
PRESS RELEASE

The National Gambling Treatment Service launches a campaign to increase awareness of gambling treatment

- Treatment penetration for gambling disorder is currently low – estimated to be just 3%¹.
- Upcoming research indicates there is strong demand for treatment and support amongst people suffering gambling harm. Evidence also suggests that if there was more awareness of the support that is available, it would motivate people to seek treatment.²
- This National Gambling Treatment Service campaign seeks to promote self-referrals amongst those who are high risk of, or are currently experiencing, gambling disorder by directing them to the National Gambling Helpline and online support at BeGambleAware.org.

London, 03 February 2020: GambleAware has launched a new campaign to raise awareness of the treatment available through the National Gambling Treatment Service. The campaign will run on digital media, radio, pubs, motorway service stations, in GP surgeries and health publications throughout February and March.

The National Gambling Treatment Service works with, and alongside, the National Health Service. It is free at the point of delivery, provides telephone, on-line and face-to-face treatment for individuals and groups, across Great Britain. Self-referrals through the 24/7 National Gambling Helpline are the main route for accessing the treatment, which is provided by a network of NHS trusts and voluntary sector organisations.

The campaign draws upon the insight that people with gambling problems feel disconnected from their family and friends and is based on promoting confidence that treatment is easy to access and will help them overcome their struggles with gambling.

¹ GambleAware estimate based on Health Survey number of 'problem gamblers' and GambleAware information on number of people in treatment.

² Forthcoming 'Treatment Gap Analysis' research project due to be published in the spring.

The campaign is also seeking to raise awareness of gambling treatment among primary care staff. This is so that GPs and practice nurses can signpost people to the National Gambling Helpline if they identify a patient has a gambling problem.

The National Gambling Treatment Service is part of an overarching strategy to help more people at risk of, or suffering from, gambling disorder. Additional investment is also directed at increasing the capacity of treatment services, expanding the number of locations where treatment is delivered, and offering new options for accessing treatment.

This initiative is part of the collaborative approach which was announced in NHS England's Mental Health Implementation Plan.

Marc Etches, CEO of GambleAware, has said:

"It is vital that people know where to get help and support for gambling harms, whether they are gamblers or family members of gamblers. By raising awareness of the National Gambling Treatment Service, we are encouraging members of the public to get earlier help in order to prevent and treat gambling harms."

"This initiative complements the strategic work to develop a system that ensures individuals across Great Britain have a clear care pathway for treatment. We are committed to working with the NHS, Public Health, local authorities and other statutory and voluntary sector agencies to meet the needs of local communities."

Professor Clare Gerada, London GP and former Chair of the Royal College of General Practitioners, has said:

"Problem gambling affects individuals' health and wellbeing and I know that GPs want to have a role in helping gamblers find the right treatment for their needs to help improve the care of gamblers. This campaign to promote the National Gambling Treatment Service and to encourage people to call the National Gambling Helpline is a vital step to ensuring more people can access the help and support they need."

-ENDS-

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**When you're there,
but not there.**

We are here to help. Chat to us online or call for free, confidential advice and start to regain control of your gambling after one conversation.

0808 8020 133
begambleaware.org/ngts

**National
Gambling
Treatment
Service**

When a patient is there, but not there.

Most people with gambling problems are in contact with primary care and other health services, but often don't discuss their gambling. Together we can create an opportunity to improve their overall health, well-being and help their family and friends.

If someone presents with issues such as loneliness, depression, anxiety or financial difficulties, consider asking them a simple question such as:

"In the last 12 months, have you bet more than you could really afford to lose? Or has this happened to someone close to you?"

If the answer is "yes", we can help with advice, support and treatment tailored to the needs of the gambler and their affected others, via telephone, online and face-to-face.

For professional and self-referrals, please call:
0808 8020 133

Treatment is free and confidential.
For more details on help available visit:
begambleaware.org/ngts

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NOTES

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 <http://about.gambleaware.org/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant 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.
- In the 12 months to 31 March 2019, provisional figures show that the National Gambling Treatment Service treated 10,000 people and this is projected to rise to 24,000 people a year by 2021. Helpline activity is currently running at about 30,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which helps 4.2 million visitors a year, and signposts to a wide range of support services.
- 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/>.