

# What Parents & Educators Need to Know about GAMBLING

## WHAT ARE THE RISKS?

Gambling can be defined as betting or risking money or something of value on the outcome of a situation involving chance. Under current regulations, gambling is legal for adults in the UK. Its potential impacts on the wellbeing of individuals, families and communities are well documented – emphasising the importance of safeguarding children and young people against these hazards.

## MANIPULATIVE ADVERTISING

FREE BET!!

Adverts for online bookmakers and betting exchanges can raise concerns about targeting vulnerable groups, fostering addiction, promoting misleading expectations, impacting mental health, affecting social norms, posing regulatory challenges, influencing minors and other ethical issues. Effective regulation, responsible advertising practices and public education are essential to mitigate these concerns and address the potential harms associated with excessive exposure to manipulative advertisements.

## ADDICTIVE FEATURES

All gambling products carry safety concerns, but some can be even riskier and more addictive. The frequency with which people can place bets can encourage them to do so often – with rapid spins and multiple betting options, for example. Betting on sports events, especially with live in-play betting options, can be highly engaging and habit forming. The 24/7 availability of online platforms can also increase the risk of excessive gambling, particularly among young people.

## PEER PRESSURE

Exposure to gambling through friends, influencers or social circles can normalise risky behaviour and create unrealistic expectations about the chances of winning. Addressing peer influence requires support services, responsible advertising practices and effective education on the subject to minimise the impact on children and promote healthier choices.

## IMPACT ON MENTAL HEALTH

Gambling can exacerbate mental health issues such as anxiety, depression, and stress – especially if it leads to financial loss. Individuals with existing mental health conditions may use gambling as a coping mechanism – but the cycle of gambling can worsen their symptoms, creating a detrimental impact on overall wellbeing. Integrated support services and treatment options are crucial to address these interconnected challenges effectively.

## GATEWAY BEHAVIOURS

Certain features of other products – such as video games that offer in-game purchases – can lead to gambling among young people. These mechanisms can sometimes be designed to exploit psychological vulnerabilities, encouraging repeated spending to acquire virtual items or advantages. Such practices can normalise the associated risks and desensitise young people to putting their or their family's money in danger.

## FINANCIAL DIFFICULTIES

The most common impacts of online betting come in the form of financial losses and debt. This, in turn, can lead to distorted perceptions of money, deterioration of relationships, social isolation, and poor academic and career outcomes. Regular gambling can even exacerbate other risky behaviour by making it seem less significant – potentially leading to a cascade of health impacts and financial loss.

## Advice for Parents & Educators

### ENCOURAGE OPEN DISCUSSIONS

Sporting events can be a good opening for conversations about gambling, as some sponsorships may reference and even glamourise it. Talk to children about how these promotions make them feel and encourage frequent conversations about any concerns they may have. Adverts, influencers and online platforms may also feature gambling products. As a child grows, it's important to encourage their critical thinking skills to help them avoid being manipulated by this type of marketing.

### MONITOR SPENDING

In-game purchases can be appealing to children, allowing them to unlock new features or cosmetic items in a fraction of the time it would take to win them by playing. Talk to children about how they spend money online; an interest in what video games they play can encourage the conversation. Consider setting up restrictions on their devices, requiring their parent or carer's permission before making any purchases. Talk about finances regularly and openly.

### KNOW THE WARNING SIGNS

Parents and educators should be vigilant for signs of gambling harm among young people. Look for changes in their behaviour such as increased secrecy, unexplained money issues, mood swings or withdrawal from their usual activities. Open conversations about gambling risks and maintain a supportive, non-judgemental environment. Try to familiarise yourself with resources and helplines for assistance and guidance.

### GET FURTHER SUPPORT

Support and treatment for young people is available via the Young People's Support Service at GamCare, who can be contacted at 0808 8020 133. A link to their website has also been included in the sources of this guide, along with links to several other support networks. Your GP and local NHS gambling clinic are also available if you require additional advice. Don't hesitate to reach out for help if you're concerned about a child's gambling behaviour or their financial situation.

## Meet Our Expert

Ygam's mission is to prevent children and young people from experiencing gaming and gambling harms through awareness raising, education, and research. The charity was established in 2014 as a result of the lived experience of their founders.

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#WakeUpWednesday

The National College