

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.

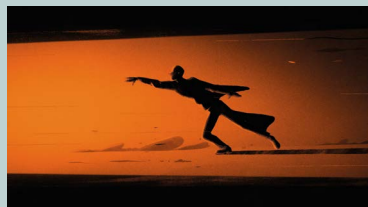
Objectives

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.

Scan for more detailed information on the research behind the campaign:



Scan for more detailed information on the campaign evaluation:



Scan for more detailed information on what language to use to reduce stigma:



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.

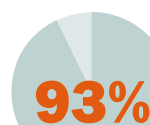
Recognition



Three quarters (**75%**) of the behaviour change audience recognised at least one element of the campaign.



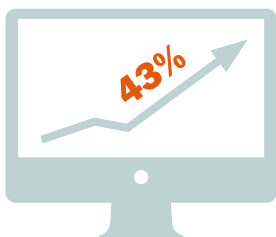
(PGSI 3+, aged 18-44)




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.

