

How to change gambling behaviour at scale through communications

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GambleAware

Introduction

Context: Why write a paper on behaviour change?

System change	Sharing our journey	Building on learnings
<ul style="list-style-type: none">Great Britain is moving towards a statutory levy on gambling operators, who will be required to pay between 1% to 0.1% of Gross Gambling Yields to the Gambling Commission to be used to commission Research, Prevention and Treatment (RPT) into gambling-related harms.From April 2026, the Office for Health Improvement and Disparities (OHID) will commission prevention services, NHS England will commission treatment services, and UK Research and Innovation (UKRI) will commission research.As a result of this welcome change, GambleAware will no longer be the commissioner of gambling harms RPT and will be closing in April 2026.	<ul style="list-style-type: none">GambleAware has commissioned and delivered behaviour change programmes through communications for the last 7 years, underpinned by robust research, engagement and insight.Our national prevention programmes (which include our stigma reduction marketing campaign, website, digital tools and self-help app) have offered crucial early intervention and public health messaging to reduce harm.Our approach to behaviour change, alongside the wider evidence base on this topic, has evolved substantially over the last decade.	<ul style="list-style-type: none">Our final public health behaviour change campaign, on gambling harms stigma, was found by independent academics to be the only harm reduction advert studied to yield significant decreases in gambling urges. This is supported by our own research showing the positive impact of the campaign despite major challenges within the wider GB context.This report looks to support other organisations internationally and within GB looking to reduce gambling harms through behaviour change communications. The report outlines GambleAware's learnings and recommendations from delivering world-leading national-level behaviour change interventions. The goal is to ensure learnings are built on to support those in need and ultimately reduce gambling harms.

Please note, this paper has been created internally by GambleAware staff and has therefore not been peer reviewed. The insights and learnings come from our experience developing, delivering and evaluating behaviour change campaigns at GambleAware and more broadly within public health and commercial sectors.

Summary

What are the macro barriers to behaviour change?

Cultural context	Evidence base	Integration			
<p>Public perceptions blame the individual</p> <p>Gambling harms are lower priority on the public agenda compared to other health issues and often seen as something that only affects a select few. Empathy is generally low for those experiencing gambling harms (and wider addictions) due to high stigma.</p> <p>However, there is growing mistrust and anger towards the gambling industry, particularly due to the proliferation of gambling marketing and concerns on the impact it is having among children.</p>	<p>Policy not rooted in public health</p> <p>Policy is led by DCMS* rather than DHSC*, which presents gambling as a leisure pursuit rather than a health issue. However, there is growing consensus that gambling is a health-polluting industry (e.g., <u>increase in taxes</u>).</p> <p>Most regulations on marketing rely on self-regulation, giving the industry the ability to control the narrative through <u>£2 billion of marketing per year</u>, often presenting gambling as “harmless fun” without health warnings.</p>	<p>Lack of knowledge about what works</p> <p>There have been minimal attempts internationally to conduct behaviour change communications to reduce gambling harms. Those who do rarely publish their strategy, research and evaluation, making it difficult to build on learnings.</p> <p>Most communications for “safer gambling” in GB are led by the gambling industry who also do not publish anything on strategy, research and evaluation. Where research has looked at these efforts, <u>some encourage gambling and present it as “harmless fun”</u>.</p>	<p>Lack of an effective preventative action</p> <p>It is still unclear what the most effective action is to prevent harm among those that choose to gamble. Evidence is limited on the uptake and effectiveness of operator led tools (e.g., deposit limits, spend limits, time-outs)</p> <p>There lacks government-led guidelines on what level of gambling is viewed as “safer gambling”, in contrast to other areas of addiction where harm reduction guidance exists (e.g., alcohol consumption).</p>	<p>Lack of single brand wrapping solutions together</p> <p>Although GambleAware is top of mind for gambling advice, tools and support there are many brands in the sector. This produces a “logo soup” across sites signposting to different providers. This makes it challenging for the user to know where to go and what might be best for them.</p> <p>This lacks efficiency as each organisation is spending time/money building their brand rather than simplifying the user journey and bringing solutions (e.g., blocking software, self-exclusion, helpline, formal support) under one place.</p>	<p>Lack of a joined-up approach</p> <p>The lack of a national strategy means there are many organisations that are working on a national, regional and local level who are going in different directions. This will worsen with the system growing exponentially in funding capacity and new organisations entering the system.</p> <p>There also lacks a joined-up approach ensuring that the private sector and public sector are collaborating to move in the same direction.</p>

To reduce harm effectively, there needs to be action to **BOTH** increase individual behaviour change alongside shifting broader culture and the environment that people operate in.

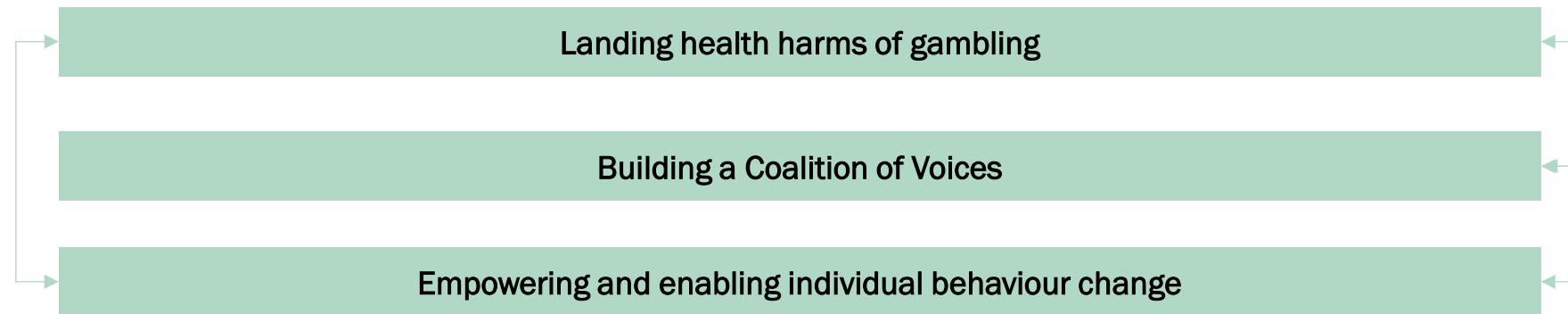
Increase individual behaviour change
We need to empower people to self-appraise and make changes earlier on in their journey where possible, but also make behaviour change easier



Change societal perceptions and environment
Create and maintain a burning platform. We need to raise awareness of gambling harms and change perceptions towards gambling as something that is harmless fun to a growing health issue which carries significant risk

Communications offers a significant opportunity to empower change alongside policy, regulation and the wider cultural landscape

There are three key areas to use communications to change behaviour and reduce gambling harms. These are interconnected and reinforcing.



This is underpinned by key ingredients across activities

All communications and engagement based on core public health principles

Strong academic grounding aligned with best practice global learning

Drumbeat of new research to ensure actionable insight generation and strategy

Co-creation alongside those with lived experience of gambling harms

Commitment to address societal inequalities with bespoke activity among marginalised and/or higher risk groups

Strong theoretical underpinning through behaviour change models of change

Rigorous measurement and evaluation with continuous learning

Strong brand identity and voice which ties everything together

This results in an overarching summary of the role for strategic communications in reducing gambling harm

Creating the right environment to empower behaviour change

To reduce harm effectively, there needs to be action to **BOTH** increase individual behaviour change alongside shifting broader culture.

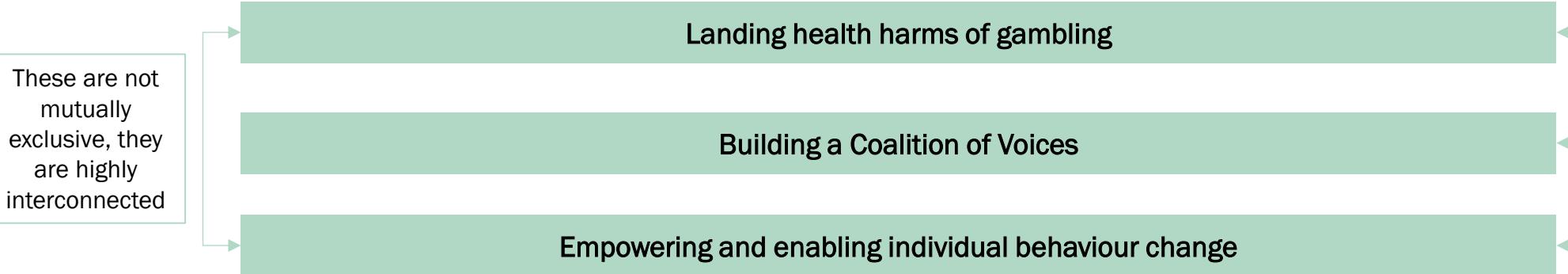
Increase individual behaviour change

We need to empower people to self-appraise and make changes earlier on in their journey where possible, but also make behaviour change easier

Change societal perceptions

Create and maintain a burning platform. We need to raise awareness of gambling harms and change perceptions towards gambling as something that is harmless fun to a growing health issue which carries significant risk

There is a significant opportunity to deliver impact through communications:



Foundational principles across activities

All communications and engagement based on core public health principles	Strong academic grounding aligned with best practice global learning	Drumbeat of new research to ensure actionable insight generation and strategy	Co-creation alongside those with lived experience of gambling harms	Commitment to address societal inequalities with bespoke activity among marginalised and/or higher risk groups	Strong theoretical underpinning through behaviour change models of change	Rigorous measurement and evaluation with continuous learning	Strong brand identity and voice which ties everything together
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The role for communications

1. Landing health harms of gambling

Landing health harms of gambling

Why is this important?

What is the problem?

The gambling industry are [estimated to spend £2bn marketing gambling each year](#).

Most of the public agree that the gambling industry promote gambling as risk-free and harmless fun. [Three in four children aged 11-17](#) agree that gambling advertising makes gambling seem more fun (76%) and/or harmless/risk-free (73%). This framing is particularly appealing to children.

This is exacerbated by [ineffective safer gambling campaigns](#) from operators and a [lack of effective health warnings](#) on operator advertising and wider estate. Over four in five children aged 11-17 agree there should be messages about the risks on gambling ads and websites (84%).

Why does this matter?

This normalises gambling as risk free within culture, meaning:

1. Those who experience gambling harms are seen as “abnormal” and “irresponsible”. This [increases the stigma](#) of gambling harms preventing individuals from opening up and even identifying they may be experiencing harms (as they don’t want to be seen as abnormal).
2. Gambling harms are framed as an individual issue (i.e., the fault of problem individuals) rather than a public health framing where more responsibility is placed on industry tactics (e.g., marketing, products).
3. As gambling is framed as risk-free, people have less of a reason to monitor and/or challenge their behaviour. People need a reason to change their behaviour.
4. This also shapes the policy domain, as it prevents gambling being seen as a public health issue. The framing of gambling as a “leisure” pursuit puts economic growth at an increased importance over reducing harm.

Landing health harms of gambling

What are the main levers for change?

Policy levers

- Marketing restrictions on operators (reduces their share of voice and control of the narrative)
- Leveraging operator marketing and wider estate to embed effective health warnings and signposting to support (provides a counter-narrative in context)
- Leveraging operator-led safer gambling campaigns (ensures operator messaging efforts are contributing to a better understanding of the risks)

Marketing levers

- Marketing campaigns (to build brand voice, land harms messaging, drive behaviour change and shape cultural/policy context)
- Consumer engagement / PR (to break down messaging and build empathy)
- Partnerships (messaging from trusted voices in the environments they feel more comfortable)
- Digital tools (tools to translate broad understanding of risk into something personal and actionable)

Landing health harms of gambling Policy: Learnings and insights for future opportunities

Lever	What we know	Recommendations beyond this
Marketing restrictions on operators	<p>Clear evidence base for restricting marketing across a range of channels (e.g., online marketing, broadcast, sports). High level of public support for government introducing restrictions on marketing among both adults and children.</p>	<p>Further work is needed to build political will, such as:</p> <ol style="list-style-type: none">1. Comprehensive fiscal estimates of harm2. Deliberative engagement events with the public to explore potential policies
Leveraging operator marketing and wider estate	<p>The gambling industry often play down the risk of harm using language (e.g., spin, flutter, punt) rarely even using the word gambling. Messages on adverts such as “gambling comes at a cost” are more effective at landing the harms of gambling compared to the existing messages of “Take Time To Think” (both among adults and among children).</p>	<p>Ensure the cross-departmental group’s work on safer gambling messaging introduces health warnings and signposting to support across all gambling marketing (beyond paid advertising to sponsorship and content, include all gambling products like the National Lottery) and consider wider touchpoints in the gambling journey.</p>
More effective operator-led safer gambling campaigns	<p>Gambling operators are supposed to spend 20% on “safer gambling” messaging across broadcast and digital, however some operator-led videos position gambling as harmless fun and “backfire” (i.e., increase gambling behaviours)</p>	<p>Monitor the spend of operators on these activities alongside evaluating their adverts independently (e.g., using a similar methodology to our online behavioural experiment approach) to build and share best practice. Create government-led guidelines to facilitate a joined-up approach to safer gambling messaging between the private sector and public sector.</p>

Landing health harms of gambling

Marketing: Learnings and insights for future opportunities

Lever	What we know	Recommendations beyond this
Marketing campaigns	<p>Personal and emotive stories from those with lived experience make harms resonate more effectively than rational messages. The stigma campaign showed heavy harms which resonate and/or drive action with PGSI 3+, but less so among lower PGSIs meaning it is important to land earlier harms</p> <p>There is a disconnect between the risk perception of others gambling vs ones own gambling (i.e., othering)</p>	<p>Lived experience should be integral to both the campaign strategy and execution. Support seeking campaigns (such as GambleAware's stigma campaign) need to be accompanied by an earlier prevention-led harms campaign which land the idea that any amount of gambling can be harmful and show the escalation of harm to combat othering.</p>
Consumer engagement / PR	<p>Stories about children and young people often cut through as they are blameless. They aren't top of mind when people think about gambling addiction (still a stereotype of old white men in bookies)</p> <p>Real stories from those with lived experience help land the escalation and journey of harm</p>	<p>Incorporate affected others to show that harms don't just impact the individual and are more widespread than people think.</p>
Partnerships	<p>Harms messages can sometimes be better coming from trusted voices and in more relevant environments. For example, banks can see gambling transaction data providing more timely messaging to land the harms once a deposit is made.</p>	<p>Map out other touchpoints and potential partners to drive action among a broader network of partners. Look for earlier ways to interrupt the gambling journey with harms messaging (e.g., free bet sites).</p>

Landing health harms of gambling

Marketing: Learnings and insights for future opportunities

Lever	What we know	Recommendations beyond this
Digital tools	<p>Digital products help increase awareness and understanding around the risks of gambling. They can also bridge the gap between thinking gambling can be harmful vs gambling can be harmful for me which helps drive further actions. There are different routes into self-appraisal, with some tools (e.g., GambleAware Spend Calculator) based on rational behaviour and others based on emotional feelings about gambling (e.g., GambleAware Self-Assessment Quiz).</p>	<p>Further products are required to help different audiences (e.g., affected others) and build best practice about what works for self-help. This could also include products with different behavioural mechanisms and messaging to prompt behaviour change. These need to sit within a joined up eco-system of tools for each stage of people's journey.</p>
Media channel implementation	<p>The media approach has always been David-vs-Goliath, competing with gambling operators who invest billions each year in advertising and reinforce a societal narrative that gambling is simply harmless fun. To cut through this noise, a very deliberate channel mix is required that blends broadcast relevance, community-driven partnerships and action driving digital channels. It's not only about reaching people already experiencing harm, but also those at risk and the wider influencer audience that shapes perceptions.</p>	<p>Given this is a unique and deeply ingrained issue, it cannot be tackled by digital only strategies, this activity should also exist in places where operators don't show up, combining broadcast, community and digital environments to shift norms and drive meaningful change.</p>

2. Building a Coalition of Voices

Building a coalition of voices

Why is this important?

What is the problem?

Gambling operators have built a network of high-profile organisations and brand ambassadors who champion their perceived positive benefits of gambling.

However, this is not the case when it comes to gambling harms reduction. There is a significant opportunity for a coalition of loud (and unexpected) voices helping to create the burning platform around gambling harms reduction. To cut through, this needs to build a narrative beyond lived experience organisations and those working in the space.

To reach and engage key audiences, in particular minority audiences, there is the opportunity to engage relevant organisations and influential voices.

Why does this matter?

There are a few reasons why this is important:

1. To change societal perceptions there needs to be change makers that build momentum and set an example for others to follow
2. It is much easier to make changes as a collective rather than individuals
3. Not all messaging will land from certain sources, finding different messengers helps translate key messages in a way that the target audience is more likely to understand
4. Others can help messages appear in contexts closer to the gambling journey (i.e., hot state) rather than an arms-length cold state
5. There are limited influential voices in the gambling harms reduction space. The stigma associated with gambling harms is a key driver. There is a need for consumer and health voices to combat this issue.

Building a coalition of voices

What are the main levers for change?

Marketing levers

(OHID has more direct control / can commission)

- Flagship organisations / champions / ambassadors / influencers (vocal figureheads who can push narratives and shape the debate)
- Partnerships (messaging from trusted voices in relevant environments)
- Community based approaches (trusted members of communities who can deliver messages in culturally competent ways from the ground up). This is a particularly powerful route to engage and support marginalised and minority communities.
- Press (making a noise to ensure the issues feels big and proximal to the public)
- Policy coalitions (aligning messaging for effective policy changes)
- Place-based approaches (aligning national intentions and a strong voice/brandwith local needs and culture)

Building a coalition of voices

Learnings and insights for future opportunities

Lever	What we know	Recommendations beyond this
Champions / ambassadors / influencers	Many individuals (e.g., celebrities, influencers) and organisations (e.g., broadcasters) receive a large amount of money to promote gambling. Few individuals (e.g., Clive Tyldesley, Princess of Wales), and organisations (e.g., The Guardian) have actively spoken out against operators / would not accept gambling money.	Leverage polluter pay principles among those profiting from gambling advertising (e.g., broadcasters, online platforms) to gain donated inventory. Build more champions to speak on the issue of gambling harms.
Partnership coalitions	<p>There is a big demand for integrating gambling harms into different organisations, especially those who have a consumer duty and can see gambling transactions (e.g., banks)</p> <p>A significant range of organisations have an interest in the gambling harms reduction space as they have employees (e.g. the Ministry of Defence) or beneficiaries (e.g. Refuge, Mind) who experience significant gambling harms.</p> <p>Some organisations (e.g., most charities) have a conflict due to the lotteries they run and/or partnerships with the gambling industry they use to raise funds.</p>	<p>Build strategic relationships and coalitions of voices with organisations with clear interest in addressing gambling related harms. These voices are essential to building consumer cut-through.</p> <p>Develop an engagement approach with charities to ensure health warnings are adopted when charity lotteries are used, and ensure effective signposting is in place.</p>
Community-based approaches	It can be challenging to build capacity and create bespoke materials for different communities based on their needs, meaning there needs to be a unified branding strategy on a national or local level that works well together	To co-create and develop a national/local communications framework that ensures a coherent approach to using communications, whilst making the most of the strengths of national and locally led initiatives.

Building a coalition of voices

Learnings and insights for future opportunities

Lever	What we know	Recommendations beyond this
National consumer media and editorial content	<p>It is much easier to achieve coverage with talent (e.g., media medics, ambassadors such as the Princess of Wales) and a human voice from those with lived experience. Polling shows that the public is generally distrustful of the gambling industry, want to see less marketing and/or venues on the high street, and want the government to do more.</p>	<p>Gambling harms needs a regular drumbeat of press coverage, with champions speaking out within the government and wider public</p>
Policy coalitions	<p>There are often ideological divisions that often prevent effective collaboration between organisations who want similar changes (e.g., marketing restrictions). There are disparate pockets of policy which are not aligned, and a lack of specificity about what policies should be implemented within wider policy areas (e.g., marketing)</p>	<p>There needs to be an increased diversity of voices in the sector that can reflect potential areas of government action. Many ThinkTanks (e.g., Health Foundation, Nesta) and wider mental health charities are yet to call for any policy changes relating to gambling. Capacity building is needed among lived experience organisations (e.g., GLEN) to bring voices together and add a layer of accountability in the new system without GambleAware.</p>

3. Empowering and enabling individual behaviour change

Empowering and enabling individual behaviour change

Why is this important?

What is the problem?	Why does this matter?
<p>High level of need for behaviour change</p> <ol style="list-style-type: none">1. High volume of people experiencing gambling harms2. Most people don't realise they are experiencing harm until it becomes severe.3. Most people who want to cut down or quit prefer to do so without formal treatment. <p>Challenging behaviour change environment</p> <ol style="list-style-type: none">1. Stigmatisation is high and existing narratives frame harm as personal failure.2. People experiencing harm are already highly "othered."3. Overwhelming and fragmented support landscape ("logo soup", complex journeys).4. Gambling is everywhere (ads, triggers, digital environments)5. There are no agreed standards or behavioural guidance similar to alcohol or BMI	<p>High level of need for behaviour change</p> <ol style="list-style-type: none">1. This is a population-level public health issue, we cannot treat our way out of it. Prevention and early action are essential.2. People need support to self-appraise before crisis. Severe harms can last beyond recovery (e.g., debt) and are more complex to treat3. This makes digital tools, small actions, and low-barrier support critical, they allow people to make meaningful change earlier <p>Challenging behaviour change environment</p> <ol style="list-style-type: none">1. Stigma prevents people from admitting concerns or seeking help. Disempowering people is itself stigmatising, reinforcing shame.2. Being "othered" creates denial ("that's not me"), reducing resonance of messaging and blocking early behaviour change.3. People struggle to find the right help quickly. Confusion increases drop-off and reduces adoption of tools.4. Ubiquity makes change harder. People need tools to reduce exposure, manage triggers and take small steps easily.5. People need behavioural guidance as to what level of gambling increases risk. The Low Risk Gambling Guidelines (LRGG's) are the closest guidance that exists.

Empowering and enabling individual behaviour change

What are the main principles for change?

Stage	Core levers	What it involves/Examples
1. Awareness & Relevance	Make the issue personally meaningful	<p>Use communications to raise awareness of gambling harms in a way that feels relatable. Land that any gambling can carry risk, and help people recognize the early warning signs.</p> <ul style="list-style-type: none">- Think about the appropriate language – shifting from ‘problem gambler’ for example (see language guide and animation for tips)- Highlight lived exp stories to humanise the harms and increase relevance- Focus on influencer audience (affected others, wider public) to broaden empathy
2. Reflection & Self-appraisal	Prompt people to pause and think about their own behaviour	<p>Equip people with the tools and prompts to reassess and think about their own gambling behaviour. Normalise reflection and self-help tools, rather than a sense of urgency that they need ‘formal’ support.</p> <ul style="list-style-type: none">- A central digital hub, the GambleAware website. 6 million visits per year with strong engagement scores.- A range of advice content that offers long-form engagement with advice and experiences (e.g. podcast and long-form content)- Embed digital tools (spend calculators, self assessment quiz) in comms and digital journeys- Encourage a judgment free environment that encourages harm reduction as a goal not solely quitting altogether
3. Action & Support	Make the change feel easy, digestible & supported	<p>Provide clear, positive, low-barrier entry points for action that feel achievable and socially acceptable</p> <ul style="list-style-type: none">- Balance narratives with harm and hope- Normalise the visibility of smaller actions on operator estate which can act as a precautionary measure when engaging with gambling. e.g., setting a limit, tracking your spend- Simplify the digital journey to support and advice so it’s easy for the end user- A range of digital tools to block access to gambling (e.g. BetBlocker, GamStop and GamBan)- Digital support tools (e.g. GambleAware support tool)
4. Reinforcement & Normalisation	Embed change socially and structurally	<p>Strengthen protective norms so maintaining change feels supported, not isolating</p> <ul style="list-style-type: none">- Use brand champions (influencers, media medics, partners) to model positive behavior- Develop toolkits for workplaces, healthcare providers, education settings- Integrate independent clear health warnings across gambling operator advertising

Empowering and enabling individual behaviour change

Learnings and insights for future opportunities

Theme	Learning/insight
Language & framing	<ul style="list-style-type: none">• Use non-judgmental, empowering language (move away from “problem gambler”).• Balance harm & hope to avoid stigma and support self-efficacy.• Highlight lived experience stories to humanise harms and build empathy among wider audiences.
Driving reappraisal & early action	<ul style="list-style-type: none">• Embed digital self-reflection tools (spend calculators, quizzes, LRGG prompts) across campaigns and journeys.• Normalise small actions (setting limits, tracking spend) as meaningful steps.• Create judgement-free environments that encourage early reappraisal.
Improving the user journey	<ul style="list-style-type: none">• Simplify pathways to advice, tools, and support, reduce friction, overwhelm and “logo soup.”• Ensure tools are intuitive, and bear in mind they are competing with high budget gambling operator tech.• Integrate consistent independent health warnings across operator advertising.
Influencers & social modelling	<ul style="list-style-type: none">• Use brand champions, influencers, media medics and partners to model positive behaviour.• Broaden the influencer focus to include affected others and the wider public to expand empathy and reach.
Embedding support across systems	<ul style="list-style-type: none">• Develop toolkits for workplaces, healthcare and education settings.• Provide a range of tools that: block access, reduce exposure to advertising, support reappraisal, enable self-led reduction/quit
Co-creation & inclusion	<ul style="list-style-type: none">• Create all tools and messaging with people with lived experience.• Tailor approaches to marginalised or higher-risk groups.
System opportunity	<ul style="list-style-type: none">• With increased budgets and alignment across the system, there is an opportunity to expand the suite of tools, strengthen integration, and design products that genuinely compete with high-budget gambling technology.
Academic innovations	<ul style="list-style-type: none">• Having access to academic insight/input early on in the development process is key to ensuring behaviour change interventions are built on international best practice and emerging techniques XXX

Overarching recommendations

Key communication principles

	What are the ingredients for success?	Why?
1	Public health approach: All communications and engagement based on core public health principles	Ensures effective framing of the problem, away from an individual being the issue towards a wider societal issue
2	Academic best practice: Strong academic grounding aligned with best practice global learning	Ensures international learnings and insights from other health areas are built on rather than starting from scratch
3	Evidence-led: Drumbeat of new research to ensure actionable insight generation and strategy	Ensures new “hooks” to anchor communications, and an evolving understanding of the audience as culture shifts
4	Lived-experience involvement: Co-creation alongside those with lived experience of gambling harms	Ensures the voice of the community shapes the strategy and execution, building authenticity and helping to resonate
5	Inclusivity: Commitment to address societal inequalities with bespoke activity among marginalised and/or higher risk groups	Ensures that some of the wider drivers of gambling harms are being addressed head-on
6	Theory: Strong theoretical underpinning through behaviour change models	Ensures there is a clear plan to achieve outcomes with all activity contributing to the broader vision
7	Continuous learning: Rigorous measurement and evaluation with continuous innovation and learning	Ensures a layer of accountability and a commitment to build learnings to share with others internationally
8	Brand: Strong brand identity and voice which ties everything together	Ensures that individual activities are contributing towards something larger, helping to build awareness and trust

The central recommendations

1	Implementing marketing restrictions on operators	Counter-messaging raising awareness of gambling harms will not cut through and/or help to change wider culture when it is up against £2 billion worth of marketing spend every year. Especially when much of this marketing is driving misconceptions by playing down the risks of gambling. The share of voice from operators needs to be reduced for risk messaging to land and stick.
2	A single brand that wraps round the system	The GambleAware brand was top of mind for advice, tools and support and had strong levels of trust and authority among the target audience. A single brand is needed to wrap around more elements of the support services to ensure the user journey is as easy as possible and prevent unnecessary investment into multiple brands / touchpoints.
3	Public and private sector coalition	There needs to be more collaboration between the government and gambling industry to effectively implement independent health warnings and signposting to support on operator estate and communications. Government-led guidelines are also needed to improve the industries “safer gambling” campaigns to provide a greater consistency of messaging and prevent industry efforts from backfiring and driving more stigma / gambling harms.
4	Cohesive digital ecosystem	There needs to be joined up eco-system of tools for each stage of people’s journey. Products should be built through practice guidelines (e.g., Government Digital Service) and evaluated to continuously improve and share learnings. Explore the potential of a cohesive digital strategy which houses different solutions (e.g., blocking software, self-exclusion, helpline, formal support) under one consistent umbrella.
5	Agreed “safer gambling” guidelines	There needs to be clearer guidelines on what “safer” behaviour looks like as we do with other health areas. This could include incorporating the Lower Risk Gambling Guidelines into more interventions, but the government will need to make a decision on the level of risk they are comfortable with setting thresholds at. There also needs to be further test and learn pilots on what other preventative actions are most effective to reduce harm.
6	Aligned national strategy	A national strategy will help to ensure that those working across the system on research, prevention and treatment are joined up and strategically aligned. This also needs to consider behaviour change at different levels, making sure that local, regional and national communications are aligned and contributing to the wider cultural narrative.

Extra reading

What evidence can be found in the GambleAware publication library?

Safer gambling messaging on operator adverts / platforms	Harm reduction campaigns
<ul style="list-style-type: none">Improving safer gambling messaging on operator adverts: This project explores and tests the potential improvements to safer gambling messaging and signposting to support that are used on gambling adverts. See Full report and Executive SummarySafer gambling messaging on operator platforms (these are very old projects so may not reflect GambleAware's latest thinking/approach):<ul style="list-style-type: none">An Integrated Approach To Safer Gambling: This project set out to establish whether operators could be supported to develop better safer gambling strategies; preventative, creative and integrated with the gambling experience.Safer Gambling Messaging Project (Phase 2) impact evaluation and process evaluation: This work aims to complement existing research by examining safer gambling messaging as implemented by gambling operators on their customers in live play.EROGamb: This project explored how technology can be used to deliver personalised, data-driven safer gambling messaging to players. This has been published into a slide deck of how to create online safer gambling and numerous academic articles.	<ul style="list-style-type: none">Testing Safer Gambling Video Advertising: A Randomised Controlled Trial: This project tested the impact of different safer gambling advertising videos on gambling behaviours. The aim was to produce evidence to inform guidance on the design of effective safer gambling advertising videos and to establish which outcomes to use when measuring their impact. See Summary Report and Technical Report.Applying Public Health Learnings to Safer Gambling Communications: A look at what works within communications in terms of 'hopeful vs harmful', and 'societal vs individual' framing. The review looked at learnings from both gambling and adjacent health sectors to see what could be applied to safer gambling. See Full reportStigma reduction campaign: Our flagship public health campaign aims to reduce societal stigma towards those experiencing gambling harms, alongside increasing the uptake of support among those experiencing harms. We have published campaign documents summarising the campaign background research and evaluations for burst 1, burst 2 and will be publishing further research. <p>Previous harm reduction campaigns:</p> <ul style="list-style-type: none">Losing Track of the World Around You campaign (Women's focused campaign): Background & evaluations for burst 1 and burst 2NGTS campaign: Background & EvaluationBet Regret campaign (Men's betting focused campaign): Final synthesis report (older interim synthesis report) and narrative report). We also produced a World Cup campaign: Background & Evaluation