



Could you share your story to help others?

We are inviting people to share their experiences of having difficulties due to gambling. This could be from their own or someone else's gambling. We are interested in people of all backgrounds and difficulties of any kind or size linked to gambling.

No matter what your story is, where you are from, or what the gambling harm has been, you are the person we want to talk to.



Please scan the QR code or visit tacklinggamblingstigma.com for more information about the project and how to take part.



Tackling Gambling Stigma



Around 5 million British people have suffered harm linked to gambling

Too often, feelings of shame and guilt stop people from seeking help for difficulties caused by gambling. This is made worse by the way gambling harm is seen by the public, media and policy-makers, who often hold negative stereotypes about it. This stigma leads to discrimination in how gambling is dealt with in regulations, financial services, health services, and the justice system.

We believe it is time to push for change

Evidence shows that a critical mass of voices from lived experience brings about change.

Creating change

We are tackling this stigma and discrimination by using research to bring together powerful stories from a wide range of people affected by gambling harm.

People experiencing gambling harm need a safe space to hear the stories of others living through similar difficulties. By connecting people with others like themselves, we aim to encourage those in need of help to reach out for it.

In addition, both the public and professionals need a better understanding of what it is like to live with gambling harm. When people see those affected as 'people like me', they are more likely to change their views.

In doing this, we also plan to bring about change in the public view, the media, services, and policy to stop suffering in the future.



The project

Tackling Gambling Stigma is an independent, not-for-profit initiative.

We have created an online resource of the stories of those affected by gambling harm. This is a multi-media website to help others understand gambling harm through reading, listening and watching real people sharing their own real-life experiences.

You can read about people's experiences with gambling by scanning the QR code or visiting tacklinggamblingstigma.com