



# HOW GAMBLEAWARE IS ADDRESSING THE ISSUE

GambleAware regards gambling as a public health issue and thus reducing gambling harms requires a **public health approach** taking of account all three aspects of prevention:

- **Primary or Universal** – aimed at the whole population to promote a safer environment
- **Secondary or Selective** – aimed at groups with a prevalence of suffering gambling harms
- **Tertiary or Indicated** – aimed at individuals suffering gambling disorder.

Guided by this public health model, we commission **integrated prevention services on a national scale and in partnership** with expert organisations and agencies, including the NHS, across three areas of activity:

## 1 Commissioning the National Gambling Treatment Service

- The National Gambling Treatment Service brings together a **National Gambling Helpline** and a **network of locally-based providers** across Britain to deliver a **range of treatment services**, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- **NHS-based treatment** – The National Gambling Treatment Service includes a psychiatrist-led service provided by the **Central and North-West London NHS Foundation Trust** that GambleAware has funded for a decade. A second NHS service commissioned by GambleAware has recently opened, delivered by **Leeds & York Partnership NHS Foundation Trust** in partnership with GamCare. These services are designed to help people with more serious and complex needs, including people receiving NHS treatment for other conditions.

- In Leeds, we have been working alongside statutory and voluntary sector agencies to support a **place-based approach** for the local population, and to **map care pathways and develop referral routes into treatment**, including **self-referral** via the National Gambling Helpline.
- We believe this initiative is a concrete example of the right partnership approach, and forms the basis of the commitment in the [NHS Mental Health Implementation Plan, 2019-24](#) (pp 40-41) in which **GambleAware is recognised as an NHSE partner** in relation to the NHS commitment to opening 15 specialist problem gambling clinics in the next five years. Similar discussions are underway in Scotland and in Wales.
- Local engagement to develop local care pathways is backed up by national initiatives, for example GambleAware has funded the Royal Society for Public Health (RSPH) to develop an **e-learning module for primary care staff** to develop their understanding of gambling disorder and the treatment that is available.
- In the 12 months to 31 March 2019, the **National Gambling Treatment Service treated 10,000 people and the Helpline received 30,000 calls and on-line chats**. Waiting times are short, and compare favourably to NHS IAPT (Improving Access to Psychological Therapies) mental health services. Routine monitoring and evaluation demonstrates that current treatment is effective.
- GambleAware has commissioned ViewIt UK to begin **independent collection and analysis of output and outcome data with more granular detail**. Data will be validated by checks and procedures similar to those that fulfil that function for the National Drug Treatment Monitoring System on behalf of Public Health England (PHE), and the system made available to the NHS.
- Treatment for gambling disorder is not a regulated activity under the legislation which governs the work of the **Care Quality Commission (CQC)**. In conjunction with the Department of Health & Social Care (DHSC), GambleAware is exploring the scope for an equivalent level of assurance.

**£26  
MILLION**

of funding under active  
management goes  
towards this area  
of our work.

## 2 Public health campaigns & practical support to local services

- Producing public health campaigns on a national scale to support local services and to lead on **awareness and behaviour change** campaigns such as **Bet Regret** – the preventative public health campaign aimed at encouraging regular sports bettors to **think twice about gambling when drunk, bored or chasing losses**.
- We also provide **practical support** to GP services, debt and other advice agencies, mental health services, prisons, military personnel, professional sports, schools and youth workers.
- Other partnerships include working with PHE and the RSPH on the **Make Every Conversation Count+** (MECC+) initiative, as well as with **Citizens Advice** on training debt advisers across England and Wales to identify and offer support to people who may be suffering gambling harms.
- Following a successful pilot scheme in secondary schools in England by **Demos and the PSHE Association**, resources to **support PSHE teaching** are available on the GambleAware website.
- Following a successful pilot project in **Scotland**, GambleAware has commissioned **Fast Forward** to make it possible for every young person in Scotland to have access to **gambling education and prevention opportunities**. Our plan is to evaluate this programme in 2020 and, if warranted, subsequently commission similar national programmes in Wales and in England.
- We are funding RSPH to establish a **Gambling Health Alliance** to bring together a wide range of professional health-related bodies to promote greater awareness and share perspectives on preventing gambling harms.
- Elsewhere, we are pleased to be supporting HEE on their recent mental health initiative, **Every Mind Matters** and welcome their promotion of information about gambling and where to find help and advice.
- GambleAware also runs the website [BeGambleAware.org](https://www.BeGambleAware.org) which helps **4.2 million visitors** a year, and signposts to a wide range of support service.

**£13  
MILLION**

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# 3 Commissioning research & evaluation to improve knowledge of what works in prevention

- A significant programme of over **40 research projects** includes an evaluation of the National Gambling Treatment Service, a literature review of evidence of effective treatments, a **gap analysis and needs assessment** for treatment, and further work to promote the voice of people with **lived experience**.
- All research is **peer-reviewed** and we follow **Research Council policy** regarding research ethics, encouraging and funding open access publication in academic journals and data reuse.
- GambleAware is an **approved National Institute for Health Research (NIHR) non-commercial partner**, ensuring appropriate research studies funded by GambleAware are entitled to access NHS support via the NIHR Clinical Research Network (CRN).

**£5  
MILLION**

of funding under active management goes towards this area of our work.

## WHAT DO WE WANT & NEED?

Support to deliver a **coherent, coordinated and collaborative** effort to prevent gambling harms via a public health approach on three levels: universal; selective; and, indicated. Specifically, GambleAware would like to encourage support for:

- Public health campaigns on a national scale such as **Bet Regret** to help build resilience against gambling harms for children, young people and vulnerable adults
- Providing **training materials** to primary care professionals and other support services, and to promote collaboration between workforces
- An emerging **National Gambling Treatment Service** collaborating with the NHS, public health bodies, healthcare professionals, voluntary organisations and local authorities.

# ABOUT GAMBLEAWARE

**£44  
MILLION**

of funding under  
active management  
in total

Regulated by the Charity Commission for England and Wales, and the Scottish Charity Regulator (OSCR), GambleAware is wholly independent and has a **framework agreement with the Gambling Commission<sup>5</sup>** to deliver the National Strategy to Reduce Gambling Harms within the context of arrangements based on voluntary donations from the gambling industry.

Trustees are:



**Kate Lampard, CBE**  
is the lead non-executive of  
DHSC Board



**Rachel Pearce** – Regional  
Director of Commissioning,  
NHSE South West



**Professor Sian Griffiths, OBE** is  
Associate Non-Executive of the  
Board of PHE and a former President  
of the UK Faculty of Public Health,  
and Deputy Chair of trustees and  
Chair of the Bet Regret Board



**Chris Pond** - Chair of Money  
Charity, Equity Release Council  
Standards Board & Lending  
Standards Board & Vice-Chair of  
Financial Inclusion Commission



**Saffron Cordery** - Director of Policy  
& Strategy and Deputy Chief  
Executive, NHS Providers



**Paul Simpson** - Chief Finance Officer  
& Deputy Chief Executive, Surrey &  
Sussex Healthcare NHS Trust



**Michelle Highman** -  
Chief Executive,  
The Money Charity



**Professor Marcantonio Spada** -  
Professor of Addictive Behaviours  
and Mental Health at London South  
Bank University & editor-in-chief of  
the international peer-reviewed  
journal, Addictive Behaviors



**Professor Anthony Kessel** - Former  
Director of Global Public Health &  
Responsible Officer for PHE; Honorary  
Professor & Co-ordinator of the  
International Programme for Ethics, Public  
Health & Human Rights at the London  
School of Hygiene & Tropical Medicine

GambleAware is a member of a **joint-working group on preventing gambling harms** co-chaired by the Department for Digital, Culture, Media and Sport (DCMS) and DHSC, and a member of the National Suicide Prevention Strategy Advisory Group.

GambleAware has established **advisory boards in Wales and Scotland** to guide our future commissioning plans in those nations.

**If you have any further questions, please do not hesitate to contact us via [marc@gambleaware.org](mailto:marc@gambleaware.org)**