

GambleAware

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PRESS STATEMENT

GambleAware launches pilot online ad campaign targeting young people

London, 23 February: GambleAware has launched its first trial advertising campaign to promote awareness of problem gambling. The online only pilot, which is targeted at people aged 16-24, will be released in the North West and North East of England on YouTube.

Two adverts have been produced for the campaign: [online](#) and [machine](#), each with the purpose of encouraging conversation about problem gambling amongst young people. [Recent GambleAware funded research](#) found that while young people are the least likely to gamble, they are the most likely to be problem gamblers. Problem gambling is often dubbed the 'hidden addiction' with more than one in five people in the trial region admitting they're more likely to lie about their gambling habits than drinking alcohol or smoking.

Young people are often difficult to reach, with [TV viewing habits amongst 16-24 year olds having dropped by 27%](#) in 2016, an online campaign proved to be the best option to reach the target audience.

Dr Jane Rigbye who is the director of commissioning (treatment and harm minimisation) at GambleAware, and specialises in young people and gambling said:

"Our research shows us that young people are at particular risk of developing problems with controlling their gambling behaviour, making raising awareness of what constitutes problem gambling critical. We've worked to create these powerful ads that we hope will reach young people at that crucial crossroad and prompt them to seek help before their gambling habits become problematic."

As a precursor to the launch of the online campaign, the adverts were shown in a selection of cinemas across the UK prior to screenings of T2 Trainspotting.

-ENDS-

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NOTES

- The Responsible Gambling Trust operating as GambleAware is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, GambleAware funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support. Click here to find out more: <http://about.gambleaware.org/>
- GambleAware aims to raise a minimum of £10 million each year in voluntary contributions from the gambling industry operating in Great Britain. This donation based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.
- GambleAware's programme of treatment, education, harm prevention and research are guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- Fieldwork was conducted online between 8th and 14th February 2017. ICM interviewed a sample of 1202 individuals aged 16-24 in the North East, North West, East Midlands and West Midlands.
Contact tim.robinson@icmunlimited.com for more details.
- The two short films being shown in cinemas and on YouTube may also be viewed on the BeGambleAware website here:
 - <http://www.begambleaware.org/recognise-a-gambling-problem/voices-campaign-machines/>
 - <http://www.begambleaware.org/recognise-a-gambling-problem/voices-campaign-online/>