

Building knowledge of stigma related to gambling and gambling harms in Great Britain

Call for proposal

Introduction

GambleAware is commissioning a scoping paper that will establish what is known about stigma related to gambling and gambling harms. Knowledge about stigma, and the discrimination it drives, will inform all GambleAware's commissioning activity to prevent gambling harms, including public awareness campaigns, education, treatment, and research.

Stigma is the "situation of the individual who is disqualified from full social acceptance"¹, and stigma drives discrimination and social exclusion of stigmatised communities. Stigma is a considerable barrier to accessing service and healthcare provision for stigmatised communities: research commissioned by GambleAware has demonstrated stigma is a barrier for one in ten to seek help for gambling harms.²

An understanding of stigma related to gambling and gambling harms therefore is necessary to address these barriers to treatment and support, including to services commissioned by GambleAware. This research will be the first step towards a programme of work that builds knowledge in this nascent area of stigma associated with gambling and gambling harm. GambleAware is conscious that there is a wealth of knowledge about stigma which has been applied and explored in other contexts; however, research into the relationship between stigma and gambling is as yet underdeveloped. GambleAware is therefore keen to learn from other sectors and disciplines: the successful applicant will have expertise and knowledge of stigma, stigmatisation, and social exclusion, but will not necessarily have specific knowledge of gambling.

The research project will commence after the signing of the grant agreement, and the budget envelope is £20,000 including VAT over a maximum of 4 months.

For further background and context for this research, see GambleAware's *Organisational Strategy 2021-26*.

¹ Goffman E., 1963, *Stigma: Notes on the management of spoiled identity*. (London: Penguin)

² Dinos, S., Windle, K., Crowley, J., Khambhaita, P., 2020, *Treatment Needs And Gap Analysis In Great Britain Synthesis Of Findings From A Programme Of Studies* (London: NatCen Social Research)

Existing Research Focussing on Stigma

Existing research³⁴⁵ focussing on stigma related to gambling and gambling harms takes two broad approaches:⁶

- 1) Research establishes extent of stigma of gambling and gambling harms, and compares this stigma to other forms of stigma, such as the stigma of disorders, identities, and activities.
- 2) Research investigates stigma as a barrier to accessing service and healthcare provision for gambling harms.

However, it is argued that our taken-for-granted understandings about gambling and gambling harm may *themselves* be stigmatising.⁷ Despite this, research – internationally and in Great Britain – has not focussed on addressing this.⁸ There is therefore a need for research on stigma related to gambling and gambling harm to be expanded to include a critical analysis of common and accepted understandings and social constructions.

Purpose and Aims

This scoping paper will be a narrative literature review. It will establish what is known about stigma related to gambling and gambling harms, and areas where further research and understanding are necessary.

In drawing on the literature, the paper will aim to establish:

1. The nature of stigma of gambling and gambling harm: how it comes about and how it compares to other forms of stigma.
2. How stigma serves as a barrier to accessing support, service and healthcare provision, and support in the community and from peers.
3. A critical analysis of current research and understandings, establishing how existing understandings of gambling and gambling harm reproduce stigma.

Expected Output

A paper that is:

- Written for lay audience with policy and/or service and healthcare provision interest.
- 6,000 - 9,000 words in length.
- Written in accordance with GambleAware's [Research Guidelines](#).

³ Hing, N et al, 2014, Stigma and problem gambling: current knowledge and future research directions, *International Gambling Studies*, 14,1: 64-81

⁴ Hing, N. et al, 2016, The Public Stigma of Problem Gambling: Its Nature and Relative Intensity Compared to Other Health Conditions. *Journal of Gambling Studies* 32: 847–864

⁵ Brown, K. L. and Russell, A. M. T., 2019, What can be done to reduce the public stigma of gambling disorder? Lessons from other stigmatised conditions. *Journal of Gambling Studies*. <https://doi.org/10.1007/s10899-019-09890-9>

⁶ Keane H., 2019, Rethinking Stigma and Gambling. *Critical Gambling Studies*. <https://doi.org/10.29173/cgs13>

⁷ Ibid

⁸ Ibid

Budget

£15,000 + £5,000 contingency (including VAT)

Guideline Timings

The research will be undertaken over a maximum of 4 months from the signing of contracts.

It will commence at a mutually agreed time after the final decision and award (see below).

The guideline timings for this research programme are below:

Activity	Date
Issue call for proposal	13 May 2021
Deadline for clarification questions (all responses will be published on GambleAware website)	07 June 2021
Deadline for submissions	12 noon, 14 June 2021
Final decision and award	24 June 2021

Proposal should be submitted to commissioning@gambleaware.org marked 'call for proposal – stigma'.

Evaluation criteria, Process for appointment, Publications and References

The evaluation criteria and process for appointment can be found in Appendix 1.

Please include with your proposal the following:

- A list of recent relevant publications by research team members and a short overview of each publication / piece of research.
- The names and contact details of two clients whom you would be content for us to contact if you are shortlisted.
- GambleAware's work centres around the principles of equality, inclusion, and diversity at all levels of governance, human resources, policy, and commissioning. Please set out separately, how equality, inclusion, and diversity inform and support your proposal at all stages of design and delivery.

APPENDIX 1

Evaluation criteria

Framework Evaluation Criteria	Framework Criteria Weighting	Criteria	Criteria weighting	Max Available Score
Quality	50%	1. Demonstration of understanding of the research aims and requirements	40%	200 (5 x 40)
		2. Provision of a robust methodological approach to the brief	10%	50 (5 x 10)
		3. Overview of the proposed research team members, their relevant expertise and experience, and roles in delivering the programme.	30%	150 (5 x 30)
Delivery	30%	4. Ability to meet the timetable and deliver the proposed outputs.	20%	100 (5 x 20)
TOTAL	100%		100%	500

Process for appointment

The process for appointment will be:

1. Review and scoring of proposals against the above evaluation criteria by the Review Panel (made up of two internal reviewers from the GambleAware Research & Evaluation Team and one external independent Subject Matter Expert).
2. Final moderation with funding awarded to the highest scoring proposal.
3. All bidders will be notified of the outcome, and offered feedback on the scoring of their proposal by the Review Panel, and the successful bidder will be awarded the contract.