**Stigma Reduction Campaign Evaluation**

‘Let’s Open Up About Gambling’

**Rationale**
Stigma is one of the biggest barriers to people seeking help, realising they may be experiencing harms from gambling, and talking openly about their challenges. Often they feel worried they’ll be judged by others about their experiences.

**Objectives**
To reduce the stigma of people experiencing gambling harms by:
- Changing societal perceptions and understanding
- Normalising support seeking for gambling harms

**Execution**
The campaign focused on bringing to life the real stories and feelings of people’s lived experience of gambling harms. This was executed in a way that drove significant awareness, reach into communities at disproportionate impact of gambling harms, and drive action for people who are most in need.
The hero creative assets can be seen below:

**Evaluation**
Our evaluation methodology follows the Government Communications Service (GCS) Evaluation Framework and triangulates data sources to evaluate campaigns holistically.
Reach
- PR secured over 1,600 pieces of media coverage.
- Partnerships reached an estimated potential 28.2m people.
- Paid media achieved a total reach of 97% and frequency of 22 across all adults.

Recognition
- Three quarters (75%) of the behaviour change audience recognised at least one element of the campaign.
- (PGSI 3+, aged 18-44)

Reported action
- Almost all (93%) campaign recognisers in the behaviour change audience claimed to have taken action as a result of seeing the campaign.

Real-world action
- 43% increase in users of the website during the campaign.
- 22K users of the tool.
- 8,016 contacts to the National Gambling Helpline during the campaign period (9% increase).

Stigma
- 67% of the target audience felt the campaign increased their feeling that it is okay to talk more openly about gambling harms.