
PRESS RELEASE

GambleAware launches second phase of major public health campaign: Bet Regret telling sports bettors to ‘tap out’ to avoid Bet Regret

- The latest Bet Regret campaign introduces a new behaviour change technique which encourages people to pause and reconsider before they place a bet they may regret.
- Campaign evaluation to-date shows self-awareness amongst the campaign target audience is increasing, but there is still a need for more specific advice.
- The new advertisements feature a wrestler intercepting two unsuspecting gamblers who are about to place an ill-considered bet; he pins them down until they agree to ‘tap out’ of their apps for some time out and avoid Bet Regret.
- New Football Supporters Association (FSA) survey results, released alongside the latest campaign, found that almost three quarters (73%) of those fans who are likely to bet more this season will do so because they find it easier to bet at home rather than at a match.

London, 11th September 2020: GambleAware has today launched the second phase of Great Britain’s largest national safer gambling campaign, Bet Regret, which is targeted at an estimated audience of 2.4m men aged 18-34 who gamble frequently on sport. To coincide with the launch, the Football Supporters Association has also conducted a survey of football fans on behalf of GambleAware, to provide a snapshot of the current attitudes and behaviours of male sports bettors.

The first advert of the 2020 campaign premieres on Saturday 12th September during the kick-off match of the Premier League – Fulham v Arsenal at 12.30pm. The campaign will consist of two TV adverts alongside a radio and digital campaign. Drawing on the nostalgia and popularity of wrestling, the TV adverts look to dramatize the concept of ‘tapping-out for time out’ to encourage sports bettors to pause before making an impulsive bet.

The public health campaign, which originally launched in February 2019 to raise awareness of impulsive betting in order to encourage moderation and reduce gambling harms, will see the introduction of behaviour change techniques. These are designed to help frequent sports bettors, who want to avoid the feeling of Bet Regret, by encouraging them to ‘tap out’ of their phones before placing an online bet. The advice for bettors to ‘tap out’ is part of a strategy to encourage adoption of a new specific and easy to follow behaviour of pausing before placing a bet, to reconsider the bet.

When evaluating the first year of the campaign, researchers at Ipsos MORI¹ found that self-awareness amongst 18-34-year-old men who gamble frequently on sport is increasing, and that behaviour is

¹ Ipsos MORI conducted evaluation between November 2018 to October 2019

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starting to change but there is still a need for more specific advice. Subsequent findings from the researchers show that after a drop in football betting due to the absence of live sport, by August it was back to normal levels, with over a quarter (27%) of the campaign audience saying they are betting more than three months ago, and the proportion who have bet on football online in the past month increasing by 62%.

In addition to these campaign evaluation findings, the FSA survey indicates that watching more matches at home rather than at the stadium is likely to increase in-play betting levels, with 83% of fans who bet in-play on football matches saying they bet in-play more when watching a match at home rather than in a stadium. Of those who say they will probably bet more this season, almost three quarters (73%) gave the reason that it is easier to bet at home than at a match.

Professor Sian Griffiths, Chair of the Safer Gambling Campaign Board and GambleAware Trustee, said: *"The first year of the Bet Regret campaign had a positive impact on our target audience. We are looking to build on that success by influencing behaviour change through encouraging sports bettors to 'tap out' of their gambling app and take a moment to reflect before placing a risky, impulsive bet. This new campaign is designed to help fans steer clear of Bet Regret and reduce potential gambling harms."*

Jo Churchill MP, Minister for Prevention, Public Health and Primary Care, said: *"The impacts of a gambling problem can be devastating for an individual and those around them."*

"It is excellent news that the Bet Regret campaign is entering its second year and encouraging those who may be placing a bet to pause and reconsider. It also helps ensure that anyone who needs it can get advice and support to protect them from gambling-related harm."

Nigel Huddleston MP, Minister for Sport, Tourism and Heritage, said: *"Safer gambling messaging has a vital role to play in protecting people from gambling-related harm. This new GambleAware campaign is a creative and engaging way to urge people to pause and reflect on the implications of their actions."*

Bet Regret is being funded through additional donations to the independent Safer Gambling Board in line with a commitment given to the government by the broadcasting and gambling industries. Sky, BT Sport, ITV and Channel 4 are amongst those who are supporting the campaign.

The campaign is one part of GambleAware's wide-ranging actions to reduce gambling harms by considering individuals, the products and the environment in which they are found.

The advertisements can be viewed [here](#) and [here](#).

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About Ipsos MORI evaluation

- GambleAware has commissioned Ipsos MORI to track the performance of the “Bet Regret” campaign which commenced in late February 2019 – monitoring campaign awareness and response, its impact on attitudes, conversations around betting, consideration of moderation, and betting behaviours.
- This research will be supplemented by indicators such as visits to the BeGambleAware website for information on moderation, uptake of moderation or exclusion tools and market data on betting behaviours. Each wave of the Ipsos MORI tracking research comprises 600 frequent gamblers, men aged 16-44, betting on sports or online casino in the past 4 weeks (designated as the ‘Campaign Audience’ for the purposes of research). Within this sample the research identifies a higher risk subset who bet on football 2 or more times a week, c.350 per wave (designated as the ‘Behaviour Change Audience’).
- In addition, each wave of the tracking research includes a nationally representative sample of 1000 UK adults aged 16-65 (both sexes) to look at broader impact. In line with population data on gambling, this sample splits between the ‘Wider Gambling Audience’, c.500 adults who have gambled in any way in the past 4 weeks (incl. lotteries, bingo, etc.) and c.500 who have not gambled at all in the past 4 weeks (‘Non-Gambler Audience’).
- The Baseline wave of this research was conducted 22-29 November 2018, Wave 2 30 April – 9 May 2019 (after the first burst of TV activity), Wave 3 25 July – 9 August 2019, Wave 4 24 September – 4 October 2019 (after the second burst of TV activity) and 17th- 26th August 2020.

About Football Supporters Association Survey

- Survey was conducted by the Football Supporters Association (FSA) in September 2020 among a sample of 922 participants.

About Safer Gambling Campaign

- GambleAware established the Safer Gambling Board, which is made up of representatives from Public Health England, the Department for Digital, Culture, Media and Sport, the London South Bank University Centre for Addictive Behaviours Research and GambleAware itself, after being invited by the Minister responsible for gambling policy to design and deliver a campaign, based on best practice in public health education. The Board has overseen the campaign throughout its development.
- Bet Regret describes the universal feeling of remorse bettors often get when they make an impulsive bet – the kind of bet that bettors say they will know they will kick themselves for the moment they made it.

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

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Chief Executive: Marc Etches

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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/>.