

# GambleAware

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## ANNOUNCEMENT

### GambleAware funds new PhD student

**London, 20 March:** GambleAware is funding a new PhD student. Scott Houghton at Northumbria University will assess the impact of social media upon gambling behaviour and the potential for social media to be used to promote positive gambling behavioural changes. It will also explore the effectiveness for gambling of the kinds of emotive messaging that has influenced behaviour change for issues such as smoking.

GambleAware funds PhDs to allow the in-depth exploration of research questions, and to develop the researcher's abilities and knowledge, thus increasing research capacity in the field of gambling studies.

Following an open tender, the decision was made to award the PhD by GambleAware's Research and Evaluation Committee.

**Clare Wyllie, Director of Research and Evaluation,** said:

"This study is very relevant as it will explore how best social media, widely used to market gambling, could also be used to bring about positive behaviour change for safer gambling. Importantly, it is also learning from what has been effective for other public health issues and seeing whether or how such techniques could be used to influence gambling behaviour".

**-ENDS-**

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**Chair:** Kate Lampard CBE

**Trustees** • Henry Birch • Annette Dale-Perera • Professor Sian Griffiths • Alan Jamieson • Professor Anthony Kessel  
• Jim Mullen • Chris Pond • Brigid Simmonds • Professor Patrick Sturgis

**Chief Executive:** Marc Etches

## 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.
- 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**.

**IT'S NEVER TOO SOON TO BeGambleAware<sup>®</sup>**