

# Tackling Gambling Stigma

## INITIATIVE OVERVIEW

The stigma and discrimination associated with gambling-related harms has significant impacts at an individual level and structural level in society. There is a need for evidence-informed interventions to address the stigma associated with gambling-related harms. The Tackling Gambling Stigma intervention is a contact-based stigma reduction model that is intended to reduce the burden of gambling-related harms in society and ensure lived experience expertise is used to inform structural changes to policies, practices, and initiatives.

## INPUTS



### LIVED EXPERIENCE EXPERTISE

- Lived experience stories contributors
- Lived experience partnerships



### COMMUNITY PARTNERSHIPS

- Emerging local champions
- Third sector organisations



### RESEARCH AND EVALUATION EXPERTISE

- Tackling Gambling Stigma
- Greo evaluation support



### FINANCIAL RESOURCES

- Grant funding

## ACTIVITIES

### Contact-based stigma reduction intervention

#### COMPONENTS

1. Ongoing collection and analysis of lived experience stories
2. Signposting to support services and resources
3. Stakeholder capacity building

#### MOBILISATION CHANNELS

1. Tackling Gambling Stigma website
2. Social media platforms



### TARGET AUDIENCE

- Individuals with lived experience
- General public
- Service providers
- Decision-makers

## OUTCOMES

	TARGET AUDIENCE			
	INDIVIDUALS WITH LIVED EXPERIENCE	GENERAL PUBLIC	SERVICE PROVIDERS	DECISION-MAKERS
<b>CONVERSATIONS ARE CHANGING</b>	<ul style="list-style-type: none"> <li>• Increased awareness and understanding of gambling-related harms</li> <li>• Increased knowledge of available treatment and support services for gambling-related harms</li> <li>• Increased empowerment, hope and belonging</li> <li>• Reduced self-stigma &amp; perceived stigma</li> <li>• Increased positive self-appraisals</li> <li>• Normalised discussions of gambling-related harms in diverse settings</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness and understanding of gambling-related harms and problematic gambling behaviours</li> <li>• Increased knowledge of available treatment and support services for gambling-related harms</li> <li>• Reduced stigmatising attitudes towards people experiencing gambling-related harms (reduced public stigma)</li> <li>• Normalised discussions of gambling-related harms in diverse settings</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness and understanding of gambling-related harms</li> <li>• Increased knowledge of the role of policy, practice, and services in stigmatising or destigmatising gambling-related harms</li> <li>• Increased knowledge of available treatment and support services for gambling-related harms</li> <li>• Reduced stigmatising attitudes towards people experiencing gambling-related harms (reduced structural stigma)</li> <li>• Normalised discussions of gambling-related harms in diverse settings</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness and understanding of gambling-related harms</li> <li>• Increased knowledge of the role of policy, practice, and services in stigmatising or destigmatising gambling-related harms</li> <li>• Increased knowledge of available treatment and support services for gambling-related harms</li> <li>• Reduced stigmatising attitudes towards people experiencing gambling-related harms (reduced structural stigma)</li> <li>• Normalised discussions of gambling-related harms in diverse settings</li> </ul>
<b>PRACTICES ARE SHIFTING</b>	<p>Individuals with lived experience of gambling-related harms from communities across the United Kingdom increase their:</p> <ul style="list-style-type: none"> <li>• Disclosure of gambling-related harms</li> <li>• Use of treatment and supports</li> <li>• Involvement in initiatives to reduce gambling-related harms as a lived experience expert</li> </ul>	<p>Individuals and groups in diverse settings across the UK where people live, work, and play demonstrate:</p> <ul style="list-style-type: none"> <li>• Increased helping behaviours towards people experiencing gambling-related harms</li> <li>• Reduced stigmatising behaviours and practices towards people experiencing gambling-related harms</li> </ul>	<p>Service provider programmes, policies, and practices integrate:</p> <ul style="list-style-type: none"> <li>• Understanding from lived experience, inclusion of lived experience expertise</li> <li>• Helping behaviours informed by lived experience</li> <li>• Screening for gambling-related harms into existing structures</li> <li>• Signposting to supports and services for gambling-related harms</li> <li>• Practices that prevent or reduce discrimination and stigma for gambling-related harms in diverse settings</li> </ul>	<p>Decision-makers review existing policies, regulations, and practices for opportunities to integrate:</p> <ul style="list-style-type: none"> <li>• Understanding from lived experience, inclusion of lived experience expertise</li> <li>• Changes informed by lived experience</li> <li>• Screening for gambling-related harms into existing structures</li> <li>• Revisions that prevent or reduce discrimination and stigma for gambling-related harms in diverse settings</li> </ul>

## COMMUNITIES ARE DRIVING RESILIENCY

Strengthened programmes, policies, and practices that:

- Support earlier identification of gambling-related harms
- Prevent harms from occurring

## IMPACT

Reduced role of stigma and discrimination as a barrier to addressing and reducing gambling-related harms in communities across the United Kingdom.

## ASSUMPTIONS

A contact-based stigma reduction intervention will be an effective approach to reduce stigma and stimulate the development and implementation of productive strategies to prevent and address gambling-related harms at the local and national level.

## RISKS

- Unstable political environment
- Social recovery from COVID-19 and Cost of Living crises
- Changing regulatory environment
- Future funding
- Rapidly emerging gambling technologies and products