

A photograph of two men standing in front of a house. The man on the left is wearing a dark green jacket over a grey sweater and is looking towards the man on the right. The man on the right is wearing a denim jacket over a light green t-shirt and is looking back at the first man. In the background, a woman with long dark hair is smiling. The house has a light blue door with a stained glass window. There are green plants on the left side of the frame.

# Let's open up about gambling

Stigma Campaign Partner Toolkit 2023

GambleAware

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# Campaign summary and partnerships opportunity

GambleAware is the leading charity working to keep people safe from gambling harms. We offer free, confidential advice, tools and support for anyone worried about how gambling makes them feel.

**Research has revealed that 75% of people experiencing gambling problems feel they can't open up to loved ones<sup>1</sup>.**

Research also showed 1 in 4 of us think we know someone who has experienced problems with their gambling, with data showing 3 in 5 (61%)<sup>2</sup> are put off talking to them about it due to concerns around stigma.

This is why GambleAware has launched a national public health campaign to reduce the stigma associated with gambling harms. By empowering people to open up about gambling harms and normalising seeking support, we want to change societal perceptions and understanding of gambling harms, to reduce the stigma surrounding it.

The next burst of the campaign launched on 21<sup>st</sup> November and has been co-created with people with lived experience of gambling harms, putting their experiences at the heart of our communications. Impactful media activity will include TV advertising, video on demand, social media, digital display, radio and targeted outdoor for example near sporting and gambling venues. The campaign will also specifically target

communities experiencing a disproportionate burden of gambling harm and stigmatisation, such as people from minority ethnic backgrounds.

We all have an important role to play in empowering people to open up about gambling and normalising seeking support. And, vitally, we need your help as a campaign partner to ensure our message is reaching those who may need it most, at the right time and place. This is your chance to support members of your community, customers or colleagues who may be experiencing gambling harms, either directly or through someone they care about. You could make all the difference in empowering someone to seek the help they need.

To make it as simple as possible for you to support the campaign, we've created a suite of downloadable assets for you to share across your internal and external channels. Accessible via this toolkit, assets include social posts, posters, short and long copy, videos, the self-assessment tool, and a staff briefing.

# Partner assets



# Campaign videos

15 and 30 second versions of the stigma campaign TV ad for social and digital channels, telling real lived experience stories of gambling harms.

## 15 second cutdowns

- 16:9 (suitable for digital screens)
- 4:5 (suitable for in-feed across social channels)
- 1:1 with subtitles (suitable for in-feed across social channels)

## 30 second cutdowns

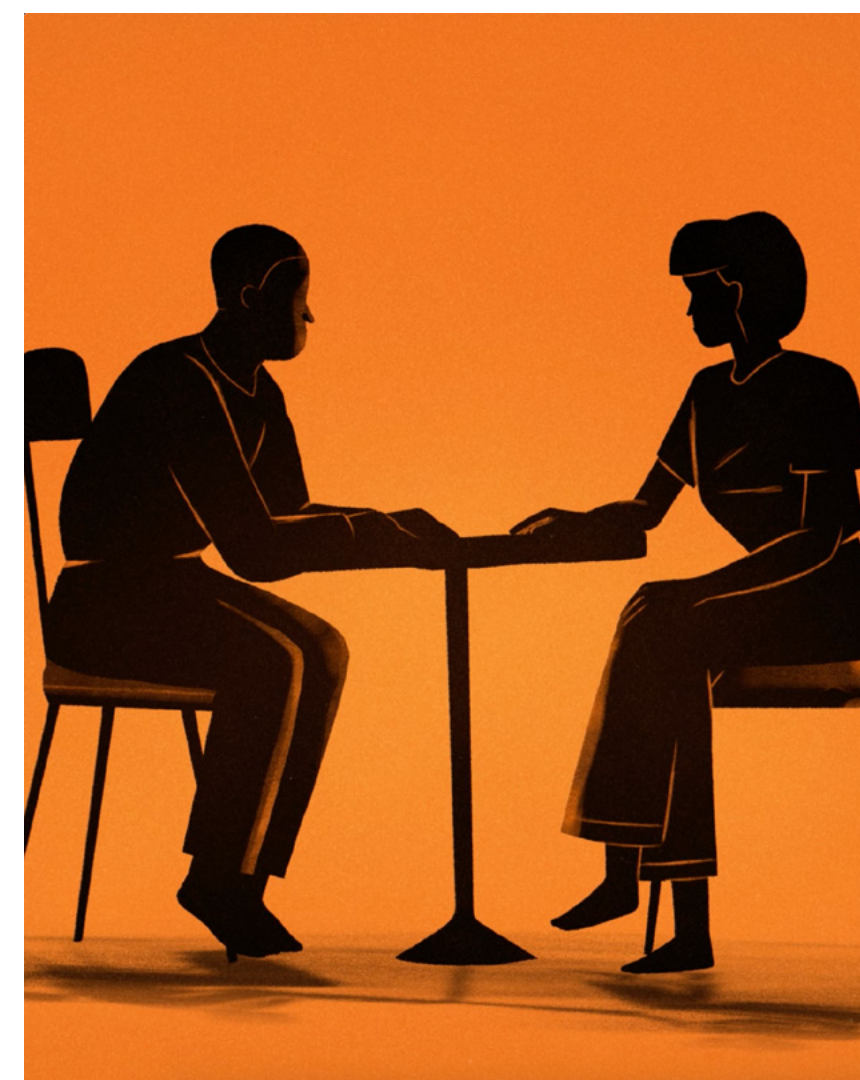
- 16:9 with subtitles (suitable for digital screens)
- 16:9 without subtitles (suitable for digital screens)

[Download here](#)

## Assets



16:9 Fog Campaign video



4:5 Wall Campaign video



1:1 Magnet Campaign video

# Static social

## Social

- Static 9:16  
*(suitable for story formats)*
- Static 16:9  
*(suitable for digital screens)*
- Static 4:5  
*(suitable for in-feed across social channels)*

[Download here](#)

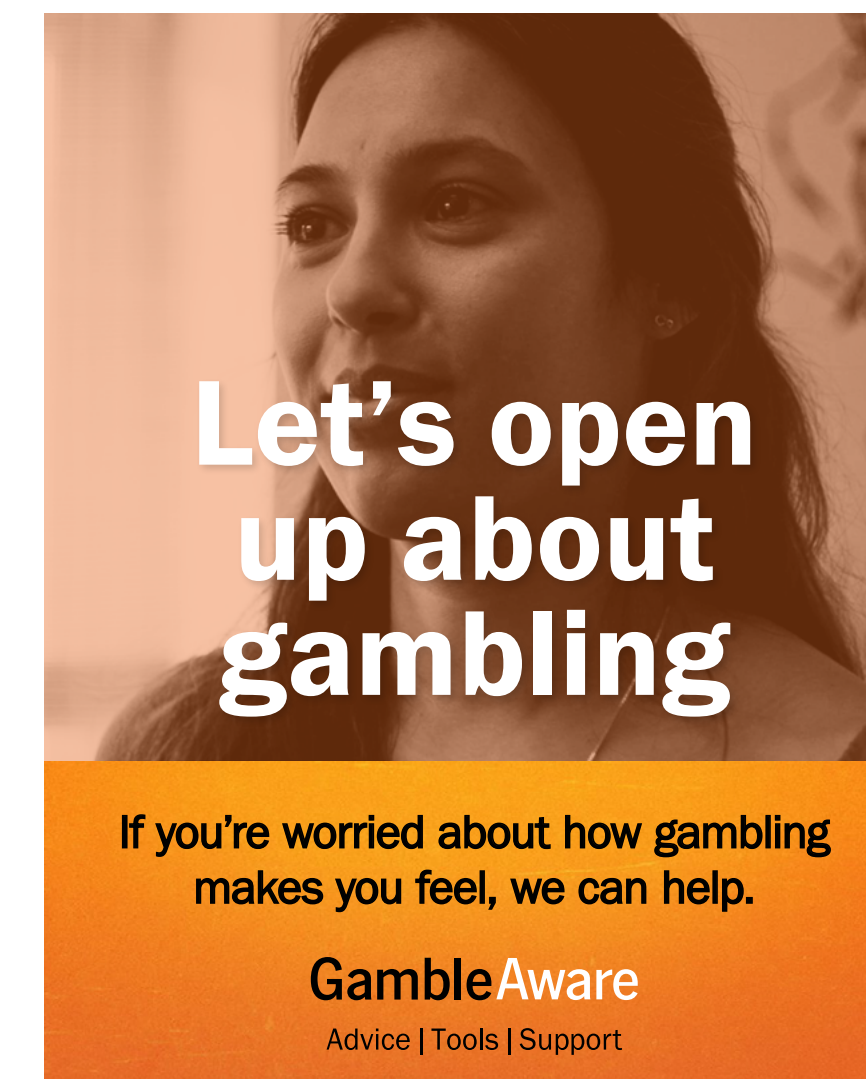
## Assets



9:16 Static



16:9 Static



4:5 Static

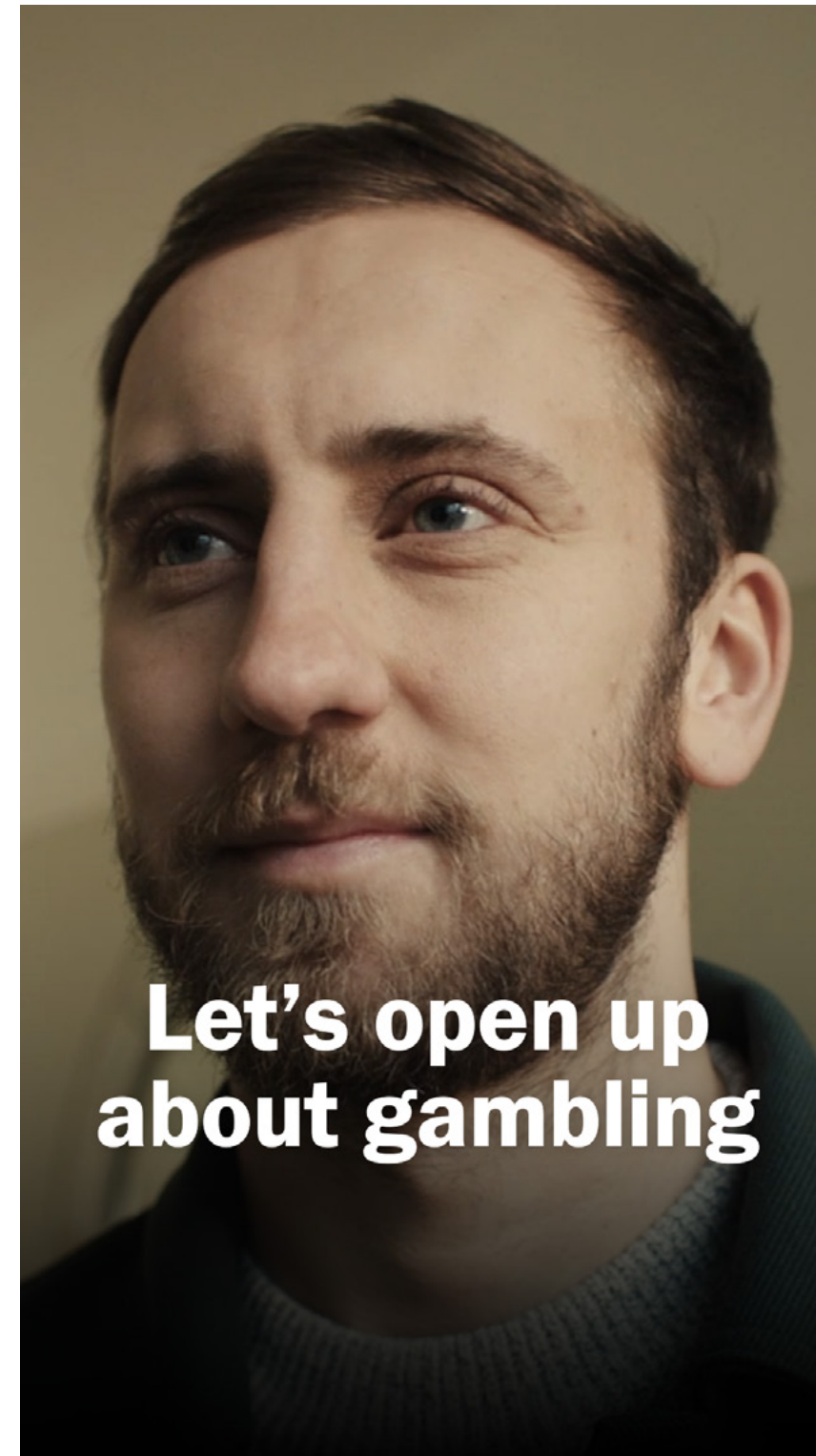
# Animated social

## Social

- Static 9:16  
*(suitable for story formats)*
- Static 16:9  
*(suitable for digital screens)*
- Static 4:5  
*(suitable for in-feed across social channels)*

[Download here](#)

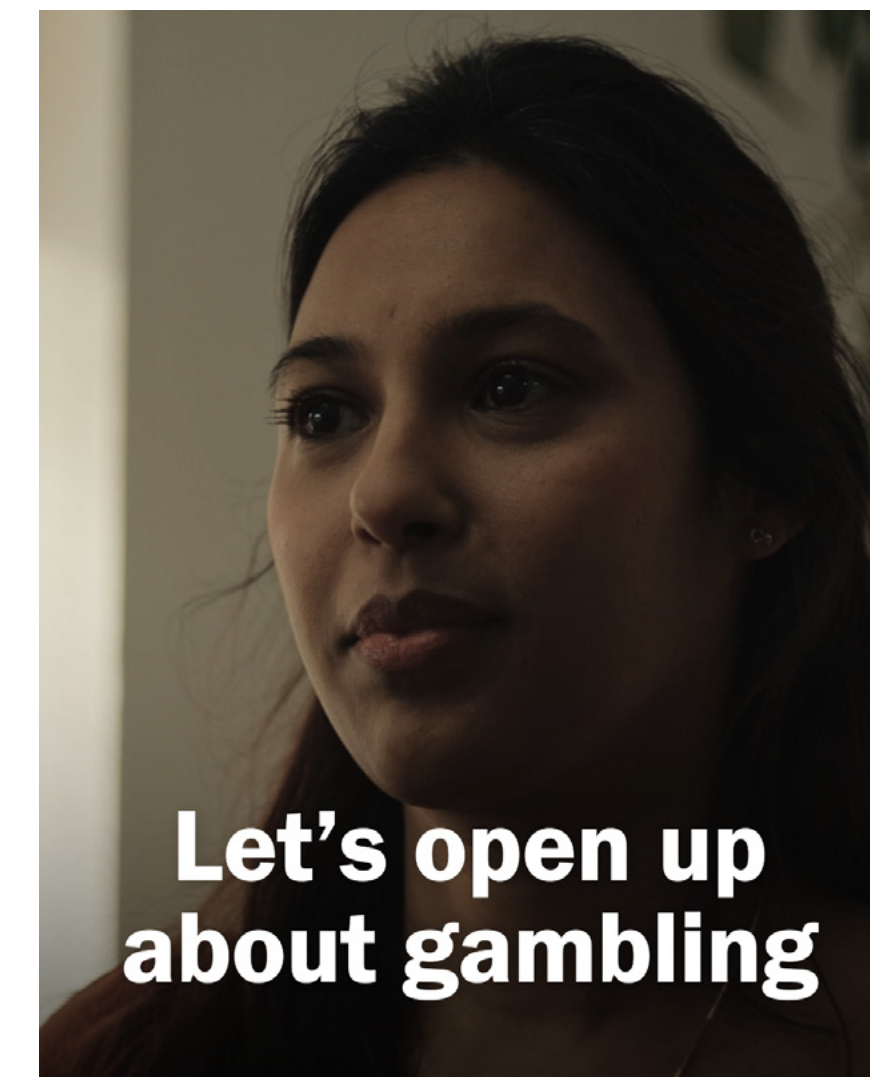
## Assets



9:16 Animation



16:9 Animation



4:5 Animation

# Animated typographic GIFs

Animated typographic GIFs highlighting how gambling can make you feel.

## Social

- Static 9:16  
(suitable for story formats)
- Static 4:5  
(suitable for in-feed across social channels)

[Download here](#)

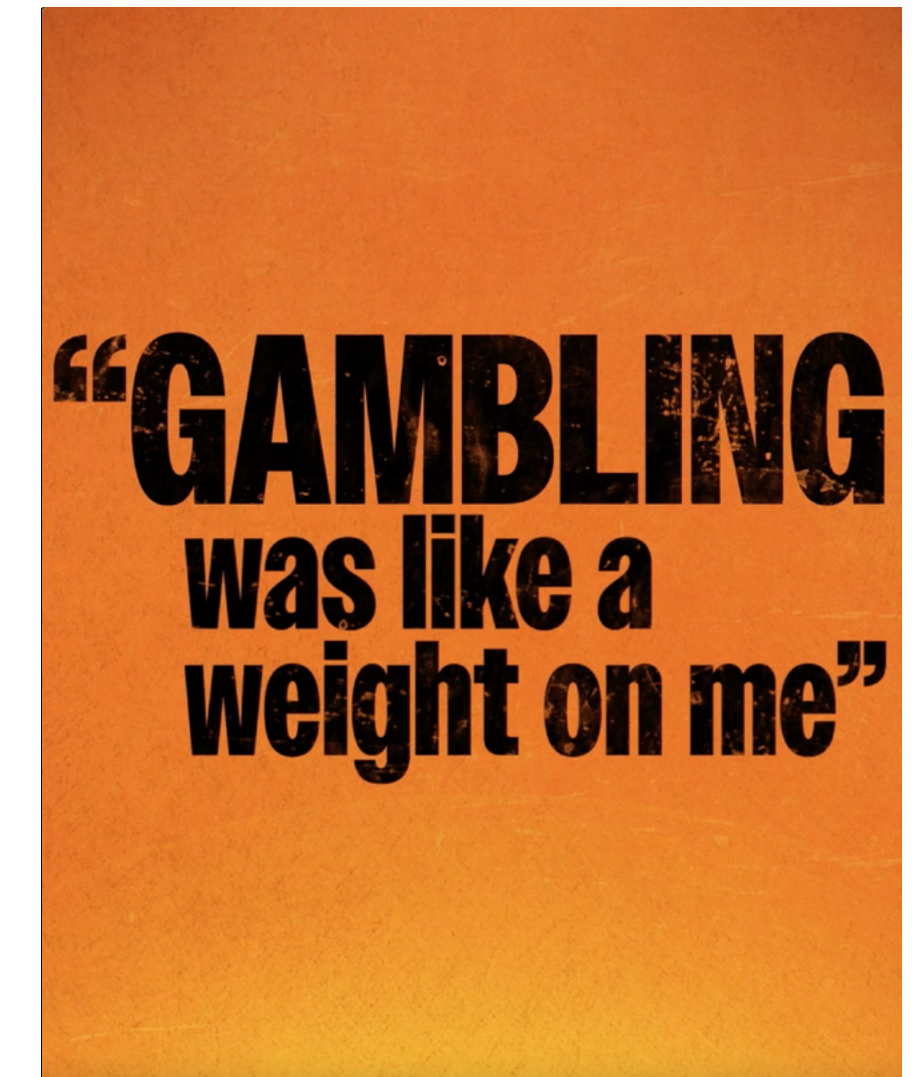
## Assets



4:5 Focus animated GIF



4:5 Hide animated GIF



4:5 Weight animated GIF



# Social post copy

## Post copy

### **Post copy theme 1: Opening up to loved ones**

Have you ever found it hard to talk about your gambling, or to seek support? You're not alone. Worrying they'll be judged by others is one of the biggest barriers to people seeking help and talking openly about their experiences. Get help from GambleAware to start a conversation with someone you trust <link>

### **Post copy theme 2: Early signs of gambling harms**

Knowing the signs of gambling harms can help you understand if you'd benefit from support. Do you ever feel like you're spending too much time or money on gambling, or that it's always on your mind? Do you feel worried or guilty about gambling? Learn more about the risks and signs of gambling harms and how to get help from GambleAware <link>

### **Post copy theme 3: How to help someone who gambles**

Whether it's a friend, family member, loved one or colleague, it can be difficult knowing how to help someone experiencing gambling harms. We can help you get a better understanding of what they're going through, showing empathy and looking out for yourself too. Find advice, tools and support from GambleAware <link>

### **Post copy theme 4: Self assessment tool**

Harms from gambling can happen to anyone, with 1 in 4 people thinking they know someone who has experienced it. GambleAware's short quiz only takes a few minutes, it's completely anonymous and you'll be offered free, tailored support, should you want it. Get started here <link>

# Digital assets

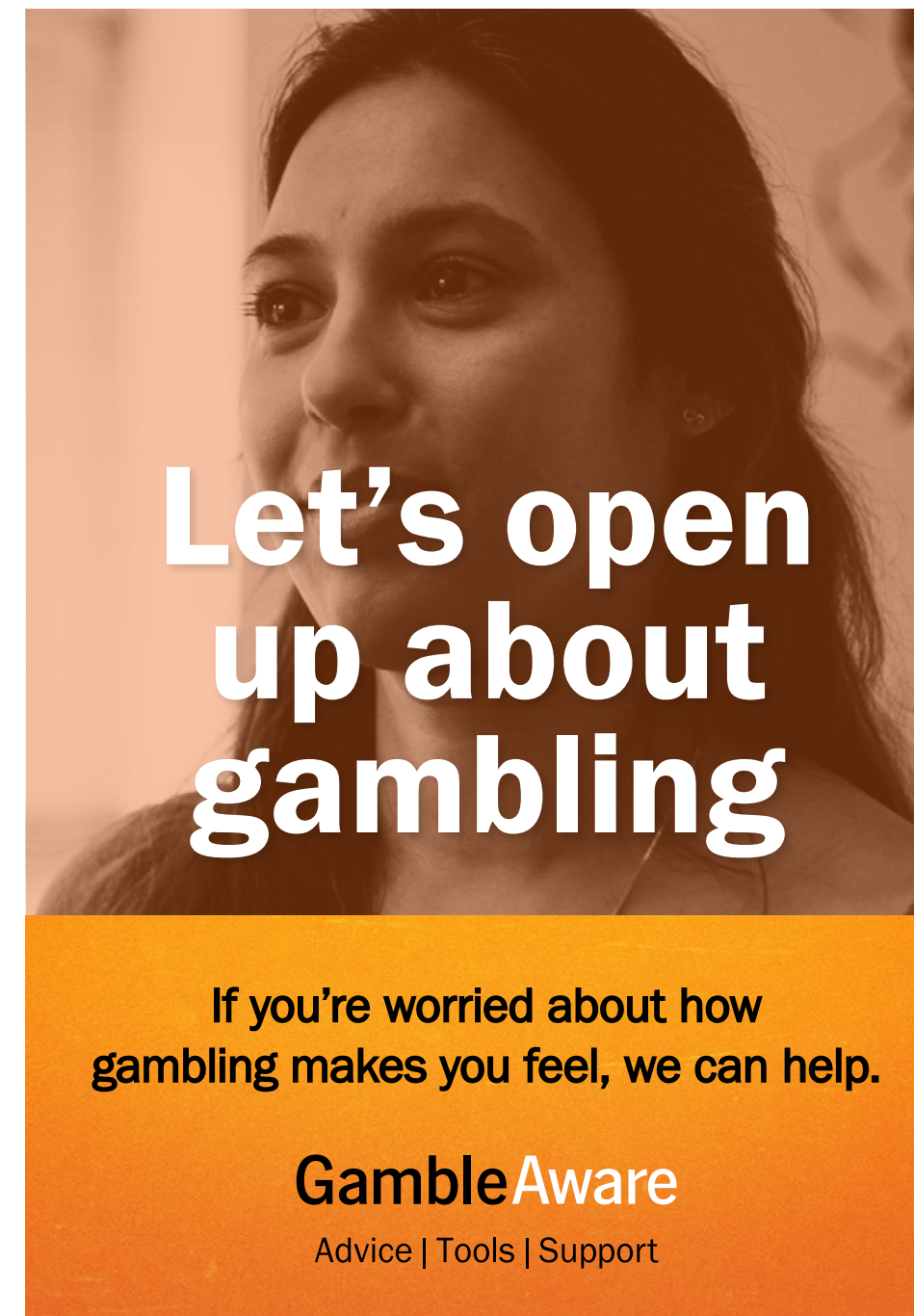
## Digital banners

- 5.8" x 8.3"
- 8.3" x 5.8"

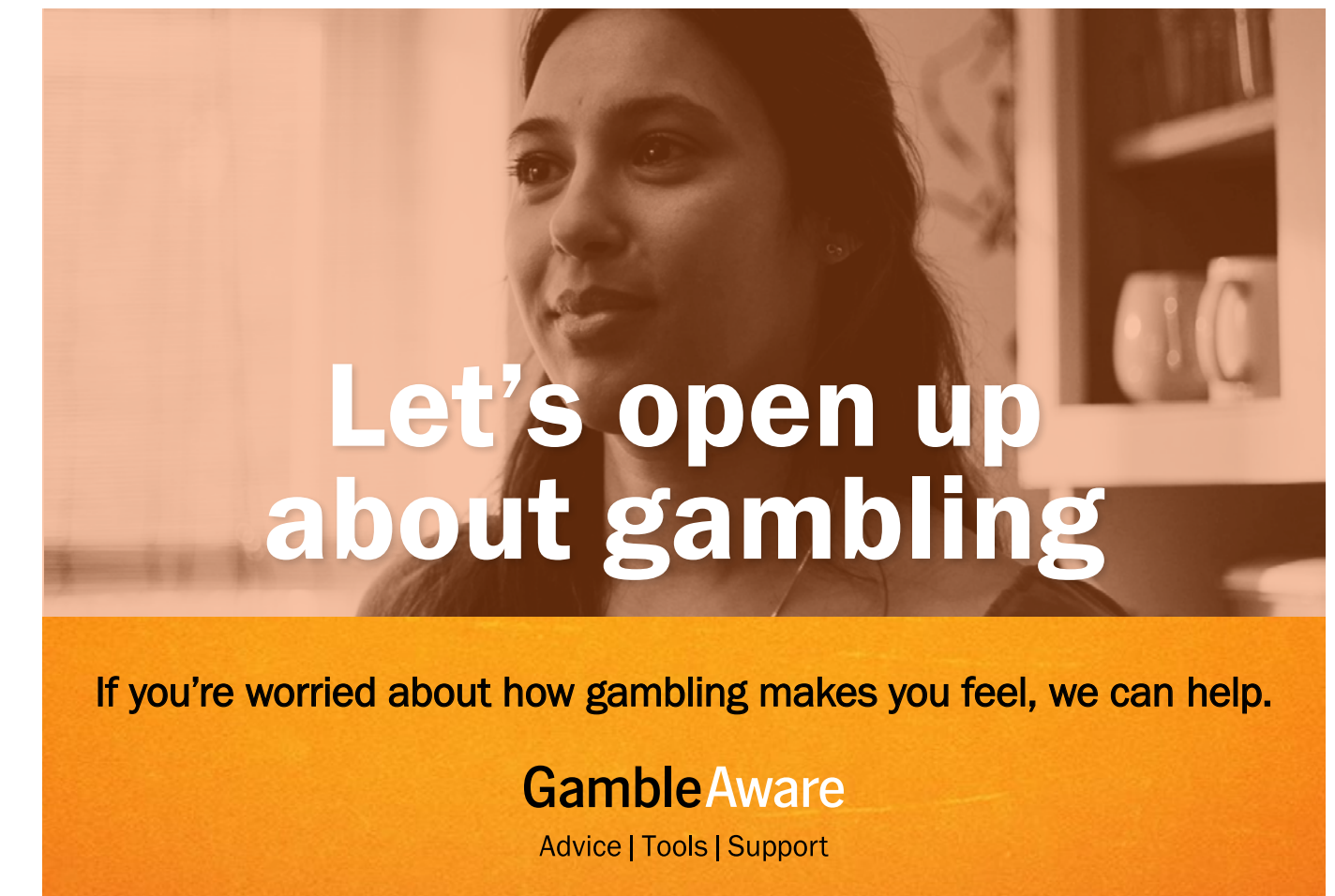
## Email signature

[Download here](#)

## Assets



5.8" x 8.3" Digital banner



8.3" x 5.8" Digital banner



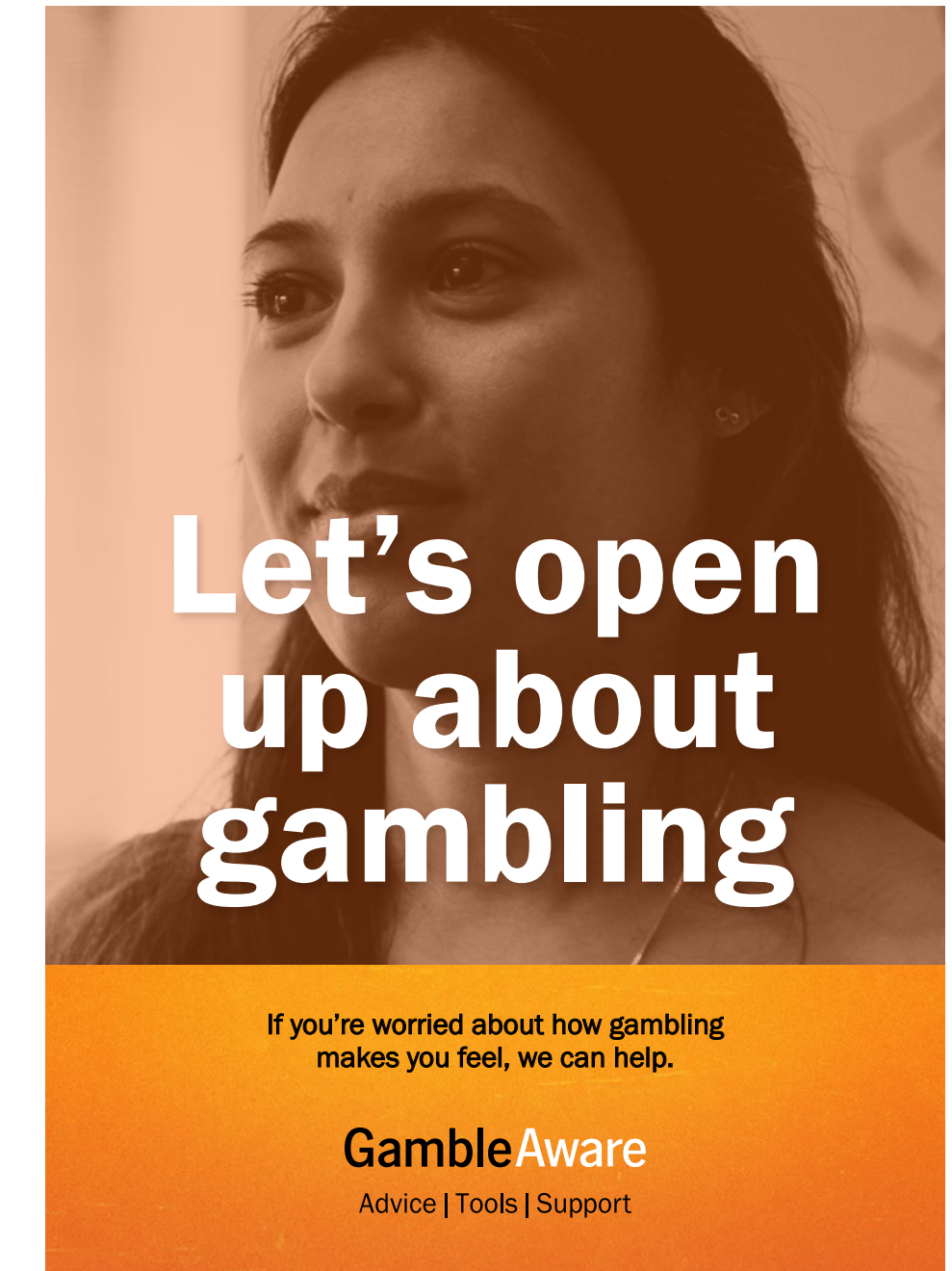
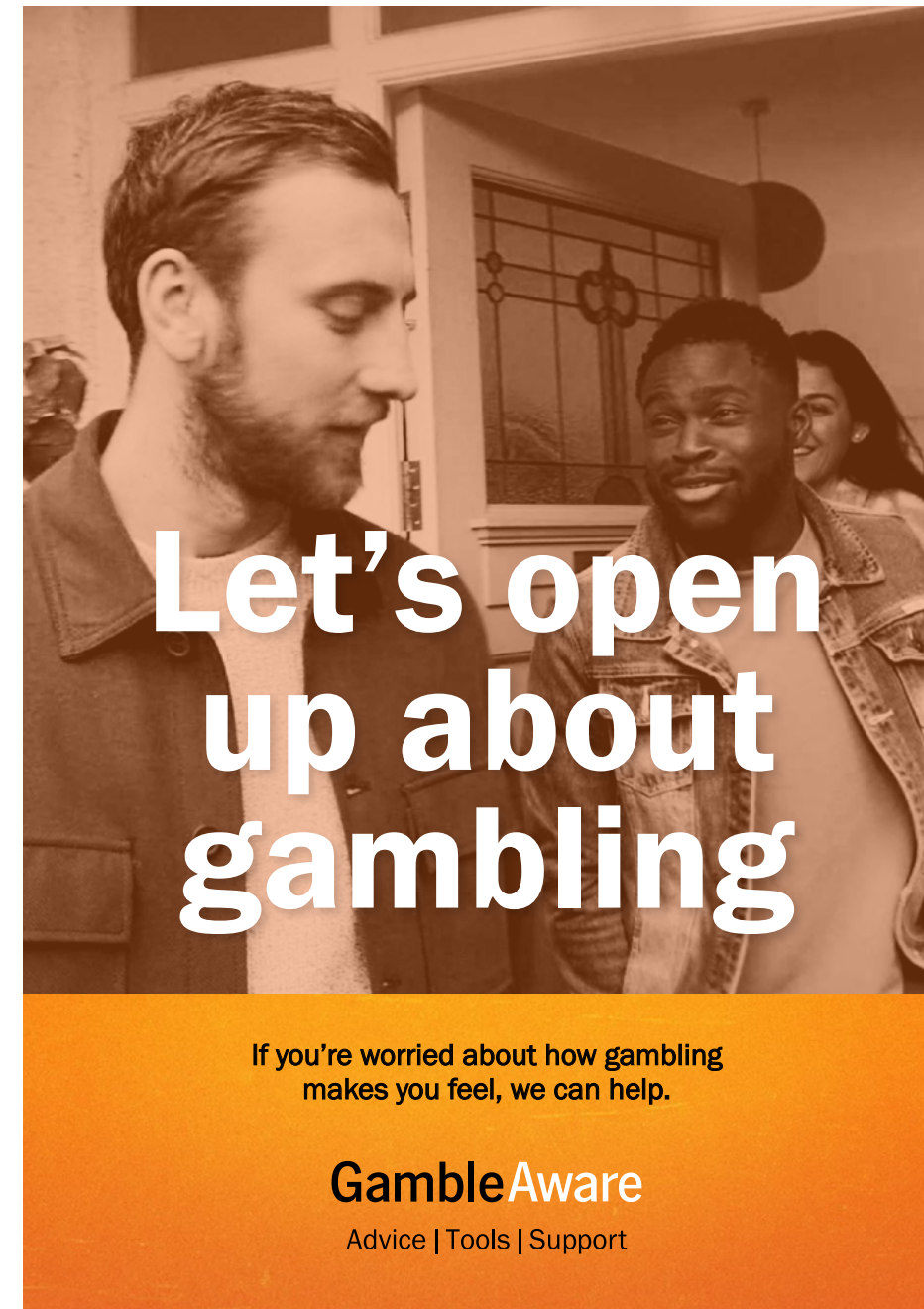
Email signature

# Posters

We have developed three creative options for A3 posters, ready for print.

[Download here](#)

## Assets



# Long and short copy

Copy options to equip you with the right messaging when engaging with your audience.

## Long copy

Have you ever found it hard to talk about gambling, or to seek support? You're not alone. Worrying that they'll be judged is one of the biggest barriers that prevents people seeking help and talking openly about their experience.

If you're worried about how gambling is making you feel, or it's affecting someone you care about, talking to someone can really help. So, let's open up about gambling.

A useful starting point can be understanding if gambling is causing difficulties, by understanding the early signs of gambling harms. Things like feeling you're spending too much time or money on gambling, or that it's always on your mind. Maybe you're feeling worried or guilty about your gambling, or have been keeping it a secret?

GambleAware's short quiz can help you understand how gambling might be affecting you or someone you care about. It only takes a few minutes to complete, all answers provided are anonymous and you'll be provided with free, tailored support.

You can find this quiz, plus other advice, tools and support on the GambleAware website.

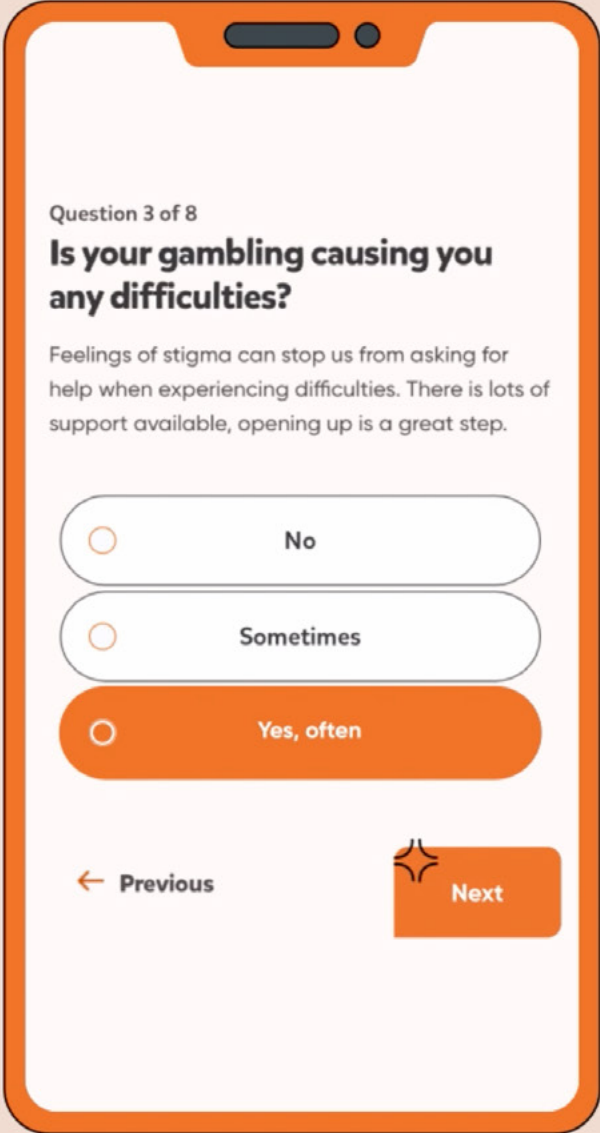
## Short copy

Have you ever found it hard to talk about gambling, or to seek support? You're not alone. If you're worried about how gambling is making you feel, or someone you care about, talking can really help. So, let's open up about gambling. GambleAware can help you spot the early signs of gambling harms, understand what a person experiencing gambling harms may be going through and start a conversation. Find advice, tools and support on the GambleAware website.

# GambleAware's Short Quiz

This short video shows how quick and easy it is to use GambleAware's short quiz that can provide people with tailored support, should they want it.

[Download here](#)



Question 3 of 8  
**Is your gambling causing you any difficulties?**

Feelings of stigma can stop us from asking for help when experiencing difficulties. There is lots of support available, opening up is a great step.

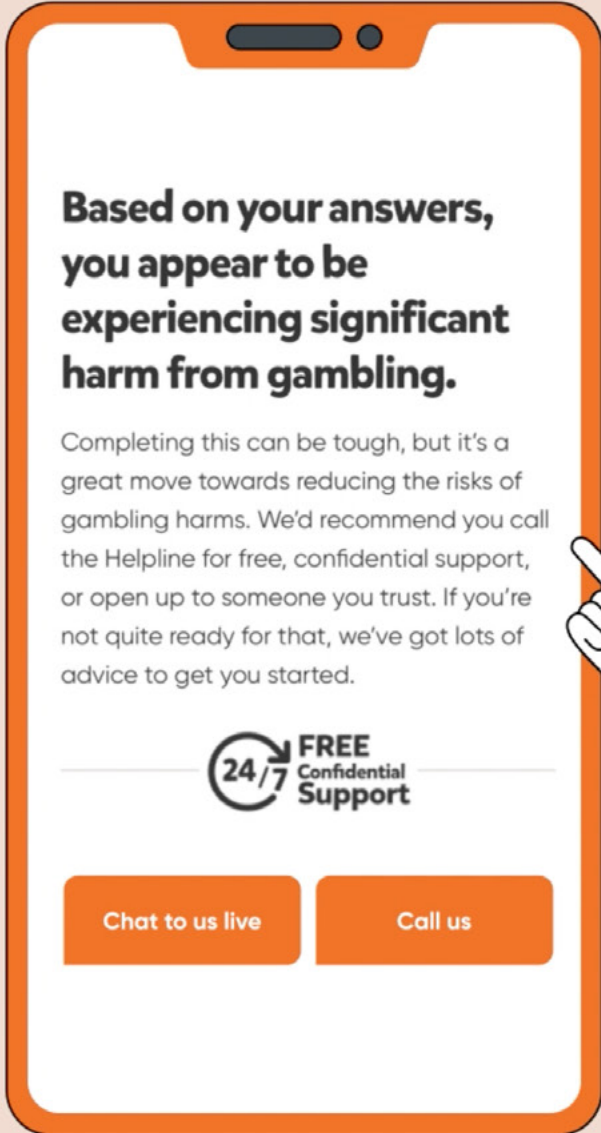
No

Sometimes

Yes, often

← Previous Next

**It's free and confidential**



**Based on your answers, you appear to be experiencing significant harm from gambling.**

Completing this can be tough, but it's a great move towards reducing the risks of gambling harms. We'd recommend you call the Helpline for free, confidential support, or open up to someone you trust. If you're not quite ready for that, we've got lots of advice to get you started.

**24/7 FREE Confidential Support**

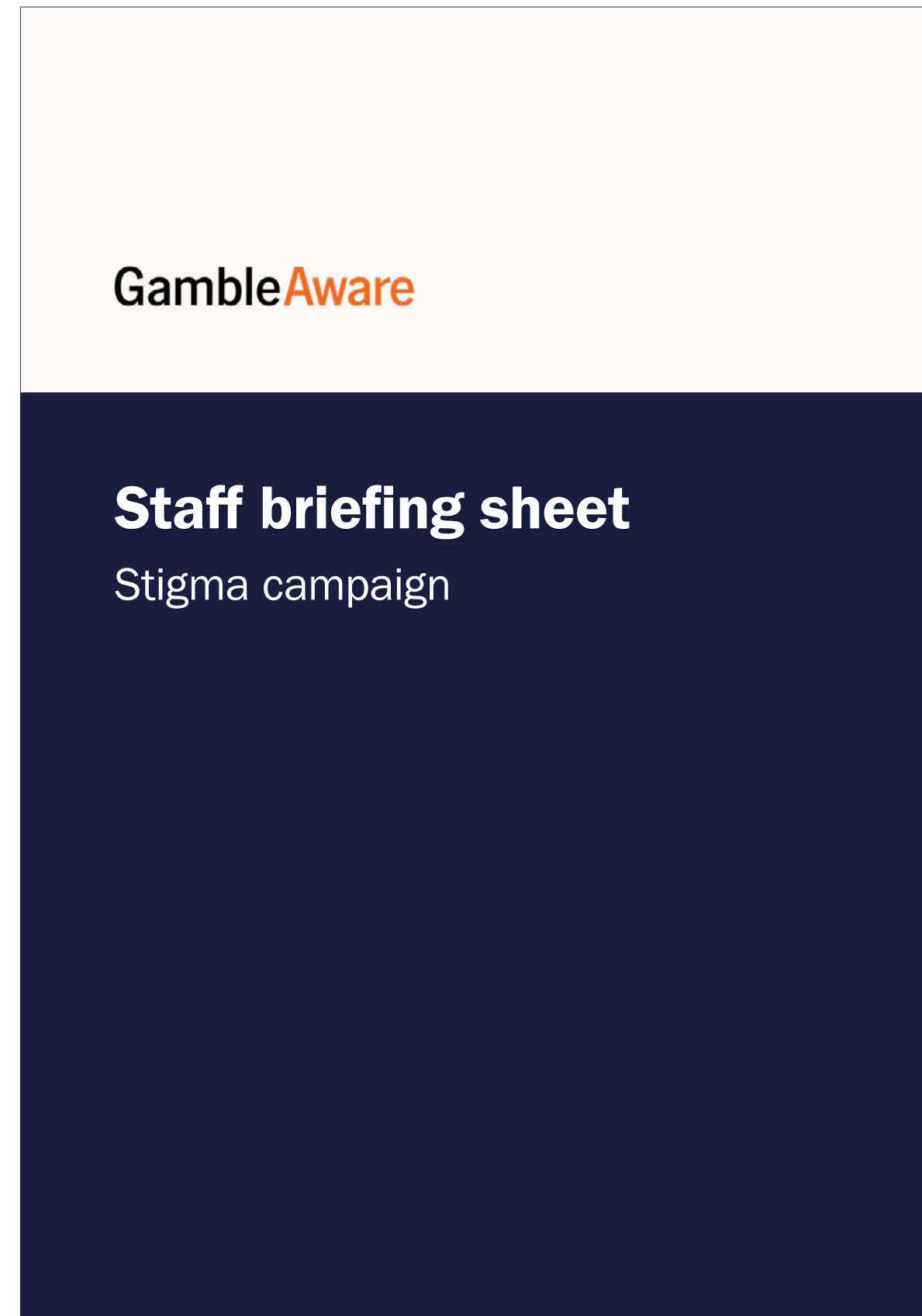
Chat to us live Call us

**Providing tailored advice, tools and support**

# Staff briefing

This document can be used to brief staff who may encounter people who are experiencing gambling harms themselves, or indirectly, through someone they care about.

[Download here](#)

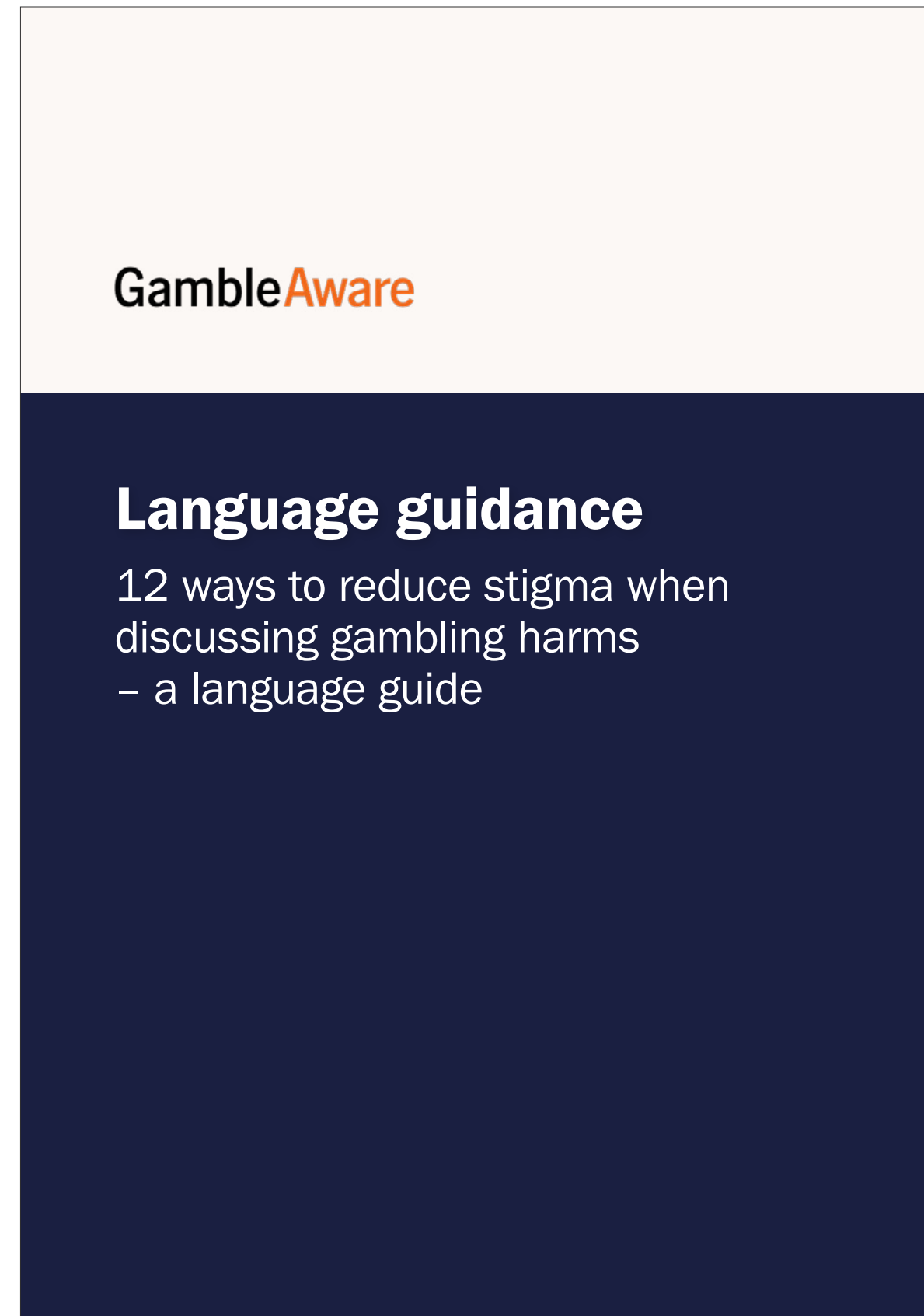


The staff briefing sheet has been produced to give an overview of GambleAware's campaign, information about gambling harms, and how stigma can stop people getting the right help. It also signposts lots of helpful advice and support.

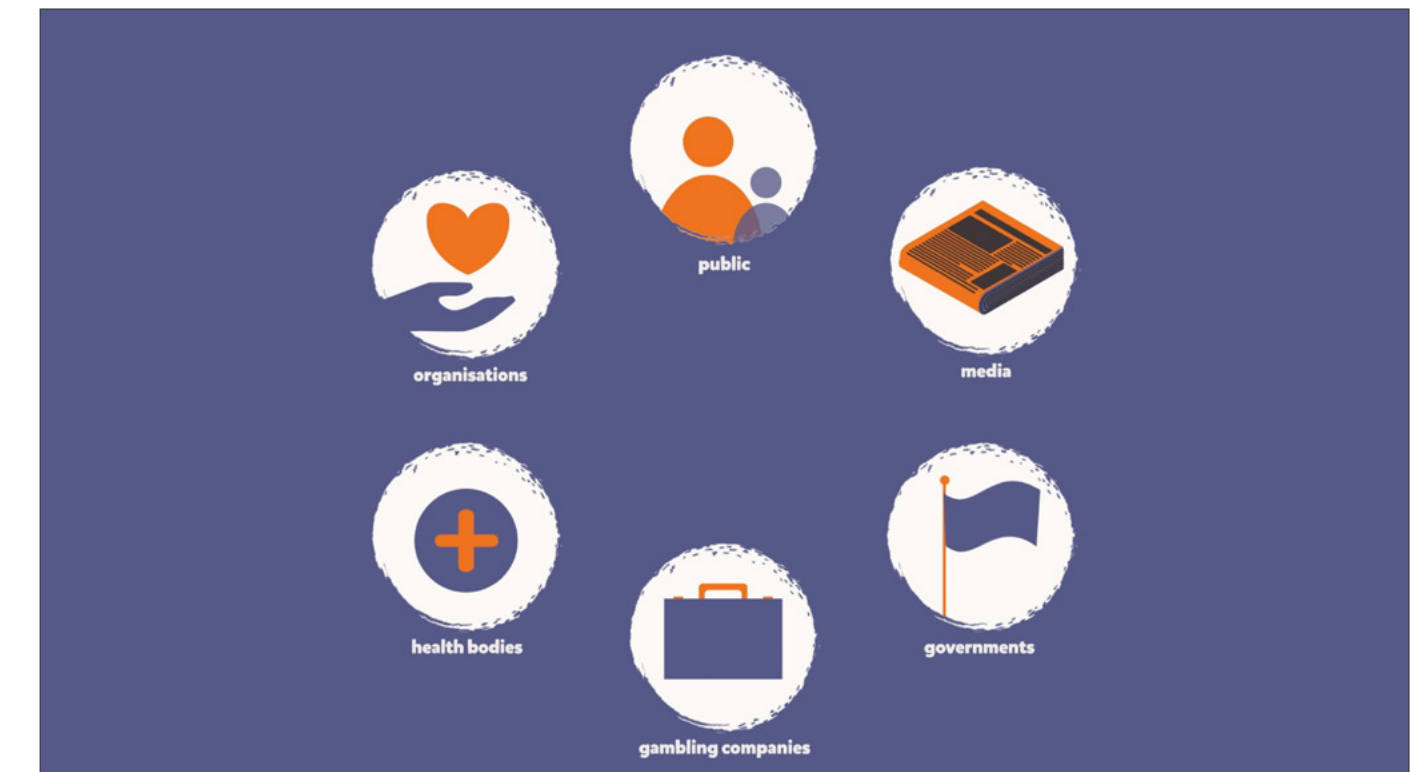
# Support and guidance

When you're talking to someone who may be experiencing gambling harms, language is really important. The words you use could make all the difference; encouraging and empowering them to open up to their loved ones about how they're feeling and find the support that's right for them.

[Download here](#)



This language guidance has been created to help you understand why language around gambling is so important, and to give you some ideas of things to say and things to avoid.



## Gambling harms stigma animation

This animated video provides a guide to explain what stigma is and how people can speak about gambling harms effectively.

# Thank you

**Thank you for supporting this campaign – we're really pleased to have you on board.**

Harms from gambling can happen to anyone. In fact, one in four of us think we know someone who has experienced problems with their gambling. By helping to share the campaign messages, using the assets downloadable from the partner asset library, you could make a big difference to people within your audience who are experiencing gambling harms, or who are worried about someone else who may be.

We'd love to hear how you use the materials and the impact they have. This will ensure we can monitor, review and evaluate the campaign effectively, with learnings for future campaigns.

If you would like to discuss additional ways in which you can support your audience, please get in touch with **[Harriet.wildman@23red.com](mailto:Harriet.wildman@23red.com)**

**[Download all assets here](#)**