

Charity Background

Gambling with Lives (GwL) is a charity that has been set up by the families and friends of young people who had taken their own lives as a direct result of gambling.



No one knows how many deaths there are related to gambling each year; research indicates that there may be between 250 and 650 gambling related suicides every year in the UK; a minimum of one every working day.

GwL aims to:

- Support families who have been bereaved by gambling related suicides;
- Raise awareness amongst gamblers, their families and friends, and health professionals of the dangerous effects of gambling on mental health, and the high suicide risk;
- In support of these aims, we will also seek to:
 - Reduce gambling related harm by supporting better regulation of gambling products which lead to an increased risk of gambling addiction and adverse effects on health;
 - Promote the treatment of gambling as a health issue which requires improved access to health services integrated with the NHS, and access to support for families and friends;

Programme overview

The education programme has been created by people with lived experience of gambling harms including bereaved families, with the support of academics, secondary school teachers and a film production company. The materials have been peer reviewed and GwL intend to run an 8 month evaluated pilot to measure the impact of the content, starting in September 2021. The programme and it's evaluation is aimed at young people aged between 14 – 16, with a specific focus of delivery in schools, community organisations and through sports clubs.

Course Structure & Contents

The course is separated into four modules and should be delivered sequentially to develop a 'ground up' understanding of the gambling world. These materials have been developed to enable meaningful, interactive discussions in the classroom. Care has been taken to present gambling products in a way that tries to avoid exciting a new interest in young people.

MODULE 1: The Changing Gambling Environment

Module 1 charts the varied history of gambling and its impact on societies through the ages. It includes two video resources that provide a springboard for class discussion and transport us from Neolithic

man to the Digital Age. The module also gives students the opportunity to explore the impact and effect of gambling harms.

Learning Outcomes

At the end of this module, students should be able to:

- Define gambling and describe how gambling legislation has developed to what it is today
- Explain how participation rates in gambling have increased
- Describe how harmful gambling can be and the possible effects it can have

MODULE 2: Gambling Product Design

Module 2 helps the class discover the basic maths that underpins how the gambling industry makes profits through having a 'house edge', including a film to highlight this. The class can then disassemble the strategies used in gambling products to keep customers playing for extended periods of time and ensure the house edge with an interactive app.

Learning Outcomes

At the end of this module, students should be able to:

- Describe how some products are more harmful than others
- Describe how gambling products are designed to guarantee a long-term profit for the gambling industry and are not reflective of the true probability of events
- Describe how gambling products are designed to maximise the amount of time spent playing them

MODULE 3: The Influence and Impact of Gambling Advertising and Marketing

Module 3 explores the influence of gambling promotion and the parallels that can be drawn and lessons learnt from the marketing practices of the tobacco industry. It also looks at how gambling advertising and marketing creates an exaggerated perception of 'normalisation' and how that downplays the risk.

Learning Outcomes

At the end of this module, students should be able to:

- Describe the most common appeal strategies used in advertising and marketing by the gambling industry
- Identify the similar advertising and marketing strategies used in both the tobacco and gambling industries
- Describe how gambling advertising and marketing creates an exaggerated perception of 'normalisation'

MODULE 4: Understanding the Lived Experience of Gambling Harms

Module 4 follows a dramatization of someone harmed by gambling, based on real events, to show how gambling disorder can affect the individual and those around them. The module will also help students to recognise the early warning signs associated with a gambling disorder and to signpost them to the appropriate support that is available.

Learning Outcomes

At the end of this module, students should be able to:

- Explain what a gambling disorder is and describe its consequences
- Explain why some people start to gamble and describe the links with mental well-being
- Identify the warning signs of gambling harms and describe ways in which people can get help

Delivery methods

GwL led delivery in classroom

A GwL representative will facilitate the lesson/session/assembly/talk in the school or community based venue., in order to monitor the impact and evaluate the programme.

Using the resources

Materials required for the lesson (provided by GwL)

- GwL PowerPoint slide deck– with embedded accompanying films and interactive media
- Fully referenced teachers notes, including lesson plans with optimal timings

The programme, and its evaluation, is best suited to run as four separate lessons (designed for between 45 minutes and 1 hour but can be adapted to fit).

To suit the needs of the participants and the venue, the materials can also be delivered flexibly, including as:

- As a complete module as part of a drop down full/half day
- As 10 - 20 minute bitesize segments for delivery as part of a structured tutor time programme
- As a one-off 'awareness' session in community settings, in an assembly or as part of a training programme

Equipment

Anyone delivering the programme will need the following materials and facilities to be able to run an effective session:

- A laptop or computer capable of running MP4 videos and PowerPoint presentations.
- External speakers for the laptop or computer capable of volume adequate for the training environment
- If possible, a projector or electronic whiteboard to enhance the impact of the films.

Ground rules

- Everyone has the right to be respected and heard
- We have the right to 'pass' if we do not wish to comment.
- We agree to join in and make a positive contribution.
- We will listen to each other without interrupting.
- We will show respect for each other and each others' views, even where they are different from our own.
- We agree that it is OK to make mistakes and learn from them.
- We will support each other and encourage those who are less confident than ourselves

Encouraging discussion

The pilot and the evaluation will be most effective when young people are engaged and able to offer their views and opinions on gambling, before and after the session/lesson/talk. If these views come from a place of first-hand or second-hand experience of gambling, it is recommended that this discussion happens in a safer environment, with designated safeguarding leads appropriately signposted to.

Discussions in the lessons should not be moralistic, but be explorative and led by the content provided, where additional prompts are provided throughout the programme.

The programme's intention is to encourage young people to think about where gambling and the gambling industry fit into a modern society. Children should be prompted into providing their opinions on harm reduction measures and ideas on how they would protect fellow young people

Creating a safe environment

Gambling with Lives has draft 'Working with young people' policies that can be shared with the establishment ahead of delivery. The materials must only be delivered where clear child protection and safeguarding policies have been established by the school, sports club or community organisation prior to teaching. Although our programme has been designed to fit with in this

framework, we recommend that the school policy is sought, understood and referenced throughout the delivery of the programme.

Gambling is a relatively new topic in education and the prevailing narrative is that gambling is a completely legitimate leisure activity, with individual responsibility at the forefront in preventing gambling harms. It is important to recognise that because of this, young people will have little to no understanding of gambling harms and we'd recommend being sensitive of this when talking about the impact.

Over 5 million people are affected by gambling harm in the UK, including 55,000 children already addicted to gambling, so it is likely there will be students that have experienced some form of gambling related harm. If there is a student who has been identified to have been negatively impacted by gambling, we recommend teachers speak with safeguarding leads at the school prior to the delivery of the programme and devise a strategy on how to best manage the sensitivities of the topic in hand.

It is also important to consider that some faith groups object to all forms of gambling and these views should be respected and treated with an extra layer of sensitivity – including objecting to any form of judgement from fellow students with a different viewpoint.

Although Gambling with Lives has experience of gambling-related suicide at its very core, we have not made this the focus of the content in the programme. There will be a suicide reference in Module 4 (Understanding the lived experience of gambling harms) and this will be accompanied by a trigger warning in the teachers notes.

If students are affected by the content of the programme, we recommend that they speak to:

- A member of staff, preferably the teacher in the room or the designated safeguarding lead
- A family member
- A friend

We also recommend signposting towards the NHS children and young people's mental health support, the NHS London Gambling Clinic or the NHS Northern Gambling Service:

<https://www.nhs.uk/using-the-nhs/nhs-services/mental-health-services/cypmhs-information-for-parents-and-carers/>

<https://www.cnwl.nhs.uk/services/mental-health-services/addictions-and-substance-misuse/national-problem-gambling-clinic>

<https://www.leedsandyorkpft.nhs.uk/our-services/northern-gambling-service>



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2 September 2021

Dear Principal

GAMBLING WITH LIVES PILOT EDUCATION PROGRAMME: INVITATION TO POST PRIMARY SCHOOLS TO PARTICIPATE

I am writing to draw your attention to a pilot being run by an organisation called [Gambling with Lives](#) beginning this academic year. Volunteer schools are being sought by Gambling with Lives to participate in this pilot which will operate in post primary schools and will touch on learning areas linked to gambling and young people.

The Gambling Commission estimate that 45,000 11–16-year-olds gamble in the UK, with 55,000 children already addicted. The mode and frequency of gambling have changed with online gambling having transformed the industry. In addition the pervasiveness of gambling marketing has increased participation.

Tragically there are estimated that the [number of gambling related suicides](#) is between 250-650 related suicides every year with, along with other specific groups, [young people](#) most at risk.

Pilot Programme

The programme touches on different areas of learning including: online protections, mental health, economic wellbeing and debt, crime and legislation, the nature of risk and critical marketing. Previous learning in these areas is not essential but can be built on throughout the programme.

The key objectives of this pilot programme are to highlight:

- What a gambling disorder is and why it is highly correlated with suicide and disproportionately affects those under 30 years old.
- That gambling products can cause mental health issues and how their regulation has a significant impact on risk across the population.
- The normalisation of gambling for young people and its serious impact through new gambling environments, technologies, and marketing strategies.

- That a multi-agency public health approach is required to reduce risk.

The sessions will be facilitated by a Gambling with Lives representative. The evaluation of this pilot will measure the impact for those young people who participate. The programme, and its evaluation, is best suited to run as four separate sessions of 45 – 60 minutes. However, they are adaptable.

The programme has been created by academics, educational specialists, clinicians, a film-production company and by people harmed by gambling. The pilot is provided at no cost to schools. It has been peer reviewed and developed without any industry influence and is intended to equip young people with the knowledge that they will need to understand the inherent risk of gambling products and to critically respond to gambling marketing.

Contact

If you are interested in participating in the pilot programme please directly contact:

Barry Fennell, Programme Manager for Northern Ireland

Email: barry@gamblingwithlives.org

Phone: 07368 831 289

I hope you find this information useful.

Yours sincerely



ANGELA KANE
Pupil Support Team



Gambling with Lives

Education programme
pilot – information



Gambling with Lives



Gambling with Lives was set up by the families and friends of young people who had taken their own lives as a direct result of gambling. These were all very normal, bright, popular and happy young folk who had great futures ahead of them.



We now aim to:

- **Support families who have been bereaved by gambling related suicides**
- **Raise awareness of the dangerous effects of gambling on mental health and the high suicide risk**

Two gambling-related suicides every day.



Luke Anthony Ashton
02/10/80 - 22/04/21
Leicester



Fred Harper-McShane
d. July 2019, aged 21
South Wales



Matt McPhee
12/06/84 - 17/03/19
Bath



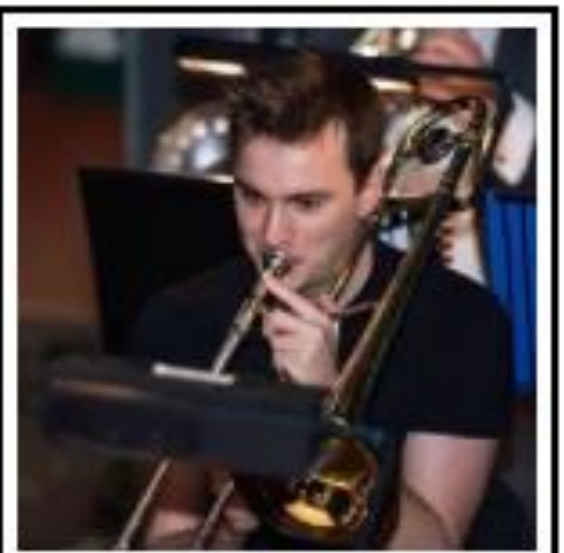
Daniel Roger
01/05/98 - 16/01/19
Aberdeenshire



Philip Tomlinson
09/05/88 - 12/07/17
Manchester



Chris Bruney
14/11/91 - 06/04/17
Sheffield



Joshua Jones
02/06/92 - 30/07/15
Blunsdon (Swindon)



Aaron Sluman
28/03/95 - 30/10/18
South Wales



Kimberly Wadsworth
02/10/85 - 06/06/18
West Yorkshire



Jack Ritchie
28/12/92 - 22/11/17
Sheffield



Daniel Clinkscales
20/01/82 - 12/10/17
Devon



Phil Stretton
06/07/84 - 04/11/14
Burton-on-Trent



Aaron Armstrong
12/02/84 - 19/05/14
Kent



Ryan Myers
30/06/86 - 18/05/14
Liverpool



Lewis Keogh
15/10/79 - 01/11/13
Leeds

The scale of gambling harms.



YouGov estimated that up to 2.7% of adults in Great Britain, or nearly 1.4 million people, were problem gamblers.¹

1,400,000 x 

YouGov found that as many as 7% of adults, or 3.6 million people, report having been negatively affected by someone else's gambling problem.²

3,600,000 x 

There are also estimated to be 55,000 young people aged 11-16 are addicted to gambling.

55,000 x 

Young people and gambling.



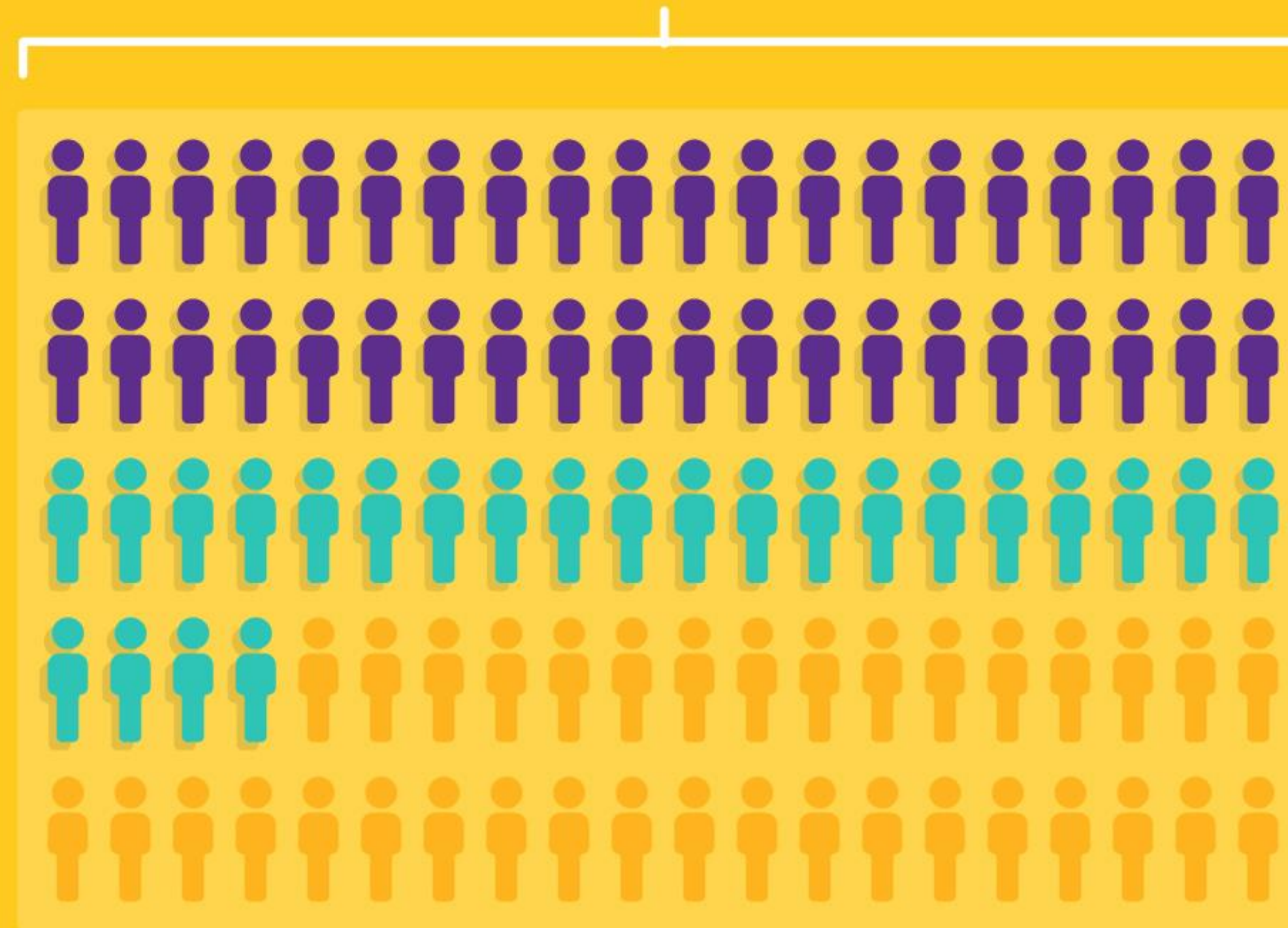
100x People

40%

of 16-24 year olds have participated in any form of gambling in the past four weeks.¹

24%

of secondary school-aged pupils had taken part in a form of gambling activity.



Our programme

Created by teachers, academics, people with lived experience of gambling harms, and an **award-winning** film company.

It's **evidence based** and academically reviewed throughout.

It's full of interactive and **engaging** material and activities covering:

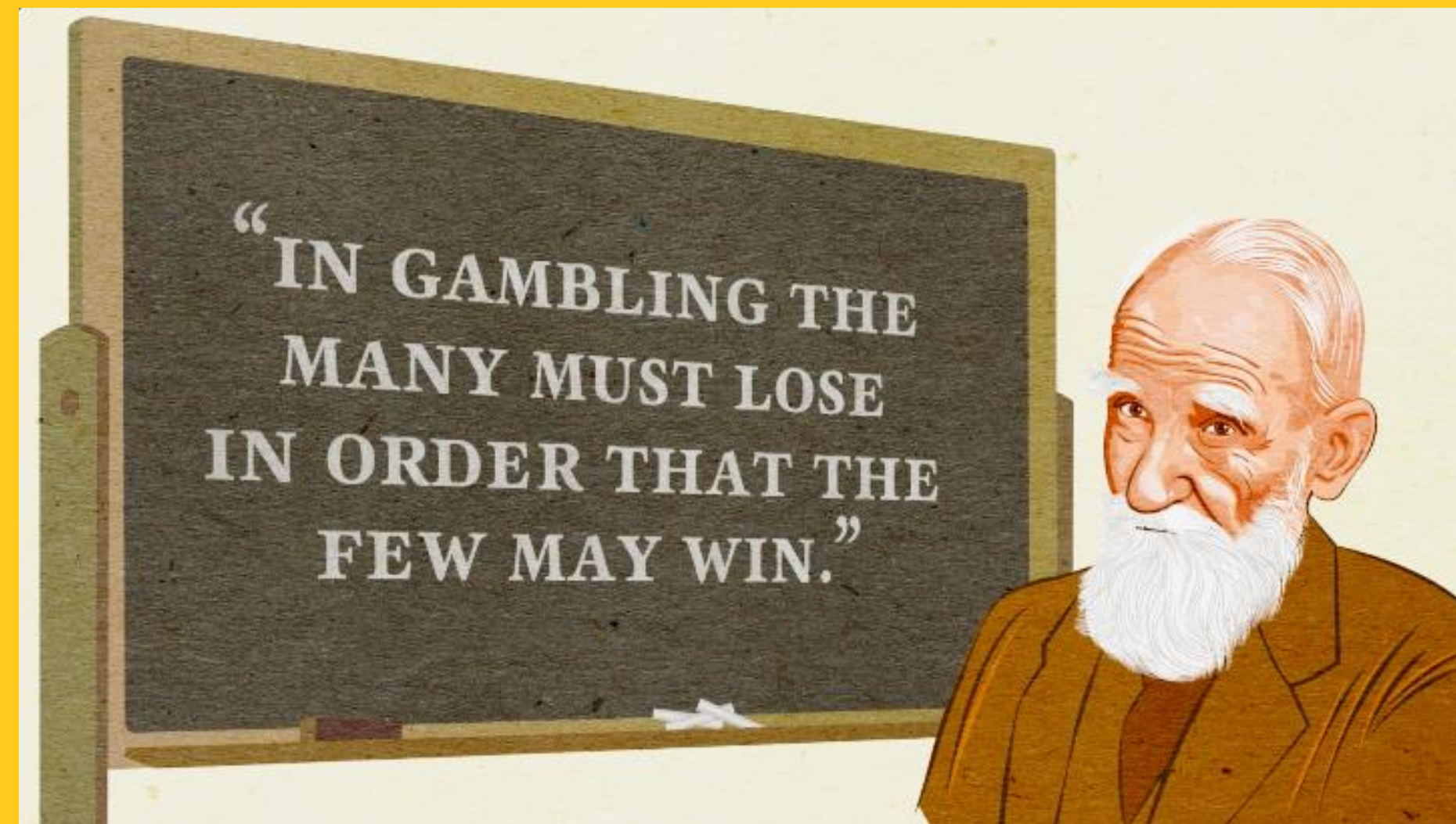
- Gambling environments
- Gambling normalisation
- Gambling product design
- Gambling marketing
- Gambling harms.

The programme is appropriate for **all ages 14+**

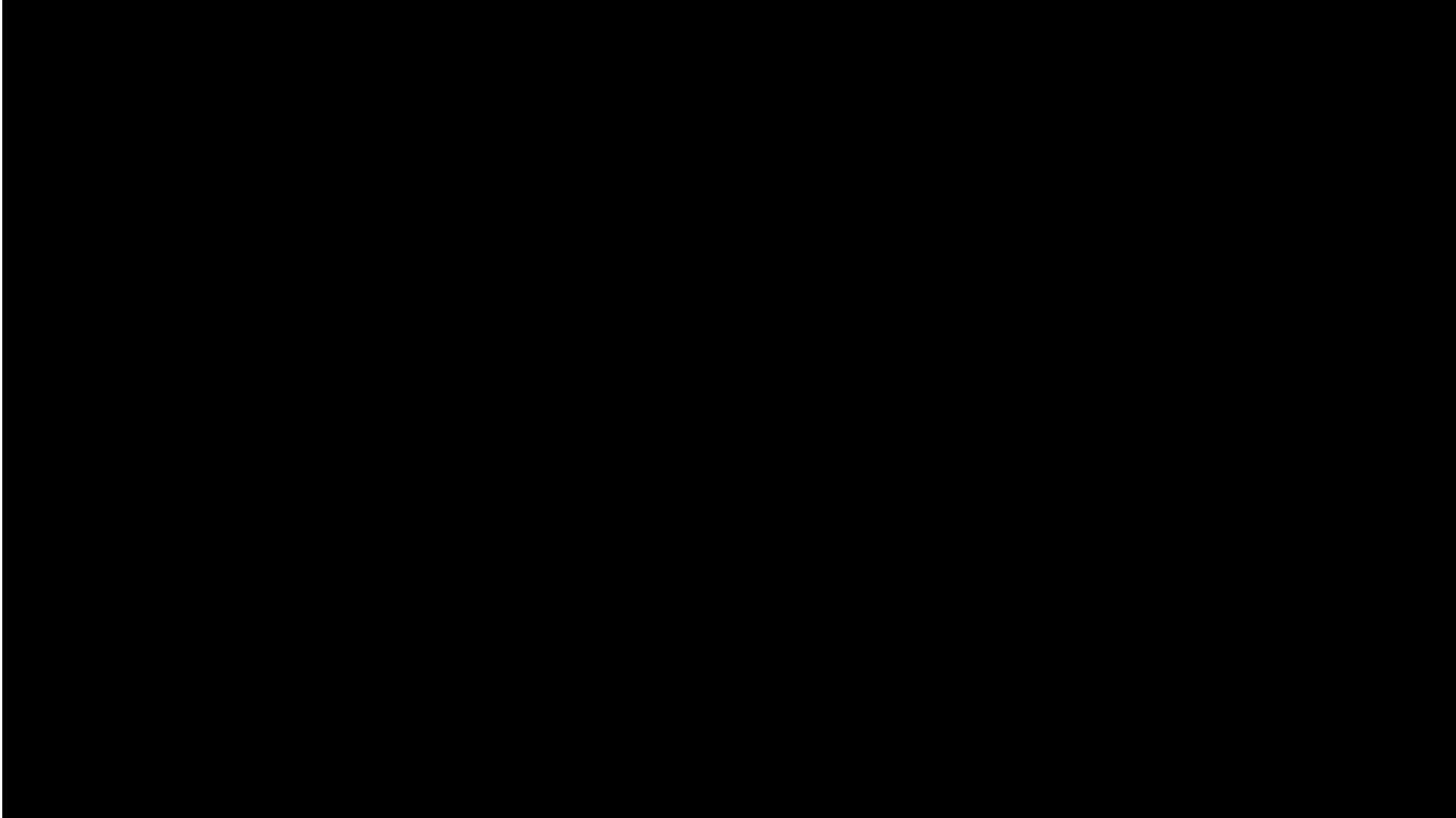
It is intended to be delivered **as four one-hour** sessions, but can be tailored depending on school needs.

The programme avoids discussions of '**responsible gambling**' instead lifting the lid on harmful gambling products & practices.

It is completely **free of any gambling industry influence.**



Our education film.



We're already underway!

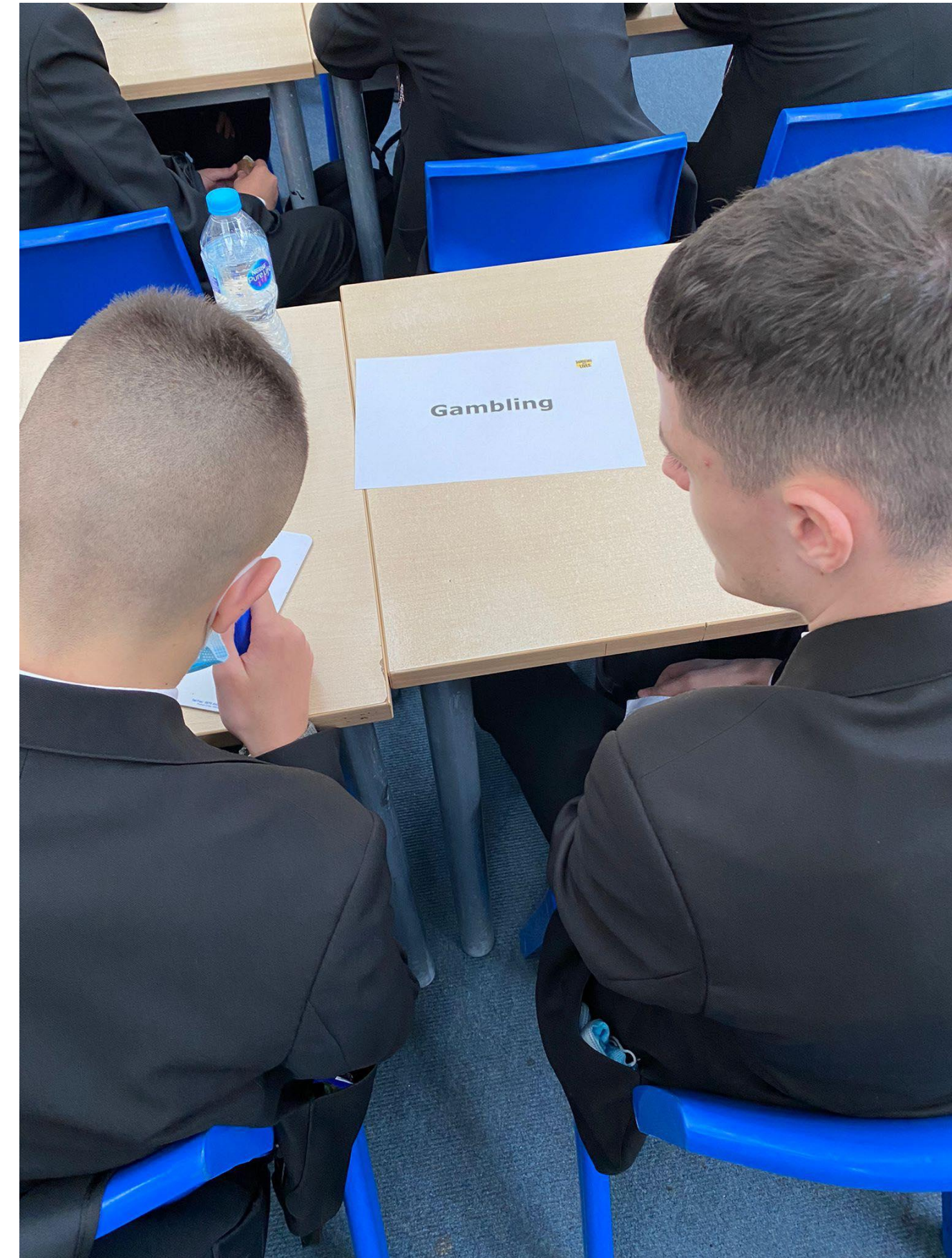


Tweet



Edmund Rice College
@ERCGlengormley

Barry Fennell from Gambling with Lives completing a 4 week programme with year 13 students highlighted the dangers of addiction & gambling!



Testimonials

“I felt the programme was really worthwhile and as I said before even I learnt about some areas of gambling harm and gambling addiction support that I wouldn't have thought of before. The resources in the PowerPoints and the film/films are really good”

Ms Laura Haggan, Head of Religious Studies, Co-ordinator of Personal Development and Citizenship

“I often think that the students are very well clued in as regards alcohol and drugs, but this terrible scourge is somewhat forgotten - not only would it enlighten the lads but could potentially put us as a school community in a position where some lad or a family living with this issue would be empowered to come forward and seek help.”

Tony Keeley, Year Head, De La Salle High School, Downpatrick



Pilot and evaluation

We are piloting the programme at schools in England and Northern Ireland throughout this academic year to measure the impact of the materials.

We are independently evaluating the pilot, with the intention of publishing the findings in Summer 2022.

We will look to expand the programme, considering a range of delivery and collaboration options from Sep 2022 onwards.



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07368831289



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[@GAMBLEWITHLIVES](https://twitter.com/GAMBLEWITHLIVES)



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

that Mark/James didn't know why he can't stop

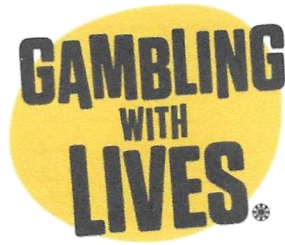
3. Please tell us in what ways the sessions have changed your views on gambling:

that this can be as dangerous as

drug/alcohol addictions and it isn't always easy to stop

4. Do you have any other comments or thoughts?

no



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

- Really interesting
- A little bit interesting
- Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How behind the machines work

3. Please tell us in what ways the sessions have changed your views on gambling:

It's made me more aware the effects of
gambling and how to help to stop.

4. Do you have any other comments or thoughts?

NO



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How quickly that things can deteriorate

3. Please tell us in what ways the sessions have changed your views on gambling:

That it is a lot more dangerous than

I originally thought

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How gambling can have an impact on people's lives and their families

3. Please tell us in what ways the sessions have changed your views on gambling:

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How serious a gambling addiction is.

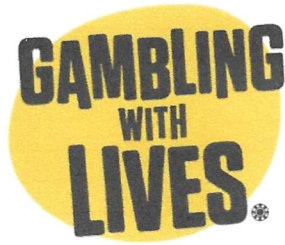
3. Please tell us in what ways the sessions have changed your views on gambling:

I take a gambling addiction more

serious now because I understand.

4. Do you have any other comments or thoughts?

No.



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

- Really interesting
- A little bit interesting
- Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

That you can block gambling ads

3. Please tell us in what ways the sessions have changed your views on gambling:

gambling is a serious ~~social~~ problem
in society

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

That loads of people suffer

3. Please tell us in what ways the sessions have changed your views on gambling:

Not to do it

4. Do you have any other comments or thoughts?

No



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

That ~~the~~ gambling companies continuously contact you.

3. Please tell us in what ways the sessions have changed your views on gambling:

That gambling is very hard to stop

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

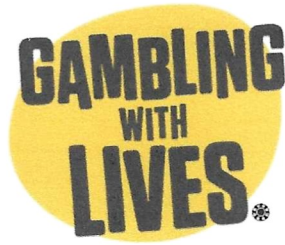
How easy it is to get addicted

3. Please tell us in what ways the sessions have changed your views on gambling:

I now understand how serious a
gambling addiction is

4. Do you have any other comments or thoughts?

N/A



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How easy it is to start but not stop.

3. Please tell us in what ways the sessions have changed your views on gambling:

Once you start you can't stop

(easily)

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

Impact on Finances & Relationships

3. Please tell us in what ways the sessions have changed your views on gambling:

I know more about the ways that
it can impact and affect you.

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

Nothing to be honest

3. Please tell us in what ways the sessions have changed your views on gambling:

I know its serious now.

4. Do you have any other comments or thoughts?

Nope



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

- Really interesting
- A little bit interesting
- Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How much money the gambling industry makes.

3. Please tell us in what ways the sessions have changed your views on gambling:

It has showed me how it can change someones
life.

4. Do you have any other comments or thoughts?

NO



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How gambling promotes it's self

3. Please tell us in what ways the sessions have changed your views on gambling:

Showed me the real effects

4. Do you have any other comments or thoughts?

Nope.



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

- Really interesting
- A little bit interesting
- Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How it affects peoples lives

3. Please tell us in what ways the sessions have changed your views on gambling:

It has taught me about how it works

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

People tend to start gambling at 16

3. Please tell us in what ways the sessions have changed your views on gambling:

It has not changed my mind about how

bad it is

4. Do you have any other comments or thoughts?

No



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

How common it is without people realising.

3. Please tell us in what ways the sessions have changed your views on gambling:

I now know how to help someone with

their gambling addiction and how to point them in their right way.

4. Do you have any other comments or thoughts?

Thank you :)



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

how much you actually loose.

3. Please tell us in what ways the sessions have changed your views on gambling:

It is more serious than people make

it out to be.

4. Do you have any other comments or thoughts?



Education Programme Feedback

1. How interesting did you find the programme that looked at gambling addiction/harms overall? **Please tick**

Really interesting

A little bit interesting

Not at all interesting

2. What surprised you the most about what you heard/saw during the programme about gambling?

It can have a really big impact on people.

3. Please tell us in what ways the sessions have changed your views on gambling:

That gambling is as big as any other
addiction out there.

4. Do you have any other comments or thoughts?

Nope :)