



ADPH
North East

Making Every Contact Count Gambling Harms Module

Gambling Harms in the North East

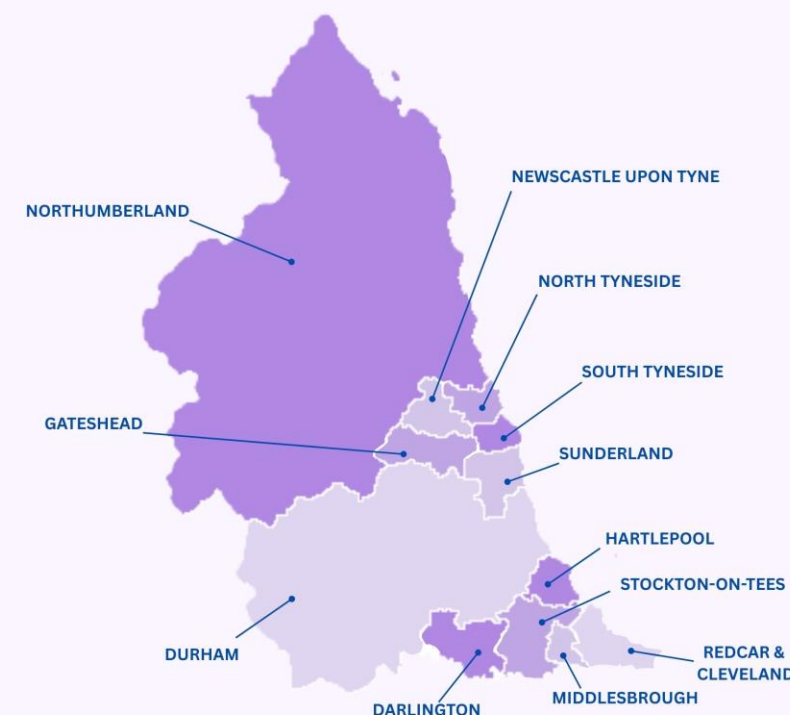


In England it is estimated that 3.8% of the population are classified as gambling at elevated risks.

In the North East, it is estimated that 4.9% of the population (aged 16+) are at-risk gamblers, where they experience some level of negative consequences due to gambling.

This is the highest regional estimated prevalence of at-risk gambling in England.

(OHID, 2023)





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The scope of harms

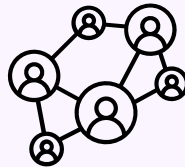
Gambling harms are any negative consequence as a result of gambling.



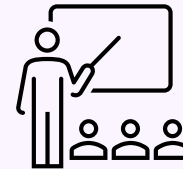
**Mental Health
and Wellbeing**



Financial



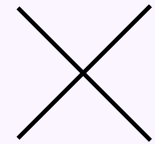
Relationships



**Education
and
employment**



Cultural



**Crime and
anti-social
behaviour**



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Project Group

The Project Group has representation from:

- MECC Lead NENC
- 4 Local Authority Gambling Harm Leads
- Representation from the Lived Experience Forum
- NECA
- Through Film
- OHID
- Gambling Harms Regional Office

MECC Module Developed



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Introduces gambling
and gambling harms

Shares Steve's lived
experience as a case
study from the NE

Interactive statistics

Covers the scope of
harms

Indicates how
products can be
harmful

Introduces language
choices, provides
conversation
prompts

Illustrates brief
interventions using
the 3A's model and
conversation starters

Provides information
and links to
treatment, support
and blocking tools

MECC Gambling Harms Training Module



MAKING EVERY CONTACT COUNT

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Making Every Contact Count (MECC) in the North East and North Cumbria

Gambling-Related Harms Module

www.meccgateway.co.uk/nenc

MAKING EVERY CONTACT COUNT

The 3 A's Model

Ask

- What have you noticed or heard?
- Raise the issue, open the conversation

Assist

- Link a person's health and lifestyle habits.
- Build person's understanding of benefits of making a change.

Act

- Offer concise and consistent information.
- Signpost to areas of support/ refer to local support services

Support services for affected others

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 The National Gambling Helpline for 24/7 support	 Support for family and friends, as well as therapy and treatment for gambling harms .	 Gambling support , advice and treatment for gamblers and affected others.	 Gambling with Lives support people bereaved by gambling-related suicide.	 A charity for anyone experiencing gambling harms.
 A lived experience network for those impacted directly and indirectly by gambling harms.	 Charity for affected others offering support through GRA5P, a 5-stage peer support programme.	 Information, advice and support for anyone affected by gambling harms.	 Gam-Anon meetings are for anyone has been affected by a loved one's gambling.	 Thivin' Together is a safe space for UK women impacted by gambling, led by women with lived experience.

www.meccgateway.co.uk/nejc

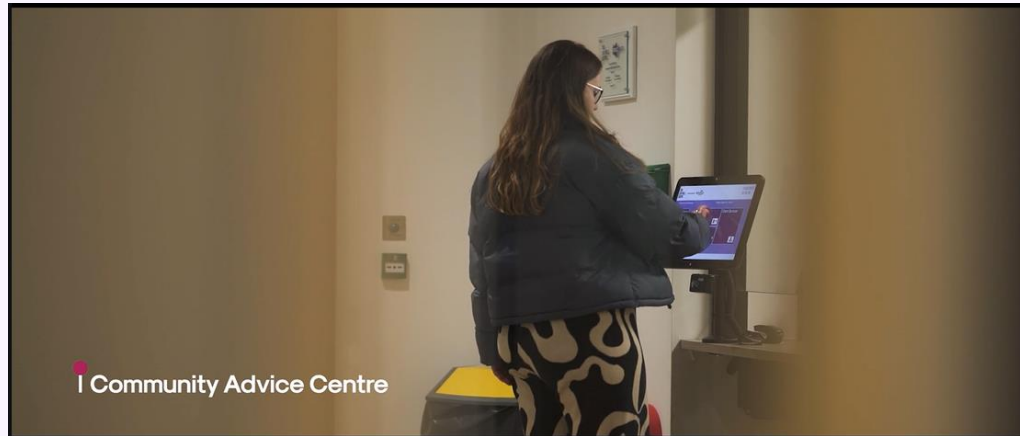
Two short films have been developed as part of this module

MECC Gambling Harms website: [MECC Gateway](http://www.meccgateway.co.uk)

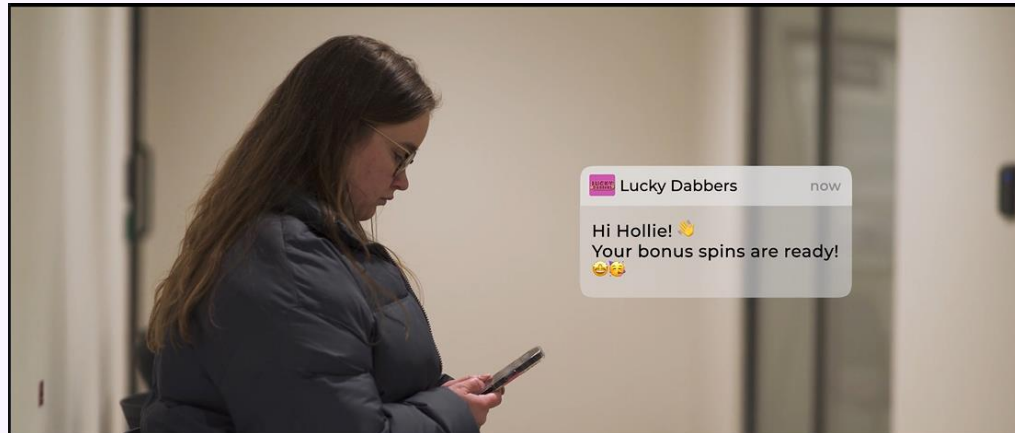
Short Film – Community Advice Centre setting



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Community Advice Centre



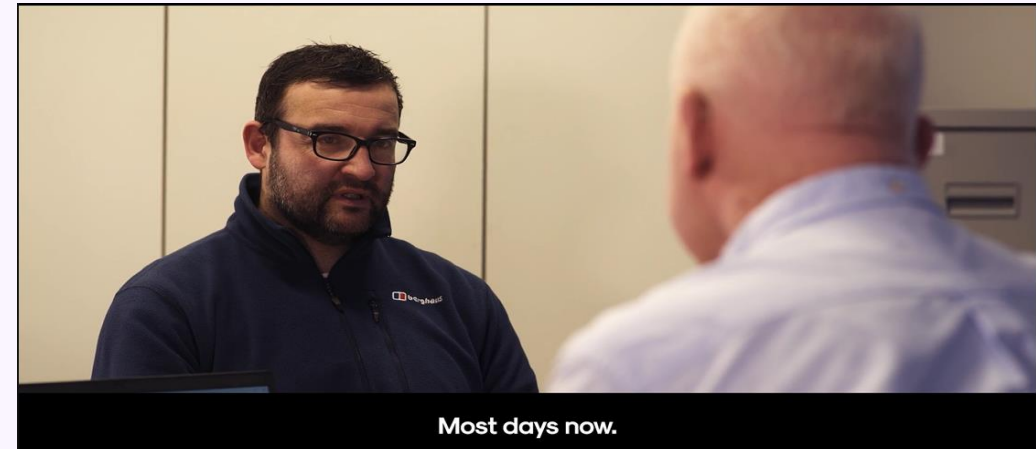
Lucky Dabbers now
Hi Hollie! 🎉
Your bonus spins are ready!
🥳🥳



Short Film – GP setting



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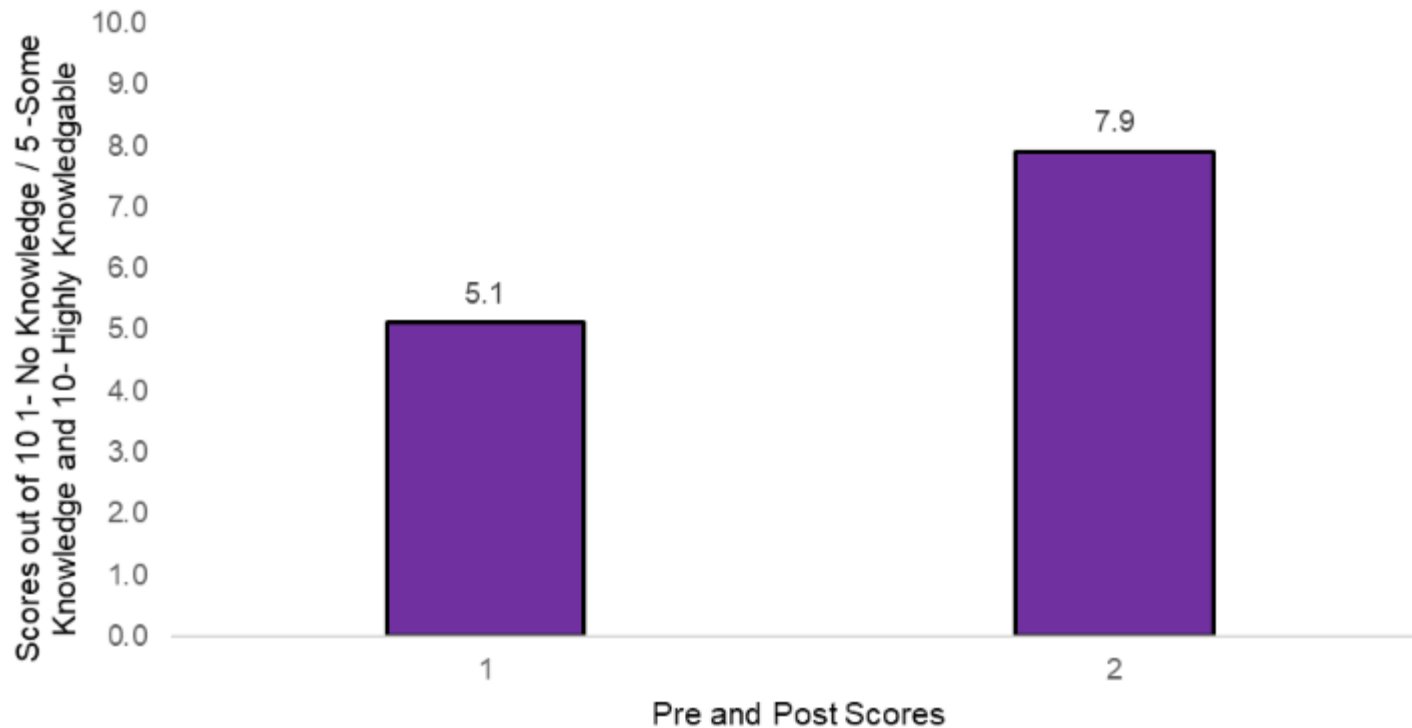


Scores – Knowledge of Gambling Harms Pre & Post Training



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Rank your Knowledge of GRH: Pre and Post Workshop Results



Average score pre training was 5.1
Average score post training was 7.9
Average score increase was 2.8

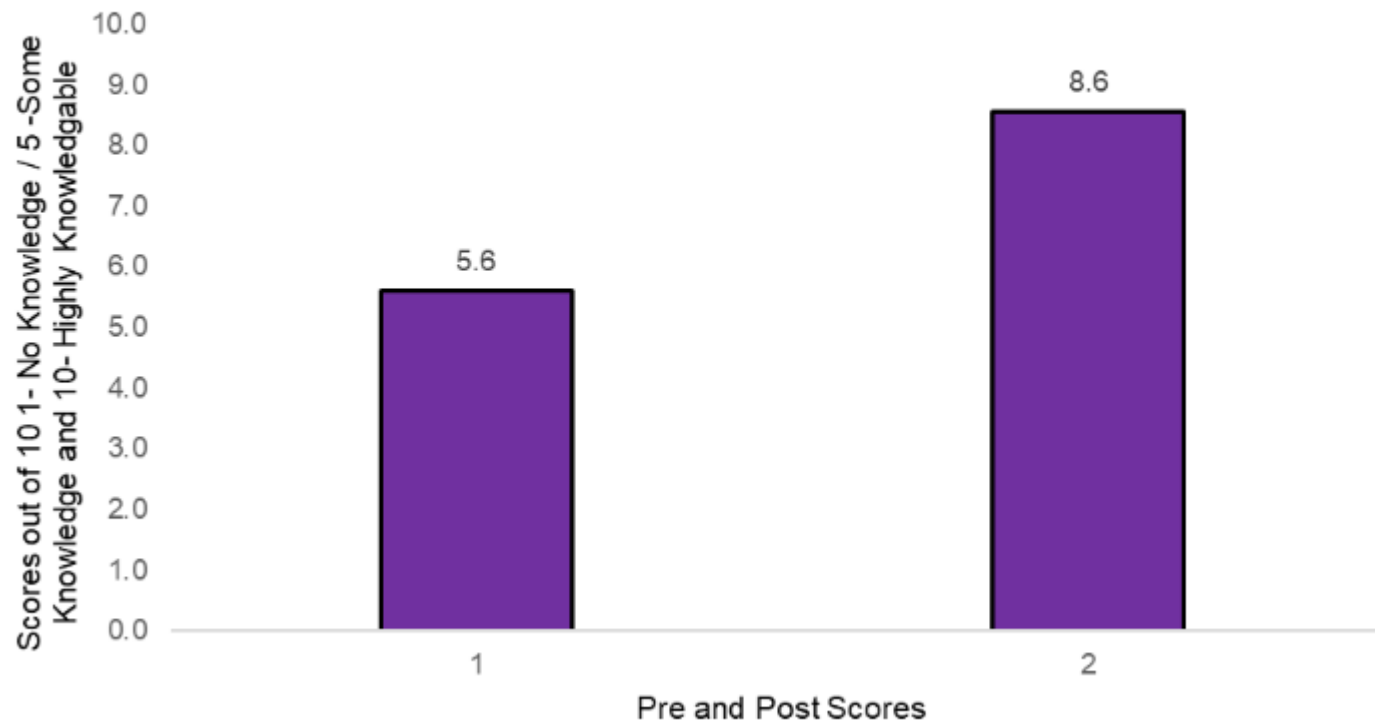
*Based on 24 answers

Scores – Confidence in signposting to Services



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Rank your Confidence in Signposting to Services: Pre and Post Workshop Results



Average score pre training was 5.6
Average score post training was 8.6
Average score increase was 3

*Based on 23 answers

Book onto free training

Book onto upcoming training using the Boost Learning Academy:

<https://academy.boost.org.uk/module/674f31bee03cd70015bc44d8?moduleId=674f31bee03cd70015bc44d8>

The training lasts 2 hours.

Open to any professionals and those working with the community from across the region.



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Date	Location
2 September 2025 10:00am- 12:15pm	Online
7 October 2025 10:00am- 12:15pm	Online
21 October 2025 10:00am- 12:15pm	Online
20 November 2025 10:00am- 12:15pm	Online
2 December 2025 10:00am- 12:15pm	Online

Association of Directors of Public Health North East



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Gambling Harms

A North East Local Authority and Office of Health Improvement and Disparities (OHID) gambling harms network that provides an opportunity for shared and improved practice in relation to reducing gambling related harms.

ADPH North East Gambling Related Harms Network

A North East Local Authority gambling related harms network, with specialist support from the Office for Health Improvement and Disparities (OHID).

- Aims
- Objectives
- Roles
- 2024/25 Priorities
- Bi-monthly Newsletter

You can access free resources discussed today via: [Gambling | North East](#)
If you have any questions: alice_beadle@middlesbrough.gov.uk