

Prevention and Education Review: Gambling-Related Harm

R E S E A R C H R E P O R T

2021

2.0 Universal Measures

2.3 Population-Based Safer Gambling / Responsible Gambling Efforts

Protocol

DESCRIPTION

The Prevention and Education Review contributes to guiding the development of a collective and clear prevention plan, as set out in the National Strategy to Reduce Gambling Harms in Great Britain. The review is organised into three levels of prevention and education measures: universal (for the benefit of the whole population), selected (for the benefit of at-risk groups), and indicated (for the benefit of at-risk individuals). Population-based Safer Gambling / Responsible Gambling efforts is provided is a universal measure.

This topic includes whole population-based safer gambling campaigns, point-of-sale gambling messaging, and gambling management tools. There are two subsections. The first focuses on people who gamble, and whether safer gambling messaging and gambling management tools help to reduce harm from gambling. The second expands from gamblers only to the broader population by asking, do safer gambling messaging and gambling management tools targeted at both gamblers and non-gamblers help to reduce or prevent gambling-related harms among the general public?

PURPOSE

This review aims to examine recent research to identify what evaluations and research studies have been conducted internationally to inform the effectiveness of safer gambling campaigns among people who gamble and the general public.

RESEARCH QUESTIONS

Q1: Among people who gamble, does safer gambling messaging (e.g., in-venue PlaySmart Centres, general PlaySmart responsible gambling messaging online, and other point-of-sale safer gambling messaging) and gambling management tools (e.g., optional money and/or time limit setting) help reduce gambling-related harms?

Q2: Among the general public, does safer gambling messaging (e.g., advertising campaigns, social marketing campaigns, public health programmes, and educational programmes) targeted at gamblers and non-gamblers help reduce or prevent gambling-related harms?

METHODOLOGY

This topic will have its own full systematic search strategy, including primary academic and grey literature sources. The database searches will use exhaustive search terms, including the concepts of gambling, safer gambling, safe gambling messaging, and public health programs. A separate search will be conducted for each of the two questions.

SCOPE REFINEMENT

During initial searches, it became apparent that several recent reviews had been conducted on this topic. In consultation with GREO and the Gambling Commission and in light of resource restraints, the authors were asked to focus on evidence outlined in the existing reviews, and then examine studies published from the date of the last systematic review forward (2018 to mid 2020). As such, both systematic and narrative review methods are employed.