

GambleAware

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PRESS RELEASE

When it comes to children and gambling, it's better to be safe than sorry, says GambleAware, as the charity calls on the government to rectify the omission of gambling from new "Internet Safety Strategy"

London, 12 December: Official statistics released today by the Gambling Commission reinforce the need to adopt a precautionary approach to the risk of harm from gambling facing Generation Z. That 4 in 10 young people said they took up gambling "to make money", demonstrates a fundamental misunderstanding of how the gambling industry works.

New technology is exposing kids to gambling in ways many parents will not notice – 11% are now gambling with skins, and more than one in ten using free-to-play "gambling-like" games online.

Publishing its submission to the Government's consultation, GambleAware expressed concern that a draft 'Internet Safety Strategy' made no mention of gambling as a risk online. Britain's leading charity for the treatment of gambling addiction warned that gambling-related harm is 'conspicuous by its absence' in the draft strategy.

Marc Etches, Chief Executive of GambleAware, said:

"GambleAware is very concerned about how increasingly children are being introduced to gambling via social media, video gaming, and free-to-play casino games online. With more than 500,000 11-15 year olds reporting that they gamble we are in great danger of sleepwalking into a future public health storm over gambling-related harm in Britain.

Responsible Gambling Trust operating as GambleAware © • Registered in England No 4384279 • Charity No 1093910

Chair: Kate Lampard CBE

Trustees • Henry Birch • Annette Dale-Perera • Professor Sian Griffiths • Alan Jamieson • Professor Anthony Kessel
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Chief Executive: Marc Etches

Parents and family members often introduce young people to gambling, whether that is placing a bet or buying a scratch-card, but will do so without explaining the nature of gambling or the associated risks. That 40 per cent of young people who gamble said they did so ‘to make money’ shows exactly why teenage misconceptions of chance and risk leave them so vulnerable. We need better education and prevention measures in place to give children the resilience to avoid gambling-related harm.”

-ENDS-

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NOTES

- GambleAware’s response to the government consultation on the Internet Safety Strategy may be read [here](#).

About the GambleAware research:

- These results are from the second survey GambleAware has done connected to this campaign.
- The first round of results which were published in February 2017 found:
 - Almost seven in ten (69%) young people surveyed said their first experience of gambling was with their parents
 - Gambling is often dubbed the ‘hidden addiction’, a claim that is supported by the fact that one in five (21%) young people said they were more likely to lie about their gambling than their drinking or smoking habits.
 - Nearly half of regular gamblers have lied to their family about their gambling.
 - 1 in 5 are more likely to lie about their gambling than drinking or smoking, this rises to over half amongst regular gamblers.
 - A fifth of young people (20%) admitted their first gambling experiences was when they were aged between 11-14.
- The ICM Unlimited Research report can be read in full [here](#), with full data tables [here](#) and [here](#).

About GambleAware:

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.

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- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice. The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.

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