

# GambleAware

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## ANNOUNCEMENT

### **New research funded by GambleAware to apply behavioural insights to reduce problem gambling**

**London, 25 January:** GambleAware has commissioned Dr Michael Hallsworth and colleagues at the Behavioural Insights Team to conduct a third phase of GambleAware's remote gambling research programme, aimed at developing and testing interventions to reduce gambling-related harm.

Phase one of the remote gambling research programme surveyed current industry practice in identifying and intervening in harmful gambling activities. The research identified a lot of variation in the markers being used and showed that industry operators struggle to identify problem gamblers in practice. The goal of phase two, therefore, was to explore whether exploratory data analysis could yield markers or patterns of behaviour which may indicate that customers are experiencing, or are at risk of experiencing, gambling-related harm.

This third phase of research will focus on testing interventions for operators to reduce harm once problematic gambling behaviour has been identified. The Behavioural Insights Team aim to generate evidence which will be used to develop harm minimisation best practice guidelines for the remote industry, including principles and tools and resources to support execution.

**Clare Wyllie, Director of Research and Evaluation,** said:

“We are very pleased to be working with the Behavioural Insights Team, who have a track record of using behavioural science to develop simple, practical ways of supporting positive behaviour change. It is an important development that the team will be applying their expertise to safer gambling for the first time.”

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**Chair:** Kate Lampard CBE

**Trustees** • Henry Birch • Annette Dale-Perera • Professor Sian Griffiths • Alan Jamieson • Professor Anthony Kessel  
• Jim Mullen • Chris Pond • Brigid Simmonds • Professor Patrick Sturgis

**Chief Executive:** Marc Etches

**-ENDS-**

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**About GambleAware:**

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is 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>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. 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. The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to

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provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.

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