

GambleAware: Tackling Gambling Stigma Campaign

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GambleAware

Gambling harm is a major public health issue



Professor Sir Christopher Whitty
speaking at GambleAware's
10th Annual Conference,
7 December 2022

“Gambling is a serious public health issue. Far greater than is widely recognised.

It is a hidden problem. What multiplies this is that it is very heavily concentrated in those who can least afford to be in this situation. If you look at a map of who died of COVID, who dies of lung cancer, of people who die of alcohol related harms, of people who do not have enough money to pay for heating...the map of gambling harms is very closely mapped onto that. These people and their families are getting hit after hit.

Gambling harms are heavily concentrated in the communities that are least able to withstand it.”

It's impacting a huge number of people



Gambling harms can affect anyone

GambleAware estimates that up to 4.8 million adults are experiencing 'problem gambling' (PGSI 8+) or have been negatively impacted by someone's gambling (1)

75% of people experiencing gambling problems feel they can't open up to loved ones. (2)

Stigma is a barrier to people self-identifying, it is a barrier to people accessing support and it is a harm in itself






Harms also impact affected others and broader society

£1.4bn

The estimated social and economic burden on England alone



It's impacting people in a range of different ways

Financial	Relationships	Workplace	Health	Culture
<p>"I've never lost my house or anything ridiculous like that, but I have robbed Peter to pay Paul"</p>	<p>"It can cause so many arguments in my house"</p>	<p>"I was struggling to concentrate at work, it started to affect my performance"</p>	<p>"The stress, anxiety and frustration caused by gambling, was also affecting my sleep"</p>	<p>"I haven't looked for support as it's quite embarrassing, there is a stigma with gambling, it's nothing you can be proud of"</p>
				

Some are more at risk of harm than others

Those in the most deprived areas are 3x more likely to be experiencing problems with gambling compared to those in the least deprived.

Despite lower rates of gambling participation, members of minority groups who do gamble are 2x more likely to experience harm from gambling compared to members of White British majority groups.

GambleAware exists to reduce gambling harm

GambleAware are GB's leading independent charity dedicated to keeping people safe from gambling harm

Prevention and Education

We run fully integrated behaviour change campaigns to encourage safer gambling and signpost to advice, tools and further support. We also commission educational programmes to increase understanding of harms.



Support & Treatment

We commission the National Gambling Support Network, which operates in partnership with expert organisations and agencies, including the NHS.



Research and Evaluation

We work with leading research agencies and academics to generate robust, detailed and independent evidence through research and evaluation. We use this to inform our strategy alongside the activities we commission.

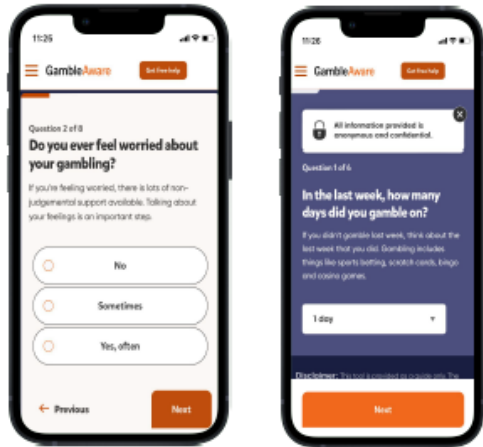


1. <https://www.gamblingcommission.gov.uk/about-us/reducing-gambling-harms>
2. <https://www.begambleaware.org/womens-gambling-harms-prevention-campaign>
3. <https://www.begambleaware.org/for-professionals/safer-gambling-campaign>

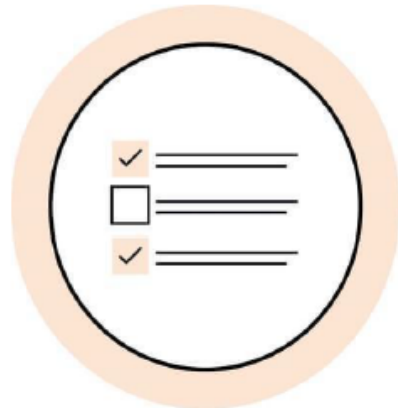
We provide a range of advice, tools and support

There is a range of support available for those who are worried about their gambling

GambleAware website



Digital tools



Advice pages



**Live chat / helpline
0808 8020 133**



Local services

Gambling harms and stigma

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Stigma is the main barrier for people

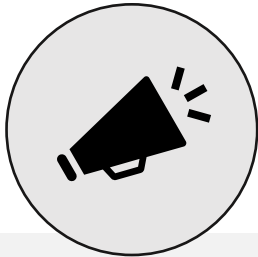
2 in 3 adults (64%) in Great Britain who have experienced any gambling problems have kept their experience hidden

However, the vast majority of those who have opened up (**76%**) have reported feeling better after speaking to someone

Stigma is a barrier to people self-identifying; it is a barrier to people accessing support and it is a harm in itself

Communications has a critical role in addressing gambling harms

Overarching aim: To reduce the stigma of people experiencing gambling harms



Increase awareness and understanding of gambling harms, particularly amongst those at-risk.



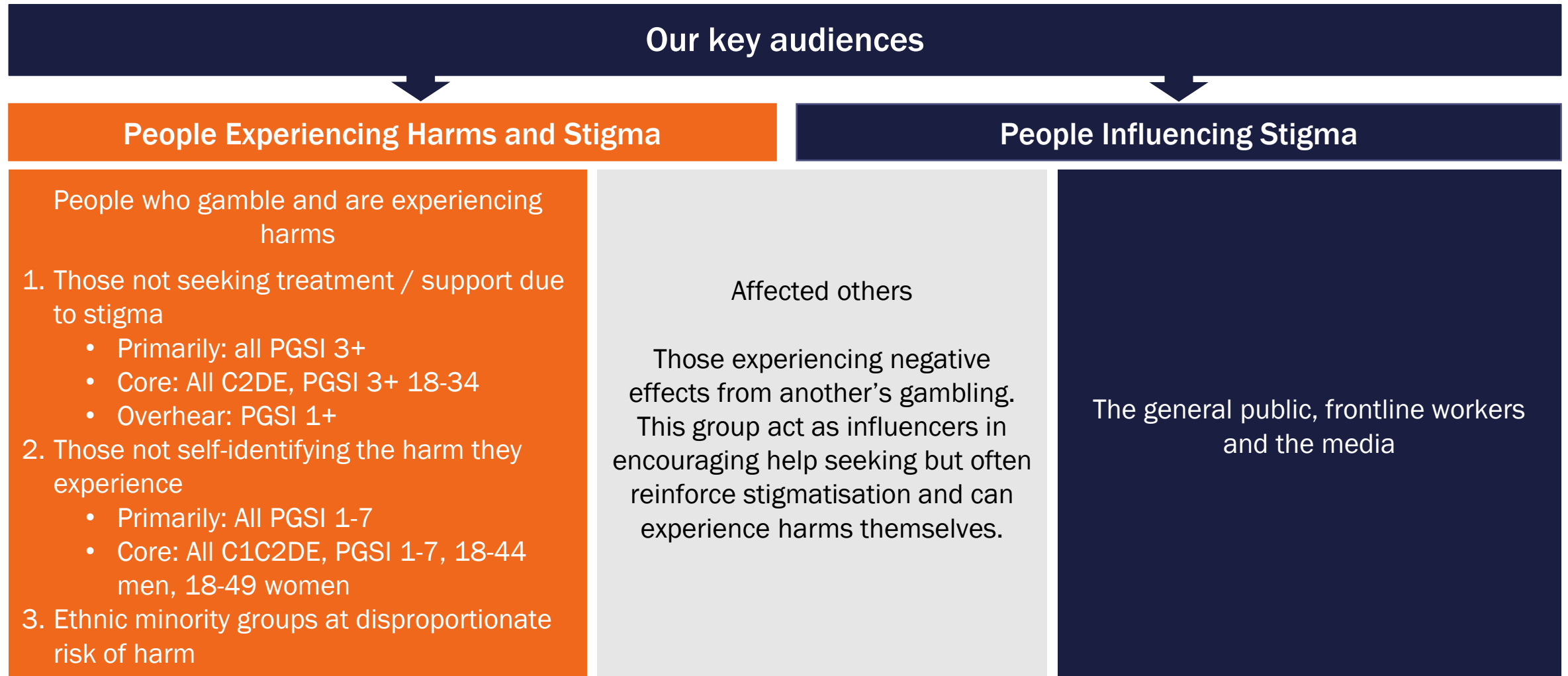
Increase access to services and reduce gambling harm inequalities, particularly amongst those experiencing gambling harms.



Create demand for action to prevent and reduce gambling harms for individuals and affected others.



Our key target audiences



We need to be David
against Goliath, so cut
through is key

We need to emphasise that
gambling creates the
negative feelings – it's not
the individual's fault

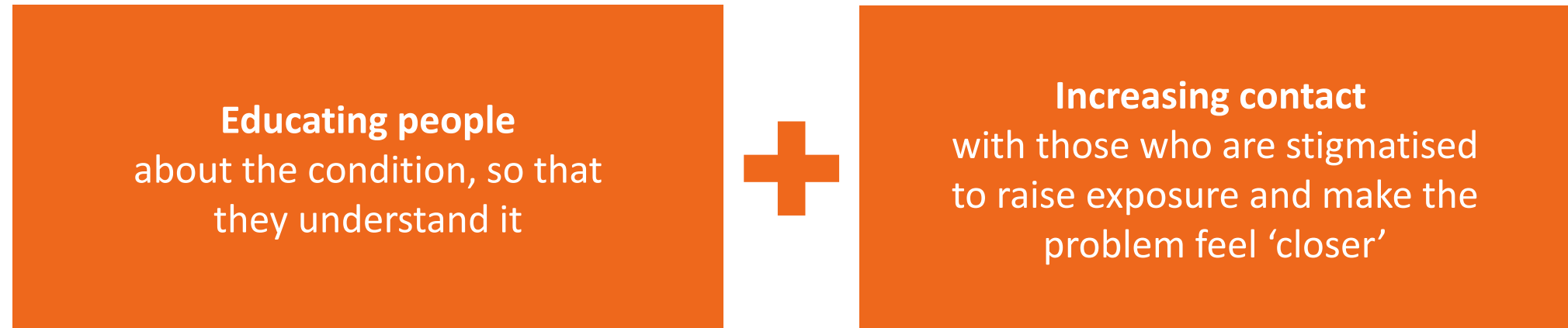
Real stories
Real feelings

We need to show that
anyone can experience
harm and build empathy
with a broad audience - the
importance of feelings

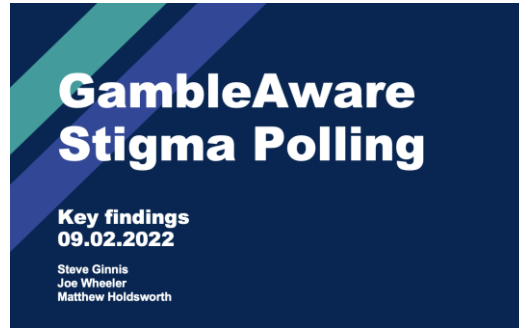
We need some jeopardy,
but ultimately need to land
a message of hope and
resolution

PR strategy

To help reduce the stigma associated with gambling-related harms and open-up the conversation, for earned we adopted an approach that focused on bridging the gap between the general public and individuals affected by these harms:



High profile PR launch



Supportive data

The campaign was backed by new data from the survey highlighting that two thirds of people experiencing gambling harms keep their struggles to themselves due to stigma and fear of judgement. The findings will also help reinforce the importance of positioning gambling harms as a health issue.



Powerful content

We will be using the campaign PR film, which features talent, an expert and lived experiences, to build empathy and bring to life the issue of stigma in relation to gambling harms. This content will provide a powerful visual asset for the campaign that bolsters the package for media.



Supportive voices

Those featuring in the campaign film (talent, stigma expert, and lived experiences) will act as spokespeople for the campaign at launch. They will participate in media interviews and provide quote for materials. Media medics will also be onboarded to act as credible, trusted voices amplifying campaign messages further.

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Media guidelines for reporting on gambling and gambling harms

Reporting guidelines

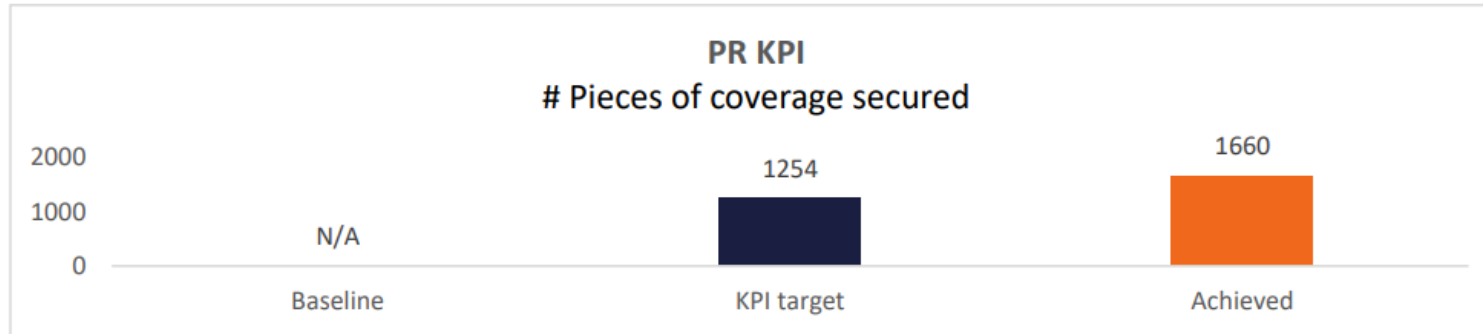
The finalised responsible reporting guidelines will be shared with media along with the main campaign assets. They will help inform journalists on how to write about gambling and gambling harms in a sensitive way, and highlight the correct terminology to use.

Campaign logic model

Inputs	Outputs	Outtakes	Short-term outcomes	Longer-term outcomes
Integrated comms campaign <ul style="list-style-type: none"> Creative (e.g., main adverts) Media (e.g., TV/VOD, radio, OOH) Media partnerships (e.g., LadBible) PR (e.g., roundtables, content) Partnerships (e.g., toolkit, roundtables, and partners) Digital estate (e.g., updated pages and online tool) Organic social (e.g., owned content) 	Media <ul style="list-style-type: none"> Impressions, reach, frequency, TVRs Partnerships <ul style="list-style-type: none"> Partners engaged, reach, engagement PR <ul style="list-style-type: none"> Coverage secured, reach, engagement Organic social <ul style="list-style-type: none"> Followers, interactions, impressions 	Campaign <ul style="list-style-type: none"> Unprompted recognition Prompted recognition (main creative, partnership materials, PR materials) Creative execution <ul style="list-style-type: none"> Salience, Relevance, Share-worthiness, Memorability Credibility, Informative, Usefulness Message takeout (e.g., let's open up about gambling, if gambling makes you feel like this) Stigmatisation (e.g., ads helped me understand / empathise with those experiencing gambling harm) 	Increased awareness of: <ul style="list-style-type: none"> What harms from gambling look like /how gambling can make people feel That harms can affect anyone Where to go for advice and support for gambling Stigma around gambling harms Increased understanding of: <ul style="list-style-type: none"> Gambling harms are not the individual's fault Damage that stigma has Reduction in societal stigma Reduction in self-stigma Identifying harm among self/others 	Primary outcome: Reduction of stigma to: <ul style="list-style-type: none"> Improve societal perceptions and understanding of gambling harms, and those who experience harms Equip and empower those at risk of and/or experiencing harm (from their gambling or another) to increase action taking Normalise conversations around gambling harms and support-seeking
Time and expertise <ul style="list-style-type: none"> Time and expertise from GambleAware, agency partners (e.g., creative, media, PR, PA, partnership and wider stakeholders (those with lived experience of harms, treatment providers, adjacent experts)) 	Google analytics <ul style="list-style-type: none"> Website visits, tool visits, tool demographics, traffic source 	Engagement <ul style="list-style-type: none"> CTRs, GRP 	Increased motivation to: <ul style="list-style-type: none"> Talk openly to someone about gambling harms Take action to reduce stigma Seek advice, tools and support 	Longer-term outcomes <ul style="list-style-type: none"> Create a society where everyone is safe from gambling harms by preventing harm and reducing levels of PGSI 8+ in GB
Research evidence <ul style="list-style-type: none"> Several stages of strategic and creative development research Stigma scoping review Stigma semiotics, language guide, and associated animations Stigma best practice programme / campaigns scoping document Insights from building knowledge of stigma related to gambling and gambling harms in Great Britain Background to stigma campaign document 	Search <ul style="list-style-type: none"> PPC clicks, CPC Organic search CharityIndex <ul style="list-style-type: none"> Brand awareness & perceptions Media monitoring <ul style="list-style-type: none"> Terms related to stigma & gambling harms 	Value for money <ul style="list-style-type: none"> CPC Recognition point per spend (issues with value added + donated inventory inflation) 	Increased action taking to: <ul style="list-style-type: none"> Have conversations about gambling harms Increase advice, support or treatment (e.g., visit BGA website, use BGA advice/tools, helpline visits, NGTS visits, GamBan use, GamStop use, operator SG tools) Reduce stigma 	

- This evaluation was underpinned with a **bespoke, holistic KPI Measurement Framework** which will enable the campaign to be evaluated against:
 - measurable paid, owned & earned media outputs
 - behavioural outtakes (attitudinal shifts)
 - measurable outcomes (tangible actions).
- **Detailed KPIs** will be calculated as part of the campaign planning, drawing on industry benchmarks, media value, tracking research, comparable behaviour change campaigns and survey data.
- This will form **one element of a broader evaluation of the stigma programme**. This will look to understand the holistic impact of the programme.
- Based on **Government Communications Service** evaluation model

Consumer engagement – PR cut through



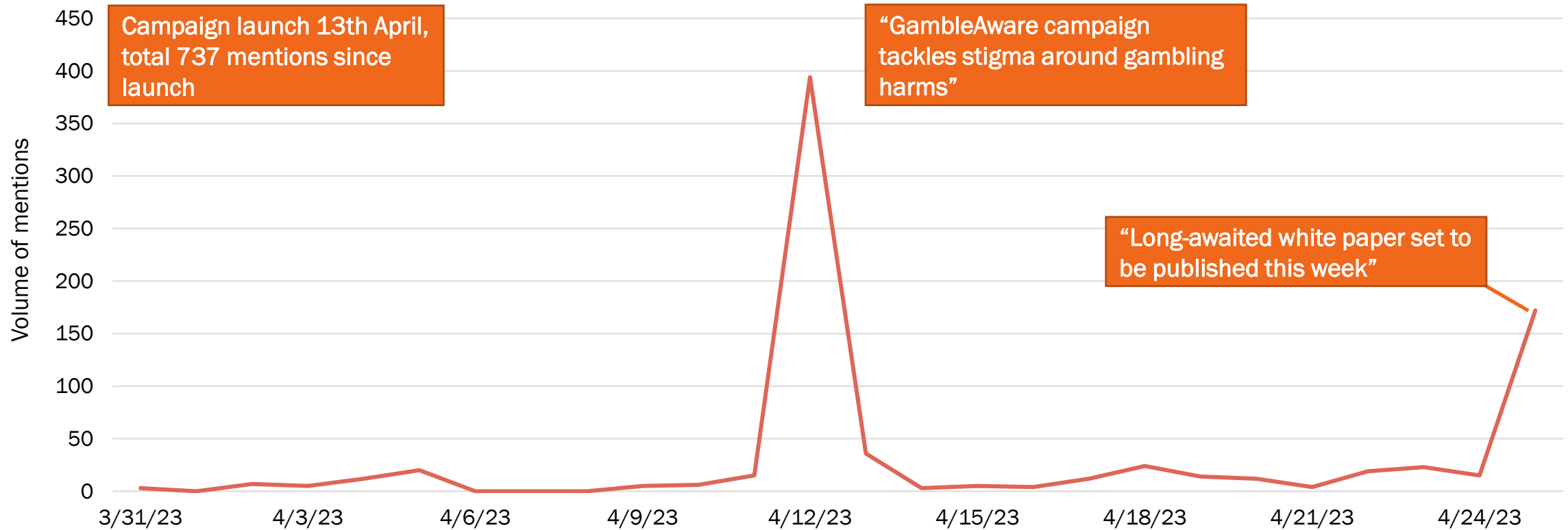
Press release: The release received extensive media coverage, securing over **1.6k** pieces of coverage (including pre-recorded audio packages) with an estimated **472m** impressions across broadcast, national print and online, consumer, regional, marketing trade, and gambling trade. This included coverage in outlets such as ITV news, The Independent, Yahoo!, The Daily Mail⁴



GambleAware's Flagship Campaign Calls for an End to Gambling Harms Stigma



The campaign generated significant conversation online*



*online conversations on social media around 'stigma' and 'gambling harms', with a notable spike around the launch and sustained interest in the subsequent days

The campaign also had wider cultural impact

A roundtable was conducted with media medics to encourage gambling harms to be seen as a public health issue. A similar session was also held with health correspondents and editors to promote the media reporting guidelines and encourage a discussion around the impact of stigmatising reporting.

Attendees commented that the roundtables, materials and campaign were “powerful” and “helpful in bringing out all the main issues”.



Shifting the dial: combating stigmatising headlines

The media guidelines were continuously leveraged to support with factual reporting and aid with article correction where possible – with notable traction being made



Overall the campaign has delivered results



Recognition:

Three quarters (**75%**) of the behaviour change audience recognised at least one element of the campaign (*PGSI 3+, 18-44*)

Reported action:



Almost all (**93%**) campaign recognisers in the behaviour change audience claimed to have **taken action** as a result of seeing the campaign.



Real-world action, resulting in:

- **43%** increase in users of the website during the campaign
- **Over 100k** users of the self-assessment tool since launch
- **8,016** calls to the **National Gambling Helpline** over the campaign period



67% of the target audience felt the campaign increased their feeling that it is ok to talk more openly about gambling harms.

Thank you

GambleAware