

GambleAware

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ANNOUNCEMENT

Investigating the interface between gambling and gaming

London, 15 January 2020: GambleAware has commissioned a new research project looking into the relationship between gambling and gaming. The project is being led by Dr Joanne Lloyd, University of Wolverhampton and Dr Helen Lloyd and Dr James Close, University of Plymouth.

The project will investigate the interface between gaming and gambling, looking at the relationship between players' mental health and wellbeing, and purchasing of chance-based in-game items (aka 'loot boxes'). The project will also investigate the psychological profiles of young people and adults who buy loot boxes, their motivations for purchasing, and any potential harms they may experience.

GambleAware interim Director of Research Alison Clare said: "The connections between gaming and gambling are something we're keen to understand better. This project should help us understand more about the similarities and differences between gambling-related harms and any harms emerging from chance-based elements in games. I'm delighted to be working with Dr Lloyd and Dr Close on this important piece of research."

The project will complete in June 2021.

-ENDS-

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NOTES

- 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/>.