

GambleAware

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ANNOUNCEMENT

New research funded by GambleAware into the effect of marketing and advertising on children, young people and vulnerable people

London, 30 April: GambleAware has commissioned two consortiums led by the University of Stirling and Ipsos MORI to conduct research to understand the effect of gambling marketing and advertising on children, young people and vulnerable people.

The research will look at the extent of gambling advertising and marketing, where it occurs, the themes and messages and which particular aspects affect vulnerable people. The project is using innovative techniques to understand targeting of people based on their online behaviour and the role of social networks.

The project brings together a range of expertise and organisations. The University of Stirling is working with ScotCen and the University of Glasgow, and Ipsos MORI is working with Demos and Ebiquity.

Clare Wylie, Director of Research & Evaluation said:

“The research will provide a much more nuanced understanding of which specific exposure, content and techniques in gambling marketing and advertising have the most effect on which particular vulnerable group. This is important so policy makers can target aspects which pose the most risk. We are excited by the strength and range of teams working on this project”.

-ENDS-

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Chair: Kate Lampard CBE

Trustees • Henry Birch • Saffron Cordery • Annette Dale-Perera • Professor Sian Griffiths • Michelle Highman • Alan Jamieson • Professor Anthony Kessel • Chris Pond • Brigid Simmonds • Professor Patrick Sturgis

Chief Executive: Marc Etches

NOTES

- 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 after the Gambling Act 2005 and is prescribed by the Gambling Commission's Social Responsibility Code Provision 3.1.1.(2). 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 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**.