



**SAFER GAMBLING  
WEEK 1-7 NOV 21**

**Promotional Brief  
September 2021**

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## Introduction

### **Safer Gambling Week 1-7 November 2021**

Safer Gambling Week this year will be taking place from 1-7 November 2021. The campaign builds on the success of the previous four years in which support and awareness have continued to increase. We introduced a new brand identity last year and this year minor adjustments have been made to the text of some campaign materials, in line with evolving research in the area of safer gambling messaging. Feedback and formal evaluation of previous years have also helped to inform this year's campaign too. You can review and download this year's materials in the resources section of the Safer Gambling Week website: [www.safergamblingweek.org](http://www.safergamblingweek.org).

Safer Gambling Week has had, and continues to have, unprecedented support from across the industry, in all sectors; arcades, bingo clubs, bookmakers, casinos and online, both from operators affiliated to sector trade associations and those who are not, creating a genuinely pan-industry campaign.

Safer Gambling Week aims to reach the widest possible audience and stimulate conversations about safer gambling: engaging with customers, operators (land and online), associations, media owners, support agencies, influencer and training organisations, government agencies and, more broadly, the general public.

The key objectives of SG Week are to raise awareness of:

- how to gamble more safely
- the tools that are available to help customers gamble responsibly
- where to find more help and support for those who need it.

The trade associations driving SG Week, with the support of their membership, are:



This briefing document outlines the PR and social media plans for the SG Week campaign, along with details on the use of SG Week-branded materials and how to deal with media enquiries.

## Shared and Consistent Approach

The SG Week team will continue to coordinate activity across participating trade associations, operators and supporting organisations.

Supporting trade associations will liaise with their members, acting as the point of contact for them in their respective sector, helping to ensure consistency of message within the sector and to co-ordinate sector requirements and issues. They will also assist in cascading updates and briefs, which are also available online.

Trade Association members are asked, if they have not already done so, to ensure that all relevant team members leading on SG Week are registered on the SG Week website to access resources and receive update emails.

Those organisations that are not a member of, or affiliated to, any trade association, are also asked, if they have not already done so, to ensure that relevant team members leading on SG Week are registered on the SG Week website to access resources and receive update emails.

A shared and consistent approach to SG Week will maximise the efficiency and impact of the campaign. To this end, each supporting trade association has obtained from its members a minimum commitment for promotional activities to be undertaken for SG Week. These are set out in a checklist for each trade association (summarised below). Organisations not a member of, or affiliated to, any trade association are required to meet a similar level of minimum activity, using trade association commitments as a guide.

Your organisation is likely to have already made these decisions and has or will shortly, inform you of them and how they will be implemented.

The nature of the commitment varies between associations, but each is committed to:

- using core branding design and messaging devised for SG Week
- engaging with, and supporting, SG Week social media activity
- encouraging members to use core branding design and messaging devised for SG Week
- encouraging members to promote the SG Week website and social media channels
- encouraging members to engage with, and support, SG Week social media activity
- promoting SG Week through their own website and communication vehicles, such as trade publications and member bulletins
- avoiding all non-national SG Week PR activity in the week immediately prior to and during SG Week and encouraging members where practicable to do likewise.

Specific trade association commitments in brief remain:

### **Betting and Gaming Council (BGC):**

#### **In-Venue**

- Full-shop window take-over with SG Week collateral (betting shops)
- Leaflets and/or business card hand-outs available in-venue
- SG Week messaging on electronic rolling signs and other digital screens in-venue
- SG Week dedicated email to all customers with Information about safer gambling, the

safer gambling tools available to help and a **link to the SG Week website** ([www.safergamblinguk.org](http://www.safergamblinguk.org))

- Display SG Week content and messaging on top-screens of machines

#### **Online (Website)**

- SG Week logo (**with link** to [www.safergamblinguk.org](http://www.safergamblinguk.org)) present on home page on all sites and/or SG Week banner ad on homepage **with link**
- SG Week pop up to appear on first occasion a customer logs into their account to highlight the campaign and all responsible gambling tools available; **OR** SG Week dedicated email to all members during SG Week.
- To use any tracking code required for monitoring purposes
- Request all affiliate companies with whom you work, to actively participate in the SG Week campaign on their digital and social media channels, including the above online commitments.

### **Bingo Association (BA)**

#### **In-Venue**

- Entrance profile banners
- Leaflets and/or business card hand-outs available in-venue
- SG Week messaging on electronic rolling signs and other digital screens in-venue
- SG Week dedicated email to all customers with information about safer gambling, the responsible gambling tools available to help and a **link to the SG Week website** ([www.safergamblinguk.org](http://www.safergamblinguk.org)).
- Display SG Week content and messaging on top-screens of machines

#### **Online (Website)**

- SG Week logo (**with link** to [www.safergamblinguk.org](http://www.safergamblinguk.org)) present on home page on all sites and/or SG Week banner ad on home page **with link**.
- To use any tracking code required for monitoring purposes

### **British Amusement Catering Trade Association (bacta)**

#### **In-Venue**

- Partial window take-overs with SG Week collateral
- Leaflets and/or business card hand-outs available in-shop
- SG Week messaging on electronic rolling signs and other digital screens in-shop
- SG Week dedicated email to all customers with information about safer gambling, the responsible gambling tools available to help and a **link to the SG Week website** ([www.safergamblinguk.org](http://www.safergamblinguk.org))
- Display SG Week content and messaging on top-screens of machines

#### **Online (Website)**

- SG Week logo (**with link** to [www.safergamblinguk.org](http://www.safergamblinguk.org)) present on home page on all sites and/or SG Week banner ad on home page **with link**
- To use any tracking code required for monitoring purposes.

## Social Media

All three trade associations have made the following minimum level of commitment on social media:

- Like and follow SG Week channels (Twitter, Facebook, Instagram)
- Like and share/re-post a selection of SG Week posts on all relevant social media channels **(at least 1 a day during SG Week)**.
- Add an SG Week overlay to all existing/planned content on social media during SG Week, provided that the post content is **NOT** promotion of, or inducement to, bet/gamble
- Create SG Week specific content for use on social media platforms (Twitter, Facebook, Instagram) for all brands, accommodating SG Week hashtag/s and SG Week web address [www.safergamblinguk.org](http://www.safergamblinguk.org), with **minimum of 1 post per day for each day of SG Week**.

In the current operating climate some venues/premises may not be open to customers, or may be operating with reduced capacity. In these venues/businesses, where staff resources allow, every effort should still be made to demonstrate support for and promote SG Week messaging: this will be particularly important for venues with street level windows, in order to provide visibility on the street. These venues/businesses should also use their digital communication tools, such as websites, email and social media to keep in touch with customers and promote SG Week and the SG Week web address. This digital activity, particularly for venues that are temporarily closed, will be crucial, as there will be reduced levels of venue and high street foot fall overall.

To maximise the impact of SG Week and supporters' efforts to raise the visibility of safer gambling messages and information during SG Week, we are asking all supporters to consider the following check list of activities which they could undertake in the lead up to, and during, SG Week:

## Advertising

- ☐ Donate some existing advertising space for use by SG Week – broadcast, online and print
- ☐ Existing advertising campaigns – include information about SG Week on insertions running immediately before, during and after the Week – either an end frame, bottom of page/screen strip, or top corner flash

## PR and Events

- ☐ Press Releases – on appropriate topics, include information on the company's support of SG Week in the Notes to Editors
- ☐ Customer and Staff events – if you are organising real-time or online and chat room events before and during SG Week.



## Marketing – Design and Identity

The SG Week branding and identity has been designed specifically for Safer Gambling Week, with a colour scheme and logo which provides clear, strong and visually impactful identity for the campaign.

The campaign's visual identity was updated last year and remains unchanged for 2021.



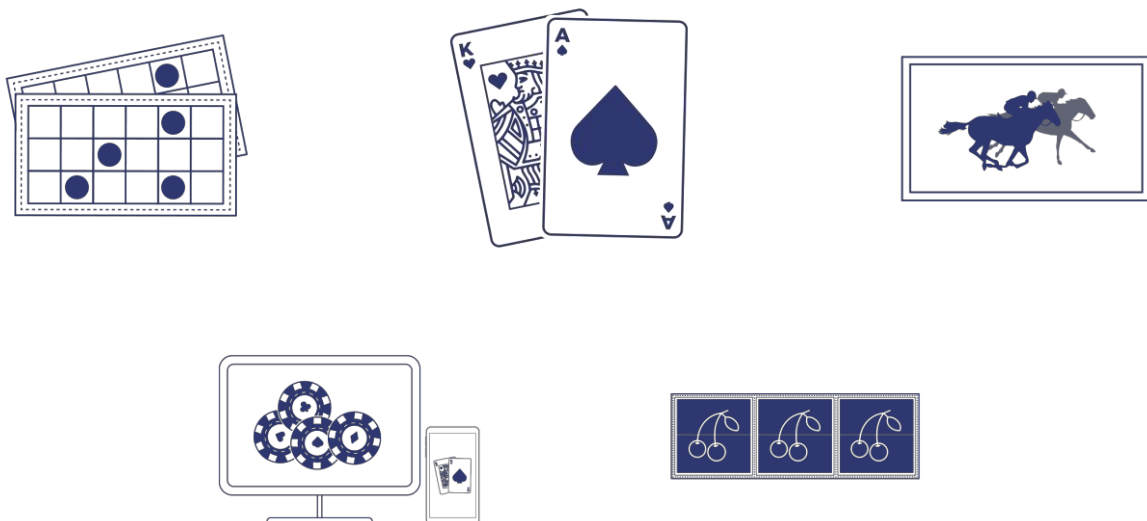
The brand visual identity consists of the core colours of orange and blue used for the previous four years in addition to a secondary colour palette of six bold accent colours. For more details, the Brand Guidelines are available in the RESOURCES section of the website [www.safergamblingweek.org](http://www.safergamblingweek.org).

The key headline for the SG Week campaign is:

***"Let's Talk About Safer Gambling"***

Continuing with the campaign's popular and easily accessible theme of conversation, the simple speech bubble design device continues to be part of the identity.

The set of icons created for sector representation will also be retained:



The visual identity for Safer Gambling Week 2021 has been used to create a full range of marketing resources, promotional materials and branding devices. These include:

- branding materials: that can be applied to images, web pages, letter head etc.
- promotional materials: print and digital formats (more details in following section)
- social media posts: Facebook, Twitter and Instagram
- video content: long and short versions – available to download and via YouTube and Vimeo
- Safer Gambling UK website: [www.safergamblingUK.org](http://www.safergamblingUK.org)
- Safer Gambling Week website: [www.safergamblingweek.org](http://www.safergamblingweek.org)

A full copy of the Brand Guidelines and supporting key artworks are available to download from the website for those organisations who may wish to produce their own materials and/or add the SG Week 2021 branding to materials and websites being produced.

In addition to the logo artworks and brand guidelines, marketing materials have been produced to cover two key areas:

- **SG Week – Announcement and Promotion:**  
Highlighting the campaign logo, dates and key points of contact for more information on safer gambling and SG Week.
- **SG Week – Messaging:**  
A range of six different messages/conversation prompts, each produced in a range of materials, with contact detail for information and advice in the body copy and SG Week logo, web address and social media accounts in the 'lock-up'.

Artwork for a range of items, produced in accordance with the Brand Guidelines, is available in the **RESOURCES** section of the SG Week website ([www.safergamblingweek.org](http://www.safergamblingweek.org)) for all SG Week participants and registered supporters.

These include the following:

- Posters – various sizes, A4 – A0, landscape and portrait
- DL Leaflets: two versions
- A6 Leaflet
- Business Cards
- Portable Pull Up banners
- Animated Posters: gifs for monitors and online
- Online pop-up artwork for website logon
- Webs banners
- Social media posts, Basic and Messaging, for Facebook, Twitter and Instagram
- Social media posts of Behaviour Infographics for Facebook, Twitter and Instagram
- Badges/T-shirts/Pens/Beer mats
- Press and online adverts (by request)
- Video clips
- Video files for machine top box (by request)

Separate artworks and materials have been produced specifically for those supporters



operating in Ireland and Northern Ireland, in addition to which a limited number of items have also been produced in: Arabic, Chinese, Polish, Romanian and Welsh.

### **SG Week: (Basic) Announcement and Promotion**

This material has been created to announce and promote SG Week and is intended for use both prior to the start of SG Week and during SG Week, in conjunction with messaging materials. Some are provided as artworks for use in other documents/materials, while others are provided as completed items, ready to use either online or for print.

These materials introduce the visual identity of Safer Gambling Week, highlighting the logo, date of SG Week, campaign headline and provide point of contact details for further information on SG Week, the National Gambling Helpline and Facebook, Twitter and Instagram.

### **LANDSCAPE POSTER (Basic)**



All materials carry the same headline messaging and artwork is available for the following:

### **PRINT**

- Posters in portrait: sized A4, A3, A1 and A0
- Posters in landscape: sized A4, A3, A1 and A0
- Portable Pull-up Banner
- DL Leaflet – 3 Versions:
- A6 Leaflet
- Business card

### **DIGITAL**

- Social media posts for Facebook
- Social media posts for Twitter
- Social media posts for Instagram
- Web banner – landscape
- Website pop-up
- Animate landscape posters for use on social media and websites
- Videos: a selection varying in length and message focus
- Video files for machine top box (by request)

Single posts with the following content are available, formatted for Facebook,

Twitter and Instagram:

- Only spend what you can afford
- Set your limits for time and money
- Tools are available to help you gamble more safely
- Gambling shouldn't interfere with your personal relationships

All artwork downloads are available online as hi res PDFs. Other formats and open artwork files by request at [info@safergamblingweek.org](mailto:info@safergamblingweek.org)

### SG Week: Messaging

Following research on the range of messages and language used in previous campaigns, we have refined and streamlined both the range of messages and language used for this year:

- Ask yourself... Are you past your spending limit? (accent colour aqua)
- Remember... It's good to set yourself limits (accent colour yellow)
- Remember... It's good to take a break (accent colour pink)
- Play smart... Don't chase your losses (accent colour green)
- Remember... Friends and family are more important than gambling (accent colour blue)
- Remember... Gambling is not a way to make money (accent colour purple)



## **PORTRAIT POSTERS (Messages)**

Each of the above 'messages' is deployed across a range of materials, the artwork and files for which are available to download from the **RESOURCES** section of the SG Week website ([www.safergamblingweek.org](http://www.safergamblingweek.org))

### **PRINT**

- Posters in portrait: sized A4, A3, A1 and A0
- Posters in landscape: sized A4, A3, A1 and A0
- Portable Pop-up Banner
- DL Leaflet – 2 Version: contact information & behaviours and contact information
- A6 Leaflet

### **DIGITAL**

- Social media posts for Facebook
- Social media posts for Twitter
- Social media posts for Instagram
- Web banner – landscape
- Website pop-up
- Animate posters for use on social media and websites
- Videos: a selection varying in length and message focus – some sector specific for football and horseracing
- Video/animation clips formatted for use on gaming machines (by request)

All artwork downloads are available online as hi res PDFs. Other formats and open artwork files by request from [info@safergamblingweek.org](mailto:info@safergamblingweek.org)

**NOTE:** Artwork for print and digital items with contact details specifically for Ireland is also available. Please make sure you select the right files

## **Implementation and Use of Materials**

Your organisation will have selected the range of materials and messages that are most appropriate to your environment and customers and will discuss with you where these items are to be used and how. Below is a suggested outline implementation schedule:

### **1-3 weeks prior to SG Week 2021:**

- A1 posters can be put in A1 frames in venue and light boxes
- Pop-up banners can be placed by reception and sales desks
- DL Leaflets made available at reception, sales and bar/diner
- Web banner put live on home page
- Facebook, Twitter and Instagram post made

### **For SG Week**

Existing material remains up in venue/online and the following MESSAGE based items are added:

- A4 posters displayed around club, alternating messages in frames next to

each other

- DL leaflets are shuffled together, and handed out at reception/sales
- A6 leaflets are placed on table and/or in menu holders on tables, alternating messages
- Avatars added to Facebook, Twitter and/or Instagram accounts for the week
- Facebook, Twitter and Instagram posts: one message post per day, the same message to all channels.
- Facebook, Twitter and Instagram: post a Behaviour Message, one per day
- Web banner – landscape: mix SG Week message banners in with existing ads on page carousels
- Website login pop-up – at login
- Identify 10 SG Week Champions and ask them to wear t-shirt at work
- Hand out button badge to all staff and ask them to wear while on duty.

It may still be possible to produce last minute materials for Safer Gambling Week from your marketing team/supplier. All digital items (web, social media and video) remain available to download from the SG Week website ([www.safergamblingweek.org](http://www.safergamblingweek.org)) until 8 November 2021.

All artworks can be found in the **RESOURCES** section of the website.

***Please check that you have the materials you need to promote SG Week now, so that there is time to place orders for anything that is missing.***

## Website

The website has been updated with material for 2021 and includes information, prepared in conjunction with GamCare, for the general public on safer gambling: what it is, what safer gambling tools are available, what training and support is available and where to find it.

The web address for Safer Gambling is: [www.safergamblinguk.org](http://www.safergamblinguk.org)

Key Sections of the website are:

### **Safer Gambling:**

What is Safer Gambling, Safety Tips, Know the Signs, SG Tools and Self-exclusion

### **SG Week 2021:**

About, Features, Supporters, and Resources

### **Features:**

A range of news items on Safer Gambling and related topics: please feel free to share new and stories for publication in this section by emailing [pr@safergamblingweek.org](mailto:pr@safergamblingweek.org)

### **Training & Support:**

Professional training courses and resources, and contact details for support organisations

***NB: Existing Registered user details from the previous years remain valid.***

***All consumer-facing material should link to: [www.safergamblinguk.org](http://www.safergamblinguk.org)***

## Social Media

Social media is a vital part of the SG Week campaign and is a key tool for engaging with all target audiences (particularly supporting organisations, customers, staff and the general public). Our social media presence has been a huge success each year. Thanks to wide support, prior to, and during SG Week, we have previously achieved some 27 million impressions for the campaign! With your help we can beat that figure in 2021.

Most organisations and individuals supporting SG Week have a presence on social media, with many organisations actively promoting to, and engaging with, their customers this way.

Materials are available to **ALL** supporters and include a wide range of digital assets and posts, as well as the main SG Week logos, that can be used on Facebook, Twitter and Instagram.

We have asked all supporters to:

- Like and Follow **ALL** @SGWeek21 social media channels: Facebook, Twitter and Instagram
- Promote SG Week through social media, either with specific SG Week material or by adding SG Week branding to posts
- To use **#SGWeek21** and where appropriate tag **@SGWeek21**

In addition to the specific static social media posts, there are also animated posts available and social media friendly SG Week video clips.

***In selecting materials to use and share please check that the content and contact details are appropriate to your venue, organisation and location.***

In line with the SG Week strapline: *Let's talk about safer gambling*, SG Week will be using social media platforms to keep this important conversation going and will be posting throughout the month of October and November.

The accounts being used to promote Safer Gambling Week2021 are:



**Facebook** - [www.facebook.com/SGWeek21](https://www.facebook.com/SGWeek21)



**Twitter** - [twitter.com/SGWeek21](https://twitter.com/SGWeek21)



**Instagram** - [www.instagram.com/sgweek21](https://www.instagram.com/sgweek21)

## SG Week Social Media Activity

Social media posts from the official SG Week accounts for SG Week 2021 will begin in early October. The table below gives an overview of the type of content that will be posted centrally to drive the campaign and provide a minimum level of activity.

It is essential that participating and supporting organisations also post their own original content and suggestions on this are given later in this document.

Social media messages about Safer Gambling Week can be shared by individual users as well as by businesses, venues and online brands.

### Draft weekly post content schedule for SG Week social media channels:

<b>Countdown to launch</b>	Simple messages indicating how long it will be until SG Week starts (paired with a corresponding countdown graphic)
<b>Images of the campaign in venues/online</b>	Images of the campaign collateral in venues around the country and screen grabs from websites and social channels – tag a grab of how many likes you got, try to gain more each day
<b>Social media posts</b>	Simple references to all five sectors in the build up to SG Week
<b>Sharing collateral</b>	Images of collateral and video clips to further SG Week and its messaging
<b>Facts and Figures (using agreed facts &amp; figures for each sector)</b>	Sharing statistics and data from the trade associations about the number of venues and sites taking part
<b>Behaviours</b>	Posting the pre-prepared Behaviours users can undertake to gamble more safely
<b>How to access help</b>	Sharing how to access help and advice on gambling responsibly from trained professionals (as per the DLE leaflet) and linking to the Support section of <a href="http://www.safergamblinguk.org">www.safergamblinguk.org</a>
<b>Sharing details of activity</b>	Pre-promotion of webinars and reminders of events

### Outline SG Week Social Media Post Schedule

<b>Week 1</b>	4 Oct – 10 Oct: One post, for the week, all channels
<b>Week 2</b>	11 Oct – 17 Oct: One post, per channel, per day
<b>Week 3</b>	18 Oct – 24 Oct: Two posts, per channel, per day
<b>Week 4</b>	25 Oct – 31 Oct: Three – four posts, per channel, per day
<b>SG Week</b>	<b>1 – 7 Nov: At least four posts, per channel, per day</b>



Please ensure that those individuals in your organisation who are responsible for social media:

1. Have liked and followed channels
2. Have been instructed to LIKE and re-Tweet/re-post items
3. Are aware of the tags for SG Week: @SGWeek21 and #SGWeek21
4. Have prepared some unique posts for your organisation's support of SG Week

In addition, we will monitor, and respond to, any questions on SG Week Twitter, Facebook and Instagram channels.

### **SG Week 2021 – Social Media Assets**

A wide range of social media posts are available in the **RESOURCES** section of the SG Week website, under ([www.safergamblingweek.org](http://www.safergamblingweek.org)) for Supporters to use prior to and during SG Week itself. These include:

- Basic announcement post: 2 versions
- Key Behaviour: 4 separate posts, one for each key behaviour with icon, static and animated
- Message based posts: 6 different messages, each with 2 versions
- Formatted SG Week logo overlays, that place the SG Week logo on an image (.png file) – add the hash tag at the bottom of any post image
- Animated versions of posters: 1 Basic announcement, 6 Message based

There are also a range of **video clips** with SG Week messaging available. All can be downloaded via these **Video links**:

Vimeo – <https://vimeo.com/user47500498>

You Tube – <https://www.youtube.com/channel/UC1jxUMs13Xg6gxKy3LXXgBg>

Please ensure you download the correct video with the right contact details for GB or Ireland/Northern Ireland.

We need as many supporting organisations, and individuals, as possible to engage with social media and to help provide and drive content, audience reach and audience engagement.

Below are some suggestions on how to do so:

- **Send us pictures of SG Week marketing material displayed in venues**, ensuring that no other promotional material is captured in the image and that no people are present unless they have agreed to appear in the picture, and have done so in accordance with organisational policy on images for use on social media.

Email the images to [pr@safergamblingweek.org](mailto:pr@safergamblingweek.org) with **SGWeek21** in the subject heading, please ensure that you state the name of your organisation, details of the location, any people in the image and the relevant social media tag.

- Organisations may wish to post these images directly to their own social media accounts, in which case we ask that you **tag @SGWeek21 and #SGWeek21**: we will repost and like.
- If there are SG Week activities taking place, such as coffee chats, then **take pictures**, again ensuring that no other promotional material is captured in the image and that no

people are present unless they have agreed to appear in the picture and have done so in accordance with organisational policy on images for use on social media. **Share via Facebook, Twitter and/or Instagram and tag @SGWeek21 and #SGWeek21.**

- **Tagging SG Week 2021 in your own work** around safer gambling so we can share it with the wider audience – tag @SGWeek21 and #SGWeek21.

We will be replying to responses we receive from the public and liaising with relevant contacts at each trade association for sector-specific enquiries. We will also be re-tweeting and reposting positive messages we receive from operators, trade associations and individuals.

As social media is a key part of the campaign, the aim is to try and ensure that both parties (operator and social media account management teams) are appropriately briefed and better informed to work together, in helping to support and further the campaign, exploring messaging, post scheduling and deployment of SG Week materials on social media, whether through use of stand alone SG Week items or deployment of image/post overlays.

***Please ensure your organisation follows the official SG Week accounts.***

***Your social media activity can start in October, but please ensure that the majority of social media activity takes place during SG Week itself: 1-7 November.***

## **PR Overview**

This section provides an overview of planned media activity, media-handling protocol and guidance on how to deal with issues raised during an interview or interaction with the media.

In order for the campaign to engage at grass roots level, as in previous years the focus will be predominantly on using regional media (broadcast, print and online) to deliver coverage nationally, with the exception of trade and business to business (b2b) publications, which are national.

This year's PR activity will focus on a simple core announcement and only target specific regional media where there is relevant content.

We will post all press releases on the SG Week site ([www.safergamblingweek.org](http://www.safergamblingweek.org)) and send an email alert once live on the site. There will be coverage in the media and on the SG Week social media channels, which you can share/re-Tweet.

## **Campaign Imagery**

A selection of new images are available from the SG Week website ([www.safergamblingweek.org](http://www.safergamblingweek.org)) and by request from [info@safergamblingweek.org](mailto:info@safergamblingweek.org). These show SG Week 2021 materials and staff in a range of venues: casino, bingo club and AGC.

## **Dealing with Media Enquiries**

All media enquiries regarding SG Week will, in the first instance, be fielded by the SG Week team, and depending upon the nature, sector, topic and angle of the enquiry, we will then liaise with the relevant trade association and organisation or company.

All sectors should only speak on behalf of the sector they represent and/or operate in, and from the perspective of their sector, on relevant products available within their sector.

If asked about another sector or product, spokespeople should defer to the relevant industry trade association.

If you are approached by a member of the media about SG Week and/or safer gambling please in the first instance, ask the enquirer to wait while you locate your line manager or appropriate member of staff. If that is you, then you can, if you have authority for your organisation:

- Answer those questions that relate directly to your organisation
- Address some of the SG Week and safer gambling questions based on the brief below
- Refer them to: [pr@safergamblingweek.org](mailto:pr@safergamblingweek.org)

## **GENERAL Q&A**

### **What is safer gambling?**

Safer gambling means being able to gamble without putting yourself or others at risk. It's about treating gambling as a leisure activity, rather than as a way to make money. It's about understanding the risks and making an informed choice as to whether you participate, and if you do, about how much you can afford to gamble.

### **What is Safer Gambling Week?**

Safer Gambling Week is an Industry led campaign designed to promote awareness of safer gambling running 1st-7th November 2021. The initiative is led by the sector trade bodies.

### **Who is involved in Safer Gambling Week?**

Safer Gambling Week is a national cross-industry initiative, led by the sector trade associations.

Safer Gambling Week has participation from operators from across the entire industry including arcades, bingo clubs, bookmakers, casinos and online operators, in addition to organisations outside the sector, like the EFL, the Racecourse Association and Punch Pubs. By coming together with one voice, the UK and Irish gambling industry wants to raise awareness about safer gambling.

### **What will happen during Safer Gambling Week?**

The theme, "Let's talk about safer gambling", is intended to stimulate conversation between customers and the staff at the place they gamble, between customers and family and friends, and amongst the wider public.

To get the safer gambling message out as far and wide as possible, the industry will be leading on a range of activities through the week:

- Key messages will be shared via national, regional, local and trade media.
- Operators and supporters will have posters, leaflets, banners and information points across their gambling sites and venues, providing even more information about safer gambling to their customers.
- High street betting shops will have posters on their shop windows, so that the general public can benefit from the messages too.
- Staff at gambling sites will continue to be points of contact for their customers on safer gambling, and some operators will also have dedicated Safer Gambling Week areas at their venues where safer gambling experts will be available to speak to customers.
- Charity Partners, GamCare and YGAM, will also be raising awareness through their websites and communication channels.

Through all of these activities, the UK and Irish gambling industry hopes to get everyone talking about what it means to gamble safely.

### **Shouldn't every week be Safer Gambling Week?**

Each sector of the UK and Irish gambling industry works day in, day out, to promote safer gambling to their customers, but this campaign is about uniting as an industry to further raise awareness of safer gambling and start even more conversations about what it means to gamble responsibly.

### **Are all UK and Irish venues participating/why is my venue not participating?**

All sectors of the UK gambling industry and the Irish bookmakers have pledged to participate, and each sector, through its trade association, has made a number of minimum commitments. This means that whilst every single gambling venue or site may not be taking part, this is the fifth pan-industry safer gambling awareness campaign. Through this united effort, the UK and Irish gambling industry hopes to get everyone talking about what it means to gamble more safely.

### **How big an issue is problem gambling?**

According to the UK industry regulator, the Gambling Commission, problem gambling rates have remained steady at around 0.5% for the past 20 years.

The focus of this week is on safer gambling. By coming together with one voice, the UK and Irish gambling industry wants to raise awareness of safer gambling across all of the UK and Ireland and start conversations about what it means to gamble safely.

### **Why a Safer Gambling Week/why are you doing this now?**

Social responsibility is fundamental to the gambling industry's approach.

The industry makes donations to gambling charities to fund treatment, research and education programmes, providing support and information, and raising awareness 365 days a year.

Each sector also runs awareness initiatives and provides its customers with tools to help them gamble more safely and make informed choices. It is dedicated, year-round, to promoting safer gambling.

What makes this week so special is the industry's willingness to come together and be vocal about social responsibility – coordinating and sharing the same messages to secure maximum impact. This achievement reflects the importance to which all gambling sectors attach to this subject.

### **What's safe about gambling?**

Gambling is a form of entertainment. This means that when people gamble, they are handing over money for something that should be entertaining. Safer gambling is about treating gambling as a leisure activity, rather than as a way to make money. It's about understanding the risks and making an informed choice as to whether you participate, and if you do, about how much you can afford to gamble.

### **How is this being funded?**

Safer Gambling Week is being funded by the UK gambling trade associations.

### **Where can I find out more?**

**To find out more about Safer Gambling and Safer Gambling Week:**

Visit: [www.safergamblinguk.org](http://www.safergamblinguk.org)

Visit and follow @SGWeek21 on Facebook, Twitter and Instagram

If you are preparing a press statement that specifically references your support of SG Week or new initiatives you are putting in place regarding safer gambling, and would like a comment or quote from SG Week, requests should be made in the first instance by email: [pr@safergamblingweek.org](mailto:pr@safergamblingweek.org).

**Please state clearly in the subject heading MEDIA REQUEST followed by organisation name, providing details of the release in the body of the email, along with a contact name and telephone number.**

## **Key Actions – September/October 2021**

- Ensure that all key personnel are aware that SG Week 2021 is taking place and the dates: 1st-7th November 2021
- Ensure social media and website teams are aware of dates, briefed, following SG Week social media channels and are aware of the materials that are available to them for use to promote SG Week and the organisations support of the Week
- Ask key team members to lead and manage preparation for, and implementation of, the agreed activities for SG Week 2021
- If you have not already done so, email an appropriate web friendly version of your logo (either as a png file or a jpeg on a white background – size 150 x 100 pixels) to [artwork@safergamblingweek.org](mailto:artwork@safergamblingweek.org).
- Explore options for provision of free advertising space – in print and online and notify [pr@safergamblingweek.org](mailto:pr@safergamblingweek.org)

## **Key Contacts**

Safer Gambling Week (SGWeek2021) Team  
[info@safergamblingweek.org](mailto:info@safergamblingweek.org)

Deborah Roil – SG Week Campaign Director  
[deborah@safergamblingweek.org](mailto:deborah@safergamblingweek.org)

## Checklist

Please find below a checklist that you may find useful.

### Marketing

- Do you know that marketing materials have been ordered for you? ☐
- Have marketing materials for SG Week arrived? ☐
- Have team members been briefed on SG Week? ☐

### PR

- Are you clear on how to respond to media enquiries? ☐
- Are your team members clear on how to handle media enquires? ☐

### Websites

- Have you spoken to your digital teams about having an SG Week logo and/or banner on your website and link to [www.safergamblinguk.org](http://www.safergamblinguk.org) website? ☐

### Social Media

- Are your social media channels following @SGWeek21? ☐
- Have you asked your team members to follow SG Week's social media channels? ☐
- Have you taken pictures of SG Week marketing materials to share on social media and have you tagged your venue and #SGWeek21? ☐