

Minutes of the Safer Gambling Campaign Board

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| DATE | Monday September 7 th 2020 |
| TIME | 2.00pm to 2.45pm |
| VENUE | Virtual Zoom Meeting |

| PRESENT | INITIALS | NOTES |
|-----------------------------|----------|--|
| Board members | | |
| Professor Sian Griffiths | SG | Chair and GambleAware Trustee |
| Marc Etches | MWE | GambleAware |
| Teresa Owen | TO | Executive Director Public Health Wales |
| Beth Hiles | BH | DCMS |
| Mary Miller | MM | DCMS |
| Tom Oldfield | TO | DCMS |
| IN ATTENDANCE | | |
| Zoe Osmond | ZO | GambleAware Communication Director (Interim) |
| Dr Jane Rigbye | JR | GambleAware Director of Education |
| Jen Gould | JG | GambleAware Communications Manager |
| Sarah Evans | SE | GambleAware Communications Manager |
| James May | JM | M&C Saatchi |
| APOLOGIES | | |
| Professor Marcantonio Spada | MS | Academic |
| Sheila Mitchell | SM | Public Health England |

1. Welcome, apologies, and declarations of interest

SG welcomed the Board and apologies were received from Professor Marcantonio Spada & Sheila Mitchell.

2. Safer Gambling Campaign – Bet Regret stage 2, launch summary

2.1: Objectives:

The purpose of this short additional board meeting was to share the final assets for the Bet Regret Phase 2 campaign prior to a webinar to all interested parties and 12th September airdate.

2.2: 2020 Campaign:

ZO updated the board on campaign rationale to encourage moderation and promote safer gambling behaviours by introducing a behaviour change technique to encourage sports bettors to pause and reconsider before making a bet.

Two TV commercials, key visuals, digital assets & radio assets were presented and approved by the board.

2.3: Research:

Bet Regret Phase 2 (Tap Out for Time Out) had been checked in 3 rounds of qualitative research prior to, during and post Wave 1 lockdown to ensure that the creative idea remained relevant and compelling with an appropriate tone of voice for sports bettors as part of a prevention campaign.

All stages of the research conducted by Outsiders Research concluded that the campaign received very positive responses with high impact, appeal, relevance, comprehension and good motivation to act.

2.4: Media:

The campaign plan was shared which detailed the media investment of £3.55m across two bursts of activity, of which £1,697,000 is donated inventory across burst 1 (Sept-Oct) and burst 2 (Feb-March 2021).

3. AOB:

On 10th September GambleAware to host a campaign webinar to present the campaign to key individuals from the industry ahead of the campaign live date, 12th September.

Next Board meeting: November 18th 2020 @ 1:30pm via Zoom video link