



Young People's Service Research findings

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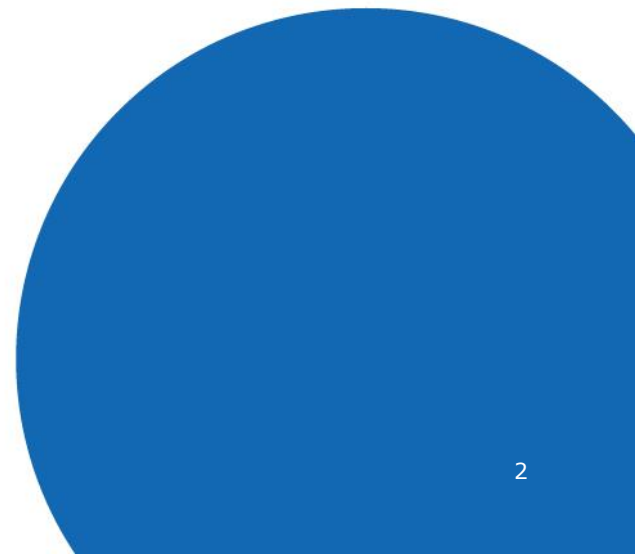
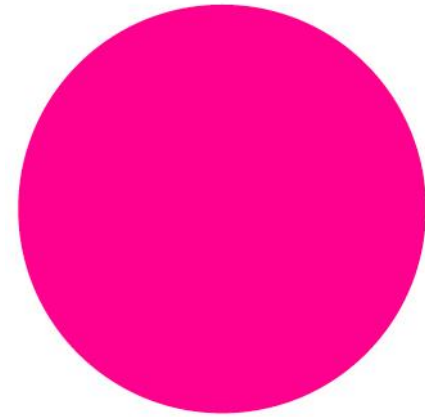
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Section 1:

Background and methodology



Background and objectives

The overarching aim of this project is to understand the kind of support young people want with regards to gambling related harms. The research will be used to improve the support offered by the GamCare Young People's Service.

Research objectives

1. To deepen the understanding of how young people experience gambling harm

- What are young people's experiences and what kind of problems and worries do they face?
- What kinds of young people are experiencing gambling harm (demographics/other characteristics)?
- What gambling features within gaming are they engaging with?

2. To explore what the support offer should look like

- Awareness of any support already available
- Barriers to accessing support
- What would the support ideally look like (logistically and therapeutically)
- What features/services would particularly engage this age group?
- What support/guidance might work to prevent young people from experiencing gambling harm?

Key target audiences:

1. Young people at risk of gambling harm (all young people)
2. Young people who are gambling themselves, and at risk of harm
3. Young people who are affected by the gambling of others, particularly family members





Methodology & Sample: Stage 1

An exploratory qualitative methodology comprising online in-depth interviews with GamCare Education & Training Leads (ETLs) and young people aged 11-18. The interviews took place during June and July 2023.

Education & Training Leads

5 x 45 minute individual interviews

Young people

28 x 45-60 minute friendship pair interviews (56 participants)

Age	No. of friendship pairs	Additional quotas
11-12 years old / Year 7	2 x male pairs, 2 x female pairs	Mix of ethnicity Mix of geographic locations including England, Scotland, Wales and Northern Ireland Mix of socio-economic grade (based on parents)
12-13 years old / Year 8	2 x male pairs, 2 x female pairs	
13-14 years old / Year 9	2 x male pairs, 2 x female pairs	
14-15 years old / Year 10	2 x male pairs, 2 x female pairs	
15-16 years old / Year 11	2 x male pairs, 2 x female pairs	
16-17 years old / Year 12	2 x male pairs, 2 x female pairs	
17-18 years old / Year 13	2 x male pairs, 2 x female pairs	

Young person with lived experience

1 x 60 minute interview

The intention was to recruit 10 participants with lived experience, via GamCare's internal networks, but only 1 respondent came forward to participate.



Methodology & Sample: Stage 2

Following Stage 1, all the young people were given the opportunity to take part in Stage 2, an asynchronous online research 'community' to review specific elements of the Young People's Service website and support offer. 42 young people took part in Stage 2, which was held on the Recollective platform from 23rd August – 1st September.

Young people taking part in the online activities

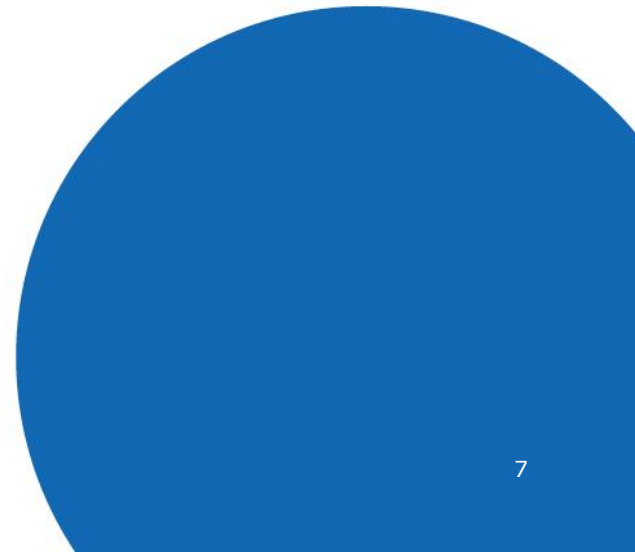
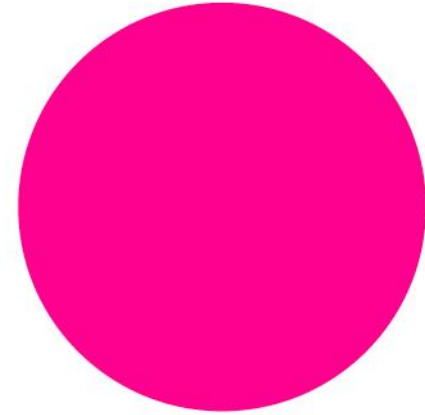
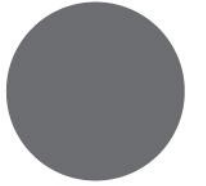
42 participants (including the young person with lived experience)

Age / year group	No. of young people
11-12 years old / Year 7	8
12-13 years old / Year 8	7
13-14 years old / Year 9	5
14-15 years old / Year 10	7
15-16 years old / Year 11	4
16-17 years old / Year 12	7
17-18 years old / Year 13	4

- Mix of gender (20 males and 22 females)
- The community was entirely private for safeguarding purposes, meaning that the young people could not interact with each other
- Participants were asked to review a wide range of stimulus materials including the Young People's Service website. The stimulus we used is included in the Appendix.

Section 2:

Executive Summary





Executive Summary (1)

- Young people typically seek advice (not specifically about gambling) from trusted sources like family and friends, preferring face-to-face interactions for personalised communication, and value trustworthy individuals for personal advice. Online has a role but there are concerns about credibility and confidentiality. Online platforms with anonymity are preferred for sensitive topics and become more relevant when considering gambling specifically.
- Young people generally associate gambling with sports betting, casino games, and the lottery – the type of betting they often see on TV and in films. They are less likely to spontaneously make a connection between gambling and gaming. Views of gambling range from fun and exciting to wasteful and potentially addictive.
- They are aware of the risks associated with gambling, including addiction and negative effects on mental health and relationships, and although unsure where to initially go for advice, they would recommend seeking help from trusted adults or professional support services, such as Childline.
- None of the young people had heard of GamCare/the Young People's Service before but once shown a description, they appreciate the variety of contact methods available as this offers choice depending on a young person's specific needs and preferences.
- There is evidence of a variety of barriers to reaching out for support. In some cases, multiple barriers could exist and overlap with one another:
 - Lack of awareness of where to go for help about gambling
 - Fear of being judged
 - Worries about confidentiality (e.g., parents finding out)
 - Reluctance to speak with a stranger about their problem
 - Concerns about legal implications (if underage)
 - Underestimating the severity of the problem.



Executive Summary (2)

- The Big Deal website is considered to be user-friendly, engaging and age-appropriate. However, there is scope to include more photography of children of different ages, more real stories, videos and interactive elements.
- Resources such as the Budget Tracker and the worksheets can be complicated to understand at first and feel more suited to older teens.
- The majority find the idea of including staff profiles useful and important. The personal information would help young people to connect with the staff and therefore feel more comfortable reaching out for help.
- The videos tested in the research were all positively reviewed, but a common theme was the need to make them shorter – especially in a social media context.
- In terms of instant messaging options, the majority of young people would prefer to contact the Young People's Service using live chat on the website, followed by WhatsApp, based on the anonymity it provides.
- Young people are more likely to reach out for help at evenings and weekends, so availability then is important. Whilst some young people appreciate the flexibility of booking a time slot, there is a clear preference for immediate assistance, especially during moments of panic or urgency. They worry that if they had to book a time slot, they might change their minds or feel less motivated to seek help.



Recommendations: awareness and messaging

Raise awareness of gambling related harms and the Young People's Service

- It is important to raise awareness of gambling related harms amongst young people and help them to recognise if they or someone they know has a problem. It is especially important to continue to highlight the connection between gambling and gaming.
- There is also a clear need to raise awareness of the Young People's Service. Key routes to consider are as follows:
 - Educational settings (schools, colleges)
 - Youth clubs
 - Social media (TikTok, Instagram, Snapchat)
 - Partnering with other organisations already working with young people
- Education and Training Leads also raise the need to increase awareness amongst parents, teachers and frontline healthcare workers – helping them to spot the signs and ensuring they know about the Service.

Key reassurances to communicate

- In order for young people to reach out for help, they need to feel that they can **trust** the Service. There are various ways to help foster trust:
 - Emphasising **confidentiality** at every opportunity
 - Sharing more **real stories** about how the Service has helped other young people
 - Introductory videos and staff profiles will help the Service feel more **personal**
- Young people want reassurance they will not be judged, and that the Young People's Service is a safe space for them.





Recommendations: Online resources

Offer more interactive/game style resources as opposed to worksheets. Where worksheets are provided, ensure these have instructions and context.

The inclusion of staff profiles is recommended. These should touch on an individual's relevant experience as well as more fun elements like pets, star sign etc.

Consider a peer support option, where young people can talk to each other about similar experiences and share advice.

There is no strong desire for a dedicated app, as young people are worried other people would see this on their phone.

Consider tailoring elements of the website/resources for younger children and older teens as they have different needs and preferences.

Continue to develop videos that help young people understand more about gambling – but use short, snappy versions for social media.

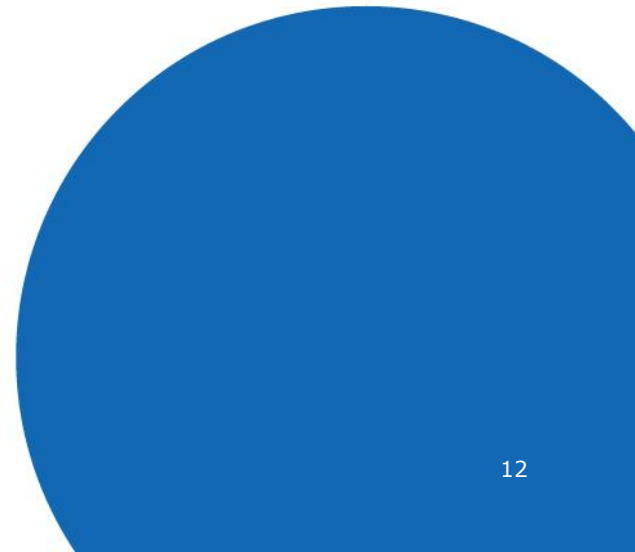
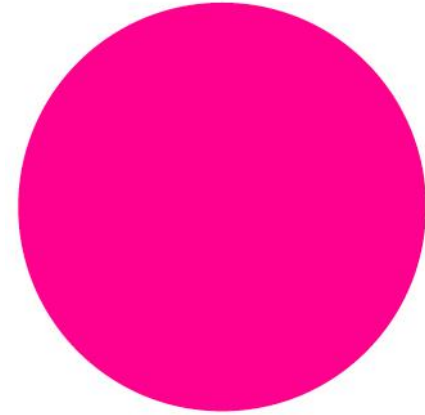
Introduce more photography (especially of different aged children) and bright colour into the website to maximise its welcoming feel.

Include as many real stories and case studies as possible to help young people feel less alone and demonstrate how GamCare has helped others.

Young people are more likely to reach out for help at evenings and weekends, so availability then is important. Booking a time slot may be an additional barrier.

Section 3

Context: General sources
of advice and perceptions
of gambling





Typical sources of *general* help and advice



Trusted sources preferred and face-to-face interactions

- Young people often turn to trusted sources, such as family members, close friends, or teachers they have a strong bond with.
- Face-to-face interactions are commonly preferred, as they allow for more personalised and comfortable communication.

Online resources useful but not primary choice

- Online resources are seen as valuable for seeking information, but not always the primary choice for personal advice due to concerns about credibility, trustworthiness, and the lack of personal connection.
- Fears of judgement and bullying are prevalent.
- However, online platforms that allow for anonymity are sometimes seen as more comfortable for discussing sensitive topics.

Helplines reserved for serious matters (crisis point)

- Helplines and phone support are considered as last resorts, often reserved for serious or urgent matters.
- In general, speaking to a stranger on the phone can be considered uncomfortable or awkward.

Social media often avoided

- Young people are generally hesitant to use social media for seeking advice, as they feel it can be judgmental, toxic, and may not provide personalised responses.
- Some individuals may use online platforms, such as videos or articles, for generic or non-sensitive issues. Some also use apps to find out about other people's experience but this is typically a passive experience, for example watching a video on TikTok.



General perceptions of gambling

Amongst the general population of young people, gambling is most typically associated with activities like sports betting, horse racing, casino games and the lottery.

Young people recognise that gambling involves risking money in the hopes of gaining more, but they also acknowledge the high likelihood of losing money. Some view gambling as **fun and exciting**, while others see it as a **waste of money** or potentially **addictive**. Views on gambling are mixed, with some accepting it in moderation while others see it as risky and potentially harmful.

Overall, young people show an awareness of the potential risks associated with gambling, such as:

- **addiction**
- **financial loss**
- **negative effects on mental health and relationships.**

When asked about helping someone with a gambling problem, although initially unsure, they suggest seeking advice from trusted adults such as parents or a school counsellor. Some also mention contacting Childline or Kooth.

"When I think of gambling I think of casinos and betting, but I also think of wasting money. TV shows emphasise that you hardly ever win, more likely to lose money than win it."

Male, Age 17

"Depression if they lose and could damage relationships with others if you get addicted. Can get into debt as well. Can get addicted...the thrill of winning their money back."

Female, Age 14

"Someone could spend too much money, or all of their money and not be able to afford food."

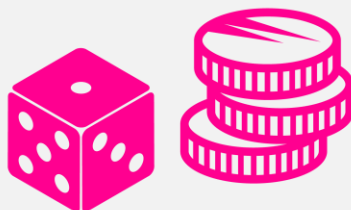
Male, Age 12



Young people are exposed to gambling through TV, film and online

Young people are exposed to gambling in their everyday lives through a variety of sources:

- TV shows (e.g., The Simpsons, American Dad, Family Guy)
- TV adverts
- Movies (e.g., films set in Las Vegas)
- Adverts online
- Football/sports sponsorship



Some have witnessed their family members or friends engaging in gambling activities, for example:

- Betting on Grand National
- Placing sports bets online
- Awareness of a family member going to a betting shop
- Fruit machines

"I see a lot of ads on TV for gambling. I think it makes gambling look too much fun and the 'When the Fun Stops, Stop' message is always small except the word FUN is in big letters...I don't think this is right."

Male, Age 17

"Don't think it's a bad thing, but don't think it's a good thing - it depends what you're using it for. Once a month scratch card as a treat but if you're abusing the power of it, every day and lose loads of money then it's something that needs controlling. Depends on why you're doing it; if you're doing it because you want entertainment but if you're doing it to try and get money and the adrenaline kick and the joy of winning then it's wrong."

Female, Age 16



Some have experience of gambling features within gaming

Some young people describe **in-game purchases** and **loot boxes** in video games, which have elements of chance and can be associated with gambling-like behaviours.

Some are concerned about the impact of such features on young players and believe that they should be regulated more strictly, whereas others do not consider such elements to be gambling because they get 'something' (even if they didn't know what it was going to be).

In addition to Loot Boxes, the Education & Training Leads describe other experiences they hear about when speaking to young people:

- Skins betting
- Investing in Cryptocurrency and Forex trading (young people finding out about these things from social media influencers and gaming streamers, who encourage them to invest but do not explain the risks).



"You spend real money in the game to buy a mystery crate and you can get in-game items. You don't know if it's going to be good or bad... It's the luck of the draw."

Male, Age 17

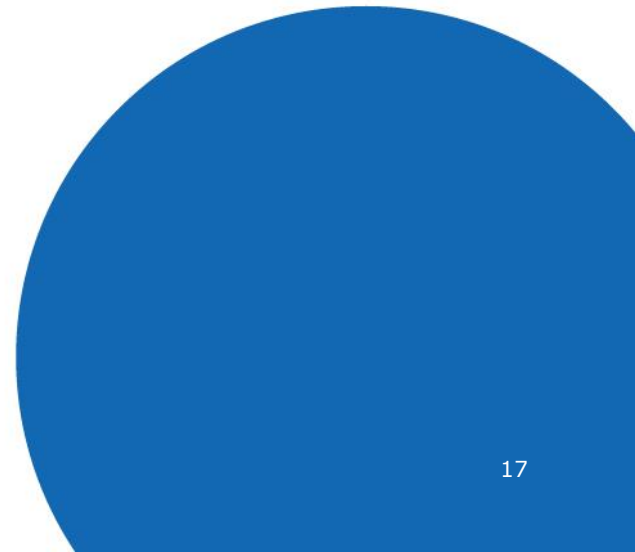
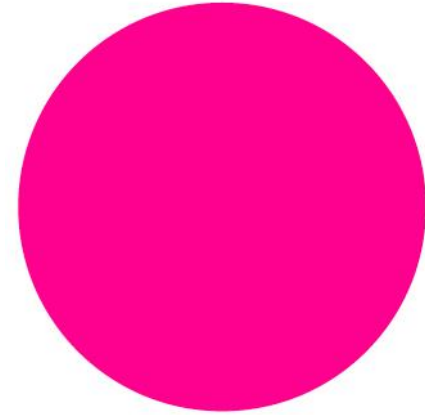
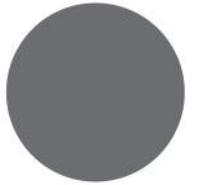
"I was 12 or 13 playing games on my phone, and I would spend a substantial amount of time on them, I was addicted... In the game there was a chance of getting an item and in the space of about a week I'd end up spending about £200. It got to the point where I was selling my stuff."

"I think a lot of people underestimate the relationship between gaming and gambling."

Male with lived experience, Age 16

Section 4:

Awareness & perceptions
of GamCare's Young
People's Service





Awareness of GamCare

Although **none of the young people had heard of GamCare and the Young People's Service before**, once shown a description, they appreciate the variety of contact methods available as this offers choice depending on a young person's specific needs and preferences. Confidentiality is considered crucial, in light of the sensitive and stigmatised nature of gambling, and they expect their personal information to remain private.

Key take-outs from the description

- ✓ Dedicated help for young people
- ✓ Accessible/variety of contact channels
- ✓ Live chat offers immediate help
- ✓ Website for more information
- ✓ Confidential
- ✓ Free
- ? Less likely to phone (unless crisis point)
- ? Email is not commonly used by this age group

"Live chat or email, it's less awkward than calls, can easily get to the point with messages. I'd prefer live chat more than email."

Female, Age 15

Accessibility and variety of contact methods

Young people like the fact that GamCare offers various contact channels, including a helpline, live chat, and website. They appreciate having multiple options to suit their needs and preference.

Immediate response

Live chat is appreciated by many young people due to its immediacy, allowing for quick responses and support. They are generally more comfortable with texting or live chat compared to email, which is not something young people typically use outside of school.

Confidentiality and privacy

Many young people emphasise the importance of confidentiality in the service, as gambling may be a sensitive and stigmatised topic. They expect their personal information to be kept private and not shared with anyone else, except in cases of immediate risk.

Free service

The fact that GamCare offers its service for free is seen as a positive aspect, making it accessible to a broader range of individuals.



Expectations of the service

Young people expect the service to support people dealing with gambling issues, seeking advice on responsible gambling, supporting others with gambling problems, and addressing the impact on mental health and well-being.

Expectations of the service

- Young people could reach out for help for themselves or, more likely, if effected by the gambling of someone else.
- To seek advice on how to stop gambling, how to gamble responsibly, or how to support someone with a gambling issue.

“Raise awareness about gambling and its consequences among young people. Also need to raise awareness about how to identify whether you have a gambling problem or not.”

Male with lived experience, Age 16

Gambling issues and addiction

Young people assume those contacting GamCare are likely to be struggling with gambling issues or addiction, as well as individuals concerned about family members or friends with gambling problems.

Reaching out for help

Young people mention that people might contact GamCare to seek advice on how to stop gambling, how to gamble responsibly, or how to support someone else with a gambling issue.

Support for families

Some mention the need for support for young people whose families are affected by gambling issues, as it can impact their mental health and well-being.

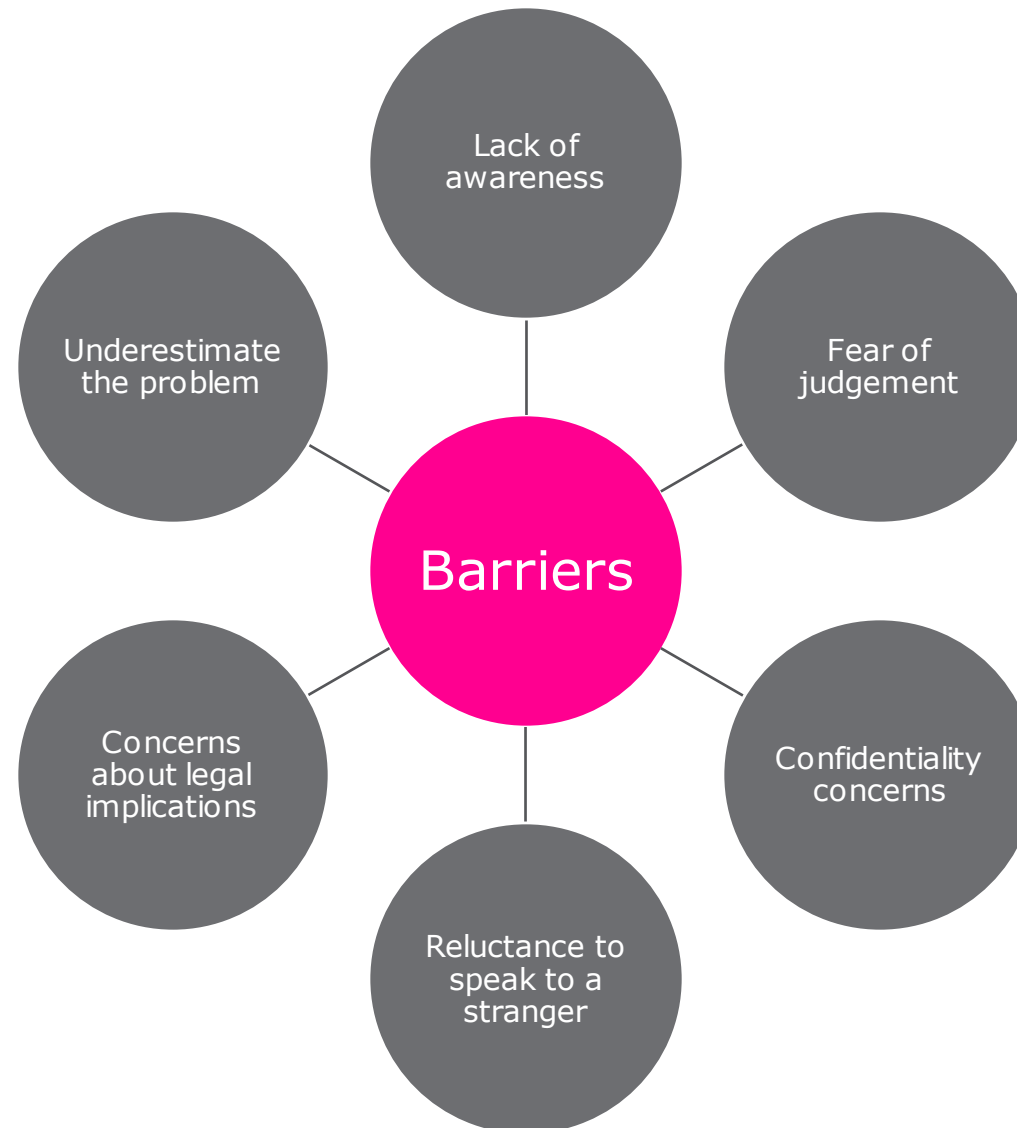
Promoting responsible gambling

Some young people mention the importance of providing information on how to gamble responsibly as well as raising awareness about the potential negative effects of gambling.



Overview of the barriers to accessing support

There is evidence of a variety of barriers reaching out for support. In some cases, multiple barriers may exist and overlap with one another.





Barriers to accessing support (1)

Lack of awareness

None of the young people in this research had heard of GamCare or knew where they could turn for help specifically about gambling. There is a need for more targeted and widespread awareness campaigns to reach young audiences.

Fear of judgement

Young people may feel embarrassed or shame, and fear judgement from others. They might worry that their peers will find out about their issues (which could lead to bullying).

Confidentiality Concerns

Confidentiality is a significant concern for young people seeking help. They want to be assured that their information will be kept private and not shared with others (e.g., parents or the police).

"Feel embarrassed or ashamed. Afraid of being judged by others. Might not realise they have a gambling issue."

Male, Age 16

"Not realising they have an issue or not wanting to accept they have an issue and feeling embarrassed."

Male, Age 14

"Not fully understand what service they provide, where it will lead - worried about GamCare raising the issue to their parents or the police. Not fully trusting GamCare is confidential."

Female, Age 15





Barriers to accessing support (2)

Reluctance to contact strangers

Some young people are hesitant to reach out to strangers for help. They may prefer to talk to someone they already know and trust, such as family, friends or a teacher/school counsellor.

"Feel stuck of not knowing what to do. Might feel overwhelmed to talk through their journey - not knowing what the process of contacting GamCare is like."

Female, Age 18

Concerns about legal implications

Some young people might avoid seeking help if they are underage and worry about potential legal consequences.

"Lack of confidence, scared to open up."

Male, Age 15

Underestimate the problem

Some may not be aware they have a gambling problem or addiction. They could consider it a fun distraction. Some believe it would be something they could deal with themselves.

"The fact they might be doing it illegally (too young). Might think because they're not allowed to gamble, they'll get in trouble."

Female, Age 14





Reassurances needed

Young people want reassurance from GamCare about legitimacy, confidentiality and trust.

Key reassurances needed

- Trustworthiness/credibility – young people want reassurance they can trust GamCare and examples of the work GamCare do with young people.
- Young people want to be able to build a rapport with whoever they speak to at GamCare, in order to establish trust.
- Reassurances around confidentiality.
- Reassurances the service is free.

“Is it actually confidential? This is really important. What would happen when you contacted them - what would be involved?”

Male, Age 18

A need to raise awareness



Some suggest using social media platforms like TikTok and Instagram to raise awareness of the Service.

“If it was advertised on social media e.g., TikTok it would bring more attention to do it and for those aged 18 and under, if you help older people to understand what they're doing wrong and the consequences.”

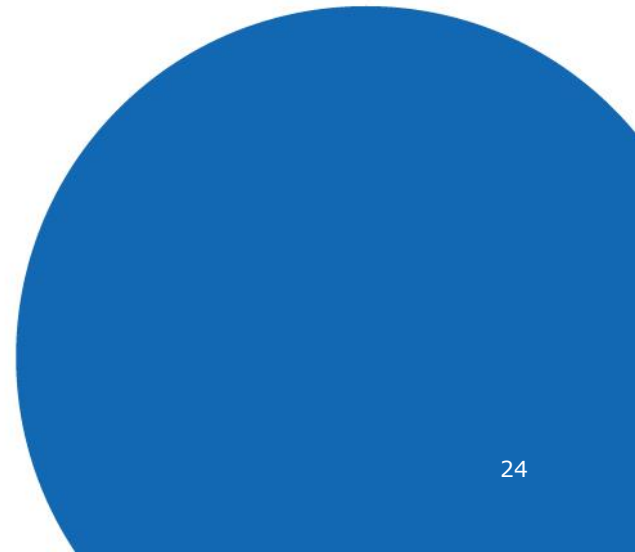
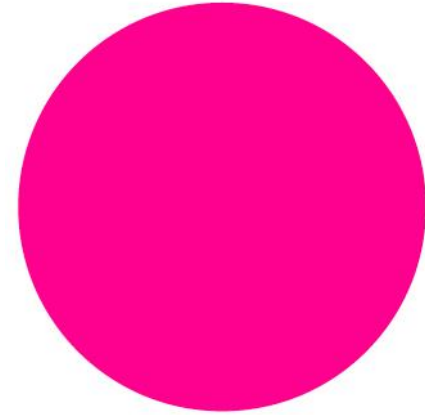
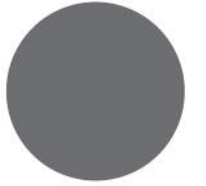
Female, Age 17

“Put it on a platform that young people are using e.g., TikTok. More advertising.”

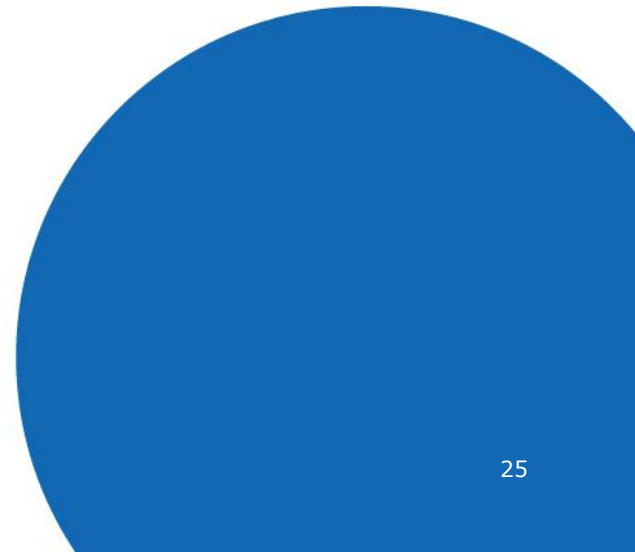
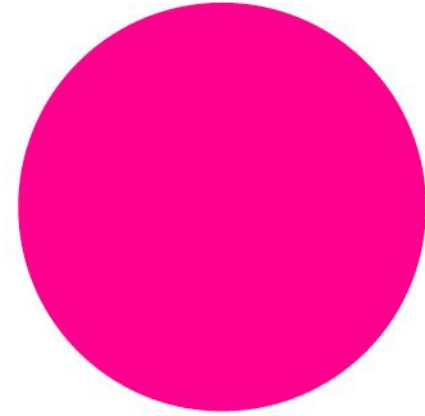
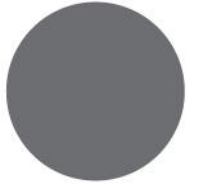
Female, Age 17

Section 5:

Big Deal website and
resources deep dive



Website evaluation





Website is well-designed and user-friendly

Young people found the Big Deal website (bigdeal.org.uk) to be well-designed, user-friendly and inclusive, offering helpful information and support related to gambling. The website's visual appeal, accessibility and focus on support were key factors that resonated.



First impressions

- ✓ **Welcoming design**
Well-formatted, colourful, and appealing. The use of bright colours and visuals grabs attention.
- ✓ **User friendly**
The simplicity and ease of use is praised by participants who find it straightforward to navigate thanks to the menu bar and clear layout. Some highlight the interactive elements of the website, which they find engaging.
- ✓ **Inclusive and accessible**
Young people feel it has been designed to cater to a wide range of ages and audiences. Personalised questions, real stories, and a phone number at the top create a sense of accessibility and openness.
- ✓ **Supportive and reassuring**
The personal stories shared on the website help to make young people feel less isolated and provide a sense of reassurance.

- ✓ **Informative and clear**
Explanations are considered to be clear. The website's organised sections and split content noted as effective in conveying information about gambling-related issues.
- ✓ **Immediate access to help**
Young people noted the emphasis on providing immediate access to help and support. The presence of a phone number at the top and the ease of finding relevant information are seen as beneficial features.
- ✓ **Combination of seriousness and positivity**
Young people appreciate the balance between a serious approach to addressing gambling addiction and the inclusion of positive and reassuring elements on the website.

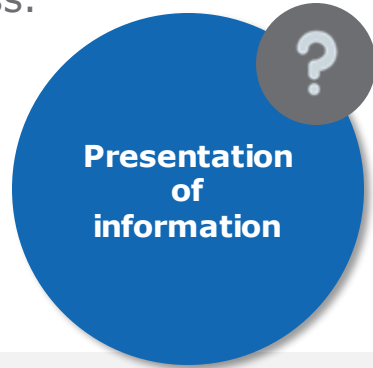
"I really liked the stories bit of the website because I thought it was great for people to feel it wasn't just them and there were other people."

Female, Age 13



Some, relatively minor, confusion evident

Young people generally found the website to be clear, accessible and easy to understand. However, a few participants expressed confusion regarding certain labels, design elements, and the presentation of information. Despite these points of confusion, participants had a positive overall impression of the website's clarity and user-friendliness.



- Some noted concerns about the way information was presented. They mentioned that the "About Gambling" section led them to multiple pages instead of providing concise information on a single page.
- A few found the amount of information on certain pages to be overwhelming.



- Certain labels or design elements caused slight confusion. For example, one young person was unsure about the label "Questions?" as they are more used to the term 'Frequently Asked Questions'.
- Another participant expressed confusion about the different faces and colours associated with the "x's story" section, which led to uncertainty about the meaning behind these elements.



- A minority raised concerns about the language complexity on the website. They felt that some words might be challenging for younger individuals or those with a less academic background to understand.



The majority did not report any confusion or challenges in navigating the website. They were able to comprehend the content and use with ease.

The website is deemed age appropriate

Participants generally found the Big Deal website to be age-appropriate and engaging for people their age. The website's design, content, and relatable approach were key factors that contributed to their perception of its suitability for youth audiences. They found several aspects of the website to be helpful, including the availability of information, relatable stories, support channels, educational content, and interactive features.

- ✓ Colourful and visually appealing design
- ✓ Images of people their age used (although some felt there could be more of these)
- ✓ An understanding/non-judgemental tone
- ✓ Simple language and concise explanations
- ✓ Videos and stories related to youth gambling making it more relevant to them
- ✓ WhatsApp option

"I feel like it's for people my age as its not presented in a boring way, but it still has all the information and helplines you could need. I feel like it's not limited to one age group because of this, like its suited to people younger and adults too."

Female, Age 17

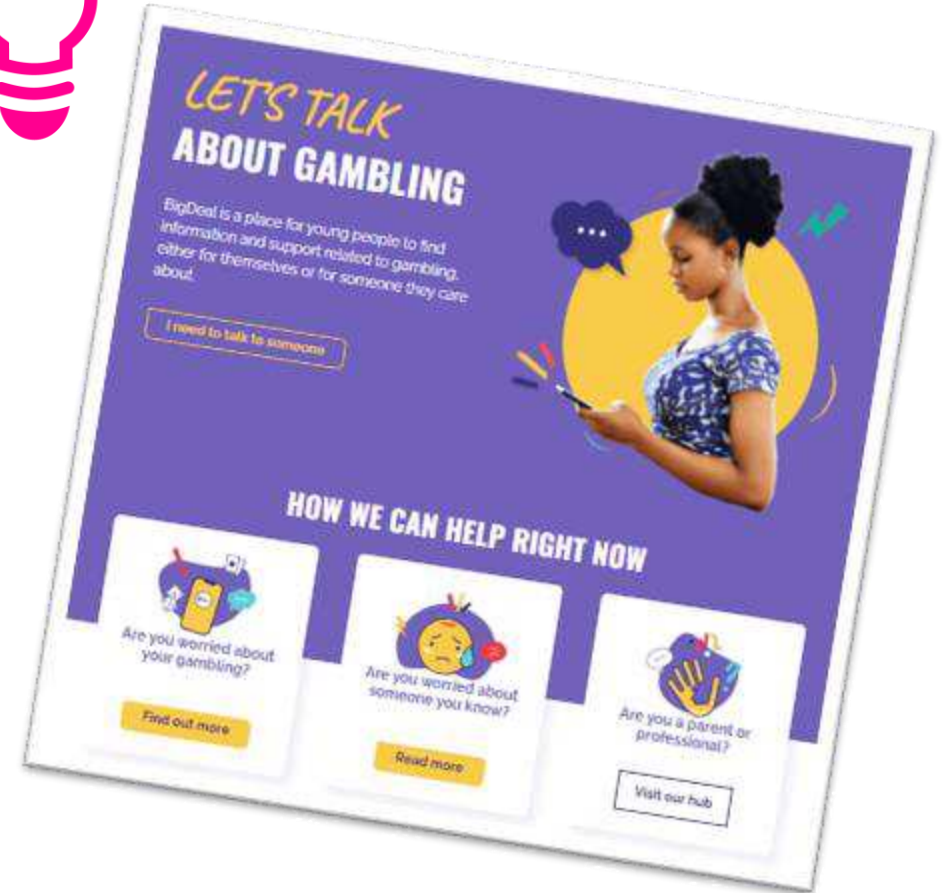


Young people's suggestions for improvement

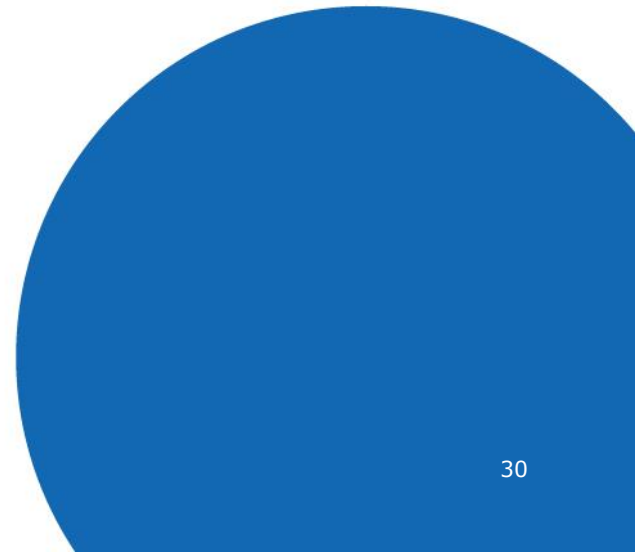
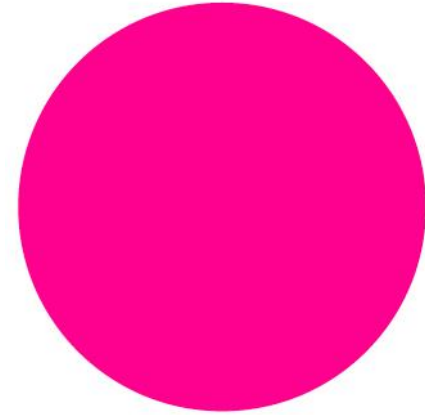
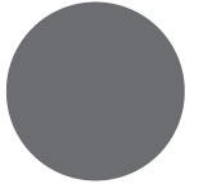
- Include more photos of children and young people (covering different ages, and potentially showing a young person worried about/helping a parent). This will help to further reinforce this is a service for people their age.
- Add more videos, games and interactive features.
- Make the Real Stories more prominent and include people's age.
- Make the Live Chat and WhatsApp contact channels more prominent.
- Include a forum/community questions section to find out more about other people's experiences.

"Would be good to have a community questions section where you could post questions for other young people to reply and see how they deal with it. But I thought was very easy to use and if I needed advice would be easy to find an answer."

Female, Age 14



Budget tracker & worksheet evaluation





Budget tracker

Most perceive the budget tracker to be confusing at first glance because there are limited instructions indicating what to do with it. In addition, many young people simply don't have a stable source of income, and expenses are mostly covered by their parents. Therefore, they believe the budget tracker would be useful for older teens or someone struggling with their finances.



The budget tracker looks confusing

- Most young people lack the concept of income and expenses. So, they don't know what to put in those brackets.
- The page lacks instructions on how to use the budget tracker.



- Provide a drop-down list for the source of income, savings and expenses.
- Provide examples of a completed budget tracker.
- Include a tutorial on how to use the budget tracker.



The budget tracker works better for older teens

- Most young don't have a stable source of income and expenses and suggest it would be better for age 16+



- Consider a dedicated app for older teens to help them keep track of their budget on an ongoing basis.



"Could have it as an app and with notifications to keep on the right track."

Male, Age 17



'You Become What You Think' worksheet

This worksheet receives a mixed reaction, some understand its purpose, while some don't. Nonetheless, there is a consensus that more context is needed to explain the purpose of the worksheet.



- Attractive and colourful graphics.
- Those who understood the concept can explain the benefit of this worksheet in their own words.
- Relatively simple to fill in, once the concept is understood.

"At first I was a bit confused as there were no instructions or guidance, but I saw the idea and liked the concept."

Female, Age 12

"It is friendly and looks easy to complete."

Male, Age 14



- Lacks context as a standalone worksheet - confusion about how this worksheet relates to gambling.



- Explain how completing this worksheet sheet could help cope with gambling.
- Include more examples of a completed worksheet.





'Weekly Mood Chart' worksheet

The general feeling towards the weekly mood chart is positive. They believe the purpose is to 'track your mood' throughout the week, but they fail to understand how this could help to cope with gambling.



- Allows you to see patterns/if certain times of the day trigger certain emotions.
- Can keep track and compare changes over time.
- Easy to complete – doesn't require a lot of time.
- Provides a space for them to reflect and understand their emotions.

"I really liked this as I believe it can be useful to look back on to see what the thoughts were daily and if they've improved."

Female, Age 14

"Maybe allow for more space in the boxes so an explanation can be written alongside the mood, almost how you might explain thoughts/feelings in a diary to make sense of them."

Female, Age 18



- Lacks sufficient context or instructions.
- The timetable style reminds some of school.
- Unlikely to be able to fill in during the week as would be at school.

"It is not as clear what is supposed to go in the boxes – are you meant to write something in them or draw a face representing your mood?"

Male, Age 16

- Provide more context/instructions.
- Having a numeric scale or faces/emojis to put into the boxes could make it easier as young people may not know exactly what they feel/be able to articulate it.
- Include more room for elaboration so they can write down what made them feel that way.
- Consider daily reminders (if online/an app).





'Problem Solving' worksheet

A mixed response overall. Some see it as a valuable tool for problem-solving and self-reflection, whilst others have concerns about its length and complexity for children.



- Some found it helpful and clear in guiding problem-solving.
- Helps young people to think in a more structured way.
- Encourages self-reflection - prompts young people to think about feelings/emotions.
- Prompts consideration of different solutions.

"Sometimes young people only see one side of a dilemma, the problem, and it can sometimes be difficult to focus on finding a solution when the only thing that takes up your brain space is your problem."

Female, Age 12

"It could possibly be slightly off putting because it's a lot of pages, but it breaks things down well."

Female, Age 14



- Many found the worksheet to be complex and potentially overwhelming due to the amount of writing and the number of steps involved, particularly for younger children.
- Some wanted to see solutions provided by the worksheet.

"It was a bit confusing as there were lots of words and lots of different steps."

Male, Age 12

- Consider a shorter/simplified version and include some examples of solutions.
- Older teens may be able to use the worksheet alone, but younger children would require further support with something of this nature.





Despite some reservations and suggestions for improvement, most young people consider worksheets a valuable resource for those seeking help with gambling issues

Worksheet summary

- ✓ Many believe that the worksheets can be **useful for those struggling with gambling issues**. They see them as **practical tools** for self-reflection, problem-solving, and understanding emotions.
- ✓ Worksheets are seen as a way for people to **privately reflect** on their situation, which can be valuable for those who may be hesitant to seek help through other means like phone calls or live chat.
- ? However, the worksheets can feel quite formal and complicated, especially for younger children.

- Several mention the importance of making the worksheets more attractive and engaging. They suggest using colourful visuals, emojis, or turning the worksheets into interactive games to maintain interest.
- Need more guidance/instructions and examples if these are to be a stand-alone resource on the website.



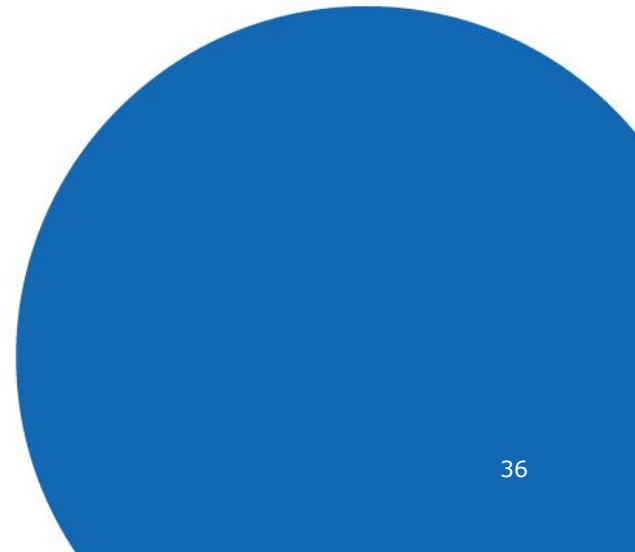
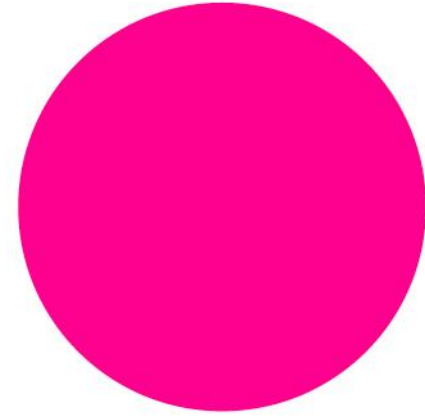
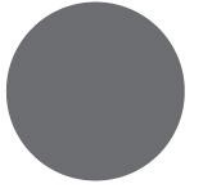
"I believe that it is overall useful to have these worksheets on the GamCare website. This is because each of them is useful in some way and will help young people who are struggling with gambling issues and even mental health issues overall. Although some young people may not see them as helpful, it is a very beneficial option for those who like to collect their thoughts in written form."

Male, Age 16

"These worksheets seem very useful. It's good for people to get something more tangible in the way of help than just information. While people can of course get in touch, some people may feel embarrassed or anxious about contacting people. These worksheets seem like they could help people to solve their problems without needing to ask people for help or give them the clarity they need to feel confident enough to ask for help."

Male, Age 15

Staff profiles





Staff profile idea resonates with young people

Majority find the staff profile to be useful and important. The personal information would help young people to connect with the staff and therefore feel more comfortable reaching out for help.

Example shown to young people....

Katie



- Video introducing themselves
- Their favourite TV/ film/ movie
- What they like to do for self-care
- Pets/ favourite animals
- Best advice they've ever been given

"I think that each staff profile should have a name and profile picture/avatar...I also think that some information like their interests, maybe their favourite quote/piece of advice."

Male, Age 15

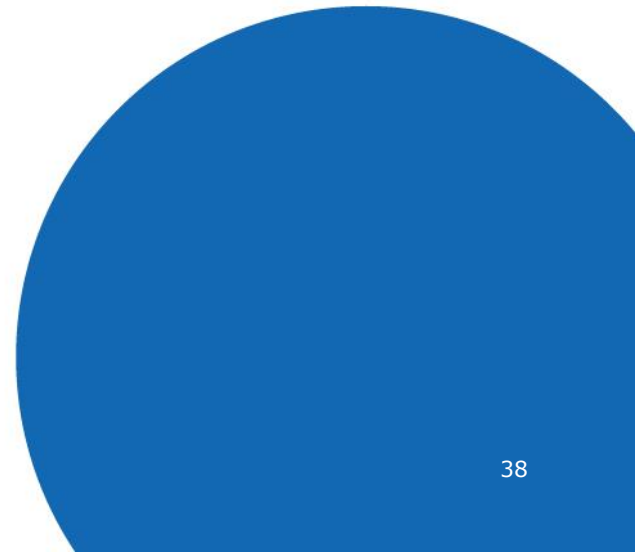
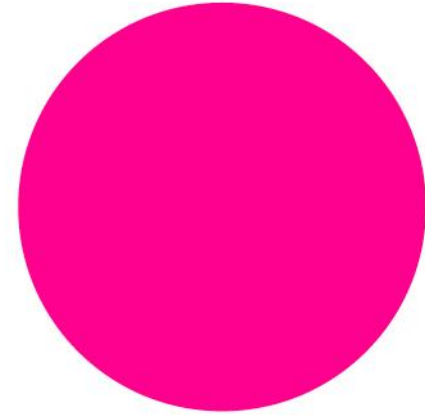
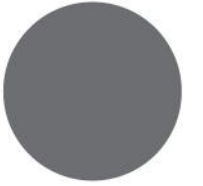
What young people want to know...

- Name and profile picture/avatar
- Motivations for working for GamCare
- Any personal experience related to gambling issues
- Work experience/professional info
- Strengths
- Personal info (including their hobbies, interests, favourite things, and personalities)

"I'd like to know things like their star sign, favourite colour etc. as it makes me feel like I already know enough about them to stop the conversation feeling awkward or forced."

Female, Age 13

Video evaluation





Introduction video review

The introduction video is generally found to be useful due to its informative nature. It allows young people to find out more about GamCare's service and the process involved when getting in touch. However, some find the video to be lengthy and suggest it could be shortened, mentioning only the key points.



- Informative and well-structured
- Staff appear to be friendly and welcoming
- Informal
- Background music
- Explains the process
- Reassures the service is confidential



- Too long
- Lacking in variety of visuals
- Some disliked the way the speakers in the video are not always looking directly at the camera (feels less personal)

- Include text to highlight key points mentioned.
- Shorter video, mentioning only the key points.
- A wider variety of visuals.
- Include some real-life gambling examples and signs of gambling addiction.
- Mention how many people they have helped.



"The people appear welcoming and kind, and I like how they stress the control given to the young people they try to help. I think it could be improved if the key points they say are highlighted on screen in text. For example, at the point just after it says 'How do I contact the Young People's Service?' it would be good if things such as 'Helpline', 'Live Chat' and 'Online Form' appeared on screen as they are being said."

Male, Age 17

Effects of gambling video review

The young people generally had positive feedback about this video with Viddal Riley, citing elements such as an engaging introduction, relatable stories, and explanations that kept their attention. They liked the friendly and approachable tone of the video, as well as the use of visuals and engaging explanations.



- ✓ **Interest in personal experience:** Many found the personal experience shared in the video to be impactful and relatable. Hearing about the impact of gambling on individuals and their loved ones resonated with them.
- ✓ **Scientific explanation:** They appreciated the scientific explanation of the neuroscience behind gambling. They found it helpful in understanding the reasons behind addictive behaviour and the role of dopamine.
- ✓ **Teenagers and gambling:** Several found it important to discuss the risks of teenage gambling while the brain is still developing, and they thought this information should be shared in schools to raise awareness among young people.

- ✓ **Professional insights:** They valued the insights provided by Dr Jack in the video, particularly when it came to explaining the effects of gambling.
- ✓ **Importance of age restrictions:** Many appreciated the explanation about age restrictions on gambling and why they exist.

There was a mixed response regarding the suitability of the video for social media platforms. While some thought it would work well on social media, others believed it might be too long or require adjustments, such as a shorter length or a more enticing introduction.



'Bet Ya!' video review

Overall, the video was well understood and generally well-received for its humour and relatable scenarios.

- ✓ **Engagement through humour:** Several appreciated the use of humour in the video, finding it engaging and effective in conveying the message about the dangers of gambling.
- ✓ **Addiction behaviour:** Many young people noted that the video effectively portrayed the progression of addiction, starting from seemingly harmless bets to more significant risks and losses and the escalating nature of bets, demonstrating how small bets can lead to larger risks and financial losses.
- ✓ **Awareness of gambling:** The video was seen as a tool to raise awareness about gambling and how it can manifest in various forms, including casual bets among friends.
- ✓ **Relatability and everyday context:** They liked how the video portrayed gambling in relatable, everyday contexts, such as friendly bets or predictions.

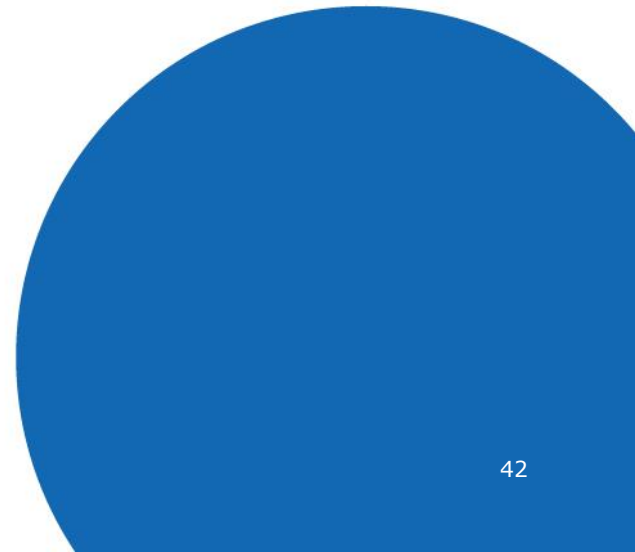
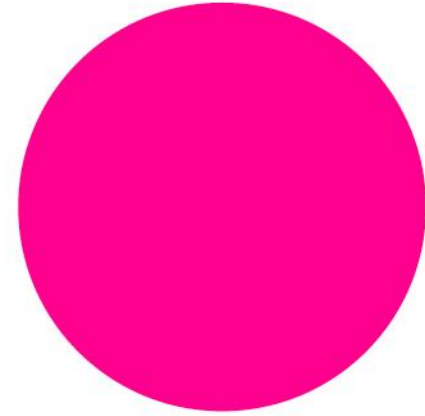
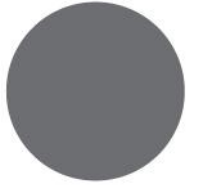


- ? **Visual effects:** Some dislike the visual effects as 'freaky' or 'unrealistic' (although this is what makes it stand out and humorous for others).
- ? **Length:** Some felt it was too long and repetitive.

General agreement that the video would work well on social media platforms, especially due to its humorous elements, however it was felt that the video was too long for TikTok and would need to be much shorter.



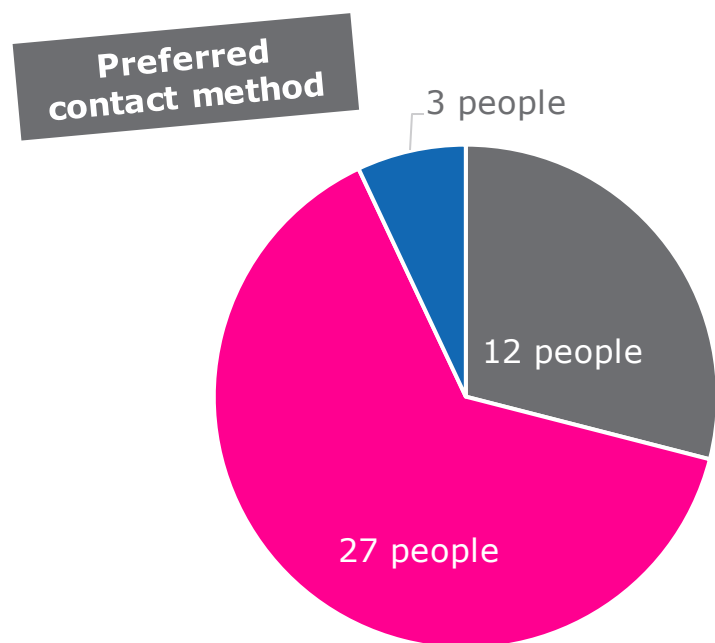
Instant messaging





Instant messaging: preferences

In terms of instant messaging options, the majority of young people would prefer to contact the Young People's Service using live chat on the website, followed by WhatsApp. Overall, the responses highlight the importance of offering a variety of communication channels to cater to individual preferences and needs. Immediate assistance and familiarity with the platform are key considerations for many.



- WhatsApp
- Live text chat on the website
- A different way of sending or receiving messages

- **Live text chat** is considered the most anonymous option. It means that nobody else would have their phone number, and nobody else would be able to see a record of the conversation, for example if a friend or parent looked at the young person's phone.
- Others like the familiarity of **WhatsApp** and consider that more secure.

"I think the website and WhatsApp should be an option as well as calling to give people a range of options."

Female, Age 12

"I would much prefer the live chat as it means that I don't have to worry about anyone hearing what I am saying, and it means that I can almost terminate the chat without anyone knowing - e.g., doesn't leave a call history."

Male, Age 18



Instant messaging: working hours of the service

Overall, the responses highlight the desire for flexibility in accessing support, especially outside of traditional school hours, and the recognition that young people may require assistance at various times, including evenings and weekends.

Q. If you reached out to them between 9am and 5pm, Monday to Friday, a real person would reply to you. But at other times, you might get a video explaining their services. How would you feel about only being able to speak to someone between 9am and 5pm, Monday to Friday? Would this be convenient for you?

"I think as a young person, evenings are usually where they would need help."

Male, Age 18

- **School schedule:** Many highlight that the current operating hours (typically 9 am to 5 pm on weekdays) may not align with their school schedules, making it less convenient for them to access support during those hours.
- **Evenings and weekends:** Several suggest that extending the service's hours to include evenings and weekends would be more convenient, as it would allow them to reach out for help outside of school hours.
- **Immediate assistance:** Some express there might be the need for immediate assistance and suggest that having a hotline available during weekends for urgent issues would be valuable.
- **Flexible options:** A few mention that they would prefer a live chat option available at any time, as it provides flexibility for when they may need assistance.
- **AI chatbot:** One young person suggested the possibility of using an AI chatbot, which could provide support beyond the service's current operating hours.



Instant messaging: booking a time slot

Overall, whilst some young people appreciate the flexibility of booking a time slot, there is a clear preference for immediate assistance, especially during moments of panic or urgency. They worry that if they had to book a time slot, they might change their minds or feel less motivated to seek help.

Q. If you couldn't speak to someone straight away, would you be okay with booking a time slot to chat with them later? Why or why not?

"When you reach out for help it is a very spontaneous decision, because you know in that moment you are doing something that isn't good, and you want help with it - but as soon as you leave it for a bit you start to think you can deal with it or that it isn't a big issue and then you skip going to that timeslot."

Male, Age 17

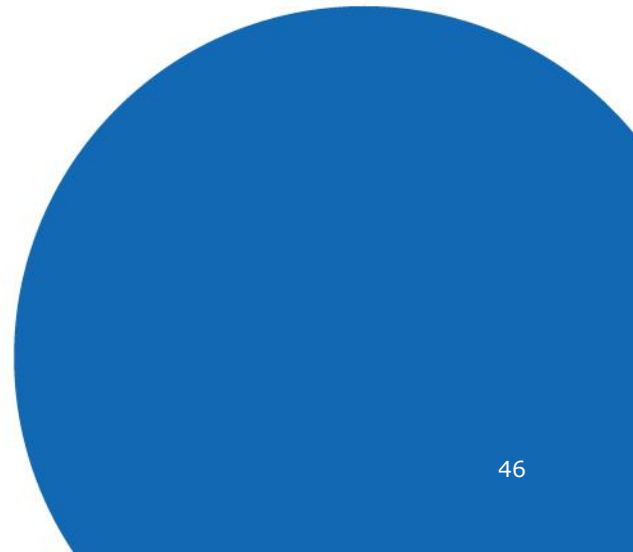
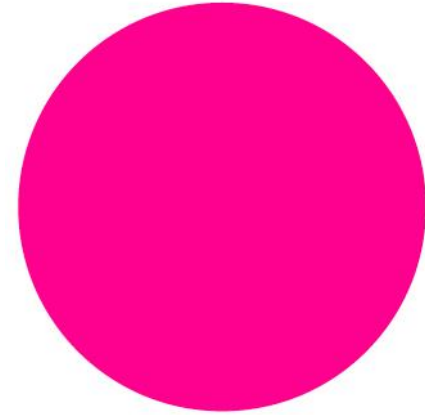
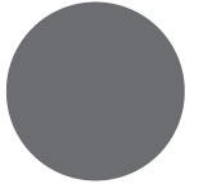
"I would probably become anxious leading up to the time slot."

Female, Age 18

- **Convenience:** Some appreciate the idea of booking a time that is convenient for them, as it ensures they get the help they need at a specified time that works for their schedule.
- **Anxiety and anticipation:** Some express concerns about the anxiety and anticipation that may build up before a scheduled time slot, which could potentially deter them from seeking help.
- **Teenagers' preference for instant replies:** Some note that teenagers often prefer instant replies due to short attention spans and a desire for immediate assistance.
- **Spontaneous decision:** Several mention that seeking help is often a spontaneous decision and delaying it by booking a time slot may lead to changes in their mindset.

Section 6:

Summary of findings & recommendations

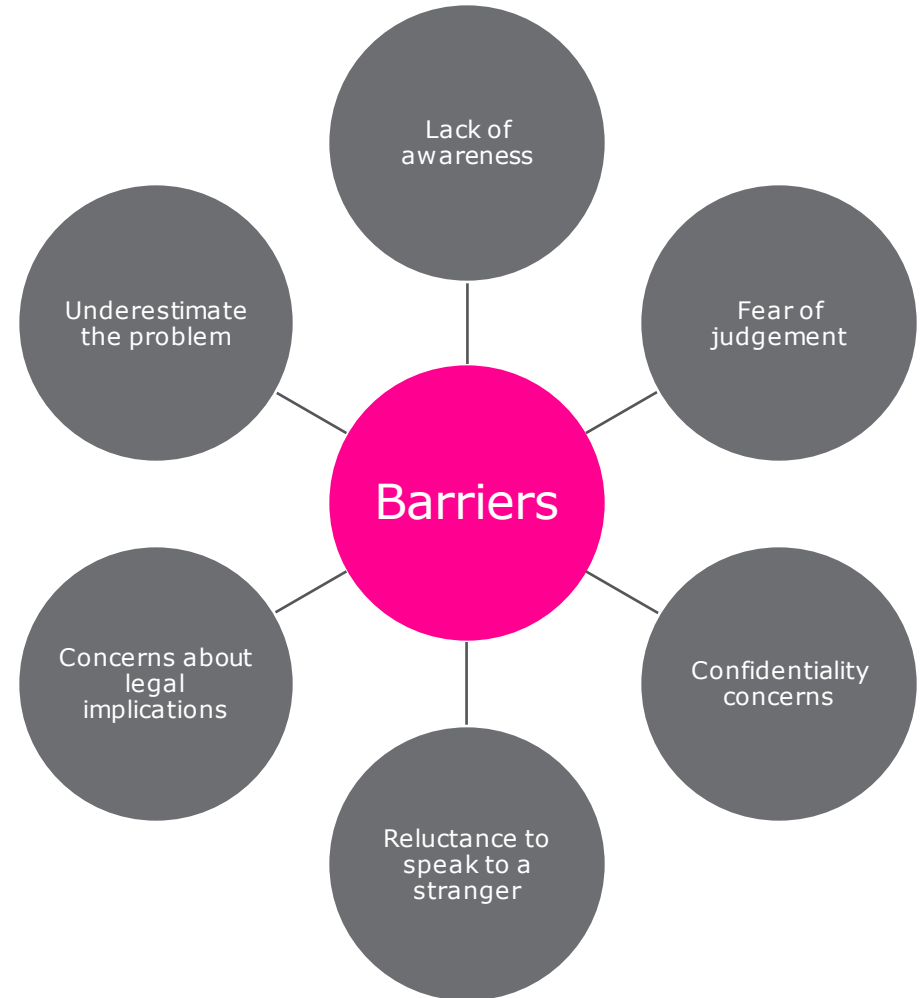


Summary of findings

Young people's perceptions and experiences of gambling are mixed. Many understand the risks but instinctively associate gambling with sports betting, casinos and lotteries rather than with gaming. The connection between gaming and gambling (such as loot boxes) is less well understood and therefore poses a greater risk.

Awareness of GamCare/the Young People's Service is low, but perceptions upon prompting are positive. However, there are various reasons why a young person may not reach out for help (see diagram).

Given the stigma associated with gambling, having online support for young people is critical. They emphasise the need for confidentiality and privacy. Videos and interactive resources are deemed important in the early stages of looking for help and advice.





Recommendations: awareness and messaging

Raise awareness of gambling related harms and the Young People's Service

- It is important to raise awareness of gambling related harms amongst young people and help them to recognise if they or someone they know has a problem. It is especially important to continue to highlight the connection between gambling and gaming.
- There is also a clear need to raise awareness of the Young People's Service. Key routes to consider are as follows:
 - Educational settings (schools, colleges)
 - Youth clubs
 - Social media (TikTok, Instagram, Snapchat)
 - Partnering with other organisations already working with young people
- Education and Training Leads also raise the need to increase awareness amongst parents, teachers and frontline healthcare workers – helping them to spot the signs and ensuring they know about the Service.

Key reassurances to communicate

- In order for young people to reach out for help, they need to feel that they can **trust** the Service. There are various ways to help foster trust:
 - Emphasising **confidentiality** at every opportunity
 - Sharing more **real stories** about how the Service has helped other young people
 - Introductory videos and staff profiles will help the Service feel more **personal**
- Young people want reassurance they will not be judged, and that the Young People's Service is a safe space for them.





Recommendations: Online resources

Offer more interactive/game style resources as opposed to worksheets. Where worksheets are provided, ensure these have instructions and context.

The inclusion of staff profiles is recommended. These should touch on an individual's relevant experience as well as more fun elements like pets, star sign etc.

Consider a peer support option, where young people can talk to each other about similar experiences and share advice.

There is no strong desire for a dedicated app, as young people are worried other people would see this on their phone.

Consider tailoring elements of the website/resources for younger children and older teens as they have different needs and preferences.

Continue to develop videos that help young people understand more about gambling – but use short, snappy versions for social media.

Introduce more photography (especially of different aged children) and bright colour into the website to maximise its welcoming feel.

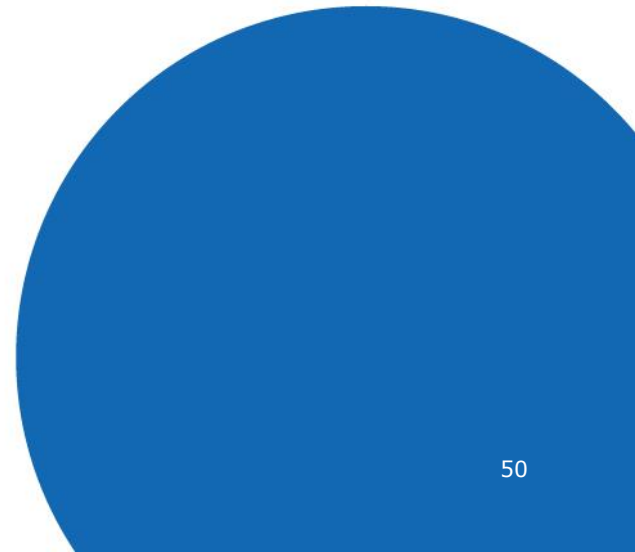
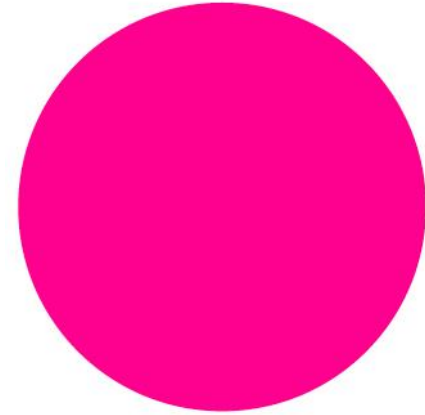
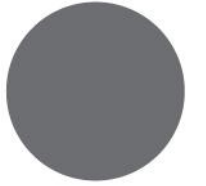
Include as many real stories and case studies as possible to help young people feel less alone and demonstrate how GamCare has helped others.

Young people are more likely to reach out for help at evenings and weekends, so availability then is important. Booking a time slot may be an additional barrier.



Section 7:

Appendix – stimulus shown
to participants



Description of Young People's Service shown to participants



- GamCare's Young People's Service can support anyone aged 18 and under across the UK who is either 'at risk' of or experiencing harms because of gambling. This can be if they are gambling themselves, or if they are affected by someone else's gambling. The service is free, flexible and confidential. Young people can choose the kind of support that is right for them, this might be:
 - **Calling a helpline on the phone**
 - **Contacting a helpline using live chat on a website**
 - **Email**
 - **A website for young people with information and advice, personal stories and videos.**

Budget tracker activity

Q1. What did you think when you saw the budget tracker? Did it look interesting or confusing?

Q2. How easy or difficult was it for you to use? Did it make sense to you? (Don't worry if you're not sure about it, just tell us what you think).

Q3. Do you think young people might find this useful?

Q4. How would you rate the overall usefulness of the budget tracker?

THE BIG DEAL BUDGET TRACKER

PLAN YOUR EXPENSES

The Deal budget tracker is a great way for you to keep track of your money and have a better understanding of how much you're spending and where you're spending it. It is a useful tool to help you keep on top of your spending and work towards your goals. Once you've used the budget tracker below, you can download the free budget planner to help you make better decisions with your money!

CALCULATOR

Income

Source	Amount
Salary	
Pension	
Other	

Savings goal

Saving Goal	Amount
Goal	
Start	

Expenses

Expense	Type	Amount	Spent	Left over
Food	Food			
Transport	Transport			
Other	Other			

Total Income
£0

Total Expenses
£0

Total Saved
£0
Left to reach saving goal: £0

[Save as PDF](#) [Download as blank PDF](#)

Worksheet evaluation activity



Q1. What did you think about this worksheet? Did it make sense to you?

Q2. Do you think people your age might find this useful? Why or why not?

Q3. Anything else you want to tell us about this worksheet?

YOU BECOME WHAT YOU THINK

THOUGHTS

FEELING

BEHAVIOUR

BELIEF

Thought: I am kind Feeling: I feel kind Behaviour: I help others Belief: I'm proving to myself, I am kind	Thought: _____ Feeling: _____ Behaviour: _____ Belief: _____	Thought: _____ Feeling: _____ Behaviour: _____ Belief: _____
Thought: _____ Feeling: _____ Behaviour: _____ Belief: _____	Thought: _____ Feeling: _____ Behaviour: _____ Belief: _____	Thought: _____ Feeling: _____ Behaviour: _____ Belief: _____

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WEEKLY MOOD CHART

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
6am-10am							
10am-2pm							
2pm-6pm							
6pm-10pm							
10pm-2am							
2am-6am							

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PROBLEM SOLVING

1. DEFINE YOUR PROBLEM

Before you define a problem, it might feel vague or confusing. Writing out your problem will help to organise information, see it from new angles, and identify the most important issues.

When and where does your problem occur?

What are the causes of your problem?
Think about all the possible causes. Consider your own behaviour, as well as external factors.

Define your problem?
Be as clear and comprehensive as possible. If there are many parts to your problem, describe each of them.

TIP: If you find it difficult to separate your emotions from the problem, try to complete this step from the perspective of an important friend.

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Staff profile activity

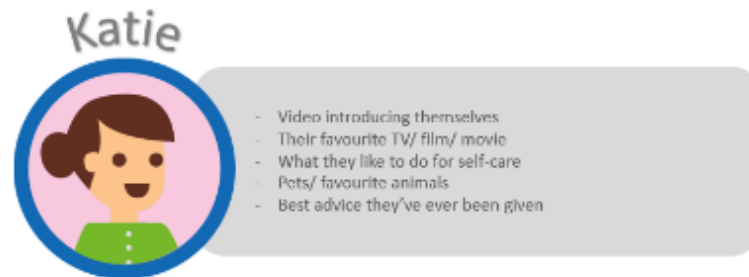
Staff profile

GamCare has an idea they're thinking about, and we want to know what you think.

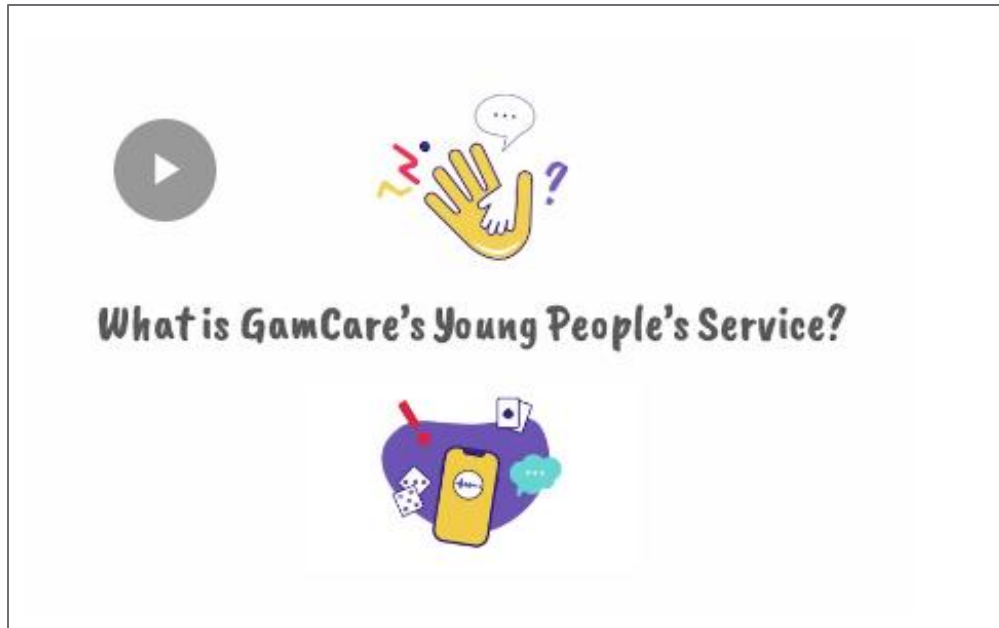
They could put staff profiles on the website so you could click on a person and find out a bit about them before talking to them on the phone or online.

What do you think about that? Would it be something you'd like to see? Click on the image below to see the kind of things they are thinking about including.

Let us know your thoughts!



Introduction video review activity



<https://vimeo.com/725279172>

Q1. What do you think of the video?
What do you like or dislike?

Q2. Do you think it's useful?

Q3. Is there anything else they
should say in the video?

Video review activity: effects of gambling and gambling in real life (Bet Ya!)

Effects of gambling (video)

Here's the first video for you to watch...

Please click the 'select a marker' button to rate it a 👍 or 👎 and comment why you like or dislike this certain part of the video.

Remember while you watch the video, let us know what you think:

👍 **Thumbs up** (positives) means you like this bit of the video. Maybe it grabs your attention or tells you something you didn't know.

👎 **Thumbs down** (negatives) means you don't like this bit of the video. Maybe it's boring, or hard to understand.



<https://vimeo.com/653643446>

Q1. What do you think this video is trying to tell you? Do you think this video would work well on social media, for example on TikTok? Why or why not?

Gambling in real life (video)

Here's the next video we'd like you to watch.

Please click the 'select a marker' button to rate it a 👍 or 👎 and comment why you like or dislike this certain part of the video.

Remember you can pause the video at any time to add an emoji.

👍 **Thumbs up** (positives) means you like this bit of the video. Maybe it grabs your attention or tells you something you didn't know.

👎 **Thumbs down** (negatives) means you don't like this bit of the video. Maybe it's boring, or hard to understand.



<https://youtu.be/31o4KGv5fmM>

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