

GambleAware

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ANNOUNCEMENT

GambleAware launches first ever National Gambling Treatment Service campaign targeted at women

London, 15th February 2021: GambleAware has launched a National Gambling Treatment Service campaign targeting women aged 18-54. This is the first campaign that is targeted at women to promote treatment and support for gambling harms. This new campaign is running on radio, magazines and in digital media, until the end of March.

The purpose of the campaign is to drive awareness of support and signpost women who are either at risk of or are already experiencing gambling harms, to the National Gambling Treatment Service.

This phase of the campaign has been launched following recent research on women and gambling harms, completed by YouGov commissioned by GambleAware. The research found that 10% of women in Great Britain experience some level of gambling harm and that women are more likely to be an “affected other”, an individual that suffers on account of a loved one’s gambling, with 8% being identified as such compared to 6% of men.

Commenting on the latest campaign activity, **GambleAware Communications and Engagement Director, Zoë Osmond** says *“Following the success of the previous campaign, we are continuing with our targeted approach to make sure women are not overlooked in the drive to raise awareness of gambling treatment and support. These findings highlight an increase in women suffering from gambling harm, and we hope this campaign will help to signpost those experiencing harms to the help that is available.”*

Similar to previous campaigns, the campaign creative focuses on the all-consuming nature of gambling with the inclusion of the line “when you’re there, but not there”. The content draws upon the insight that people with gambling problems feel disconnected from their family and friends and is based on promoting confidence that treatment is easy to access and will help them overcome their struggles with gambling.

More information on the campaign can be found [here](#).

The radio advert is available [here](#) and the campaign visuals are included below.

-ENDS-

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Chair: Kate Lampard CBE

Trustees • Saffron Cordery • Professor Sian Griffiths OBE • Michelle Highman •
Professor Anthony Kessel • Rachel Pearce • Paul Simpson • Professor Marcantonio Spada

Chief Executive: Marc Etches

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About the National Gambling Treatment Service Campaign:

- Campaign visuals:

‘Lounge’



‘Café’



‘Bedroom’



- The National Gambling Treatment Service campaign seeks to promote self-referrals amongst those who are at high risk of, or are currently experiencing, gambling disorder by directing them to the National Gambling Helpline and online support at BeGambleAware.org.
- The National Gambling Treatment Service works with, and alongside, the National Health Service. It is free at the point of delivery, provides telephone, on-line and face-to-face treatment for individuals and groups, across Great Britain. Self-referrals through the 24/7 National Gambling Helpline are the main route for accessing the treatment, which is provided by a network of NHS trusts and voluntary sector organisations.
- The research cited is from “Women in Focus: a secondary data analysis of the Gambling Treatment and Support study” commissioned by GambleAware and completed by YouGov, which is available to read [here](#).
- Overall, the campaign aims to:
 - Signpost people to the National Gambling Treatment Service and build awareness of the 24-hour National Gambling Helpline.
 - Increase awareness of the support that is available to help moderate risky gambling behaviour and to treat problem gambling behaviour.
 - Increase knowledge of the signs that someone may be suffering from gambling related harms.

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 <https://www.begambleaware.org/for-professionals>.

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- 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 2020, the National Gambling Treatment Service treated 9,000 people. The Helpline received 39,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which had 7.7million page views and signposts people to a range of support services.
- GambleAware produces public health campaigns including Bet Regret which is aimed at people whose experience of gambling harm does not meet the diagnostic criteria for gambling disorder. 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/>.