

## ANNOUNCEMENT

### GambleAware's Bet Regret Campaign returns at the start of new football season

**London, 13 August 2021:** GambleAware's Safer Gambling Campaign, [Bet Regret](#), has returned to TV, radio and digital, and will also feature out of home (OOH), inside and outside football stadiums, to align with the start of the new football season.

As the new football season begins, GambleAware's Bet Regret campaign is returning to ensure football fans adopt an important message of moderation, and avoid making risky or impulsive bets. With football fans back in stadiums again, GambleAware is using its Safer Gambling Campaign, Bet Regret, to continue encouraging its audience, of 18–34-year-old, younger male sports bettors, to 'tap out' before placing a bet:

*This season, tap out, take a moment, avoid Bet Regret*

To date, the campaign has consistently delivered high levels of awareness, with recognition averaging at over 60% amongst the broader target audience, rising to 75% amongst those in the highest risk band. The campaign has also proved successful in encouraging the campaign audience to 'tap out', with 38% of the campaign audience saying they 'try to tap out' of their app before placing a bet and almost one in five (17%) saying they actively use 'tapping out' as a tool to cut down.

**Zoë Osmond, Chief Executive of GambleAware said:** *"With the start of the football season and fans returning to stadiums, we must do all we can to encourage people to pause and consider before making a bet. With all public health campaigns, the biggest challenge is translating awareness and intentions into actions, which is why there is a continued need to promote behavioural nudges, such as 'tap out'. So far, we have seen promising results from the campaign to date, with more people recognising and using 'tapping out' as a technique to moderate their betting."*

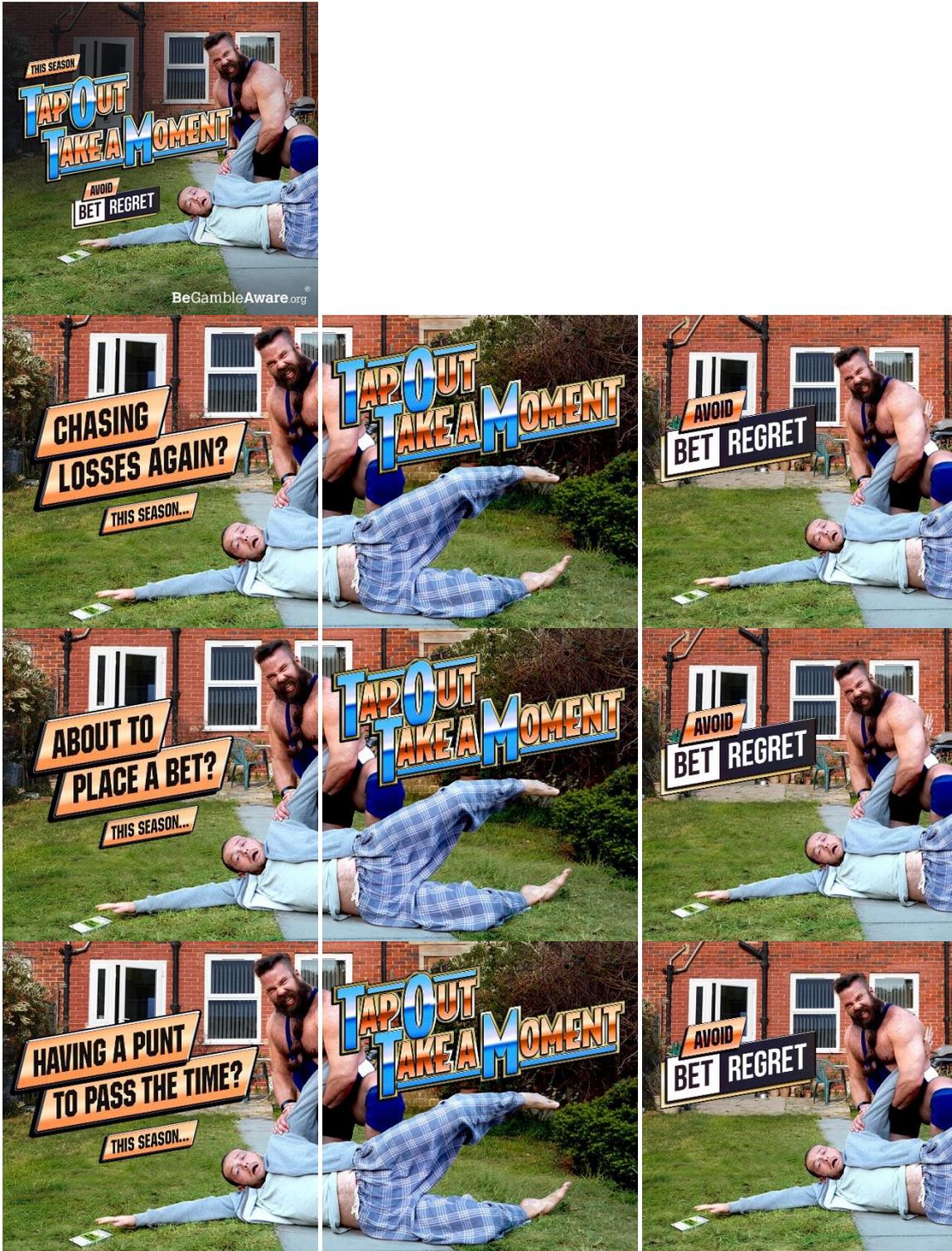
This next burst of Bet Regret activity will run from 14<sup>th</sup> August – 19<sup>th</sup> September 2021 and will appear on TV, radio, digital and out of home, including inside and outside of stadiums.

**-ENDS-**

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Safer Gambling Campaign, Bet Regret, Images:



### 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/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £56 million of 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, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- GambleAware produces public health campaigns including Bet Regret. 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/>.