

ANNOUNCEMENT

GambleAware launches two new initiatives to raise awareness of its Safer Gambling Campaign and the National Gambling Treatment Service

London, 8 July 2020: This week, GambleAware has launched a new burst of activity for its Safer Gambling Campaign, Bet Regret and for the National Gambling Treatment Service.

Safer Gambling Campaign

With the return of football, the charity has launched a new campaign to make sports bettors aware of the risks of impulsive betting.

Over the next six weeks, a total of 92 games are scheduled to be played and with so much football coming our way, the campaign encourages people to think twice and avoid #BetRegret, by emphasising how easy it can be to make impulsive bets.

The new digital campaign features ex-England goalkeeper David James and will run across Sky's YouTube channel and Twitter page, alongside other digital platforms.

Content can be viewed [here](#).

National Gambling Treatment Service

This week GambleAware launched new advertising content, which will run on radio, digital platforms and in national and regional press throughout July and August, to raise awareness of the National Gambling Treatment Service.

The campaign, titled: 'Start to regain control', focuses on the all-consuming nature of gambling with the inclusion of the line "when you're there, but not there". The content 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.

The new activity, which is targeted at men aged 25-54 years old, with a specific focus on men aged 25-34 years, aims to:

- Signpost people to the National Gambling Treatment Service and build awareness of the 24-hour National Gambling Helpline.

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- Increase awareness of the support that is available to help moderate risky gambling behaviour and to treat problem gambling behaviour.
- Increase knowledge of the signs that someone may be suffering from gambling related harms.

The National Gambling Treatment Service campaign seeks to promote self-referrals amongst those who are at high risk of, or are currently experiencing, gambling disorder by directing them to the National Gambling Helpline and online support at [BeGambleAware.org](https://www.begambleaware.org).

The National Gambling Treatment Service works with, and alongside, the National Health Service. It is free at the point of delivery, provides telephone, online 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.



**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](https://www.begambleaware.org/ngts)

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National
**Gambling
Treatment**
Service

More information on the campaign can be found [here](#).

-ENDS-

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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/>.