

## ANNOUNCEMENT

### GambleAware launches next burst of National Gambling Treatment Service campaign activity

**London, 11<sup>th</sup> January 2021:** This month GambleAware has launched the next phase of its campaign to promote awareness of the National Gambling Treatment Service. The new advertising content will run on radio, digital platforms and in regional press throughout January.

Research, which GambleAware commissioned last year to examine the impact of Covid-19 on gambling, found that those with a higher Problem Gambling Severity Index (PGSI) score were more likely to increase their gambling between March and May 2020. This finding, coupled with the fact that there was a reduction in appointments with mental health professionals and face-to-face meetings being available during the pandemic, highlights the continuing need to raise awareness of the National Gambling Treatment Service.

Targeting for this phase of the campaign is based on the Treatment Needs and Gap Analysis research published by GambleAware in 2020. As part of this work, differential rates of the distribution of gambling harm prevalence were estimated by local authority across Great Britain. Regions which were estimated to have the highest concentration of people at 'very high risk' of gambling harm included London and the East and West Midlands.

Previous campaign activity to build awareness of the National Gambling Treatment Service has proved successful, with tracking research data showing an increase in awareness and likeliness to contact the National Gambling Helpline going from 13% to 23%.

Commenting on the latest campaign activity, **GambleAware Communications and Engagement Director, Zoe Osmond said:** *"So far the campaign has proven to be successful in encouraging people to contact the National Gambling Treatment Service for support, but there is still more to be done. During the pandemic and this extremely difficult time for people, it is vital that we continue to ensure those in need of help understand what services are available to them, which is why we are taking this targeted approach to help reach those high risk areas across Great Britain."*

The National Gambling Treatment Service campaign is titled: 'Start to regain control' and focuses on the all-consuming nature of gambling with the inclusion of the line "when you're there, but not there". The content draws upon the insight that people with gambling problems feel disconnected from their family and friends and is based on promoting confidence that treatment is easy to access and will help them overcome their struggles with gambling.

The radio advert is available online [here](#).

More information on the campaign can be found [here](#).

# GambleAware

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## About the National Gambling Treatment Service Campaign

- The National Gambling Treatment Service campaign seeks to promote self-referrals amongst those who are at high risk of, or are currently experiencing, gambling disorder by directing them to the National Gambling Helpline and online support at [BeGambleAware.org](http://BeGambleAware.org).
- The National Gambling Treatment Service works with, and alongside, the National Health Service. It is free at the point of delivery, provides telephone, on-line and face-to-face treatment for individuals and groups, across Great Britain. Self-referrals through the 24/7 National Gambling Helpline are the main route for accessing the treatment, which is provided by a network of NHS trusts and voluntary sector organisations.
- This round of campaign activity is targeted at high-risk gamblers, aged 25-55, with a core audience of men aged 25-34, specifically aimed at those in the regions identified in as having the highest concentration of people at greatest need in the Treatment Needs and Gap Analysis.
- Overall the campaign aims to:
  - Signpost people to the National Gambling Treatment Service and build awareness of the 24-hour National Gambling Helpline.
  - Increase awareness of the support that is available to help moderate risky gambling behaviour and to treat problem gambling behaviour.
  - Increase knowledge of the signs that someone may be suffering from gambling related harms.

## 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 <https://www.begambleaware.org/for-professionals>.
- 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 Great Britain 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,

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counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.

- In the 12 months to 31 March 2020, the National Gambling Treatment Service treated 9,000 people. The Helpline received 39,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which had 7.7million page views and signposts people to a range of support services.
- GambleAware produces public health campaigns including Bet Regret which is aimed at people whose experience of gambling harm does not meet the diagnostic criteria for gambling disorder. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, 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/>.