

# ADPH NE Gambling Harms Programme Newsletter June 2026

Welcome to the Association of Directors of Public Health North East (ADPH NE) Gambling Harms Programme newsletter. The Gambling Harms Programme is developing a regional, public health approach to tackling gambling harms. This bi-monthly newsletter shares local, regional, and national updates, latest research, training and networking opportunities, and news on gambling-related harms.

## In this edition...

We share a regional gambling survey exploring attitudes and perceptions toward gambling among adults in the North East, alongside the upcoming event *Pathways from Sports Engagement to Gambling Harms: A Research Summit*. We include the latest releases from the Gambling Commission and highlight the launch of the Gambling Harms Research UK (GHR-UK) Evidence Centre.

We also share updates on gambling advertising and young people, and a campaign raising awareness of gambling harms during the Men's World Cup, alongside our Research Corner, latest news, and local publications.

Thank you for your continued efforts in addressing gambling harms.

## Have Your Say: Regional Gambling Survey

The ADPH NE Gambling Harms Programme is conducting a regional survey exploring attitudes and perceptions toward gambling among adults in the North East of England. Findings will inform the development of evidence-based recommendations to support gambling harm-prevention messaging and campaign development across local authorities.

The survey is open to all residents aged 18 and over in the North East. It includes questions on gambling participation, awareness of support services, and views on gambling, advertising, and strategies to reduce harm. The survey takes approximately 10 minutes to complete and will remain open until Friday 26th June 2026.



Access the survey online:

<https://survey.alchemer.eu/s3/91120494/Regional-Gambling-Survey>

## Pathways from Sports Engagement to Gambling Harms: A Research Summit

**Friday 26<sup>th</sup> June 2026 | 9:30 am to 4:00 pm**  
**Riverside Stadium, Middlesbrough**

This free research summit will bring together partners to discuss recent findings on pathways from sports engagement to gambling harms. The event will share learning from Academic Forum for the Study of Gambling (AFSG) and United Kingdom Research and Innovation/Arts and Humanities Research Council (UKRI/AHRC) funded research, alongside roundtable discussions, lived experience speakers and contributions from regional services.

Lunch and refreshments will be provided.

View event information [here](#). Places are still available, contact Dr Christopher Wilson to register: [Christopher.Wilson@tees.ac.uk](mailto:Christopher.Wilson@tees.ac.uk)

## Gambling Harms Research UK (GHR-UK) Evidence Centre Launched

A new UK-wide research initiative, the Gambling Harms Research UK (GHR-UK) Evidence Centre, has been launched by researchers at the Universities of Sheffield, Glasgow, Kings College London and Swansea.

It is funded through the Statutory Gambling Levy and supported by UK Research and Innovation (UKRI). The centre will support the development of future policy, prevention, and treatment approaches.

Find more details [here](#).

## Gambling Commission: Latest Statistics Releases

The Gambling Commission has published new participation statistics from the Gambling Survey for Great Britain (GSGB), from Wave 3 (July to October 2025).

Key findings include:

- Overall participation in any gambling activity in the past 4 weeks was 47%.
- After lottery draws, the most popular gambling activities are scratchcards (12%), betting (8%), and online instant win games (8%).
- Gambling 'for the chance to win big money' and 'because it's fun' remain the most popular reasons people gave for gambling in the past 12 months.

The Commission has also released its latest quarterly industry statistics, covering October to December 2025. This publication provides data including Gross Gambling Yield (GGY) and premises numbers.

Access the GSGB Wave 3 statistics [here](#).

Access the quarterly industry statistics [here](#).

## Insights into Affected Others from the GSGB

This report examines the experiences of adults impacted by someone else's gambling, referred to as affected others, to better understand the characteristics of people who are affected by someone else's gambling.

This report uses data from the GSGB to look at the characteristics of affected others, examines their own gambling behaviour, and explores adverse consequences experienced.

Key findings include:

- 9% of adults surveyed in the GSGB reported being affected by someone else's gambling.
- Affected others were more likely to be female and in mid-adulthood.
- Fewer than 1 in 5 affected others reported seeking support in the past 12 months.

Further qualitative research has been commissioned to build on and better understand these findings.

Read the full report [here](#).

## Gambling Ads and Under-18s

The Advertising Standards Authority (ASA) has issued an enforcement notice reinforcing requirements for socially responsible gambling advertising that does not appeal to under-18s. This includes avoiding figures with strong youth appeal, restricting harmful portrayals, and preventing online targeting of children.

From 11<sup>th</sup> June 2026, a new AI system will support monitoring and compliance. This builds on recent measures, including requirements for clearer disclosure of loot boxes, to strengthen protections for children and young people.

Read the notice [here](#).

Read more about ASA approach to gambling advertising and protecting children and young people [here](#).

## Odds Are They Win: campaign launched in North London

Public health and mental health partners across North Central London are launching the 'Odds Are They Win' campaign, to counteract the high volume of gambling advertising expected during the 2026 FIFA Men's World Cup and to make it easier for people experiencing gambling harm to access support services.

The campaign adapts an evidence-based model originally implemented in Greater Manchester in 2022. The campaign features consistent prevention messaging, evidence-based statistics, and input from people with lived experience of gambling harm from Chapter One.

Read more about the campaign [here](#).

Access the Supporter Pack [here](#).

As part of the campaign, the Zero Suicide Alliance and Thrive LDN will host free 90-minute online workshops, focused on gambling harms and suicide prevention. The content for the session has been jointly developed with Chapter One. Open to professionals, partners and members of the public, the session will offer practical guidance on spotting when someone may be struggling and how to begin a supportive conversation.

You can register for sessions via Eventbrite [here](#).

## IN THE MEDIA



**BBC News:** Article on expected increases in gambling during the World Cup.



**BBC News:** Story of lived experience of harm highlighting the addictive nature of prize draws and competitions.



**The Guardian:** Legal case considering industry accountability for severe gambling-related harm in the UK.



**BBC Podcast Episode:** explores how gambling is becoming more closely linked with football, especially for younger fans, while also looking at the important role clubs play in shaping community identity.



**Inside the Commission Podcast:** New episodes from the Gambling Commission podcast.

## RESEARCH CORNER

*These articles have been checked for any conflict of interest or industry funding. None were identified.*

### **A Critical Analysis of Interventions for Women Harmed by Others' Gambling.**

Read [here](#).

### **Family violence in a sample of treatment-seeking gamblers: the effect of having dependent children.**

Read [here](#).

### **Gambling and family: A two-way relationship**

Read [here](#).

### **Impacts of gambling problems on partners: partners' interpretations**

Read [here](#).

**\*Please note:** Some articles use the term "problem gambling". This is not a preferred term in public health, as it can be stigmatising and does not acknowledge the addictive design and marketing tactics of gambling products.

## Local Publications

*A gambling health needs assessment is a systematic approach to identifying unmet need and health inequalities within a community, clarifying what must change to improve outcomes using local strengths and resources. It helps inform policy, strengthen service collaboration, guide effective interventions, and shape research priorities.*

### → **Gambling Harms in the North East: Regional Health Needs Assessment**

Read [here](#).

### → **Gambling-Related Harms in Sunderland: Health Needs Assessment**

Read [here](#).

### → **Newcastle City Council Gambling and Gambling-Related Harms: Needs Assessment**

Read [here](#).

### → **County Durham Gambling Health Needs and Assets Assessment**

Read [here](#).

### → **Hartlepool Borough Council: Gambling Health Needs Assessment**

Read [here](#).

### → **Darlington Borough Council: Gambling-Related Harms Health Needs Assessment**

Read [here](#).

## The ADPH NE Gambling Harms Lived Experience Forum

The forum is open to anyone living in the North East, aged 18+ and who have lived experiences of gambling harms, either from their own gambling or someone else's.

Forum members offer insight and expertise to local and regional work to address gambling harms. Members are offered a £25 voucher per hour for their participation.

To register your interest in joining the forum, please fill in the form [here](#).

For further information, please email:

[GHR@middlesbrough.gov.uk](mailto:GHR@middlesbrough.gov.uk)

