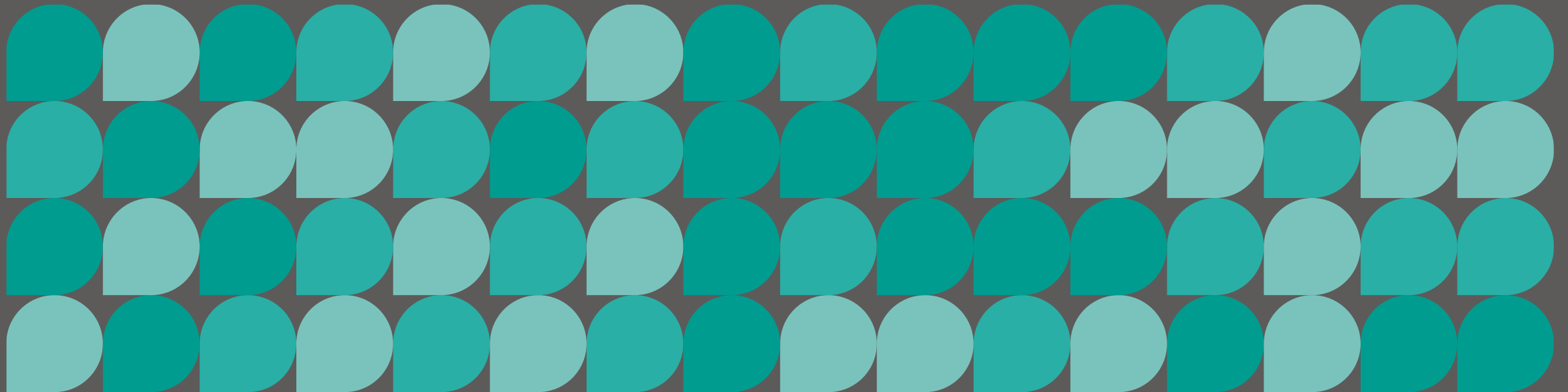


# Greater Manchester gambling harms update

January 2025

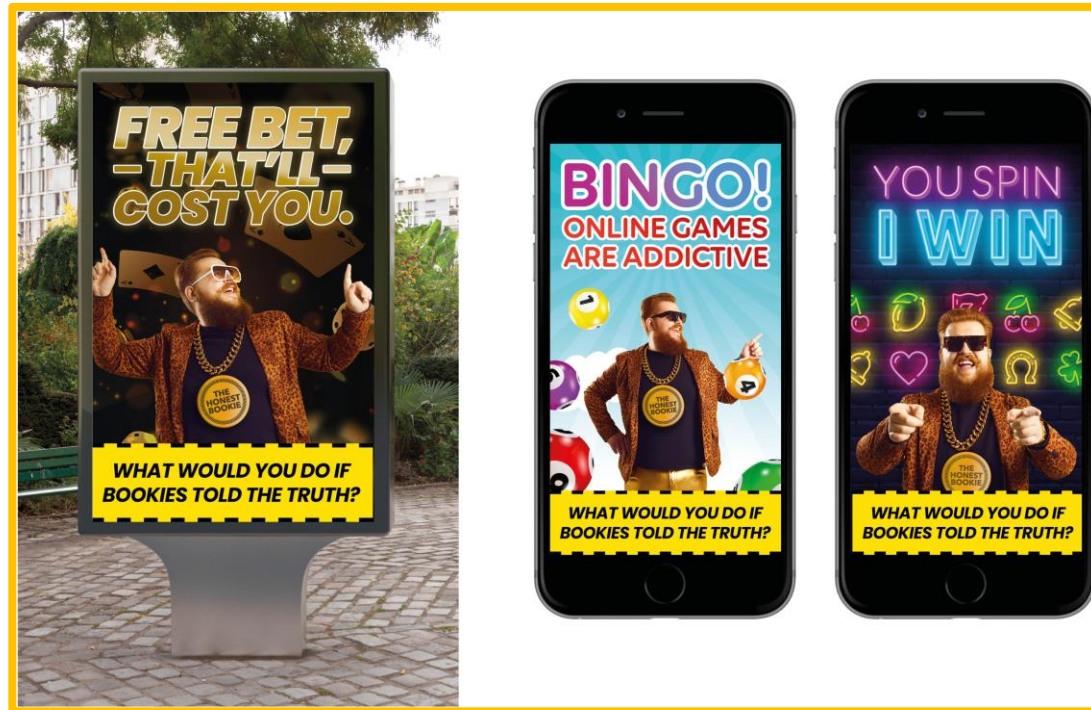


# Campaign recap

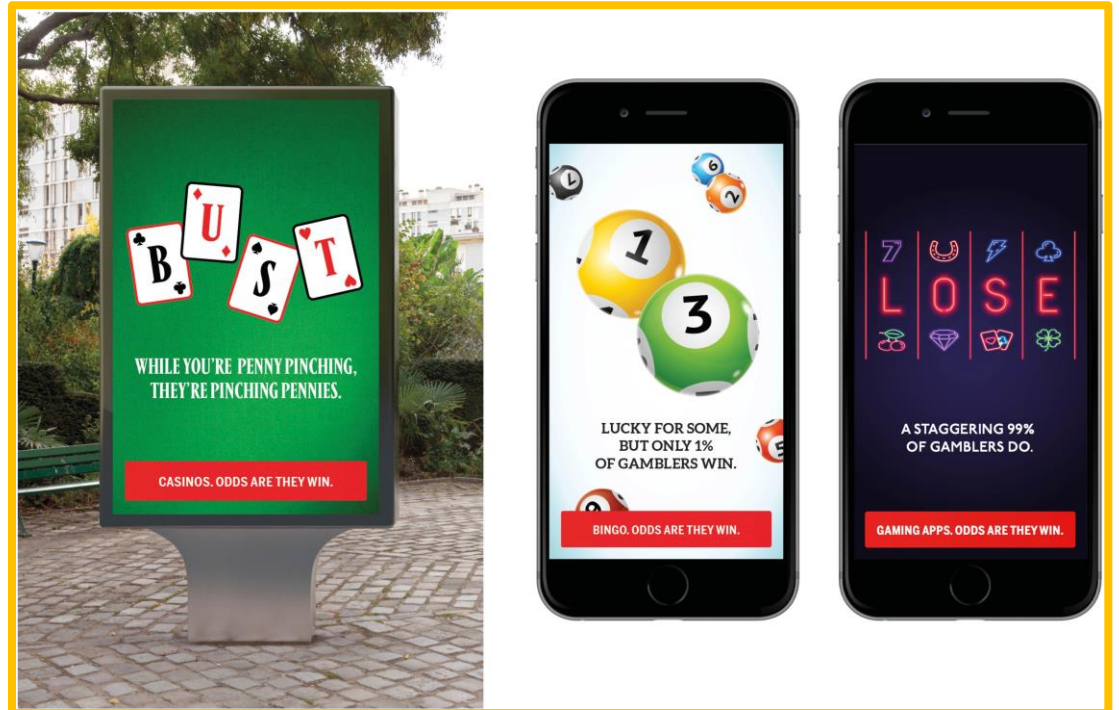
- First gambling harms prevention campaign in GM, one of the first in the UK
  - Step away from personal responsibility messaging 'safer gambling'
  - Before, during and after the Football World Cup 2022
  - Reach men aged 18-40 with harms messaging
  - Raise awareness of work taking place in GM
-

# Audience testing: proposed routes

## Route A – “honest bookie”



## Route B – “odds are they win”



53% of people liked it

41% of people preferred this approach

Criticism was too jokey, not making a strong point

76% of people liked it

59% of people preferred this approach

Clearly articulated what we wanted and beyond



# Odds Are: They Win

**NO WIN**

FREE BETS CAN DISGUISE LOSSES AS WINS, INCREASING THE RISK OF HARM FROM GAMBLING SIGNIFICANTLY.

FREE BETS    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

UNLUCKY FOR MANY. 1 IN 5 ONLINE BINGO PLAYERS SUFFER HARM AS A RESULT OF GAMBLING.

ONLINE BINGO    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

FAST, SHORT, REPETITIVE SPINS ENCOURAGE IMPULSIVE GAMBLING, MEANING YOU CAN SPEND MORE TIME AND MONEY WITHOUT REALISING.

GAMING APPS    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

FOUL PLAY

DID YOU KNOW? WATCHING FOOTBALL ON TV COULD EXPOSE YOU AND YOUR CHILDREN TO A GAMBLING ADVERT EVERY 10 SECONDS.

GAMBLING ADVERTS    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

DOWN

GAMBLING HARM IS NOT ONLY FINANCIAL, IT CAN IMPACT YOUR HEALTH, WELLBEING AND RELATIONSHIPS.

THE GAMBLING INDUSTRY    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

FIXED

THE MAIN PURPOSE OF GAMBLING COMPANIES IS TO MAXIMISE PROFIT, GENERATED THROUGH CUSTOMER LOSSES.

GAMBLING COMPANIES    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

SADLY 20% OF PEOPLE WHO PLAY ONLINE POKER AND CASINO GAMES HAVE TO DEAL WITH GAMBLING HARMS.

CASINO GAMES    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

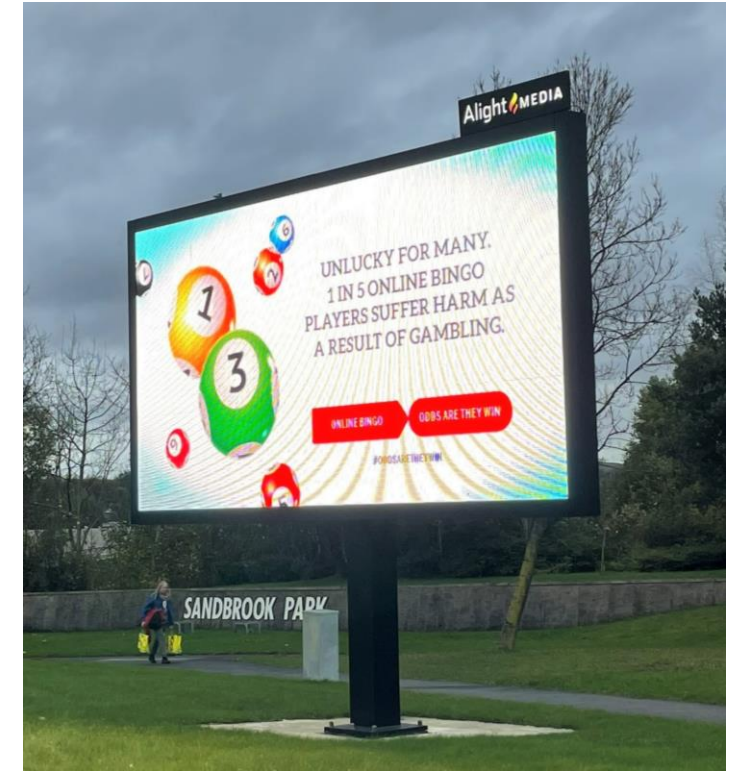
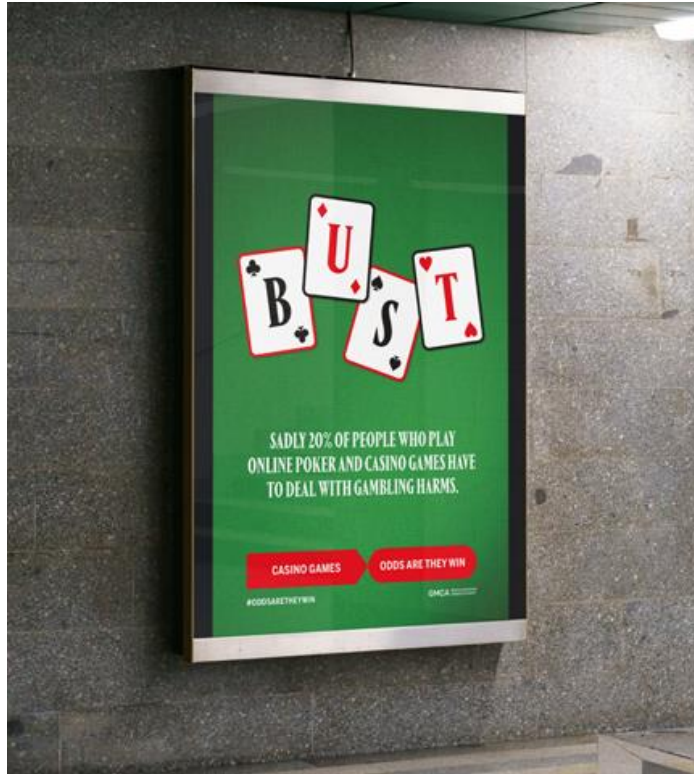
LOSE

A STAGGERING 25% OF FIXED ODDS BETTING TERMINAL PLAYERS EXPERIENCE HARM AS A RESULT OF GAMBLING.

BETTING TERMINALS    ODDS ARE THEY WIN

#ODDSARETHEYWIN    GMCA

# Odds Are: They Win



# What happened?

- Most things went to plan!
  - Extended into January and February using the best performing digital adverts from 2022
  - Delays in social media adverts going live allowed us to take out more outdoor advertising in the new year too
  - Press release was followed up with lived experience interviews with local media
-



# What happened? Relevant organic content

**Odds Are: They Win**  
@OddsAreTheyWin

During ad breaks for the England v USA game there were 8 major ads for gambling products, with an average of 15.1m viewers. Increased exposure to gambling ads can put young people@risk of harm. Learn more & reduce your risk; [greatermanchester-ca.gov.uk/oddsaretheywin](http://greatermanchester-ca.gov.uk/oddsaretheywin)  
#FIFAWorldCup #OddsAreTheyWin



DID YOU KNOW? WATCHING FOOTBALL ON TV COULD EXPOSE YOU AND YOUR CHILDREN TO A GAMBLING ADVERT EVERY 10 SECONDS.

GAMBLING ADVERTS    ODDS ARE THEY WIN

#ODDSARETHEYWIN

**Odds Are: They Win**  
@OddsAreTheyWin

The final of I'm a Celebrity was watched by an average of 10.1 million viewers. Shockingly there were 14 adverts for gambling products during the breaks.

Learn more about how you can protect yourself & others from gambling harms [greatermanchester-ca.gov.uk/what-we-do/hea...](http://greatermanchester-ca.gov.uk/what-we-do/hea...)  
#OddsAreTheyWin #ImACeleb



UNLUCKY FOR MANY.  
1 IN 5 ONLINE BINGO PLAYERS SUFFER HARM AS A RESULT OF GAMBLING.

ONLINE BINGO    ODDS ARE THEY WIN

#ODDSARETHEYWIN

# What happened?

- Metrics –
    - . Social media: +1.4 million reach
    - . Unique clicks to the campaign landing page: +16,000
    - . The first 6 weeks of 2023 saw the same number of people seek gambling addiction support on the GMCA website as for the whole of 2022.
    - . 122 social media toolkit downloads
-



# What happened? The difference it made



**Tweet**

17:25



**Matt Gaskell**  
@mgaskell12



Record referrals to the NHS Northern Gambling Service this week.

But when are we going to get serious about the prevention of harm?

10:08 · 09/12/2022 · [Twitter for iPhone](#)

**14** Retweets **1** Quote Tweet **36** Likes

Any tips on totally stopping gambling cold turkey, straight away. It's destroyed my life since I was 16, now 43. I've lost in total 200k everything I've ever earned or been gifted. I've tried GA , I've tried Gamstop. Nothing works, but now I've had enough

# What happened? The response it got



Mike Brannan  
@BrannanM

Great leadership & resources exposing & addressing health risks & harms of gambling

GM research:  
Watching football on TV → gambling ad every 10 secs (eg pitch ad boards, kits, ad breaks)  
20/25% of online bingo/ fixed odds players suffer harm

Comms toolkit available  
#OddsAreTheyWin



Greater Manchester Combined Authority @greatermcr · Nov 23, 2022  
In a UK-first, our #OddsAreTheyWin campaign lifts the lid on gambling industry tactics and the harm caused to people's lives.  
We say that whatever the gambling product, whoever the gambling operator



Ashley Brown @AshleyBrownBB12 · Oct 28, 2022  
How is this the remit of the combined authority?



Greater Manchester Combined Authority  
@greatermcr

Hi Ashley. We are working to prevent and reduce the negative impacts of gambling on individuals, families and communities. This is a public health concern which is impacting tens of thousands of our residents. If you'd like to find out more please visit



[greatermanchester-ca.gov.uk](https://greatermanchester-ca.gov.uk)

Gambling

We are working to prevent and reduce the negative impacts of gambling on individuals and communities

8:35 AM · Oct 31, 2022

## New anti-gambling campaign launched as prohibitionists target Greater Manchester

Echoing the Salem witch trials of 1692, the latest vitriolic campaign from the anti-gambling coalition, delivered fervently by the local authority in Greater Manchester, is aiming to scorch every type of operator – even the local ones – with its burning fire of willful ignorance. Sounds dramatic, but the consequences could be significant for failing high streets and local employment if the prohibitionists get their way.

# Recognition for the campaign





Public Health

Volume 224, November 2023, Pages 41-44



Short Communication

## 'Odds Are: They Win': a disruptive messaging innovation for challenging harmful products and practices of the gambling industry

[T. Mills](#)<sup>a</sup>  , [J. Grimes](#)<sup>b</sup>, [E. Caddick](#)<sup>c</sup>, [C.L. Jenkins](#)<sup>a</sup>, [J. Evans](#)<sup>c</sup>, [A. Moss](#)<sup>a</sup>, [J. Wills](#)<sup>a</sup>, [S. Sykes](#)<sup>a</sup>

# New approach to Odds Are: They Win



ODDS ARE  
THEY WIN



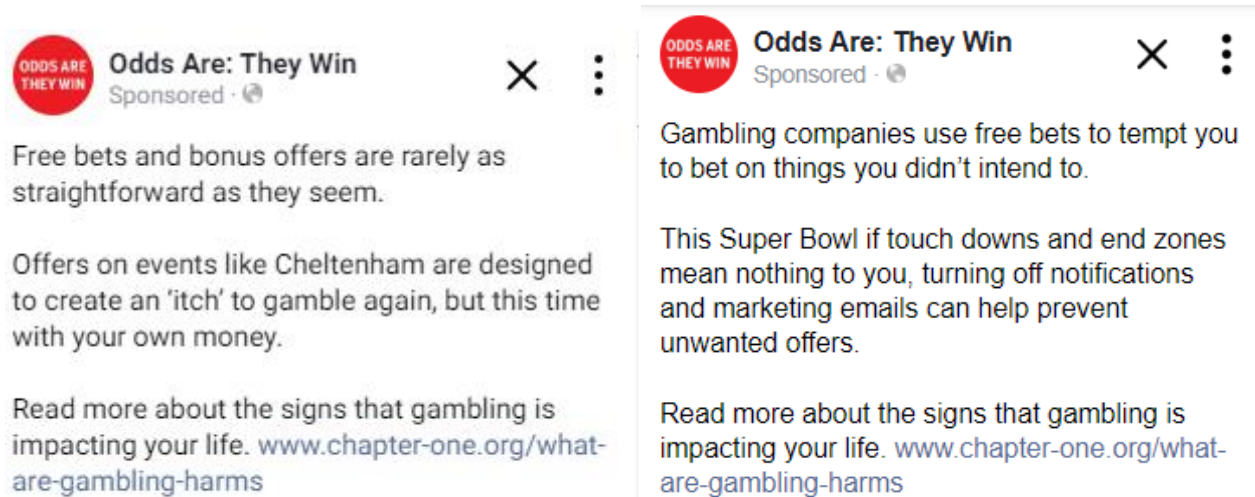
# Themes

1. Gateway events
2. In-play betting
3. Online slots
4. Attempting to make money
5. Gambling sponsorship – ad hoc when opportunities arise



**ODDS ARE  
THEY WIN**

# Gateway events and in-play betting



The image shows two screenshots of a social media post from 'Odds Are: They Win'. The post is sponsored and contains text about gambling offers and their potential impact. The text is as follows:

**Odds Are: They Win**  
Sponsored · 🌐

Free bets and bonus offers are rarely as straightforward as they seem.

Offers on events like Cheltenham are designed to create an 'itch' to gamble again, but this time with your own money.

Read more about the signs that gambling is impacting your life. [www.chapter-one.org/what-are-gambling-harms](http://www.chapter-one.org/what-are-gambling-harms)

**Odds Are: They Win**  
Sponsored · 🌐

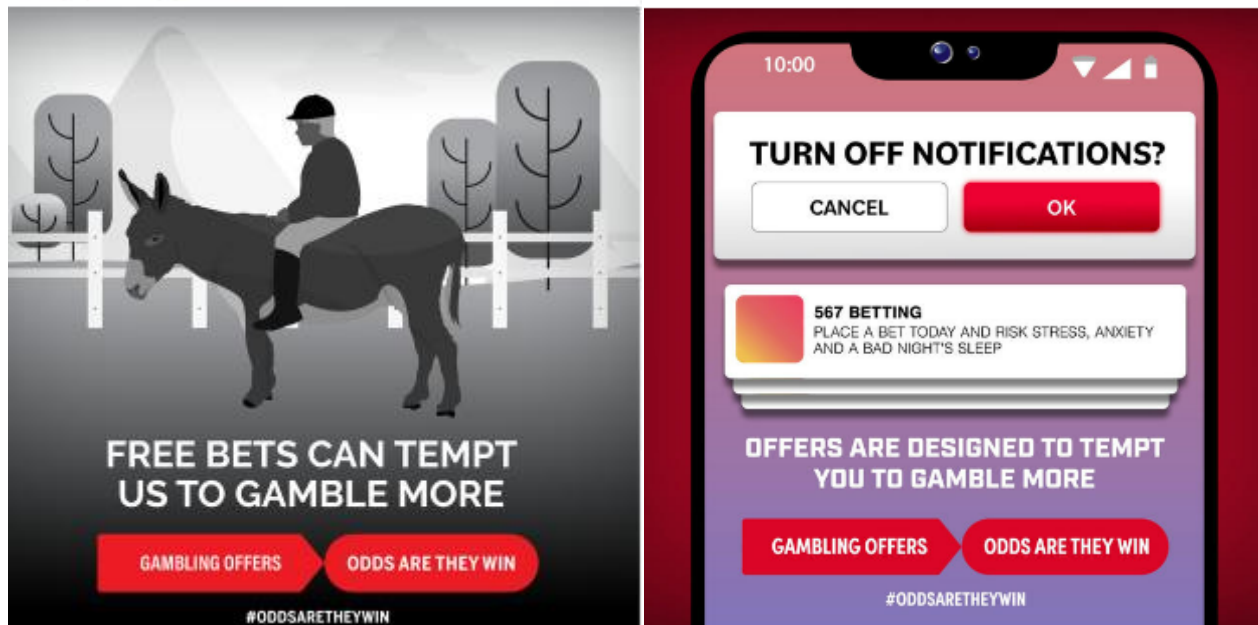
Gambling companies use free bets to tempt you to bet on things you didn't intend to.

This Super Bowl if touch downs and end zones mean nothing to you, turning off notifications and marketing emails can help prevent unwanted offers.

Read more about the signs that gambling is impacting your life. [www.chapter-one.org/what-are-gambling-harms](http://www.chapter-one.org/what-are-gambling-harms)

## Super Bowl, Cheltenham and Aintree

- Super Bowl: £40 on 2 adverts, 120 clicks through to the Chapter One website, reaching 10,962 people. 33p cost per click
- Cheltenham and Aintree: £147.19 on 3 adverts. 547 clicks, reaching 16,909 people. 27p cost per click
- The adverts created spikes in Chapter One website use, and most of the people who visited the website during that time were new users.



The image shows two screenshots of a mobile advertisement for 'Odds Are: They Win'. The advertisement features a silhouette of a person riding a donkey in a field. The text is as follows:

**FREE BETS CAN TEMPT US TO GAMBLE MORE**

**GAMBLING OFFERS** **ODDS ARE THEY WIN**

#ODDSARETHEYWIN

The second screenshot shows a notification overlay on a smartphone screen. The notification reads:

**TURN OFF NOTIFICATIONS?**

**CANCEL** **OK**

**567 BETTING**  
PLACE A BET TODAY AND RISK STRESS, ANXIETY AND A BAD NIGHT'S SLEEP

**OFFERS ARE DESIGNED TO TEMPT YOU TO GAMBLE MORE**

**GAMBLING OFFERS** **ODDS ARE THEY WIN**

#ODDSARETHEYWIN

# Ongoing learning

- Review use of animation – have met with Facebook so they know we are running gambling harms ads, not gambling ads.
- Using gif files not video files to try and get animations accepted, not rejected.
- Decreasing the number of days an advert runs over, to increase the budget per day.
- Think about targeting just men with future horse racing adverts.
- Trial advertising on other platforms to see how the age range of the people reached changes.

# Safer Gambling Week



**ODDS ARE  
THEY WIN**




# Providing an alternative

- Not in favour of Safer Gambling Week
- Provide our partners with a different option
- Not branded for Greater Manchester

Stockport Council · Follow  
18 November 2024 · 🌐

If gambling is impacting your life, it's not your fault. Gambling products are designed to be addictive.  
Find out more and seek help today: <https://orlo.uk/JaeQ2>  
[#OddsAreTheyWin](#)



**SOME GAMBLING PRODUCTS ARE DESIGNED TO BE ADDICTIVE.**

THE GAMBLING INDUSTRY    ODDS ARE THEY WIN

#ODDSARETHEYWIN

Using a  
different brand for  
a different theme

---

# Using GMCA branding for cost of living

 **Greater Manchester Combined Authority**     
Sponsored · 

Gambling is not a way to make money.  
If you need support this winter, there is financial help for you and your family.  
For support with gambling addiction visit Chapter One:  
<http://tinyurl.com/29p9cz9r...> See more



**Need your money to go further?**

Gambling isn't the answer. Find help in the right place.

# Using GMCA branding for cost of living

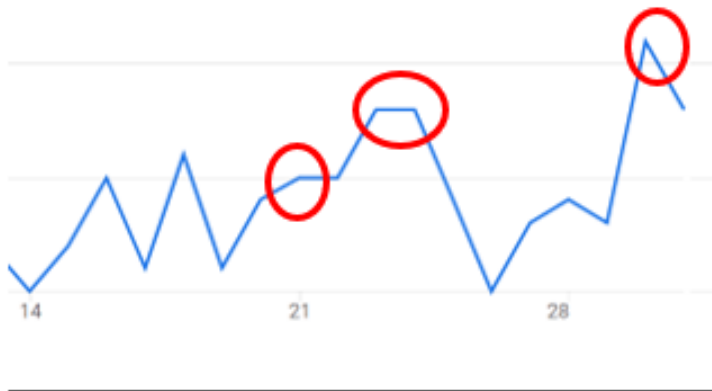
Concerned about people turning to gambling due to the cost of living

£70 spent in total

21,866 people were reached with the post, with 268 link clicks

You can see spikes in use of the Chapter One website, almost all of which were new users

Some performed best with 18-24 year olds via Instagram and 65+ year olds on Facebook



Lesson – when we made the targeting specific to people with gambling interests the cost per click was just 14p and we had a good spread across all ages



# Chapter One – for everyone affected by gambling



## How Chapter One came about

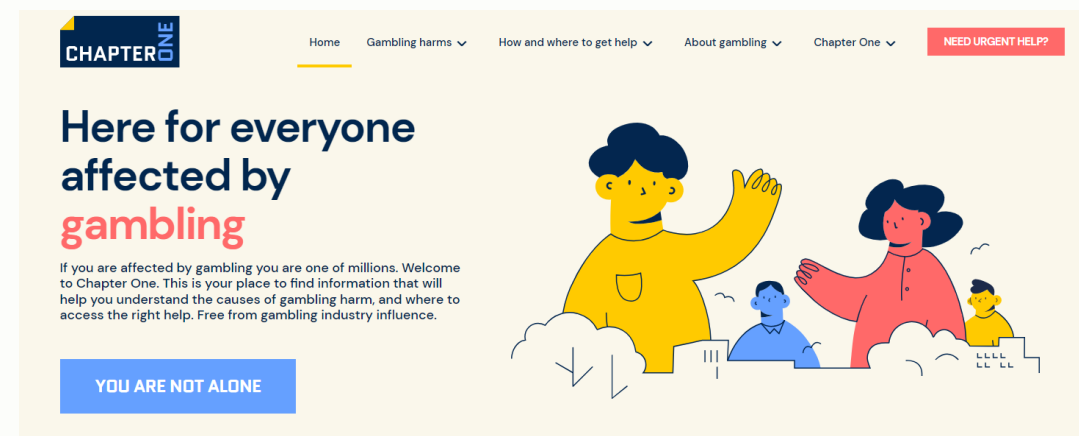
Fragmented treatment and support provision, most information resources are funded by the gambling industry

Partnership with Gambling with Lives to pilot an integrated treatment and support pathway in Greater Manchester

Only 1 in 200 people who would benefit from support are accessing information or treatment (OHID report, 2024)

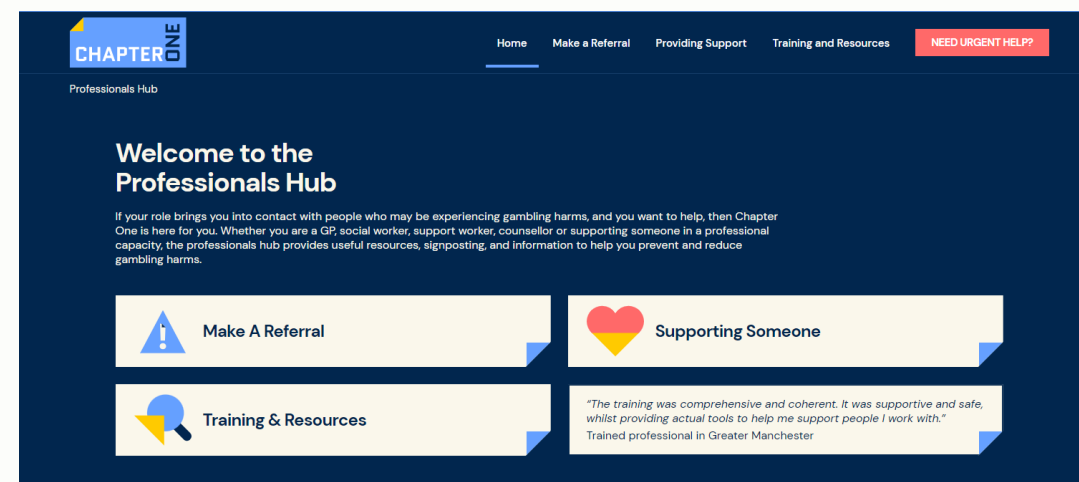
# Chapter One outputs

- Training and resources for professionals (intermediaries and HCPs)
- Impartial and independent information for the public
- Campaign to raise awareness of support



The screenshot shows the homepage of the Chapter One website. The header includes the Chapter One logo, navigation links for Home, Gambling harms, How and where to get help, About gambling, and Chapter One, and a red button for 'NEED URGENT HELP?'. The main content area features the headline 'Here for everyone affected by gambling' with 'gambling' in red. Below this is a paragraph: 'If you are affected by gambling you are one of millions. Welcome to Chapter One. This is your place to find information that will help you understand the causes of gambling harm, and where to access the right help. Free from gambling industry influence.' To the right is an illustration of a family (a man, a woman, and two children) standing on a cloud. A blue button at the bottom left says 'YOU ARE NOT ALONE'.

<https://www.chapter-one.org/>



The screenshot shows the Professionals Hub page on the Chapter One website. The header includes the Chapter One logo, navigation links for Home, Make a Referral, Providing Support, and Training and Resources, and a red button for 'NEED URGENT HELP?'. The main content area features the headline 'Welcome to the Professionals Hub' and a paragraph: 'If your role brings you into contact with people who may be experiencing gambling harms, and you want to help, then Chapter One is here for you. Whether you are a GP, social worker, support worker, counsellor or supporting someone in a professional capacity, the professionals hub provides useful resources, signposting, and information to help you prevent and reduce gambling harms.' Below this are four cards: 'Make A Referral' (with a blue exclamation mark icon), 'Supporting Someone' (with a red heart icon), 'Training & Resources' (with a magnifying glass icon), and a testimonial: 'The training was comprehensive and coherent. It was supportive and safe, whilst providing actual tools to help me support people I work with.' Trained professional in Greater Manchester.

<https://www.chapter-one.org/professionals-hub>

# Chapter One

# public campaign



# Chapter One campaign

- Showing gambling harm as something that can affect anyone
- Video content focused on four characters
- Digital campaign – Google, YouTube, Snapchat, TikTok
- Targeting people aged 18–35
- Signposting people to support and information
- Posters and leaflets for public and professionals



# Evaluation

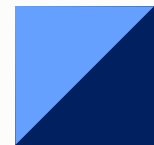
**Provides a much-needed alternative voice to counter the large quantity and tone of gambling sector advertising:**

- some forms of gambling being more harmful than others
- Unique messages that others are picking up on e.g. 'gambling is addictive'

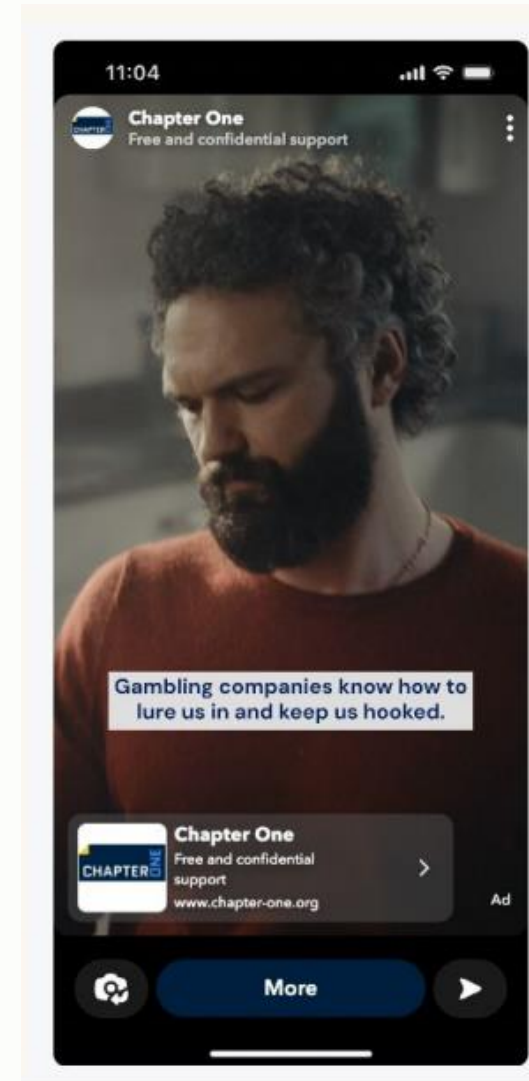
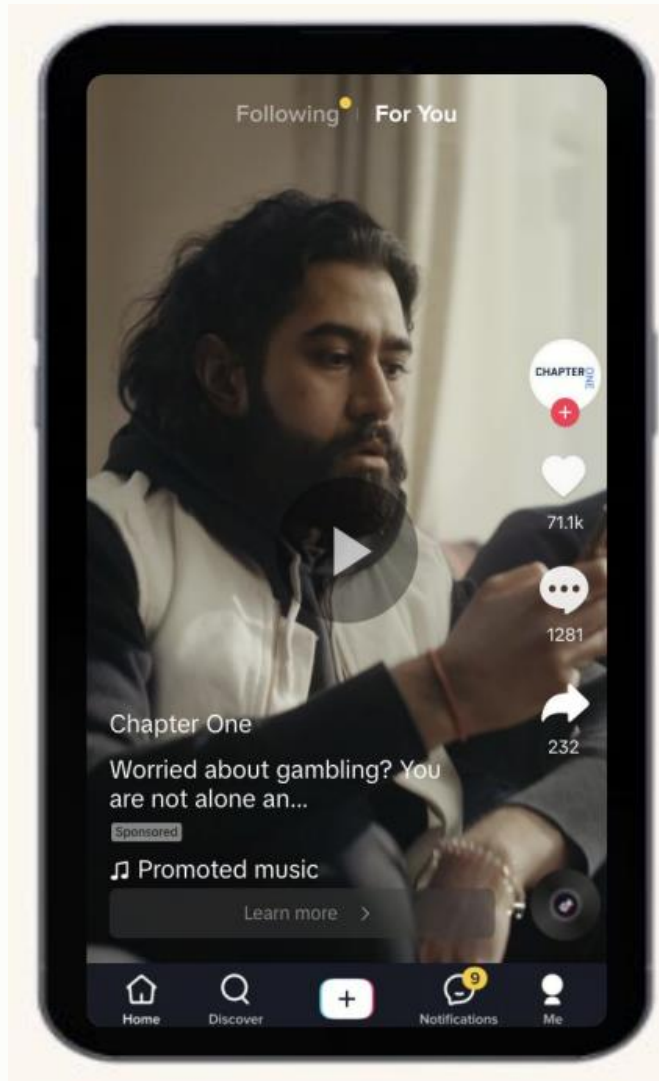
Frank and clearly-expressed content 'unpacks' how harmful gambling products cause gambling harms.

Unique approach challenges the industry-dominated narrative.

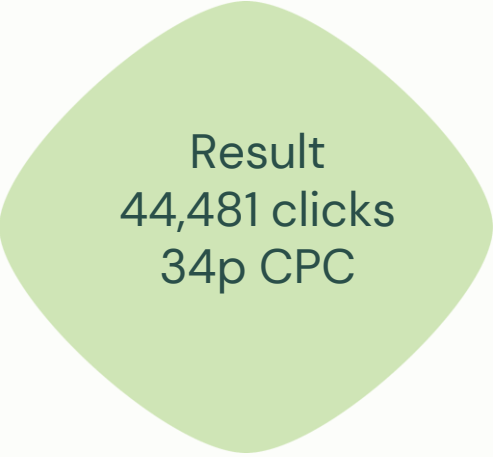
# Campaign video



# Adverts in Greater Manchester



# Outcomes of the campaign



Result  
44,481 clicks  
34p CPC

**Showed that social media channels can be effective at reaching target audiences**

Successfully exceeded targets and industry averages

Showed that Snapchat was the most cost-effective channel in this campaign.

Also explored different content styles to gauge effectiveness.

Showed that the 'Daniel, Free Spin' video was clearly the most clicked-on video.

# Conclusions

## **Chapter One was a successful partnership pilot programme and campaign**

The website met a need for clear, unbiased, and direct information while also providing urgent help, scope for getting more people to see it

A mixed-media, digitally focused campaign was effective in raising awareness and helping people access information quickly



# Language guide walkthrough

By Ellie Caddick

**GREATER  
MANCHESTER**  
DOING THINGS DIFFERENTLY



# An easy 'don't'

## Don't say

- A lot of people enjoy a flutter
- Can be fun
- Social/leisure activity

e.g. Gambling is a fun activity for most people but some people...

## Why?

- It reinforces perceptions that there is something 'wrong' with anyone who experiences harm

# Don't repeat the industry narrative

## Don't say

- Safe/unsafe
- Responsible/irresponsible

e.g. make sure you gamble safely...if you are gambling irresponsibly...

## Why?

- All gambling is risky, and we are all at risk of experiencing harm. Suggesting some people are 'taking risks' is stigmatising

# Describing people being harmed

## Don't say

- Problem gambler
- Gambling addict

e.g. if you are worried your loved one is a gambling addict...

## Do say

- A person who is/with/experiencing/harmed by

## Why?

- The person being harmed by gambling is more than just their experience with gambling

# Describing people being harmed

## Don't say

- Vulnerable
- At risk

e.g. if you are at risk of gambling addiction...

## Do say

- Avoid suggesting any type of person is more likely to be harmed

## Why?

- All gambling is risky, and we are all at risk of experiencing harm. Suggesting some people are more likely to be harmed is stigmatising



# Addiction and/or harm?

## Addiction

- Gambling addiction is a recognised mental health condition and 'gambling addiction' is a commonly used term used when people search for support. It is important to talk about gambling addiction so that it is easily recognisable to people.

## Harm

- Talking about the harms people experience is relatable and can allow people to recognise that they are experiencing lower levels of harm before it becomes addiction.

# Other tips

## Support services

- If it's free and/or confidential, say it

## Suicide prevention

- Always include information on suicide prevention services alongside gambling support

# Next steps

- Read the language guide
- Review your public information on gambling – addictions, mental health, financial support
- Any questions or want a chat? Get in touch