

For Immediate Release

Gaming or Gambling?

New campaign aims to keep children safer in online games

[Parent Zone](#), the experts in digital family life, and [GambleAware](#), a leading charity committed to minimising gambling-related harm, have partnered to help families learn about the gambling-like risks that eight to eleven-year-olds may face when playing online games - and to give simple, practical advice for parents to keep gaming fun.

[A short animation](#) help families learn about this important issue in a quick and accessible way whilst a second film gives families more detailed advice on what they can do to reduce the risks.

Alongside the films, an online quiz and glossary give parents and carers the chance to explore the topic further so that they help their children to stay in control.

Vicki Shotbolt, Founder and CEO of Parent Zone says *“Gaming is an important, and fun, part of many families’ lives. But lots of parents do not know about the gambling-like features that are in games - and the risks these can lead to.*

We want parents to ask what games their children are playing, check that they are happy with what they are doing in those games and know what their children are spending money on.”

Dr Jane Rigbye, Director of Education at GambleAware has said: *“More and more children are being exposed to gambling like activity and it is increasingly important that parents are aware of the risks of gambling and talk to their children about it.*

We’re really pleased to be able to work with Parent Zone to help educate parents about the gambling-like activity that their kids might be exposed to and make sure they know about the existing help and support that is available.”

Free learning materials for schools

A free resource pack has been developed for teachers. The pack contains a lesson plan for introducing the topic in school as well as the ‘Gaming or Gambling?’ films, FAQs, top tips and quiz.

The ‘Gaming or Gambling?’ films and supporting information are available for FREE online at www.parentzone.org.uk/gamingorgambling

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Contact cliff@parentzone.org.uk with any enquiries or questions

Gambling support

If you are looking for help, advice or support in relation to your or someone else's gambling, please go to BeGambleAware.org or contact the National Gambling Helpline on 0808 8020 133.

About Parent Zone

Parent Zone are the experts in digital family life. We provide support and information to parents, children and schools to help families to navigate the internet safely and confidently.

We work with schools, governments and businesses around the world to study, understand and address the impact of emerging technologies on young people and families so that all children are able to flourish in a connected world.

www.parentzone.org.uk

About Gamble Aware

GambleAware is an independent charity that champions a public health approach to preventing gambling harms. The charity is a commissioner of integrated prevention, education and treatment services on a national scale. 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.

GambleAware also runs the website BeGambleAware.org which helps 4.2 million visitors a year and signposts to a wide range of support services.