

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.

New research has revealed that 75% of people experiencing gambling problems feel they can't open up to loved ones¹.

Research also showed one in four of us think we know someone who has experienced problems with their gambling, with data showing three in five (61%)² are put off talking to them about it due to concerns around stigma.

This is why GambleAware is launching 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 campaign launches on 13th April 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, and a staff briefing.

Partner assets



Static social

Social

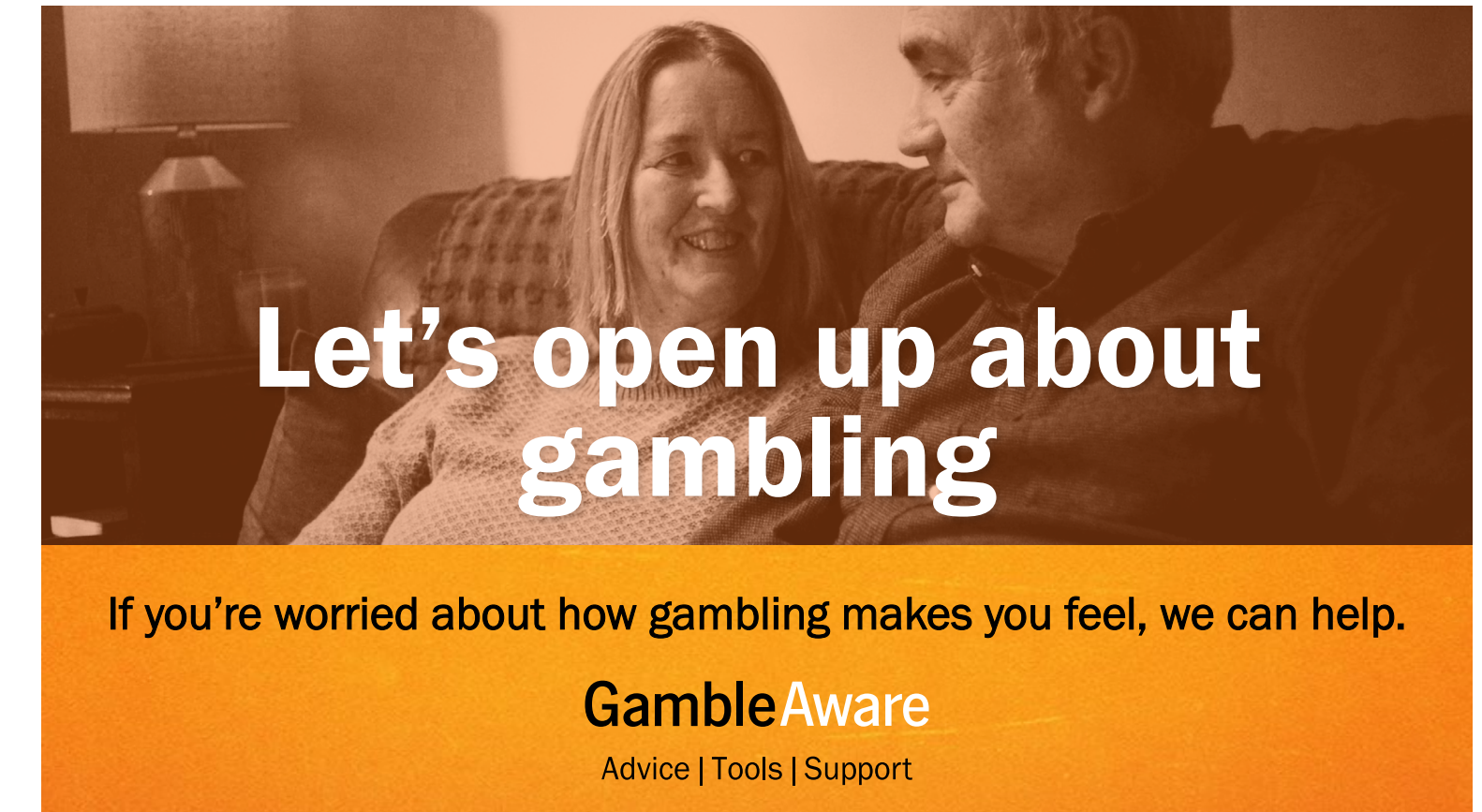
- Static 9:16
- Static 16:9
- Static 4:5

[Download here](#)

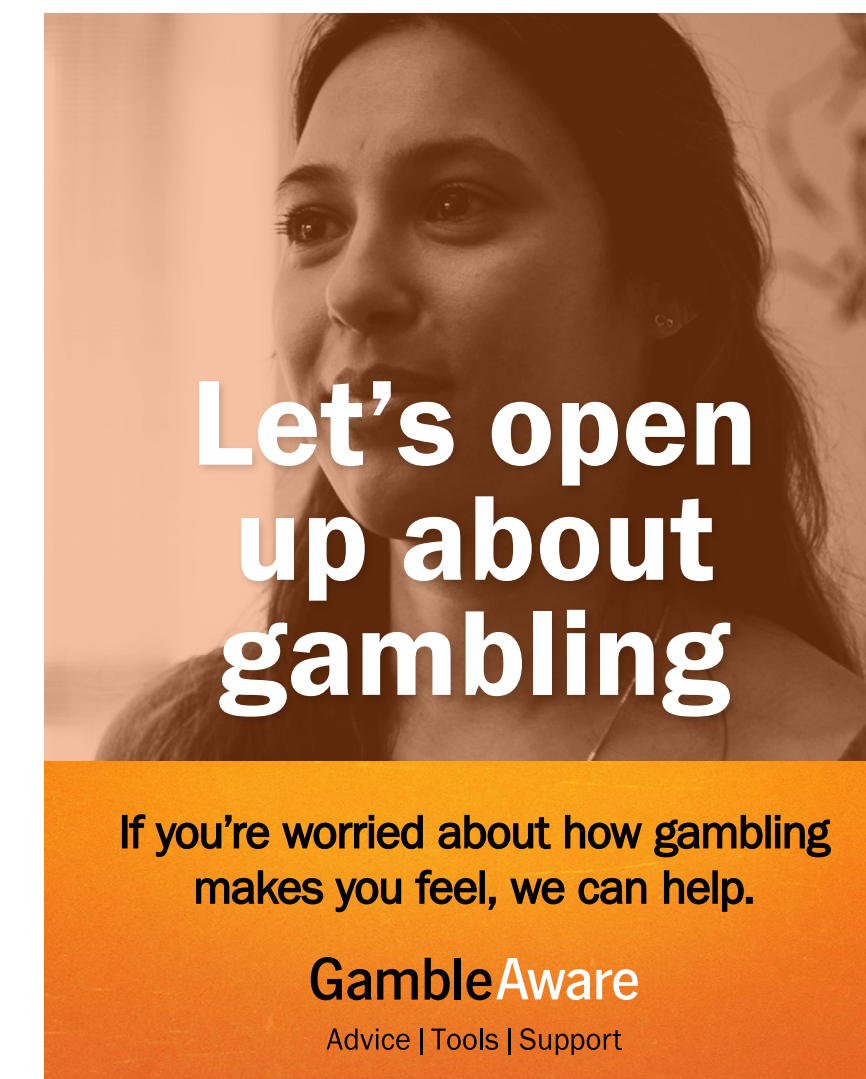
Assets



9:16 Static



16:9 Static



4:5 Static

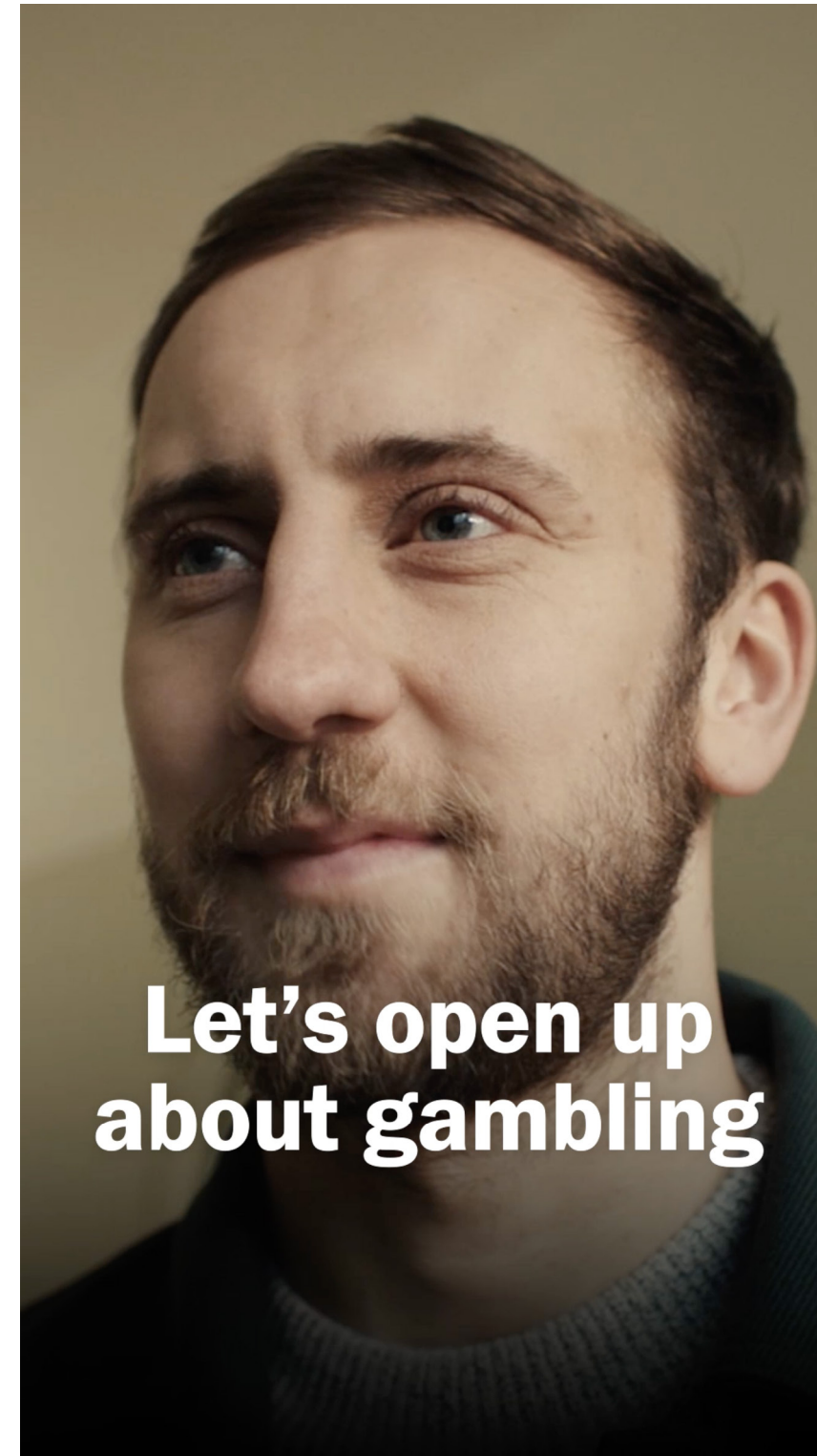
Animated social

Social

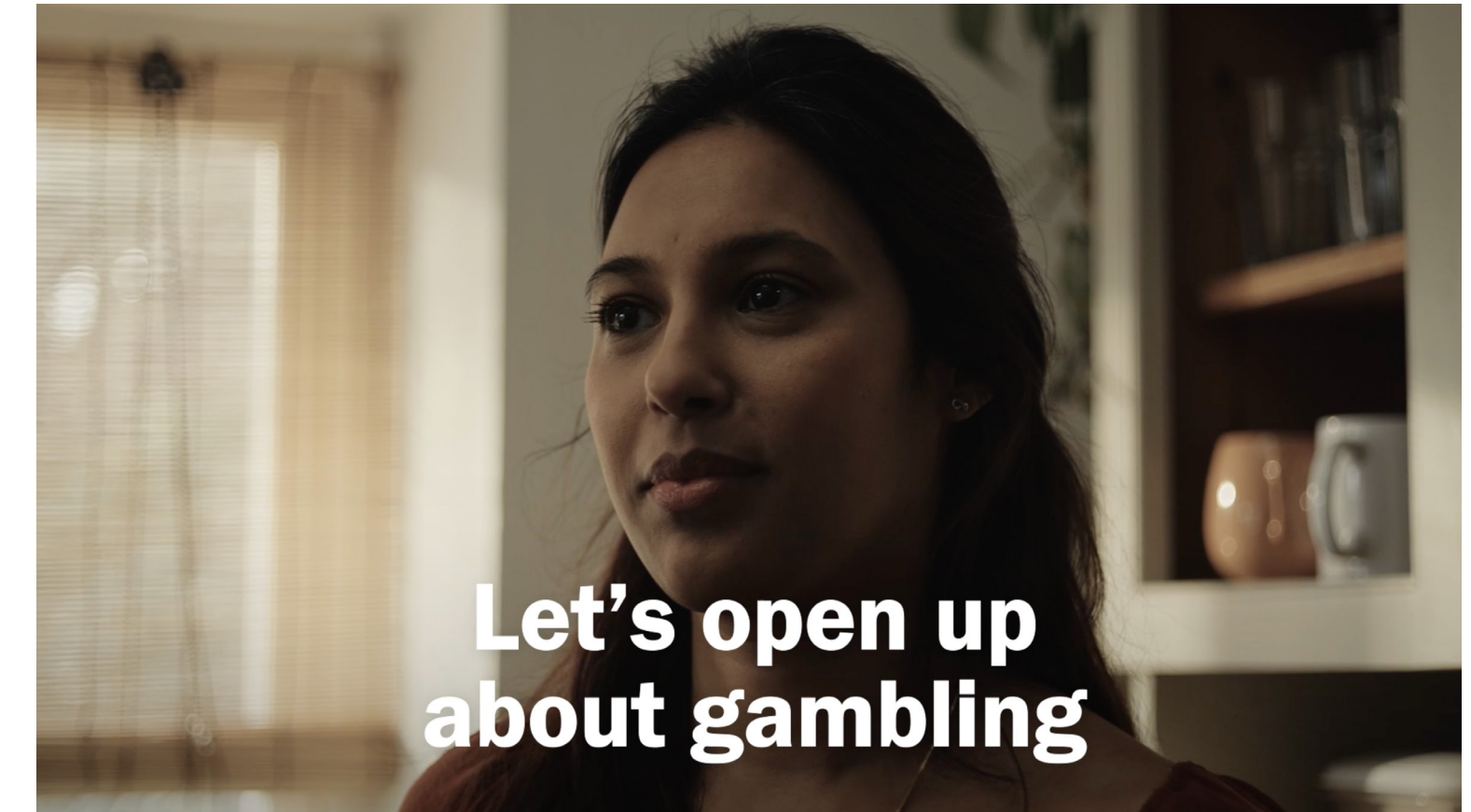
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[Download here](#)

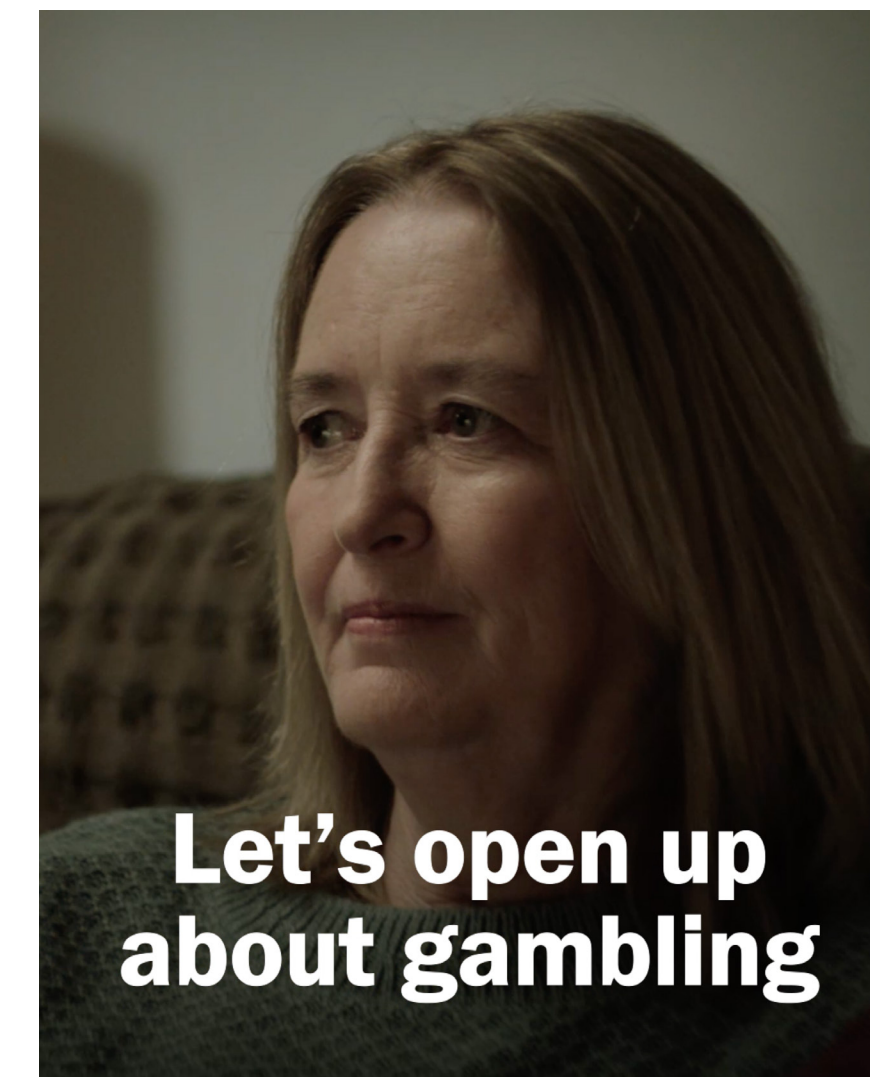
Assets



9:16 Animation



16:9 Animation



4:5 Animation

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

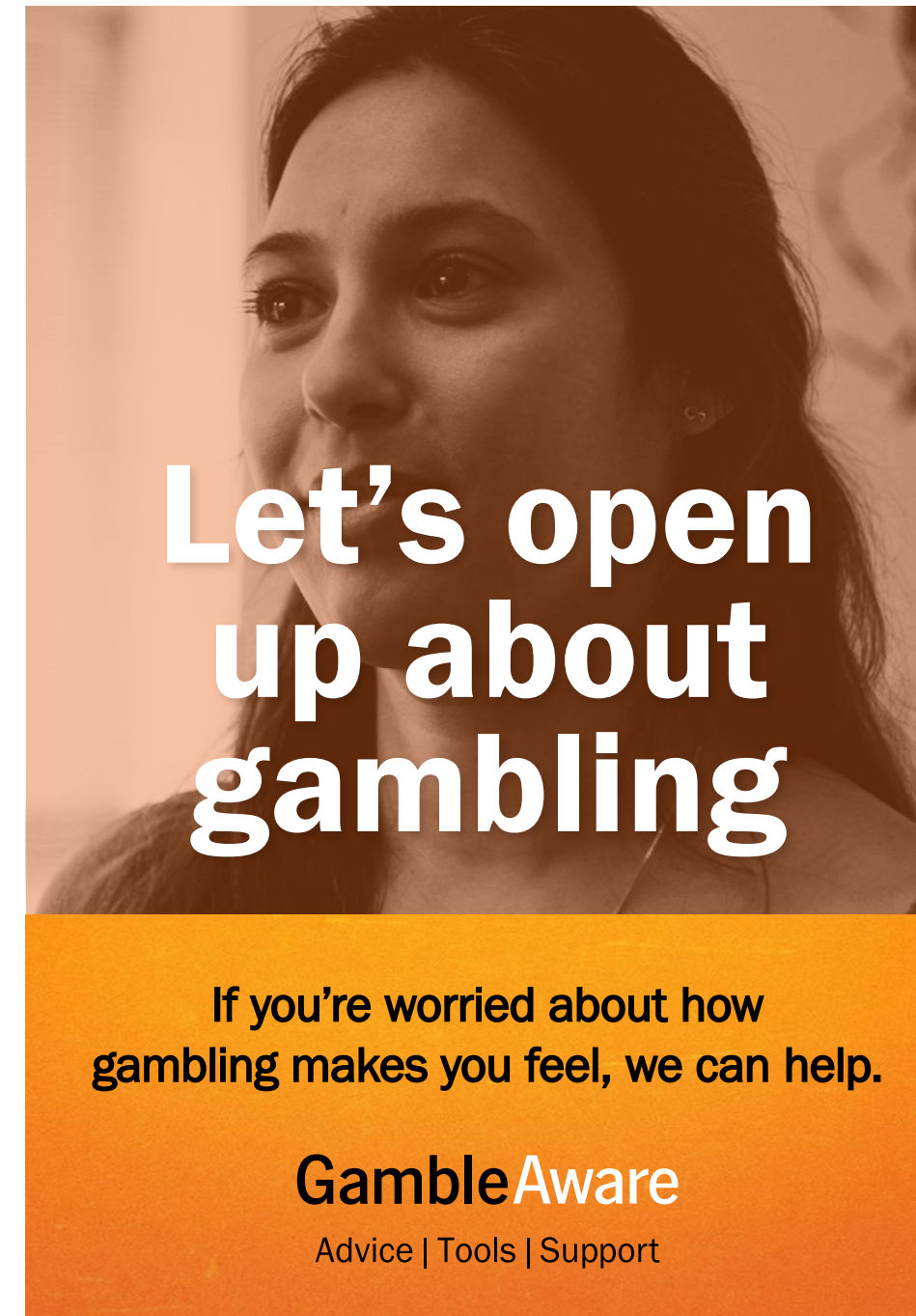
- 5.8" x 8.3"
- 8.3" x 5.8"

Email signature

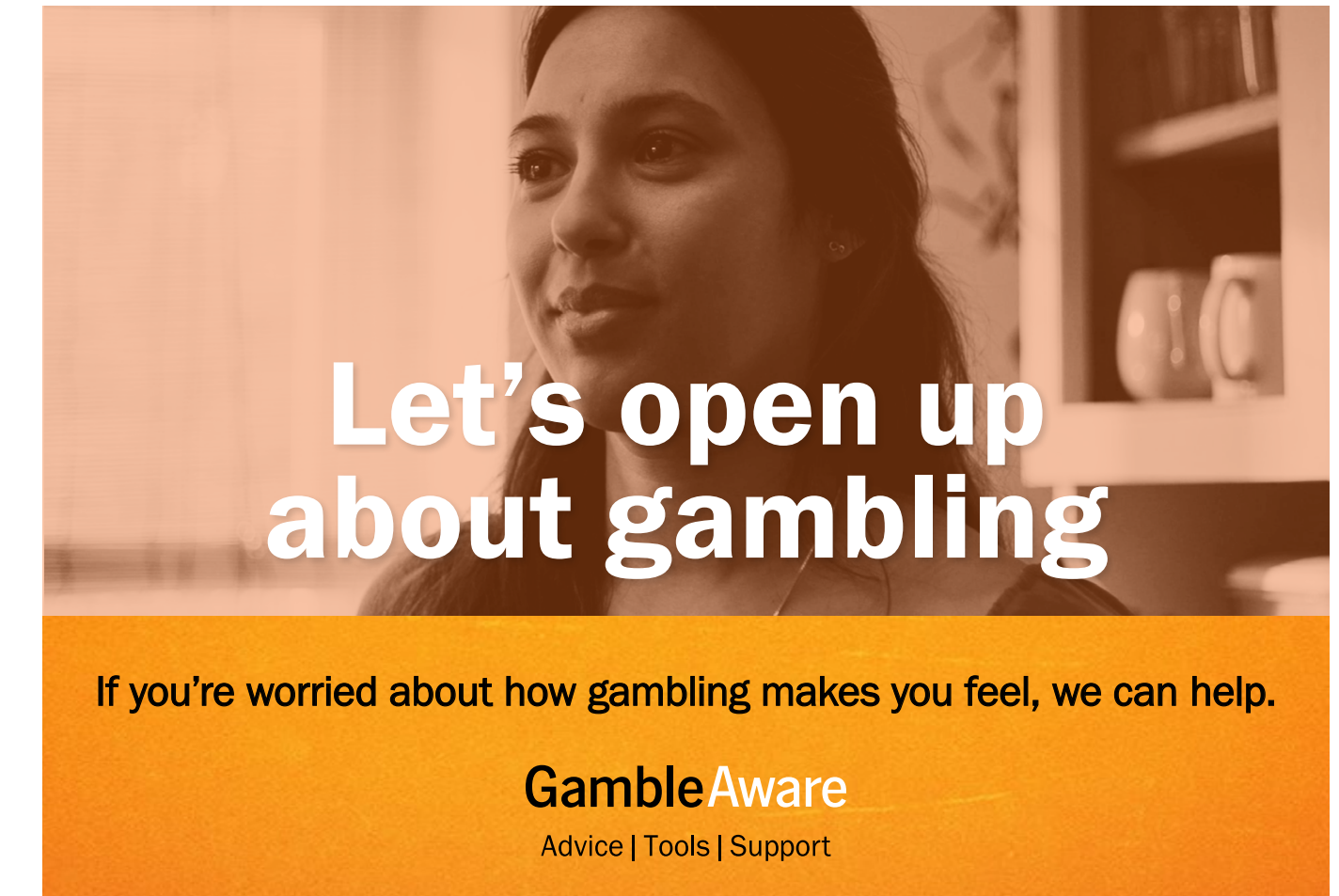
- 600 x 200px

[Download here](#)

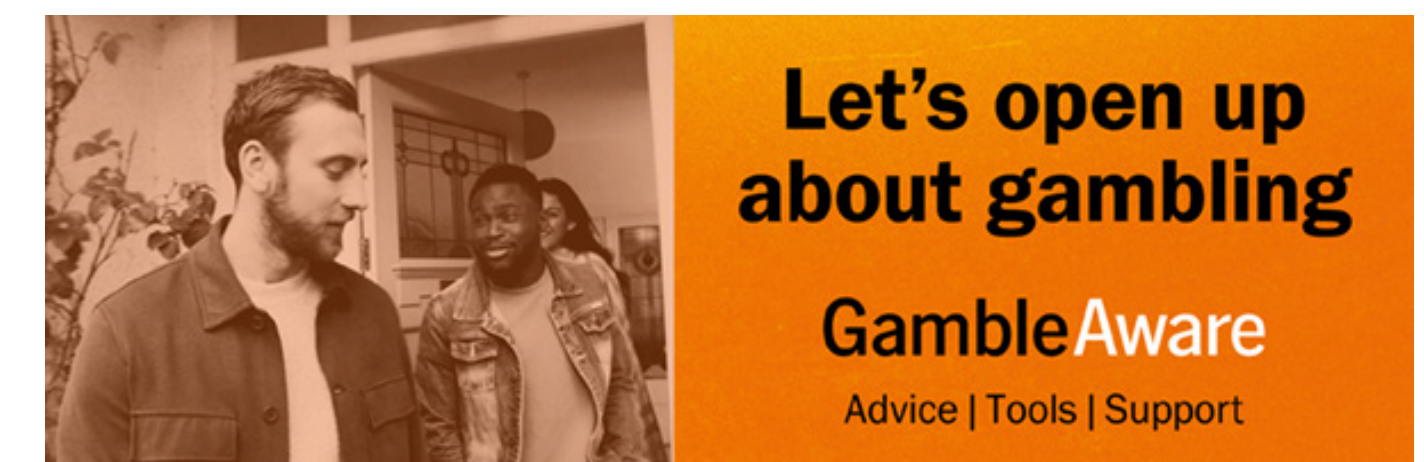
Assets



5.8" x 8.3" Digital banner



8.3" x 5.8" Digital banner



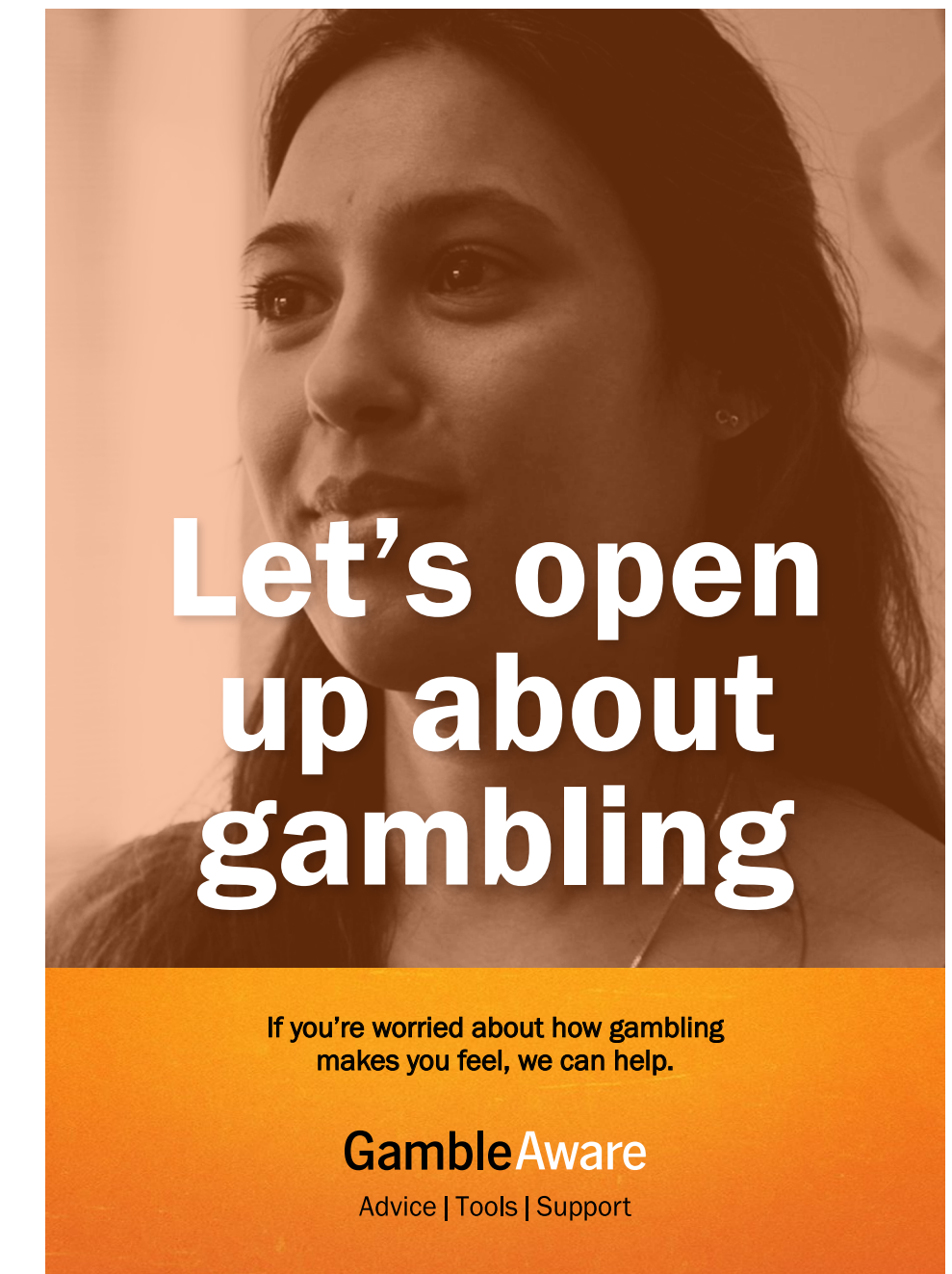
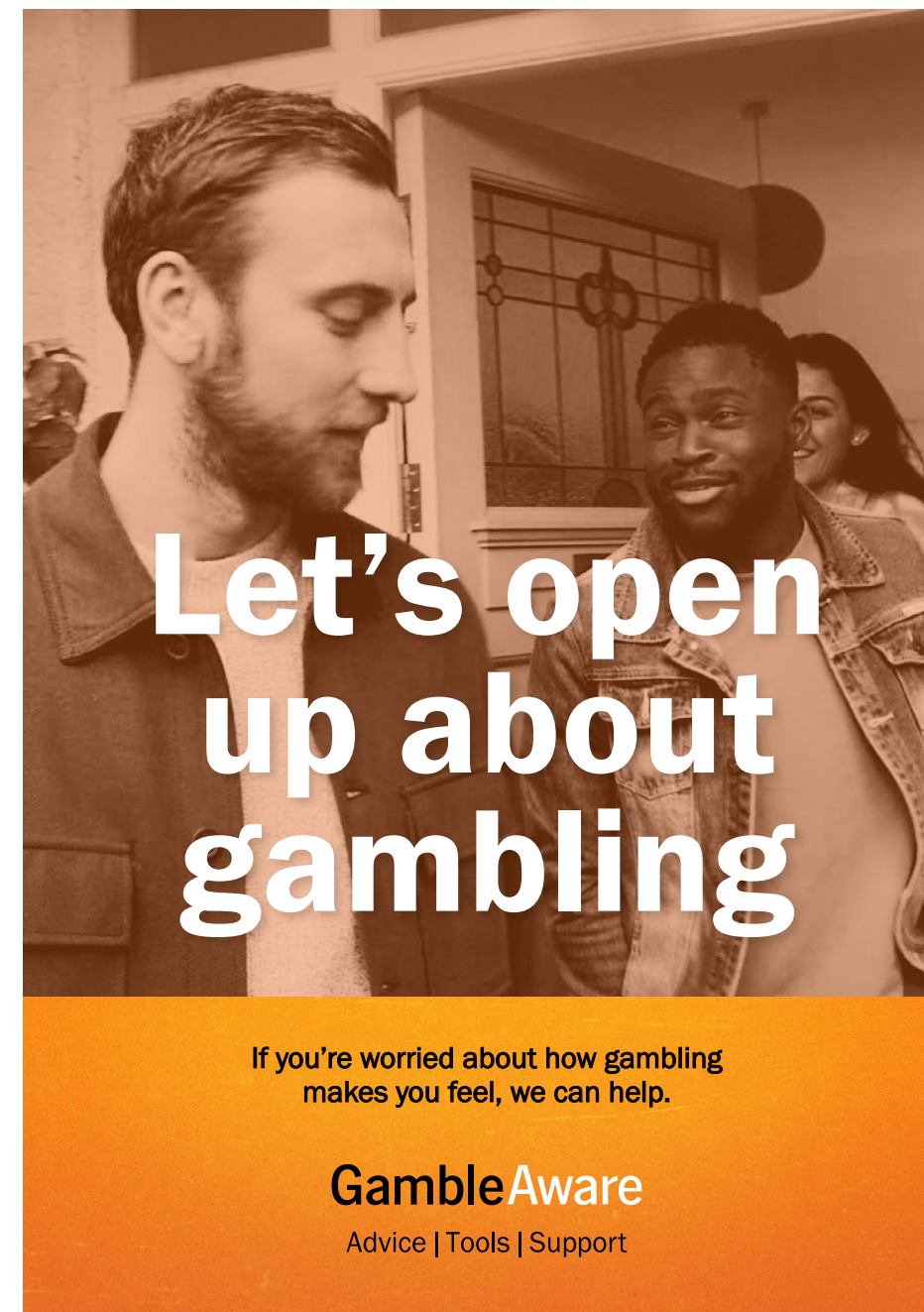
Email signature

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.

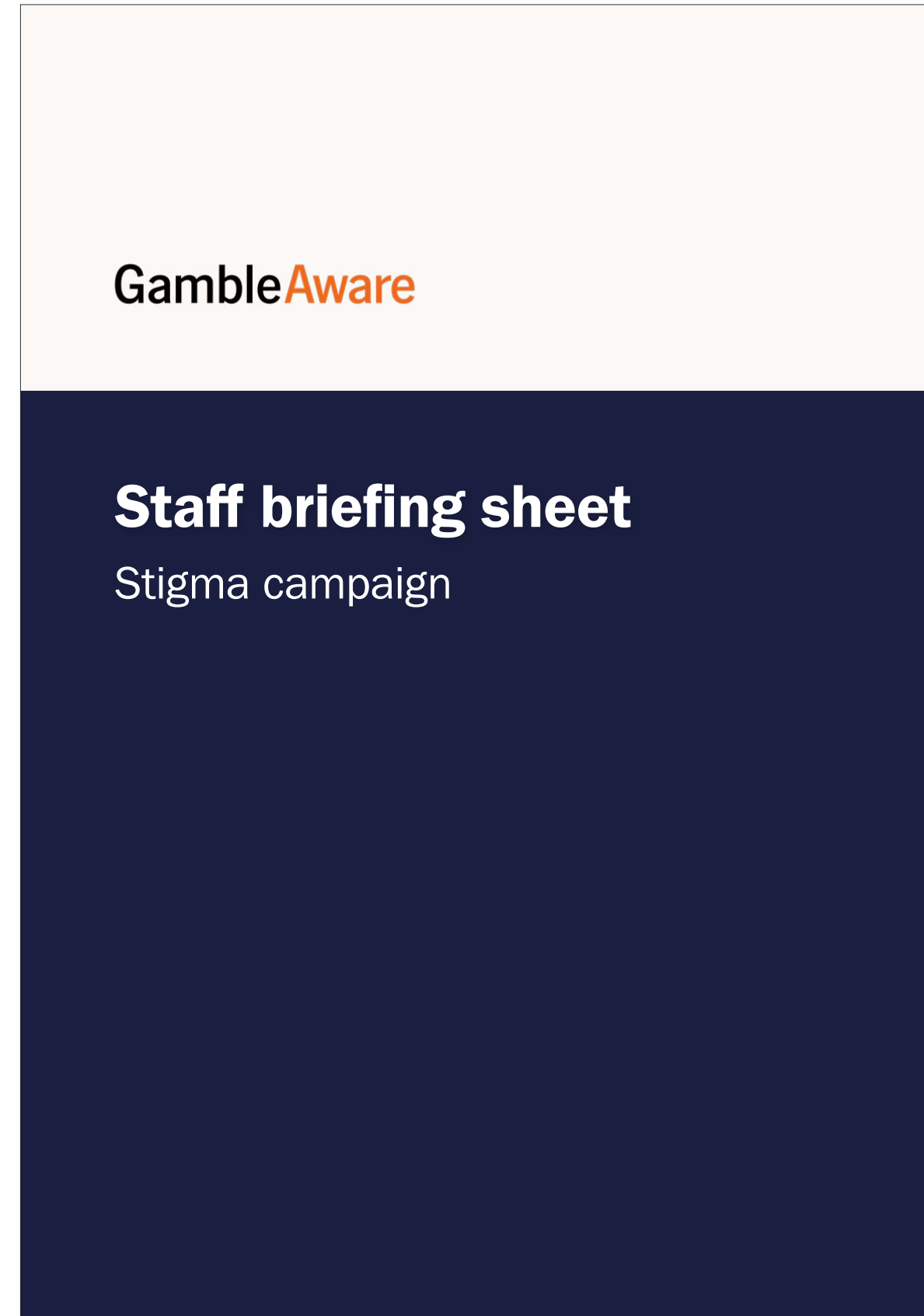
Short copy

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.

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](#)

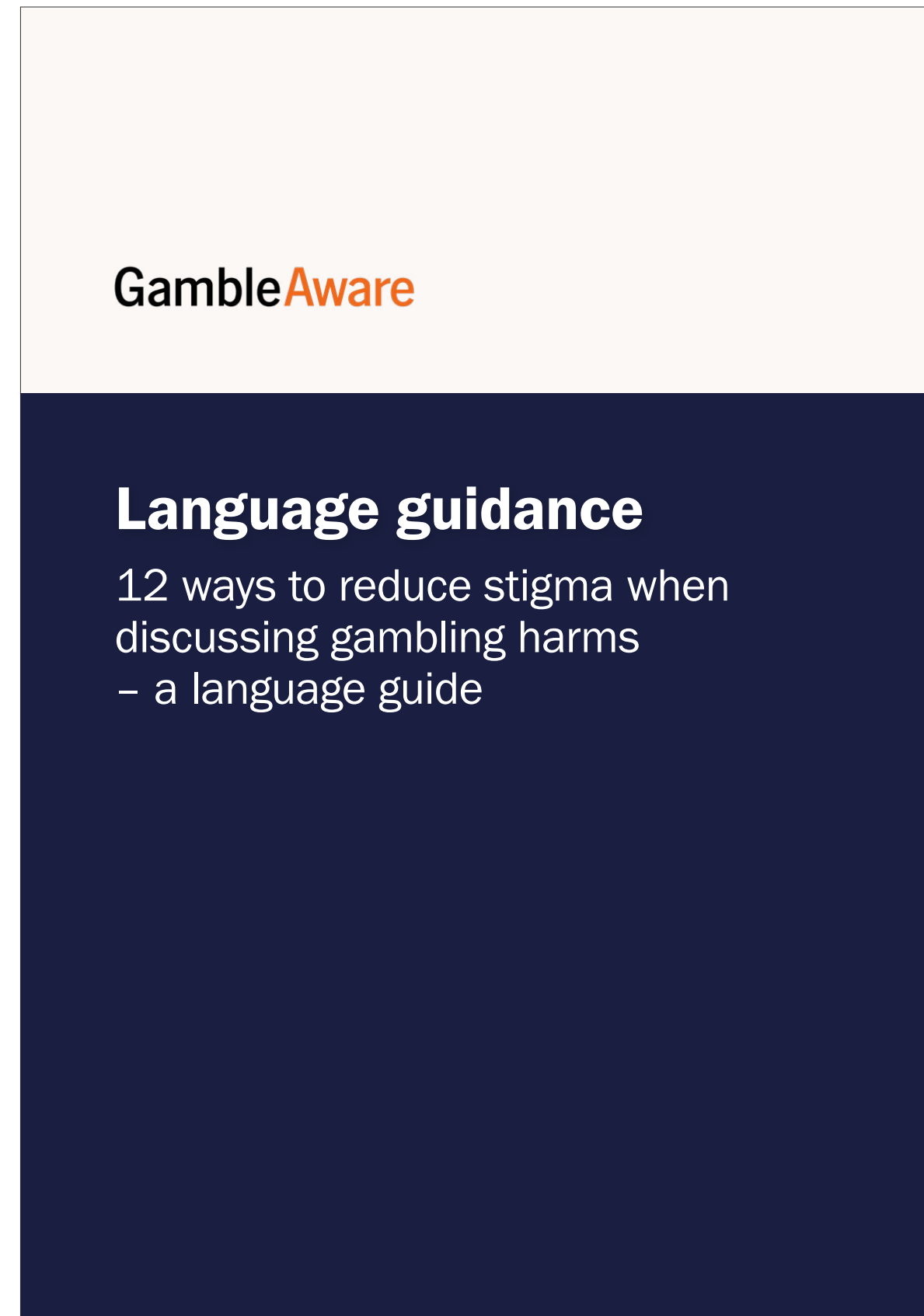


The staff briefing sheet has been produced to give an overview of GambleAware's campaign, information about gambling harms, and how stigma can stop people getting the right help. It also signposts lots of helpful advice and support.

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 bailey.wyer@23red.com

[Download all assets here](#)