

GambleAware

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ANNOUNCEMENT

GambleAware launches next phase of the 'Tap Out' Bet Regret Campaign

London, 9th March 2021: GambleAware has launched the second burst of its 'Tap Out' safer gambling campaign. With the end line 'Tap out. Take a moment. Avoid Bet Regret', the campaign provides bettors with a mental aid to help cut out impulsive bets, helping them to pause and think before they decide to place a bet.

It builds on a good base of awareness from the first burst of the campaign. Research conducted by Ipsos MORI showed that campaign recognition was 63% amongst the target audience of younger male sports bettors, rising to 77% amongst those in the highest risk group. It also showed that 34% of the campaign audience now say they try to close or "tap out" of their betting app and pause before deciding whether to place a bet.

The new round of activity is designed to further build awareness and understanding of 'Tap Out' and will feature new content, including testimonial videos. These will feature bettors talking about why they 'Tap out' and will bring to life the benefits of tapping out when bored, chasing losses, or deciding to bet on sports they would not normally engage with or follow. The testimonials share stories of 'people like me' giving tapping out a go.

Later in the month GambleAware will also launch new campaign content and supporting content from influencer Josh Denzel. Bet Regret Ambassador, David James will also be sharing what he does with his time when he chooses to tap out and take a moment.

The new campaign assets will appear on TV, BVOD (broadcaster video on demand), radio and on digital platforms, including social media.

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 now, in its 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 new campaign content can be viewed on our website [here](#) and on the GambleAware YouTube channel [here](#).

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Professor Anthony Kessel • Rachel Pearce • Paul Simpson • Professor Marcantonio Spada

Chief Executive: Marc Etches

GambleAware

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 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/>.
- In January 2021 GambleAware 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 can be viewed [here](#). GambleAware also published a Synthesis Report on the 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 Synthesis report can be viewed [here](#).