

Reduce Gambling-Related Harms

Priority areas

Reaching people who are at risk

Supporting people affected by gambling

Making gambling safer

Putting gambling harms on the map

Key activities

Mapping the issues

Awareness raising

Education and prevention

Outreach and engagement

Connecting with professionals

Improving referral pathways

Accessible support services

Evidence-based treatment services

Digital support pathways

Self-help resources

Wrap-around support

Aftercare

Peer support

Service user involvement

Safer Gambling Standard accreditation

Training industry operators

Warm Transfers to the Helpline

Facilitating user feedback on gambling products

Robust governance and evaluation of our work

Measuring and communicating our impact

Knowledge Management

Thought leadership

Demonstrating clinical expertise

Collaboration across the sector

Supporting sector research

Sharing lived experience

Impacts

Professionals are competent to identify and screen for gambling harm, getting people to the help they need quickly

People seek help earlier, preventing problems from escalating

People make safer choices about gambling

Individuals at higher risk of harm or under-represented are supported

Evidence based, accessible gambling support and treatment are widely available across the UK

People harmed by gambling can access support in a range of formats to suit them

People are supported to maintain their gambling recovery

Affected others are supported, both in their own right and in helping their loved ones.

High quality services, shaped by service users

Gambling operators better understand harms

Gambling businesses incorporate and adopt evidence based safer gambling practices to improve customer protection

Lived experience is reflected back to positively influence the gambling industry

Gambling landscape is safer for consumers

GamCare is a leading sector expert on gambling treatment, reducing risk and safer gambling

GamCare lead the way in standards of quality, workforce, and governance across the treatment sector

GamCare build and share knowledge and best practice across the sector

GamCare brings the sector together and moves it forward in a positive direction

GamCare supports service users to share their voice across the sector