

# Scottish Advisory Panel

Edinburgh  
14<sup>th</sup> May 2019

GambleAware

# Agenda

1. Welcome and apologies
2. Declarations of interest
3. Terms of Reference
4. Research in, and for, Scotland
5. Finding treatment in Scotland – first hand experience
6. Promoting treatment – lessons from Aberdeen
7. Scottish National Gambling Treatment Service update
  - GamCare update
  - RCA Trust activities and plans
8. Early intervention and referral pathways
  - Fast Forward activities and plans
9. Systems design for gambling treatment by NHS Scotland
10. Any other business

# Attendees

|                       |  |
|-----------------------|--|
| Alastair MacKinnon    | Chief Executive, Fast Forward                          |
| Andrew Todd           | RCA Trust  |
| Anna Hemmings         | Chief Executive, GamCare                               |
| Dr Adrian Parke       | <a href="#">University of the West of Scotland</a>     |
| Dr. Duncan Stewart    | Consultant Psychiatrist, NHS Lothian                   |
| Dr. Michael Kehoe     | Consultant Psychiatrist, NHS Lothian                   |
| Iain Fraser           | Office of Ronnie Cowan MP - APPG Gambling Related Harm |
| Jane Cumming          | Director of Services and Innovation, Penumbra          |
| Lorna B               | Affected Other (service user perspective)              |
| Patrick Browne        | Gambling Commission                                    |
| Paul Goodwin          | Scottish Football Supporters Federation                |
| Paula Shiels          | Senior Nursing Advisor, NHS24                          |
| Professor Gerda Reith | University of Glasgow                                  |
|                       |  |
| Iain Corby            | Deputy Chief Executive, GambleAware                    |
| Dr Jane Rigby         | Director of Education, GambleAware                     |
| John McCracken        | Director of Commissioning, GambleAware                 |

# Apologies

|                      |   |
|----------------------|---|
| Billy Watson         | Chief Executive, Scottish Association for Mental Health |
| David Brownlee       | Head of Development, Citizens Advice Scotland           |
| David Webster        | Communications and Public Affairs Manager, RCGP         |
| Dr. Donald Macintyre | Medical Director, NHS24                                 |
| Gavin Russell        | Public Mental Health Unit, Scottish Government          |
| Joe Brady            | Policy Officer, Glasgow City Council                    |
| John Wood            | Convention of Scottish Local Authorities                |
| Kevin O'Neill        | Programme Manager, Distress Brief Intervention Pilot    |
| Michelle Gillies     | Scottish Public Health Network                          |
| Niall Kearney        | Public Mental Health Unit, Scottish Government          |
| Phil Alcock          | Learning Directorate, Scottish Government               |
| Phil Mackie          | Scottish Public Health Network                          |
| Yvonne MacDermid OBE | Money Advice Scotland                                   |

## 2. Declarations of interest

### 3. Terms of Reference

- The draft terms of reference include:
  - “industry representatives may be invited to attend for all or part of any meeting, as and when appropriate”
- This was raised as a concern by one participant.
- In response we have given an assurance that we would only expect anyone from the industry to be invited to attend at the request of the panel itself and for a specific purpose and they would only attend for that purpose and for that item on the agenda
  - For example, we might wish to ask GamStop to attend to update the panel on progress with the national online self-exclusion scheme, or to present research they’ve done on those in Scotland who have used this option.
- **Proposed: to amend to the draft Terms of Reference to make this explicit**
  - “The Panel must agree in advance the attendance of any industry representatives who will be invited to attend only for the agreed relevant parts of any meeting”

# 4. Research in and for Scotland

- Transformation of Sports Betting into a Rapid and Continuous Gambling Activity: a Grounded Theoretical Investigation of Problem Sports Betting in Online Settings
  - Adrian Parke - University of the West of Scotland
  - [Link](#)
- Gambling and public health: we need policy action to prevent harm
  - Professor Gerda Reith – University of Glasgow
  - [Link](#)
- Glasgow-based research activity update
- GambleAware Treatment research programme update

# 5. Finding treatment

- Personal experience of trying to find help for a problem gambler in Scotland
  - Lorna



# 6. Promoting treatment

## Lessons from Aberdeen

An advertising campaign was created to promote awareness of the National Gambling Helpline and BeGambleAware.org across Aberdeen and Aberdeenshire. It has two objectives:

- To raise awareness of the National Gambling Helpline and of BeGambleAware.org
- To give some insight into the potential demand for support services when people are aware of where to go for help





# Aberdeen

## Research background

- The campaign was created in response to the need to evidence the likely increased demand for the treatment system in the event of increased public awareness advertising
- The campaign ran between 17 November and 17 December 2018: radio, bus sides, social media, PR

**WORRIED ABOUT GAMBLING?**  
Call the National Gambling Helpline on 0808 8020 133 or visit [BeGambleAware.org](http://BeGambleAware.org)

- An online survey of adults in Aberdeenshire. Pre-campaign survey: Fieldwork Dates: 29th October - 8th November 2018; Post campaign survey: Fieldwork Dates: 7th - 14th January 2019
- YouGov interviewed a representative sample of 254 people in the pre-campaign survey, and 262 in the post campaign survey.
- Sample and weighted to be representative of the population by age, gender and social grade.

# Aberdeen

## Budget and media

- Radio ads on Northsound and Original 106; aimed to reach up to 44% of the adult population in the area.
  - £5,666
- Bus sides (30 double deckers and 50 single deckers)
  - £18,900
- Digital marketing (Social media eg. Twitter, Instagram, Facebook and Snapchat ads driving people to BeGambleAware site)
  - £10,000
- Local press coverage
  - PR generated so no cost

# Aberdeen

## Campaign recall, perception and responses

- There were good levels of campaign recall, and it was positively perceived
  - Over a third of the sample recalled seeing something about the risks of gambling.
    - Most thought they had seen it on TV, but 20% thought they had seen it on social media
  - There was a high level of cut-through, particularly for regular gamblers
    - Nearly a third of the overall sample could remember at least one part of the campaign e.g. That it was a radio ad
    - Regular gamblers were most likely to remember the campaign (49%); followed by gamblers (41%) and then non-gamblers (20%)
    - Most people were clear that the campaign was about accessing advice through the helpline and website
  - Two thirds had a positive overall opinion about the campaign
- Responses to the campaign:
  - *Behaviour*: just over 28% took any action as a result of seeing the campaign
    - 1 in 10 people did something involving the helpline or website
  - *Attitudes*: the campaign had an impact on attitudes, with a **third** of gamblers reporting that they would now consider how healthy their gambling was

# Aberdeen

## Calls to action

- Attributed calls to the National Gambling helpline in the same 3 months the year before were higher in the campaign period (6 calls in 2017/8 vs 16 calls in 2018).
- There were 5 attributed calls to the helpline in the first three weeks of December, traditionally a quiet time.
- There were 7 calls to the helpline in January; traditionally a time to make resolutions to change behaviour, and also a time of budget restraint following Christmas expenditure.
- We have also seen an increase in the number of clients coming to the surgeries in Aberdeen in March and April, reflecting an expected “tail” impact.
  - An additional 7 clients plus 2 referrals in process.
  - 2 of those referrals have been for concerned significant others – partners of a problem gambler.

|   | Nov/Dec 2017 – Jan 2018                                   | Nov/Dec 2018 Jan 2019                                      |
|---|---|--|
| -Proxy one: answered telephone calls to GamCare   | 1 call: November<br>2 calls: December<br>3 calls: January | 4 calls: November<br>5 calls: December<br>7 calls: January |
| -Proxy two: website visits to PGSI page <a href="https://www.begambleaware.org/gambling-problems/do-i-have-a-gambling-problem/">https://www.begambleaware.org/gambling-problems/do-i-have-a-gambling-problem/</a> | Users: 80<br>New users:73                                 | Users: 29695<br>New users: 26883                           |

<sup>[1]</sup> Reports only show answered calls where the caller provided a post code. In the majority of answered calls, people do not give their postcode. Please note that December is usually a slow month for calls

# Aberdeen

## Brand Awareness and Perceptions

- There was low awareness of where to get reliable information on how to control problem gambling
  - Over **half** of people surveyed did not know where to go to
  - C2DE were more likely not to know
- After Gamblers Anonymous, GambleAware is the second most recognised gambling support charity
- Half of respondents were aware of GambleAware
- Awareness was higher amongst gamblers than non-gamblers
  - 53% had heard of GambleAware
  - 24% had heard of the National Gambling Helpline
  - 25% had heard of BeGambleAware.org
- But the campaign did not increase levels of awareness of GambleAware,

# Aberdeen

## Key behavioural findings

### SEEKING ADVICE on CUTTING DOWN

- Gamblers are self reliant
- Non gamblers would suggest support groups or helplines

### SEEKING INFORMATION

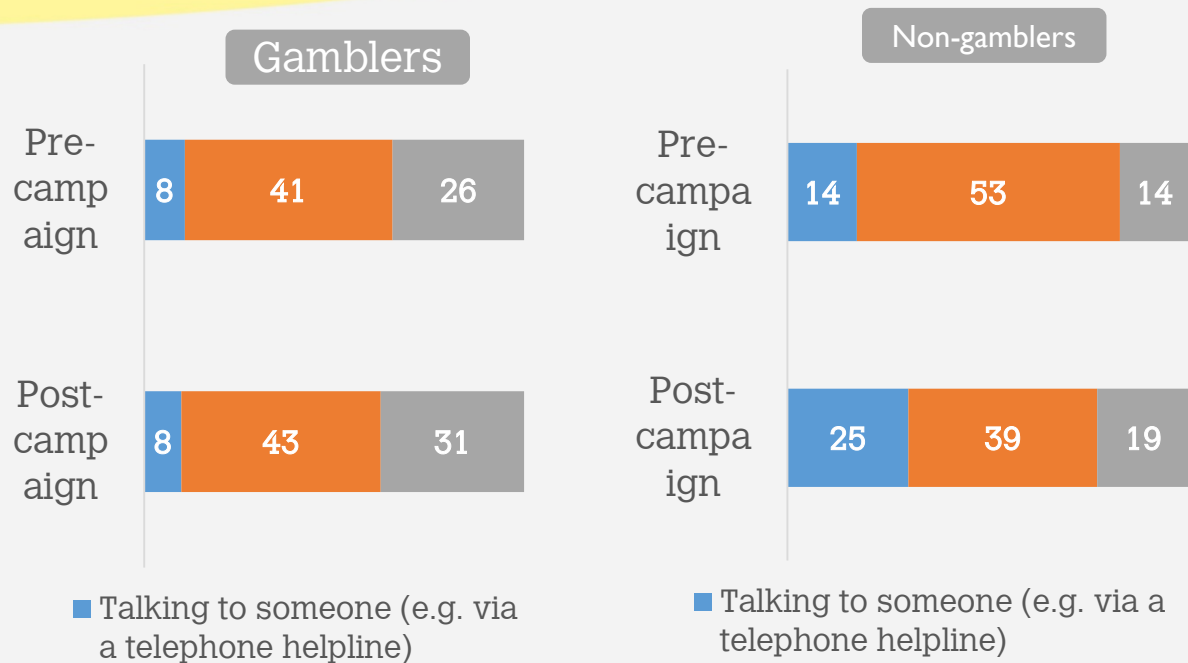
- Online comes out as the main information source for both groups
- Non gamblers are more likely to call a helpline than gamblers

### METHODS USED TO CUT DOWN GAMBLING

- Gamblers rely on themselves
- Non gamblers would recommend limit setting and apps

# Aberdeen

## Importance of online information



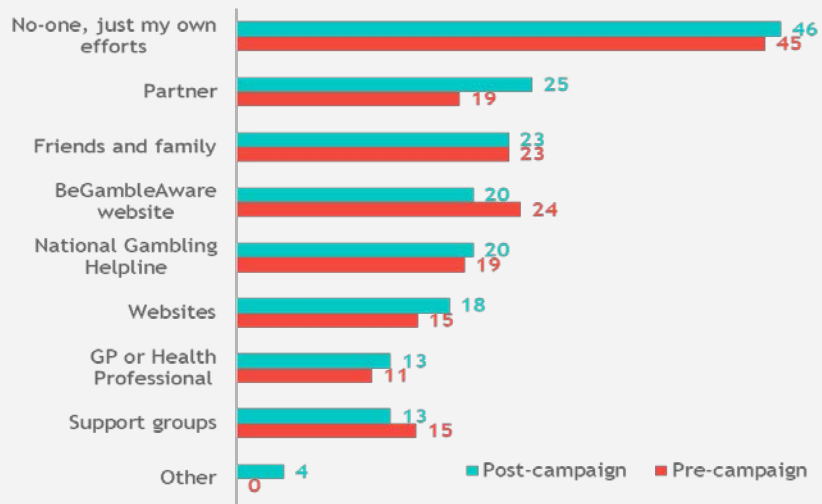
Sources of information/support that gamblers have used / would use or that non-gamblers would recommend to others

- Amongst gamblers, the preferred way to seek information was **online** (43%) and only 8% would want to talk to someone
- Amongst non-gamblers 25% would want to **talk to someone** (post campaign), and 39% would look **online**

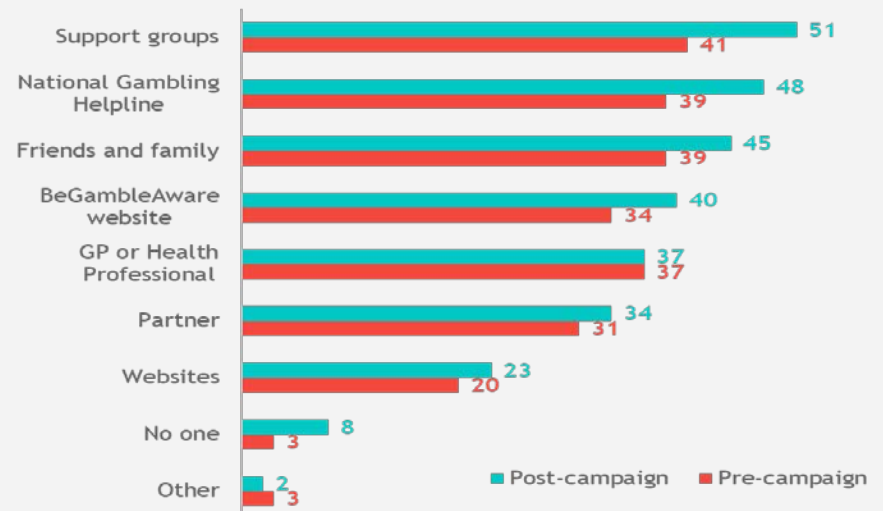
# Aberdeen

## Self reliance amongst gamblers

Gamblers



Non-gamblers



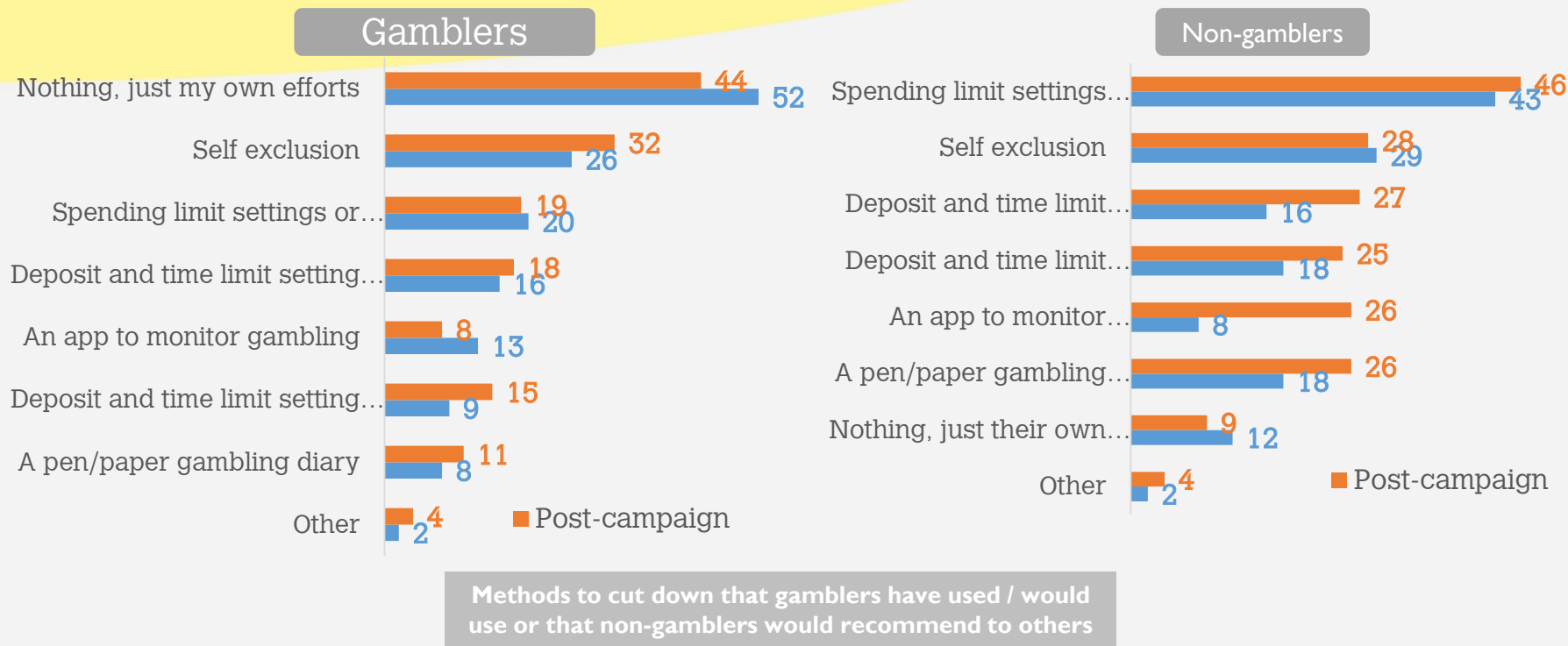
Who respondents would turn to / would recommend for support and advice with cutting down gambling

- The majority of gamblers (46%) said they would not speak to anyone for advice & support, using their own efforts instead
- Non-gamblers reported first preference was support groups (51%) followed by the National Gambling helpline (48%)



# Aberdeen

## Methods used to cut down gambling



- Gamblers preferred **self-reliance** as a method (44%)
- Non-gamblers who would recommend **limit setting** (46%)
- Post campaign, there was an increase in non-gamblers who would recommend an **app to monitor gambling** (increase from 8% to 26%) or **setting time limits** (increase from 16% to 27%)

# Aberdeen

## Gambling Support and Advice


- *Seeking advice:* There was no significant difference in who people said they would turn to for advice before and after the campaign; however, there was a difference between the methods preferred by gamblers and non-gamblers
  - The majority of gamblers (46%) said they would not speak to anyone, using their own efforts instead
  - Non-gamblers reported first preference was support groups (51%) followed by the National Gambling helpline (48%)
- *Methods to cut down:* Equally there was no significant difference in the methods used to cut down gambling pre and post the campaign
  - Gamblers preferred self-reliance as a method (44%), compared with non-gamblers who would recommend limit setting (46%)
  - Post campaign, there was an increase in non-gamblers who would recommend an app to monitor gambling (increase from 8% to 26%) or setting time limits (increase from 16% to 27%)

# Aberdeen

## Gambling Support and Advice


- *Information seeking:* Amongst gamblers, the preferred way to seek information was online (41%) and only 8% would want to talk to someone
  - This did not change after the campaign
- Amongst non-gamblers the preferred way to seek information was also online (53%) and 14% would want to talk to someone
  - There was an increase of people who would talk to someone, which moved from 14% pre-campaign to 25% post-campaign
- *Having conversations:* There was an indicative increase in the number speaking to someone they know about how much they gamble
  - One in ten gamblers surveyed post campaign had spoken to someone about their gambling

# Scottish Football Supporters Association



**VOTE FOR ME  
OR I'LL EAT  
YOUR WEANS.**

Will Kingsley win 'Best Mascot' again? Have your say. Vote in the Scottish Fans' Awards at [www.scottishfsa.org](http://www.scottishfsa.org).

 National Fans Awards 2018  
BeGambleAware.org

# Scottish Football Supporters Association



SFSA

@scottishfsa

Following



The Scottish Football Supporters Association said"

This morning our Co Founder Paul Goodwin will be on BBC Radio Scotland

[@BBCSportScot](#) [@BBCScotlandNews](#) just after 9am talking about what we can do to resolve fan behaviour problems!"





# #BetRegret

- £5-7m pa public health awareness campaign
- Targets 16-34 year old men who bet on sport
- Two media bursts March/April and August/September
- Preventative, rather than signposting treatment overtly
- Based on extensive qualitative and quantitative research, as well as expert input and global research
- Ipsos MORI tracking underway now

**A WAGER TO WIN  
BACK LOSSES?**

YOU'LL **BET REGRET** IT

**FOR TIPS TO KEEP YOUR BETTING IN CHECK**  
visit: [BeGambleAware.org](https://www.BeGambleAware.org)

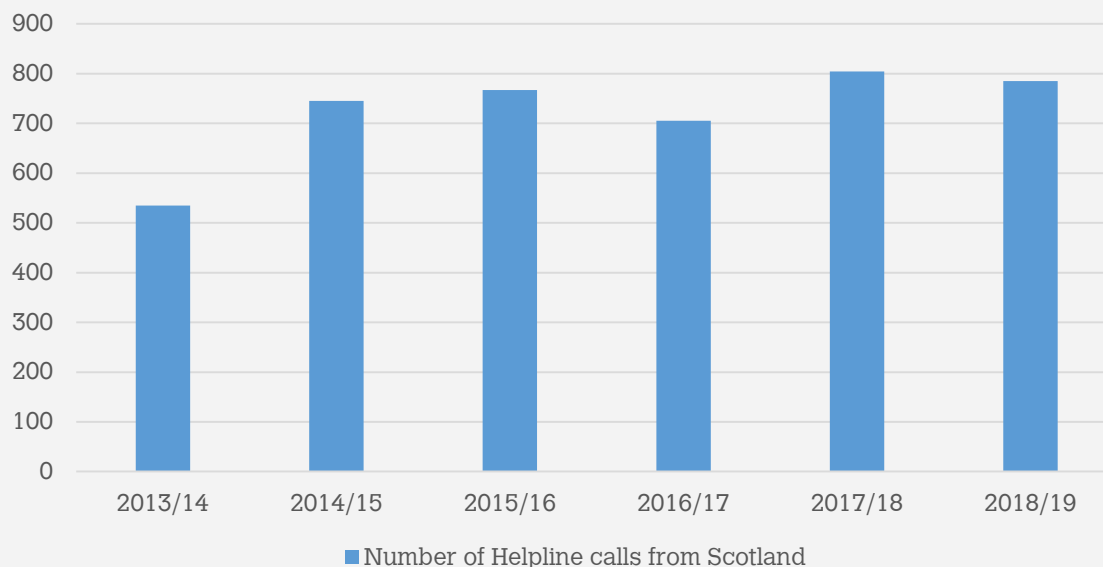
# 7. Scottish National Gambling Treatment Service update

- National Gambling Helpline
- RCA Trust

# GamCare update

## *Calls to the Helpline and web chat*

Number of Helpline calls from Scotland



|            | 2018/19 | 2017/18 | 2016/17 | 2015/16 | 2014/15 | 2013/14 |
|------------|---------|---------|---------|---------|---------|---------|
| n=         | 15,909  | 12,921  | 13,069  | 12,013  | 10,965  | 8,422   |
| Scotland   | 785     | 804     | 705     | 767     | 745     | 535     |
| % Scotland | 5%      | 6%      | 5%      | 6%      | 7%      | 6%      |

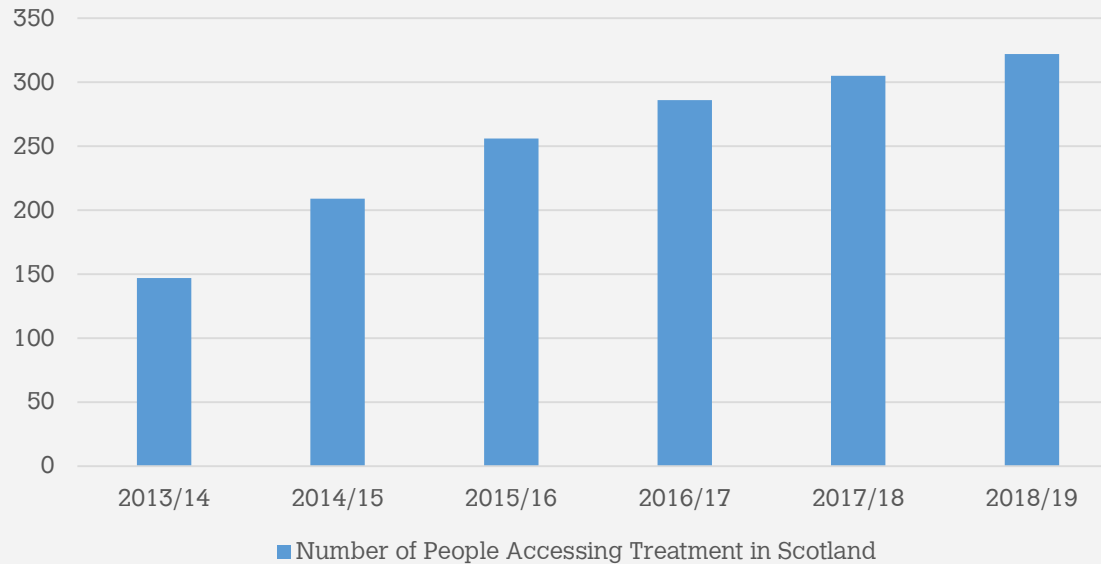
Please note that only around 40% of callers give their location at the time they call the helpline. There is therefore a large cohort whose location is unknown. If we extrapolated the figures, it is possible that up to 1962 people called the helpline from Scotland in 2018-2019, if we assume that the figures above represent 40% of the total number of callers. The accuracy of this assumption is unknown.



# GamCare update

## *Treatment episodes in Scotland*

Treatment Episodes from Scotland



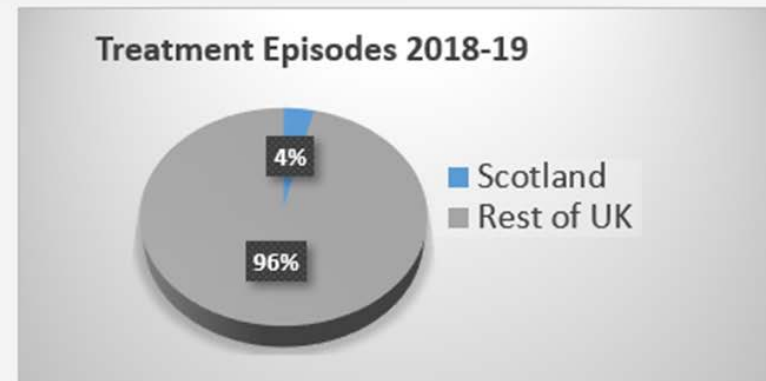
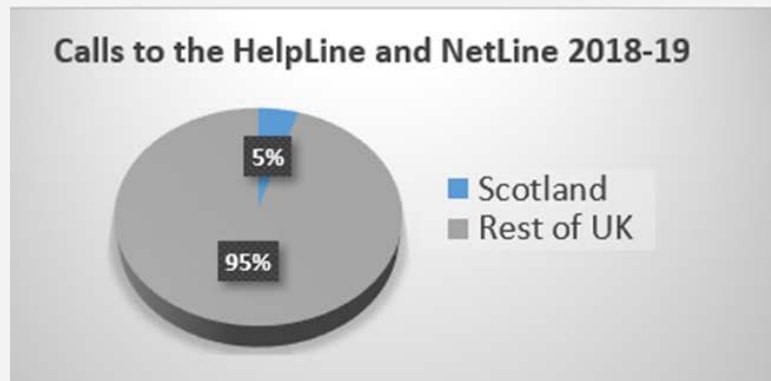
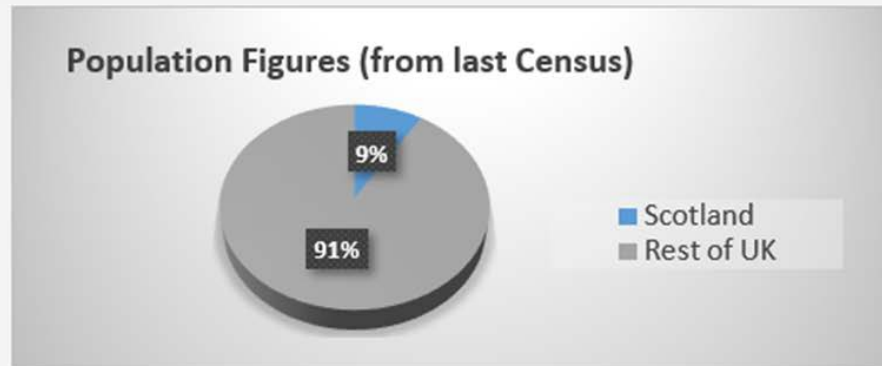
|                       | 2018/19 | 2017/18 | 2016/17 | 2015/16 | 2014/15 | 2013/14 |
|-----------------------|---------|---------|---------|---------|---------|---------|
| <b>n=</b>             | 8,645   | 8,251   | 7,991   | 6,872   | 5,230   | 3,672   |
| <b>Scotland</b>       | 322     | 305     | 286     | 256     | 209     | 147     |
| <b>%<br/>Scotland</b> | 4%      | 4%      | 4%      | 4%      | 4%      | 4%      |

In treatment services, we take an address for everyone accessing the service, so this report is an accurate representation of the numbers seen.

# GamCare

## *Comparators to population in Scotland*

- Although Scotland has 9% of the UK population, only 5% of people calling the Helpline give a Scottish post code and only 4% of GamCare's treatment clients are from Scotland.



# Additional funding

- GambleAware has announced today that it will invest an additional £3.9m pa for up to three years to fund expansion of the National Gambling Treatment Service through GamCare and its network of partners across Great Britain.
  - Enable the National Gambling Helpline to provide advice and brief interventions to more people; £705k
  - Enable people to have access to computerised Cognitive Behavioural Therapy where this is clinically appropriate; £435k
  - Develop peer support so that people who are recovering from gambling addiction can help others to access treatment and aftercare; £438k
  - Expand provision of face-to-face treatment services in England, Scotland and Wales; £2.35m



# RCA Trust

We have worked with those affected by gambling related harm since 2001/02 working in partnership with Gamcare.

In addition to Gamcare, we work in partnership with a range of different providers to support those affected by gambling related harm working with both individuals directly and indirectly affected.

We have Gamcare trained counsellors across Scotland.

We offer a range of interventions including brief interventions, extended brief interventions, one to one counselling, young people services, advice, information and education, training and policy development around gambling related harm.



# RCA Trust

## Developments for 2019/20

Expand and develop our partnership working model with CAB's across Scotland

Youth services – provide awareness raising sessions on gambling related harm and safe gambling to individuals aged 11 – 19

Financial Inclusion Teams and Money Advice – work in partnership with debt agencies to embed screening tools and promote care pathways

The Student Population and further education establishments – target the student population from a range of universities and colleges

# 8. Early intervention and referral pathways

- Fast Forward A MacKinnon
- Extending the Citizens Advice initiative J Rigbye
- Local authority pathways J McCracken

The logo for 'fast forward' features the text 'fast forward' in a bold, black, sans-serif font. A blue swoosh arches over the text from the left. Below the text, a blue swoosh curves from the left towards a grey sphere on the right, which has a white highlight on its top-left side, giving it a 3D appearance.

**fast forward**

# The Gambling Education Hub

Alastair MacKinnon, Chief Executive

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# Our Mission

The logo for 'fast forward' features the text 'fast forward' in a bold, black, sans-serif font. To the right of the text is a blue graphic element consisting of a curved line that starts above the 'f', loops around the 'o', and ends with a small black sphere at the bottom right, resembling a stylized arrow or a film strip reel.

**fast forward**

The mission of the Hub is to make it possible for every young person in Scotland to have access to gambling education and prevention opportunities.



# Our approach

The logo for 'fast forward' features the text 'fast forward' in a bold, black, sans-serif font. To the right of the text is a stylized graphic consisting of a blue swoosh that curves upwards and ends in a grey sphere, resembling a play button or a forward arrow.

**fast forward**

- \* Promoting harm reduction.
- \* Using a Train-the-Trainers model.
- \* Combining tailored local initiatives and national reach.
- \* Adopting a public health approach.
- \* A multifaceted approach - providing training, policy consultation, capacity building, peer-led inputs and online resources and toolkit.

# The Hub Model

**fast forward**

## The Scottish Gambling Education Hub

Informal Education  
Sector

Youth  
Employability  
Services

Formal education  
Secondary schools

Colleges &  
Universities

Services  
supporting  
parents & carers

Gambling Education Practitioners Network

The Gambling Education Toolkit

## The Practitioners Network

- \* Launch of the Scottish Gambling Education: *May 13<sup>th</sup> in Edinburgh*
- \* Quarterly network meetings: *June 26<sup>th</sup> in Glasgow*
- \* Monthly newsletter
- \* Annual Conference

# The Gambling Education Toolkit

The logo for 'fast forward' features the text 'fast forward' in a bold, black, sans-serif font. To the right of the text is a stylized graphic consisting of a blue swoosh that curves upwards and then downwards, ending in a small black sphere. The entire logo is set against a white rectangular background.

**fast forward**

- \* A free resource, available online;
- \* Information, articles, and links to CfE and Youth Work Outcomes,
- \* Educational materials and session plan suggestions.

<http://fastforward.org.uk/gamblingtoolkit/>

The logo for 'fast forward' is located in the top right corner. It features the text 'fast forward' in a bold, black, sans-serif font. To the right of the text is a blue graphic element consisting of a curved line that starts under the 'f', goes up and over the 'o', and then curves down and to the right, ending in a small grey sphere.

**fast forward**

The logo for 'fast forward' is centered on the page. It features the text 'fast forward' in a bold, black, sans-serif font. To the right of the text is a blue graphic element consisting of a curved line that starts under the 'f', goes up and over the 'o', and then curves down and to the right, ending in a small grey sphere.

**fast forward**

Alastair MacKinnon, Chief Executive  
[alastair@fastforward.org.uk](mailto:alastair@fastforward.org.uk)

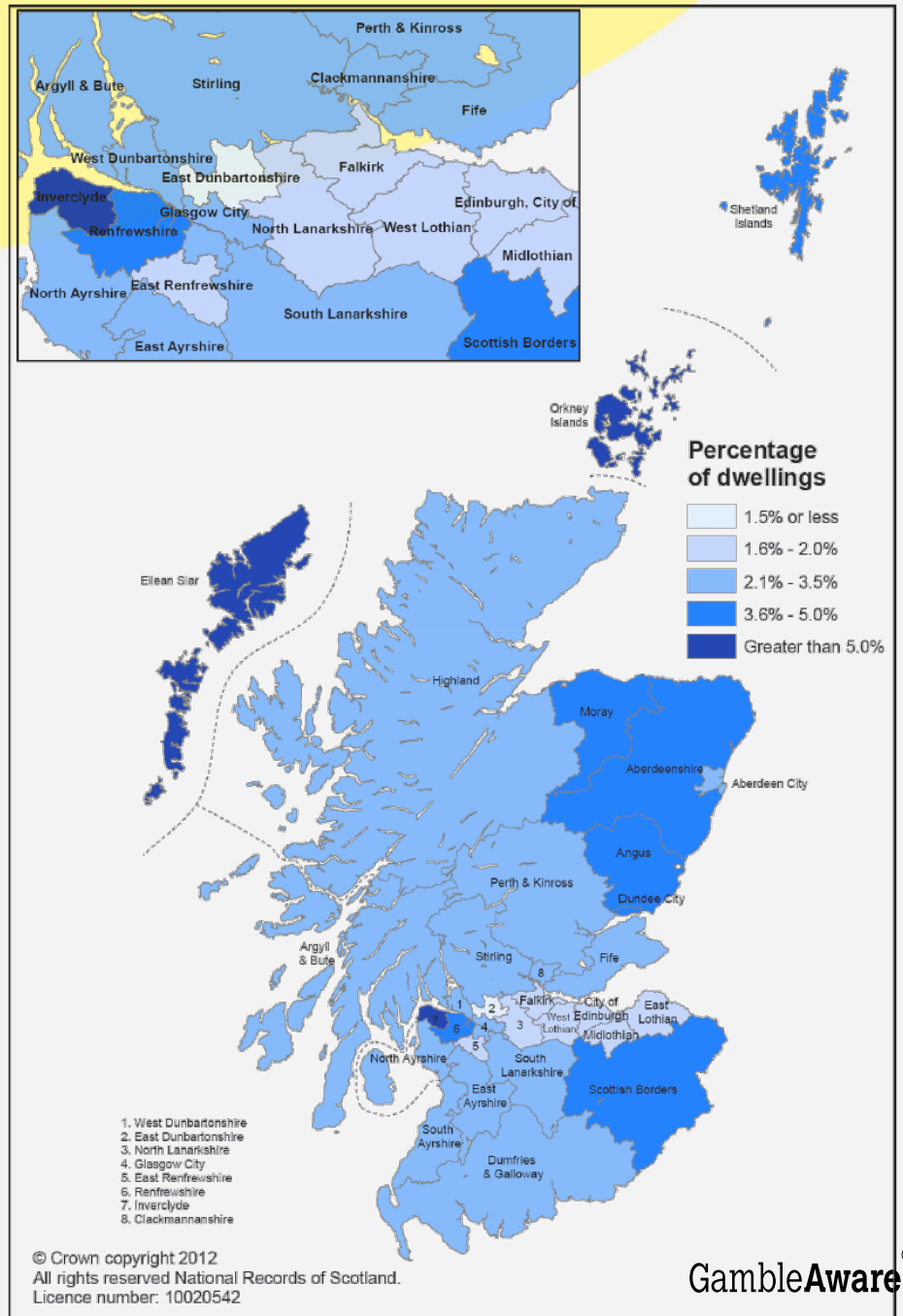
[www.fastforward.org.uk](http://www.fastforward.org.uk) - follow us on Twitter @GamblingEducHub

# Early intervention and referral pathways

- Extending the Citizens Advice initiative J Rigby
- Local authority pathways J McCracken



# Discussion: Systems design for gambling treatment by NHS Scotland



# 10. Any other business

- Agenda
- Other attendees
- Reporting
- Actions
- Next meeting