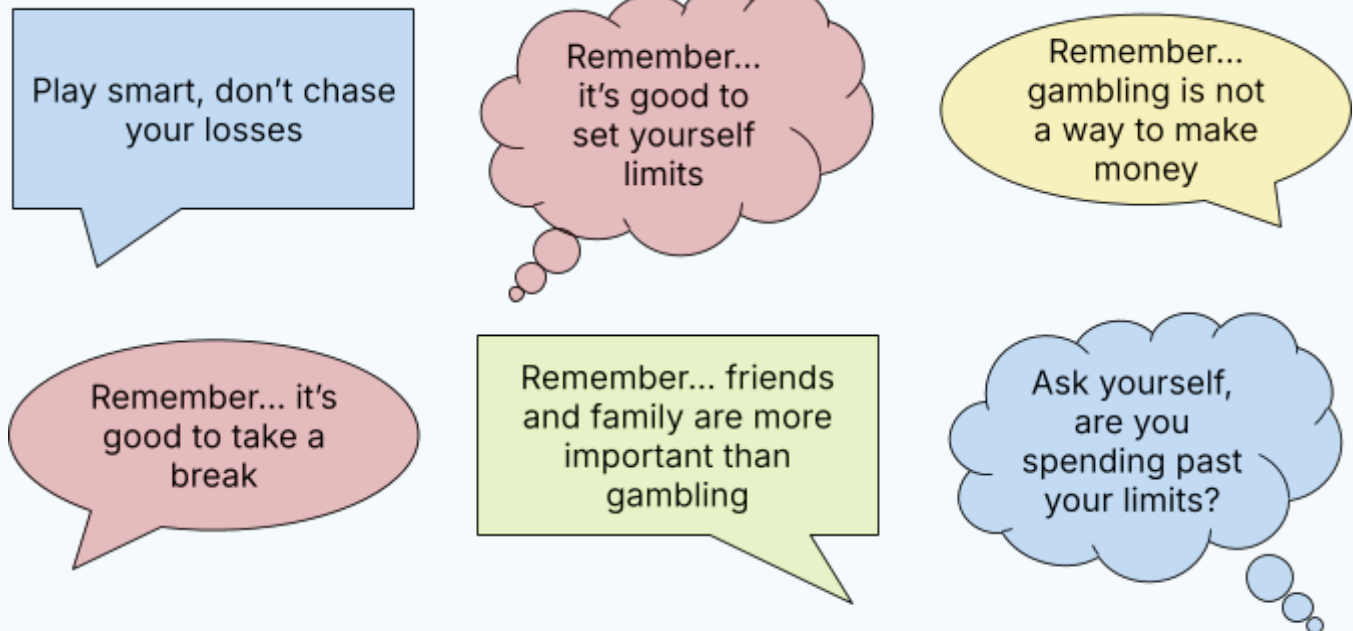


## Do your safer gambling interventions sound like this?



Source: <https://safergamblinguk.org/about-us>

### *And are you worried that your interventions are being ignored?*

If so, are you struggling to:

- Get players to recognise a safer gambling message as relevant enough to engage and act?
- Tailor your messages to what the player is actually experiencing, not just the observable risk?
- Understand why players ignore, dismiss or resist an intervention, and what they do next?
- Move more players into an appropriate control before their gambling escalates to the point where stronger intervention is required?

### **Perhaps it's time to change your messages so they resonate with your players?**

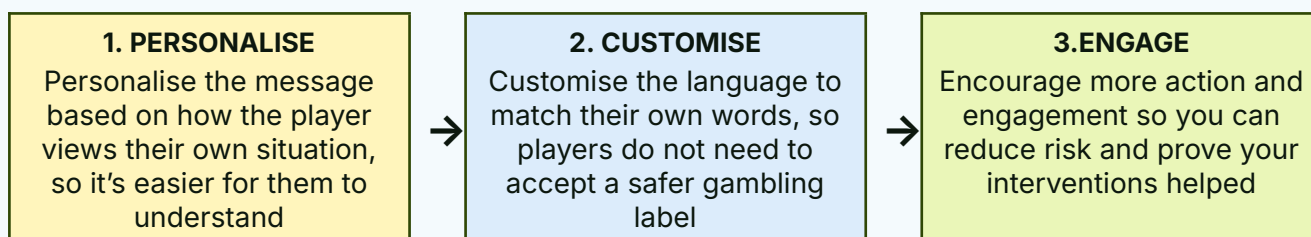
#### **Lily, UK Gambler - Interview Quote**

*"I guess when I think about it now, there were loads of things that said I had a problem. On the apps, it would be like, '**You've been on here for 60 minutes now you need a break**'. I'd be like, no. Or it would say '**You've deposited more than the average person this month, are you okay?**'"*

***And I just think it's just one of the things they've got to do because it's gambling. It's the same way that when you buy a packet of cigarettes, there's a horrible picture on there to put you off. It's just one of the things they've got to do."***

## Our research provides a possible solution to this problem:

We studied players who self-excluded or placed limits on their own gambling. This generated a messaging model that could help you:



The study provides operators with five different situations when players take action. With this lens you can test new ways to talk to players who might be experiencing gambling harm.

## How real people describe their need for more control:

Use this structure to “speak like a player”. First, pick the desired action from the player’s perspective. Next, help them decide the scope of the protection. Last, help them decide how much control they want to give up.

| WORKING GRAMMAR: participant action + visible scope + desired firmness                                                                                                                                                                    |                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.) Action                                                                                                                                                                                                                                | 2.) Scope                                                                                                                                                                                                                                                                           | 3.) Firmness                                                                                                                                                                                                                                                |
| <i>What am I trying to do?</i> <ul style="list-style-type: none"> <li>• Put a limit on my account</li> <li>• Take a break</li> <li>• Stay away from the casino side</li> <li>• Put a block on...</li> <li>• Stop it completely</li> </ul> | <i>What should it apply to?</i> <ul style="list-style-type: none"> <li>• the amount I can deposit</li> <li>• after a certain time</li> <li>• the casino side / the sports</li> <li>• gambling website payments</li> <li>• apps / mobile / IP</li> <li>• all the UK sites</li> </ul> | <i>How hard should it be to undo?</i> <ul style="list-style-type: none"> <li>• a safety net</li> <li>• put the brakes on</li> <li>• a hard stop</li> <li>• barriers in place</li> <li>• take myself out of the equation</li> <li>• shuts you out</li> </ul> |

Crucially, the message needs to match the context the player is in - so they can recognise themselves and want to take action.

## How you can use this to improve your own interventions:

To customise this messaging model for your business, we would need to:

- Identify gaps in your current safer gambling interventions that you’d like to close
- Interview your players to understand who responds and who doesn’t, plus how they describe the change they’re trying to make
- Map this into a detailed messaging model so you can trigger the right intervention at the right time to protect players and reduce risk

**Interested?** Send me a message to [neil@growth.exposed](mailto:neil@growth.exposed) or pick time to talk [using this link](#).