

ANNOUNCEMENT

Bet Regret Narrative Report Published

London, 4th January 2020: GambleAware has published a detailed narrative report on behalf of the Safer Gambling Campaign Board, that provides an overview of the key steps in the development and implementation of the Bet Regret campaign.

The report outlines the initial policy motivation and rationale for a public awareness initiative, alongside the alignment of key stakeholders for the campaign, as well as the creation of a public health driven approach for all campaign activity. In addition to this, the report details the development and launch of the first stage of the campaign in February 2019 and the subsequent development and launch of the more behaviourally focused second stage of the campaign in September 2020 and its initial results.

The full report is available to read [here](#).

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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.

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- In the 12 months to 31 March 2019, the National Gambling Treatment Service treated 9,008 people and this is projected to rise to 24,000 people a year by 2021. The Helpline received about 39,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which had 7.7million page views and signposts people to a 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/>.