

GambleAware

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PRESS RELEASE

New report finds lack of awareness amongst BAME communities about help and support available for problem gamblers

London, 12 September 2019: Social and market research company, ClearView Research, has today published the results of its study into the experiences and attitudes that children and young people from Black, Asian and minority ethnic communities have towards gambling.

Previous research from NatCen¹ suggests that although individuals from Black, Asian and minority ethnic communities are less likely to gamble, of those who do, they are more than seven times more likely to be a problem gambler. This research project, which consisted of a number of focus groups and interviews with individuals aged between nine and 24, was commissioned by GambleAware. 188 children and young people were involved in the research.

When talking about how they first experienced gambling, participants mentioned scratch cards, seeing gambling advertising in bookmakers and seeing family members bet on a sports match or play the National Lottery as examples.

88% of respondents said they come across gambling advertising or marketing activity either 'a lot' or 'all the time'. Television, YouTube and football matches were mentioned as places where they are regularly exposed to gambling promotions. Others also referred to seeing promotions in video games, in apps, and on radio and billboards.

Despite references to regular exposure to gambling, many participants shared the view that gambling was not something regularly discussed within their family or within their wider communities. The focus group with children aged between nine and 15 concluded there was a view that gambling is 'worse' than drug taking within their community, while those aged between 16-24 agreed gambling is talked about less than drugs, alcohol and sex.

¹ <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-behaviour-in-England-Scotland-Full-report.pdf>

The view that gambling may be viewed as 'worse' than other activities such as drug taking was supported by participants listing a variety of negative consequences associated with problem gambling such as mental health issues, developing other addictions, experiencing financial hardship and loss of relationships.

Across all the focus groups and individual interviews, there was the view that a number of environmental factors impacted their view of gambling. Such factors included parental and religious upbringing as well as socio-economic factors such as a person's individual financial situation.

However, despite the majority of respondents stating there is a strong prevalence of gambling advertising and marketing, 91% of participants failed to identify any existing sources of help and support.

Dr Jane Rigbye, Director of Education, GambleAware said:

"Children and young people are being increasingly exposed to gambling and it is so important that we help build resilience amongst the more vulnerable to its risks. This report has identified a gap in awareness amongst families and communities from Black, Asian and minority ethnic backgrounds when it comes to knowing what gambling support services are available. This demonstrates a clear need for more engagement with these communities to make sure all those who might be at risk know about, and have easy access to, the existing help and support that is available."

Kenny Imafidon, Managing Director, ClearView Research said:

"It's not only important but it is necessary for the slight differences in how children and young people from Black, Asian and minority ethnic communities see gambling be acknowledged when seeking to engage with, or provide services, to them. A failure to have this cultural awareness can seriously affect how information is, or services are, received or perceived in those communities."

-ENDS-

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About GambleAware:

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <http://about.gambleaware.org/>

- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.
- The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally-based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- In the 12 months to 31 March 2019, provisional figures show that the National Gambling Treatment Service treated 10,000 people and this is projected to rise to 24,000 people a year by 2021. Helpline activity is currently running at about 30,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which helps 2.7 million visitors a year, and signposts to a wide range of support services.
- GambleAware produces public health campaigns including **Bet Regret**. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, is responsible for the design and delivery of a campaign based on best practice in public health education. The Bet Regret campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries.
See <https://about.gambleaware.org/prevention/safer-gambling-campaign/>.