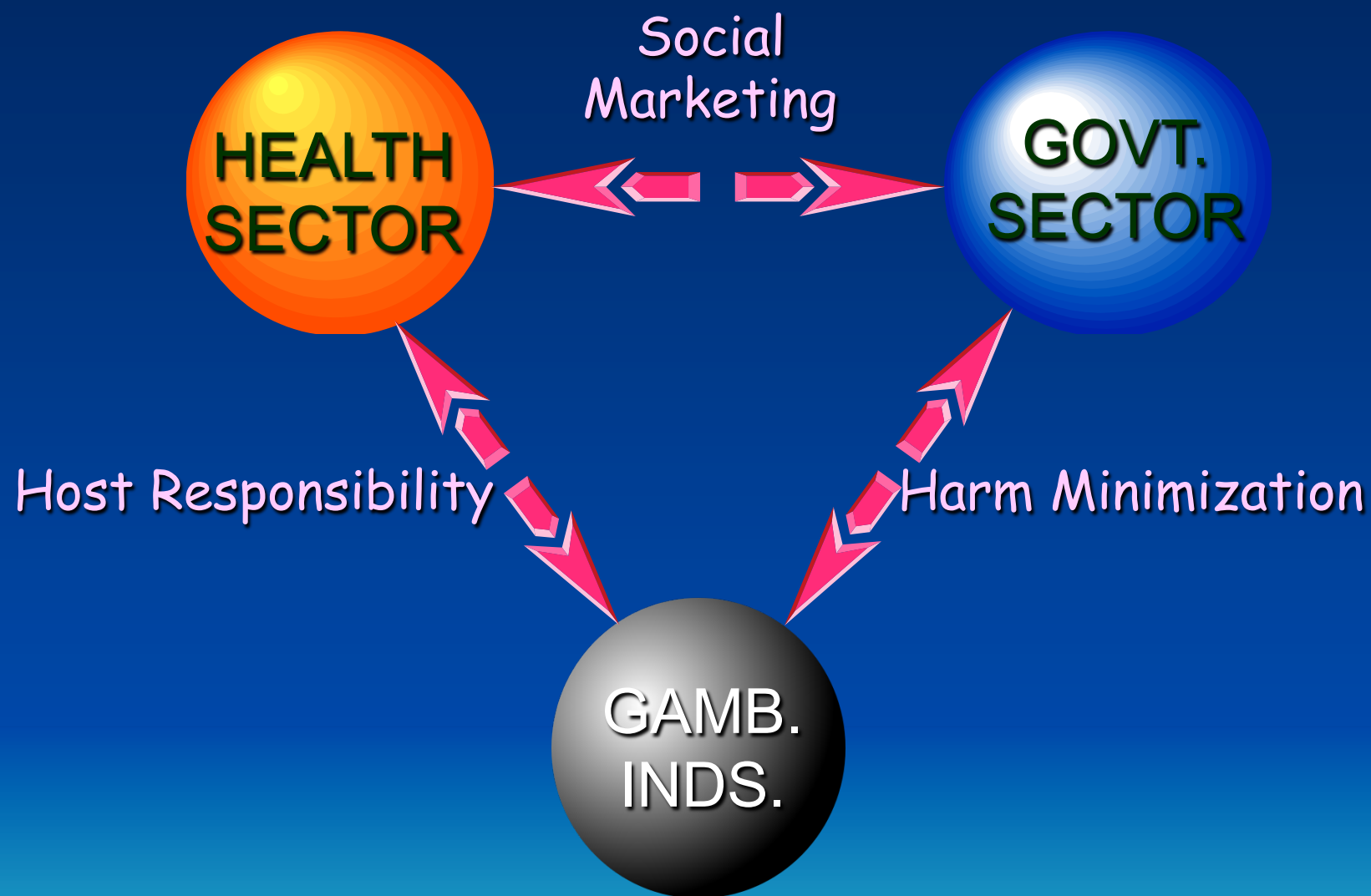
# Researchers Accepting Gambling Profits by...

- Ethical sanitizing practices
  - Structural de-coupling
  - Tripartite partnership committees

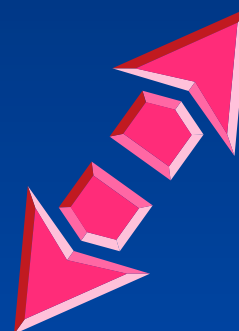
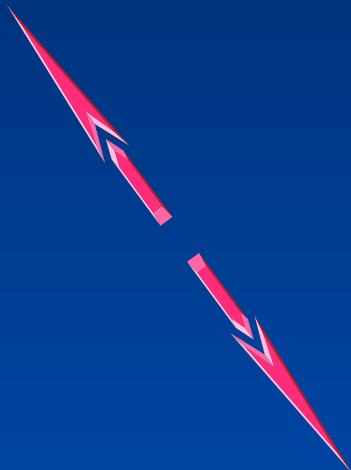


# Tripartite Partnership Model

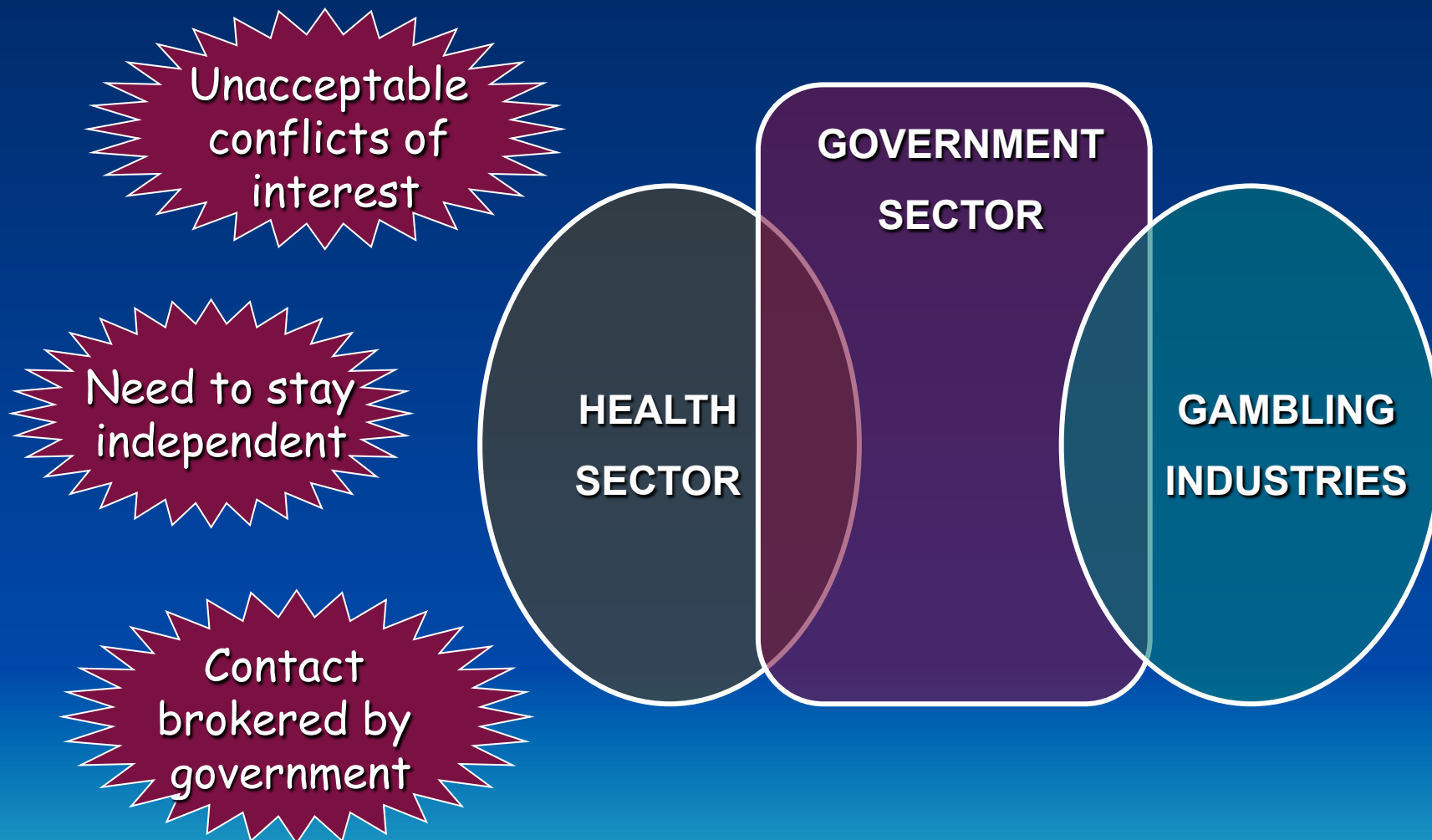








# Non-Association Model



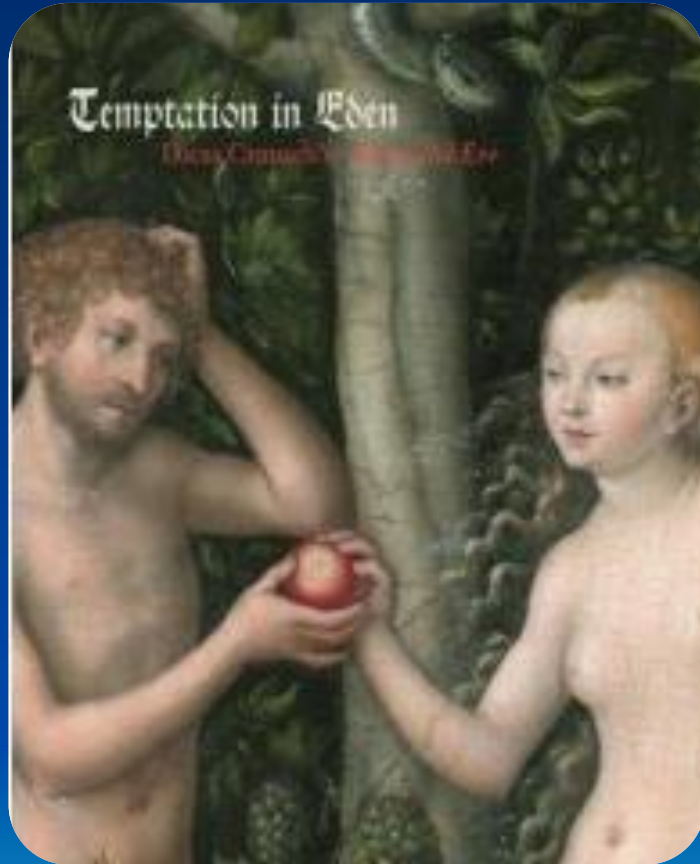




# Researchers Accepting Gambling Profits by...

- Ethical sanitizing practices
  - Structural de-coupling
  - Tripartite partnership committees
  - Independent panel of experts
  - Peer review

# Relationships of Desire



- Opportunities for funding
- Fame, influence, income, doing good....
- “My piece of the action”





## THE HOOD FUND

*Maintaining and enhancing the  
international standing and performance of  
The University of Auckland,  
New Zealand's premier research-led university.*



THE UNIVERSITY OF AUCKLAND  
NEW ZEALAND

GAMBLING & INTEGR



NB: This nomination should be accompanied by a brief C.V. of the nominee

## A GAMING MACHINE CHARITABLE TRUST

Head of Department

**LION FOUNDATION**

# GAMBLING & INT



# Ostrich Response



- “I didn’t really see that!”
- “We’ve done so much work already”
- “Let’s just pretend”

# Bargaining Response



- “Maybe it’s not that bad”
- “Gambling has its positive sides”
- “Only a small number have problems”



# Missionary Response



- “Money is sitting there”
- “This funding will save lives”
- “If we don’t get it, somebody else less deserving will”

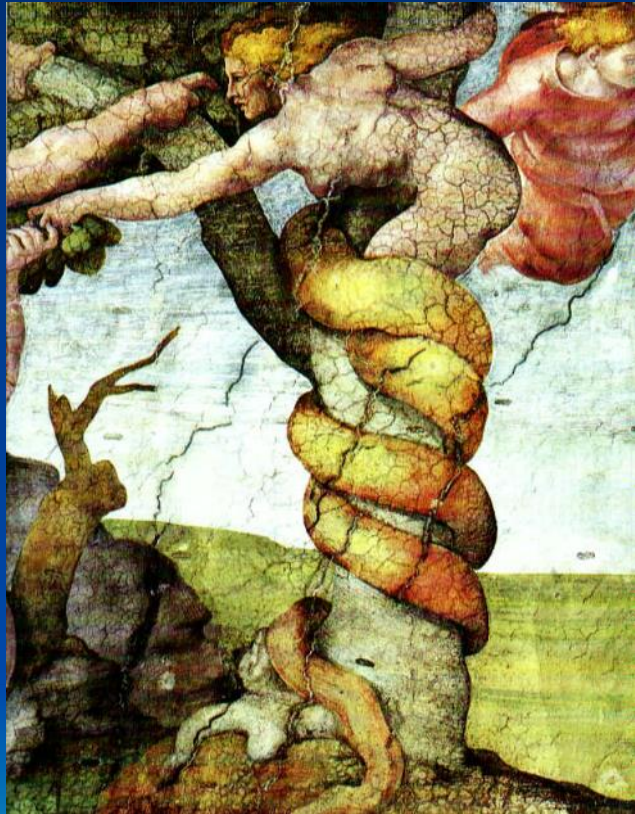
# Macho Response



- “Be realistic”
- “To get things done you need to make some unpopular choices”
- “You have to be in to win”



# Desire vs Values



- Messages favoured my ambitions
- Ethical perspective minimised
- Need an outside reference point to gauge my views

1

**Ethical  
Risks**

2

**Contributory  
Risks**

3

**Receiving Funds?**  
**Reputational  
Risks**

5

**Relationship  
Risks**

4

**Governance  
Risks**



# Trying to do Good from sources that do Harm

1

**Ethical  
Risks**

**Benefiting from  
Deprived & Addicted**

**Exploiting Vulnerable  
Groups**

**Money Derived  
From Harm**

# How Industry Benefits from the Relationship

2

**Contributory  
Risk**

```
graph TD; A[Contributory Risk] -.-> B[Contributing to Sales]; A -.-> C[Improving Public Profile]; A -.-> D[Positive view of Policy Makers];
```

**Contributing to  
Sales**

**Improving  
Public Profile**

**Positive view of  
Policy Makers**



# How Others will Judge the Relationship

3

**Reputational  
Risks**

Judgement of  
Colleagues

Judgement of  
Funders

Judgement of  
Stakeholders



**How to work out  
when a relationship is  
too risky?**



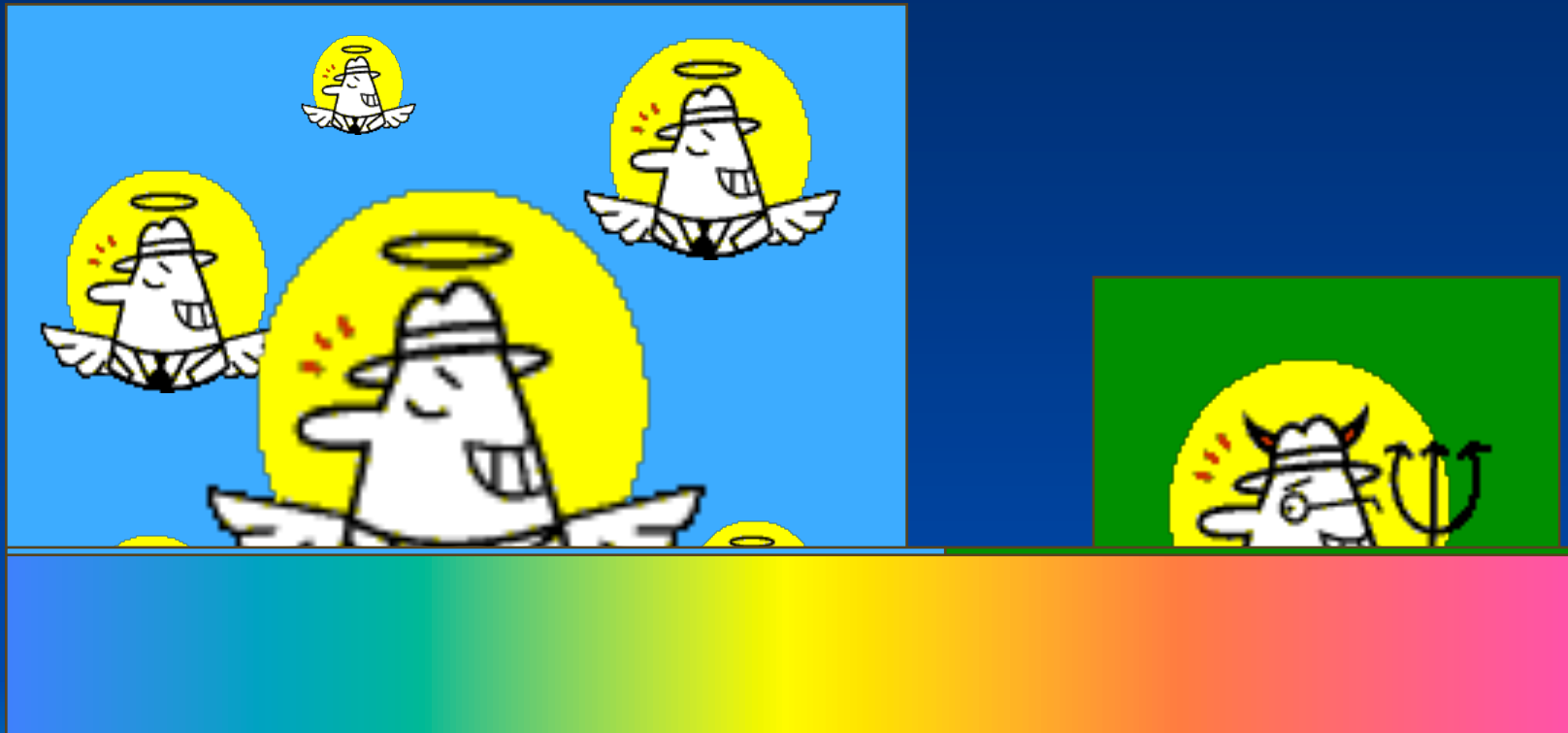


✕ Relations to gambling profits generate conflicts of interest

✕ Consuming profits contributes to increased demand

✕ Once consumed once, more likely to consume again

✕ On-going profit consumption could lead to dependency



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# Continuum of Moral Jeopardy



Intensity of Relationship



OIL

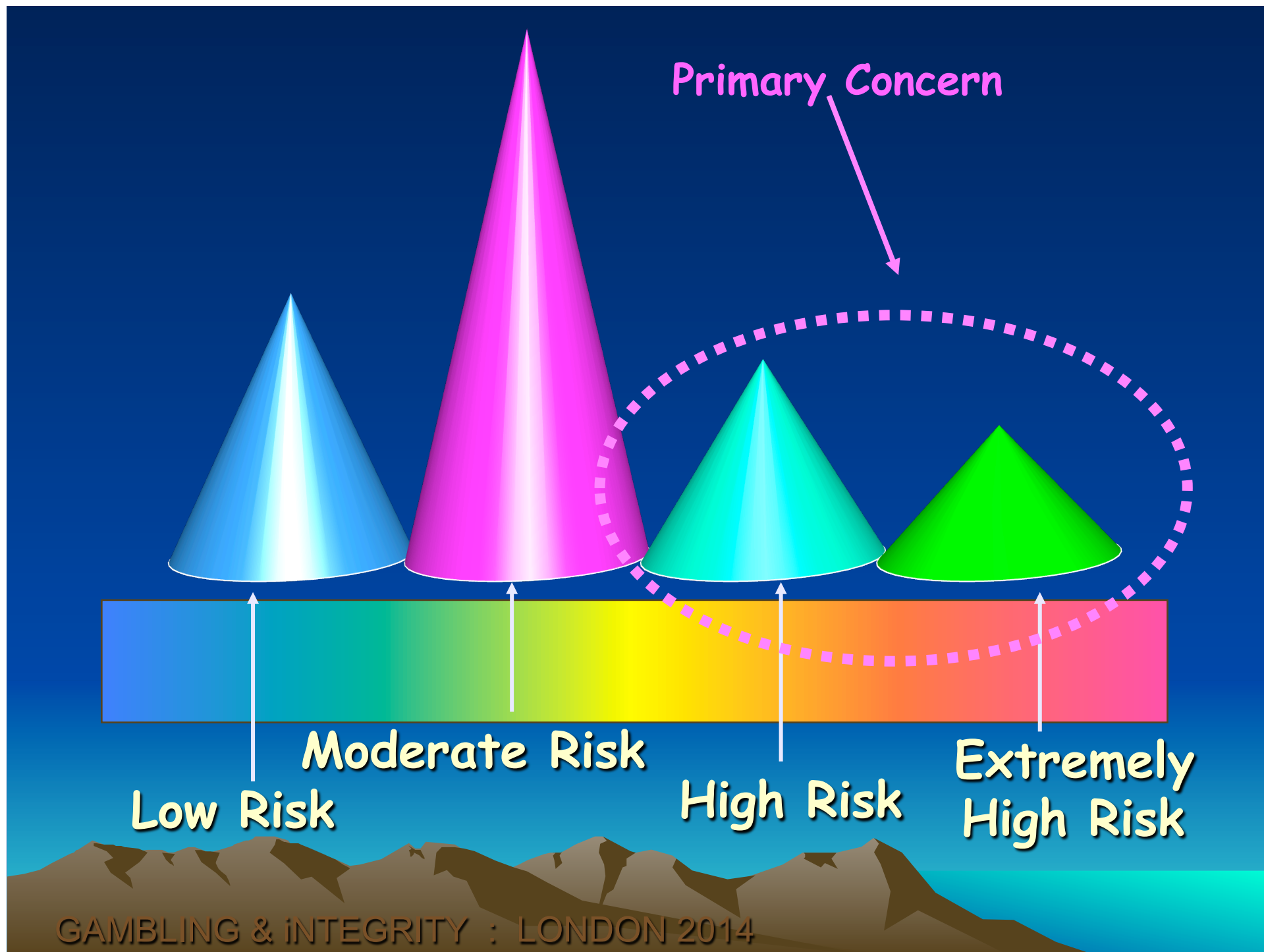
POKIES

ARMAMENTS

LOTTERIES

TOBACCO

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# Intensity Indicators



**P**urpose

**E**xtent

**R**elevant-harm

**I**dentifiers

**L**ink

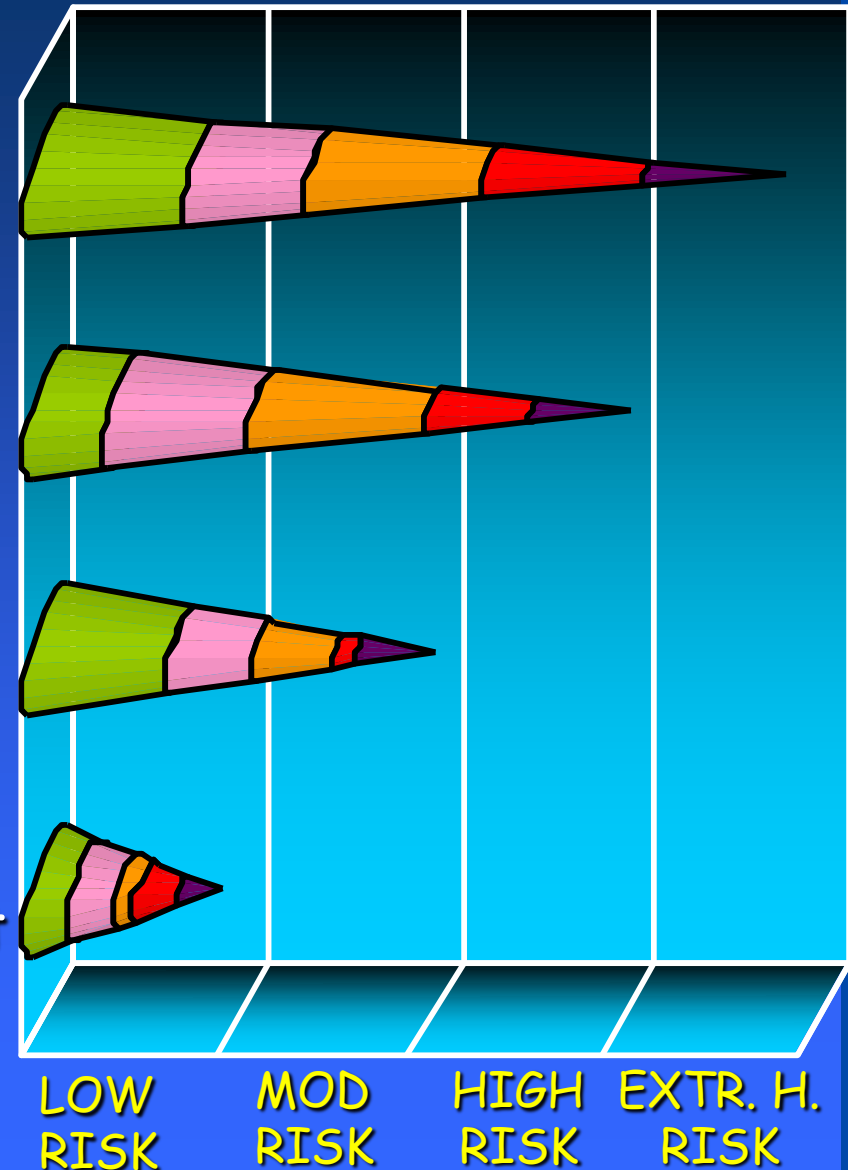
■ Purpose 
 ■ Extent 
 ■ Relevant-harm 
 ■ Identifiers 
 ■ Links

**Group 1:** A public health researcher receiving funds directly from a casino in publicly visible way.

**Group 2:** A sports club receiving half its income from gambling machines

**Group 3:** A church charity providing emergency housing that receives a small amount of funding from housie

**Group 4:** A performing arts organisation receiving a small grant anonymously from lotteries



# **Around the Corner....**

- **Learn from other addictive consumptions**
- **Addiction industry studies**







# **Around the Corner....**

- **Learn from other addictive consumptions**
- **Addiction industry studies**
- **Ethical consciousness raising**
- **Ethical benchmarks & codes of practice**

Adams, P.J. (2013) *Addiction Industry Studies: Understanding how proconsumption influences block effective interventions. American Journal of Public Health, 103(4), e35-8.*

Livingstone, C; Adams, P.J. (2011) Harm promotion: observations on the symbiosis between government and private industries in Australasia for the development of highly accessible gambling markets, *Addiction, 106(1), 3-8.*

Adams, P., Buetow, S. & Rossen F. (2010) Poisonous Partnerships: Health Sector Buy-In to Arrangements with Government and Addictive Consumption Industries, *Addiction, 105, 585-590.*

Adams, P. J. (2009). Redefining the gambling problem: The production and consumption of gambling profits. *Gambling Research, 21(1), 51-54.*

Adams, P.J., Raeburn, J. & De Silva, K. (2009) A question of balance: Prioritizing public health responses to harm from gambling. *Addiction, 104, 688-691*

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