

RESEARCH & EVALUATION DELIVERY CHART 2018/20

Research

	2018/19				2019/20				2020+
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Gambling-related harms									
Framework (adults)	Delivered								
Model for measuring harm	Awaiting brief								
Priority data areas	Awaiting briefs								
Gambling-related suicide		Brief	Commission	Deliver	Disseminate				
Stories of lived experience (GA brief)		Brief	Commission		Deliver				Disseminate
Young people and gambling-related harms	Deliver								
Patterns of play									
Phase 1: Exploring online patterns of play	Brief	Commission		Deliver					
Phase 2: Patterns of play in other sectors	Not yet planned								
Repository of industry data: scoping (GA brief)		Brief	Commission	Deliver					
Changes in gambling behaviour over time									
Longitudinal study: scoping			Brief	Commission	Deliver				
Longitudinal study	Not yet planned								
What works in (industry) harm minimisation									
Self-exclusion: all schemes		Brief	Commission	Deliver				Disseminate	
Innovation (all sectors) - testing	GA requested rescope		Replan		Deliver				Disseminate
Remote gambling - testing	Deliver				Disseminate				
Improving quality and capacity of treatment									
What works in treatment - systematic review	Commission	Deliver			Disseminate				
Gap analysis and needs assessment	Commission		Deliver			Disseminate			
Evaluation of quality/effectiveness GA services		Revised brief	Commission		Deliver				
Education and prevention									
What works in preventative education: review	Not yet planned								
The effect of advertising	Deliver				Disseminate				
Innovative applied research									
Open call		Brief	Commission		Deliver				
Families and young people									
Risk and protective factors in families	Delivered								
Parental influence - ALSPAC	Delivered								
Families: Impact, coping, support, recovery	Delivered								
Longitudinal - adolescence and early adults	Deliver				Disseminate (all families and young people research)				
PhDs									
2018 award	Awarded								

GAMBLEAWARE RESEARCH AND EVALUATION DELIVERY CHART 2018/20

GA 18 05 (09)

Grey = next phase, Orange = underway, Green = complete

	2018/19				2019/20				2020+
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Evaluation of GambleAware initiatives									
GA Brand - public and stakeholder views		Brief	Commission	Delivery					
Epic (military and prison) & Newport CAB		Delivery							
Education (Fast Forward and CAB and other projects)	Awaiting programme plans								
Safer Gambling Campaign						Commission	Deliver		Deliver
Review of research grant-making policies and processes		Commission		Delivery					
*Note evaluation of GambleAware treatment system is covered in research programme									

Evaluation of GambleAware initiatives

GAMBLEAWARE RESEARCH AND EVALUATION GRANT/CONTRACT COMMITMENT PROJECTIONS 2018/20

Research budget	2018/19		2019/20			Total 2018/20
	Committed	Projected commitment Q4	ITT ready to issue	Projected	Unknown	
Gambling-related harms						
Framework (adults)	20,000					
Model for measuring harm		GC commissioning				
Priority data areas			40,000			
Gambling-related suicide	20,000					
Gambling-related suicide	22,000					
Stories of lived experience (GA brief)			500,000			
Young people and gambling-related harms	52,000					
Patterns of play						
Phase 1: Exploring online patterns of play		800,000				
Phase 2: Patterns of play in other sectors					Not yet scoped by GC	
Repository of industry data: scoping (GA brief)		20,000				
Repository of industry data: implementation				1,000,000		
Changes in gambling behaviour over time						
Longitudinal study: scoping		GC commissioning				
Longitudinal study					Not yet scoped by GC	
What works in (industry) harm minimisation						
Self-exclusion: all schemes	240,000					
Innovation (all sectors) - testing				£300,000		
Remote gambling - testing						
Improving quality and capacity of treatment						
What works in treatment - systematic review	96,198					
Gap analysis and needs assessment	247,208					
Gap analysis and needs assessment	150,163					
Evaluation of quality/effectiveness GA services			500,000			
Innovative applied research						
Open call		2,000,000				
Research Centre				2,000,000		
	847,569	2,820,000	1,040,000	3,300,000		8,007,569

Note: Data repository and research centre require recurrent money. Data repository costs not yet clear.

Projects with funds committed in previous years not shown.

Research and Evaluation – Highlights, issues and decisions

Gambling-related harms

- Framework on gambling-related harms in adults published.
- Development of framework for gambling-related harms for young people in draft, and development of questions on harms for Young Peoples Omnibus in 2019 underway (Ipsos Mori).
- 'Gambling-related suicide – data analysis and scoping' has been awarded to two teams: Dr Heather Wardle (independent researcher) and Sally McManus (NatCen) and Professor Simon Dymond, Professor Ann John, Dr Stephen Roberts (Swansea University) with Gambling with Lives, due for delivery end of March 2019.
- ITT for health economics brief received from GC.
- Brief for development of case stories of people with lived experience of gambling related-harms ready for commissioning (GA project). Series of events to be scheduled for mid-March/ beginning of April.

Changes in gambling behaviour over time

- Brief from GC for scoping of longitudinal received.

Patterns of play

- NatCen appointed to do initial data request; data collection; cleaning and initial analysis (operator and consumer).
- CDRC at University of Leeds appointed to scope independent repository of industry data.
- Exploring programme management solution.

Industry-based harm-minimisation

- Ipsos Mori has been appointed for the first phase of the research 'Awareness and barriers to self-exclusion' and to scope the evaluation of the impact of Multi-Operator Self-Exclusion Schemes.
- Behavioural Insights Team has completed the first phase of developing and testing remote industry interventions into risky play and is planning the second phase.
- GA requested guidance from GC on needs from testing of innovative harm-minimisation across sectors. In November GC gave direction to focus on messaging. The research will now be re-planned with Revealing Reality and Behavioural Insights in January.

Treatment

- Systematic review of evidence for effective treatment and support has been awarded to University of Huddersfield and Flinders University (Australia) and is due to report in March 2019.
- Treatment delivery gap analysis (a needs assessment for treatment services) has awarded to two suppliers - NatCen and ACT Recovery (Sheffield Hallam University) and is due for delivery October 2019.
- ITT for a strategic partner for the evaluation of GambleAware-funded treatment and support services has been published. Briefing event scheduled 25 January in London.

Prevention and education

- GC has indicated they do not wish to initiate additional research in this area until after the publication of their new national strategy.
- Impact of gambling-related marketing - Ipsos Mori and the University of Stirling are on-track to complete as planned at the end of March 2019, with the exception of the survey strand due to significant delays with obtaining sample from DWP. Dissemination plan being finalised amongst steering group members to ensure we manage risks associated with this project and to ensure we reach all those who could use the findings.

Innovative applied research

- (GambleAware Open Call) ITT was published to fund up to £2 million of research that brings new ideas and approaches to the field of gambling-related harms, as well as to provide an opportunity for researchers and professionals from other fields to get involved with its work. 23 bids were received and are currently being reviewed.

PhD

- Funding has been awarded to Jamie Torrance at the University of South Wales for a doctoral thesis into the development of harm reduction interventions for bespoke risk environments in the changing gambling and gaming landscape.

Independent research centre - engagement and planning is underway. Meeting on 16 January 2019 scheduled between GambleAware and ESRC/ UKRI.

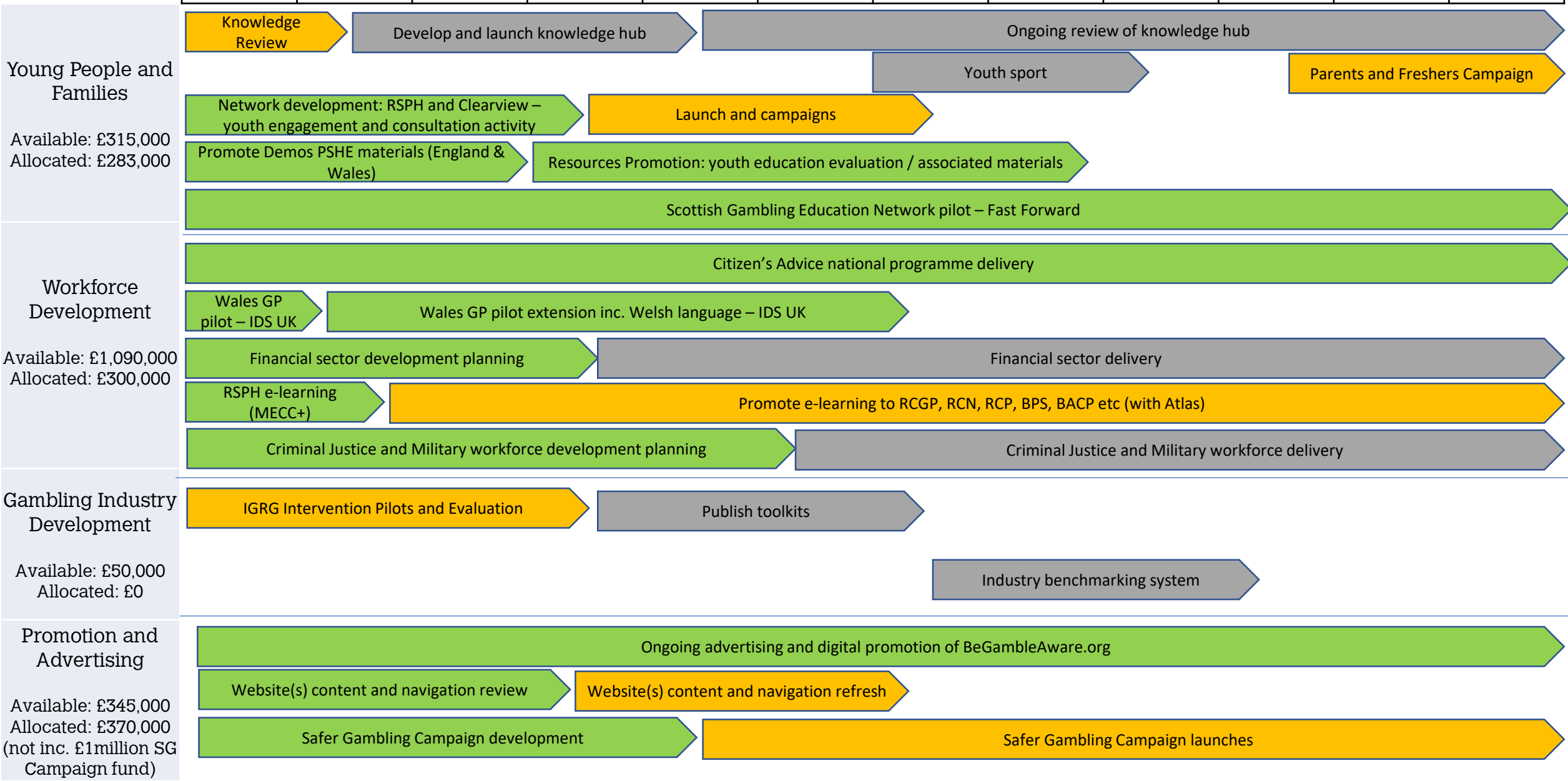
Evaluation of GambleAware initiatives

- All major GA initiatives are subject to evaluation.
- GA position and brand: work is underway to better understand current levels of prompted and unprompted awareness of GambleAware and BeGambleAware.org; perceptions of and attitudes towards both brands; people's understanding of what both brands do; what people expect of both; whether people understand the relationship between GambleAware and its partners. The project will also identify perceived strengths and weaknesses of GambleAware brand(s); and provide some key recommendations for enhancing strengths and addressing challenges and weaknesses of the brand.
- Review of research grant-making policies and processes: this is being undertaken with an independent consultant to ensure alignment with strategic objectives, best practice, efficiency and that they enable the delivery of quality, impactful research.

EDUCATION DELIVERY CHART 2018/19

Grey = next phase, Orange = underway, Green = complete

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
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Education - Highlights, issues and decisions

Young People and Families

- **Fast Forward** have recruited two members of staff to support Chiara Marin to deliver the Scottish Gambling Education Hub project, which started delivery on 5 November. We are working closely with FF to establish KPIs and to plan for evaluation. The next progress meeting took place in Edinburgh on 11 December and the E&T Committee will be updated in due course.
- The **Royal Society for Public Health** is making good progress in data collection as part of the work funded to consult with young people about their attitudes and experiences relating to gambling. **ClearView Research**, who have been commissioned to explore these issues specifically with young BAME people, have submitted a draft final report which is under review. Both projects shared initial findings at GambleAware's pre-conference Education Round Table meeting on 4 December. RSPH will deliver their final report in May 2019.
- Discussions are underway with **Parentzone** to explore how we might work together to establish guidance and support for parents around gaming and gambling, building on their report on [Skin Gambling](#) which was published in June 2018. Alexander Kallman attended Parentzone's annual conference where a key focus was on gaming. A proposal has been received and is with the E&T Committee for consideration.
- Discussions are also continuing with the **PSHE Association** to extend their guidance on successful PSHE teaching to offer resources to support gambling education, with a particular focus on how to safely use people with lived experience to deliver education in schools. A proposal has been received and is with the E&T Committee for consideration.

Workforce Development

- **Citizens Advice** began programme delivery on 1 October and have very quickly moved to commission the first tranche of regional hubs which begin their activity in January 2019. We are working closely with CA to establish KPIs and to plan for evaluation.
- The **Royal Society for Public Health** has completed development of an eLearning module aimed at health education professionals to encourage the inclusion of gambling conversations in their approach to making every contact count (MECC), which was launched in November. In commissioning this project, GambleAware received complimentary sponsorship of the RSPH Health and Wellbeing Awards, which was attended by MWE, JR, JM, and representatives from a number of our funded agencies.
- JR and JM met with the **Substance Misuse Management Good Practice (SMMGP)**, a membership body made up of doctors, keyworkers, psychiatrists, psychologists, nurses, pharmacists, peer mentors, and expert patients, to discuss how gambling could be included in their remit. They have a track record of producing RCGP endorsed eLearning and training for their members. Discussions are ongoing.
- JR has established links with the Customer Vulnerability team at the **Lloyds Banking Group**, and will work to support them to deliver activity to improve the way they work with their customers who may be experiencing gambling-related harm. This will link closely with the work we are developing with the **Personal Finance Research Centre** and **Money and Mental Health Policy Institute**, proposals for which are currently with the E&T Committee for consideration.

Gambling Industry Development

- GambleAware supported the Industry Group for Responsible Gambling's "**RG Week**" from 1-7 November. BeGambleAware.org hosted pages explaining the week, there was a "splash" on the homepage highlighting it, and our existing digital marketing budget supported the week for its duration.
- We added £15k to the budget to measure the increase in traffic to the site.

Promotions and Advertising

- **Fat Media** have now completed their work to engage stakeholders to understand better what they expect to see from our suite of websites. A report and recommendations will be received shortly for improvements to our online presence. It is likely that a request for additional budget will be made to allow us to swiftly implement the recommended changes to ensure our websites have appropriate content and navigation when the advertising campaign activity is launched. Separate landing pages and tools are being developed to support the Safer Gambling Campaign.
- The £40k campaign to raise awareness of the National Gambling Helpline and BeGambleAware.org around **Aberdeen** is proceeding to schedule, and has launched on buses, radio, online and in colleges and universities in November. The RCA Trust has been funded £60k to manage any increase in demand, and unused funding will supplement provision across Scotland. Given the interest in this experiment, we are considering adding comprehensive evaluation at an extra cost of £12,500. Data so far has shown a significant increase in traffic to the BeGambleAware helpline, but this hasn't as yet translated into increased demand on the National Gambling Helpline. Monitoring is ongoing.

Other

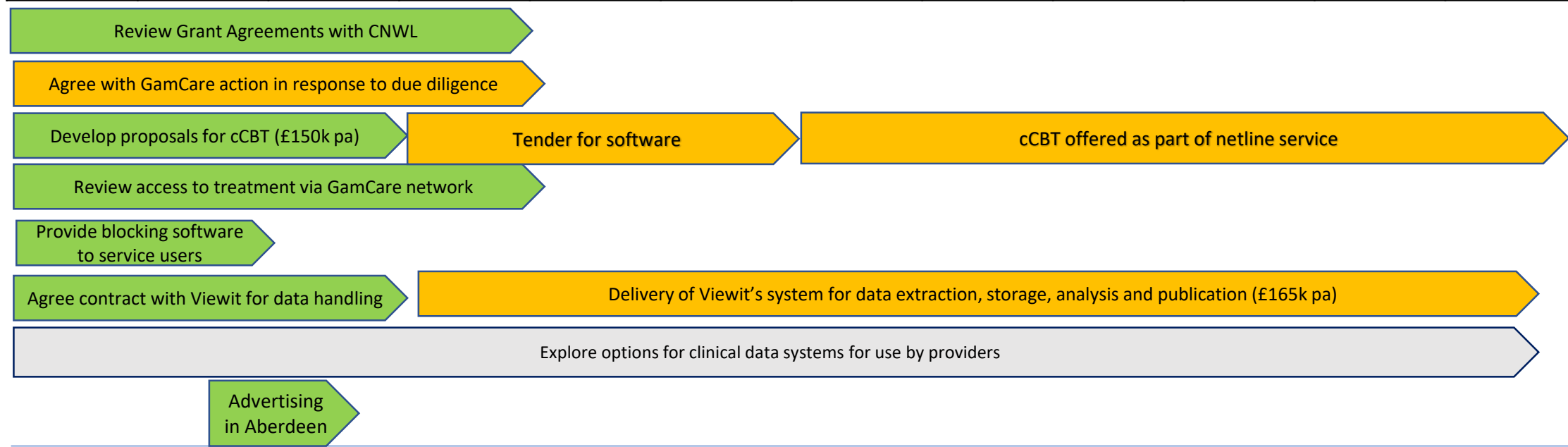
- **Staffing: Education Officer** - Jennifer Denchie started her maternity leave on 29 October. We will advertise a 12-month fixed term position to provide maternity cover for Jennifer's role while she is away.
- **Staffing: Education Manager** – a recent round of recruitment was not successful in identifying a suitable candidate for this role. The position will be re-advertised.
- **Staffing: Education Consultant** – Justyn Larcombe has joined the team on a 6-month consultancy basis to support JR to design and deliver interventions in the military and criminal justice sectors.

TREATMENT DELIVERY CHART 2018/19

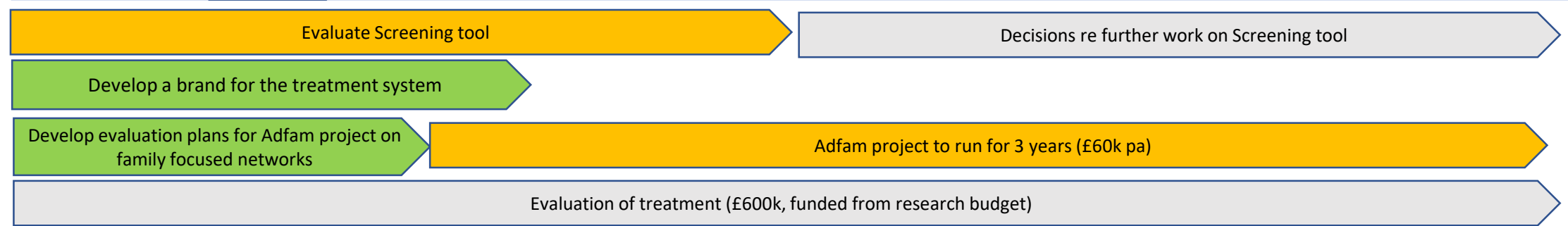
Grey = initial planning, Amber = advanced planning, Green = underway

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
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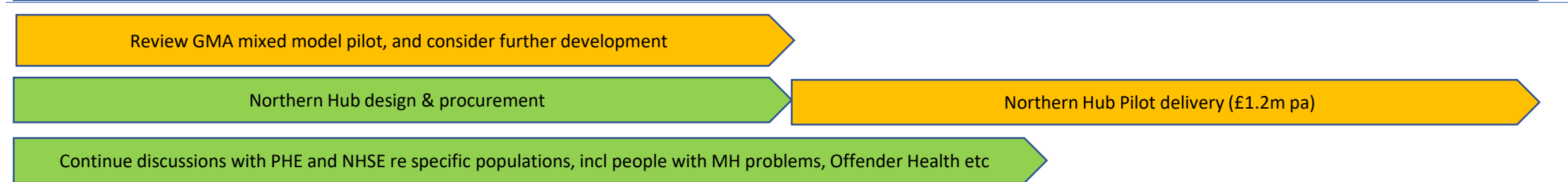
Develop and embed the system GambleAware has commissioned for the next 3 years



Building a shared responsibility



Specialist provision



Treatment – Highlights, issues and decisions

Develop and embed the system:

- The three-year **Grant Agreement** with **CNWL** is now in its second year. Trustees will shortly need to decide whether they are content to extend this agreement beyond three years.
- Shortly after the signing of their Grant Agreement this year, GamCare embarked on a process of due diligence with their network partners. Trustees are discussing with GamCare how to follow-up.
- At GambleAware's request GamCare is launching an open tender for the software element of computerised Cognitive Behavioural Therapy.
- At GambleAware's request, GamCare has begun reviewing equity of access to face-to-face counselling across GB. This is being discussed with trustees.
- Following approval by trustees to recommence the contract with Viewit to operate the Data Reporting Framework, a new contract is an advanced stage of being negotiated.
- The results of the advertising campaign in Aberdeen are currently being evaluated.

Building a shared responsibility:

- Further enhancements to data, including improved outcome monitoring, will be constrained until there are better clinical data systems in use by providers. Once the DRF capability has been restored, GambleAware's commissioning team will explore options to bring before trustees.
- Outcome monitoring has also been envisaged as one aspect of the GAST-S screening tool. The report on GAST-S has been received from Sheffield Hallam University but GambleAware staff have identified a need for further analysis to inform decision-making.
- Following approval in 2017 that there be an overarching brand for the treatment system, and following the decision by trustees that work be undertaken to test proposed names, this activity is still in progress.
- Following trustee approval to fund Adfam to develop family-focussed networks, a Grant Agreement is about to be signed.
- An ITT was issued in December for the evaluation of gambling treatment. A briefing event for prospective researchers has been scheduled for 25 January.

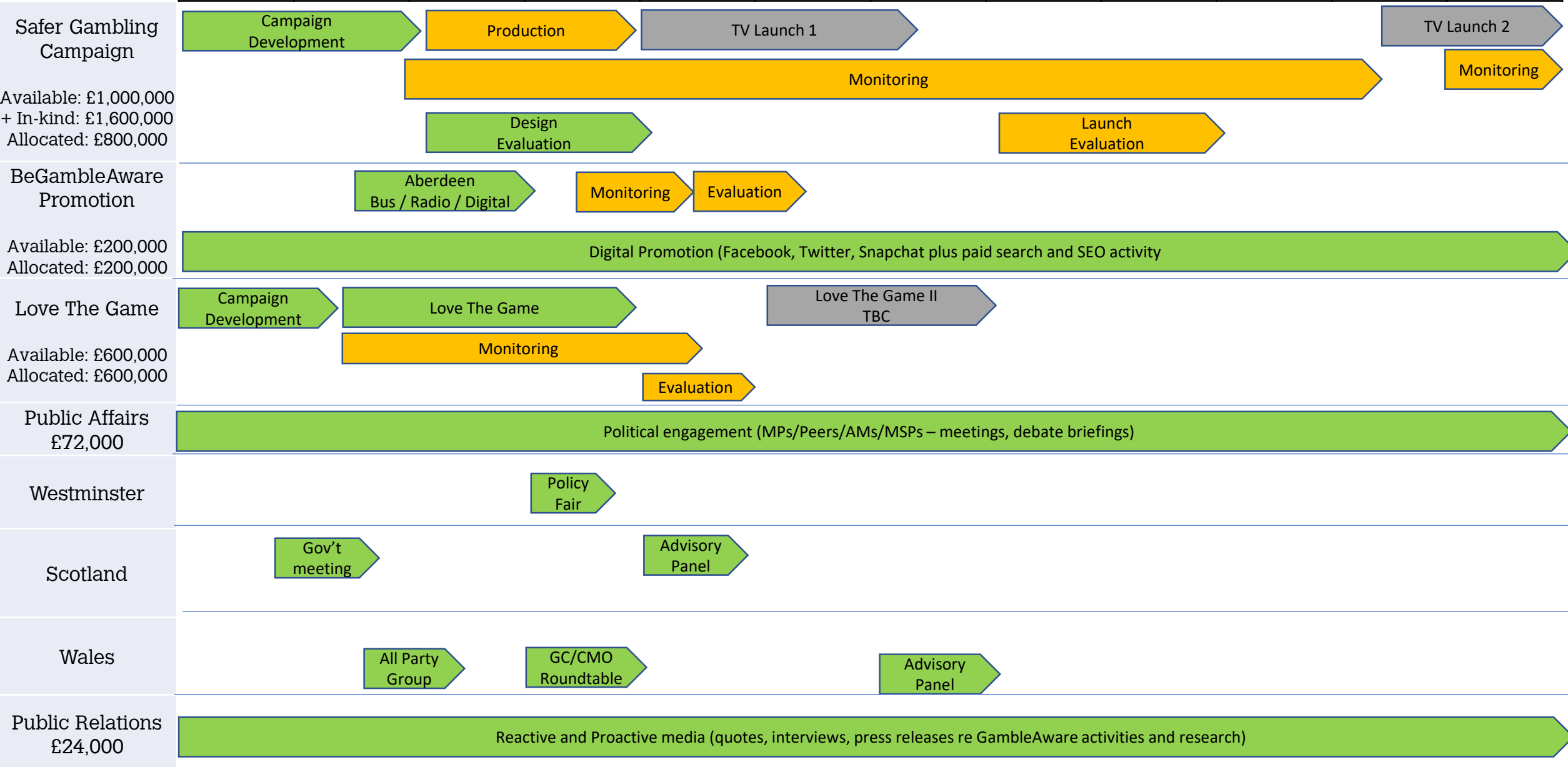
Specialist provision:

- Following the appointment by GMA of a new Director of Operations, discussions about further development of their mixed model of care will resume.
- GambleAware's Director of Commissioning is chairing a Strategy Group to oversee implementation of the NHS Northern Problem Gambling Clinic.
- GambleAware is engaging with DHSC, PHE, NHSE, and their devolved equivalents, at all levels to improve coordination between the national gambling treatment system and the NHS and other statutory services. NHSE announced on 7 January that it will be funding a national network of clinics for gambling addiction in England; further details will be shared as we receive them. CNWL is developing a proposal for later consideration by trustees to offer treatment for problem gambling in the Surrey prisons where it provides treatment for substance misuse.

ENGAGEMENT DELIVERY CHART 2018/19

Grey = next phase, Orange = underway, Green = complete

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
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Available: £1,000,000
+ In-kind: £1,600,000
Allocated: £800,000

Available: £200,000
Allocated: £200,000

Available: £600,000
Allocated: £600,000

Public Affairs
£72,000

Westminster

Scotland

Wales

Public Relations
£24,000

Engagement - Highlights, issues and decisions

Safer Gambling Campaign

- The SGC Board approved a recommendation from M&C Saatchi that the campaign will focus on the feeling of “Bet Regret”. Campaign development continues apace, with the appointment of a PR agency, the selection of an award-winning director, Chris Palmer, and commitment to begin producing three TV Commercials in time for a launch on 23/24 Feb, when Manchester United play Liverpool. Ipsos Mori have completed a baseline survey, and facilitated a logic workshop which clarified the campaign’s strategy and KPIs.
- Following the announcement of a “whistle-to-whistle” ban on gambling advertising on television, we re-confirmed donated airtime with the broadcasters. We wrote to the top 20 operators seeking cash contributions to fund the campaign, but have had no specific response to date, so will be contacting these companies directly to understand their position before reverting to DCMS. In addition, we are talking to social media platforms about donated inventory with positive early responses.
- An evaluation of the design phase of the campaign has also been initiated to ensure lessons are learnt soon enough to improve the campaign’s ongoing development. The Campaign Board is due to meet again on 7 Feb to review early edits of the adverts, and is consulted regularly on key decisions and appointments.

Love The Game

- The initiative launched successfully on 26 November. Initial indications are that we exceeded most KPIs set significantly. A full review is being produced once survey data is ready. This initiative sets the scene for the SGC, and demonstrated GambleAware’s commitment to a multi-layered approach to addressing gambling as a public health issue.

BeGambleAware promotion

- A four week campaign to promote the National Gambling Helpline and BeGambleAware was launched in Aberdeen by local MSP and Scottish Government Housing Minister Kevin Stewart MSP. Pre and post survey work by YouGov will contribute to a comprehensive evaluation of the impact on awareness and demand for the helpline and treatment services.

Westminster

- The Chief Executive met the new Minister, Mims Davies, who then spoke at our conference, and we continue to maintain contacts with a cross-party selection of MPs and Peers.

Scotland

- The Deputy Chief Executive presented and Commissioning Director met Scottish Government officials, who provided a range of contacts and agreed to engage with the new Scottish Advisory Panel. The meeting was referenced in a reply from the Scottish Health Minister to Ronnie Cowan MP in relation to opening a further NHS clinic in Scotland

Wales

- The Deputy Chief Executive presented to the Senedd’s All Party Group on Gambling alongside Tim Miller from the Gambling Commission. The Welsh CMO and Commission plan a joint roundtable on Jan 28. We have agreed to merge our plans for the first Welsh Advisory Panel into this event, and then hold a further panel meeting in April.

GambleAware

Progress against Strategic Delivery Plan 2018-20

Research and Evaluation – Highlights, issues and decisions

Gambling-related harms

- Framework on gambling-related harms in adults published (Heather Wardle and expert group).
- Development of framework for gambling-related harms for young people at peer review, due for launch in April (publication to be lead by the Gambling Commission) and new questions on harms included in Young Peoples Omnibus in field (Heather Wardle, Gerda Reith and Ipsos MORI).
- Gambling-related suicide – data analysis and scoping: first report at peer review. Project completion due April 2019 (Dr Heather Wardle and Sally McManus (NatCen) and Professor Simon Dymond, Professor Ann John, Dr Stephen Roberts (Swansea University) with Gambling with Lives
- Priority harms – GC cancelled brief on foodbanks and domestic violence
- Measuring harms: scoping study - health economist to propose models. Commissioned by the Gambling Commission to David McDaid (LSE), due April. This will lead to planning of large commission through May and June. Gambling Commission indicates they expect us to hold budget to commission this.
- Lived experience: including voices of those with lived experience in understanding and addressing harm: ITT published; briefing event to be scheduled for mid-March/ beginning of April.

Patterns of play

- Online: Underway to do initial data request data collection; cleaning and initial analysis (operator and consumer) (NatCen, David Forrest and Ian McHale)
- Other sectors: Gambling Commission indicates this will be scoped and briefs issued to us in June/July. Rank regulatory settlement directed by the Gambling Commission to this as addition to budget we are currently holding for this.
- CDRC (Institute of Data Science, University of Leeds) appointed to scope independent repository of industry data (scoping study due end of April). There will then be recurrent costs to GambleAware to fund this over time.

GambleAware

Changes in gambling behaviour over time

- Scoping study for longitudinal study: commissioned by Gambling Commission to Heather Wardle and NatCen. This will lead to planning of large commission through May and June. Gambling Commission indicates they expect us to hold budget to commission this. Budget being held for set up and two years of data collection, but this will become ongoing cost, depending on methodology.

Industry-based harm-minimisation

- Ipsos MORI begun work on the first phase of the research 'Awareness and barriers to self-exclusion' and to scope the evaluation of the impact of Multi-Operator Self-Exclusion Schemes.
- Behavioural Insights Team has completed the first phase of developing and testing remote industry interventions into risky play and is in the process of setting up the second phase.
- GA requested guidance from GC on needs from testing of innovative harm-minimisation across sectors. In November GC gave direction to focus on messaging. The research is now be re-planned with Revealing Reality and Behavioural Insights and GC in March.

Prevention and education

- GC has indicated they do not wish to initiate additional research in this area until after the publication of their new national strategy.
- Impact of gambling-related marketing - Ipsos Mori and the University of Stirling are on-track to complete as planned at the end of March 2019, with the exception of the survey strand due to significant delays with obtaining sample from DWP (received March). Dissemination plan being finalised amongst steering group members to ensure we manage risks associated with this project and to ensure we reach all those who could use the findings.

Treatment

- Systematic review of evidence for effective treatment and support has been awarded to University of Huddersfield and Flinders University (Australia) and has been delayed by 3 months due to illness in the team. Stakeholder event scheduled for 3 April.
- Treatment delivery gap analysis (a needs assessment for treatment services) is underway with two suppliers - NatCen and ACT Recovery (Sheffield Hallam University) and is due for delivery October 2019.
- ITT for a strategic partner for the evaluation of GambleAware-funded treatment and support services has been published, with a briefing event held on 25 January in London, and closing date 8 March.

GambleAware

Innovative applied research

- (GambleAware Open Call) ITT was published to fund research that brings new ideas and approaches to the field of gambling-related harms, as well as to provide an opportunity for researchers and professionals from other fields to get involved, to build capacity in gambling studies. 23 bids were received and reviewed. A panel of Research & Evaluation Committee members has agreed the recommendations for funding.

Capacity in gambling studies

- Funding has been awarded to Jamie Torrance at the University of South Wales for a doctoral thesis into the development of harm reduction interventions for bespoke risk environments in the changing gambling and gaming landscape. This is part of ongoing programme of funding PhDs
- Discussions underway with ESRC on areas of collaboration; further discussions to be held with Wellcome Trust.

Evaluation of GambleAware initiatives

- All major GA initiatives are subject to evaluation.
- GA position and brand: work is underway to better understand current levels of prompted and unprompted awareness of GambleAware and BeGambleAware.org; perceptions of and attitudes towards both brands; people's understanding of what both brands do; what people expect of both; whether people understand the relationship between GambleAware and its partners. The project will also identify perceived strengths and weaknesses of GambleAware brand(s); and provide some key recommendations for enhancing strengths and addressing challenges and weaknesses of the brand.
- Review of research grant-making policies and processes: this is being undertaken with an independent consultant to ensure alignment with strategic objectives, best practice, efficiency and that they enable the delivery of quality, impactful research.
- Evaluation reports (by Chrysalis) on education/prevention harm minimisation activities by EPIC (military, prisons) and CAB being finalised.

GambleAware

Education - Highlights, issues and decisions

Young People and Families

- **Fast Forward** have recruited two members of staff to support Chiara Marin to deliver the Scottish Gambling Education Hub project, which started delivery on 5 November. We are working closely with FF to establish KPIs and to plan for evaluation. The next progress meeting took place in Edinburgh on 11 December and the E&T Committee will be updated in due course.
- The **Royal Society for Public Health** is making good progress in data collection as part of the work funded to consult with young people about their attitudes and experiences relating to gambling. **ClearView Research**, who have been commissioned to explore these issues specifically with young BAME people, have submitted a draft final report which is under review. Both projects shared initial findings at GambleAware's pre-conference Education Round Table meeting on 4 December. RSPH will deliver their final report in May 2019.
- **Parentzone** has been commissioned to establish guidance and support for parents around gaming and gambling, building on their report on [Skin Gambling](#) which was published in June 2018.
- The **PSHE Association** has been commissioned to extend their guidance on successful PSHE teaching to offer resources to support gambling education, with a particular focus on how to safely use people with lived experience to deliver education in schools. This work will include development of resources for use with primary-school aged children as well as a range of guidance for schools, teachers and those offering education sessions based on lived experience.

Workforce Development

- **Citizens Advice** began programme delivery on 1 October and have very quickly moved to commission all eight regional hubs which begin their activity between January and April 2019. We are working closely with CA to establish KPIs and to plan for evaluation.
- The **Royal Society for Public Health** continues to disseminate the eLearning module for health professionals, with an update on reach expected w/c 4 March 2019. **RPSH** have also been commissioned to establish a Gambling Health Alliance, which was announced at the end of January 2019 and will run for 3 years.
- JR and JM met with the **Substance Misuse Management Good Practice (SMMGP)**, a membership body made up of doctors, keyworkers, psychiatrists, psychologists, nurses, pharmacists, peer mentors, and expert patients, to discuss how gambling could be included in their remit. They have a track record of producing RCGP endorsed eLearning and training for their members. Discussions are ongoing.

GambleAware

- JR has established links with the Customer Vulnerability teams at the **Lloyds Banking Group** and at **HSBC**, and will work to support them to deliver activity to improve the way they work with their customers who may be experiencing gambling-related harm. This will link closely with the work we are developing with the **Personal Finance Research Centre** and **Money and Mental Health Policy Institute**, proposals which has been approved for funding by the E&T Committee, subject to the receipt of more detailed project outlines.

Gambling Industry Development

- GambleAware supported the Industry Group for Responsible Gambling's "**RG Week**" from 1-7 November. BeGambleAware.org hosted pages explaining the week, there was a "splash" on the homepage highlighting it, and our existing digital marketing budget supported the week for its duration.
- We added £15k to the budget to measure the increase in traffic to the site.
- It was agreed at the Trustee Away Day in January 2019 that in future years, the allocated Education budget for Gambling Industry Development work (£50k) will be reallocated elsewhere, in line with our strategic objectives.

Promotions and Advertising

- **Fat Media** have now completed their work to engage stakeholders to understand better what they expect to see from our suite of websites. A report and recommendations will be received shortly for improvements to our online presence. It is likely that a request for additional budget will be made to allow us to swiftly implement the recommended changes to ensure our websites have appropriate content and navigation when the advertising campaign activity is launched. Separate landing pages and tools have been developed to support the Safer Gambling Campaign.

Other

- **Staffing: Education Officer (temporary maternity cover) and Education Manager** – adverts for these roles closed on 25 February and interviews will take place during the week of 18 March.

Safer Gambling Campaign

- The Safer Gambling Campaign titled Bet Regret was launched to the press on February 21st with the first TV commercial airing on February 24th in half time of the high-profile football match between Manchester United and Liverpool.
- Bet Regret aims to raise awareness of impulsive risky behaviours (betting whilst drunk, bored or chasing losses) and brings to life the universal feeling of regret we all get when we make an ill-considered bet. The campaign's theory of change was painstakingly developed

GambleAware

with extensive primary research, advice from experts around the world, and input from a wide range of stakeholders, including those with lived experience and treatment providers. GambleAware has worked very closely with Public Health England and NHS Wales to develop the campaign, with both represented on the Campaign Board.

- In TV format, Bet Regret is brought to life by showing someone transported from betting on their phone to the actual sporting moment of their bet with the presenters questioning their behaviour, which prompts a moment of self-reflection. Campaign assets include posters, pub screens, LED perimeters, Twitter website cards, digital display providing tips and signposting to the website and a leaflet, all featuring the same protagonist with falling typography to capture the sinking feeling of a Bet Regret.
- This is the start of a longer-term preventative campaign and whilst the task in year one is to focussed on shifting attitudes and provoking a conversation on the moderation of sports betting, the longer term task is to increase the numbers of sports bettors taking steps to cut down on their gambling.

Treatment – Highlights, issues and decisions

Develop and embed the system:

- The three-year **Grant Agreement** with **CNWL** is now in its second year. The Education & Treatment Committee agreed at their meeting on 16 January to extend this agreement for an extra 18 months.
- E&TC had an in-depth discussion on 16 January with GamCare's Chief Executive about the due diligence exercise with network partners. The draft budget for 2019/20 makes provision for new quality assurance posts.
- At GambleAware's request GamCare has launched an open tender for the software element of computerised Cognitive Behavioural Therapy.
- The draft budget for 2019/20 makes provision for the initiative already agreed by the Board and E&TC to reduce travel times to GamCare treatment and for a new initiative to begin levelling up treatment activity across GB.
- Following approval by trustees to recommence the contract with Viewit to operate the Data Reporting Framework, a new contract is an advanced stage of being negotiated.
- The results of the advertising campaign in Aberdeen are currently being evaluated.

GambleAware

Building a shared responsibility:

- Further enhancements to data, including improved outcome monitoring, will be constrained until there are better clinical data systems in use by providers. Once the DRF capability has been restored, GambleAware's commissioning team will explore options to bring before trustees.
- Outcome monitoring has also been envisaged as one aspect of the GAST-S screening tool. The report on GAST-S has been received from Sheffield Hallam University but GambleAware staff have identified a need for further analysis to inform decision-making.
- Following approval in 2017 that there be an overarching brand for the treatment system, at E&TC's request, a paper before the Board reports on the work undertaken to test proposed names,.
- The Adfam Grant Agreement is now in place and they have begun working with treatment providers.
- An ITT was issued in December for the evaluation of gambling treatment. The briefing event for prospective researchers on 25 January was very successful.

Specialist provision:

- GM are preparing a report for E&TC about the results of their internal review, including future proposals for their mixed model of care.
- GamCare and LYPFT are recruiting staff for the NHS Northern Problem Gambling Clinic which is due to open early in 2019/20.
- GambleAware is engaging with DHSC, PHE, NHSE, and their devolved equivalents, at all levels to improve coordination between the national gambling treatment system and the NHS and other statutory services. NHSE announced on 7 January that it will be funding a national network of clinics for gambling addiction in England; further details will be shared as we receive them. CNWL is developing a proposal for later consideration by trustees to offer treatment for problem gambling in the Surrey prisons where it provides treatment for substance misuse.

RESEARCH & EVALATION PROJECT PORTFOLIO

Research programmes / projects	Stage	Grant value	Delivery Partner
1. Gambling related harms 5211			
1.1 Problem gambling in young adults (ALSPAC 18yr follow up)	Dissemination	?	Liverpool
1.2 Influence of family on GRH in young people	Dissemination	£36,495	Ecorys
1.4 Families: Impact, coping, support	Dissemination	£44,407	Sheffield Hallam
1.5 Longitudinal study – late adolescence & early adults (ALSPAC 25 yr follow up)	Delivery	£73,500	University of Bristol
1.6 Adult GRH Framework	Dissemination	£40,000	RGSB Expert Panel
1.7 Young People GRH framework	Dissemination	£187,000	Ipsos Mori
1.8 Gambling related suicide: scoping	Delivery	£36,400	Heather Wardle Ltd, Uni of Swansea
1.9 Lived experience	Commissioning	£600,000	
1.10 Health GRH: scoping	Delivery	£60,000	PSSRU, LSE
1.11 Measuring GRH	Pipeline	TBC	
2. Patterns of play 5212			
Programme Management	Delivery	£ 182,400+VAT	Coffey
2.1 On-line initial analysis – Phase 1A	Delivery	£686,914	NatCen
2.2 Analysis of bank transactional data-Phase 1B	Delivery	£90,575	Behavioural Insights Team
2.3 Other data sets (IARGs)- Phase 1B	Project definition	TBC	NatCen, Ardendel and Wardle
2.4 On-line additional analysis – Phase 1B	Pipeline	TBC	
2.5 Scoping of Industry & Other data repository;	Delivery	£16,950	University of Leeds
2.6 Establishment of data repository	Pipeline	TBC	
2.7 Patterns of play-Phase 2	Pipeline	TBC	
3. Understanding gambling behaviour over time 5213			
3.1 Longitudinal study: scoping	Delivery	£12,499	NatCen & Wardle
3.2 Longitudinal study	Pipeline	TBC	

RESEARCH & EVALATION PROJECT PORTFOLIO (cont)

Research programmes / projects	Stage	Grant value	Delivery Partner
4. What works in Industry harm minimisation 5214			
4.1 MOSES Evaluation (Multi Operator Self Exclusion Schemes)	Delivery	£205,080	Ipsos MORI
4.2 Impact of marketing & advertising	Delivery	£393,860	Ipsos, Demos & Ebiquity, Stirling & ScotsCen
4.3 Remote interventions (Phase III)	Delivery	£350,480	Behavioural Insights Team
4.4 Safer gambling messaging (Phase III)	Project set up	£277,604	Revealing Reality
4.5 Safer gambling app - Erogram 2.0 (IARGS)	Project set up	£272,394	Uni of Bournemouth
4.6 The future of gambling	Project definition	£ 371,000 (TBC)	
5. Education and prevention 5215			
5.1 GA prevention piece	Pipeline	TBC	
6. Improving the quality and capacity of treatment 5216			
6.1 What works in treatment – systematic review	Delivery	£96,200	Uni of Huddersfield
6.2 Gap analysis & needs assessment	Delivery	£447,500	NatCen; ACT Recovery
6.3 Evaluation of quality/effectiveness of GA services	Commissioning	£645,000	
6.4 Developing a recovery-oriented approach (IARGS)	Project set up	£210,000	Sheffield Hallam
6.5 On-line resources to support recovery (IARGS)	Project set up	£310,000	Sheffield Hallam
7. Enablers 5217			
7.1 GA brand research – awareness & perception	Delivery	£73,760	YouGov, Helen Owen
7.2 Review of GA Research grant making policies and processes	Delivery	£17,203	Coffey
7.3 PhD 2018 award	Delivery	£270,000	X 5 students
7.4 Research centre & funder partnerships scoping	Pipeline	TBC£30,000	
7.5 GambleAware Monitor (IARGS)	Project definition	£157,183 (TBC)	YouGov, LSBU

Research and Evaluation – Highlights, issues and decisions

Gambling-related harms

- Framework on gambling-related harms in adults published (Heather Wardle and expert group).
- Development of framework for gambling-related harms for young people at peer review, launched in April (publication led by the Gambling Commission) and new questions on harms included in Young Peoples Omnibus in field (Heather Wardle, Gerda Reith and Ipsos MORI).
- Gambling-related suicide – data analysis and scoping: first report at peer review. Project completion due end May 2019 (Dr Heather Wardle and Sally McManus (NatCen) and Professor Simon Dymond, Professor Ann John, Dr Stephen Roberts (Swansea University) with Gambling with Lives).
- Priority harms – GC cancelled brief on foodbanks and domestic violence.
- Measuring harms: scoping study - health economist to propose models. Commissioned by the Gambling Commission to David McDaid (LSE), due April. This will lead to planning of large commission through May and June. Gambling Commission indicates they expect us to hold budget to commission this.
- Lived experience: including voices of those with lived experience in understanding and addressing harm: ITT published; briefing event to be scheduled for mid-March/ beginning of April.

Patterns of play

- Online: Underway to do initial data request data collection; cleaning and initial analysis (operator and consumer) (NatCen, David Forrest and Ian McHale)
- Other sectors: Gambling Commission indicates this will be scoped and briefs issued to us in June/July. Rank regulatory settlement directed by the Gambling Commission to this as addition to budget we are currently holding for this.
- CDRC (Institute of Data Science, University of Leeds) appointed to scope independent repository of industry data (scoping study has been received, now under review). There will then be recurrent costs to GambleAware to fund this over time.

Changes in gambling behaviour over time

- Scoping study for longitudinal study: commissioned by Gambling Commission to Heather Wardle and NatCen. This will lead to planning of large commission through May and June. Gambling Commission indicates they expect us to hold budget to commission this. Budget being held for set up and two years of data collection, but this will become ongoing cost, depending on methodology.

Industry-based harm-minimisation

- Ipsos MORI begun work on the first phase of the research 'Awareness and barriers to self-exclusion' and to scope the evaluation of the impact of Multi-Operator Self-Exclusion Schemes.
- Behavioural Insights Team has completed the first phase of developing and testing remote industry interventions into risky play and is in the process of setting up the second phase.
- GA requested guidance from GC on needs from testing of innovative harm-minimisation across sectors. In November, GC gave direction to focus on messaging. The research is now be re-planned with Revealing Reality and Behavioural Insights and GC.

Prevention and education

- GC indicated they did not wish to initiate additional research in this area until after the publication of their new national strategy.
- Impact of gambling-related marketing - Ipsos Mori and the University of Stirling completed as planned at the end of March 2019, with the exception of the survey strand due to significant delays with obtaining sample from DWP (received March). Dissemination plan being finalised amongst steering group members to ensure we manage risks associated with this project and to ensure we reach all those who could use the findings.

Treatment

- Systematic review of evidence for effective treatment and support has been awarded to University of Huddersfield and Flinders University (Australia) and has been delayed by 3 months due to illness in the team. Stakeholder event took place 3 April.
- Treatment delivery gap analysis (a needs assessment for treatment services) is underway with two suppliers - NatCen and ACT Recovery (Sheffield Hallam University) and is due for delivery October 2019.
- ITT for a strategic partner for the evaluation of GambleAware-funded treatment and support services has been published, with a briefing event held on 25 January in London, and closed 8 March.

Innovative applied research

- (GambleAware Open Call) ITT was published to fund research that brings new ideas and approaches to the field of gambling-related harms, as well as to provide an opportunity for researchers and professionals from other fields to get involved, to build capacity in gambling studies. 23 bids were received and reviewed. A panel of Research & Evaluation Committee members has agreed the recommendations for funding.

Capacity in gambling studies

- Funding has been awarded to Jamie Torrance at the University of South Wales for a doctoral thesis into the development of harm reduction interventions for bespoke risk environments in the changing gambling and gaming landscape. This is part of ongoing programme of funding PhDs.
- Discussions underway with ESRC on areas of collaboration; further discussions to be held with Wellcome Trust.

Evaluation of GambleAware initiatives

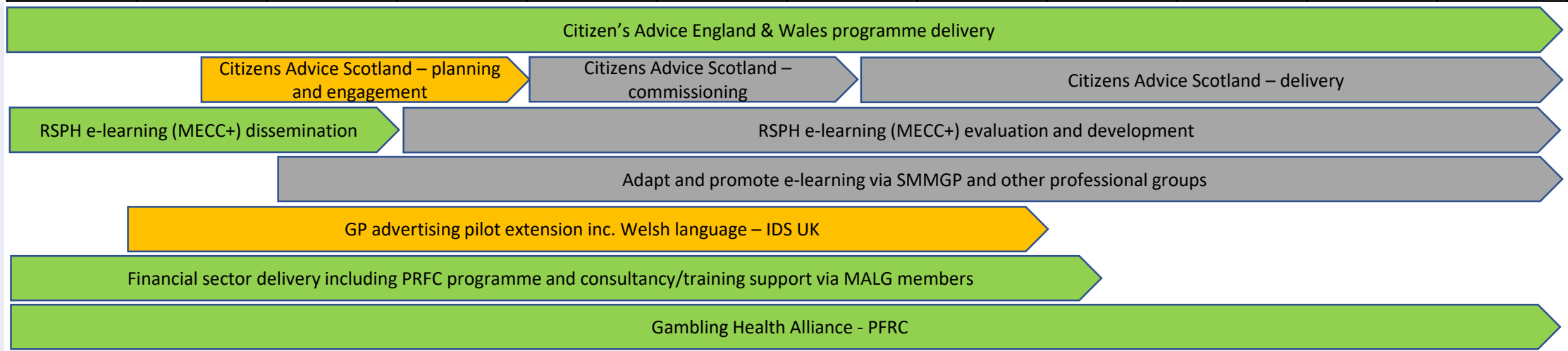
- All major GA initiatives are subject to evaluation.
- GA position and brand: work is underway to better understand current levels of prompted and unprompted awareness of GambleAware and BeGambleAware.org; perceptions of and attitudes towards both brands; people's understanding of what both brands do; what people expect of both; whether people understand the relationship between GambleAware and its partners. The project will also identify perceived strengths and weaknesses of GambleAware brand(s); and provide some key recommendations for enhancing strengths and addressing challenges and weaknesses of the brand.
- Review of research grant-making policies and processes: this is being undertaken with an independent consultant to ensure alignment with strategic objectives, best practice, efficiency and that they enable the delivery of quality, impactful research.
- Evaluation reports (by Chrysalis) on education/prevention harm minimisation activities by EPIC (military, prisons) and CAB being finalised.

PREVENTION DELIVERY CHART 2019/2020

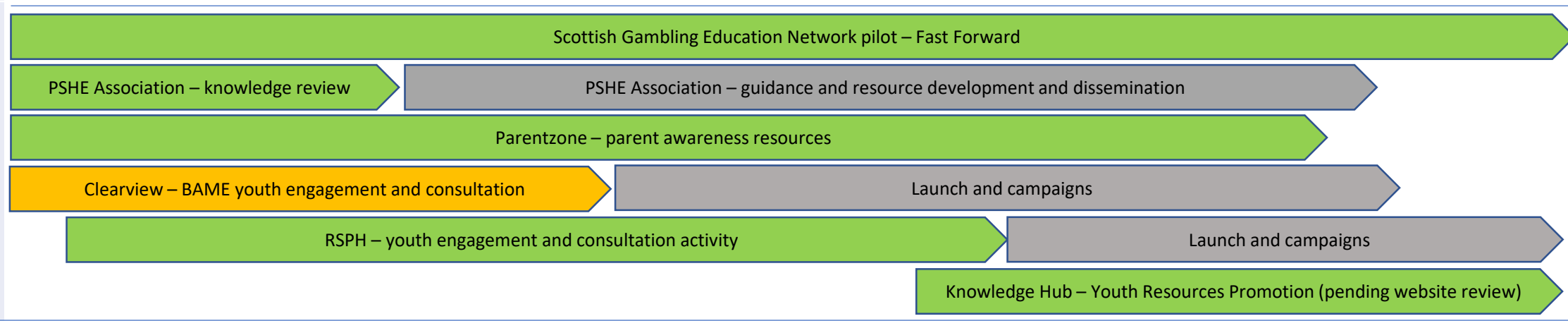
Grey = next phase, Orange = underway, Green = complete

Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
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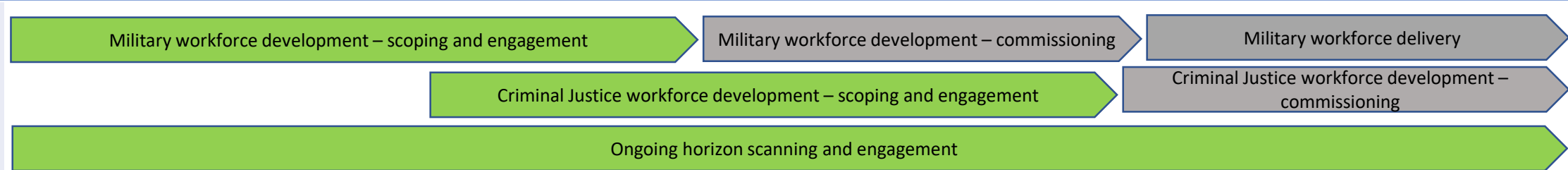
Workforce Development



Young People and Families



Development – other vulnerable groups



Prevention - Highlights, issues and decisions

Workforce Development

- **Citizens Advice** in England and Wales have now recruited and begun delivery from 10 of the planned 12 regional delivery hubs. Newport CAB have decided not to continue to deliver the service across Wales due to competing local demands, and therefore commissioning has begun for two Welsh local CA's to deliver the programme from early July.
- Work is ongoing to improve engagement with **Citizens Advice Scotland**, with discussions planned during June to explore commissioning activity based on the E&W model.
- **IDS-UK** are being commissioned to extend the promotion of BeGambleAware and the National Gambling Treatment System via the leaflet/poster campaign tested in Wales into GP surgeries across Britain.
- The **Personal Finance Research Centre** has been commissioned to explore and evaluate blocking tools offered by credit card providers to produce a set of recommendations for best practice. This first report of this work is due in July 2019.
- The **Royal Society for Public Health** are undertaking a stakeholder mapping exercise to inform their plans to develop a **Gambling Health Alliance**. The first meeting of the GHA is planned for October 2019.

Young People and Families

- **Fast Forward** has launched the Scottish Gambling Education Network at an event attended by practitioners and policy makers from across Scotland on 13 May. The first tour of the drama-based intervention, Flutter, is coming to a close with evaluation data being collated for review by the E&TC in July with a view to continuing with work into 2020.
- **ClearView Research** has delivered the first draft of its interim report on the consultation with young people from BAME groups. Work to produce a series of project outputs, including a social media plan, plain English summary and other engagement tools will now commence with the support of an external agency, with a view to publication during summer 2019.
- Work to establish a Knowledge Hub for youth education professionals is postponed pending a review of the GambleAware website. This is now planned for delivery in Autumn 2019. The ongoing work to develop and promote resources with **Parentzone**, **PSHE Association** and others is unaffected by this delay.

Other

- **Justyn Larcombe** continues to support GambleAware to engage with the military community. Successful conversations are being held with the Chief of Defence People at MoD with a view to co-developing activity to raise awareness of gambling harms across all services.
- **Staffing:** Zoe Blood has joined the team as **Education Officer** providing maternity cover for a 12 month period. Simon Smith, formerly of Action for Children, is joining the team in August as **Education Manager**.

TREATMENT DELIVERY CHART 2019/20

Grey = initial planning, Amber = advanced planning, Green = underway

Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar
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Treatment – Highlights, issues and decisions

Develop and embed the system:

- **GambleAware and GamCare trustees met in March to discuss the work that is underway to improve the Partner Network. The Chinese National Healthy Living Centre has been decommissioned as a GamCare partner as a result of issues identified during the due diligence process. In future translators will be used for Mandarin and Cantonese speakers who access mainstream GamCare network services.** GamCare are working with the other network partners to resolve other issues identified during the due diligence process. Recruitment of additional Quality Assurance staff by GamCare is underway.
- The provider for the cCBT software that is specialist to gambling has been identified. GamCare are working with them to prepare for this development to come onstream. Recruitment of the staff is underway.
- Provisional out-turn data for 2018/19 show continued increase in the number of people treated by the National Gambling Treatment Service. The network partners covering Scotland and Wales shared their plans for increased activity and improved coverage with the Scottish and Welsh Advisory Panels respectively.
- The Education & Treatment Committee has approved proposals for a pathfinder initiative on peer support by GamCare in partnership with BetKnowMore.
- Agreement of the contract with Viewit to operate the Data Reporting Framework was delayed by their lawyer's jury service; the new contract is now at an advanced stage of being negotiated.

Building a shared responsibility:

- Further enhancements to data, including improved outcome monitoring, will be constrained until there are better clinical data systems in use by providers. Once the DRF capability has been restored, GambleAware's commissioning team will explore options to bring before trustees. This will include options in relation to screening.
- Tenders for the evaluation of gambling treatment are currently being assessed.

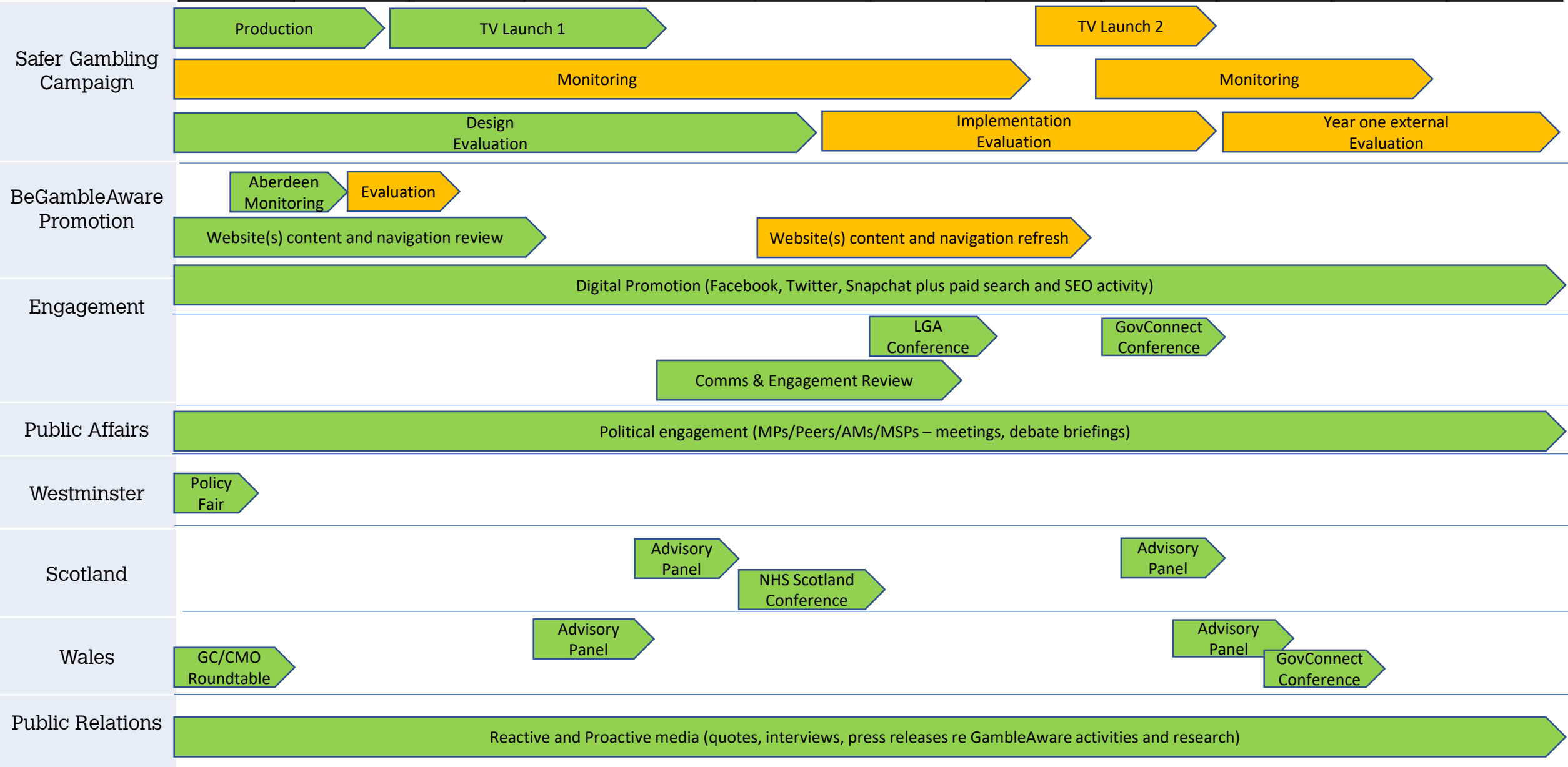
Specialist provision:

- GMA is preparing a report for E&TC about the results of their internal review, including future proposals for their mixed model of care.
- The soft opening of the NHS Northern Gambling Clinic will take place in June.
- GambleAware is engaging with DHSC, PHE, NHSE, and their devolved equivalents, at all levels to improve coordination between the National Gambling Treatment Service and the NHS and other statutory services. CNWL is developing a proposal for later consideration by trustees to offer treatment for problem gambling in the Surrey prisons where it provides treatment for substance misuse.

ENGAGEMENT DELIVERY CHART 2019

Grey = next phase, Orange = underway, Green = complete

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
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COMMUNICATIONS AND ENGAGEMENT

Strategy review

- GambleAware is conducting a thorough review of its communications and engagement activities, consulting interested parties (including operators and strategic partners including treatment delivery partners) and from this, a Strategic Communications Plan will be prepared.

Safer Gambling Campaign

- The first phase of media activity for the Safer Gambling Campaign has concluded, and Ipsos MORI is currently analysing the results of a tracking survey which will be reported to the Campaign Board when it meets on June 13th.
- The new funding promised by the industry for the Safer Gambling Campaign is now flowing, with a commitment to cover 75% of the development and year one costs, with further support to follow a review of the results of the first phase
- Digital activity is always on with a \$1m inventory donation from Google alongside investment in Twitter and programmatic advertising. Separate to this, community activation projects such as the Bet Regret barbershop has started touring higher education campuses and sporting events.
- A design evaluation has been completed and an implementation evaluation is underway
- The next phase of the campaign will align with the start of the new football season (August 2019)

Scotland and Wales

- New Scottish and Welsh Advisory Panels have been constituted and both have held their first meetings, bringing together government, third sector, researchers, treatment providers and other stakeholders. Each was well received and will meet again in the autumn.

Treatment promotion

- A limited experiment in Aberdeen to gain insight into the potential demand for the National Gambling Helpline and Treatment services if awareness of these was raised, has seen modest in absolute terms but statistically robust increase in both contact with the helpline and demand for treatment.

Gambling as a public health issue

- GambleAware published adverts in both the New Statesman and the Guardian mental health supplement, highlighting gambling as a public health issue and raising awareness of the National Gambling Treatment Service.

Research and Evaluation – against the Strategic Delivery Plan at the end of year 1

At the conclusion of the first year of the GambleAware Strategic Delivery Plan 2018-2020 the Research and Evaluation Team are assessing how we achieved against these commitments and where we may need to focus - to maximise GambleAware's impact and capitalise on shifts in the environment. We are doing this in discussion with interested parties and have a review and planning session with the Research and Evaluation Committee in July. Below are some initial observations against the strategic priorities.

We promised to:

- Deliver research to support the national strategy
- Enable the exchange of knowledge and application and evidence
- Build mechanisms to allow the views and experiences of those affected by gambling-related harms to be heard, and taken seriously
- Develop approaches to grant-making that strengthen delivery and build capacity in gambling studies.

In year one we:

- Increased pace, quality and scale – with 40+ projects at various stages (see slides below)
- Delivered against briefs from the Gambling Commission
- Initiated our innovative applied research against the priorities in the national research programme
- Strengthened commissioning policies, processes and tools
- Used mixed approaches to commissioning – in some cases investing in research teams with impactful proposals, in others co-producing projects with interested parties and researchers
- Built impact into research through briefing events, requirements on research teams, engaging interested parties throughout and facilitating dissemination and knowledge exchange
- Issued a call for expression of interest for inclusion of people with lived experience
- We are pleased that our proposals on developing research infrastructure for gambling studies through an independent repository of industry data and research centres have been set as priorities in the national strategy.

In year two we are:

- Reviewing research strategy, to focus on being excellent in selected areas that develop a unique position and value add for GambleAware
- External review of our commissioning policies etc. against best practice in public sector commissioning (adapted so appropriate to the charity)
- Strengthening programme management for delivery and accountability
- Strengthening interested party engagement, knowledge exchange and impact and partnerships
- Developing a first phase of research and mechanisms for the inclusion of people with lived experience.

GambleAware Strategic Delivery Plan 2018-2020
Research & Evaluation Portfolio - Total budget: £9.8m v10 DRAFT

Research programmes / projects	Stage	Grant Value incl	Delivery partner	Research Team Lead
1. Gambling related harms 5211 Committed: £1.6m (Budget: £1.5m)				
1.1 Problem gambling in young adults (ALSPAC 18yr follow up)	Dissemination	£ 73,588	Liverpool	CLOSED
1.2 Influence of family on GRH in young people	Dissemination	£ 36,495	Ecorys	CLOSED
1.4 Families: Impact, coping, support	Dissemination	£ 44,407	Sheffield Hallam	CLOSED
1.5 Longitudinal study – late adolescence & early adults (ALSPAC 25 yr follow up)	Delivery	£ 73,500	University of Bristol	Alison
1.6 Adult GRH Framework	Dissemination	£ 40,000	RGSB Expert Panel	CLOSED
7. Young People GRH framework	Dissemination	£ 187,000	Ipsos Mori	Alexander
1.8 Gambling related suicide: scoping	Delivery	£ 14,400 incl £ 22,000 incl	Heather Wardle Ltd Uni of Swansea	Alexander
1.9 Lived experience (Phases I and II) INNOVATION GRANT	Commissioning	£ 600,000 E		Polly
1.10 Health GRH: scoping	Delivery	£ 60,000	PSSRU, LSE	GC comm'n
1.11 Measuring GRH	Pipeline	£ 500,000 E		
1. Patterns of play 5212 Committed: £ 2.19m (Budget				
Programme Management	Delivery	£ 182,400+VAT	Coffey	Polly
2.1 On-line initial analysis – Phase 1A	Delivery	£ 686,914	NatCen	Polly
2.2 Analysis of bank transactional data-Phase 1B	Delivery	£ 90,575	Behavioural Insights Team	Polly
2.3 Other data sets Phase 1B INNOVATION GRANT	Project definition	£ 100k	NatCen, Ardendel and Wardle	Polly
2.4 On-line additional analysis – Phase 1B	Pipeline	£50,000		Polly
2.5 Scoping of Industry & Other data repository;	Delivery	£ 16,950	University of Leeds	Polly
2.6 Establishment of data repository	Pipeline	£500,000 E		Polly
2.7 Patterns of play-Phase 2	Project definition	£800,000 E		Polly

Research programmes / projects	Stage	Grant Value incl	Delivery partner	Research Team Lead
1. Understanding gambling behaviour over time 5213				
Committed: £ 613k (£1.1m)				
3.1 Longitudinal study: scoping	Delivery	£12,499	NatCen & Wardle	GC comm'n
3.2 Longitudinal study	Pipeline	£600,000 E		
1. What works in Industry harm minimisation 5214				
Total: £1.9m (??)				
4.1 MOSES Evaluation (Multi Operator Self Exclusion Schemes)	Delivery	£ 205,080	Ipsos MORI	Alison
4.2 Impact of marketing & advertising	Delivery	£ 155,150 £ 148,743 £ 89,967 £ 393,860	Ipsos, Demos & Ebiquity Stirling & ScotsCen ScotsCen	Polly
4.3 Remote interventions (Phase III)	Delivery	£ 350,480	Behavioural Insights Team	Alexander
4.4 Safer gambling messaging (Phase III)	Project set up	£ 277,604	Revealing Reality	Alexander
4.5 Safer gambling app - Erogram 2.0	INNOVATION GRANT Project set up	£ 279,839	Uni of Bournemouth	Alexander
4.6 The future of gambling	INNOVATION GRANT Project definition	£ 400,000		Alexander
1. Education and prevention 5215				
Total: £XXX (£1.5m)				
5.1 GA prevention piece	Pipeline	£50,000		
1. Improving the quality and capacity of treatment 5216				
Total: £1.708.700 (£1.5m)				
6.1 What works in treatment – systematic review	Delivery	£ 96,200	Uni of Huddersfield	Alison
6.2 Gap analysis & needs assessment	Delivery	£ 447,500	NatCen; ACT Recovery	Alison
6.3 Evaluation of quality/effectiveness of GA services	Commissioning	£ 645,000		Alison
6.4 Developing a recovery-oriented approach	INNOVATION GRAN Project set up	£ 210,000	Sheffield Hallam	Alison
6.5 On-line resources to support recovery	INNOVATION GRANT Project set up	£ 310,000	Sheffield Hallam	Alison

1. Enablers 5217					
Total: £X (£1.5m)					
7.1 GA brand research – awareness & perception	Delivery	£ 56,910 £ 16,850 £ 34,953	YouGov Helen Owen YouGov	Polly	
7.2 Review of GA Research grant making policies and processes	Delivery	£ 17,203	Coffey	Alison	
7.3 PhD 2018 award	Delivery	£ 270,000	X 5	Alexander	
7.4 Research centre & funder partnerships scoping	Pipeline	£ 12k E		Clare	
7.5 GambleAware Monitor GRANT	INNOVATION Project definition	£157,183 + £ 150k	YouGov, LSBU, Helen Owen	Clare / Polly	

Delivery stages:

Pipeline /Project definition /Commissioning /Project set up /Delivery /Dissemination / Evaluation, lessons learned

E =estimated (not yet contracted)

Research and Evaluation – Highlights

Gambling-related harms – measuring and monitoring social and economic impact of harms from gambling

- Framework on gambling-related harms in adults published.
- Framework for gambling-related harms for young people published in April and new questions on harms piloted in Young Peoples Omnibus.
- Gambling-related suicide - data analysis and scoping due for launch in Summer.
- Measuring harms: scoping study - health economist to propose models. Commissioned by the Gambling Commission to David McDaid (LSE). With the Gambling Commission, scoping and planning of next phase to begin in June. Gambling Commission indicates brief will provided to GambleAware in Autumn.
- Lived experience: including voices of those with lived experience in understanding and addressing harm: call for expressions of interest published and briefing events held including people impacted by gambling problems.

Patterns of play – using industry (and other) data to understand how gambling products and environments interact with consumer vulnerability to produce risk and harm

- Online: engagement with operators and initial data request underway.
- Other sectors: Gambling Commission indicates this will be scoped and briefs issued to GambleAware in August (timelines to be based on progress and learning from online).
- Feasibility study on analysis of banking data underway.
- Innovative bids proposal on linking of player social media with survey and gambling industry data being rescoped to link into wider Patterns of Play project.
- Scoping report on independent repository of industry data received and discussed with Gambling Commission. Planning with the Gambling Commission of the next phase will take place in June.

Changes in gambling behaviour over time – understanding how people move between kinds of gambling, into and out of gambling problems, harms, treatment and recovery over time

- Scoping study for longitudinal study: commissioned by Gambling Commission to Heather Wardle and NatCen, report received. With the Gambling Commission, scoping and planning of next phase to begin in June. Gambling Commission indicates brief will provided to GambleAware in Autumn.

Industry-based harm-minimisation – what works for industry to prevent and minimise harm

- The scoping report for evaluation of awareness and barriers to self-exclusion has been produced, to lead to a second phase evaluating of the impact of Multi-Operator Self-Exclusion Schemes.
- First phase of developing and testing online interventions into risky play in live environments complete and a the second phase with more complex interventions is underway.
- Project set up is underway for collaborative project with operators, enabling them to develop and test safer gambling messages and use this to develop good practice tools. This will be an important project in terms of learning how to equip and enable industry to do better safer gambling.
- Second phase of project to give gamblers access to their own data across different operator accounts they hold and tools to manage their gambling funded via innovative bids.
- Work on future of gambling (coming together of gambling and gaming) in scoping and set up phase, adapting proposal from innovative bids.

Prevention and education – what works

- Gambling Commission has not initiated research in this area.
- Impact of gambling-related marketing and advertising on children, young people and vulnerable people - first phase report due for launch in June, including event to discuss implications with interested parties.

Improving the quality and capacity of treatment

- Systematic review of evidence - stakeholder event used to inform format of final report to meet needs of practitioners and service users, due end of June.
- Treatment delivery gap analysis (a needs assessment for treatment services) is underway – including trying to understand needs of those not in contact with specialist gambling treatment.
- Strategic partner for the evaluation of GambleAware-funded treatment and support services identified, subject to final review process.
- Applied research to build recovery approach in treatment and evaluate and strengthen online support forums funded via innovative bids.

Enablers

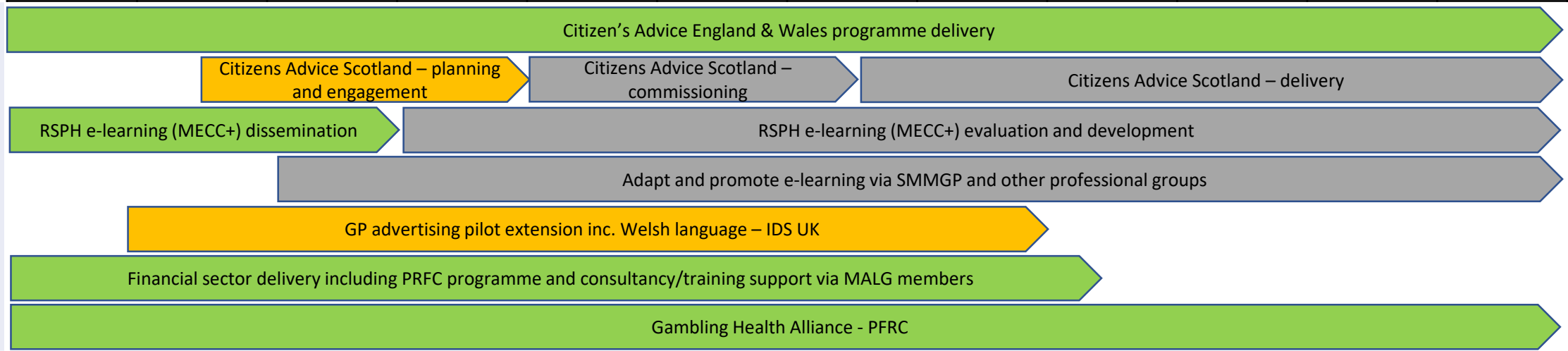
- **Research commissioning policies and processes and project and programme management are being reviewed and developed for increased efficiency and effectiveness.**
- **Research on awareness and perceptions of GambleAware quantitative findings from general public.**
- **Scoping of GambleAware monitor of gambling and safer gambling attitudes and behaviour in general population underway, to better target messages and campaigns and tools and identify emerging issue for research and policy underway, adapting proposal from innovative bids and building on the work undertaken for the safer gambling campaign.**

PREVENTION DELIVERY CHART 2019/2020

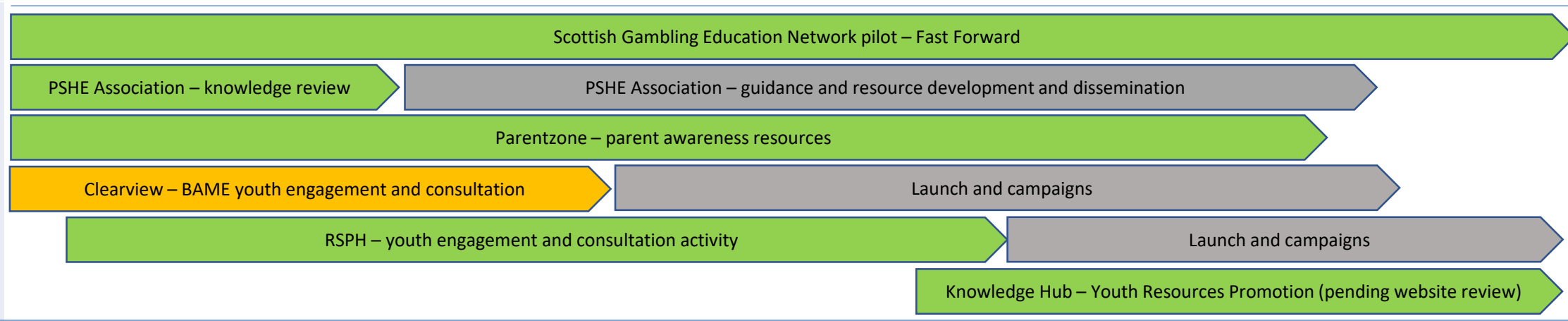
Grey = next phase, Orange = underway, Green = complete

Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
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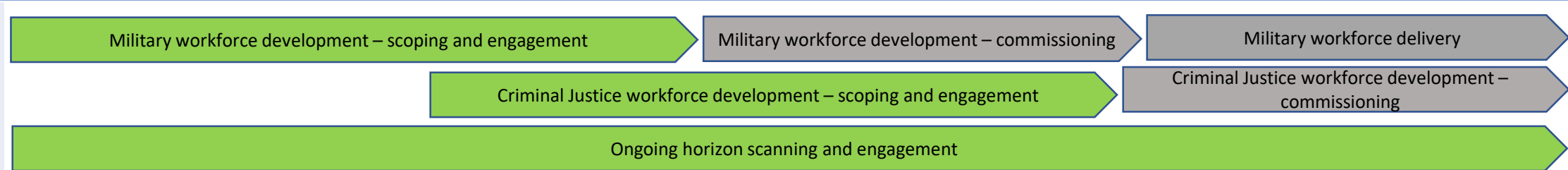
Workforce Development



Young People and Families



Development – other vulnerable groups



Prevention - Highlights, issues and decisions

Workforce Development

- **Citizens Advice** in England and Wales have now recruited and begun delivery from 10 of the planned 12 regional delivery hubs. Newport CAB have decided not to continue to deliver the service across Wales due to competing local demands, and therefore commissioning has begun for two Welsh local CA's to deliver the programme from early July.
- Work is ongoing to improve engagement with **Citizens Advice Scotland**, with discussions planned during June to explore commissioning activity based on the E&W model.
- **IDS-UK** are being commissioned to extend the promotion of BeGambleAware and the National Gambling Treatment System via the leaflet/poster campaign tested in Wales into GP surgeries across Britain.
- The **Personal Finance Research Centre** has been commissioned to explore and evaluate blocking tools offered by credit card providers to produce a set of recommendations for best practice. This first report of this work is due in July 2019.
- The **Royal Society for Public Health** are undertaking a stakeholder mapping exercise to inform their plans to develop a **Gambling Health Alliance**. The first meeting of the GHA is planned for October 2019.

Young People and Families

- **Fast Forward** has launched the Scottish Gambling Education Network at an event attended by practitioners and policy makers from across Scotland on 13 May. The first tour of the drama-based intervention, Flutter, is coming to a close with evaluation data being collated for review by the E&TC in July with a view to continuing with work into 2020.
- **ClearView Research** has delivered the first draft of its interim report on the consultation with young people from BAME groups. Work to produce a series of project outputs, including a social media plan, plain English summary and other engagement tools will now commence with the support of an external agency, with a view to publication during summer 2019.
- Work to establish a Knowledge Hub for youth education professionals is postponed pending a review of the GambleAware website. This is now planned for delivery in Autumn 2019. The ongoing work to develop and promote resources with **Parentzone**, **PSHE Association** and others is unaffected by this delay.

Other

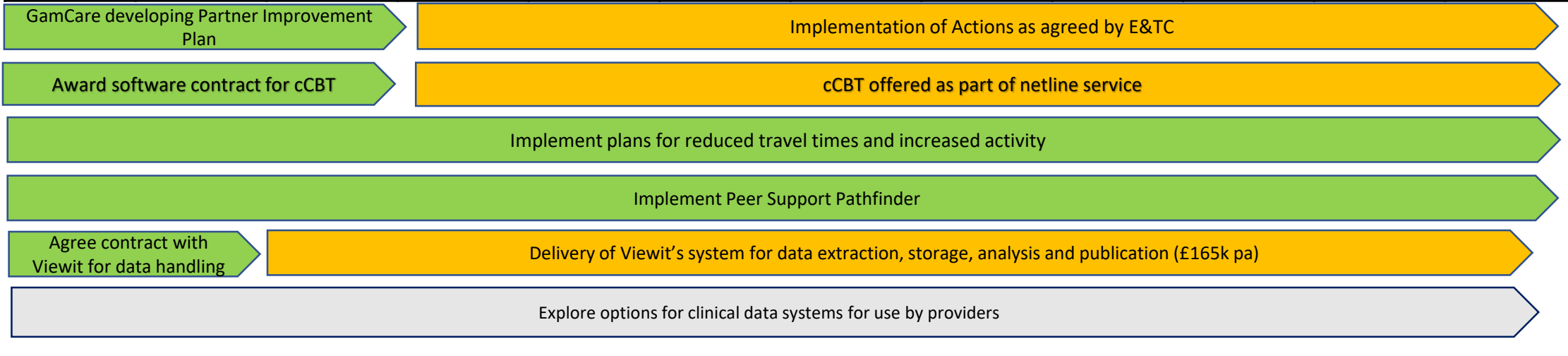
- **Justyn Larcombe** continues to support GambleAware to engage with the military community. Successful conversations are being held with the Chief of Defence People at MoD with a view to co-developing activity to raise awareness of gambling harms across all services.
- **Staffing:** Zoe Blood has joined the team as **Education Officer** providing maternity cover for a 12 month period. Simon Smith, formerly of Action for Children, is joining the team in August as **Education Manager**.

Grey = initial planning, Amber = advanced planning, Green = underway

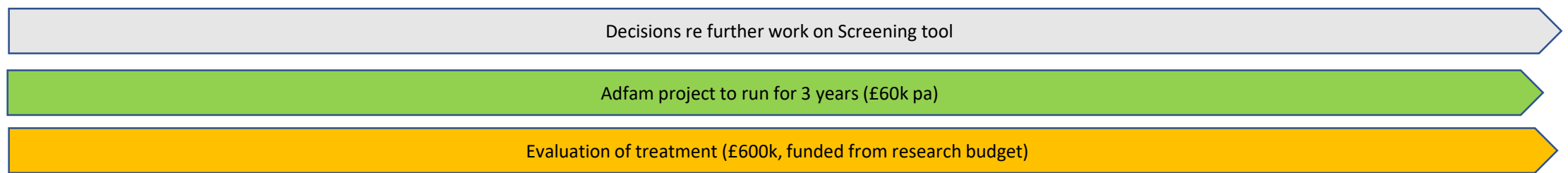
TREATMENT DELIVERY CHART 2019/20

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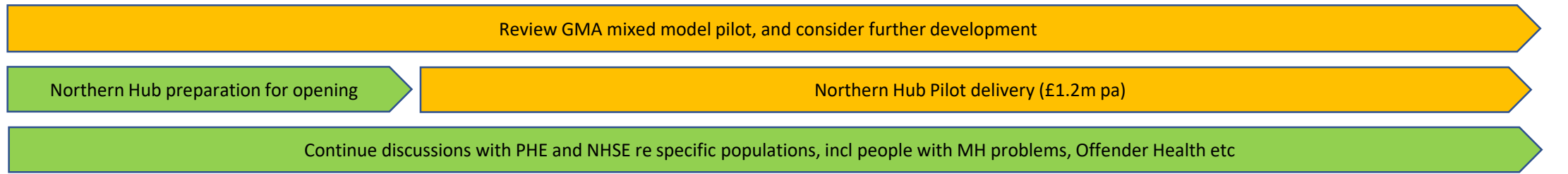
Develop and embed the system
GambleAware has commissioned for the next 3 years



Building a shared responsibility



Specialist provision



Treatment – Highlights, issues and decisions

Develop and embed the system:

- **GambleAware and GamCare trustees met in March to discuss the work that is underway to improve the Partner Network. The Chinese National Healthy Living Centre has been decommissioned as a GamCare partner as a result of issues identified during the due diligence process. In future translators will be used for Mandarin and Cantonese speakers who access mainstream GamCare network services.** GamCare are working with the other network partners to resolve other issues identified during the due diligence process. Recruitment of additional Quality Assurance staff by GamCare is underway.
- The provider for the cCBT software that is specialist to gambling has been identified. GamCare are working with them to prepare for this development to come onstream. Recruitment of the staff is underway.
- Provisional out-turn data for 2018/19 show continued increase in the number of people treated by the National Gambling Treatment Service. The network partners covering Scotland and Wales shared their plans for increased activity and improved coverage with the Scottish and Welsh Advisory Panels respectively.
- The Education & Treatment Committee has approved proposals for a pathfinder initiative on peer support by GamCare in partnership with BetKnowMore.
- Agreement of the contract with Viewit to operate the Data Reporting Framework was delayed by their lawyer's jury service; the new contract is now at an advanced stage of being negotiated.

Building a shared responsibility:

- Further enhancements to data, including improved outcome monitoring, will be constrained until there are better clinical data systems in use by providers. Once the DRF capability has been restored, GambleAware's commissioning team will explore options to bring before trustees. This will include options in relation to screening.
- Tenders for the evaluation of gambling treatment are currently being assessed.

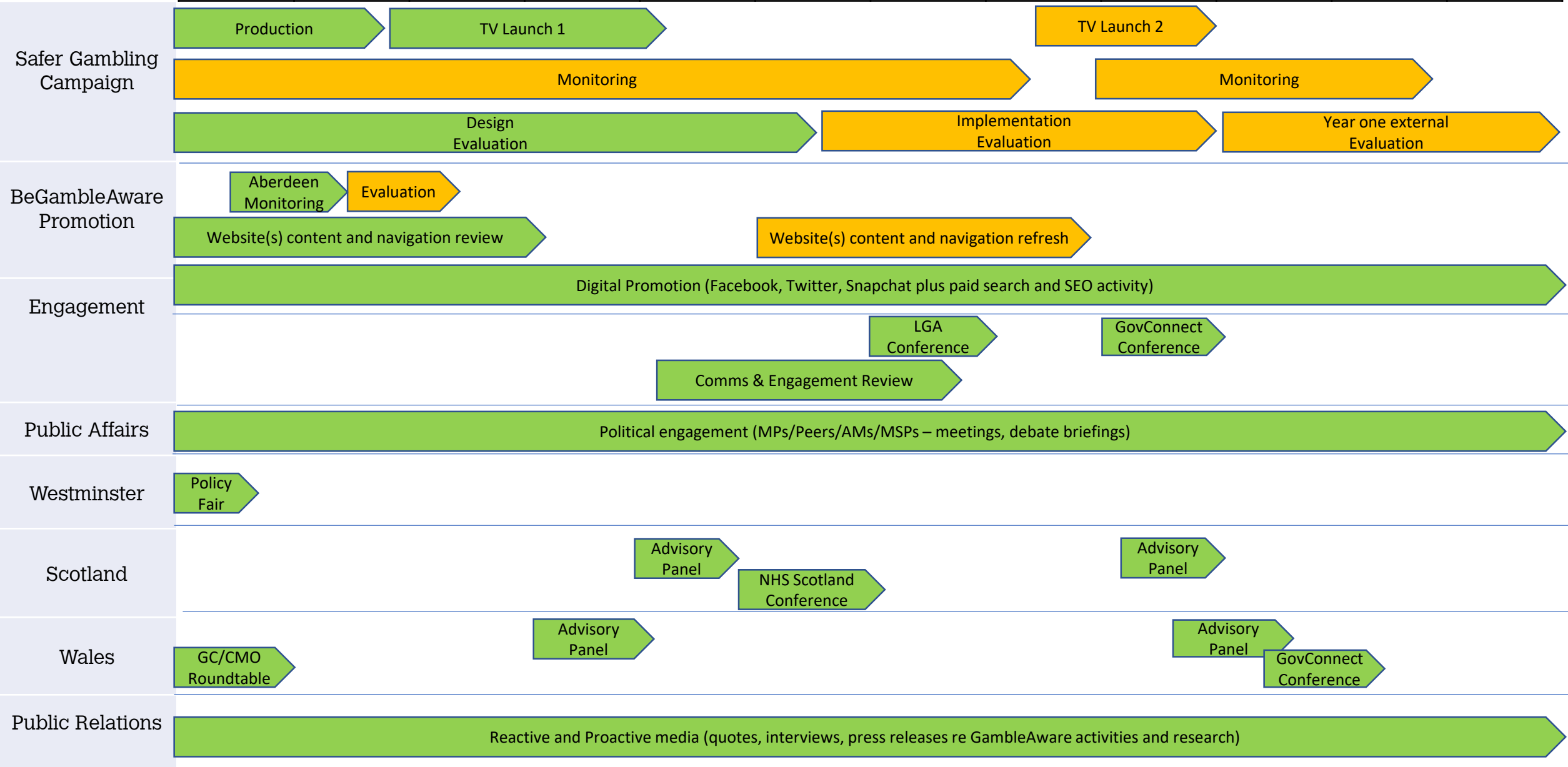
Specialist provision:

- GMA is preparing a report for E&TC about the results of their internal review, including future proposals for their mixed model of care.
- The soft opening of the NHS Northern Gambling Clinic will take place in June.
- GambleAware is engaging with DHSC, PHE, NHSE, and their devolved equivalents, at all levels to improve coordination between the National Gambling Treatment Service and the NHS and other statutory services. CNWL is developing a proposal for later consideration by trustees to offer treatment for problem gambling in the Surrey prisons where it provides treatment for substance misuse.

ENGAGEMENT DELIVERY CHART 2019

Grey = next phase, Orange = underway, Green = complete

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
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COMMUNICATIONS AND ENGAGEMENT

Strategy review

- GambleAware is conducting a thorough review of its communications and engagement activities, consulting interested parties (including operators and strategic partners including treatment delivery partners) and from this, a Strategic Communications Plan will be prepared.

Safer Gambling Campaign

- The first phase of media activity for the Safer Gambling Campaign has concluded, and Ipsos MORI is currently analysing the results of a tracking survey which will be reported to the Campaign Board when it meets on 13 June.
- The new funding promised by the industry for the Safer Gambling Campaign is now flowing, with a commitment to cover 75% of the development and year one costs, with further support to follow a review of the results of the first phase.
- Digital activity is always on with a \$1m inventory donation from Google alongside investment in Twitter and programmatic advertising. Separate to this, community activation projects such as the Bet Regret barbershop has started touring higher education campuses and sporting events.
- A design evaluation has been completed and an implementation evaluation is underway.
- The next phase of the campaign will align with the start of the new football season (August 2019).
- The ASA rejected three complaints about the “bored” version of the commercial, due to it being apparent he wasn’t wearing any underwear and was inappropriately scheduled. Our efforts to build understanding of gambling issues across the ASA.
 - *Although it was clear that the man was sitting on a toilet, and his upper thigh and the curve of his buttock could be seen, Council noted that the nudity shown was not explicit. Whilst they acknowledged that some viewers would find the image of a man on a toilet distasteful, they considered that viewers would understand that the ad was intended to highlight problem gambling habits and some of the triggers that might cause them. On this basis the ad was unlikely to cause serious or widespread offence. The ad had been pre-cleared with an ex-kids restriction and these restrictions were adhered to.*

Scotland and Wales

- New Scottish and Welsh Advisory Panels have been constituted and both have held their first meetings, bringing together government, third sector, researchers, treatment providers and other stakeholders. Each was well received and will meet again in the autumn.

Treatment promotion

- A limited experiment in Aberdeen to gain insight into the potential demand for the National Gambling Helpline and Treatment services if awareness of these was raised, has seen modest in absolute terms but statistically robust increase in both contact with the helpline and demand for treatment.

Gambling as a public health issue

- GambleAware published adverts in both the New Statesman and the Guardian mental health supplement, highlighting gambling as a public health issue and raising awareness of the National Gambling Treatment Service.

GambleAware[®]

BRIEFING NOTE

2019

THE ISSUE

- Gambling is a **serious public health issue** in Great Britain with two million adults suffering some level of gambling harm including **340,000 'problem gamblers'**.¹
- 'Problem gamblers' suffer **gambling disorder defined by the World Health Organization (WHO)**² as an addictive behaviour with implications for mental health, and for some gambling addiction ends in suicide.
- **450,000 11-16-year-olds** are reported as **spending their own money on gambling** every week in England and Wales - more than those drinking alcohol, smoking cigarettes or taking illegal drugs, and **1 in 8 are reported to be following gambling companies on social media**.³
- Wardle et al (2018) published research establishing **a framework for action to measure the socio-economic costs of gambling harms** – see [here](#).
- A separate framework to better understand the ways that harms from gambling can impact upon the health, relationships and finances of young people has also been published – see [here](#).
- The recently published prevention Green Paper – 'Advancing our health: prevention in the 2020s' recognises that **gambling disorder can have a major impact on health**.⁴
- Referred to as the **'hidden addiction'**, the outward signs of problem gambling often go unnoticed by family & friends, and are also largely 'hidden' from policymakers, health & advice professionals.

**LESS THAN
3%**
of 'problem
gamblers' are
being treated

1 <https://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-behaviour-in-Great-Britain-2016.pdf>

2 <https://icd.who.int/browse11/l-m/en#/http%3a%2f%2fid.who.int%2fied%2fentity%2f1041487064>

3 <https://www.gamblingcommission.gov.uk/PDF/survey-data/Young-People-and-Gambling-2018-Report.pdf>

4 <https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s/advancing-our-health-prevention-in-the-2020s-consultation-document>

HOW GAMBLEAWARE IS ADDRESSING THE ISSUE

GambleAware regards gambling as a public health issue and thus reducing gambling harms requires a **public health approach** taking of account all three aspects of prevention:

- **Primary or Universal** – aimed at the whole population to promote a safer environment
- **Secondary or Selective** – aimed at groups with a prevalence of suffering gambling harms
- **Tertiary or Indicated** – aimed at individuals suffering gambling disorder.

Guided by this public health model, we commission **integrated prevention services on a national scale and in partnership** with expert organisations and agencies, including the NHS, across three areas of activity:

1 Commissioning the National Gambling Treatment Service

- The National Gambling Treatment Service brings together a **National Gambling Helpline** and a **network of locally-based providers** across Britain to deliver a **range of treatment services**, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- **NHS-based treatment** – The National Gambling Treatment Service includes a psychiatrist-led service provided by the **Central and North-West London NHS Foundation Trust** that GambleAware has funded for a decade. A second NHS service commissioned by GambleAware has recently opened, delivered by **Leeds & York Partnership NHS Foundation Trust** in partnership with GamCare. These services are designed to help people with more serious and complex needs, including people receiving NHS treatment for other conditions.

- In Leeds, we have been working alongside statutory and voluntary sector agencies to support a **place-based approach** for the local population, and to **map care pathways and develop referral routes into treatment**, including **self-referral** via the National Gambling Helpline.
- We believe this initiative is a concrete example of the right partnership approach, and forms the basis of the commitment in the [NHS Mental Health Implementation Plan, 2019-24](#) (pp 40-41) in which **GambleAware is recognised as an NHSE partner** in relation to the NHS commitment to opening 15 specialist problem gambling clinics in the next five years. Similar discussions are underway in Scotland and in Wales.
- Local engagement to develop local care pathways is backed up by national initiatives, for example GambleAware has funded the Royal Society for Public Health (RSPH) to develop an **e-learning module for primary care staff** to develop their understanding of gambling disorder and the treatment that is available.
- In the 12 months to 31 March 2019, the **National Gambling Treatment Service treated 10,000 people and the Helpline received 30,000 calls and on-line chats**. Waiting times are short, and compare favourably to NHS IAPT (Improving Access to Psychological Therapies) mental health services. Routine monitoring and evaluation demonstrates that current treatment is effective.
- GambleAware has commissioned ViewIt UK to begin **independent collection and analysis of output and outcome data with more granular detail**. Data will be validated by checks and procedures similar to those that fulfil that function for the National Drug Treatment Monitoring System on behalf of Public Health England (PHE), and the system made available to the NHS.
- Treatment for gambling disorder is not a regulated activity under the legislation which governs the work of the **Care Quality Commission (CQC)**. In conjunction with the Department of Health & Social Care (DHSC), GambleAware is exploring the scope for an equivalent level of assurance.

**£26
MILLION**

of funding under active
management goes
towards this area
of our work.

2 Public health campaigns & practical support to local services

- Producing public health campaigns on a national scale to support local services and to lead on **awareness and behaviour change** campaigns such as **Bet Regret** – the preventative public health campaign aimed at encouraging regular sports bettors to **think twice about gambling when drunk, bored or chasing losses**.
- We also provide **practical support** to GP services, debt and other advice agencies, mental health services, prisons, military personnel, professional sports, schools and youth workers.
- Other partnerships include working with PHE and the RSPH on the **Make Every Conversation Count+** (MECC+) initiative, as well as with **Citizens Advice** on training debt advisers across England and Wales to identify and offer support to people who may be suffering gambling harms.
- Following a successful pilot scheme in secondary schools in England by **Demos and the PSHE Association**, resources to **support PSHE teaching** are available on the GambleAware website.
- Following a successful pilot project in **Scotland**, GambleAware has commissioned **Fast Forward** to make it possible for every young person in Scotland to have access to **gambling education and prevention opportunities**. Our plan is to evaluate this programme in 2020 and, if warranted, subsequently commission similar national programmes in Wales and in England.
- We are funding RSPH to establish a **Gambling Health Alliance** to bring together a wide range of professional health-related bodies to promote greater awareness and share perspectives on preventing gambling harms.
- Elsewhere, we are pleased to be supporting PHE on their recent mental health initiative, **Every Mind Matters** and welcome their promotion of information about gambling and where to find help and advice.
- GambleAware also runs the website [BeGambleAware.org](https://www.BeGambleAware.org) which helps **4.2 million visitors** a year, and signposts to a wide range of support service.

**£13
MILLION**

of funding under active
management goes
towards this area
of our work.

3 Commissioning research & evaluation to improve knowledge of what works in prevention

- A significant programme of over **40 research projects** includes an evaluation of the National Gambling Treatment Service, a literature review of evidence of effective treatments, a **gap analysis and needs assessment** for treatment, and further work to promote the voice of people with **lived experience**.
- All research is **peer-reviewed** and we follow **Research Council policy** regarding research ethics, encouraging and funding open access publication in academic journals and data reuse.
- GambleAware is an **approved National Institute for Health Research (NIHR) non-commercial partner**, ensuring appropriate research studies funded by GambleAware are entitled to access NHS support via the NIHR Clinical Research Network (CRN).

**£5
MILLION**

of funding under active management goes towards this area of our work.

WHAT DO WE WANT & NEED?

Support to deliver a **coherent, coordinated and collaborative** effort to prevent gambling harms via a public health approach on three levels: universal; selective; and, indicated. Specifically, GambleAware would like to encourage support for:

- Public health campaigns on a national scale such as **Bet Regret** to help build resilience against gambling harms for children, young people and vulnerable adults
- Providing **training materials** to primary care professionals and other support services, and to promote collaboration between workforces
- An emerging **National Gambling Treatment Service** collaborating with the NHS, public health bodies, healthcare professionals, voluntary organisations and local authorities.

ABOUT GAMBLEAWARE

**£44
MILLION**

of funding under
active management
in total

Regulated by the Charity Commission for England and Wales, and the Scottish Charity Regulator (OSCR), GambleAware is wholly independent and has a **framework agreement with the Gambling Commission⁵** to deliver the National Strategy to Reduce Gambling Harms within the context of arrangements based on voluntary donations from the gambling industry.

Trustees are:



Kate Lampard, CBE
is the lead non-executive of
DHSC Board



Rachel Pearce – Regional
Director of Commissioning,
NHSE South West



Professor Sian Griffiths, OBE is
Associate Non-Executive of the
Board of PHE and a former President
of the UK Faculty of Public Health,
and Deputy Chair of trustees and
Chair of the Bet Regret Board



Chris Pond - Chair of Money
Charity, Equity Release Council
Standards Board & Lending
Standards Board & Vice-Chair of
Financial Inclusion Commission



Saffron Cordery - Director of Policy
& Strategy and Deputy Chief
Executive, NHS Providers



Paul Simpson - Chief Finance Officer
& Deputy Chief Executive, Surrey &
Sussex Healthcare NHS Trust



Michelle Highman -
Chief Executive,
The Money Charity



Professor Marcantonio Spada -
Professor of Addictive Behaviours
and Mental Health at London South
Bank University & editor-in-chief of
the international peer-reviewed
journal, Addiction Behaviours



Professor Anthony Kessel - Former
Director of Global Public Health &
Responsible Officer for PHE; Honorary
Professor & Co-ordinator of the
International Programme for Ethics, Public
Health & Human Rights at the London
School of Hygiene & Tropical Medicine

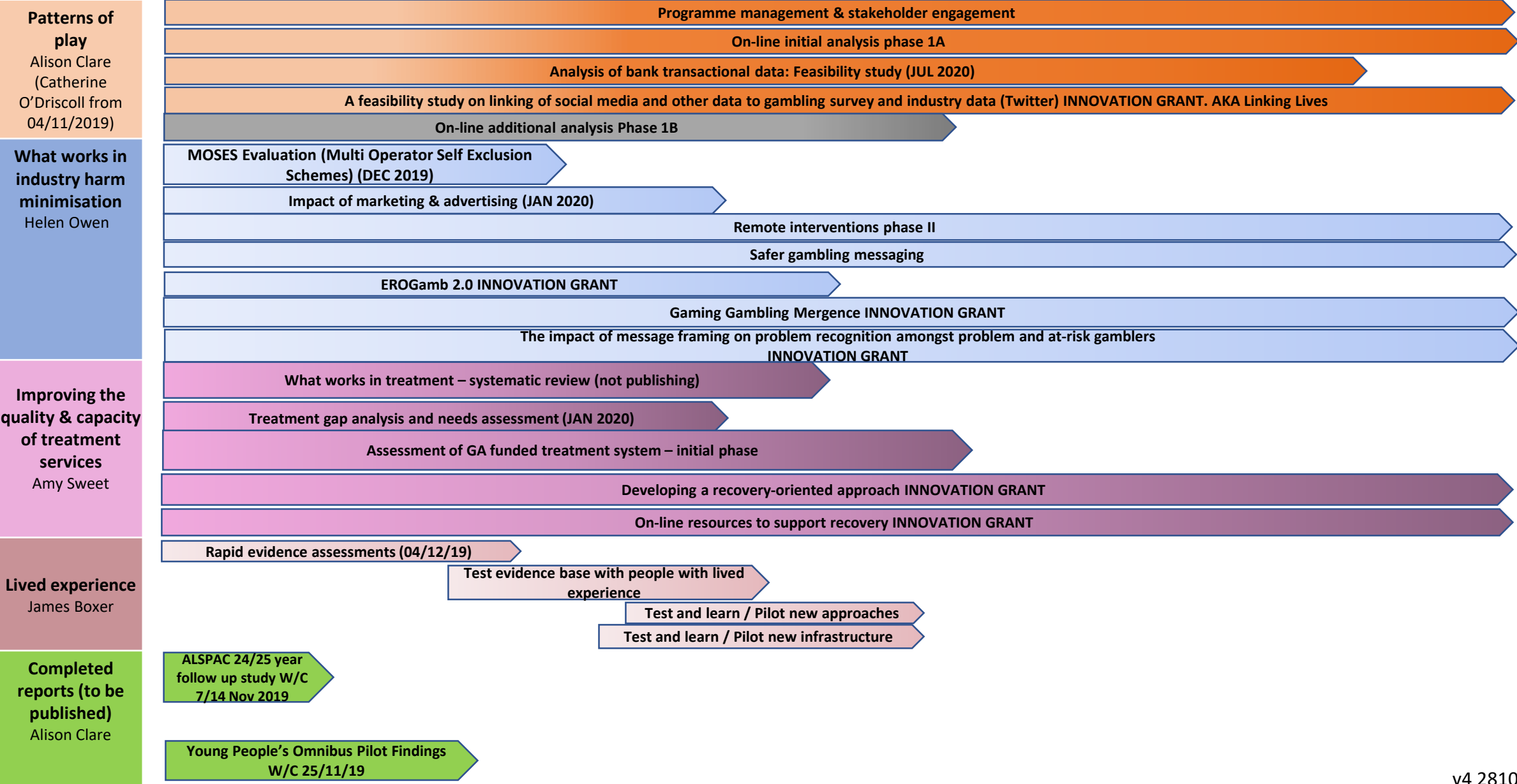
GambleAware is a member of a **joint-working group on preventing gambling harms** co-chaired by the Department for Digital, Culture, Media and Sport (DCMS) and DHSC, and a member of the National Suicide Prevention Strategy Advisory Group.

GambleAware has established **advisory boards in Wales and Scotland** to guide our future commissioning plans in those nations.

If you have any further questions, please do not hesitate to contact us via marc@gambleaware.org

RESEARCH & EVALUATION DELIVERY & PUBLICATION CHART 2019-20

Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
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Research and Evaluation – Highlights, issues, decisions

This work is now well under way and from October onwards our attention will be on developing these three areas - with partners, stakeholders and people with lived experience & affected others - in the external research environment. A framework of proposed activity will be presented to the R&EC for approval on 26 November 2019. In the meantime, we have refined the research portfolio into four core programmes:

Programme	Projects	£ Committed	£ Budgeted
Patterns of play: Using industry & other data to understand how gambling products & environments interact with consumer vulnerability to produce risk and harm	6	£1.1m	£2.24m
Industry-based harm-minimisation: What works for industry to prevent and minimise harm	7	£1.94m	£2m
Improving the quality and capacity of treatment: Gap analysis & needs assessment; what works in treatment and support	6	£1.77m	£1.5m
Lived experience (in design phase & set up phase)	4+	TBC	£600k

We have made good progress in setting up research projects commissioned through the Innovation Grants bid earlier in the year, namely: Gaming/Gambling Mergence (Wolverhampton University et al); The impact of message framing on problem recognition amongst problem and at-risk gamblers (LSBU & YouGov); Developing a recovery-oriented approach to treatment (David Best); On-line resources to support recovery (David Best); Feasibility study on linking Twitter data with individual gambling data (NatCen, Heather Wardle Associates).

Published reports July to October: • Suicide scoping study • Impact of marketing & advertising on children, young & vulnerable people: interim report • Sports & esports gambling • Advertising on Twitter: Appeal to children, young & vulnerable People • Independent repository of gambling industry data: scoping study

Completed reports to be published in November / December: • ALSPAC 24/25 year follow up study • Young people's Omnibus pilot findings

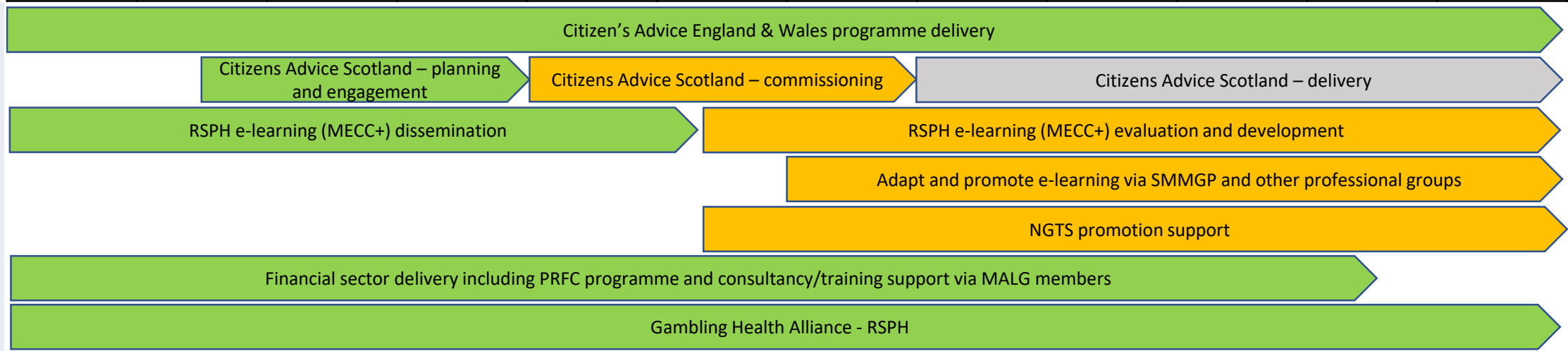
Reports nearing completion to be published Dec 2019 - March 2020: • Evaluation of Multi Operator Self Exclusion Schemes (MOSES) (phase 1) • Treatment Gap Analysis & Needs Assessment • The Impact of Gambling Advertising on Children, Young People & Vulnerable Groups: final report • Lived Experience: What works in early intervention, prevention and raising awareness of gambling harms (REA) • Lived Experience: What works in building infrastructure and engagement channels to use the expertise of people with lived experience (REA).

PREVENTION DELIVERY CHART 2019/2020

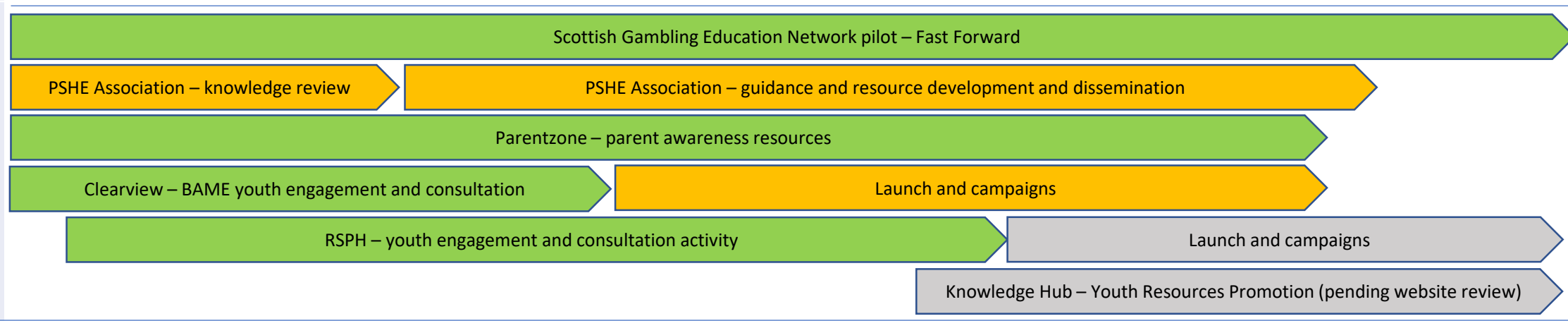
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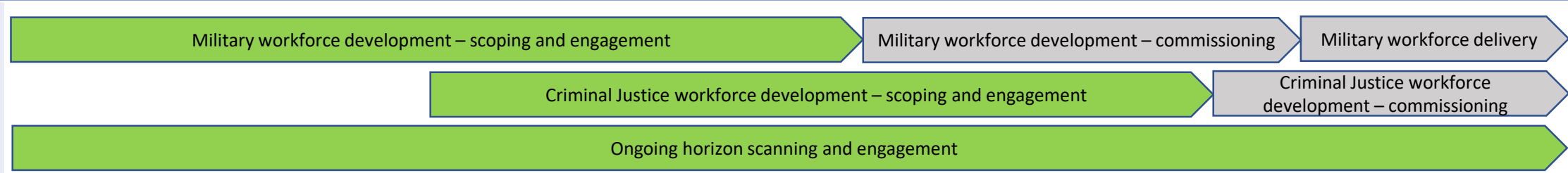
Workforce development



Young people and families



Development – other vulnerable groups



Prevention - Highlights, issues and decisions

Workforce development

- **Citizens Advice Scotland** submitted a proposal to the Education and Treatment Committee to deliver the CA Gambling Project from four regional hubs across Scotland. The proposal, which was costed at just under £200k per annum, was approved for funding in September, with a view to the project launching in January 2020.
- It was agreed to pause the activity planned with **IDS-UK** to advertise to GPs while the work led by **M&C Saatchi** to promote the National Gambling Treatment Service is developed and implemented. The Prevention team continue to support ZO and JMc to shape and deliver the NGTS campaign, and to plan ways to best exploit the assets created for broader workforce awareness raising and development.
- The **Royal Society for Public Health** has undertaken a stakeholder mapping exercise to inform their plans to develop a **Gambling Health Alliance**. The first meeting of the GHA was on 8 October 2019. GambleAware decided not to attend the first meeting to allow the Alliance to define their own Terms of Reference and to specify the level of engagement required from GA.

Young people and families

- **Fast Forward** has launched the Scottish Gambling Education Network and the second event to be attended by practitioners and policy makers from across Scotland was on 2 Oct. The first tour of the drama-based intervention, Flutter, came to a close in May, and in July the E&TC reviewed the evaluation report and confirmed the tour could continue into 2020. The tour has been renamed 'Trust Me' due to a conflict with an industry operator rebrand.
- **ClearView Research** has delivered the report on the consultation with young people from BAME groups. **Atlas** have supported ClearView produce a series of project outputs, including a social media plan, plain English summary and other engagement tools. A launch event was held on 12 September.
- Work to establish a Knowledge Hub for youth education professionals is postponed pending a review of the GambleAware website. This is now planned for delivery in 2020, and consultant Penny Neu has been engaged to support communications planning within the prevention team. The ongoing work to develop and promote resources with **Parent Zone, PSHE Association** and others is unaffected by the delay to the website refresh.
- **Parent Zone** have launched the first of their two film-based resources aimed at parents of children aged 8 to 11, focusing on young people, gaming and gambling. The second will be launched in November, aimed at young people aged 15 to 19 and their parents.

Evaluation and grant management processes

- Work is underway to review evaluation processes across the organisation, with a view to publishing an ITT for the evaluation of the Fast Forward and Citizens Advice programmes during November.
- Simon Smith is leading a review of grant management processes, and ensuring alignment with processes in development within the research and treatment teams.

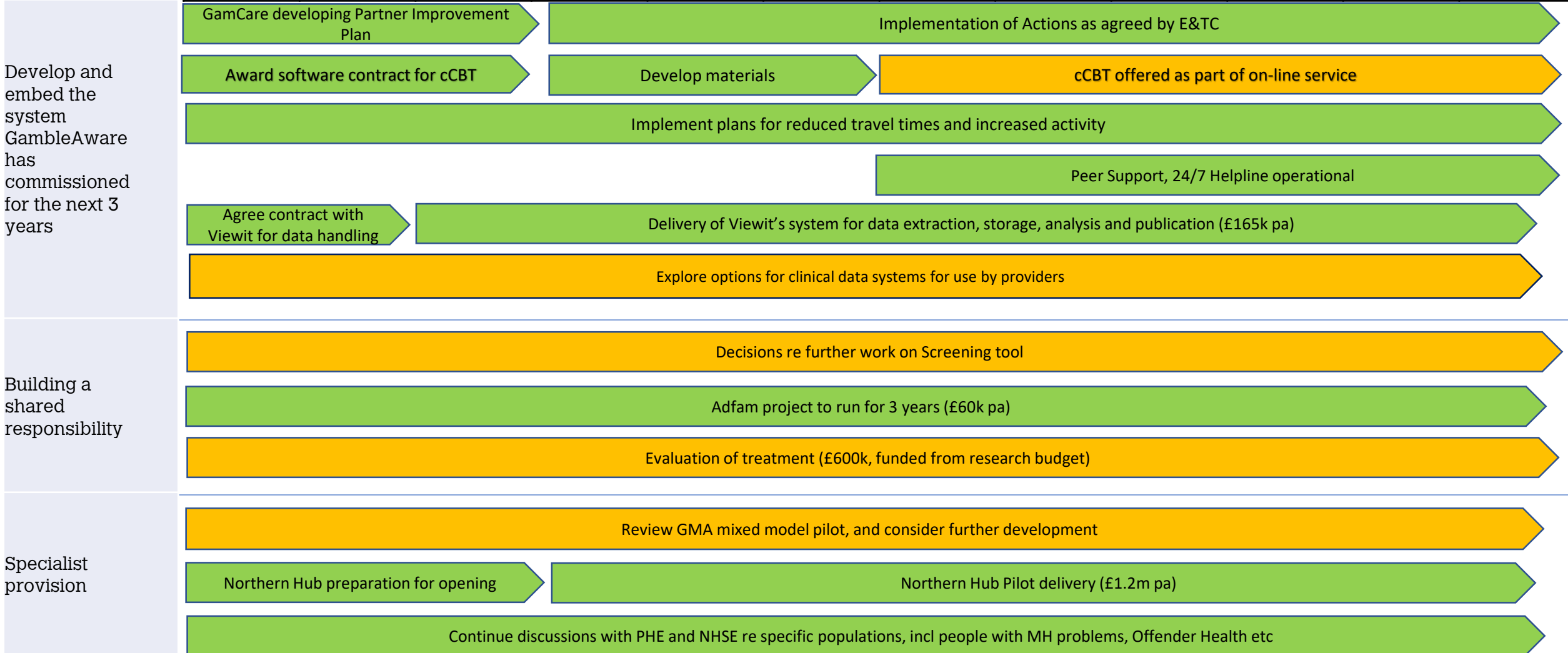
Other

- **Justyn Larcombe** continues to support GambleAware to engage with the military community. Good progress has been made with the MoD, in particular ensuring the Bet Regret campaign is aired on Forces Radio and Forces TV.
- **Staffing:** **Simon Smith** joined the team in August as **Education Manager**. **Jennifer Denchie** will return from maternity leave in November as **Education Officer**.

TREATMENT DELIVERY CHART 2019/20

Grey = initial planning, Amber = advanced planning, Green = underway

	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar
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Treatment – Highlights, issues and decisions

Develop and embed the system

- GamCare continues to work with the network partners to take forward the Partner Improvement Plan. GamCare is working with partners to improve the standardisation of processes across the network, and to scope the work needed to organise the network on a regional basis. A safeguarding audit is taking place. The additional Quality Assurance staff are now in post.
- GamCare has been working with the provider of the cCBT software, Sustainable Interaction, to prepare materials ahead of the soft launch of the service from October. Staff have been recruited. The 24/7 pilot for Helpline operation began operation at the start of October and the preparations for the peer support pathfinder are at an advanced stage.
- Activity data indicate that the Extended Brief Intervention model is popular with people seeking treatment, with performance significantly higher than target. Face-to-face structured treatment is on a par with the previous year, reflecting the fact that providers had little time to prepare for the stretch targets. GamCare has agreed with GambleAware that providers will be given longer advance notice of the stretch targets for 2020/21.
- ViewitUK are close to finalising their initial scoping work and anticipate that aggregate data for previous years collated via electronic import scripts (ie not manually) will be available at the end of October.

Building a shared responsibility

- The work with ViewitUK is kicking off discussion about the options for better clinical data systems in use by providers. NHSE and PHE will also be involved in discussions about clinical data systems and options for screening potential service users.
- The team conducting the evaluation of gambling treatment is currently exploring options on how to conduct the study. As an additional piece of work they have developed proposals for capturing the learning from the set-up phase of the Leeds service.

Specialist provision

- The NHS Northern Gambling Clinic has commenced operation. The formal stakeholder launch took place on 15 October, following on from an earlier press launch. These generated substantial press coverage. NHSE investment in gambling treatment in 2019/20 was clarified in their MH implementation plan published in July in which they confirmed that GambleAware and GamCare are key partners.
- GambleAware is engaging with DHSC, PHE, NHSE, and their devolved equivalents, at all levels to improve coordination between the National Gambling Treatment Service and the NHS and other statutory services. Trustees are currently giving consideration to CNWL proposals to offer treatment for problem gambling in the Surrey prisons where it provides treatment for substance misuse. A number of providers in the National Gambling Treatment Service are represented in the Commission on Crime and Problem Gambling which has been convened by the Howard League for Penal Reform.

Safer Gambling Campaign:

The Safer Gambling campaign, Bet Regret, has now been running for just under 8 months with two main bursts of activity (Feb/March and August / September) to align with the football season alongside a digital always on strategy. There have now been 4 waves of the Tracking study with the results of Wave 4 to be presented to the SG Board next week.

Campaign Activity

Creative Assets:

All assets were updated to include the new endline; 'Think Twice or You'll Bet Regret it' (with a voice over on the video assets. Alongside this, new assets included:

- a) Radio campaign running on Talk Sport
- b) Media partnership with LadBible producing original content around 'mates don't let drunk mates bet' and 'bet regret on tour' alongside a series of short clips and self-reflective stories
- c) Content films featuring David James delivering advice around the International break and Think Twice when bored / drunk. These will continue to run throughout November.

Media:

The second burst of activity aligned with the start of the football season in mid-August and continued to end September utilising the rest of the donated TV inventory alongside additional investment and a rerun of in stadia posters and pub screens. New media channels included TalkSport Radio, support on the Sky Sports app and a new media partnership with LadBible.

Overall annual media investment (2019) is £3.3m of which total donated is £1,812,549 and paid for at £1,487,451. Please note that this represents a SOV of less than 1%.

It should be noted that the impact of the whistle to whistle ban which started at the beginning of August (no gambling ads to be shown during live sport televised before the 9pm watershed for a "whistle to whistle" period beginning five minutes before the start of a match and ending five minutes after. The curbs exclude horse and greyhound racing) has led to a decline in investment in TV (-37% month yoy) but a correlating increase in investment in digital (+45%) illustrating that the voluntary ban has had little effect on gambling advertising investment.

Campaign Activation

A partnership with the Football Supporters' Association (the FSA) has been agreed for the 2019/20 football season which will see Bet Regret promoted across different activation strands and channels, as well as more on-the-ground activity to engage with football communities, alongside access to their 500,000 members..

This partnership was announced with an FSA Fan Survey which highlighted that only 10% of football fans felt their club was doing enough to promote safer gambling. The results of the survey were announced on 12 September marking the launch of the partnership. As part of this partnership, David James (ex England goalkeeper) has come on board as a Safer gambling ambassador.

Campaign Outcomes

The results of the Ipsos MORI post Wave 4 Tracking study will be presented at the SG board meeting.

Campaign recognition remains strong, increasing from 61% to 67% since the start of the campaign in February (amongst all campaign audiences). This increases to 70% amongst the behaviour change audience and 77% amongst high risk bettors. Detail on other outcomes will be shared post the board presentation.