

GambleAware

SAFER GAMBLING¹ CAMPAIGN – BACKGROUND BRIEFING

1. CAMPAIGN BACKGROUND

1.1 The Broader Context for the Brief

This campaign is being planned as one element of a broader commitment by advertisers and broadcasters to DCMS as part of the current Gambling Review, with outline proposals summarised in a consultation run by DCMS as part of this Review², with the key paragraphs as follows:

“ 5.84. GambleAware, broadcasters and gambling industry groups have drawn up proposals for a major responsible gambling advertising campaign, to run for two years with a budget of £5-7 million in each year. This will include television adverts, including around live sport, as well as radio, cinema, print and online. The scale is equivalent to or larger than the scale of a major Government public awareness campaign. The aim will be to raise public awareness of risks associated with gambling, as well as signposting to further advice and support where necessary.

5.85. Proposals for the campaign involve new funding from online gambling operators, with airspace and digital media provided by broadcasters. The bodies which are members of the responsible gambling group, Senet, will continue to fund its existing messaging and responsible gambling advertising work but bring this in line with the wider campaign. We would encourage others who benefit from gambling advertising, including social media platforms and sports bodies, to look at how they can contribute to raising awareness of the potential risks.

5.86. GambleAware will lead the campaign, ensuring the content is independently approved and meets the campaign objectives. It intends to set up a Campaign Board and Delivery Unit, appointing an independent chair of the Board and approving all campaign content.

5.87. The Government welcomes the initiative by broadcasters and the gambling industry to fund and work with GambleAware to deliver a major responsible gambling advertising campaign.”

This provides the broad framework within which the accompanying campaign brief has been developed. This will focus on younger men fairly heavily involved in sports betting, mainly but not exclusively online; a broad ‘at risk’ group we want to help keep safe, not the smaller group of Problem Gamblers already experiencing severe harms and so requiring direct help.

The initial media campaign that is the focus on this brief will form part of a broader ‘whole system’ public health education strategy for gambling that will develop over time.

¹ **“Responsible Gambling” is a term still used widely in the literature, but has come to imply an excessive focus on the individual rather than a wider understanding of the harms associated with gambling products and the environment in which they are found, so along with the regulator, GambleAware now prefers the term “safer gambling.”**

² <https://www.gov.uk/government/consultations/consultation-on-proposals-for-changes-to-gaming-machines-and-social-responsibility-measures>

1.2 Campaign Governance

The campaign will be delivered independently by GambleAware³, who have established an independent Campaign Board⁴ to ensure appropriate governance and oversight of the Campaign.

The Campaign Board members are wholly independent of gambling, broadcast and advertising industries. They will be joined by several Board Observers: from the gambling industry, broadcasters, Advertising Association, DCMS, the Gambling Commission and Responsible Gambling Board.

The Board will be responsible for the planning, execution and evaluation of a national safer gambling campaign, including establishing an appropriate budget and overseeing the necessary funding from industry and support from broadcasters. The Board will establish a Campaign Advisory Panel to help inform the Board's decision-making as well as to provide confidence to all stakeholders.

GambleAware are establishing a Campaign Delivery Unit, including the recruitment of a campaign manager and the integration of the campaign with a coordinated response at a national, devolved and local level that includes Public Health England, NHS Health Scotland and Public Health Wales, the NHS, local health commissioning agencies, debt advice agencies, the Citizens Advice service, relevant charities, and affected government departments.

1.3 Funding

The campaign will have an initial two-year time frame and an annual budget of around £5-7 million (to include all costs, including agency fees, production and research, as well as media). This compares well with several Government and Public Health campaigns that have had major public impact.

This is made up of:

- £1.6m in value of broadcast and digital media provided by the broadcasters (Sky, ITV, Channel 4, BT Sport in line with their respective gambling revenues)
- Up to £1.7m of player/ product messaging delivered by the Senet Group
- The remainder up to a cap of £7m from the gambling industry

In addition, we are hopeful that media may be donated by major social media platforms, and also sporting bodies for in-venue advertising, as well as opportunities to spread our messages via local, grassroots organisations.

³ GambleAware is the independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain: <https://about.gambleaware.org/>

⁴ Full terms of reference for the Campaign Board are appended (still in draft)

2. SOME BROADER BACKGROUND ON GAMBLING & RELATED HARMS

2.1 The Nature and Measurement of Gambling Harms

Problem gambling can cause harm to the gambler and those around them. The established screen for measuring problem gambling amongst the general population – the Problem Gambling Severity Index (PGSI) – is based on 9 questions relating to signs of problem gambling (rated on a 4 point Never to Almost Always scale).

The PGSI was developed with the aim of identifying at-risk gamblers as well as those who could be classified as problem gamblers amongst the general population. Responses to nine PGSI items are summed to give a score of between zero and 27 and the following thresholds are then applied:

<i>PGSI Score</i>	<i>Category</i>
0	Non-problem gambler
1-2	Low risk gambler
3-7	Moderate risk gambler
8 or over	Problem gambler

At-Risk individuals are those who show some signs of problematic gambling but remain below the threshold for problem gambling. These gamblers may still experience a range of negative outcomes and may be at risk of developing problems in the future. From a population health perspective, this group is important because the contribution that At-Risk gamblers make to overall levels of harm across the whole population could be higher than that of problem gamblers due to the greater absolute number of the at-risk group.

Problem Gambling is defined as gambling to a degree that compromises, disrupts or damages family, personal or recreational pursuits. This is frequently driven by extreme personality, emotional, social, circumstantial (life events, stress) or behavioural factors – and it is such factors at a lower level than can make non-problem gamblers more susceptible to becoming at-risk.

While At-Risk behaviours can potentially be mitigated by raising awareness of risks and how to avoid them (e.g. via media campaigns), behaviour that has already become problematic is harder to deal with, requiring more direct interventions and usually clinical help.

For this reason, the focus on this campaign is prevention amongst those at risk from developing gambling problems, rather than the much smaller number who already experience them. This group is far greater number amongst the general population than problem gamblers and offer good potential in terms of influencing their behavior in positive ways, thus avoiding high potential social costs should they move into problem gambling.

The PGSI focuses more on signs of problem gambling than defining related harms (work is being done on this), but is nevertheless clearly relevant background to this campaign brief, with any effective preventative approach likely to map back onto one or more of the 9 PGSI factors. The 9 PGSI questions are as follows (with the 3 highlighted validated for the mini-screen):

Table 1: Conceptual Coverage of PGSI

PGSI1: Bet more than can really afford to lose	Behaviour
PGSI2: Needed to gamble with larger amounts for same excitement	Behaviour
PGSI3: Gone back to win money lost	Behaviour
PGSI4: Borrowed money or sold anything to get money to gamble	Consequence
PGSI5: Might have a problem with gambling	Behaviour/ Consequence ¹
PGSI6: Gambling has caused health problems	Consequence
PGSI7: People criticize one's gambling	Consequence
PGSI8: Gambling has caused financial problems	Consequence
PGSI9: Feel guilty about one's gambling	Consequence

These are reflected in an online quiz on the signs of problem/ at-risk gambling, developed by GambleAware for those concerned about their own (or others) gambling:

Thinking about the last 12 months:

- Have you bet more than you could really afford to lose?
- Have you needed to gamble with larger amounts of money to get the same excitement?
- When you gambled, did you go back another day to try and win back the money you lost?
- Have you borrowed money or sold anything to get money to gamble?
- Have you felt that you might have a problem with gambling?
- Has gambling caused you any mental health problems, including stress or anxiety?
- Have people criticised our betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- Has your gambling caused any financial problems for you or your household?
- Have you felt guilty about the way you gamble or what happens when you gamble?

Related to this industry websites lay out guidelines to enjoy gambling safely and avoid the problems it can cause if you lose control:

- Gamble in moderation, as a form of leisure (when the fun stops, stop)
- You're buying fun, not investing your money
- Only gamble with money you can afford to lose
- Avoid chasing losses
- Stay in control, set limits on the time and money you are happy to spend
- If gambling online use deposit limit and self-exclusion tools to maintain control
- Don't use gambling as a means of escaping problems, stress or boredom
- Keep up other interests and hobbies – don't let gambling take over your life
- Don't let gambling affect relationships with family and friends
- If you can't do the above, there's a problem – seek help if you need it.

As reflected in the summary campaign brief, the suggested approach should focus on preventing – or at least reducing – incidence of occasions where younger male sports bettors bet more than they can afford to lose. Self-awareness of personal gambling behaviour and the setting of limits will have a role in this.

2.2 Overview of the UK Evidence Base

A good overview of current understanding of the UK Public's engagement with gambling can be found in The Gambling Commission's latest annual report (February 2018): 'Gambling participation in 2017: behaviour, awareness and attitudes' (supplied with this brief). A wealth of other information is available via their website.

Gambling in one form or another is a legal and widespread activity, with 45% of adults 16+ having participated in some form of gambling in the past 4 weeks; 31% if the National Lottery is excluded. Many people who gamble derive pleasure from it, gamble in moderation and suffer no harms. It is not our aim to stop people gambling – rather to help ensure that they gamble safely, minimising the number at risk of experiencing gambling harms, whether financial, emotional or behavioural.

With growing numbers gambling online (18% of adults in the past 4 weeks in 2017, up from 15% in 2015), greatly increasing opportunities to gamble, potential risks of gambling harms are growing, particularly for online sports betting amongst younger men with innovations such as in-play multiplying opportunities to bet.

In terms of gambling location, 97% of online gamblers gambled at home in the past 4 weeks, cf. 12% while commuting, 12% while at work, 8% in a pub or club, 4% online while at a sporting venue. With the rise of mobile betting across multiple locations is growing, especially amongst 16-34s.

In 2017, the PGSI screen classified 0.8% of adults as 'Problem Gamblers' (experiencing severe harms), and further 3.9% 'At-risk gamblers' – i.e. those below the threshold for problematic behaviour, but at significant risk of doing so. The risk spectrum is of course a continuum that gamblers can quickly move across.



It should be noted that Problem/ At-risk gambling incidence amongst 16-24 and 25-34 males is around three times the population average.

Another report (also supplied with this brief) covers similar territory but with more depth in terms of consumer profiles by type of gambling, afforded by larger sample sizes: Gambling

behaviour in Great Britain in 2015: Evidence from England, Scotland and Wales; prepared for the Gambling Commission by NatCen; August 2017.

There are differences due to question differences and the inherent complexity of measurement of gambling behaviours (this report is based on the full 9 PGSI questions for instance), but data are consistent with the Gambling Commission Annual Report.

In 2015 7%⁵ of all GB adults aged 16+ participate in 'online betting with a bookmaker', this rising to:

- 16% amongst men aged 16-24
- 25% amongst men aged 25-34

This is skewed towards people in full time employment, but is otherwise broad in terms of social grade, educational attainment and region.

This research identifies 3.9% of all GB adults 16+ to be At-Risk Gamblers (2.8% low-risk, 1.1% moderate-risk); this equates to c.2m individuals). At-risk incidence increases to:

- 11% amongst men aged 16-24
- 10% amongst men aged 25-34
- 23% of those participating in online betting with a bookmaker

This is consistent in terms of social grade, educational attainment and region, with an uptick amongst the unemployed.

This research identifies 0.8% of GB adults 16+ to be Problem Gamblers, equating to c.400,000 individuals). Problem Gambling incidence increases to:

- 1.6% amongst men aged 16-24
- 2.0% amongst men aged 25-34
- 5.4% of those participating in online betting with a bookmaker

As well as being higher amongst the young (especially young males), there is consistent international and UK evidence that Problem Gambling has a social gradient and, along with other public health problems such as smoking and drinking, is higher among poorer social groups and certain ethnic minorities. Certain types of games (especially those with high event frequency) are also associated with higher rates of problems. There is substantial and consistent international and British evidence on all of these points.

⁵ Based on indications from the Gambling Commission Annual Report 2018 this – and related figures amongst younger men – are likely have grown significantly

2.3 Context for Gambling and Related Harms

Gambling behaviours and motivations are complex. The 'climate' for gambling and drivers of gambling-related harms includes:

Individual factors:

- The need for emotional gratification and diversion
- Personality type (some more risk-seeking, 'addictive' or obsessive than others; higher impulsiveness and low 'self-efficacy'/ self-control associated with increased risk of developing gambling problems)
- Mood (both triggering gambling and risky behaviours)
- Life circumstances or events, chronic or acute, including financial
- How informed they are about the gambling process (how it works, odds of winning)
- Understanding of the risks associated with gambling and how to avoid them
- Self-awareness of their own behaviours
- Social / peer group effects and norms, including conditioning that betting is an integral part of being a fan

Environmental factors:

- Gambling promotion / advertising
- Availability – proliferating ease and opportunities to gamble, driven in particular by online / mobile apps
- Regulation – NB. recent changes to BCAP

Structural factors:

- Features of games – creating more, often impulsive prompts to gamble, via new types of bet and In Play

2.4 Milestones on the Journey to Reducing Gambling Harms

The end destination (policy objective) for any overall public health strategy is promoting positive behaviour change. This demands a 'whole system' approach and there is no single 'silver bullet' message or intervention to reduce gambling harms.

There are several milestones on the journey to behaviour change:

- Increasing knowledge, of both risks and how to gamble safely to avoid them
- Changing attitudes and establishing positive social norms (including talking to others about their gambling)
- More broadly impacting on the broader culture and national conversation around gambling
- Encouraging and improving self-awareness and self-reflection (seeking help if needed)
- Changing behaviours, both installing positive ones (following safe gambling tips, using gambling management tools) and reducing negative behaviours
- Contributing to the reduction of gambling harms (either episodic or longer-term)

Any campaign proposal needs to be clear about where and how in this journey it will contribute to safer gambling outcomes that assist on the end behaviour change objective, both directly and in providing a platform for other more direct activities and interventions.

2.5 Insight on Moderating Gambling Behaviours

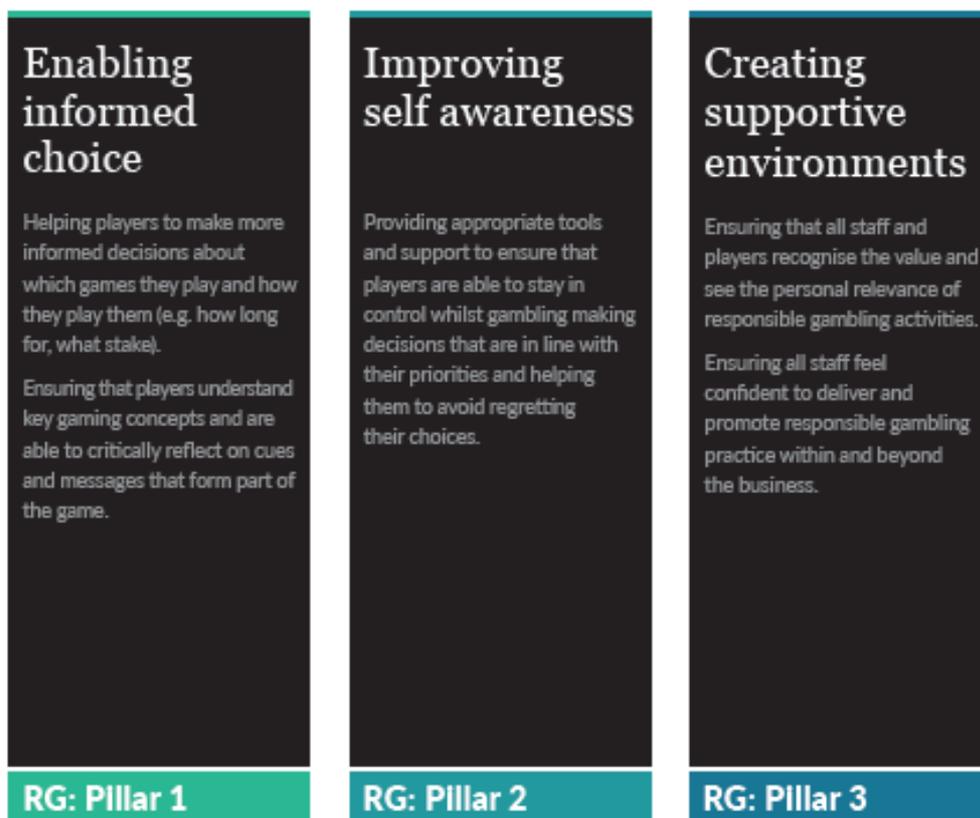
There is considerable insight on both gambling motivations and ways of moderating behaviours to gamble safely to be found in an extensive GambleAware project conducted by Revealing Reality (“RR”) in partnership with multiple industry stakeholders, including trade associations, the Senet Group and gambling operators. RR took over this project following initial research completed by Future Thinking, and support has been provided by 18 Feet & Rising and Together Creative in terms of developing concept materials.

This project is ongoing – findings from the piloting phase will be shared with the appointed agency as they emerge, to be taken on board in terms of how the campaign evolves.

This is a broad-based exercise covering all types of gambling, some of which are more intrinsically ‘impulsive’ than sports betting (although, via online, it is becoming rather more so). While its focus is around the in-play experience and environment (and interventions within it), there is much to inform social messaging too.

The relevant reports and annexes are provided with this brief.

The project identified ‘3 pillars of responsible gambling’ from a player’s point of view:



Improving Self Awareness is a particularly fertile area from the point of view of social messaging.

Related to this RR raise the ever-present danger of ‘othering’ when trying to engage a broader audience of non-problem gamblers:

“A significant problem identified with current RG activity was that it is regularly perceived to be aimed at problem gamblers (and therefore appreciated by mainstream players as protecting ‘vulnerable people’, but not relevant for someone who doesn’t yet have a problem). This challenge needs to be overcome if messaging is ever going to make any kind of preventative impact. Other ‘awareness-raising’ activity was perceived to be problematic because it simply repeated back obvious messages, without giving players any practical guidance on how to achieve the suggestions (e.g. a message saying ‘stay in control’ was perceived to simply state an obvious bit of high-level advice, without providing any realistic suggestion of how one might achieve this whilst gambling).”

They identify a holy grail in terms of: “messaging that encourages self-awareness and provides practical tips/strategies to help players stay in control whilst gambling (helping players to notice messages, think about them and do something as a result)”.

The Future Thinking work identifies a frequent disconnect in terms of gambler self-awareness, with individual self-perception in terms of personal gambling behaviour often rather different from their PGSI score status.

They also develop a potentially useful gambler type segmentation:



Gambling Type	
1	Passion/Thrill/Excitement - I thoroughly enjoy gambling, I like the buzz I feel when I am close to winning, it makes the bet worthwhile.
2	The Big Win - My attitude towards gambling is that it is only really worth doing when I bet to win big. I like to bet big. I dream of the big life changing win.
3	Entertainment/Leisure/Sociable - I like to bet for fun, I enjoy the social side of gambling I feel putting a bet on enhances the experience be it horses, bingo or playing on machines in the pub. The bet just makes it more exciting.
4	Skill Based - I take gambling quite seriously, I like to study the form and odds and believe that eventually I will come out on top, it is almost like a second job!

2.6 Expert View on Influencing Gambling Behaviour from a Behavioural Science Perspective

This has been prepared for us by Richard Chataway of the Communications Science Group. The full document – provided with this briefing – will reward close reading, and has heavily informed the agency brief developed.

The Executive Summary is repeated here:

“ This report uses insights from behavioural/marketing science and existing research into gambling behaviours to provide insights and key recommendations to guide campaign development, as well as ideas for more direct intervention. In particular, it takes a scientifically rigorous view of the evidence base for the drivers of online sports betting behaviour and established methods of driving behaviour change amongst at risk gamblers.

The paper summarises five key areas of research:

- The impulsive nature of gambling behavior
- Personal relevance and emotion as drivers of behaviour change for gambling
- The mental and physical availability of online sports betting
- Behavioural/personality markers of at risk gamblers
- Tools/behavioural interventions for moderating gambling behavior

Based on these insights, CSG make the following key recommendations:

1. Campaign activity should reflect the impulsive nature of at risk gamblers, by reflecting other traits indicative of impulsivity such as sensation-seeking and low levels of historic parental influence.
2. Campaign core messages must be emotionally stimulating and personally relevant to garner at risk gambler’s attention. This should be delivered through low-fear messaging focused on present/short-term consequences, and framed in terms of positive benefits (such as the time or money saved).
3. To counteract the high mental and physical availability of online sports betting at the start of the football season the campaign must be highly distinctive and stand apart from industry activity, with consistent brand assets across all campaign communications.
4. Key indicators of at risk gamblers within the broader target audience of young men, such as economic inactivity and relevant personality traits, should be used to inform campaign targeting and messaging where possible.
5. Digital tools using simple and specific behavioural prompts represent an opportunity to prompt self-appraisal by ‘at risk’ gamblers by addressing the most common heuristics and biases that influence betting behaviour – and should form a part of wider campaign activity/interventions to effect behavioural change.”

3. LEARNINGS FROM OTHER PUBLIC AWARENESS & EDUCATION CAMPAIGNS RELATING TO GAMBLING

3.1 Academic Review of Public Awareness Campaigns

GambleAware recently commissioned a top-line academic overview on conditions for success based on similar gambling campaigns around the world⁶, supplied with this brief.

This expert overview notes that media campaigns can be considered as forming just one element of ‘whole system approach’ – an overall public health education strategy designed to achieve behavioural changes that result in improved wellbeing, mental and physical health, quality of life, and avoidance or reduction of gambling-related negative consequences for individual gamblers, their family and friends, and the broader community.

Health education is operationally defined as incorporating any strategy designed to improve knowledge and skills, and influence beliefs, attitudes, and values conducive to improving health and promote actions that address social, economic and environmental determinants of health. Importantly, such strategies have long been recognised as needing to extend beyond the provision of information to also incorporate the objective of achieving or fostering the motivation, skills and confidence (self-efficacy) necessary to take action to improve health, i.e. they must influence individuals to act on advice and information given.

It provides a checklist of key points that should be taken into consideration when formulating public health media campaigns to encourage safer gambling:

- Establishing clear objectives for the campaign is essential, that is, determining what are the outcomes that are being hoped to be achieved, and what metrics, if any, can be applied to assess success in the short and long-term.
- Campaigns should be based on a sound understanding of common biases that contribute to ongoing gambling and represent barriers to behavioural change.
- Campaigns should not foster stigma or negative perceptions of people with gambling-related problems (counterproductive).
- Campaigns should act to motivate and empower individuals to take specific actions to maintain responsible gambling behaviours (although ‘responsible’ is not the right language, industry not consumer).
- Campaigns should be tested prior to launch and evaluated to determine whether they achieved the intended impact and, crucially, avoided unintended negative consequences (for instance in inadvertently raising attractiveness to children).
- Targeted campaigns aim to communicate to a specific audience and are more likely to be perceived as relevant and motivate appropriate behavioural change (NB. other research shows that it is very easy for people to opt out – ‘for others, not for me’ – based on extreme behaviours or types of gambling not indulged in).
- Targeting low-level gambling-related harms such as occasional excessive expenditure is likely to impact a larger cohort of the population than campaigns focused on severe gambling harms
- Shock tactics or an over-serious or bleak tone unlikely to connect (activates ‘othering’).
- Messages should promote specific positive behaviours with simple, easy to achieve steps, accompanied by shifts in attitudes.
- Messages should prompt self-appraisal, rather than simply provide information.

⁶ Responsible gambling public education campaign for Great Britain: A brief scoping review; prepared for GambleAware by Alexander Blaszczynski PhD & Sally Gainsbury PhD, Gambling Treatment and Research Clinic Science Faculty, Brain and Mind Centre, School of Psychology, The University of Sydney, January 2018

Related to this we have provided links to a selection of potentially relevant campaigns from around the world (see Appendix 1). Please note that these are provided for interest and at this stage we have not reviewed them in terms of effectiveness.

3.2 The Senet Group ‘When the Fun Stops, Stop’ Campaign

This campaign has run for 3 years via the Senet Group⁷, created by four of Britain’s leading gambling companies – William Hill, Ladbrokes, Coral and Paddy Power – in response to public concerns on gambling, and the impact of gambling advertising in particular.

A second industry group, the Remote Gambling Association (RGA)⁸, represents the global online gambling industry. They have not participated in similar campaigns to date, although some members integrate ‘gamble responsibly’ messages into their advertising and all gambling advertising is mandated to carry reference to BeGambleAware.org.

More about the WTFSS campaign can be found on their agencies website⁹, and a research report on their results to date is also supplied with this brief. This is a fairly broad-targeted campaign, primarily targeting regular gamblers (and in effect the same audiences reached by their advertising, websites and premises), with much of its impact coming from the ‘tagging’ of Senet member company advertising and on-premise messages, alongside standalone advertising.

It enjoys high awareness, is insightful and has engaged positively with gamblers and indeed more broadly. As well as high campaign awareness (including the WTFSS meme), research shows good (prompted) awareness of safer gambling tips as well as indications of a social effect in terms of providing a pretext to warn others about their gambling behaviour.

While a positive contribution, there are questions around the campaign’s ability to fully deliver broader safer gambling objectives:

- It comes from an industry standpoint, explicitly framing gambling as ‘fun’
- Whilst a humorous tone helps with engagement, this may not get the balance right in terms of delivering an underlying message that is sufficiently serious as to prompt self-reflection and reappraisal of behaviour
- Questionable in terms of its ability to sit within a broader behaviour change strategy and framework (beyond media campaigns)
- Ideally, we would focus more on engaging people before the fun stops (i.e. before harm is experienced, not after it); although as it has evolved the campaign has become a vehicle for smart gambling tips
- Being closely aligned with messages actively promoting gambling, in practice it delivers somewhat of a mixed message
- The research is fairly ‘soft’ (a lot of prompting and priming); we would want a more rigorous focus on behavioural impact

⁶ <http://senetgroup.org.uk/>

⁸⁷ <https://www.rga.eu.com/>

⁹⁸ <https://www.thecornerlondon.com/work/senet-when-the-fun-stops-stop/>

3.3 Recent GambleAware Advertising

In the past year the 'Voices' campaign has run on a relatively small budget, on Cinema in the North West (see <https://about.gambleaware.org/> at the base of the homepage) and radio in Wales (<https://about.gambleaware.org/about/radio-ads/>).

Its brief was different to the task at hand, being focused on young Problem Gamblers, framing gambling as an addiction, with the injunction for those worried about their gambling to seek help. Whilst delivering against its narrow objectives, it has shown the limits of a focusing on those suffering severe harms in engaging a broader low risk (now at least) gambling audience.

4. Evaluation

To better enable GambleAware to determine the relevance, efficiency, effectiveness and impact of the campaign, a monitoring and evaluation framework will be developed in consultation with a range of stakeholders at the design stage of the campaign. Amongst other things, this framework will include:

- Agreed goal of the campaign
- Agreed objective(s)
- Target audience
- Agreed desired outcomes of the campaign
- Indicators of success
- Means of verification
- Roles and responsibilities for gathering and reporting key data that may support the evaluation
- Timeframes

5. Supporting Documents – Supplied with this Briefing Document

- The Gambling Commission's latest annual report (February 2018): 'Gambling participation in 2017: behaviour, awareness and attitudes' (plus technical annex)
- Gambling behaviour in Great Britain in 2015: Evidence from England, Scotland and Wales; prepared for the Gambling Commission by NatCen; August 2017
- Future Thinking: Responsible Gambling Campaign Development; November 2016
- Revealing Reality: Responsible Gambling: Collaborative Innovation Identifying good practice and inspiring change; 2017 (plus annex documents)
- Expert View - Responsible gambling public education campaign for Great Britain: A brief scoping review; prepared for GambleAware by Alexander Blaszczyński PhD & Sally Gainsbury PhD, Gambling Treatment and Research Clinic Science Faculty, Brain and Mind Centre, School of Psychology, The University of Sydney, January 2018
- Expert View on Influencing Gambling Behaviour from a Behavioural Science Perspective; Communications Science Group; Richard Chataway and Gonzalo Lopez Castellaro (with advice from Dr Mark Griffiths, Professor of Behavioural Addiction, Nottingham Trent University); March 2018
- Report on Senet Group Campaign Evaluation; October 2017

APPENDIX 1 – LINKS TO A SELECTION OF POTENTIALLY RELEVANT CAMPAIGNS FROM AROUND THE WORLD.

The links below offer a range of international examples. They are not selected for their effectiveness.

Gamsense British Columbia (Canada)

GameSense: The Pick Up

<https://www.youtube.com/watch?v=wDm2lh91l8o>

Campfire GameSense

<https://www.youtube.com/watch?v=CF6fwbTK8ck>

Game Sense - Hottub

https://www.youtube.com/watch?v=Tu_XaCq-uJU

Game Sense: Golf

<https://www.youtube.com/watch?v=qFYFLzrPidQ>

Game Sense Dance oct20 1 0

<https://www.youtube.com/watch?v=kzOWillFtdA>

Connecticut Lottery (USA)

GameSense: Responsible Gaming

<https://www.youtube.com/watch?v=xAeOYIEj48M>

GameSense: Responsible Gaming

<https://www.youtube.com/watch?v=xAeOYIEj48M>

Victorian Responsible Gambling Foundation (Australia)

<https://www.youtube.com/channel/UCUF8AkpLsqDAAtdVDdIWvZQ>

How do you keep it well played? Keep it in check

<https://www.youtube.com/watch?v=C7ZqZfEW1oI>

Victorian Responsible Gambling Foundation:

https://www.youtube.com/watch?v=BZR_loplkl4

Massachusetts

Voluntary Self-Exclusion 30

<https://www.youtube.com/watch?v=jGdHqkXMmtk>

Responsible Gambling Council (Canada)

Know When to Stop (30s)

https://www.youtube.com/watch?v=Nm2hfCN_y-w

The Chase

<https://www.youtube.com/watch?v=SAZPsQQgrbw>

Problem Gambling Prevention Week - After School

<https://www.youtube.com/watch?v=2v-h87RhTAY>

Problem Gambling Prevention Week - Early Start

https://www.youtube.com/watch?v=L_9pHQRRNOw

Victorian Government (Australia)

Victorian Government Problem Gambling Campaign

<https://www.youtube.com/watch?v=fqv3tGSQigk>

National Council on Problem Gambling (Singapore)

Don't let gambling become a problem. Take action now.
<https://www.youtube.com/watch?v=9Mp4YiCdWDQ>

World Cup 2014 - Kick the Habit
<https://www.youtube.com/watch?v=oRValgHDvxE>
(but remember who won this tournament!)

Hope
<https://www.youtube.com/watch?v=r0StBj8CmAs>

1. Aim and objectives

- 1.1. The overall aim is to deliver a two-year national campaign, to raise broad public awareness of the risks associated with gambling and how to avoid them (the Campaign).
- 1.2. Funding will be provided by the gambling industry with the support of broadcasters.
- 1.3. The Campaign will aim to make a significant impact through television advertising, including around broadcasts of live sport, as well as advertising in other media, such as radio, cinema, print and online.
- 1.4. A key objective will be to encourage people to think more critically about gambling products. For example, it will provide prompts for parents to have family conversations with their children about the nature of gambling and the associated risks.
- 1.5. The Campaign will not be primarily focused on problem gamblers, but will offer clear information of where people with concerns about gambling can go for further information, advice and support should it be needed. It will be essential that those that do seek such advice and support are able to access it easily.
- 1.6. The Campaign will be evaluated for impact.

2. Governance and duties

- 2.1. GambleAware will be responsible for establishing the Campaign Board (the Board) to ensure appropriate governance and oversight of the Campaign.
- 2.2. The Board will be responsible for the planning, execution and evaluation of a national awareness campaign including establishing an appropriate budget and overseeing the necessary funding from industry and support from broadcasters.
- 2.3. The Board will establish a Campaign Advisory Panel (the Advisory Panel) to help inform the Board's decision-making as well as to provide confidence to all stakeholders. The Board will agree 'terms of reference' and membership of the Advisory Panel.
- 2.4. GambleAware will be responsible for establishing a campaign delivery unit (the Delivery Unit) including the recruitment of a campaign manager and the integration of the Campaign with a coordinated response at a local level that includes Public Health England, Public Health Scotland and Public Health Wales, the NHS, local health commissioning agencies, debt advice agencies, the Citizens Advice service, relevant charities, and affected government departments at national and devolved levels.
- 2.5. The Campaign will be subject to the ongoing approval of GambleAware trustees. For the avoidance of doubt, GambleAware will withdraw from these arrangements if trustees are advised by the Chair that the direction, execution or outcome of the Campaign is not likely to be in the public interest.

3. Membership of the Board

- 3.1. The Board will be comprised of a minimum of six independent directors.
- 3.2. Each director will be wholly independent of the British-based gambling, broadcast and advertising industries, and will be nominated by GambleAware.
- 3.3. GambleAware will nominate one independent director to serve as Chair of the Board and one independent director to serve as Deputy Chair.
- 3.4. In addition, there will be a maximum of four members who shall serve as Board Observers on behalf of the British-based gambling, broadcast and advertising

industries. On the basis of their commitment to the Government¹⁰, each of the following organisations will nominate one representative to be a Board Observer: the Remote Gambling Association; the Senet Group; the Advertising Association; and, the British-based broadcasting companies.

- 3.5. In the interests of transparency and openness, representatives of the Government, the Gambling Commission and the Responsible Gambling Strategy Board (RGSB) will be invited to send representatives who will serve as Board Observers.
- 3.6. Board Observers will be permitted to attend and to participate in meetings of the Board and to receive all information provided to members of the Board (including minutes of Board meetings), but will not be permitted to formally vote on matters submitted for a vote.
- 3.7. The primary role of Board Observers will be to provide to the Board advice and guidance based on their areas of expertise, as well as to give an informed voice to the organisations whose interests they represent.
- 3.8. Only directors and observers of the Board have the right to attend Board meetings. However, other individuals may be invited to attend for all or part of any meeting, as agreed by the Chair of the Board.
- 3.9. In the absence of the Board's Chair and/or an appointed deputy, the remaining members present will elect one of themselves to chair the meeting. The person elected must be one who would qualify under these terms of reference to be appointed to that position.
- 3.10. Appointments to the Board are made by GambleAware's trustees and will be for a period of up to two years, which may be extended for further periods subject to the continuation of the Campaign.

4. Secretary

- 4.1. GambleAware shall nominate a person who is not a member to act as the secretary of the Board.

5. Quorum

- 5.1. The quorum necessary for the transaction of business will be a minimum of four directors.
- 5.2. A duly convened meeting of the Board at which a quorum is present will be competent to exercise all or any of the authorities, powers and discretions vested in or exercisable by the Board.

6. Meetings

- 6.1. The Board will meet at least four times a year and otherwise as required. The frequency and timing of meetings will differ according to the needs of the Campaign. Meetings should be organised so that attendance is maximised.

7. Notice of meetings

- 7.1. Meetings of the Board will be called by the secretary of the Board at the request of the Board's Chair.

¹⁰ Correspondence with the Minister for Sport dated 15th August 2017

7.2. Unless otherwise agreed, notice of each meeting confirming the venue, time and date together with an agenda of items to be discussed, will be forwarded to each member of the Board and any other person required to attend, no later than five working days before the date of the meeting. Supporting papers will be sent to Board members and to other attendees, as appropriate, at the same time.

8. Minutes of meetings

8.1. The secretary will minute the proceedings and resolutions of all Board meetings, including the names of those present and in attendance.

8.2. Draft minutes of Board meetings will be circulated to all members of the Board.

8.3. Approved minutes will be published via GambleAware's website.

9. Reporting responsibilities

9.1. The Board's Chair shall attend meetings of GambleAware's trustees to represent the Board's activities.

10. Authority

The Board is authorised to obtain, at the Campaign's expense, outside legal or other professional advice on any matters within its terms of reference