ADPH NE Gambling Harms Programme Newsletter October 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 announce two new resources from the programme: the *Real Voices, Real Harm, Real Change* films series sharing lived experiences of gambling harm and the findings from the 2026 North East Regional Gambling Survey.

We include news on new gaming machine standards and research insights from the Gambling Commission. We also share gambling research and events, alongside our Research Corner, latest news, and local publications.

Thank you for your continued efforts in addressing gambling harms.

Real Voices, Real Harm, Real Change: Lived Experiences of Gambling Harms

The ADPH North East Gambling Harms Programme worked with members of the North East Gambling Harms Lived Experience Forum to co-produce Real Voices, Real Harm, Real Change, a series of short films sharing personal experiences of gambling-related harm.

The films aim to increase awareness and understanding of gambling harms, challenge stigma, amplify lived experience voices, and promote recovery, treatment, and support options.

To launch the films, the programme hosted an event at Newcastle's Star and Shadow Cinema, bringing together attendees from public health, local authorities, VCSE organisations, treatment services, local councillors, and people with lived experience.

Attendees viewed the films, heard from lived experience speakers and treatment providers, and took part in discussions about future use of the films. Local treatment and support organisations hosted information stalls at the event sharing materials and resources on the local support offer for gambling-related harms.

The event provided valuable opportunities for networking, partnership development, and strengthening lived experience involvement. Feedback from the event will inform the development of supporting guidance and ongoing evaluation of the films' use and impact.

View the film series **here**.



Thank you to everyone who contributed to the film series, particularly Steve, Craig, Reece, Richie, Jawaad, ThroughFilm, and the ADPH NE Gambling-Related Harms Network.

North East Gambling Harms Survey

The ADPH NE Gambling Harms Programme commissioned Explain Market Research to explore attitudes, perceptions, and experiences of gambling among adults across the 12 North East local authority areas. A survey of 1,576 adults was conducted in June 2026 through online and face-to-face data collection.



Key Findings

- Gambling is a common activity across the North East, with financial gain and entertainment identified as the main reasons for participation.
- One in four participants reported being negatively affected by their own gambling, someone else's gambling, or both.
- 91% agreed that gambling can cause serious harm.
- Gambling advertising is highly visible, with 87% of participants seeing gambling adverts at least several times a week.
- 87% supported stricter regulation of gambling advertising, including 53% who supported a complete ban.
- 82% agreed that gambling poses a risk to children and young people.

The findings highlight the need for increased awareness of gambling-related harms and available support, targeted prevention campaigns, routine screening across services, and greater recognition of the harms experienced by affected others. The results will help shape future campaigns, interventions, and research across the North East.

Read the full report **here**.

Spinning and Losing: Compulsive Gambling, Indebtedness and Trauma

Friday 6th November | 10:30 – 12:00

This online event will share findings from a recent study conducted by the University of Salford and Northumbria University exploring the causes of compulsive gambling and its relationship with experiences of trauma.

The event is open to anyone interested in gambling-related harms. Places are free, but registration is required.

Register **here**.

Have Your Say: Sleep and Gambling Research

Researchers at the University of York, funded through the UKRI Gambling Harms Research and Innovation Partnership, are looking for views on the links between sleep and gambling.

Anyone aged 18 or over with an interest in gambling and/or sleep can take part.

The survey takes around 10 minutes to complete and will help shape future research priorities.



Find more information and take part **here**.

Gambling Commission: New Gaming Machine Standards

The Gambling Commission has confirmed a range of new gaming machine standards following a gaming machine consultation launched in January 2025.

New Category B gaming machines will be required to offer limit-setting tools, display time spent playing, display net wins or losses, and provide additional information to help people understand their gambling activity.

The changes will also prevent machines from celebrating losses disguised as wins and restrict features allowing results to be revealed more quickly.

Most changes will come into effect from June 2027, with some measures phased in later.

Find more information **here**.

Understanding push factors for consumer engagement with illegal gambling websites

This research commissioned through the Gambling Commission's Consumer Voice Programme explores the factors that drive engagement with illegal gambling websites. A mixed-methods approach was used to understand user demographics, wider motivations and attitudes, and how they apply these views to gambling.

Key findings indicate that people use illegal gambling websites because they have fewer restrictions and identity checks and offer ways to bypass gambling blocking software. The findings from this research can be used to inform ongoing monitoring of illegal gambling website use and develop future strategy.

Read the full report **here**.

In the Media

The Guardian: House of Lords Liaison Committee calls for a ban on gambling advertising.

BBC News: Brazil announces a provisional order to ban on online gambling.

BBC Sounds Podcast Episode: explores the scale of gambling in Brazil and how people can be better protected from harms.

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.

Involving lived experience in regional efforts to address gambling-related harms: going beyond 'window dressing' and 'tick box exercises'

*Read **here**.*

The impact of responsible gambling framing on people with lived experience of gambling harm

*Read **here**.*

Lived Experience Performance to Reduce Stigma, Enhance Understanding of Gambling Harm and Change Attitudes and Behaviours of Professionals and Community Members

*Read **here**.*

'I Battle With This Gambling Addiction Every Day'. Learning From Lived Experiences of Recovery to Guide Gambling Harm Prevention Strategies

*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

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GHR@middlesbrough.gov.uk

Find more information about the ADPH NE Gambling Harms Programme **here**.