

# Training and Standards for the Gambling Industry

2023 Brochure





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# Why choose GamCare?

GamCare is the UK's leading provider of information, advice, support and treatment for anyone affected by gambling harm. We also work to minimise gambling related harm through education and training.

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Since 1997 GamCare has provided training for clinicians, researchers, educators, policy makers, the gambling industry and other professionals to increase understanding of gambling harm, its causes and consequences.

With over 25 years of expertise, speaking daily to those affected by gambling harms, GamCare can work with many different organisations to raise awareness of gambling harms, and to educate those who might choose to gamble to do so safely.

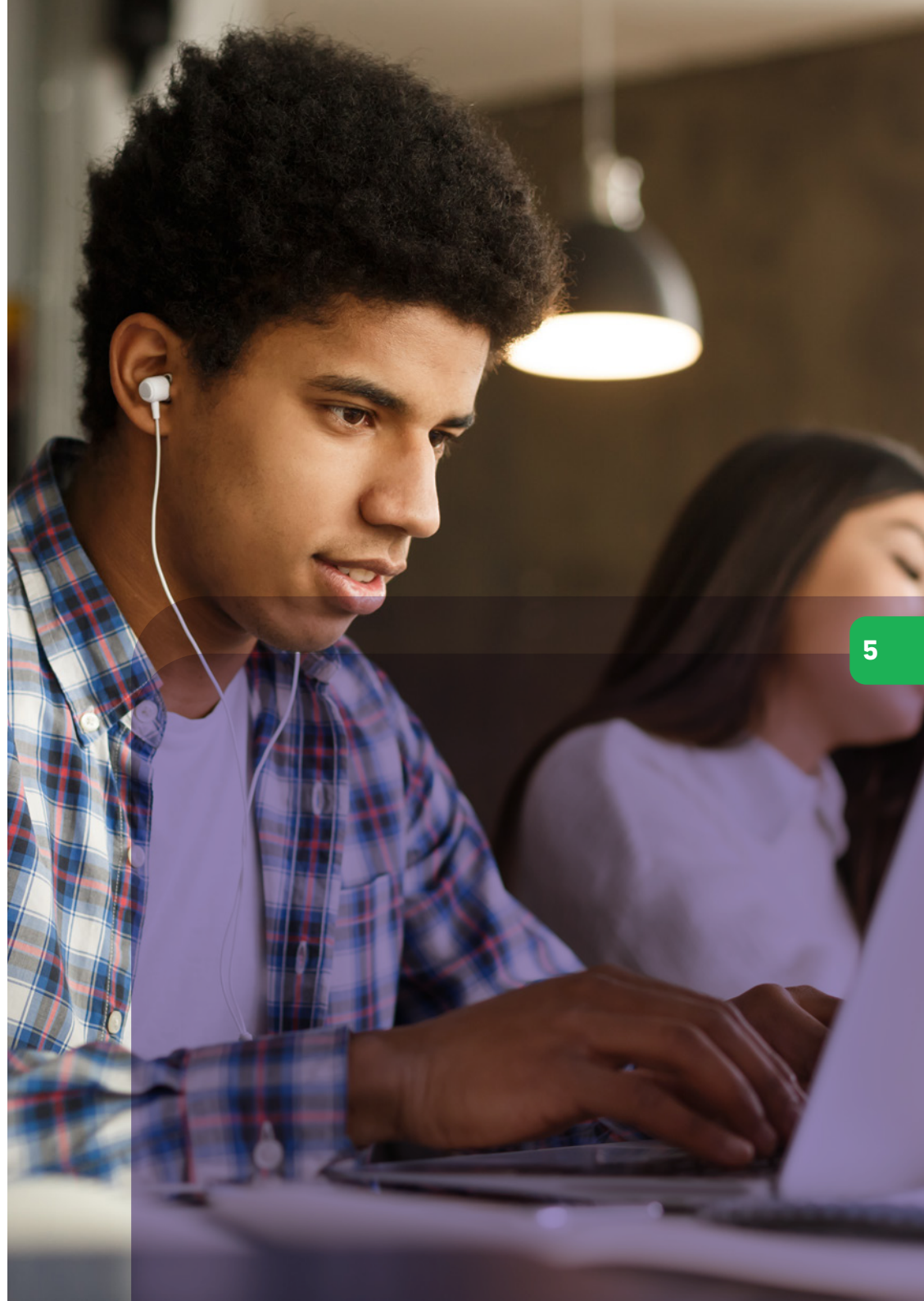
We deliver a comprehensive range of training products to suit your needs. Contact us today to discuss your requirements.



The sessions Gamcare hosted have improved our knowledge and understanding of responsible gambling and the issues that can affect our customers.

This was an empowering session for all - our teams are now better equipped and more confident in dealing with more complex and sensitive matters.

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# What's new in 2023?

GamCare has been refining its services for the gambling industry to ensure that they are more accessible than ever.

## Refreshed face-to-face training

- Featuring brand new case studies and engaging activities
- Content informed by data from the National Gambling Helpline
- Co-designed with our diverse lived experience community

## Simplified Safer Gambling Standard

- Easier than ever to begin the assessment
- A pre-Standard survey to determine your current level
- Industry best practice from over three years of assessments embedded into the Standard



## Easier to set up Helpline Transfers

- Hot transfers for customers identified as at-risk of harm
- Sign-up to prepare for the new UK Gambling Commission Remote Operator Guidance on customer interaction
- Three easy steps to go live: Test, Train and Transfer
- Train staff with a convenient, new eLearning course

## Safer Gambling Lab expertise broader than ever

- Connect with our engaged community of service users through our Safer Gambling Lived-experience Advisory Board
- Explore your Safer Gambling questions in a facilitated environment
- Advice and expertise from across GamCare, including our Frontline, Clinical and Safeguarding Teams

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# The Safer Gambling Standard

The Safer Gambling Standard is a quality mark that recognises gambling businesses who have both met and gone beyond the requirements of gambling industry Codes of Practice in respect of their player protection measures.



The Standard is stepped, giving businesses an objective view of how they compare against the best practices in the sector, and providing a clear roadmap for continuous improvement.

The Safer Gambling Standard assessment involves a review of gambling businesses' policies and procedures, staff interviews across the business, website reviews and premises visits.

The Standard covers 5 areas which are the foundation to building a safer gambling approach - Culture, Customer Environment, Customer Management, Colleagues, Collaboration.

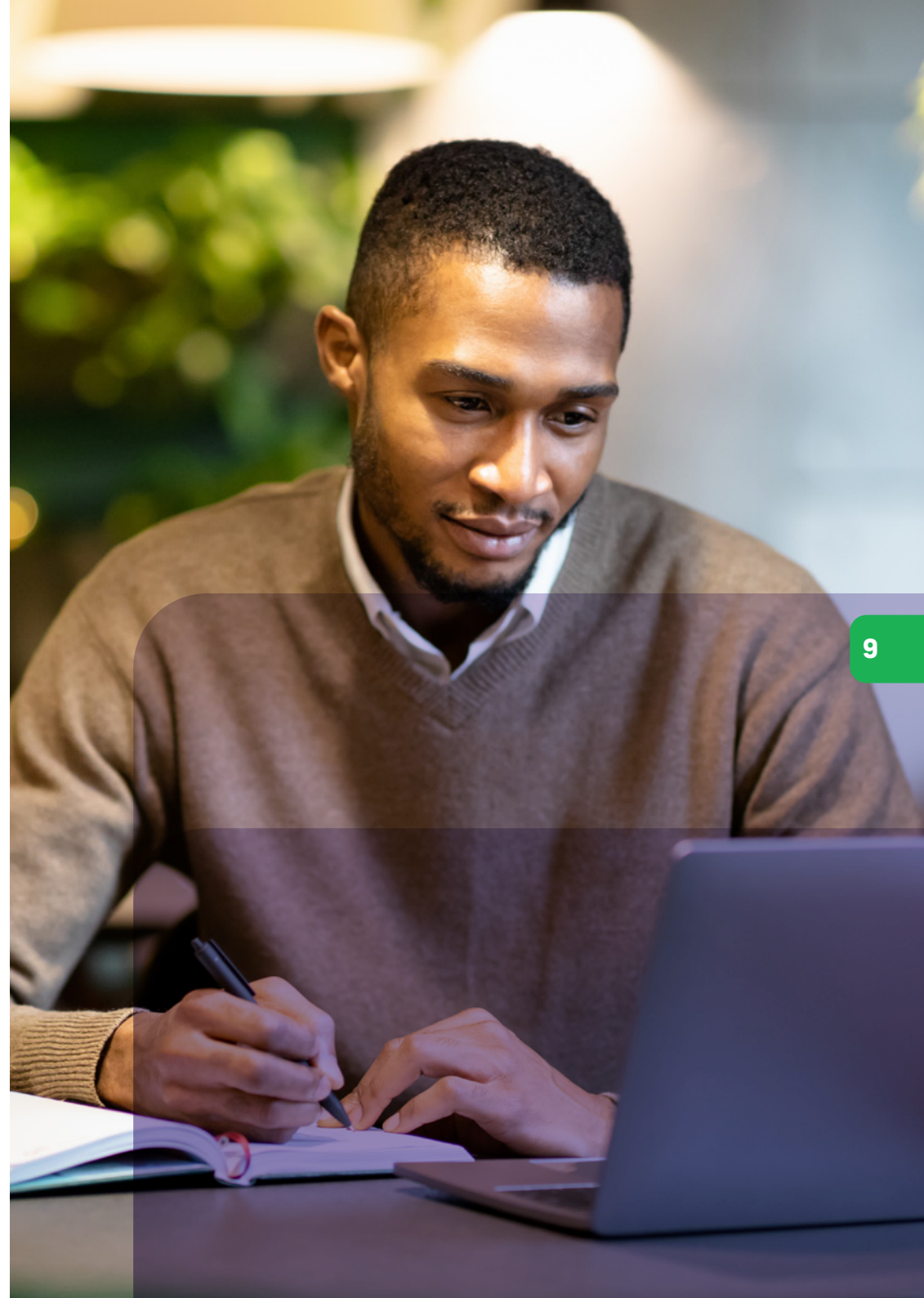
For customers, the Standard is a means by which they can identify whether businesses have adopted the highest standards in player protection. For businesses, the Standard is a means by which they can be recognised for leadership in the field.

The Safer Gambling Standard is renewable on a biennial basis, and gambling businesses who achieve the Standard are referenced on the Safer Gambling Standard website at [www.safergamblingstandard.org.uk](http://www.safergamblingstandard.org.uk).

For more information, please contact our team at [safergamblingstandard@gamcare.org.uk](mailto:safergamblingstandard@gamcare.org.uk)

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# Gambling Harm Awareness (Beginner)

Training session that provides staff with an understanding of gambling-related harm and how to ensure a safer gambling environment for customers.

## What does the training cover?

This short course provides an understanding of gambling-related harm, including signs, symptoms and the impacts of gambling on an individual's life and those around them. Those who attend will:

- Start to understand the psychology of gambling, why people gamble and what happens to the brain when we gamble.
- Understand the difference between gambling and harmful gambling, indicators of harm and how to signpost to appropriate services.

## What to expect?

Training is designed to be highly engaging for delegates. It is uniquely informed by up-to-date insights from our clinical team, the National Gambling Helpline and people with lived experience. We provide all training materials. Each participant is awarded a GamCare Certificate of Attendance.

## Who should attend?

This course is for those working in front line roles where they may encounter those affected by gambling-related harm, and who wish to gain a better understanding of the issue.



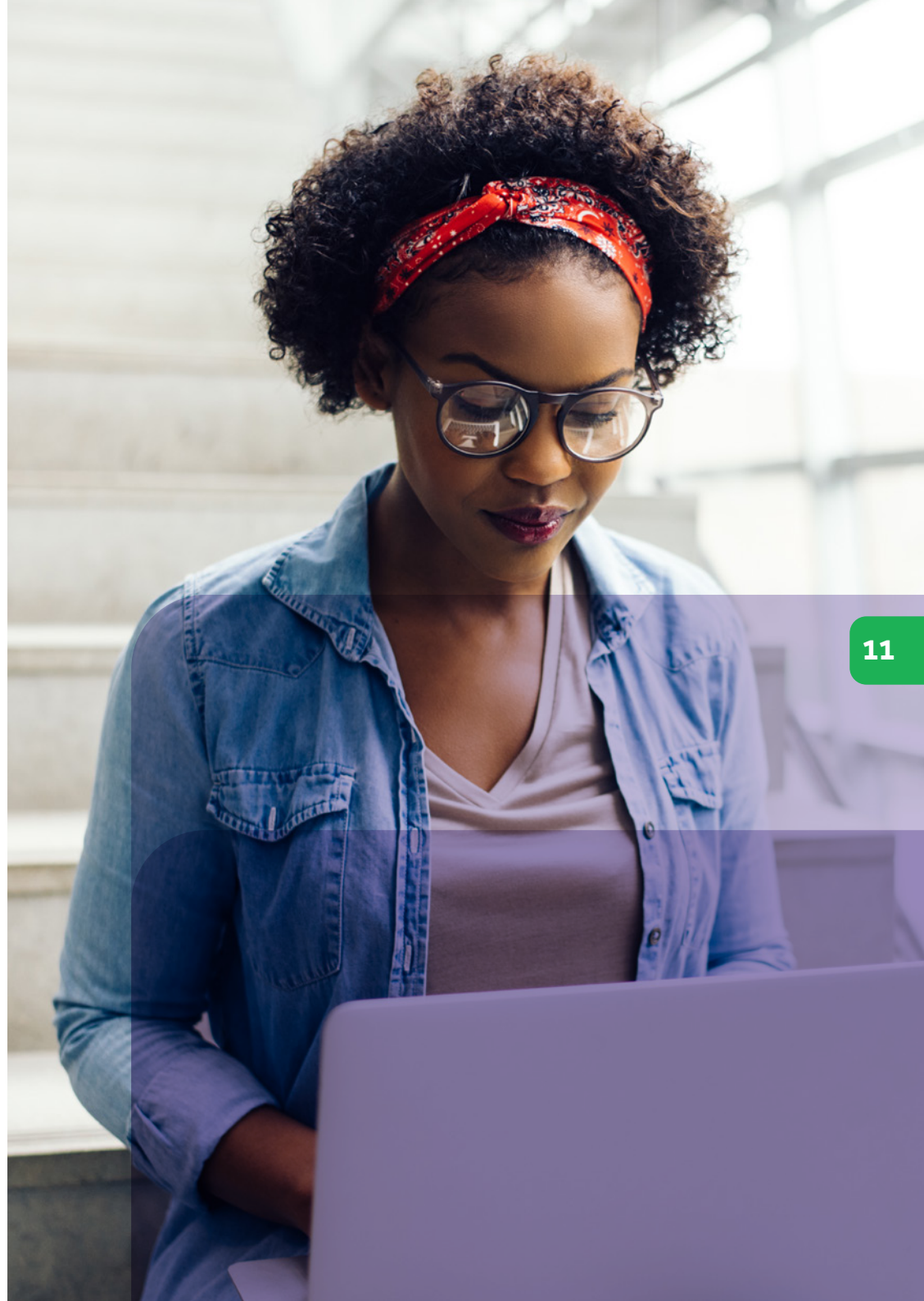
**4 hours**



**5-15 people depending on location**



**Online or face to face**



# Improving Safer Gambling Interactions (Intermediate)

Training session that provides staff with the skills to interact with customers on the subject of gambling related harm.

## What does the training cover?

This course empowers gambling industry managers and employees to: identify customers who may be at risk of gambling related harm; understand their behaviour; engage with customers to conduct sensitive, meaningful interactions at the right time and place and to signpost to appropriate support services.

As well as helping teams to identify the behavioral characteristics of customers who may be at risk of gambling-related harm, this course gives an understanding of the psychology of gamblers in relation to interaction. It encourages the development and application of skills to provide effective, motivational interactions and conversations with at-risk customers in the workplace.

## What to expect?

Training is designed to be active and highly engaging for delegates. It is uniquely informed by up-to-date insights from our clinical team, the National Gambling Helpline

and people with lived experience. It includes case studies, group discussion, activities to apply knowledge to the workplace and an opportunity for practicing safer gambling interventions. We provide all training materials. Each participant is awarded a GamCare Certificate of Attendance.

## Who should attend?

This course is aimed at those working across the gambling industry, who have safer gambling interactions with customers in a front-line capacity, such as customer service teams or those working in land-based premises.



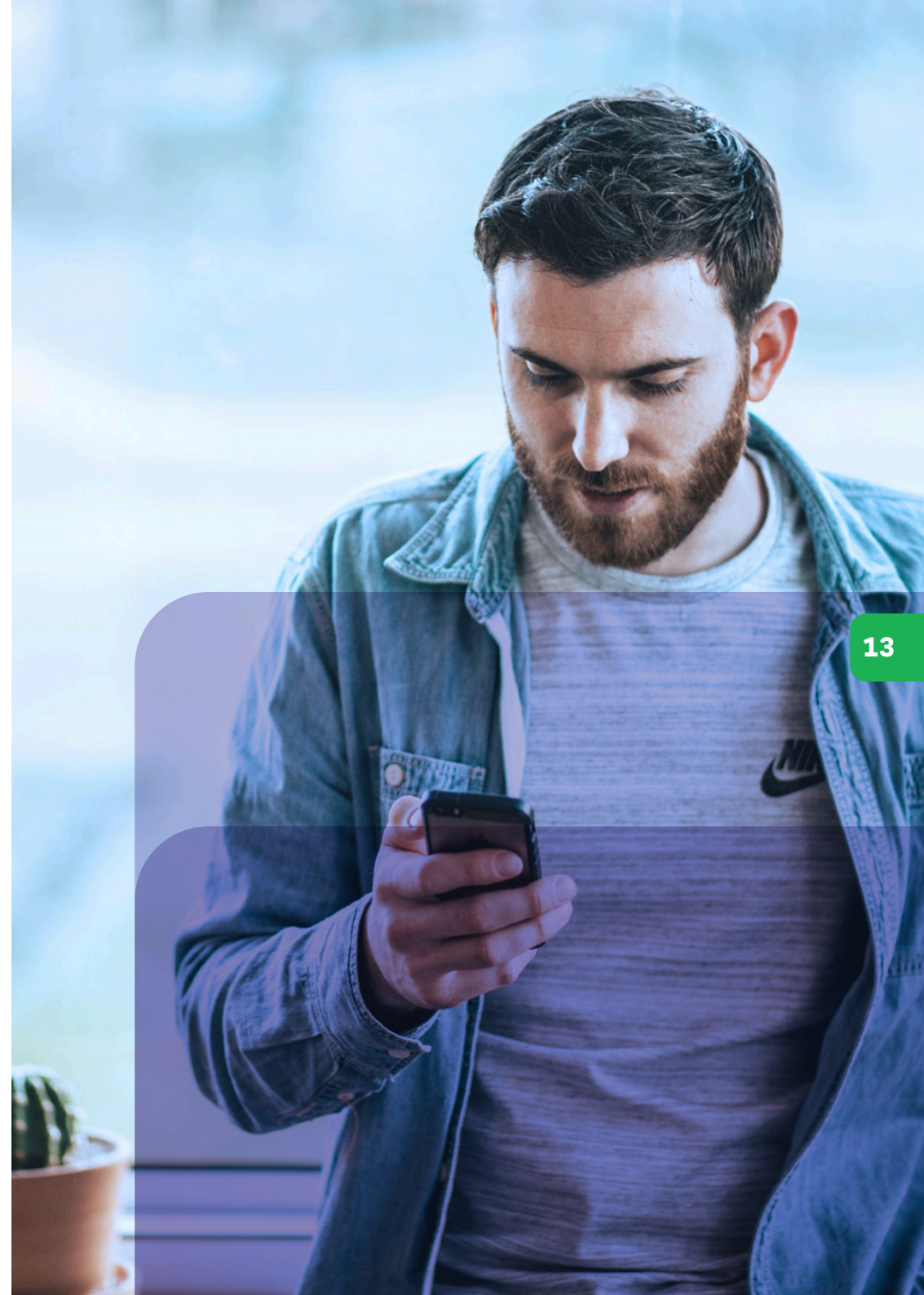
**1 day**



**5-15 people depending on location**



**Online or face to face**



# Safer Gambling Interactions (Advanced)

Training session that provides staff with the skills to have proactive interactions with all customers on the subject of gambling-related harm, and how to deal with escalated safer gambling issues.

## What does the training cover?

This course provides an in-depth understanding of how motivational communication works. It includes opportunities for practice in applying the skills to the workplace, to improve confidence in handling interactions with social, at-risk or harmful gamblers.

The course equips learners with the theoretical and practical skills for handling calls and conversations with people on a day-to-day basis. It also has special focus on staying safe and protecting individual wellbeing when dealing with more challenging situations.

## What to expect?

Training is designed to be highly engaging for delegates. It is uniquely informed by up-to-date insights from our clinical team, the National Gambling Helpline and people with lived experience. It includes time

to practice and consider the real-life application of the Motivational Interviewing technique for their work. We provide all training materials. Each participant is awarded a GamCare Certificate of Attendance.

## Who should attend?

This course is aimed at those working across the gambling industry dealing with escalated safer gambling issues, who need to carry out proactive customer interactions.



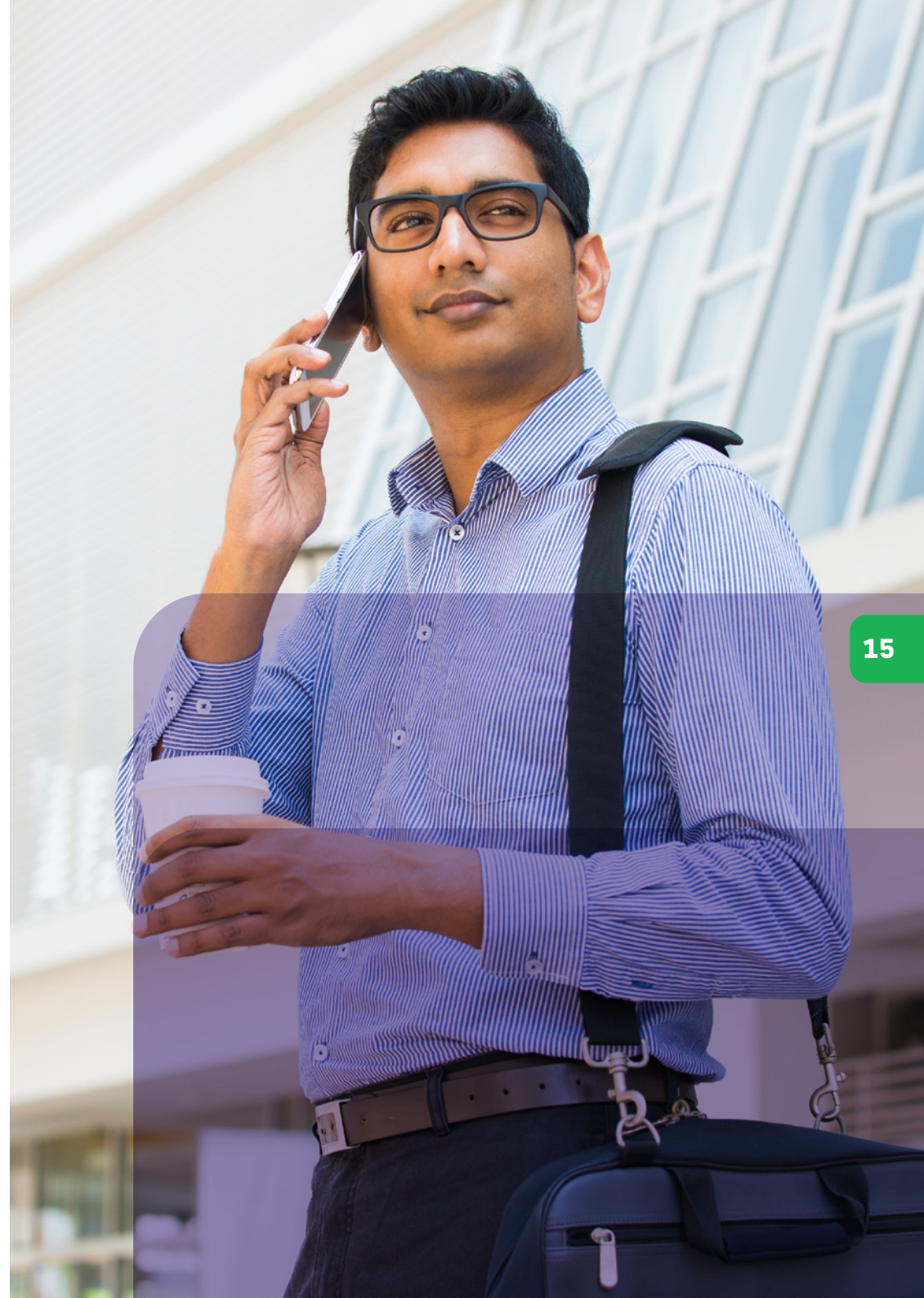
**2 days**



**5-15 people depending on location**



**Online or face to face**





# Customer Interaction for the Gambling Industry

GamCare Learning offers e-learning courses on the subject of gambling related harm, tailored specifically for gambling industry staff.

## What does the training cover?

In this course participants will consider gambling behaviour, their role in identifying gambling related harm in customers and implementing social responsibility actions in their business. With a thought provoking mix of video, case studies and scenario materials to test knowledge and challenge existing practise, the course will help participants become more sensitive to the signs of gambling related harm, and engage effectively with customers as a result.

## Who should attend?

The course is aimed at customer facing staff working in the gambling industry, including land-based or online environments.

## Learners will be able to:

- Understand the impacts of gambling-related harm and the industry's social responsibility
- Recognise signs of gambling-related harm, including vulnerabilities that make people more at risk of experiencing harm
- Understand effective ways to approach and record a safer gambling customer interaction as well as what types of intervention may be appropriate for different customers
- Know what gambling support services are available and how to signpost to safer gambling tools and support
- Each participant will receive a certification: Customer Interaction for the Gambling Industry

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**1 hour**



**Discounts available for bulk purchase**



**E-learning**

# Suicide Awareness for the Gambling Industry

## What does the training cover?

This course, provided in partnership with Samaritans, will help participants recognise the signs of crisis and suicidality in customers, provide basic emotional support, and signpost customers to further help. It will help participants manage their own emotional health when dealing with challenging customer interactions.

## Who should attend?

This course is aimed at customer facing staff working in the gambling industry, including land-based or online environments.

There is growing evidence of an association between gambling harm and suicide. Working in a customer facing industry, there is a small chance customer facing staff may need to support someone who is experiencing suicidal thoughts and feelings and respond appropriately.

## Learners will be able to:

- Recognise the signs of crisis and suicidality in customers
- Provide basic emotional support
- Signpost customers to further help when needed
- Manage their own emotional health when dealing with challenging customer interactions
- Each participant will receive a certification: Suicide Awareness for the Gambling Industry



**1 hour**



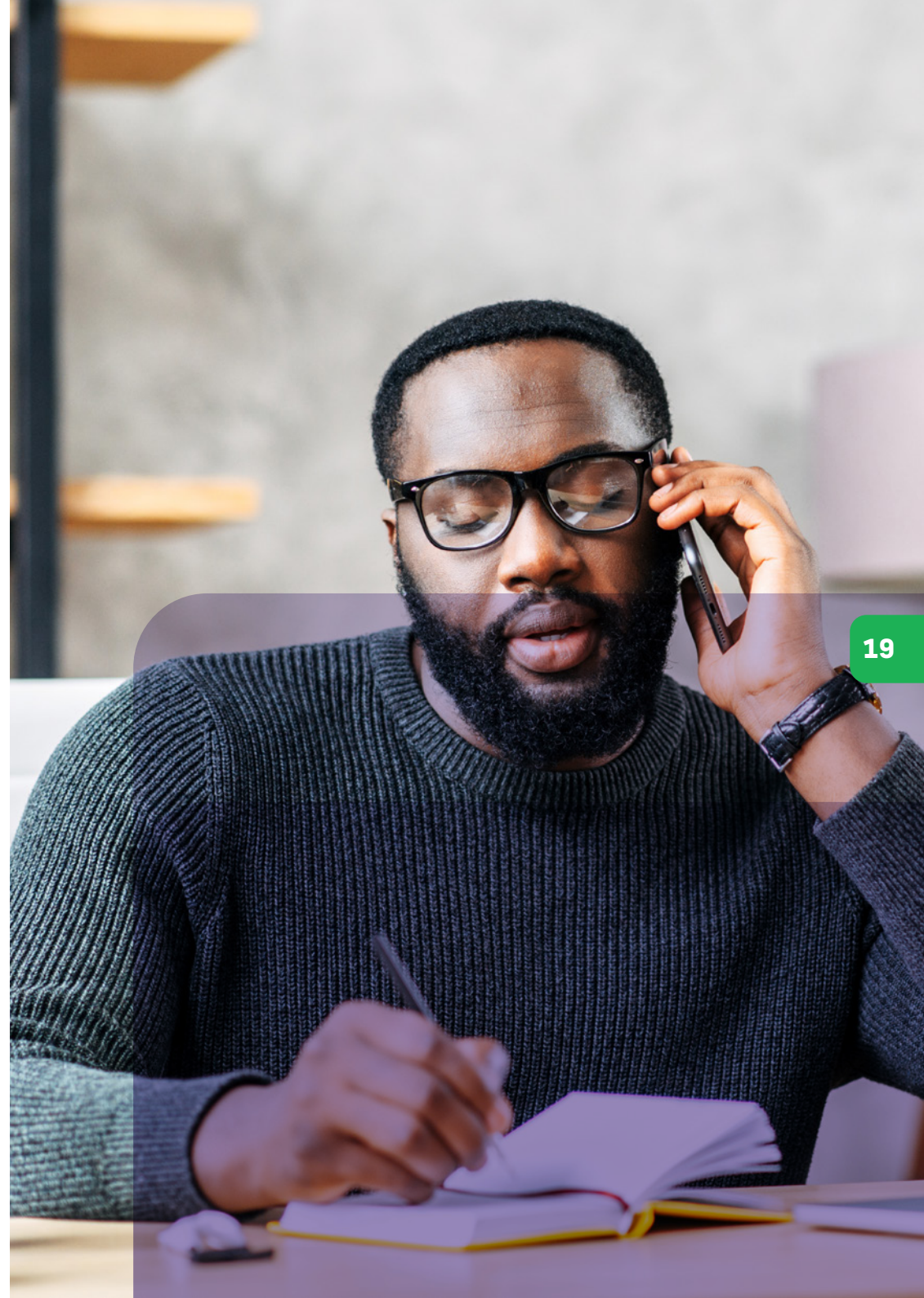
**Free**



**E-learning**

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# Suicide Prevention in the Gambling Environment

Training session that provides staff with the skills and awareness to interact with customers who may be experiencing suicidal thoughts and normalise conversations on the subject so as to best support those in crisis or at risk.

## What does the training cover?

This course enables gambling industry managers and employees to support customers who may be experiencing suicidal thoughts or expressing suicidal intention. This training builds on our Suicide Awareness for the Gambling Industry e-learning, so that staff can understand customer behaviour and conduct sensitive, meaningful interactions with those customers at the right time and place to signpost to appropriate support services. These courses have been developed with Samaritans, the leading suicide prevention charity.

As well as helping teams to identify the warning signs of customers who may be at risk of suicide, this course gives an understanding of the sensitive nature of these interactions and aims to build confidence in managing these challenging conversations, in a way that will support and empower the customer. It will encourage the development of

skills to provide effective, empathic interactions and conversations with at-risk customers. The course will also cover the importance of taking care of your own emotional health, with time for strategies to support self-care.

## What to expect?

Training includes case studies, group discussion and skills practice for safer gambling interventions. We provide all training materials. Each participant is awarded a GamCare and Samaritans 'Suicide Prevention in the Gambling Environment' Certificate of Attendance.

## Who should attend?

This course is aimed at those working across the gambling industry, who have safer gambling interactions with customers in a frontline capacity, such as customer service teams or those working in land-based premises. It is a pre-requisite that trainees have completed the GamCare Suicide Awareness eLearning.

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1 day



6-15 people  
depending on  
location



Online or face  
to face

# Train the Trainer (Gambling Harm Awareness)

Evaluating the impact of training is essential to ensure that learning is fully embedded, and for the continued development of trainees as well as the ongoing relevance of training programmes.

## What does the training cover?

Learners understand how GamCare's Gambling Harm Awareness training functions and how they can deliver that to GamCare standards. Furthermore, there will be opportunity for participants to look at ways in which this can complement and enhance existing training products that the business operator has in place. We will look at regulatory factors which relate to operations, precursors to gambling related harm and several case studies. Business operators will be provided with a full breakdown of learning objectives for the training, and how to craft each section to meet them for a range of learning styles.

## Who should attend?

Aimed at training staff and compliance managers e.g. internal trainers, consultants, senior compliance staff who shape company training and induction.



**1 day**



**6-15 people depending on location**



**Online or face to face**

## Learners will be able to:

- Understand social responsibility
- Understand regulations and licensing that govern the industry
- Define gambling, at-risk gambling and harmful gambling
- Understand why we gamble
- Understand the gambling context in the UK and the prevalence of harmful gambling
- Understand why harmful gambling occurs including the brain, common beliefs, risk factors and protective factors
- Understand the impact of gambling including the journey from why it occurs, what form it takes and how it manifests in the gambler, including affected others
- Identify harmful and at-risk gambling behaviour
- Explore prevention measures and interventions
- Build the confidence to deliver this training
- Explore implications for current training and work with GamCare to develop existing materials
- Understand the function each section of the training has and why it is relevant
- How to present GamCare training

This training includes case studies, videos, interactive games, roleplay and group discussion. Participants will come away with a workbook



# HelpLine Transfers

GamCare offers gambling businesses a dedicated phone line to transfer calls from customers identified as at-risk of harm straight to the National Gambling Helpline.

## How does it work?

Customer Care teams are provided with a dedicated phone number to transfer callers into the National Gambling Helpline. The National Gambling Helpline operates across the UK and is available 24/7, 365 days of the year, so whenever someone wants to talk about how gambling is affecting them, an Adviser is there to listen.

As well as ensuring vulnerable customers get seamless access to the support they need, through the transfers service GamCare can report back to businesses on the volume and quality of transfers, as well as some anonymised, high-level call outcomes. This reporting helps you understand the impact of your interventions.

## Who benefits?

Customers benefit from a smooth and frictionless transfer to the services they need, at the moment they ask for help. They can capitalise on a moment of motivation to make a change without the need to hang up and redial.

Operators benefit as they will have assurance that their customers are receiving the support they need.

GamCare benefits as we receive more referrals and are better able to reach those people who need our services most.



“

After a short conversation I was given some helpful advice and pointed in the right direction within minutes. It's something I never thought I needed but realising I have a problem has taken 36 years before seeking help. And to realise it's a click away has been a great relief.

## What's in the package?

- An annual license for the operator to transfer calls directly into the National Gambling HelpLine via a designated line
- Guidance for staff to enable them to conduct seamless call transfers
- Quarterly reporting and analysis of data on call transfers including volume, quality of transfers, and anonymous outcome data.

## Costs

We offer a basic and a premium package. Speak to a member of the team to find out more. Please note that this does not directly fund our HelpLine services.

# Safer Gambling Labs

Safer Gambling (SG) Labs bring together the expertise of the GamCare team, and we will work with you to convene the most appropriate participants, including Industry Services and Standards, the Lived Experience panel, Clinical and Treatment, as well as our Executive Leadership team. We bespoke each session but always with a focus from those who have experienced gambling related harm, using over 25 years of experience in the field to support any businesses wishing to innovate in the field of safer gambling.

SG Labs offer an opportunity to test or receive feedback from such experts on an SG initiative, message, activity or process in a safe and structured way. This is part of GamCare's strategic commitment to represent the voice of our service users, and to shape a safer gambling sector for all.

## When to use an SG Lab

SG Labs are ideal for gathering intelligence on specific practices or initiatives from those who have lived experience of gambling harms. Examples of such initiatives include:

- ideas for a new SG tool to protect players
- appropriate language to be used in SG messaging
- the style and structure of interactions or interventions
- organisational harm minimisation strategies

## How does it work?

Each SG lab is unique, dependent on the type of issue or issues that are being brought to the table for discussion. While the Lab will often involve a discussion group, it can also include a survey of GamCare service users or 'mystery shopping' site visits if appropriate. The following process serves as a guide:

1. Business submits a problem or topic to GamCare for consideration.

2. Working together, GamCare and the business establish a format for the Lab, giving thought and definition to: the question that the Lab is intended to answer, the sources of information required to answer this question (e.g. focus group, survey), the most appropriate voices to represent (e.g. recovered gambler, affected others).
3. The Lab is convened with the relevant information provided for consideration and the topic is debated in a round table format, with a pre-agreed agenda.
4. GamCare produce a report on the topic, outlining key themes and recommendations arising from the Lab, and submitting to the stakeholder.

We encourage businesses to share the findings of SG Labs. We appreciate that there may be commercial sensitivities around this, however we are happy to work with you on strategies to drive better knowledge and standards for safer gambling.



## **GamCare**

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The CPD Standards Office

**CPD PROVIDER: 21518  
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[www.cpdstandards.com](http://www.cpdstandards.com)



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