

ANNOUNCEMENT

GambleAware publishes Safer Gambling Campaign Bet Regret summary

London, 04 June 2021: GambleAware has today published a short [summary](#) of the Bet Regret campaign, outlining the results of the campaign over the past two years.

The overall aim of the Bet Regret campaign was to help moderate gambling behaviour of younger male sports bettors. During the first year of the campaign, the aim was to shift attitudes and provoke conversations amongst the target audience about moderation of sports betting. For the second year, the aim shifted to increase the number of risky sports bettors who were taking steps to cut down their gambling by using specific moderation techniques and aids.

Based on tracking study data from each stage of the Bet Regret campaign, tracking study results have shown a consistently high level of awareness for the campaign, despite it having a relatively low share of voice compared to gambling operators. Campaign recognition has averaged at 60% amongst the broader target audience, with this rising to 75% amongst the highest risk band.

Ipsos MORI conducted a tracking study of the campaign and found that almost two in five (38%) of the campaign audience say they try to 'tap out' of their app before deciding to place a bet. This rises to over half (53%) for those with higher risk profiles who have some intention to cut down their betting. Furthermore, 17% of the target audience say they are actively using 'tapping out' as a tool to cut down their gambling.

The Bet Regret campaign was originally developed and launched following a commitment by the gambling industry and broadcasters to fund a Safer Gambling Campaign for two years, from 2018. The initial two-year period was extended to April 2021, due to a suspension of live sport as a result of the pandemic.

The new GambleAware paper, available [here](#), outlines detail of the development of the Bet Regret campaign, its performance over the two-year period and the intention to continue the campaign. The paper summarises the focus of potential future campaign activity, which would be on behavioural 'nudges', to help younger sports bettors avoid gambling harms.

A detailed narrative report – *Avoiding Bet Regret; an overview of the campaign to date* – provides an overview of the context, development, implementation and impacts of the campaign up to December 2020 and is available [separately](#).

A Synthesis Report was also published in January 2021, 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, this can be viewed [here](#).

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About GambleAware

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <https://www.begambleaware.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.
- 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/>.