

ANNOUNCEMENT

GambleAware forms new partnerships ahead of the launch of the next stage of the Safer Gambling Campaign

London, 3rd September 2020: This month the next wave of the Bet Regret Safer Gambling Campaign will be launching to align with the start of the football season. As part of this, GambleAware has formed new partnerships with MAN v FAT and Supporters Direct Scotland. The charity has also renewed its existing partnership with the Football Supporters Association (FSA) and the Scottish Football Supporters Association.

These new partnerships are important in promoting safer gambling in football while simultaneously educating supporters about the risks of gambling.

The partnership with the FSA will build on the existing work that GambleAware and the organisation completed last year to encourage moderation of betting behaviours. This particular alliance will include an array of activities designed to promote the Safer Gambling Campaign message and will help engage football clubs in this important campaign.

David Rose, Deputy Chief Executive at the Football Supporters' Association, commented:

"The FSA is delighted to renew our partnership with GambleAware and to help educate football fans across the country about the risks of gambling and encourage those who choose to bet, to do so safely. It's a very important message and one that we're keen to help promote."

Safer Gambling Campaign collateral and messaging will also appear on the Supporters Direct Scotland, MAN v FAT and Scottish Football Supporters Association websites.

In addition to this GambleAware and MAN v FAT, which operates a weight loss programme for men and includes football leagues in over 80 locations in the UK, will train the coaches to inform and talk to members about how to avoid risky, impulsive bets. The organisation will also include specific talks on GambleAware and its Safer Gambling Campaign as part of its ongoing social media talks and video sessions.

Richard Crick, Head of Football at MAN v FAT, said:

"MAN v FAT Football are delighted to be working with GambleAware to bring greater insights to our players on the public health impacts of gambling."

"With football being the most prominent sport to gamble on in the UK, we felt that forging a partnership would be another avenue which will support members to be as healthy in body and mind as possible."

GambleAware

Zoe Osmond, Director of Communications at GambleAware, commented:

“These partnerships are vitally important to the Safer Gambling Campaign and enable us to reach our target audience and make them aware of the new key campaign messages. We have chosen to work with these organisations in particular as we are confident they will help us share and promote our campaign message to encourage regular sports bettors avoid impulsive bets so they can avoid the feeling of Bet Regret.”

-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/>.