

No credible evidence that UK safer gambling messages reduce gambling

WHEN THE **FUN** STOPS **STOP**™

When the fun stops, stop.

BeGambleAware.org®

18+

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Declarations

Philip Newall was a special advisor to the House of Lords Select Committee Enquiry on the Social and Economic Impact of the Gambling Industry. In the last three years Philip Newall has contributed to research projects funded by GambleAware, Gambling Research Australia, NSW Responsible Gambling Fund, and the Victorian Responsible Gambling Foundation. In 2019 Philip Newall received travel and accommodation funding from the Spanish Federation of Rehabilitated Gamblers, and in 2020 received an open access fee grant from Gambling Research Exchange Ontario.

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40% of UK gambling adverts contain the message



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Public Health

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Themed Paper – Original Research

Visibility of age restriction warnings, harm reduction messages and terms and conditions: a content analysis of paid-for gambling advertising in the United Kingdom

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RESEARCH WITH IMPACT

CRICOS: 00219C



Industry-funded evaluation of the message

The campaign has prompted almost 6 million people to warn others about their gambling, 'if only jokingly'

Of those who recognise the campaign, % agreeing it has made them do the following:

	Regular gamblers	All adults	When factoring campaign recognisers against the total UK population, this equates to:
Led me to warn other people about their gambling, if only jokingly	23%	19%	5.7 million adults
Use the phrase: "When the fun stops, stop" or the hashtag #whenthefunstopsstop	15%	12%	3.8 million adults

Audience: Campaign recognisers. Base size: 2,001. Source for population figures: Office of National Statistics

Our first study

Warning message on gambling ads does little to stop betting - study

Research shows 'When the fun stops, stop' slogan did not have significant effect on behaviour



▲ Researchers asked 506 Premier League football fans with experience of sports betting to place small wagers after viewing adverts, some of which had the warning label and some did not. Photograph: Shaun Botterill/Getty

Our first study

Sergio Aguero to score first
and Manchester City to win 1-0

Win £2.90

Sergio Aguero to score first
and Manchester City to win 1-0

Win £2.90

WHEN THE **FUN** STOPS **STOP**

37.8% bets

41.3% bets

500 participants betting on FA Cup final
9 different £0.10 bets per participant
participants can either bet, or keep the bonus
payoffs linked to eventual outcomes &
bookmaker's odds

Industry critiques



Message used omitted Gambleaware and 18+ logos

Financial stakes were insufficient

Participants did not use their own money to gamble

Industry response

If gambling was only enjoyable when winning, the industry wouldn't exist. But, then again, perhaps the solution is simply reducing the size of the word "fun"...

"Last year, we initiated a review of the campaign, informed by a substantial behavioural study, and the new creative will reflect a change to the relative size of the word fun in response to feedback."

That'll do the trick.

When the fun stops, stop.

BeGambleAware.org[®]



Experiment 2 & 3 methods

£3 bonus each for completing an earlier task

Participants can keep the whole bonus, or gamble as much as they want

Updated messages used from industry website

Experiment 2: Online roulette game ($N = 1,500$)

(no message, yellow message, black-and-white message)

Experiment 3: Football betting platform ($N = 1,000$)

(no message, yellow message)

Experiment 2 & 3 methods



Close Roulette

Experiment 2 & 3 methods

Home ⓘ This Week's Fixtures ▾ Your account balance: £3.00 Your Bet Slip (£3.00) ▾

Arsenal vs Watford

90 Minutes

Arsenal 19/20

Watford 27/10

Correct Score

Place your bet

Selected bet: Arsenal at 19/20

How much would you like to bet?

£ 3

Payout on win: £5.85

Add bet to basket Cancel

1-0	8/1	1-1	11/1	0-1	12/1
2-0	9/1	2-2	11/1	0-2	18/1
2-1	7/1	3-3	35/1	1-2	11/1
3-0	16/1	4-4	100/1	3-0	40/1
3-1	12/1			1-3	25/1
3-2	20/1			2-3	28/1
4-0	33/1			0-4	80/1
4-1	25/1			1-4	60/1
4-2	40/1			2-4	60/1
4-3	66/1			3-4	80/1
5-0	65/1			0-5	125/1
5-1	55/1			1-5	100/1
5-2	70/1			2-5	100/1
6-0	100/1			0-6	150/1
6-1	100/1			1-6	150/1
6-2	125/1			2-6	150/1
7-0	125/1			0-7	150/1
7-1	125/1			1-7	150/1
8-0	150/1			0-8	150/1

Click continue when you are done placing all your bets.

Continue

Experiment 2 & 3 preregistered analysis

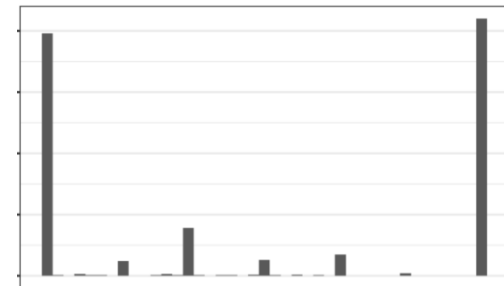
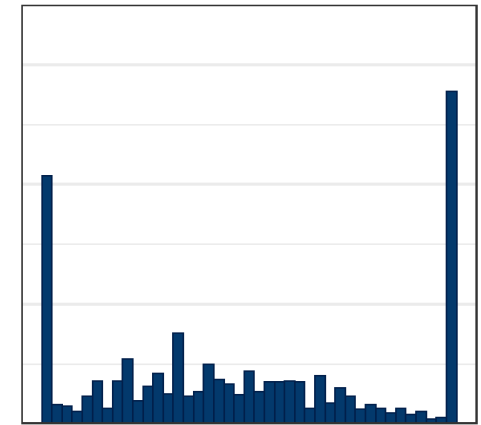
Bayesian zero-one inflated beta regression

Dependent variables:

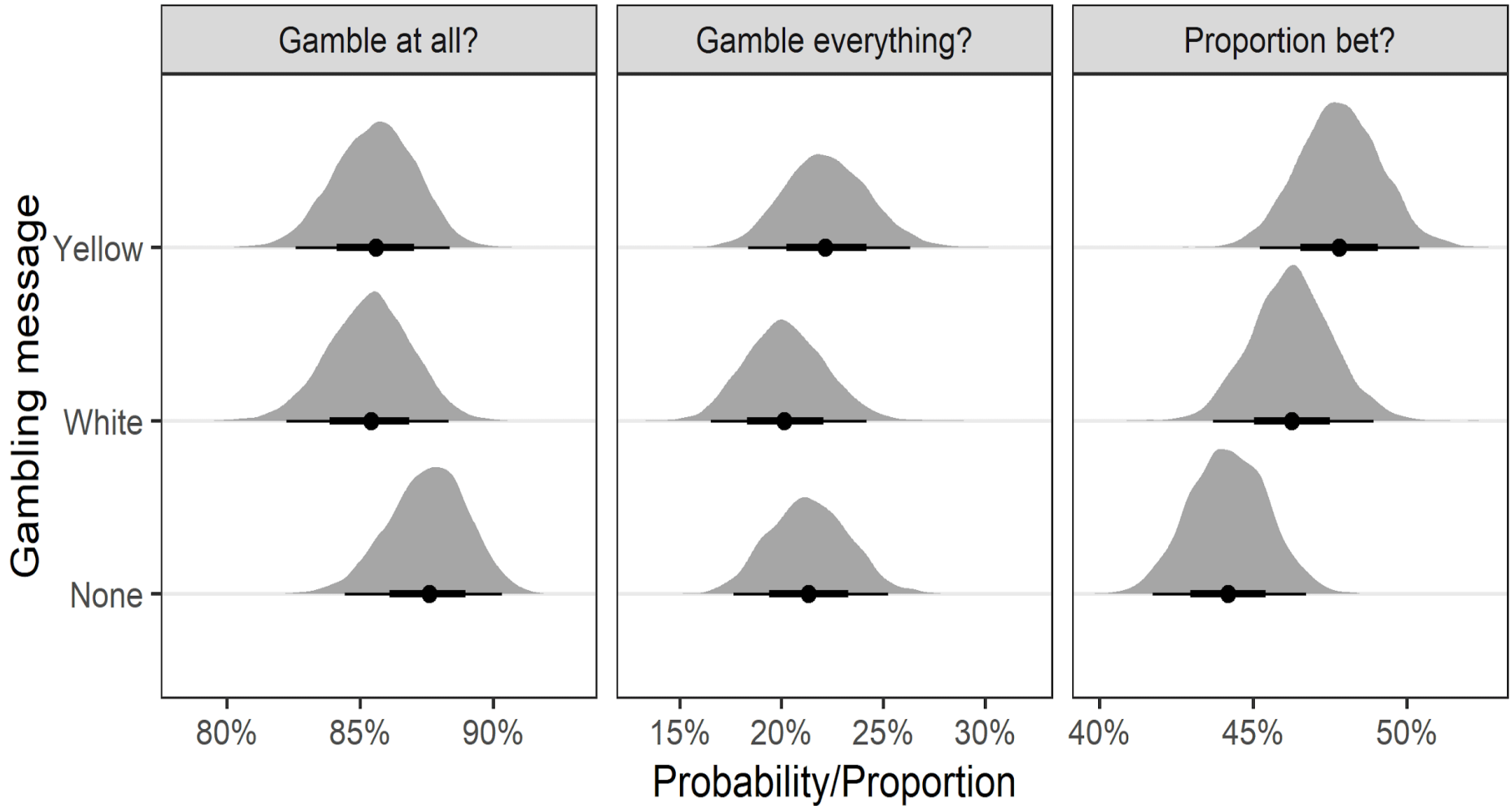
Gamble at all?

Gamble everything, if one gambles?

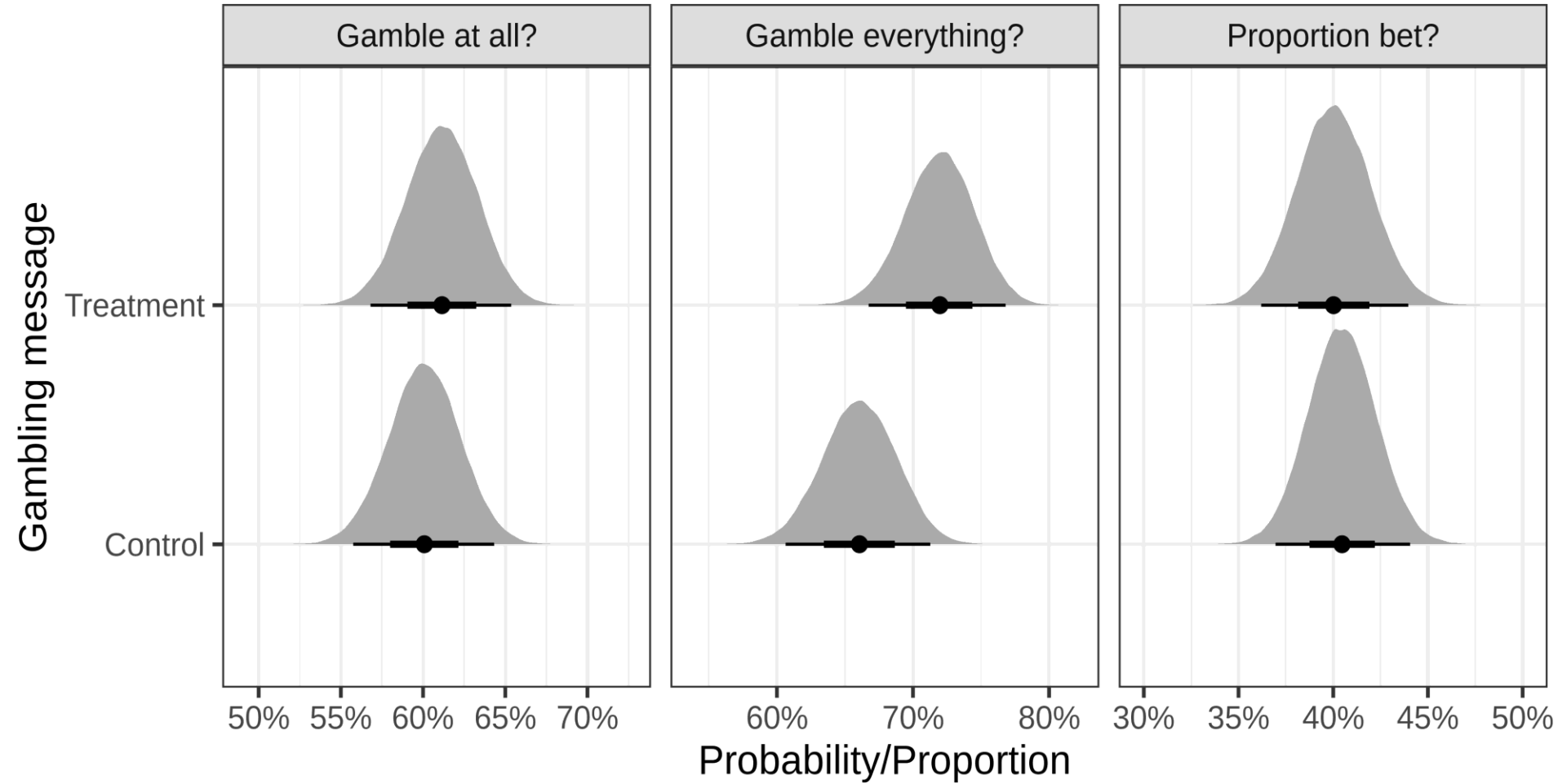
What proportion gambled, if not 0% or 100%?



Experiment 2 results



Experiment 3 results



Conclusions

Three experiments show “when the fun stops, stop” message variants do not lead to decreases in concurrent gambling behaviour

The strongest effect in each experiment was a trending “backfire” effect, and the only “significant” effect at the 95% credibility level was a backfire in Experiment 2, proportion of money bet

Independent evaluation is an important part of safer gambling message development

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