



For everyone affected by gambling

CHAPTER ONE

Provides information, training and support for everyone affected by gambling

**10 Point Plan for Gambling Harm Prevention
2025 National Launch**



IT'S TIME TO REWRITE THE STORY OF GAMBLING

Far too many people, myself included, have been harmed by gambling. The damage extends beyond financial loss—it has serious health and social consequences. While there is now more support and treatment for gambling harm than ever before, only a small fraction of those affected ever access help, leaving individuals and families to bear the burden alone.

A major reason for this is the lack of awareness about the highly addictive nature of modern gambling. Many people wrongly blame themselves for their struggles. Young people and educators receive little to no education on the risks, and professionals who encounter those in need often don't know how to respond or where to turn for help.

We are here to change that.

Welcome to **Chapter One**—an initiative dedicated to providing clear, accessible information and support for everyone affected by gambling. Through our website, educational programmes for young people, professional training, treatment and support pathways, and public health campaigns, we are working to transform the way gambling harm is understood and addressed

Led by individuals with both lived and professional experience, **Chapter One** delivers the facts about gambling harm—its causes, its consequences, and, most importantly, how to access protection, treatment, and support. Our message is clear: **You are not alone. This is not your fault. Free, confidential help is available.**

We combine the lived experiences of those harmed by gambling with expertise in public health and clinical care, ensuring that everything we do is evidence-based and deeply rooted in real-world impact. Our work is also informed by those who have lost loved ones to gambling-related suicide, acknowledging the failures that led to their deaths and ensuring that their stories drive meaningful change.

Chapter One was developed and piloted between 2022 and 2024 in collaboration with Gambling with Lives and Greater Manchester Combined Authority.

Now, in **2025, we are launching Chapter One as a national provider, reaching across the UK with our "Ten-Point Plan for Gambling Harm Prevention,"** developed in partnership with **London South Bank University** (see pages 5, 6 & 7).

We need your support. This work cannot be done alone. We want to build on the life-saving efforts already happening across the country and create lasting change.

We can't wait to get started.



JAMES GRIMES
Director
Chapter One

WHAT'S THE PROBLEM?

- Millions are at risk or already suffering from gambling-related harm, both directly and indirectly
- Gambling negatively impacts health and society, with a high risk of suicide.
- It can be the dominant factor in suicides, with hundreds of gambling-related deaths annually.
- Few people who need treatment or support actually receive it.
- The dominant “responsible gambling” narrative unfairly shifts blame to individuals, fuelling stigma and shame.
- There is a lack of accessible information and resources on the addictive nature of modern gambling.
- Many professionals lack the awareness and confidence to support those at risk or already affected.



My nephew took his life because of gambling aged just 19. As a family, we just didn't know how addictive and harmful gambling can be. I fully support Chapter One in its mission to warn and protect others, and I have no doubt that their work will prevent further lives being lost.

Sophie



WHAT WE'VE ALREADY DONE.

Track record and impact



Trained over 1200 professionals in Greater Manchester, Yorkshire & Humber, Nottingham and Birmingham leading to 98% post training confidence rate to support someone experiencing gambling harms



Educated over 10,000 young people directly leading to over 90% increase in understanding of the risks of gambling



Equipped over 200 teachers and youth workers with skills and resources to deliver gambling harm awareness sessions with children and young people



Reached over 2.4million people through our first public health campaign, leading to over 44,000 website visitors in 30 days



Contributed to a 100% increase in referrals to NHS Specialist Care in Manchester



Worked with over 30 different local authorities



Collaborated with multiple NHS Gambling Clinics, peer support organisations, like-minded charities, sports clubs and government departments.

WHAT WE WILL DO.



E-Learning

A national E-Learning Platform with courses for professionals and teachers



Toolkits

Helpful advice and practical tools to assist people working on specific issues e.g. Trauma and Gambling Harms Toolkit for Professionals



Corporate Offer

Awareness workshops and resources for businesses



I had never considered the health harms from gambling and this really brought this home, changed my view on gambling and the adverse impacts it will have on people's health

Feedback from a training delegate

10 POINT PLAN for gambling harm prevention

VISION

A society that understands gambling harm and is united in stopping the causes and effects

HOW TO GET THERE

A 10-point plan based on public health principles and informed by people who have experienced gambling harms. In developing our plan, we have taken inspiration from social ecological theory that understands health and health-related inequalities as outcomes of a complex interplay of individual and environmental factors across diverse levels (e.g., policy, organisational, interpersonal and individual). Our plan aims to recognise and enhance the efforts of diverse stakeholders at different levels to address gambling harms, including clinical experts, health professionals, teachers and community activists. People with lived experience of gambling harms will be fundamental to the delivery of the plan at every level.

NARRATIVES

- 1 Gambling harms is reframed at all levels to promote understanding of the causes and effects of gambling harms:** Population-wide public health campaigns that remove shame and stigma by giving complete information about the addictive nature of gambling and the industry's business model and practices.

POLICY

- 2 Policy action to prevent and reduce gambling harms:** national and local decisionmakers should commission evidence-based prevention, research and treatment initiatives as well as commit to reduce and restrict the availability, accessibility and promotion of addictive gambling products; interventions at all levels should be evidence-based where possible, or be designed and implemented alongside robust evaluation to build the evidence-base.



ORGANISATIONS

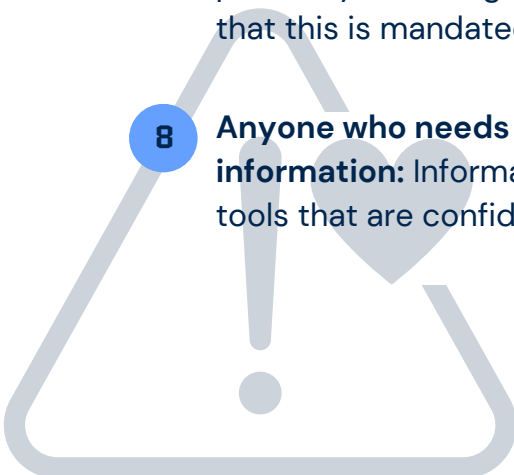
- 3 Schools, frontline services, sports clubs and community organisations work together as health-promoting settings to enhance protections and better support individuals:** resources for local campaigns as well as training in brief advice, gambling harms support and signposting across services.
- 4 NHS gambling harms clinics complemented by community-centred support organisations:** evidence-based care that follows NICE guidance on how to identify, assess and treat gambling-related harms.

INTERPERSONAL

- 5 Health professionals ask about gambling and know what to do if someone needs help:** NICE guidance on identifying and assessing gambling harms while training to the wider public health workforce is provided to integrate gambling harms conversations into “Make Every Contact Count”
- 6 Other professionals and community intermediaries, especially those who work with young people, are trained and supported to deliver harm-preventing messages, identify harms and signpost:** train-the-trainer modules and e-learning programmes.

INDIVIDUAL

- 7 Every child is educated about gambling harm and its causes:** education programmes inside and outside of schools teach about the mental health risk posed by the design of addictive gambling products and industry practices and that this is mandated in the curriculum across the UK.
- 8 Anyone who needs it has easy access to high quality and confidential information:** Information hubs, digital platforms and self-help and reflection tools that are confidential, accessible and free for all.



- 9** **Everyone who gambles knows how to find and use self-exclusion tools:** Preventative messaging and programmes should contain clear signposting and instructions on how to use blocking and banning tools for online and in-person gambling.

- 10** **Everyone experiencing gambling-related harms (either directly or indirectly) has immediate access to treatment and support and is supported to get it:** Established pathways and programmes enact a “no wrong door approach” that reduce stigma and raise awareness of how to access specialist treatment and peer support.



I was unaware that support is available, and I struggled to find it. I always felt so alone and that no-one would understand. Once I did find help it changed my life and I started to think about how I can move forward

David, lived experience of gambling harms



REFERENCING

Please state the following information if referencing: Grimes, J., Mills, T., Sykes, S. and Jenkins, C. (2024), 10 Point Plan for Gambling Harms Prevention: A Chapter One-LSBU Collaboration, Chapter One

CONTACT DETAILS

If you or your organisation wants to help us achieve our 10 point plan or want more information about Chapter One, you can contact us in a number of ways:



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