

PRESS RELEASE

NEW INTERACTIVE MAPS FROM GAMBLEAWARE IDENTIFY REPORTED DEMAND FOR TREATMENT AND SUPPORT FOR GAMBLING HARMS BY LOCATION

- GambleAware has today released new interactive maps designed to help identify usage of, and reported demand for, treatment and support¹ for gambling harms² across Great Britain, segmented by local authorities and wards.
- The maps indicate that certain areas have a higher take up of gambling treatment and support, whilst others indicate a greater reported demand for or awareness of services.
- GambleAware urges local authority areas which report a higher demand for treatment and support to do more to promote the National Gambling Treatment Service.

LONDON, 25th MAY 2021: GambleAware has today released new [interactive maps designed](#) to help identify both take up and reported demand for treatment and support services for gambling harms across Great Britain (GB).

The charity's annual [GB treatment and support survey](#)³ produced a nationally representative overview of reported demand and usage of treatment and support, as well as an estimate of the prevalence of gambling harms. This survey outlined differences in gambling participation, usage and reported demand for treatment and support, broken down by area. Based on this research, GambleAware has produced interactive maps to assist in understanding these geographical differences, and to help inform responses by local authorities and wards.

The interactive maps indicate where certain areas have a higher take up of gambling treatment and support, as well as where there is a greater reported demand for, or awareness of, these services. It is key to note that existing efforts to address gambling harms may influence levels of treatment and support uptake, as well as that the maps are based on a single set of data and

¹ Includes all available forms of treatment, advice, and support. These are detailed in GambleAware's [Treatment and Support survey 2020](#).

² Gambling harms are measured using the Problem Gambling Severity Index. The PGSI is the most widely used measure of problem gambling in Great Britain. It consists of nine items and each item is assessed on a four point scale; never, sometimes, most of the time, almost always..

³ Total sample size was 18,879 adults. The figures have been weighted and are representative of all GB adults (aged 18+) by age interlocked with gender, ethnicity, social grade and region.

cannot provide an exact result. GambleAware recommends that local authorities use the maps in conjunction with local data and information relevant to gambling harms.

In areas where there is a reportedly higher reported demand for gambling treatment or support, GambleAware encourages local authorities to do more to promote the existing help available through the National Gambling Treatment Service.

Alison Clare, Research, Information and Knowledge Director at GambleAware, said: “We want to assist local authorities and services in delivering the best possible treatment and support for gambling harms in their area. These new interactive maps can be used to identify shortfalls between treatment and support services and prevalence of gambling participation and harms, which can be used to inform local responses. The existing support available through the National Gambling Treatment Service can be used to help address these shortfalls.”

-ENDS-

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About the research

- The [maps](#) present a visual representation of a YouGov study conducted in 2020, which explored the usage of, and reported demand for, treatment and support services among gamblers and those affected by another’s gambling.
- In order to produce maps at local authority and ward level, YouGov used multilevel regression and post-stratification (MRP) to estimate gambling prevalence and reported demand for treatment and support services by taking observations from a sample of participants and applying these to the wider population. MRP is based on the premise that similar people hold similar views and exhibit similar behaviours, irrespective of where they live.
- Dr Justin Van Dijk from University College London created the maps, commissioned by GambleAware.
- All data, unless otherwise stated, are from YouGov Plc.
- Total sample size was 18,879 adults.
- Fieldwork was undertaken between 19th November – 11th December 2020.
- The survey was carried out online.
- The figures have been weighted and are representative of all GB adults (aged 18+) by age, gender, ethnicity, social grade and region.
- The estimated prevalence of problem gambling, indicated by a PGSI of 8+, in Great Britain is currently estimated to be between 0.7% and 2.4%⁴.
- The research was conducted by YouGov on behalf of GambleAware.

⁴ A multi-survey study of research commissioned by GambleAware into prevalence of gambling harms estimated the figure to be between 0.7% and 2.4%.

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 England, Scotland and Wales 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. It is a free service that accepts self-referrals, as well as from healthcare and advice providers.
- GambleAware produces public health campaigns including Bet Regret. A Safer Gambling Board, 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/>