

PRESS RELEASE

Campaign increases awareness of the National Gambling Treatment Service

London, 29 October 2021: Awareness of the National Gambling Treatment Service (NGTS) continues to grow, following awareness raising campaigns led by the charity GambleAware, targeted primarily at high-risk male gamblers (PGSI 8+).

The campaign is well-targeted, with impact highest amongst its core target audience of high-risk male gamblers (PGSI 8+) and 'affected others' (partners, family and friends negatively affected by the gambling of others).

Campaign recognition continues to grow wave on wave, reaching 74% amongst high-risk male gamblers in August 2021, and 79% amongst affected others. Increasing numbers of high-risk gamblers agree that they would contact NGTS as a first step if they had concerns about their gambling – 60% in August 2021, up from 47% in May 2020.

This is against a background of increasing demand for help and support – with calls (and online chats) to the National Gambling Treatment Service's National Gambling Helpline up 41%¹ in the past 2 years (year to 31 March 2021 versus year to 31 March 2019).

The latest campaign was upweighted in London and the Midlands after research² revealed these regions had higher rates of high-risk gamblers³. This additional activity resulted in 40% of all male gamblers aged 16-44 in London saying they would be likely contact the NGTS, or the National Gambling Helpline, should they need support for gambling-related problems, compared to 31% across all Great Britain.

Insights from the Annual Great Britain Treatment and Support Survey⁴ found there was a need for more awareness of the support available to motivate people to seek treatment. The National Gambling Treatment Service campaign was designed to promote self-referrals amongst high-risk gamblers by directing them to the National Gambling Helpline, live chat, and online support available via BeGambleAware.org.

The need for the service has never been higher and it continues to be important to build awareness, with growing numbers of high-risk gamblers saying they were gambling more because of the pandemic – 38% in August 2021, up from 24% in May 2020).

¹ GamCare annual statistics, 2020/21

² <https://www.begambleaware.org/sites/default/files/2020-12/treatment-needs-and-gap-analysis-in-great-britain-a-synthesis-of-findings1.pdf>

³ <https://www.begambleaware.org/gambleaware-gb-maps>

⁴ [https://www.begambleaware.org/sites/default/files/2021-06/Annual GB Treatment and Support Survey 2020 report %28FINAL%29 26.03.21.pdf](https://www.begambleaware.org/sites/default/files/2021-06/Annual%20GB%20Treatment%20and%20Support%20Survey%202020%20report%28FINAL%29%2026.03.21.pdf)

Zoë Osmond, CEO of GambleAware said: *“The National Gambling Treatment Service brings together a network of organisations across Great Britain that provides free confidential treatment and support for anyone experiencing gambling harms.*

“It is heartening to see that this campaign is helping to signpost more people to treatment for gambling harms, and also working to drive greater awareness of the provision of treatment services.”

The national campaign has been predominantly aimed at high-risk male gamblers, who already experience significant harms from gambling, across four bursts of activity, with an additional burst targeted specifically at high-risk female gamblers. Campaign materials have appeared in newspapers, magazine, on the radio, online and in out-of-home settings across Great Britain.

GambleAware will continue to monitor the awareness of the National Gambling Treatment Service and the impact of the campaign. From November 2021 measurement of this will be integrated into GambleAware’s ongoing Treatment and Support Demand Survey.

The full summary of the tracking results is available to view [here](#) and more information about the National Gambling Treatment Service campaign can be found on our [website](#).

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About the National Gambling Treatment Service

- The National Gambling Treatment Service (NGTS) is a network of organisations working together across Great Britain to provide free confidential telephone and online support, and face-to-face treatment for anyone experiencing gambling-related harms.
- Working alongside the National Health Service, self-referrals through the 24/7 National Gambling Helpline are the main route for accessing the treatment. The NGTS is commissioned by GambleAware, an independent grant-making charity that takes a public health approach to reducing gambling harms.
- The National Gambling Treatment Service brings together the National Gambling Helpline (operated by GamCare) and a network of locally based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- It is jointly commissioned by NHS England and GambleAware, and includes NHS, third sector and private sector providers delivering services across England, Scotland and Wales. Wherever someone makes contact throughout the network, these providers work alongside each other through referral pathways to deliver the most appropriate package of care for individuals experiencing difficulties with gambling, and for those who are impacted by someone else’s gambling.

About GambleAware

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see www.begambleaware.org/for-professionals/about-us
- GambleAware is a commissioner of independent evidence-informed prevention and treatment services in partnership with expert organisations and agencies across Great Britain, with over £56 million of funding under active management.
- In April 2021 GambleAware published a new five-year strategy which defined the charity's vision of **a society where people are safe from gambling harms**. This vision is based on a whole-system approach, which acknowledges the many other organisations, networks and individuals, including those who have lived experience of gambling harms, that already play a key role across the system, or have the potential to do so in the future. Alongside this, GambleAware outlined its four key strategic priorities and four commissioning objectives which will help guide the charity as it strives to achieve its vision.
- In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.
- GambleAware produces public health campaigns including 'Bet Regret' and is responsible for the design and delivery of the campaign based on best practice in public health education. See: www.begambleaware.org/for-professionals/safer-gambling-campaign.

About the Campaign Tracking Research

- This research is contacted online by Ipsos MORI
- The latest wave of research was conducted 23-31 August 2021, with a nationally representative sample of 1013 male gamblers aged 16-44, 469 of whom fall in the high-risk (PGSI 8+) category.