

# GambleAware

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## ANNOUNCEMENT

### **GambleAware announces appointment of John McCracken as Director of Commissioning**

**London, 3 April:** GambleAware has appointed John McCracken as Director of Commissioning (Treatment Services) as of 3 April 2018.

The role will involve leading, developing and evaluating services within the context of a public health approach, including engagement with the NHS and with primary care and social care. Our ambition is to deliver a commissioned, efficient system to ensure the maximum number of problem gamblers receive the correct level of intensity of treatment for their problem, and to promote best outcomes and system efficiency.

John was previously the Head of Drugs Policy at the Department of Health, where he was responsible for the treatment of dependence on drugs, and for working with other Government Departments to develop the range of services available to meet individuals' needs for wider support. John's earlier roles at the Department of Health included being Head of Child and Adolescent Mental Health. During two periods of secondment to the NHS, John was responsible for commissioning services for people with complex needs. He takes over from Dr Jane Rigbye, who has been appointed GambleAware's Director of Education, a newly-created role.

**Marc Etches, Chief Executive**, said: "John is an experienced, tenacious and collaborative senior leader with a proven track-record of delivering successful needs assessment, service planning and outcomes reporting that will enable us to adopt best practice commissioning effective treatment services. I am delighted with his appointment to the GambleAware team."

**-ENDS-**

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**Chair:** Kate Lampard CBE

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

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**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'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®**