

A Public Health Approach to Gambling Related Harm in Nottingham City

Gambling can harm physical and mental health, damage relationships and leave people feeling lonely and isolated. It can also cause problems with employment, education, housing and lead to serious debt.

Gambling-related harm is under-recognised and often hidden. Many people being harmed by gambling don't recognise the issues it's causing. When people do recognise they may have a problem, it can be hard to talk about it or to reach out for help because of guilt, shame or worry.

Nottingham City Council has worked with an alliance of experts, groups and organisations, including people with lived experience, who are committed to working together to help people affected by gambling related harm. Our Gambling Related Harm Strategy 2023-2028 explains how we will take a public health approach to prevent and reduce harm in Nottingham. To read the full strategy, please click [here](#).

The strategy includes three themes, which reflect key opportunities to prevent and reduce gambling related harm. One of these is knowledge and awareness, specifically, increasing the awareness of gambling risks, harms, and support. The first objective under this aim was to develop and deliver a gambling related harm public health information campaign.

The two aims of the Nottingham City gambling related harm campaign, which launched in October and is a primary prevention campaign, came out of two important things that local people told us:

1. The need to increase awareness of gambling related harms
2. The need to increase access to information, advice and support services

The campaign therefore highlights the risks and impacts of gambling and aims to raise awareness of:

- The different types of gambling related harm (financial, social, mental health, employment etc.)
- The different types of gambling activity
- How to recognise when you or someone you know is at risk of gambling harm
- Where to go to get support for yourself or someone you know

The campaign is co-designed by people with lived experience and informed by the evidence base for gambling harm communication. A mixture of promotional channels are being used to share the key campaign messages, including tram stops, bus advertising, and city information points. This is supported by social media, press releases, printed materials e.g. leaflets, and a digital partner toolkit.

To see the full campaign toolkit, which includes digital resources, assets, and copy to help you use and share the key campaign messages across your own networks, please click [here](#).

To learn more, and to find out about free advice and treatment services available in Nottingham, visit: www.asklion.co.uk/gamblingsupport.

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