

‘Let’s Open Up About Gambling’ Campaign Evaluation

November 2023 to February 2024 burst

Rationale

Stigma is one of the biggest barriers to people seeking help, realising they may be experiencing harms from gambling, and talking openly about their challenges. Often they feel worried they’ll be judged by others about their experiences.

Objectives

To reduce the stigma of people experiencing gambling harms by:

- Changing societal perceptions and understanding
- Normalising support seeking for gambling harms

Execution

The campaign focused on bringing to life the real stories and feelings of people’s lived experience of gambling harms. This was executed in a way that drove significant awareness, reach into communities at disproportionate impact of gambling harms, and drive action for people who are most in need.

The hero creative assets can be seen opposite:



Evaluation

Our evaluation aligns with the Government Communications Service Evaluation Cycle and triangulates data sources to evaluate campaigns holistically

Scan for more detailed information on the campaign evaluation:



SCAN ME

Scan for academic research showing the impact of the campaign:



SCAN ME

Scan for more detailed information on what language to use to reduce stigma:



SCAN ME

Reach

PR secured over

1,400 pieces

of media coverage.



Partnerships reached an estimated potential

16.4m
people



Paid media achieved a total reach of **95%** and frequency of **9** across all adults.

Recognition



75% of the Behaviour Change Audience* recognised at least one element of the campaign.



*(PGSI 3+, aged 18-44)

Reported action



Almost all (**94%**) campaign recognisers in the behaviour change audience claimed to have taken action as a result of seeing the campaign.

Real-world action



9% increase in inbound target calls through National Gambling Helpline

More receiving support within the National Gambling Support Network

89% increase for Tier 2 support (early interventions)

10% increase for Tier 3 (structured treatment) and Tier 4 (residential rehabilitation)

25K users of the tool.



12% increase in users of the website during the campaign.



Stigma

68% of the target audience felt the campaign increased their feeling that it is okay to talk more openly about gambling harms.

