



Drinking & Gambling

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Beat the Odds was an initiative set up to raise awareness of excessive gambling and help those for whom it cost more than money.

Achievements:

Helped over 100 clients across Wales with gambling issues

Partnered with the Victorian Responsible Gambling Foundation Melbourne Australia

Campaigned to reduce the Fixed Odd Betting Terminal stake from £100 to £2



4 Annual Conferences with expert speakers from across the globe

Produced and disseminated academic research

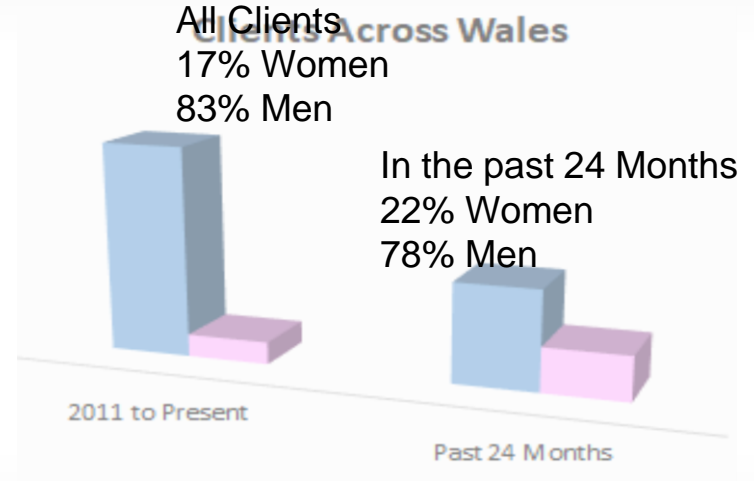
The first Youth Forum in Wales

Featured on TV, radio and in the press

Cross Party Support from MPs & AMs (including Carolyn Harris, Diane Abbott, Tom Watson)

Representation at a Cross Party group on Problem Gambling - Welsh Government

126 clients across Wales with gambling issues



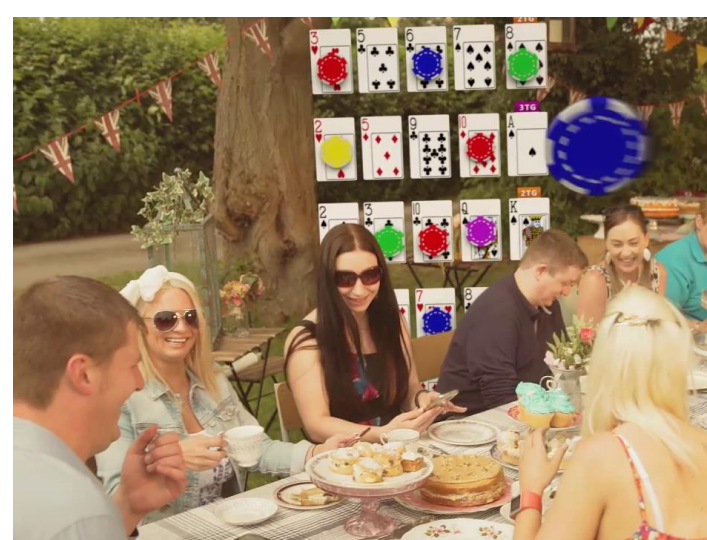
Gambling Adverts

Who are these aimed at? ➡





**How about
these?**



Examples of shows sponsored by the gambling industry?



I'm a Celebrity



Ant & Dec's Saturday Night Takeaway

Jeremy Kyle



Loose Women



The Chase





...but
there's
nothing to
lose...

Plenty more celebrity endorsements...



...and encouragement to bet on sports

The industry often targets the following people:



- Children, young people and students



- People at home during the day who may be vulnerable or lonely



- People who watch sport



Through advertisements and celebrity endorsements

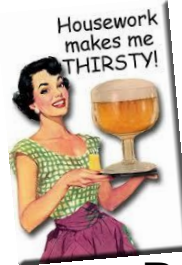


How about alcohol?

Children (through Influencers)



People who are lonely or vulnerable



Celebrity Endorsement



Promoting Cultural Norms



Sport



Suicide
Prison
Family conflicts/
breakdown
Physical or mental
health problems
No time for
other things
Job-related
problems
Low self esteem
Legal problems
Self-disgust
Financial problems

Reality for some



So what advice does
the industry give?

WHEN THE **FUN** STOPS  TM

gambleaware.co.uk

**DRINK
RESPONSIBLY**



How?

Self Exclusion



William HILL
THE HOME OF BETTING

SELF-EXCLUSION

CUSTOMER NAME: (Mr/Mrs/Miss/Ms) DAVID
MILL

ORIGINAL PREMISES OF EXCLUSION:
FURTHER PREMISES FROM WHICH I WISH TO BE EXCLUDED:

1. SHOP NAME: ISLE
ADDRESS: 54 MARKET ST
ELY
CAMBS

Drink Responsibly

Guidelines:

2



WOMEN

No more than
2 units
per day.

3



MEN

No more than
3 units
per day.

4



OCCASION

No more than
4 units.

0



AT RISK

0 units during
pregnancy, while
driving at work,
minor age etc.

Our clients have gone passed
the ability to self regulate.

They need professional help.

At the Living Room Cardiff we offer:



One to One
Counselling



One to One Counselling

Therapeutic Relationship (develop with the client)

Identify any **Adverse Childhood Experiences**

Create tailored treatment using some of the following:

Motivational Interviewing (MI) (the way clients view their addiction)

Relapse Prevention (Identify triggers)

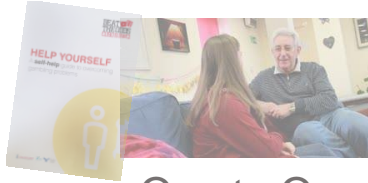
Cognitive Behavioural Therapy (CBT) (forming healthier coping strategies)

12 Step Approach

NB. Clients with gambling problems are also given our booklet '**HELP YOURSELF**' (A self-help guide to overcoming gambling problems)



At the Living Room Cardiff we offer:



One to One
Counselling



Interpersonal
Group
Therapy



Interpersonal Group Therapy

Group Belonging and Acceptance

Identification (feelings and emotions gaining a greater understanding of themselves and others)

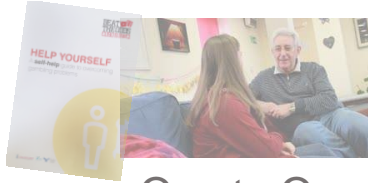
Communication skills

Coping Skills

Enhanced problem-solving

Development Recovery Community (Improved relationships)

At the Living Room Cardiff we offer:



One to One
Counselling



Interpersonal
Group
Therapy



Community
Telephone Support
Service

Community Telephone Support Service

Nationwide Support

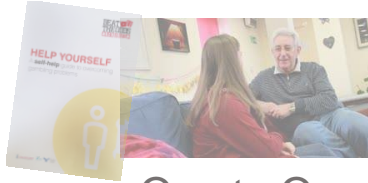
Additional Support for Living Room clients

Re-engaging with previous clients

Improves Therapeutic Relationship



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Beth allwn ni ei wneud fch helpu heddiw?
What can we do to help you in your recovery today?



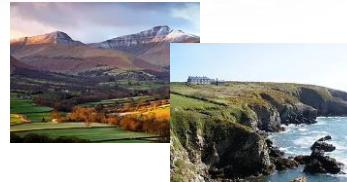
Group
Therapy



Recovery
Community



Volunteering &
Training
Opportunities

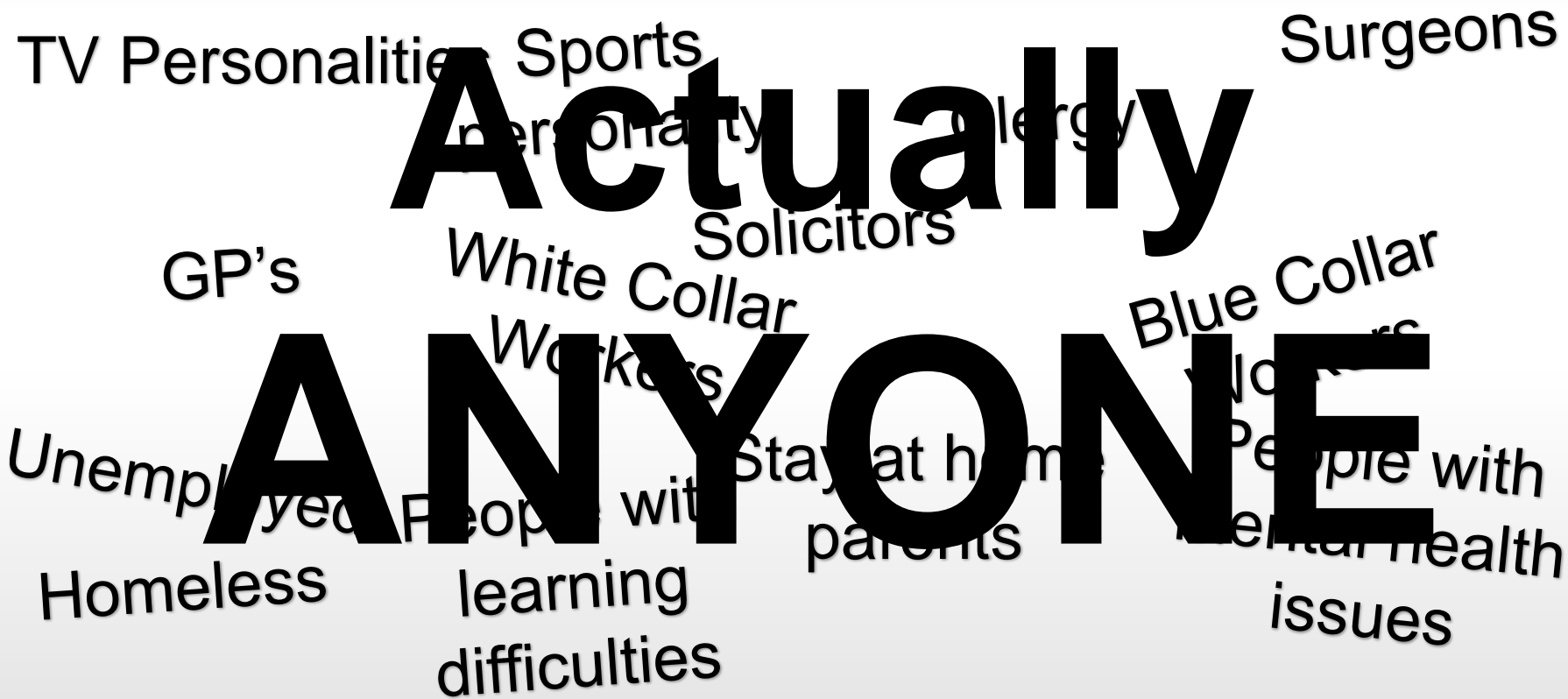


Retreats



Community
Telephone Support
Service

Who accesses our services?



A word cloud illustrating the diverse groups of people who access services. The words are arranged in a circular pattern around the central text. The words include:

- TV Personalities
- Sports
- Surgeons
- GP's
- White Collar
- Blue Collar
- Unemployed
- Homeless
- learning difficulties
- Stay at home
- parents
- People with mental health issues
- Solicitors
- Workers
- People with

Actually
ANYONE

If a client does not deal
with their underlying
issues then ...

Whack a Mole



Conclusions

Commercial influences and societal norms lead us to a false sense of what is 'responsible'.

The onus on regulation lies with the individual rather than the industries.

Addiction is a symptom of an underlying problem, so people with gambling, alcohol or any other addiction need to seek treatment to deal with that problem – failure to do so may lead to other addictions or issues.



Questions

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