New reports show safer gambling messaging should be integrated into all aspects of gambling operator functions

- The three reports demonstrate a clear need for gambling operators to integrate a safer gambling approach into everything they do, from all communication to design decisions, in order to ensure safety is incorporated at all levels within gambling businesses.

- It was also found that with the right tools and support, operators would be able to achieve significant steps when developing successful gambling messaging.

- With input from five operators, the reports detail examples of successful safer gambling message techniques which have been used to develop design principles and a roadmap for how the industry can prevent gambling harm going forward.

LONDON, 5 MARCH 2021 – Three new reports have been published today that look at the use of safer gambling messaging by gambling operators. The reports, which were commissioned by GambleAware and completed by Revealing Reality and the Behavioural Insights Team (BIT), detail key design principles for safer gambling messaging, alongside organisational factors that should be adopted to ensure the successful delivery of safer gambling messaging.

After working with five operators (Betfred (both retail and digital), Genting Casino, Buzz Bingo, Gamesys (Jackpotjoy brand) and 888 (Casino brand)) between autumn 2019 and summer 2020, Revealing Reality were able to identify that with the right tools and support in place, going forward, operators could make significant progress when developing successful safer gambling messages. However, the normalisation of safer gambling across every stage of customer communication was found to be integral for success. By adopting this integrated approach, operators would be taking a preventative, rather than reactive, approach to safer gambling messaging and would therefore be able to frame safer gambling as the default way to play for all customers.

Commenting on the findings of the report, **Damon De Ionno from Revealing Reality said:** *"For many operators, safer gambling is often viewed as an add on. But our report has shown that in order to be successful in communicating safer gambling to customers, operators need to build safer gambling messages into every aspect of business and customer interaction. It is time operators look to prevent gambling harms, rather than just react to them".*

Alongside the Revealing Reality Report, the Behavioural Insights Team (BIT) conducted a Process Evaluation report and an Impact Evaluation report. Combined, these two reports were designed to assess the effectiveness and impact of operator interventions and support them in the development of their own safer gambling messaging. The reports found that gambling operators need to show they have an ongoing commitment to consistently deliver safer gambling messaging to their customers. Senior advocacy was also found to be key, with management teams needing to have a clear understanding from the outset as to what internal commitments are required to successfully deliver safer gambling messaging.

Design principles for operators on how to develop an integrated safer gambling approach were also a key outcome of the BIT reports. These were based on examples shared by the participating operators on what did and did not work, including:

- Direct messaging, such as emails and SMS were generally ineffective in increasing the proportion of customers making use of tools such as deposit limits or session time reminders.
- Alternative interventions such as social media campaigns and a revised sign-up process could be effective in increasing take up of reality checks and deposit limits.
- Safer gambling messaging on social media could be a useful marketing tool for awareness of safer gambling tools, for example session time reminders.

Commenting on the findings of the two evaluation reports, **James Lawrence, Head of Quantitative Research from the Behavioural Insights Team said:** *"Our two reports establish key design principles for operators to use as a guide when producing and evaluating their own safer gambling messaging. Overall, we recommend that gambling operators adopt a whole system approach when it comes to safer gambling and that includes testing new ideas using scientific methods such as randomised controlled trials. This will enable operators to deliver effective safer gambling messages and intervention campaigns in the future."*

Reflecting on the reports as a whole, **Tim Miller, Executive Director at the Gambling Commission said**: *"Safer Gambling is about protecting people from gambling harm and it is vital we have a clear focus on trying to prevent gambling harms from happening in the first place. Safer gambling messaging can play a key part in this preventative approach. This is why it is so important that the work from Revealing Reality and the Behavioural Insights Team has focused upon better understanding what works and what doesn't when it comes to safer gambling messaging.*

"We would encourage gambling operators to look at this research and consider how it can help shape their approaches around safer gambling messaging."

The Revealing Reality report is available to [download here](). The Behavioural Insights Team Impact Evaluation can be [downloaded here]() and the Process Evaluation, [here]().

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About the research

- This project was funded via a grant awarded by GambleAware, based on a brief developed by the Responsible Gambling Strategy Board and with input from the Gambling Commission.
- The research was independently designed and led by Revealing Reality and the Behavioural Insights Team was commissioned by GambleAware to provide advice to operators during the project on evaluation design, data collection and analysis. GambleAware subsequently commissioned the Behavioural Insights team to conduct an independent Impact and Process Evaluation of the research project, gathering data directly from operators.
- Five operators from a range of sectors took part in a nine month programme of innovation, development and delivery, designed and facilitated by Revealing Reality. The programme ran from autumn 2019 to summer 2020.
- The aim of the Revealing Reality project was to build capacity amongst operators to develop effective messaging to prevent gambling harms.
- The aim of the Behavioural Insights Team Impact Evaluation was to assess the effectiveness and impact of the piloted interventions which were developed by the operators.
- The aim of the Process Evaluation from the Behavioural Insights Team was to perform a summative process evaluation of the co-creation process itself, with the am of investigating the implementation of the programme, how it was experienced by the operators, and how it might be improved or altered if it were repeated on a larger scale with other operators.

About Revealing Reality

Revealing Reality is a multi-award-winning social research and behavioural insights agency. They work on challenging projects with social purpose to inform policy, design and behaviour change across the private, public and third sectors.

Revealing Reality has been conducting research with players and operators within the gambling industry for a number of years, utilising their multi-disciplinary team of researchers, film makers and creative designers to help embed safer gambling practices within the sector.

For more information visit www.revealingreality.co.uk and follow us on Twitter.

About the Behavioural Insights Team

The Behavioural Insights Team (BIT) is one of the world's leading behavioural science organisations, working around the world to improve people's lives.

Through its teams in the UK, US, Australia, Canada, France, New Zealand and Singapore BIT works in partnership with governments, local authorities, businesses and NGOs in over 30 countries, often using simple changes to tackle major policy problems and deliver improved public services and social outcomes.

BIT was established by the UK government in 2010 and in 2014 became an independent social purpose company, owned by the Cabinet Office, innovation charity Nesta, and BIT employees.

For more information on our work and our team visit www.bi.team and follow us on Twitter, Instagram, YouTube, LinkedIn and Medium.

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