

GambleAware

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ANNOUNCEMENT

GAMBLEAWARE ENCOURAGES BETTORS TO THINK TWICE IN LATEST BET REGRET ACTIVITY

London, 16 August 2019: GambleAware has today launched the second wave of activity for the largest national Safer Gambling campaign: Bet Regret. The campaign continues to dramatise the feeling of Bet Regret, and is now accompanied by the line 'Think Twice or You'll Bet Regret it,' a simple piece of advice to prompt people to pause and reconsider.

Targeted at an audience estimated at 2.4m young men aged 16-34 who gamble regularly on sport, and of which 87% regularly watch football¹, the 'Bet Regret' campaign was launched in February. The campaign is centred around raising awareness of three risky behaviours – betting whilst bored, drunk or chasing losses. 63% of this target audience believe that there are too many opportunities to bet nowadays², whilst around 2 million adults suffer some level of harm related to gambling, including 340,000 that are problem gamblers.

The first wave of activity in the second half of the 2018/19 football season had a 61% rate of recognition amongst the campaign audience (16-34 year old men who bet twice a week), rising in those who exhibit more risky behaviours³. See a summary of the first phase [here](#).

The second phase of activity is supported by a sponsorship donation from GVC Holdings, notably including space for all 42 clubs in the Scottish Football League, Sunderland, West Bromwich Albion, Burnley, Sheffield Wednesday and Sheffield United. The Bet Regret logo will feature on all of these clubs' key collateral.

¹ Source: TGI GB Profiles December 2018 – UK Gamblers 18-34

² Source: Ipsos MORI Baseline Survey Key Findings - 2018

³ Source: Ipsos MORI Campaign Monitor - 2019

GambleAware is exploring other partnerships to support the campaign in the 2019/20 season.

Marc Etches, CEO of GambleAware, said: *'The Bet Regret campaign is really starting to gain momentum, and seems, at this early stage, to be resonating with our audience. This season, we look to build on that, drive more conversations around Safer Gambling, and help people Think Twice to steer clear of Bet Regret.'*

-ENDS-

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NOTES

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <http://about.gambleaware.org/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management. 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.
- The National Gambling Treatment Service brings together a National Gambling Helpline 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.
- In the 12 months to 31 March 2019, provisional figures show that the National Gambling Treatment Service treated 10,000 people and this is projected to rise to 24,000 people a year by 2021. Helpline activity is currently running at about 30,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which helps 2.7 million visitors a year, and signposts to a wide range of support services.
- GambleAware produces public health campaigns including **Bet Regret**. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, is responsible for the design and delivery of a campaign based on best practice in public health education. The Bet Regret campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries.

See <https://about.gambleaware.org/prevention/safer-gambling-campaign/>