

# Introducing YGAM

minimising gambling-related harm among young people



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YGAM™ is the trading name of Young Gamblers Education Trust and Registered Trademark UK00003114184.  
YGAM™ is a member of the Fundraising Standards Board: FS02394.  
YGAM™ is an official Ofqual approved, ASDAN Customised Accreditation: Centre No: 35981.  
YGAM™ educational resources are quality-assured by the UK PSHE Association 2016.



# What's the big deal?

Gambling is everywhere. Young people walk past betting shops, bill-boards, buy lottery tickets or scratchcards, and see gambling companies sponsoring major sporting events every day. On their mobile phones they have access, not only to traditional betting and casino-style gambling, but also to social games with a gambling element. While many people - the majority - enjoy gambling as a social activity, for others it can become a terrible addiction: contributing to a mental health condition, creating huge financial pressure, and hardship and in many cases destroying young lives.

At YGAM, we help schools, colleges, universities, and youth organisations educate young people to make smart choices, understand risk and prevent harm.



In May 2013, gambling was reclassified from a compulsion to full addiction status, yet it is not treated as a public health issue as yet in the UK



Rates of problem and at-risk gambling among young people show that 0.6% of 11-15 year olds are classified as problem gamblers and 1.2% being classified as at-risk gamblers. That's 2 in every 100 of their Facebook friends have the potential to be affected by gambling related harm.



Great Britain is the only Western democracy that allows children of any age to bet on limited stake (Category D) fruit machines.



36% of under 16s played an online gambling-style game on Facebook in the last 7 days

2015 National Lottery Commission Survey



A third of all calls to the National Problem Gambling helpline are from those under the age of 24yrs

Source: 2015 GamCare annual review

143,000

Number of young people aged 12-24 yrs experiencing gambling-related harm

Source: Gambling Commission

9%

Only 9% of young people experiencing gambling-related harm reach out for help or support

Source: Gambling Commission



64% of under 16s played an online gambling-style game on their smartphone or tablet in the last 7 days

2015 National Lottery Commission Survey



Fruit machines (6%), private betting (6%) and playing cards with friends (5%) are consistently the most common form of gambling among young people

Source: 2015 National Lottery Commission Survey



5% of 11-15 year olds have spent their own money on a draw-based game (ie. National Lottery) or scratch cards in the past 7 days

Source: 2015 National Lottery Commission Survey

17%

17% of under 16s year olds spend their own money on a gambling activity in the past 7 days

Source: 2015 National Lottery Commission Survey

# Introducing YGAM

Welcome to YGAM. We are an award winning, quality-assured, UK-Registered charity with a social purpose to inform, educate and safeguard young people against problem gambling or social gaming.

## A Pressing Issue

The UK gambling industry has changed significantly over the last decade. Advances in new technology and the changing nature of our High Streets have impacted on the access to and advertising of gambling services in the UK. With betting shops now on every High Street, casinos open 24/7 in most cities, mobile gaming, and a tech savvy generation of young people and a massive rise in advertising, gambling is far more accessible than it has ever been. Now many more young people are participating in gambling or social gaming than ever before - and the statistics show that they are particularly at risk. At YGAM we believe it is important to educate young people, helping them make informed decisions around gambling activity, just as we educate young people about safe sex or responsible drinking.

## A Personal Story

YGAM was founded in 2014 by Lee Willows following his personal gambling addiction that almost cost him his life and brought many around him to their knees. Going through treatment for his addiction, Lee met many others who talked about how their addiction began and grew. Having spent 25 years in the education and youth work sectors Lee was astonished at the lack of information available to young people when compared with safe sex or responsible drinking. There is also a huge stigma around gambling addictions, making it especially hard for young people to seek help - even when they or their families recognise that their behavior is out of control.

## A New Charity to Prevent Harm

YGAM approaches its social purpose in three ways: firstly, YGAM aims to enhance the UK's understanding of gambling and gambling-related harm specifically amongst young people; secondly, YGAM helps young people make informed choices through better understanding of gambling and its potential risks; finally, YGAM increases awareness of youth gambling as a public health issue with policy-makers, educators and key influencers.

YGAM delivers its social purpose and derives social benefit for the UK through the delivery of the following principle YGAM products:

### Train the Trainer workshops

YGAM delivers accredited training and provides licenses to colleagues to enable them to deliver the YGAM gambling related harm prevention programme.

### Peer Education projects

YGAM works with partner universities to train year two & three psychology students to become accredited YGAM peer mentors. Trained peer mentors are then employed part time to deliver a range of gambling-related harm prevention programmes and awareness campaigns within their university and local community.

# What Makes YGAM Unique:

YGAM delivers the UK's first accredited & quality assured gambling awareness education programme. Our educational resources have been developed hand-in-glove with the PSHE Association and have been awarded their quality-mark. To strengthen our resources further, they have also been accredited and quality-assured by ASDAN, the Ofqual approved awarding body.



Opportunity to certificate young people's learning & participation



Over 50 lesson plans / workshop ideas available



Programme referenced to national curriculum & educational skill sets



Information around creating a safe learning environment



Information on meeting Ofsted & PSHE principles



Forms to measure progression & evaluation



Signpost information and support services for parents & young people



Educational videos



Peer and practitioner self-assessment forms



Practitioner guidance

# What YGAM can do for you:

Train, support and license colleagues on how to deliver our YGAM programme; providing copies of all our accredited & quality-assured resources (printed & online).

Deliver highly-engaging YGAM workshops directly to young people around the potential financial & health risks associated with problem gambling and how to stay safe.

Participate in your event with a YGAM education pop-up stand with information leaflets and an opportunity for your colleagues to book on to one of our train the trainer workshops.

Support you to create Peer a Education programme in your University or local community.

Support you to organise a comprehensive gambling awareness day or week as part of your PSHE or enrichment curriculum.

## Click below:



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Practitioner Workbook

Principles of good PSHE Education

YGAM

### Introduction

The YGAM curriculum model has been created to allow you to see where aspects of your Role fits in to the National Curriculum of Ofsted Framework. The model offers a pack and our approach from a choice of 50 challenges that can be used in to your local programme. 25 of the challenges are completed over a 10 hour period of delivery. The remaining 25 challenges offer an opportunity to undertake specific projects which can be delivered over a longer period of 10 hours plus.

Many of the challenges can be mapped to Wider Key Skills of level 1, level 2 and level 3. These are Working With Others, Improving Own Learning, and Performance and Problem Solving. The challenges also can be mapped in to the English Language GCSE. Elements of the programme will enable to teachers and tutors to map these in to the new GCSE, and Specifications for both Reading & Writing (Examined) and Speaking & Listening (Non examined). All Mathematics GCSE

In particular the section on Probability and luck will enable teachers and tutors to map the into the curriculum and finally if some of the challenges involve full creative IT skills such as creating web-sites, apps and You Tube videos and films. The section on Online gambling will also prove useful in meeting the challenge of Teaching Digital Literacy to young people. We have coloured coded the challenges to specific skill sets:

YGAM 2hr Curriculum & Challenges

### Challenges: 1.1 - 1.5 Why People Gamble?

YGAM 2hr Curriculum & Challenges

#### Challenge 1.1

As a group create and develop a short Problem Gambling Awareness Campaign or Message which takes all informed aspects which are appropriate in the centre, school or college. Create posters, resources or a short video to share your findings.

#### Challenge 1.2

Find out about the reasons for addictive gambling. You should look at different points of view and create the national addiction. Create learning materials which help share your findings.

#### Challenge 1.3

Create a health warning video for young people on the risks of gambling. The video will be used to promote the national addiction. Create learning materials which help share your findings.

#### Challenge 1.4

Design a questionnaire to find out how much of a problem gambling might be in your school or college. Collect data and statistics and present a written or spoken report to your findings.

#### Challenge 1.5

Following some preparation in the previous challenges and with some appropriate resources provided by ourselves. Produce a video relating to your own findings.

### Leadership & Teamwork