A Model for Change Reduce Gambling-Related Harms

All of GamCare’s work fits together and can be articulated through our Model for Change. This model is an overview of how we will realise our mission of reducing gambling harms and help us to measure our progress against our ambitions over the next three years.

**Priority areas**
- Gambling harms are widely recognised and prevented
- Universal access to effective tools and support
- Universal access to caring, evidence-led and effective treatment
- GamCare’s work is trusted, valued and effective

**Key activities**
- Understanding the issues
- Awareness raising
- Education and prevention
- Connecting with professionals
- Improving referral pathways
- Protecting customer safety
- Making gambling safer
- Outreach and engagement
- Accessible support options
- Digital support & self-help
- Targeted programmes
- Integrated support
- Aftercare
- Peer support & involvement
- Evidence based treatment
- Integrated local care
- Specialist care pathways
- Young people’s treatment
- Family support
- Targeting those at risk
- Research into what works
- Robust governance and evaluation
- Setting the standard
- Measuring and communicating our impact
- Collaborating across sectors
- Sharing knowledge and insight
- Thought leadership
- Sharing lived experience

**Impacts**
- Professionals are competent to identify and screen for gambling harm, getting people to the help they need quickly
- People understand how to access help and seek support earlier, preventing escalation
- Individuals at higher risk of harm or under-represented are supported
- People make safer choices about gambling
- Gambling operators better understand gambling harms and environments are safer for consumers
- Evidence based gambling support and treatment are easily understood and accessible across the UK, for all who need them
- More people harmed by gambling get the support and specialist treatment that they need
- People harmed by gambling can access support in a range of formats to suit them
- People harmed by gambling receive integrated care for the range of needs and risks they may experience
- Gambling related harms experienced are reduced, and people are supported to maintain their gambling recovery
- Affected others are supported, both in their own right and in helping their loved ones
- Services are shaped by service users, improving effectiveness for all through lived experience
- GamCare is a leading sector expert on gambling treatment, reducing risk & safer gambling
- GamCare leads the way in standards of quality, workforce & governance in gambling support & treatment
- GamCare builds and shares knowledge and insight into what’s needed and what works
- GamCare brings stakeholders together and drives collaboration within the sector & more widely
- GamCare supports service users to share their voices & influence change