



# partners

## Healthy Online Living programme Playtech's Partnerships Brochure



The strategy will support our long-term ambition to be the most trusted and innovative global leader in safer gambling products, data analytics and player engagement solutions.



# Playtech's Mission

## Programme Overview 2024



### Background

At Playtech, we recognise the significance of addressing the concerns that matter the most to our stakeholders. This includes taking action on critical issues facing our industry. One of the most material areas of focus for our industry and Playtech is how best to prevent, tackle and treat gambling related harm.

The public health impacts of gambling-related harm, particularly mental health impacts, have been rising up the public health agenda and informing actions by health agencies, politicians, regulators, activists, and charities.

In 2018, Playtech initiated independent research to better understand this topic and the intersection with gambling and technology. As part of this work, the Company began engaging with a number of organisations interested in exploring the intersection of mental health, safer gambling, and digital wellbeing, and discuss the role that the corporate sector can play in promoting healthy online behaviours, with the goal of preventing or minimising negative safer gambling and mental health impacts.

In March 2020 Playtech formally announced and committed £5 million over five years in five areas of focus, to support partnerships and initiatives that can make a positive difference at the intersection of gambling, online life, and mental health.

We prioritise building strong partnerships and collaborating with experts both within and outside our sector to tackle shared societal challenges. Our approach reflects our commitment to finding solutions and making a meaningful impact in the communities where we operate.

### Executive Summary:

In the year 2020, Playtech announced the initiation of a new suite of partnerships designed to reduce gambling related harm and promote positive digital well-being and health. This was designed to supplement the company's safer gambling technology offering to its licensees.

And included a commitment to invest £5 million over the next five years, in five areas. In addition, Responsible Gambling Council (RG+) plays a vital role in the on-going and independent evaluation of the digital wellbeing initiative.

RG+ established a methodology and foundation for the process and outcome evaluation of selected initiatives. To allow for ongoing measurement of the execution and impact, as well as offer opportunities to adjust approaches as needed.

This brochure highlights how Playtech is making a difference by partnering with charities around the world and investing in research, education, and treatment programs to reduce gambling related harm.

## Our commitments:

Building strong, multi-stakeholder partnerships has been a key principle central to our approach. The programmes investing in a range of relationships with experts within and beyond our sector and we are focusing on:

- Helping people live healthier online lives and adopt digital resilience and safer gambling
- Contributing to and support research, education, and training to prevent, reduce and address gambling related harm
- Leveraging research, data, and AI (Artificial Intelligence) to deliver insights and solutions

*“Playtech has an important role to play in finding solutions for the issues that most concern our stakeholders. Both in the communities where we operate and on critical issues facing our industry, such as safer gambling.”*

- **Leveraging research, data and AI to deliver insights and solutions**

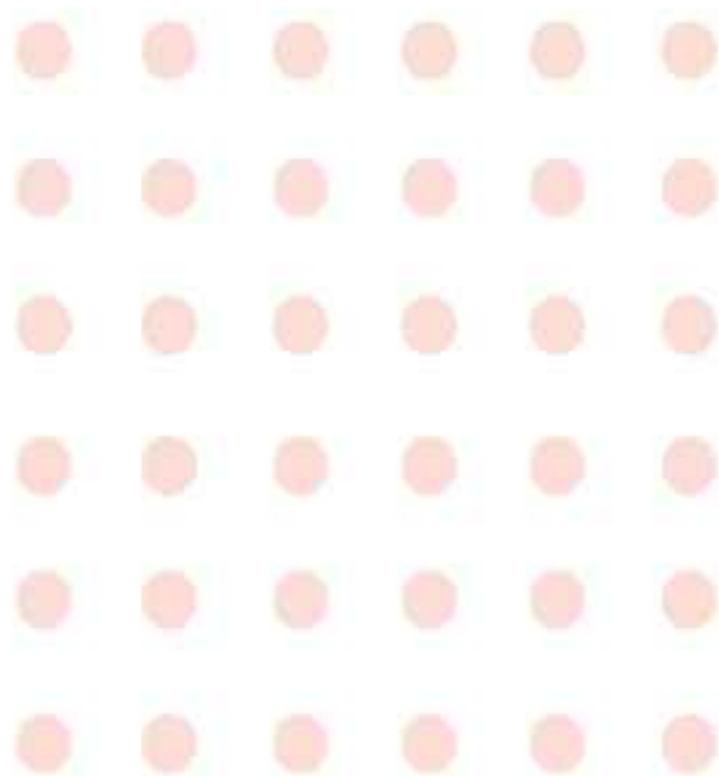
## Future of the Programme

Building strong and enduring partnerships is central to our approach to rising to shared societal challenges, and are investing in a range of relationships with experts within and beyond our sector.

## Key Milestones

We also outlined an intent to contribute expertise, research and an investment of £5 million in five key areas over the next five years which will be:

- **Offering preventative education**
- **Supporting capability-building of frontline staff and support organisations**
- **Building skills of frontline workers in the gambling sector and in healthcare**



# The EPIC Restart Foundation



## Project Background

The EPIC Restart Foundation (ERF) was launched in May 2021 with Playtech's support. The foundation's primary goal is to assist individuals in rebuilding positive lives after gambling disorders. Recovering from gambling disorders can be challenging, as individuals may feel ashamed, stigmatized, excluded, and lonely.

Moreover, risk factors such as social isolation and financial insecurity were exacerbated by the pandemic, contributing to high relapse rates. Additionally, research on the role of aftercare in long-term sustainable recovery and factors contributing to relapse is limited.

The foundation's goal is to provide practical support for individuals in recovery, establish a positive sustained recovery, and reduce the risk of relapse.

## Executive Summary:

In 2022, the EPIC Restart Foundation aimed to increase its impact by deepening its understanding of the audience's needs, expanding its reach to engage more diverse audiences, particularly women, and promoting collaboration across the system to develop shared approaches to aftercare and recovery support. To accomplish this, the foundation, and its team of five staff members collaborated with clinical treatment providers, expert partners, and individuals with lived experiences of gambling harm.

The foundation aimed to empower participants by providing them with tools to overcome isolation, develop coping strategies, build self-awareness, resilience, and self-belief, improve employability, and move on with their lives. The project increased awareness of the importance of empowering participants to take responsibility for their recovery and adopt a more positive, confident mindset.

## Key Milestones

The EPIC Restart Foundation achieved several key milestones in 2022, including holding ten residential and one-day events with expert partners, providing experiential learning, high-impact workshops, and professional training. They supported 144 individuals across the UK for up to six months with over 1,200 hours of intensive one-to-one lived experience mentoring support, guidance, and advice.

Their outreach programme engaged with over 1,000 people through clinic visits, online workshops, and guest speaking events. The foundation also rolled out a digital toolkit to support positive recovery and launched the EPIC Community, an online programme of expert coaching, education, and inspirational guest speakers offering ongoing support for their alumni and others.

They increased women's participation from less than 3% to over 30% of delegates and launched the pilot for Woman: Empowered, offering online workshops and

mentoring designed to address women's needs in recovery. They conducted a needs analysis with 230 individuals through online surveys and in-person consultations.

The foundation secured support from a wide range of funders, including the Tudor Trust, Sport England, the National Lottery, the John Horseman Trust, the Souter Charitable Trust, the Gambling Commission, GambleAware, and the IGEN Trust.

They gained significant respect in the sector, building strong relationships and new referral pathways with the National Gambling Treatment Service, including GamCare, Gordon Moody, and BCT.

The delegates gave exceptional feedback, with many securing new jobs, learning new skills, reconnecting with family, and rebuilding their lives with a renewed sense of purpose and improved confidence and self-belief.



The independent expert evaluation from RG+ reports "substantial growth across several areas - increased knowledge, confidence in skills, and self-awareness.

"Mentoring has had a significant impact" "The vast majority rated the overall programme and each component as 'very good' – the highest possible rating. ERF has received glowing feedback from participants and partner organizations alike.

One participant described the programme as „quite literally an EPIC and life-changing experience", while another called it „absolutely fantastic, life-changing, engaging, and educational".

Many participants spoke of the profound impact the programme had on their lives, with one saying,

„I feel like a different person since the weekend away and I loved every minute". Partnerships with organisations like Gordon Moody Association and Beacon Counselling Trust have also been highly praised, with the Head of Service Development at Gordon Moody Association noting that EPIC Restart Foundation provides „life-changing & life-improving opportunities" for their clients, and the Programme Manager at Beacon Counselling Trust highlighting the foundation's „fantastic aftercare programme" for those working towards a life free of gambling harms.

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## Future of the Programme

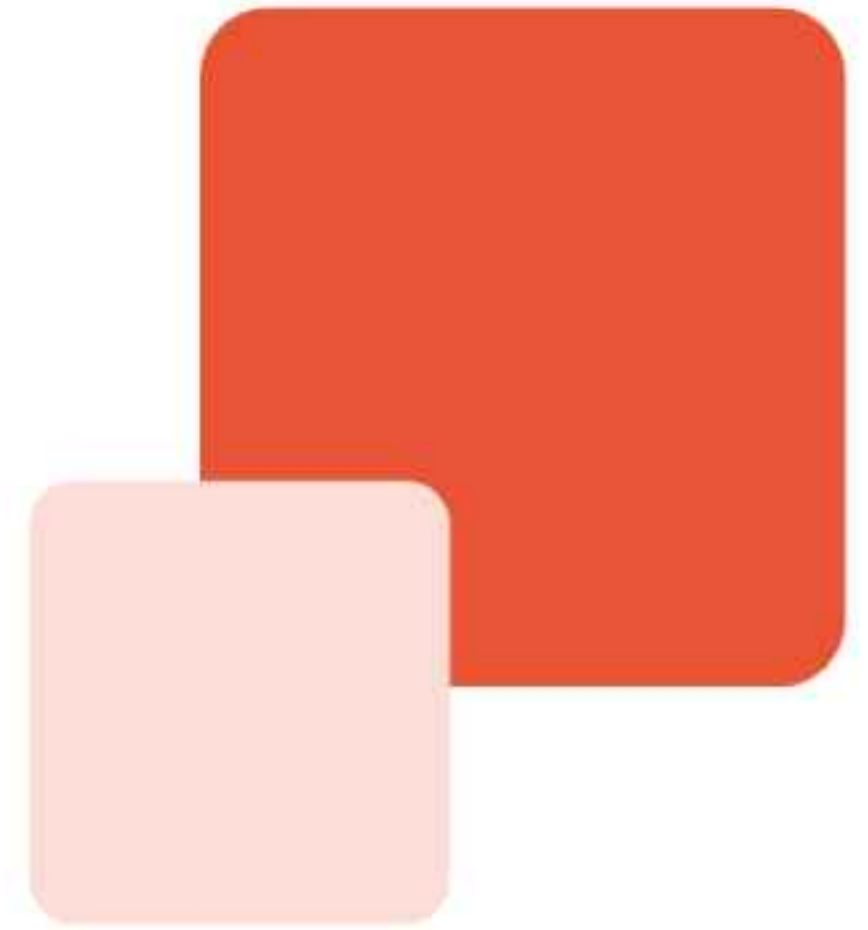
EPIC Restart's next steps include completing a formal evaluation of their 2021-22 programmes to assess their effectiveness and impact.

Moving forward, the Foundation plans to launch new programmes that build recovery capital in areas essential to recovery: Regaining Health & Wellbeing, Restoring Resilience & Self-worth, Rebuilding Connection & Relationships, and Refreshing Practical Skills for Recovery.

These programmes will be tailored to participants in all stages of recovery, and referrals will come from National Gambling Treatment Service (NGTS) clinical treatment providers or self-referral via the Foundation's website and outreach.

The Foundation's programmes will be delivered through a combination of lived experience mentoring and coaching, high-impact workshops and events with partners, digital tools with supportive coaching, and an online community network.

The Foundation aims to reach at least 2000 people, including harder to reach audiences, to empower more people to rebuild positive lives after gambling disorder.



### Number of reached beneficiaries:

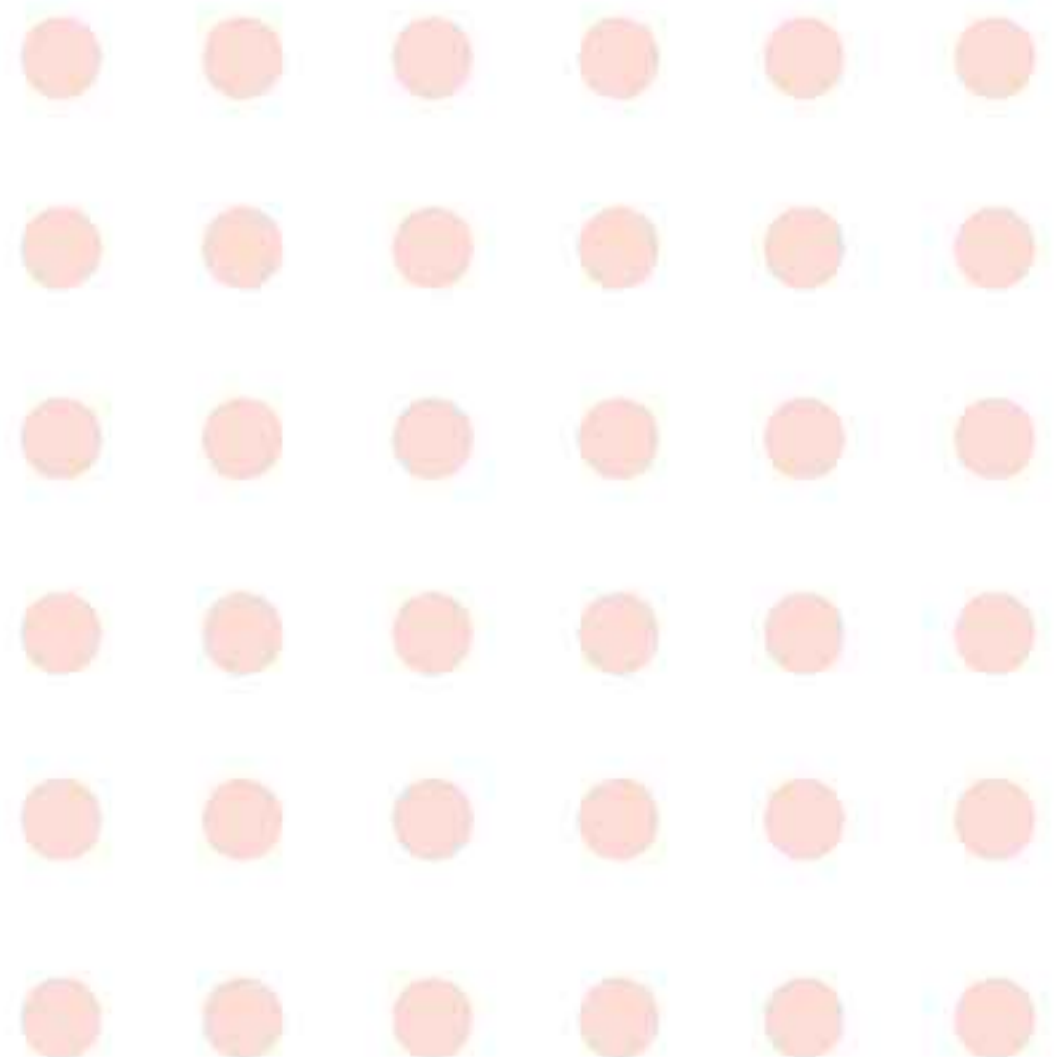


**144**  
*directly*



**1,000**  
*indirectly*

**“Unforgettable – made me realise I can do things I thought were never achievable.”**



# Treatment Disparity Project

By Kindbridge



## Background

Treatment for gambling disorder (GD) in the United States faces significant barriers, which have been intensified by the challenges posed by the COVID-19 pandemic, particularly due to its reliance on in-person delivery methods. To address this issue, the project seeks to establish an innovative multi-year dataset that incorporates information on the locations of treatment facilities for GD, substance use disorders (SUDs), and mental health disorders, all linked with state and rural/urban categorizations at the county level or equivalent. Leveraging this unique dataset, their goal is to compute treatment accessibility metrics for GD, SUDs, and mental health conditions. Furthermore, we aim to employ statistical analyses to pinpoint areas with shortages in GD treatment, with a particular focus on rural communities.

## Executive Summary:

The Treatment Disparity Project by Kindbridge is a pilot project conducted at Rutgers University under the direction of Dr. Jamey Lister. The project aims to identify the availability of treatment for gambling disorder (GD) in the United States, particularly in rural communities, and to compare it with the availability of treatment for substance use disorders (SUDs) and mental health disorders.

The project seeks to identify treatment shortages for GD and to generate a list and maps of treatment shortage communities that indicate the communities of greatest need to guide Kindbridge Therapy's telehealth service rollout plan.

## Key Milestones

The research team has successfully gathered and cleaned data for every county in the United States and has assembled the work into a data repository.

The team is actively collaborating with KRI staff to understand how the work product can be best used for practical purposes by state and corporate stakeholders.

The entire project is on track for delivery by September 2023. Preliminary information shared so far has helped guide Colorado and Texas with strategic population health planning.

## Future of the Programme

While the project is still in process, the future plan is to use the methodology and data collected to produce more detailed, specific maps for particular states.

The state-specific maps will then be used for state and corporate entities to provide the resources needed in each region to better address gambling and mental health in the United States.

The Treatment Disparity Project by Kindbridge is an important initiative that aims to identify treatment shortages for gambling disorder in the United States, particularly in rural communities.

The project's findings will be useful for state and corporate entities to provide resources in regions with the greatest need to better address gambling and mental health disorders in the United States.



# Kindbridge revolutionising Gambling Disorder Treatment

## For American Veterans



### Background

The United States is home to roughly 19 million military veterans, and they experience elevated rates of certain mental health conditions compared to the general population. For instance, gambling disorder is three times more prevalent among American military veterans than in the wider populace.

Gambling disorder is particularly harmful to veterans because it is exacerbated by other mental health conditions, such as PTSD (Post Traumatic Stress Disorder), especially as the U.S military bases present numerous gambling opportunities, with the Department of Defense operating over 3,000 slot machines on overseas bases.

### Executive Summary:

The 50x4Vets Project is an initiative aimed at improving the treatment options for U.S. military veterans suffering from gambling disorder. The project takes place at two sites, Ohio, and Nevada, and directed by Dr. Josh Grubbs and Dr. Shane Kraus, respectively.

The project's primary goal is to conduct research on patient characteristics, clinical interventions, and patient outcomes. By pinpointing the most effective and cost-efficient interventions, they aim to implement these in VA clinics both nationally and internationally.

### Key Milestones

The 50x4Vets Project has achieved several key milestones, including Research Labs and Data Collection: Both Bowling Green State University (BGSU) and the University of Nevada, Las Vegas (UNLV) have their research labs up and running, and data from the associated VA clinics comes into each research centre, with data produced by each centre shared with the other.

Continuing Research: BGSU and UNLV are continuing to conduct research through their facilities on the veterans' populations they serve, as well as analysing information that the project provides them on the veterans, they provide treatment for.

### Future of the Programme

Dedicated teams have established personnel and data collection at both research sites, commencing the publication of initial findings. Their overarching aim is to substantially elevate research efforts in this field, anticipating continued expansion from their centres over the next two years. By year three, they intend to assess the potential extension of research centre grants.

The 50x4Vets Project stands as a pivotal initiative poised to transform the treatment of gambling-related harm among U.S. veterans.

The significant milestones and accomplishments achieved to date underscore our progress toward the primary objective of pinpointing the most effective and cost-efficient interventions for addressing gambling-related harm in veterans. The project's success could help improve the lives of thousands of veterans suffering from gambling disorder and other mental health conditions.

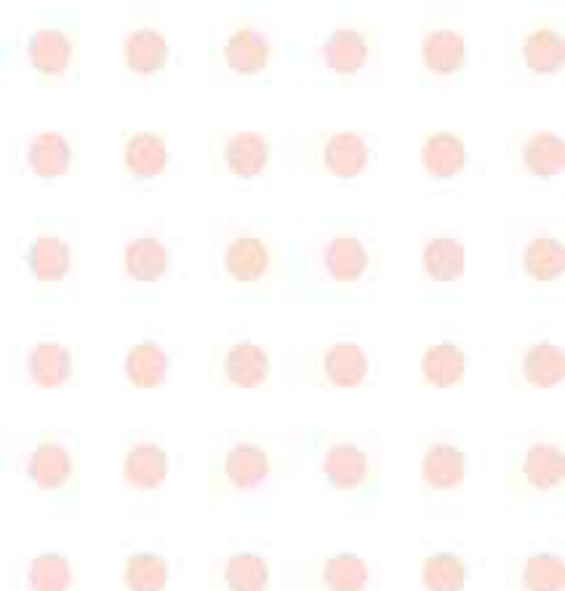
### Number of reached beneficiaries:



**1,200**  
*directly*



**800**  
*indirectly*



# GamCare tackling gambling related financial harm

## Through a Cross-Sector Partnership



### Background

Each year, nearly 75% of individuals reaching out to the National Gambling Helpline, administered by GamCare, as well as those accessing GamCare's treatment service, disclose facing financial challenges. Among them, approximately two-thirds acknowledge varying degrees of gambling-related debt. Individuals struggling to control their gambling might look to borrow money they cannot afford to pay back, often at high interest rates, or gamble with money that was intended for household bills.

This financial struggle extends its reach to partners and other individuals connected to the affected gambler, accentuating the emotional and financial burden, and can be intensified by the shame and stigma they may feel in seeking advice and support. As acute financial pressures are translating into increasing risks for those struggling to control their gambling, the imperative for the financial, debt advice and gambling support sectors to work collaboratively to support clients is greater than ever. GamCare's Gambling Related Financial Harm programme brings these key sectors together to address this at strategic levels.

### Executive Summary:

Since the launch of the GRFH programme in 2019, GamCare has become an expert on the intersection between gambling and financial harm, forging strong partnerships with stakeholders across financial services, the debt advice sector, the gambling industry, and other gambling support services.

Through the promotion of best practice, the programme has not only put gambling harms on the agenda for many organisations, but also provided practical tools and support for companies to help them identify and support vulnerable customers at risk of gambling harms.

*"The panel of speakers was very relevant and I found them all interesting.*

*Great to hear from people who have lived with a gambling addiction and some of their solutions for banks to think about."*

**- Workshop participant**

These events have not only helped to raise awareness of key and emerging issues relating to gambling and finances but have also resulted in many organisations taking proactive steps to support their clients.

In 2022, the GRFH programme achieved several key milestones, including the publication of its Year 2 report, facilitation of three Insights Workshops, and multiple networking events.

These events provided opportunities for organisations to share their experiences and best practices for tackling gambling-related financial harms.

### Key Milestones

Through regular Insight Workshops and Networking Events, organisations engaged in the GRFH programme, have had the opportunity to share insights and learnings, leading to practical and tangible outputs and recommendations.

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These events provided opportunities for organisations to share their experiences and best practices for tackling gambling-related financial harms.

Participants in the GRFH programme have praised the events, one individual noting that „working with people in debt I have noticed that gambling is becoming more of an issue, and this was a very timely workshop.“

### Number of reached beneficiaries:



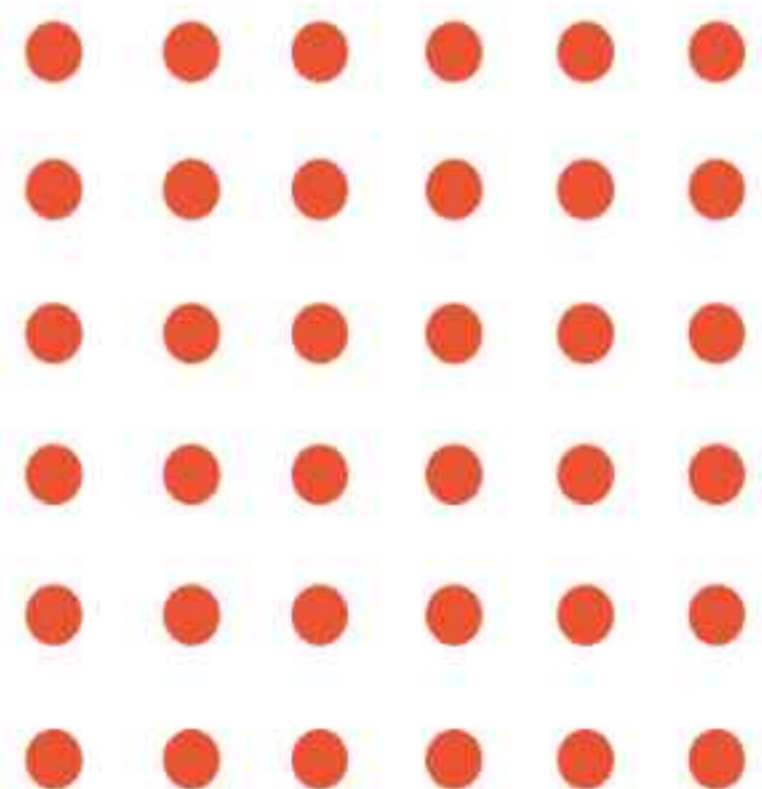
**621**  
directly



**200**  
indirectly

*“The panel of speakers was very relevant, and I found them all interesting.”*

*Great to hear from people who have lived with a gambling addiction and some of their solutions for banks to think about.”*  
- Workshop participant”





# Ygam's Pilot Programme

## to Increase Healthcare Professional Awareness of Gaming and Gambling Harms in Children and Young People



### Background

Ygam's programme was created in response to the lack of understanding and awareness of gambling-related issues amongst children and young people (CYP) by healthcare professionals (HCPs).

The programme aims to fill the gap in knowledge amongst HCPs with evidence-based and accredited training, helping inform, educate, and safeguard young people against gaming and gambling harms. The programme was designed by psychologists and informed by academics, health professionals, and individuals with lived experience.

### Executive Summary:

The Programme's objective is to improve healthcare professionals knowledge of gaming and gambling harms in Children and young people (CYP), enhance skills in how to approach CYP during the conversation to support help seeking, identify factors that increase vulnerability in CYP towards gaming and gambling harms, understand the potential consequences of gambling and gaming, be able to risk assess CYP participation in gaming and gambling, know where to access available resources, and signpost CYP to these information sources.

### Key Milestones

The programme has trained 885 participants and will reach an estimated 442,500 CYP indirectly.

Pre-workshop knowledge levels were low, with only 10.6% of HCPs having increased knowledge of gaming and gambling harms in CYP. However, post-workshop, this increased to 91.1%.

Similarly, pre-workshop knowledge of the potential consequences of gaming and gambling harms in CYP was 27.0%, but post-workshop, it increased to 94.3%.

Confidence in approaching CYP during a conversation to support help seeking, assessing participation in gaming and gambling, and signposting to information resources all increased significantly post-workshop.

Participants in the pilot programme gave positive feedback on the training, with one participant stating, "The workshop was amazing and will prove crucial within my role as a healthcare practitioner to effectively support the children in my care."

beneficiaries. The training received positive feedback from participants, who appreciated the trainers' knowledge and approachability. The feedback from participants about the training provided by Worksafe was overwhelmingly positive.

They found the content and trainers to be great, informative, and insightful. The training helped them understand the impact of gambling addiction on individuals, their families, and the workplace.

Participants appreciated the small group size and the approachability of the trainers and found the real-life experiences shared in the training to be relatable and helpful in their learning. Overall, participants felt that the programme was very informative, and they would recommend it to anyone looking to understand more about the topic.

## Future of the Programme

Ygam intends to expand the programme's geographic and demographic reach to cover the whole of the United Kingdom.

They also plan to create 'communities of practice' to increase the diversity of CYP reached, ensuring an even more bespoke and effective service for those seeking help. Additionally, they plan to create additional digital resources that will complement the live online sessions and allow for blended learning.

These new resources will offer even more flexibility to HCPs who can choose when to engage in the training and fit it around their schedule, maximising the likelihood of the training being accessed and applied.

### Number of reached beneficiaries:



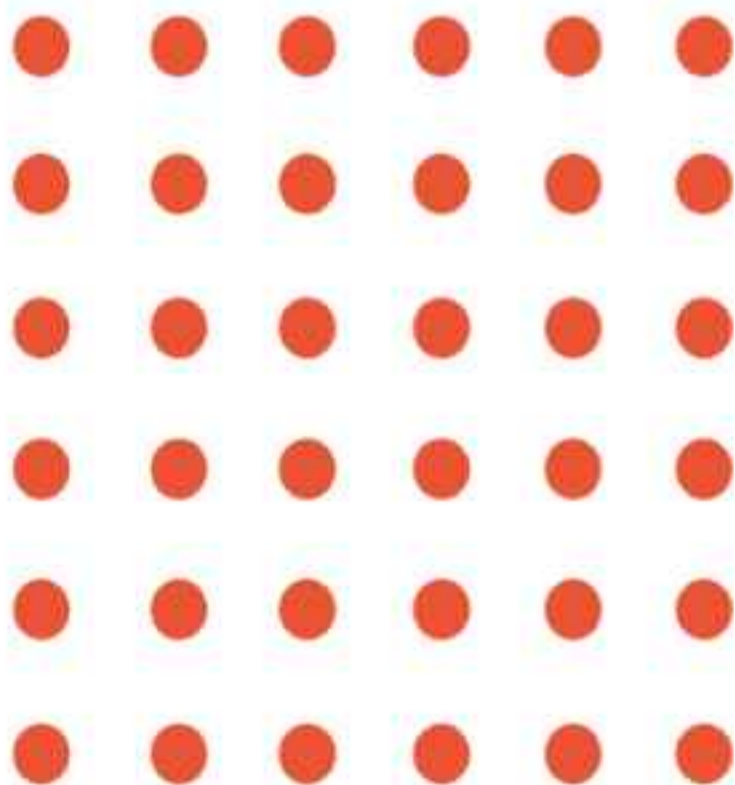
**885**  
directly



**442,500**  
indirectly

**Beneficiaries included healthcare professionals and those in training.**

*"As a public health professional, I feel better equipped to take action and help break damaging patterns of behaviour and minimise the risk of future harm."*



# Suicide First Aid

## for Gambling Operators Sector Employees



### Background

Gambling-related suicide is a complex issue that has gained attention in recent years. Research on the connection between gambling and suicide is limited, and there is a lack of consistent training,

policies, and procedures around employee health and wellbeing in the gambling sector. Betknowmore teamed up with the National Centre for Suicide Prevention Education & Training to deliver this initiative.

Phase Red - Suicide First Aid for Gambling Operators was developed to address these gaps and provide gambling operator employees with the necessary skills and knowledge to intervene when thoughts of suicide are present.

### Key Milestones

The primary goal was to develop Suicide First Aid into a more bespoke training package for the gambling industry.

The program aims to pilot this service and make it commercially self-sustaining. The key milestones of Phase Red include the development of the training, piloting the training, and developing a go-to-market strategy.

The beneficiaries of training include direct participants and indirect beneficiaries, with 305 direct participants and 21,350 indirect beneficiaries. Suicide First Aid for Gambling Operators training was developed with the aim of assisting others who are struggling with thoughts of suicide, as well as considering the mental health and wellbeing of the participants themselves.

The training is engaging and easy to understand, creating a comfortable atmosphere that encourages participants to engage in the topic. Participants in compliance and customer care roles in the gambling industry found the training particularly helpful. Participants in the training have provided positive feedback, indicating that the course was well-delivered, informative, and helped to remove myths and taboos surrounding suicide.

Participants reported feeling more confident in dealing with customers and identifying signs of suicide risk, both in their personal lives and in their work environment. The training was also noted to be helpful in considering one's own mental health and wellbeing. Overall, participants recommended that more companies in the gambling industry should consider implementing this type of training as a standard.

### Future of the Programme

The future focus of the training will be on driving continuous improvement in the course materials, while achieving commercial viability.

There has been an interest in expanding the program to a more diverse and international audience and plans to consider how to best do this are in development.

### Number of reached beneficiaries:



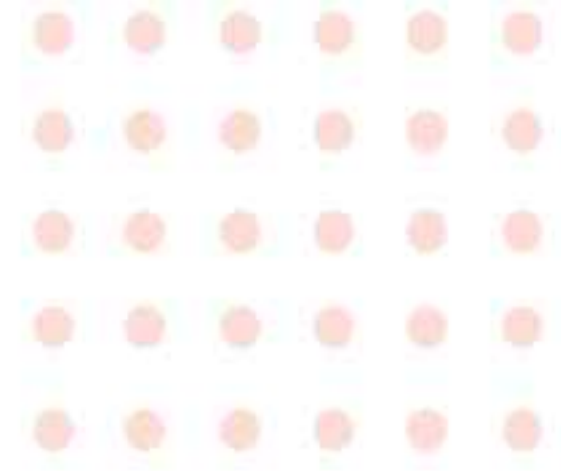
**305**  
*directly*



**25,350**  
*indirectly*

***“Very helpful for people within the gambling industry especially those who work in compliance and customer care roles...”***

***I think more companies should consider this training as a standard“***



# Tackling Gambling Harms in the Workplace

Betknowmore and GamCare



## Executive Summary:

Worksafe is an initiative aimed at reducing gambling harms in the workplace.

The project was developed to address three strategic priorities: awareness raising, capability building, and research.

The goal of Worksafe is to develop a package of training, materials, and support to reduce gambling harms in the workplace.

## Key Milestones

To achieve its goals, Worksafe established several key milestones, including:

- Evidence review carried out: Worksafe conducted a comprehensive review of existing research on gambling harms in the workplace to inform the development of its training and support materials
- Training developed: Worksafe developed training programmes to upskill and enhance employers' ability to address gambling-related digital behaviours and mental health concerns among employees.
- Materials developed: Worksafe produced a package of training materials, including online resources and support tools, to assist employers in addressing gambling harms in the workplace.
- Training piloted: The training programme was tested and refined through pilot programs, receiving positive feedback from participants.
- Network of influencers built: Worksafe developed a network of influencers to promote the initiative and raise awareness of the potential harms associated with gambling in the workplace.
- Go to market strategy developed: Worksafe developed a go-to-market strategy to ensure the package of training and materials would be commercially viable and self-sustaining beyond the period of Playtech's support.

Through its training and support materials, Worksafe reached over 330 direct beneficiaries and 1,660 indirect beneficiaries. The training received positive feedback from participants, who appreciated the trainers' knowledge and approachability.

The feedback from participants about the training provided by Worksafe was overwhelmingly positive. They found the content and trainers to be great, informative, and insightful.

The training helped them understand the impact of gambling addiction on individuals, their families, and the workplace.

Participants appreciated the small group size and the approachability of the trainers and found the real-life experiences shared in the training to be relatable and helpful in their learning.

Overall, participants felt that the programme was highly informative, and they would recommend it to anyone looking to understand more about the topic.

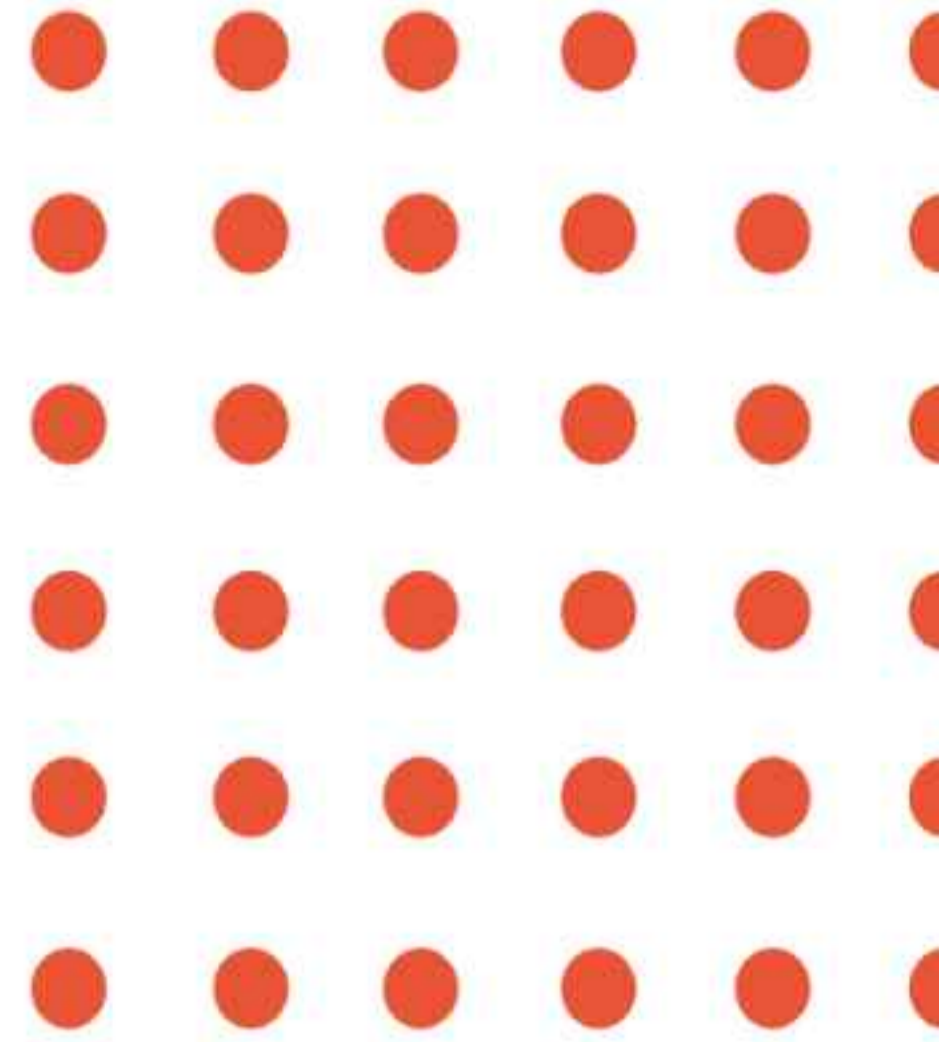
## Future of the Programme

Worksafe plans to execute its go-to-market strategy and continue to refine the initiative to ensure its self-sufficiency.

Additionally, the project intends to complete further research and evaluation to strengthen the evidence base relating to gambling harms in the workplace.

The Worksafe initiative is an important step towards reducing the impact of gambling on employees' mental health and wellbeing.

By providing training, materials, and support to employers, Worksafe is empowering workplaces to address this issue effectively.



### Number of reached beneficiaries:



**621**  
*directly*



**200**  
*indirectly*

**“Supporting leaders with how to support their employees is key.”**





*playtech*  
**partners**

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