

Response to follow up request for information from the 1 February 2024 meeting of the Health Committee

Request for information:

During the course of the discussion, the Communications Manager, Gambling with Lives agreed to:

- Supply relevant data regarding women experiencing, and seeking help for, gambling addiction; and
- Share data regarding the impact of the advertising ban on levels of gambling harm in Norway.

Response:

Good afternoon,

Please see the information on the follow-ups, as requested by Dr Sahota [AM]:

- Evidence that advertising restrictions can help prevent harm: <https://www.sciencedirect.com/science/article/abs/pii/S0160252713001040?via%3Dihub>
- Norway drop in harm post advertising ban (I appreciate correlation isn't causation so 'concrete' evidence in this area can be hard to find): <https://focusgn.com/survey-shows-notable-drop-in-gambling-harm-in-norway>
- Women suffering gambling harm directly/ looking for help – accurate data problematic in this area but NHS Health Survey from 2021 have it that about 20/25% of people classed as 'problem gamblers' are women – so between 60,000 and 280,000. A GambleAware study from 2022 estimated a million women are at risk of harm. Whatever the number, it's definitely on the rise and women are seen as a huge growth market.

Hope this is helpful and thanks again,

Tom

Tom Fleming

Communications Manager

Gambling with Lives

Sent by email on 9 February 2024