

GambleAware

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ANNOUNCEMENT

GambleAware publishes Bet Regret Synthesis Report outlining research used to inform the public health campaign

London, 5th March 2021: GambleAware has published a Synthesis Report on the Bet Regret Safer Gambling Campaign, outlining how research was used to inform the development of the various stages of the campaign and ensure an evidence-based approach was applied throughout.

The report was prepared independently by Ipsos MORI, with a specific focus on the role and value of research and evaluation in the implementation of the campaign, across all the many and varied pieces of research conducted. Its aim is to document and share the learnings related to the use of research that were gained in running a public health campaign to reduce gambling related harm.

During the entirety of the Bet Regret campaign eight different strands of research were completed. These included an initial study to identify the key campaign audience; focus groups with the target audience to inform the creative development and ongoing tracking studies throughout to monitor the performance of the campaign.

The Bet Regret campaign, which started in 2018, aims to promote safer gambling behaviour amongst sports bettors. During its first year, the ambition was to provoke conversation around the moderation of sports betting, and in the second year, the campaign seeks to increase the number of bettors taking steps to cut down their gambling by using specific moderation techniques and aids.

The Synthesis report is available to read on our website [here](#).

For a narrative overview of the campaign itself – covering development, implementation and performance, you can also read ‘Avoiding Bet Regret - an overview of the campaign to date’, available [here](#).

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About GambleAware

- GambleAware published an updated briefing note, which can be viewed online: <https://about.gambleaware.org/media/2238/briefing-note-july-2020.pdf>

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, 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/>.