

GambleAware's National Prevention Programme Assets

Sustaining GambleAware's National
Prevention Programme Assets in the
New Gambling Harms Research,
Prevention and Treatment
System

Overview

This document set out the important need for prevention and early intervention in reducing the risk of people experiencing gambling harms. It also highlights the criticality of maintaining GambleAware's National Prevention Programmes in the transition to the new gambling harms Research, Prevention and Treatment system.

GambleAware has welcomed the statutory industry levy to fund gambling harms research, prevention and treatment (RPT), having consistently campaigned since 2017 for its introduction as an important means of ensuring sustainable, transparent and long-term RPT funding.

We are focused on securing a smooth and safe transition to the new system to ensure our beneficiaries continue to access the help and support they need. We will continue to work closely with the Government and new Commissioners to ensure the new system builds on the existing expertise within the third sector and wider lived experiencing community, including through the National Gambling Support Network (NGSN). We are committed to playing our full part in whichever way best supports the future system towards achieving a society free from gambling harm.

GambleAware-commissioned services have had a major impact over the years. It is absolutely vital that any assets utilised in the future system are supported by evidence and a robust evaluation of effectiveness and need. Our National Prevention Programme assets, including our public health campaigns, have been recognised as groundbreaking and highly effective. It is vital these evidence-based, effective public health interventions are transferred and maintained within the new system to ensure a continued, seamless journey for people experiencing gambling harm.

It is essential GambleAware's National Prevention Programme Assets are maintained and transferred into the new statutory system to ensure a smooth and safe transition. This will help guarantee continued access to the valuable advice, treatment and support needed for people experiencing gambling harm.

We will also continue to do our utmost to ensure a safe transition to the future gambling harms system until the transition is completed in Spring 2026.

Critical role of prevention and early intervention in addressing gambling harms

Prevention and early intervention are critical to reducing the risk of people, including children and young people, experiencing gambling harms and to prevent harms from escalating. Earlier access to support can also reduce the need for more complex and costly treatment, meaning it has a better net fiscal benefit, in turn saving NHS resources.

Strong alignment between prevention and treatment in the new system is also critical to delivering a coherent, population-based public health approach to addressing harms. To achieve this, it is vital people have a trusted and accessible voice they can turn to for support.

This is particularly important for the gambling harms support system:

- The support system is complicated, involving a diverse network of national and local providers. This system can be challenging to navigate, particularly for people in distress or crisis.
- Gambling harm is highly stigmatised, necessitating a trusted voice to break down barriers and build confidence in the available advice, tools and support.
- People who experience harms from gambling often do so without recognising it, and [a significant majority \(90%\) are not seeking formal support](#).

GambleAware's Core National Prevention Programme Assets

In response to growing demand for solutions and resources which promote early intervention, GambleAware provides a range of evidence-based National Prevention Programme Assets which are used at scale to help people identify whether they are at risk of gambling harm, signpost to the appropriate treatment and support where necessary and suggest ways in which they can reduce their risk of future harm. These Assets provide an effective ecosystem and 'front door' to the wider gambling harms system, which contains integral support and treatment services. Without these assets the millions of people who currently access them and are supported by them would be affected. It is therefore critical that the future system recognises the impact and value of the existing GambleAware prevention programme assets for individuals experiencing harm and sustains the following:

- **The GambleAware brand**, is the most salient brand associated with gambling addiction and operates as the front-door to the wide range of advice, tools and support available across the wider gambling harms ecosystem in Great Britain. The strong awareness (61%), trust (55% of those experiencing any level of harm PGSI 1+) and warmth (50% of those experiencing any level of harm PGSI 1+) of the brand is crucial for encouraging people to take action. The brand and its associated signposting to the advice, tools and support across the system, is also currently included on operator advertising, which is estimated to have at least £1.5 billion of marketing spend each year, which plays a significant role in achieving cut through.
- **The GambleAware website**, serving as a central digital hub, a coherent 'front-door' to comprehensive advice, tools and support for around 5 million people each year. The website has an exceptional Google Domain Rating of 91/100, ranking just outside the top 1000 websites on the internet. Our suite of digital tools includes the self-assessment quiz which has been completed over 160k times, with over half of those completing the tool taking a meaningful action as a result. Our service finder tool, which signposts people to the right local services for their needs, including via the NHS and the National Gambling Support Network, is estimated to have delivered over 100k views and 23k referrals into services.
- **Self-help app**, a new app, developed in response to evidence that a significant majority of people experiencing gambling harm (90%) are not seeking formal support. However, of those who gambled in Great Britain in 2023 4% want to quit gambling and 9% want to reduce their gambling, with desire to

reduce or quit gambling increasing with the level of harm experienced. The app is focused on supporting people directly affected by gambling and providing tailored advice and support to reduce the escalation of harm. The app includes a self-assessment tool, progress tracking and a personalised action plan.

- **National behaviour change interventions** play a vital role in raising awareness of the risks of gambling, prompting reappraisal and empowering people to take steps to change their behaviour. Our national, public health behaviour change campaign to [tackle gambling harms stigma](#) has achieved strong impact, with almost all who recognised the campaign (94%) reported taking action as a result. We also saw 'real world' action with a 9% increase in target calls to the National Gambling Helpline. Independent academic [research](#) also found the stigma campaign was the **only** harm reduction advertising studied to yield significant decreases in gambling urges. The campaign was also recognised by the Gambling Minister during a [recent debate](#) on the legislation to introduce the statutory industry levy.

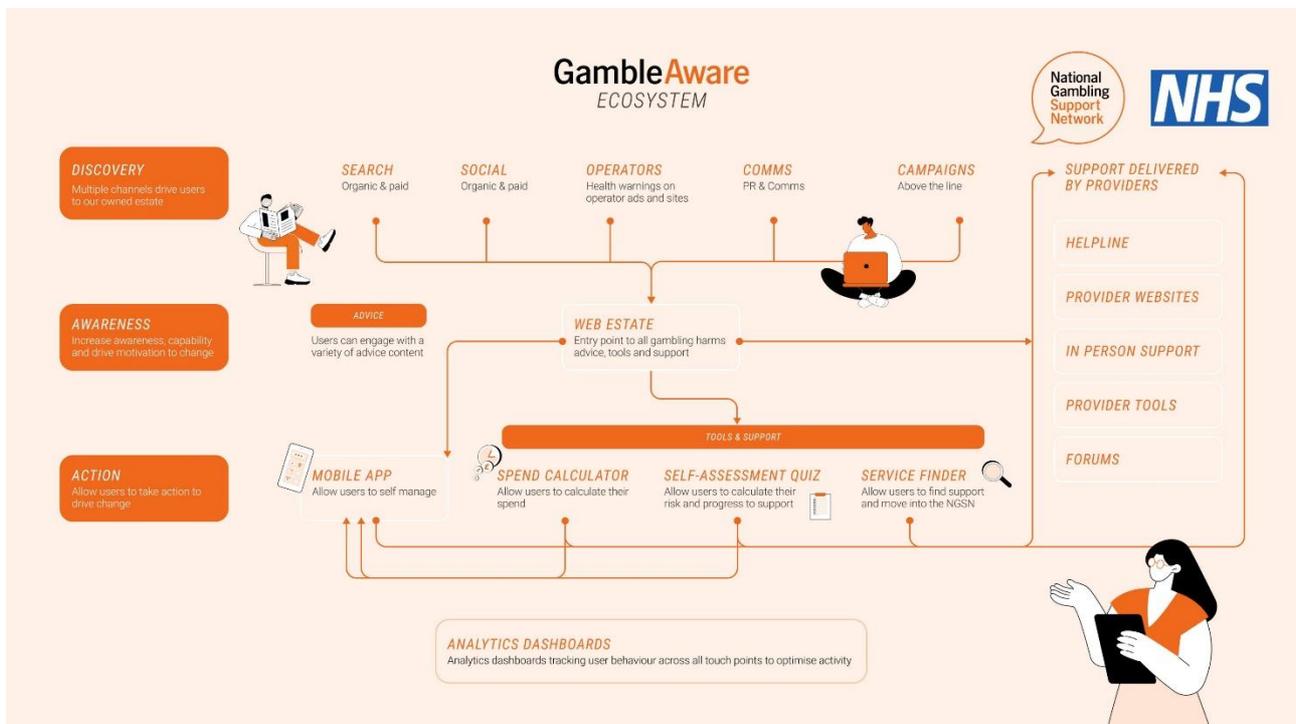
These well-established National Prevention Programme assets must not be lost. It is only right that those we are here to keep safe from gambling harm can continue to access these highly effective services they trust and know.

We are committed to continuing to work closely with the Office for Health Improvement and Disparities (OHID) as the new Prevention Commissioner to ensure the assets are maintained by the statutory system from April 2026.

Appendix

APPENDIX ONE: The GambleAware brand

The GambleAware brand is more than just a logo or a name; it is the overall perception that people have of the advice, tools and support it offers. The elements contained in the brand include: the logo and name, the call to action, the proposition, the visual identity, the tone of voice and brand personality, the audience experience and offer (including digital tools).



Findings from the latest wave of GambleAware brand tracking conducted in April 2024 showed:

- 61% of the GB adults 18+ are aware of GambleAware name, this has increased from 37% in 2019.
- Awareness of GambleAware is higher for those experiencing any level of harm from their gambling (PGSI 1+) and those affected by someone’s gambling. As well as this, 63% of (PGSI 1+) and 64% of those affected by someone’s gambling are aware of GambleAware.
- GambleAware is the most salient brand associated with gambling addiction, overtaking Gamblers Anonymous. Furthermore, 16% of GB adults 18+ spontaneously name GambleAware as the brand they associate with gambling addiction, this increased to 21% and 18% respectively amongst PGSI 1+ and affected others.
- The majority of the general public (80%) associate GambleAware with focusing on the prevention of gambling harm compared to just 12% and 3% for government health agencies and departments.

- Levels of trust in GambleAware have remained consistent in the last year. In 2025, 43% of the general public who are aware of GambleAware and 55% of people who gamble experiencing any level of harm (PGSI 1+) who are aware of GambleAware, trust GambleAware.
- 67% of the public who are aware of GambleAware would search GambleAware for advice, support and tools, this increases to 73% amongst those who gamble with any level of harm (PGSI 1+) and 77% amongst those who are affected by someone else's gambling.
- With the exception of GambleAware and Gamblers Anonymous, those experiencing any level of gambling problems (PGSI 1+) are more likely to be aware of organisations in the treatment and prevention space.
- GambleAware remains the most recognised charity for gambling harms across the general public (61%), with almost twice the awareness compared to the next closest organisations at 31% and 13%. This awareness is replicated across those experiencing harm from gambling (63%) and NHS staff (68%), compared to other gambling addiction charities and brands in this space.

The GambleAware brand has experienced significant growth in awareness and positive profiling over the past two years. Indicators of a positive brand profile include trust, warmth, credibility and expertise. GambleAware has shown significant increases within these areas and amongst all public audiences, including amongst members of the public who are most directly affected by harms from gambling. The positive movements have been driven by a combination of our own communications and marketing as well as presence on operator content.

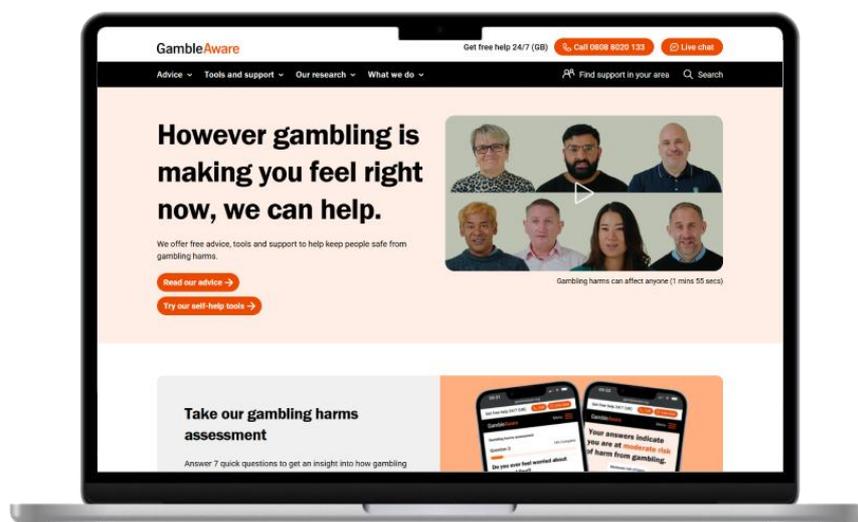
APPENDIX TWO: The GambleAware website

In response to growing demand for solutions and resources which promote early intervention, GambleAware provides a range of evidence-based tools which are used at scale to help people identify whether they are at risk of gambling harm, signpost to the appropriate treatment and support where necessary and suggest ways in which they can reduce their risk of future harm.

The GambleAware website is a core asset in the gambling harms support system, and the primary digital resource in this space. It is the front door to advice, tools and support for anyone experiencing or at risk of harms from gambling, as well as professionals looking for research, resources and funding opportunities and enjoys very high levels of usage and engagement. The GambleAware website:

- Had an estimated 5 million users and an estimated 6 million views in 2024.
- Is one of the most highly 'linked-to' and authoritative websites in the world, with over 100 million links from approximately 62K unique websites.
- Enjoys a 'Domain Rating' score of 91/100, putting it around the top 1000 most 'well-linked' websites in the world.
- Has a high probability of appearing on the first page of Google results for any relevant keyword topic.
- Has seen significant improvements across all user engagement metrics over the last 12 months following investment in new architecture, digital tools and content redesign.

In terms of audiences, most GA website users are people directly affected by their own gambling (~90%) or indirectly affected by someone else's gambling (~10%). The website also attracts visitors interested in the topic of gambling harms, such as health care professionals, gambling support providers, researchers, journalists and policymakers. Around 15% of the traffic comes from gambling operator websites, who are required to signpost to the GA website for users looking for tools, advice and support as a condition of licence by the Gambling Commission.

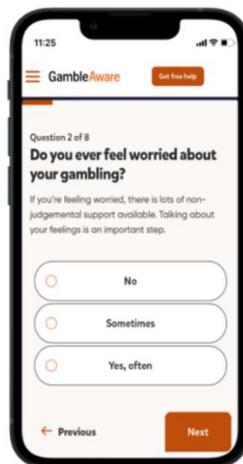


As part of our programme of continuous improvement, a major upgrade of the GA website launched in November 2024 following new content creation, software development on front and back-end systems, testing, accessibility work and staff training. A discovery phase identified areas in which the website architecture, design, content and functionality can be optimised to provide an improved user experience for all key audiences and journeys. Findings were validated through Information Architecture research with people with Lived Experience (LE) and gambling harms professionals, which used a clickable prototype to test a refreshed content structure, new navigation and design to help users find essential content faster.

Central to the impact of the website is the suite of digital tools:

1. GambleAware Self-Help tools: Self-Assessment Quiz

The Self-assessment Quiz launched in April 2023 and gives users an insight into how gambling might be affecting them, or someone they care about. The questions are based on the widely used 'Problem Gambling Severity Index', and once complete, users are provided with tailored support should they want it. The quiz has a completion rate of 83% by UK users; has been completed more than 169,000 times and continues to be completed around 10K times per month.



Crucially, over 58% of users took a meaningful action because of completing the quiz, such as reading advice pages or using the Service Finder tool for accessing formal support.

Tool data, including anonymised demographic information, has provided deeper insights into the profiles of users engaging with our digital offerings. Around half of the tool users are happy to provide demographic data. Around 90% of our users are directly affected by gambling harms while about 10% are affected others. Those completing the Self-Assessment Quiz are more likely to be men (64%), aged 18-34 (38%), from a white background (78%), and from London or the North West.

2. GambleAware Self-Help tools: Spend Calculator

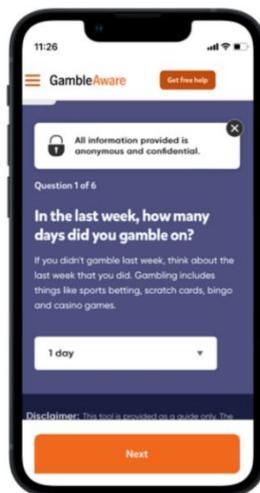
An analysis of the results from our Self-Assessment quiz showed that 74% of users were having financial difficulties, so we wanted to improve our advice and support in this area as a priority. Responding to this, in late 2023 GambleAware launched a refreshed and improved Spend

Calculator tool on its website, to help people keep track of how much time and money they are spending on gambling, and to get support if they are gambling above the Lower Risk Gambling Guidelines (LRGG) but struggling to reduce their level of gambling by themselves.

In the absence of equivalent UK-specific guidelines on gambling, the '[Lower-Risk Gambling Guidelines](#)' (advising that people should gamble less than 1% of their earnings, less than four times a month and on fewer than two gambling products) provide a helpful alternative as a basis for the tool. These guidelines have been widely adopted globally, including in Canada, Australia and European countries.

The Spend Calculator has:

- Over 12,000 completions of the tool
- 95% of completions are within the 'non-compliant' category
- Over 62% completion rate by UK users



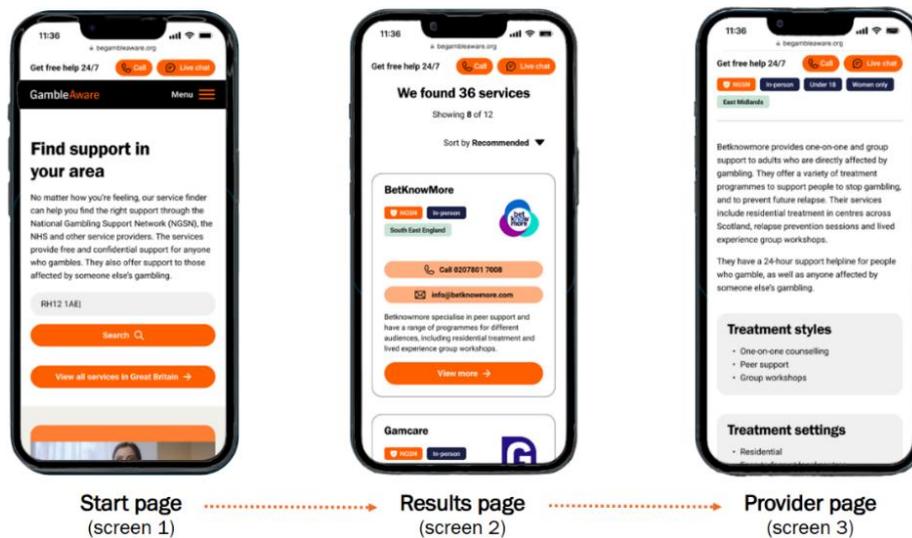
Optimisation work on the tools continues as the GA website upgrade provides new functionality and feature possibilities.

3. Service Finder

The updated Service Finder tool helps people find their nearest gambling support and treatment services using just their postcode or location. It points to 33 free providers across Great Britain, including organisations from the National Gambling Support Network and NHS clinics, and gives users all the information they need to choose a provider and get in touch. The tool has been built so that new services (such as new NHS clinics) can be added instantly.

For the first time, this enables anyone in GB to easily browse and access all support options in one place. This was identified as one of the top opportunities during a discovery process with care target audiences in 2023. One month after launching, the Service Finder was already the fourth most popular page on the GambleAware website and currently second most popular after only the homepage.

This tool enables us to track which regions people are searching for help from, direct people to provider website and monitor when they are successfully referred to a provider via clicks to their email, phone or referral forms information. Since launch, the service finder has had around 214k searches for services from 115k users. There have also been more than 91k clicks on referral options from 61k users (including estimates for those who opted out of tracking).



As with all GA digital products, the Service Finder is undergoing a process of continuous optimisation, improvement, testing with core target audiences, stakeholder feedback and data analytics.

The GambleAware digital tools are shared across the gambling harms system and key partners, including Nationwide.

APPENDIX THREE: The GambleAware behaviour change campaigns

Behaviour change campaigns are integral to an effective public health approach. Utilising psychological and behavioural science principles to design effective interventions to address the capability, motivation and opportunity of the audience. This is particularly pertinent when addressing gambling harms because the audience often experiences harms from gambling without recognising it, and a significant majority (90%) are not seeking formal support.

GambleAware’s flagship ‘tackling stigma’ campaign, which launched in April 2023 as a three-year programme, aims to reduce the stigma associated with gambling harms by:

- challenging societal perceptions of people experiencing gambling harms
- normalising help-seeking behaviour and
- driving action.

The campaign encourages people to ‘open up about gambling’, and to search GambleAware for advice, tools and support if they’re worried about how gambling makes them feel. The target audience is those experiencing at least a moderate level of problems with their gambling (defined as having a score of 3+ on the Problem Gambling Severity Index). The campaign has been co-created with people with lived experience of gambling harms, putting their experiences at the heart of our communications.

Media buying, media planning, evaluation, digital, PR and partnerships agencies used to develop the campaign are part of the Government Communications Service rosters. Campaign assets and tools are embedded across the gambling harms system and key industries across our partner channels. This includes co-branded assets on armed forces communications channels via the Ministry of Defence; credit unions integrating support tools into their customer processes, integration with best practice guides and signposting with organisations such as Nationwide, the Considerate Constructors Scheme, Movember and UK Hospitality.



We have developed a comprehensive evaluation framework that aligns with the Government Communication Service Evaluation Cycle. This allows GambleAware to understand and optimise the performance and impact of the campaign and share learnings with others working to reduce gambling harms through communications. Ipsos UK conducted an independent holistic evaluation of the campaign which comprises of the following areas:

- Campaign monitoring (i.e., a pre-post online survey)
- Partner agencies executing the campaign (e.g., reach, impressions, clicks)
- Other third-party data GambleAware has access to (e.g., website data, owned social media data, media monitoring).

Findings from the most recent holistic evaluation show that the campaign is reaching the right people and having the desired impact with strong campaign recognition and reported as well as ‘real world’ action amongst the behaviour change audience:

- **Prompted recognition:** Three quarters (75%) of the Behaviour Change Audience (BCA) recognised at least one element of the campaign.
- **The creative was highly engaging**, with strong key message take-outs. For example, there was a high level of agreement among the BCA that ads:
 - Showed the importance of opening up about gambling harms (72%)
 - Showed the importance of reducing stigma around gambling harms (67%)
 - Told them something useful (70%), were credible (67%) and memorable (66%)
- **Most who recognised the campaign stated that it helped to increase openness**, with the majority reporting the ads increased their:
 - Feeling that it is okay to talk more openly about gambling harms (68%)
 - Motivation to open up about how gambling makes me feel (65%)
- **Among those who recognised the campaign, almost all (94%) reported taking action** as a result of seeing it. The most commonly indicated actions included:
 - Gambling behaviour: Such as taking steps to; reduce gambling (40%), stop gambling (36%) and monitor gambling (31%).
 - Opening up: Talking to someone about their gambling (27%) and talking to someone about my gambling (26%).
- **Real world action:** This claimed increase in action has translated into real-world action:
 - **Website:** There was a 12% increase in visits to the website during the campaign period, as well as up-lifts in completions of the support tools. 1 in 5 users of the self-assessment quiz opened the live chat to speak to someone from the National Gambling Helpline when receiving their results.
 - **National Gambling Helpline:** There were over 14k inbound target contacts to the National Gambling Helpline during the campaign period (a 9% increase on the previous period). There were over 1k outbound target contacts from the Helpline during the campaign (a 15% increase on the previous period).

- **National Gambling Support Network:** Within Tier 2 (early interventions) there was an 89% increase in the number receiving support. Compared to the baseline period, there was also a 15% uplift in referrals and a 22% increase in the number of 1st appointments. Within Tier 3 (structured treatment) and Tier 4 (residential rehabilitation) there was a 10% increase in the average number receiving support. Compared to the baseline period, there was a slight uplift in referrals (3%) and the number of 1st appointments (5%).
- **Independent academic research:** recent research from the University of Bristol¹ has found that “GambleAware’s stigma reduction campaign were the only adverts to yield significant decreases in gambling urges” when compared to operators’ safer gambling advertising.

¹ <https://www.sciencedirect.com/science/article/pii/S0306460324002107>