

**Opportunity for schools:** Take part in a joint study between YGAM and the University of Bristol, evaluating the impact of education in reducing the influence of gambling advertising on young people.

YGAM is an award-winning charity, committed to the social purpose of informing, educating, and safeguarding young people against gaming and gambling harms. Research indicates that 96% of 11–24-year-olds have been exposed to gambling marketing messages: [Click here to view the report](#)

Evidence-based education plays a crucial role in harm prevention, and YGAM and the University of Bristol are looking for schools to take part in a study using a unique toolkit, developed by [Dr Raffaello Rossi](#) and [Professor Agnes Nairn](#), to assess the reactions of 30 young people (11-19) who have been through YGAM's education programme, and 30 who have not. Comparing both groups will indicate the effectiveness of harm prevention programmes, and highlight areas for improvement. Benefits to the school include:

- Collaboration in a high-profile research project with a top UK university
- Helping teachers and senior management address key educational issues
- Evidence for parents and Ofsted of the school's commitment towards safeguarding.

A study by the University of Bristol last year found that gambling advertising on social media is more appealing to children and young people than to adults, with disguised gambling marketing and esports betting adverts proving particularly enticing. Adults were four times more likely to be wary or annoyed by gambling adverts, whereas children mainly reacted positively, with 19 of the 24 adverts found to be most appealing to children.

The report calls for tighter regulations, including an esports gambling advertising ban. It also reiterates the importance of education around different advertising, particularly content marketing, and the connection between esports and betting.

The negative impact of gambling advertising has long been a key part of YGAMs education workshops and resources, and this research supports the evidence the charity submitted as part of the Government's Gambling Act Review calling for more to be done to minimise the exposure that children have to gambling advertising, and that avoids marketing techniques that appeal to children.

It is hoped the project will add evidence to the live debate around this topic, and the conclusions will inform policy recommendations in relation to the key regulatory code aimed at preventing children from harm via gambling advertising: CAP Code 16.3.12 "Gambling advertising must not be of particular appeal to children and young persons".

**If your school is interested in finding out more, please get in touch with YGAM Director of Programme Engagement, Kev Clelland: [kev@ygam.org](mailto:kev@ygam.org)**