



ADPH
North East

North East Gambling Harms Programme

19th December 2024

Gambling Harms in the North East

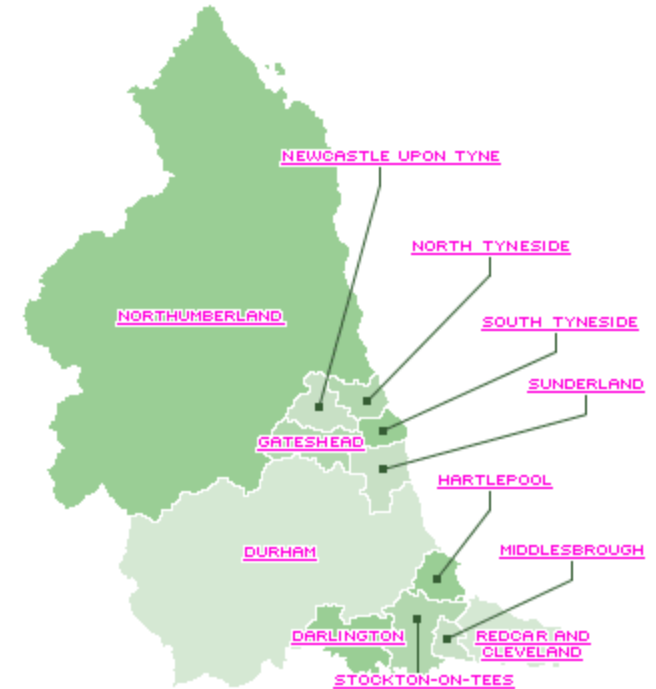


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In England it is estimated that **3.8%** of the population are classified as **gambling at elevated risks**.

In the North East, it is estimated that **4.9%** of the population (aged 16+) are **at-risk gamblers**, where they experience some level of negative consequences due to gambling.

This is the **highest regional estimated prevalence of at-risk gambling** in England.



(OHID, 2023)

Gambling Related Harms



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Gambling harms are any negative consequence or side effect experienced as a result of gambling.

(Greater Manchester Combined Authority, 2022)

Gambling related harms are not only felt by the person who gambles but also affected others such as family and friends.

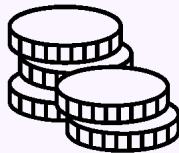
The scope of harms



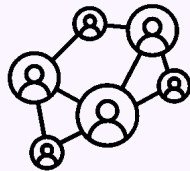
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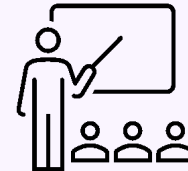
**Mental Health
and Wellbeing**



Financial



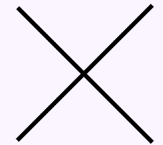
Relationships



**Education
and
employment**



Cultural



**Crime and
anti-social
behaviour**

For many, gambling related harms leave a legacy and may be experienced for many years after the event (Langham, et al., 2016).

Context



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In 2022, ADPH NE were awarded £750,000 of funding from the Gambling Commission's Regulatory Settlements Fund.

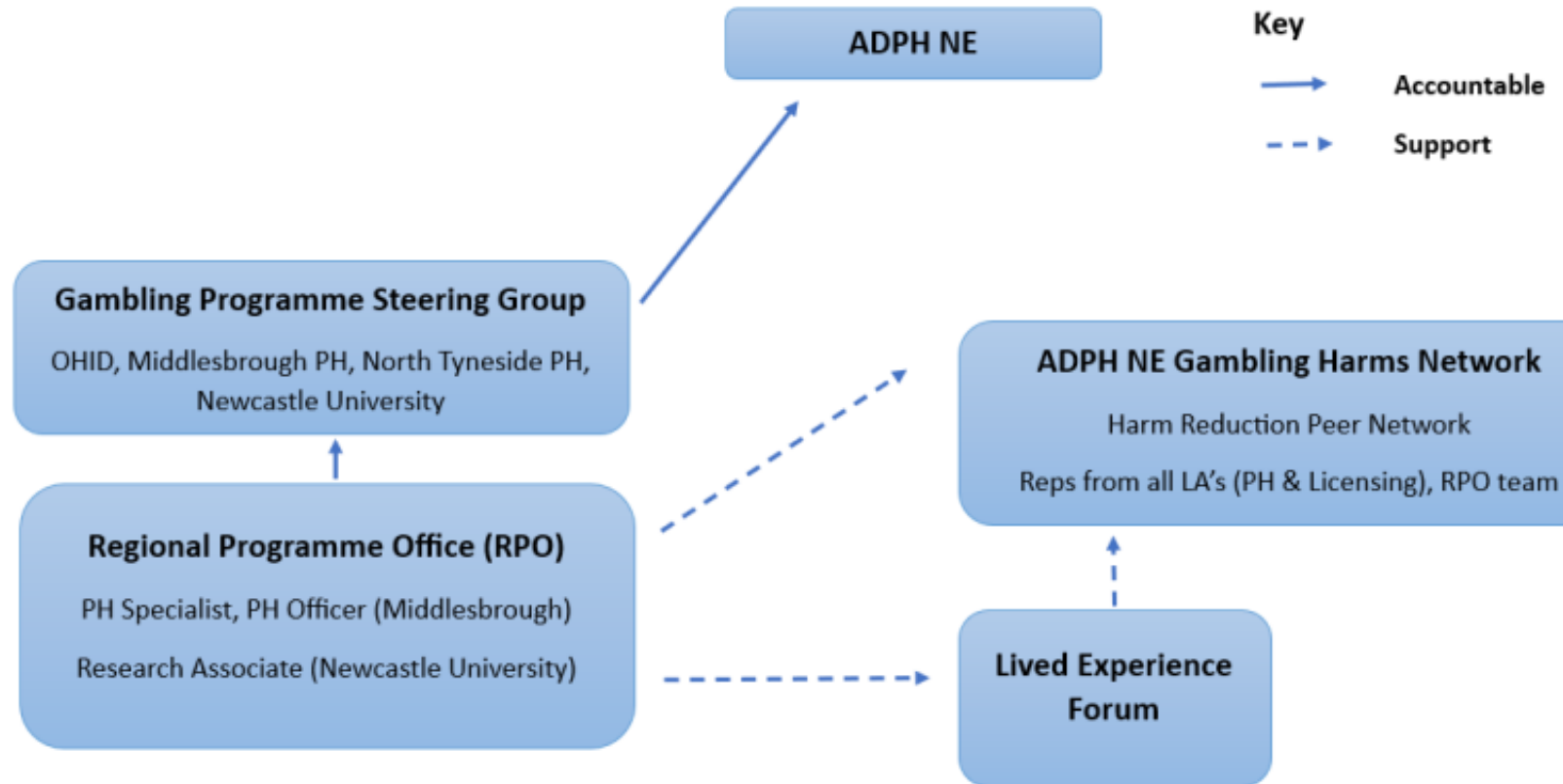
The funding is hosted by Middlesbrough Council and has been used to develop and implement a 3-year regional gambling-related harms programme.

Over the last year, the 'Regional Office for Gambling Harms' has worked to provide strategic direction, leadership, support to local authorities and produce resources to support ADPH NE's approach to gambling related harms.

Whole Systems Approach



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Stakeholders include:

- Public Health Colleagues
- Academia
- University wellbeing services
- Planning and Licensing Colleagues
- Financial inclusion Colleagues
- VCSE Organisations
- Treatment and support providers in the NE
- MECC NE

Embedding a Whole Systems Approach



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Establishing the regional ADPH NE gambling harms network

- One Local Authority Gambling Harms Lead from each of the 12 L.A's
- Meet on a quarterly basis virtually
- Network has become a peer support space for collaboration and sharing ideas

Establishing a Lived Experience Forum

- People from across the NE who have direct experience of gambling harms or are an affected other and would like to help shape the public health approach that we are working to embed across the North East
- Meet quarterly on a virtual basis and members of this forum are involved in other project groups too
- Forum has become a place for new ideas and feedback on resources and pilots to be shared

Embedding a Whole Systems Approach



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Local steering groups being established

- Made up of multiple L.A departments and wider stakeholders, who meet quarterly
- Work together to create an action plan that can be achieved collaboratively

Project groups established for developing resources, piloting prevention and intervention work

- Working with those with lived experience of gambling harms, treatment and support providers locally, to ensure our outputs are as impactful as possible

Working together in a whole systems approach has really helped drive forward progress and will hopefully secure long-lasting impact beyond the Programme.

The North East Approach



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Support and
Partnerships

Advocacy

Media,
communications
and education

Treatment

Data, research
and evaluation

Licensing

Protecting Young
People

Lived Experience

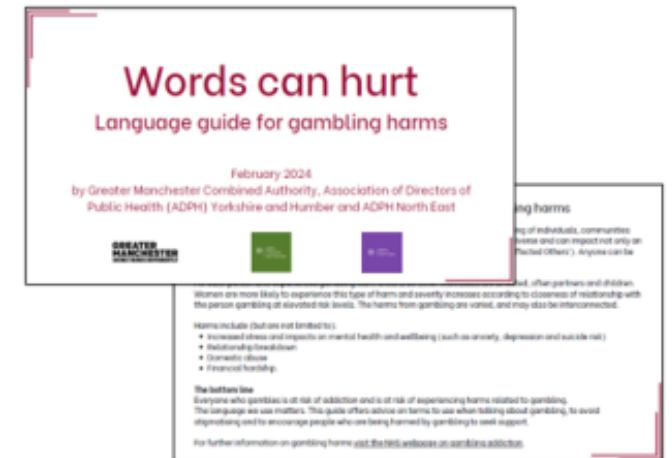
Progress

Support and Partnerships

- Work to respond to support requests from LA partners and build relationships with wider stakeholders, such as charitable organisations, the NHS Gambling Clinics and Community Treatment providers in NE.
- Publication of [How to Guide](#) resources for support and training on GH in LA.
- Providing public health expertise to local steering groups.
- Supporting local CPH activities such as needs assessments and

Advocacy

- Facilitated the NE's response to 4 DCMS & Gambling Commission consultations, with many LA responses.
- Co-facilitated '[Words Can Hurt](#)' webinar promoting the use of person-centred language in gambling harms
- Participated in focus groups for University projects ([PRoGRAM-A](#), [Words Matter](#)) and DCMS focus groups.

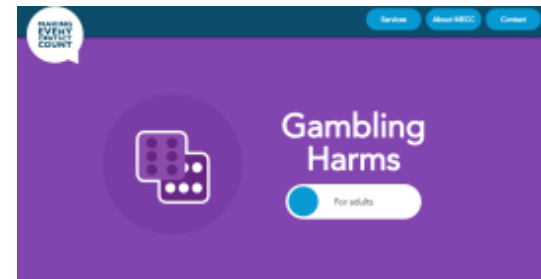


Progress



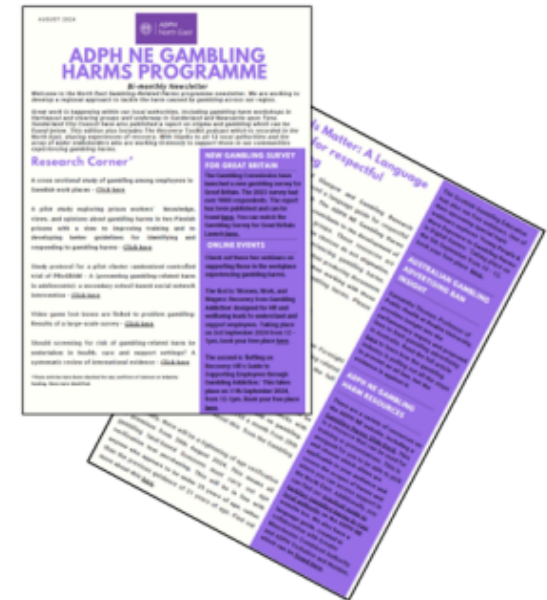
Media, Communications and Education

- Provided expertise in reviewing the [MECC Gambling Harms](#) page
- Publication of bi-monthly Programme [newsletter](#), showcasing local pieces of work, signposting to local treatment support and promoting CPD Opportunities.



Treatment

- Facilitated NE engagement with the OHID national treatment needs assessment.
- Promotion of all regional treatment providers through newsletter and MECC website.
- Development of MECC Gambling Harms module to share understanding of how to have a conversation about gambling harms.



Progress



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Data, Research and Evaluation

- Successful development of a research arm to regional programme.
- Regional Gambling HNA published
- Research projects beginning - 'Drug and Alcohol worker's experiences with patients experiencing gambling harms'

Licensing

- Advocated for the inclusion of public health licensing objective in the national consultation response.
- Support LA requests with updating their statement of licensing policy.



Progress



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Protecting Young People

- Advocated for the greatest protections to be granted to young people (25 and under) in gambling settings via consultations.
- Engaged with colleagues internationally regarding youth education / prevention programmes.
- Developing Quality Assessing Training resource.

Lived Experience

- Lived Experience Forum has been established with representation from across the NE.
- L.E.F designed to be accessible by local leads to support place-based work.
- The L.E.F have contributed towards the Regional Health Needs Assessment and continue to contribute to regional pieces of work, such as MECC module.

How to Quality Assess Gambling Harms Training and Content

Training content is the regular input from gambling on the health and wellbeing of individuals, families, communities and society. The purpose of this tool is to assess quality assessing gambling harms training and content that may be taking place within your local authority. This may be in the form of a standalone course or as part of an existing course for example. The focus is on what is taught and qualified to teach, assessed and how to ensure you're making suitable health based judgement on whether training opportunities or resources should be endorsed within your local authority.

What to think about	Explanation	Questions to ask yourself	How to check this
Is the training relevant to gambling harms?	Does the training content address the health and wellbeing of individuals, families, communities and society? Is it relevant to the local authority's priorities? Is it relevant to the needs of the community? Is it relevant to the needs of the local authority's residents? Is it relevant to the needs of the local authority's staff?	Does the training content address the health and wellbeing of individuals, families, communities and society? Is it relevant to the local authority's priorities? Is it relevant to the needs of the community? Is it relevant to the needs of the local authority's residents? Is it relevant to the needs of the local authority's staff?	Check the training content against the local authority's priorities and needs. Check the training content against the needs of the community. Check the training content against the needs of the local authority's residents. Check the training content against the needs of the local authority's staff.
Is the training delivered by qualified staff?	Are the staff delivering the training qualified to deliver the training? Are they qualified to deliver the training on gambling harms? Are they qualified to deliver the training on health and wellbeing? Are they qualified to deliver the training on community and society?	Are the staff delivering the training qualified to deliver the training? Are they qualified to deliver the training on gambling harms? Are they qualified to deliver the training on health and wellbeing? Are they qualified to deliver the training on community and society?	Check the qualifications of the staff delivering the training. Check the qualifications of the staff delivering the training on gambling harms. Check the qualifications of the staff delivering the training on health and wellbeing. Check the qualifications of the staff delivering the training on community and society.
Is the training delivered in a suitable format?	Is the training delivered in a format that is suitable for the local authority's residents? Is the training delivered in a format that is suitable for the local authority's staff? Is the training delivered in a format that is suitable for the local authority's community and society?	Is the training delivered in a format that is suitable for the local authority's residents? Is the training delivered in a format that is suitable for the local authority's staff? Is the training delivered in a format that is suitable for the local authority's community and society?	Check the format of the training. Check the format of the training on gambling harms. Check the format of the training on health and wellbeing. Check the format of the training on community and society.



First steps you could take in your local authority



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- 1 Conduct a health needs assessment
- 2 Collaborate with colleagues across your local authority and ask some baselining questions
- 3 Update your website to signpost clearly to gambling harms support services
- 4 Create a steering group for gambling harms in your local authority
- 5 Build your Action Plan
- 6 Engage with those with lived experience of gambling harms
- 7 Potentially look to form a regional network with other local authorities

Local Authority How to Guide



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Reducing Gambling Harms in your Local Authority

Here are some recommendations of how to begin or continue working to reduce gambling harms in your local authority.

Begin your Health Needs Assessment on Gambling Harms

Understanding the extent of gambling harms in your local authority will help to inform the interventions and prevention work that needs to take place. The first step to take is to conduct a health needs assessment for gambling harm. Data can help to illustrate the levels of harm and the need for intervention within your local authority. There are various data collection opportunities that you can think about. Consider engaging with the local community treatment provider and NHS provider for treatment data by postcode.

Access the Local Authority How to Guide [here](#)

- Covers some tips on how to begin working on this agenda in a Local Authority setting.
- Tips on gathering data and intelligence on gambling harms
- Departments within L.A's that you could collaborate with
- Guidance on updating your website and support pathway information
- Building an action plan and forming a steering group locally

Globally, there are some great examples of best practice in relation to tackling gambling harms from a local authority perspective. You can find some examples in our [Academic Evidence: Gambling Related Harms slide deck](#).

Potential Quick Wins



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- 1. Seek to update websites and documents to non-stigmatising language, removing 'problem gambling'
- 2. Engage with local treatment providers and the NHS to look at direct referral pathways that you could embed internally
- 3. Host a 'lunch and learn' within your local authority to provide some basic knowledge of gambling harms
- 4. Engage with resources that have been developed in other areas to kick-start progress
- 5. Update your MECC website or equivalent with support and treatment services available in your L.A
- 6. Ensure gambling harms are mentioned in your Statement of Licensing Policy when this is next updated

Upcoming work in the North East



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MECC Gambling
Harms Training
module

Development of two
short films on how to
have a conversation
about G.H

Testing and
embedding a
screening question
into services

Finalising a regional
gambling harms
survey

Esports, Gambling
and Gaming Toolkit
for parents and
teachers

Potential North East
communications
campaign



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Thank you for listening, any questions?

If you would like to contact me with further questions:
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