

Training and Accreditation for the Gambling Industry



Why choose GamCare?

GamCare is the UK's leading provider of information, advice, support and treatment for anyone affected by problem gambling. We also work to minimise gambling related harm through education and training.

Since 1997 GamCare has provided training for clinicians, researchers, educators, policy makers, the gambling industry and other professionals to increase understanding of problem gambling, its causes and consequences.

With 20 years of expertise, speaking daily to those affected by gambling problems, GamCare can work with many different organisations to raise awareness of problem gambling, and to educate those who might choose to gamble to do so responsibly.

We deliver a comprehensive range of training products to suit your needs. Contact us today to discuss your requirements.



020 7801 7000



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www.gamcare.org.uk

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“The sessions Gamcare hosted have improved our knowledge and understanding of responsible gambling and the issues that can affect our customers.

This was an empowering session for all - our teams are now better equipped and more confident in dealing with more complex and sensitive matters.”

Level One: Problem Gambling Awareness



3 hours

£900



5 - 15 people

This training includes case studies, videos, interactive games and group discussion. Participants will come away with a workbook as well as a GamCare certificate to evidence their learning.



On-site or at our London office

This course is for those working in front-line roles wishing to understand more about gambling related harm, how it comes about, and the impacts it can have on someone's life.

The course provides an understanding of problem gambling and gambling-related harm, including signs, symptoms and the impacts of problem gambling on an individual's life and those around them. Participants will learn to:

- Define gambling, at risk gambling and problem gambling, understand why people gamble
- Understand the gambling context in the UK and the prevalence of problem gambling
- Understand why problem gambling occurs including individual psychology, common beliefs and risk factors
- Understand the impact of gambling related harm
- Identify problem and at-risk gambling in individuals and know where and how to signpost to support
- Understand the range of prevention measures, identify tactics and tools for brief interventions

GamCare Extra eLearning: Player Protection and Social Responsibility



A one-hour online course to increase understanding of problem gambling and player protection. Find out how to identify and respond to player activity that may indicate problem gambling, inform customers about responsible gambling and signpost to appropriate help and support. Extra eLearning is a series of scenario-based multiple choice modules, aimed at those interacting with customers in the remote sector of the gambling industry.

Contact us for more information about purchasing licenses.

Level Two: Social Responsibility and Interaction (Intermediate)



6 hours (3 CPD Hours)

£1750



5 - 15 people

This training includes case studies, confidence-building techniques and an opportunity for role-playing responsible gambling interventions. Participants will come away with a workbook as well as a CPD certificate to evidence their CPD-accredited learning.



On-site or at our London office

Learners understand individual and organisational responsibility for responsible gambling, understand how to identify problem gambling, and can conduct brief interventions and signpost for further support. This course is aimed at frontline teams who may encounter those affected by problem gambling. Participants will learn to:

- Define gambling, at risk gambling and problem gambling, understand why people gamble
- Understand the gambling context in the UK, the prevalence of problem gambling, risk factors and protective factors
- Understand the impact of gambling related harm; understand the range of prevention measures, identify tactics and tools and strategies for brief interventions
- Have the confidence to talk about problem gambling with customers, screening for problem gambling
- Deal with difficult conversations, understanding the appropriate process for intervention and signposting
- Apply self-care techniques and understand boundaries

Level Three: Social Responsibility, Communication and Motivating Behaviour Change (Advanced)



12 hours

£3500



5 - 15 people

This training includes a range of real-life scenarios and provides learners with the chance to practice communicating about responsible gambling including using the Motivational Interviewing technique. Participants will come away with a workbook as well as a GamCare certificate to evidence their learning.



On-site or at our London office

As well as the achieving the learning objectives in our Intermediate course, learners will gain confidence to speak to customers proactively about responsible, safe gambling and gambling related harm.

They will have the tools to encourage customers to make safer choices, and the skills to support problem gamblers to change their own behaviour as well as signposting/referring for additional support.

This course is aimed at specialist responsible gambling and customer service teams, or for anyone regularly communicating on the subject of safer gambling. Participants will:

- Understand and commit to the responsibilities of the operator in line with both regulations and licensing and benefits to society and the business
- Understand strategies and frameworks for brief interventions, be able to apply a toolkit of motivational strategies with customers
- Apply strategies for working with customers in distress, and understand how and when to refer a customer into GamCare services directly.
- Be skilled to support customers to make safer choices

Staff who have received this training can conduct live transfers of appropriate callers to the National Gambling HelpLine (see over the page for more information).

Training Evaluation

Evaluating the impact of training is essential to ensure that learning is fully embedded, and for the continued development of trainees as well as the ongoing relevance of training programmes.

As well as conducting pre-training assessments, at the end of each training session GamCare provides, participants are requested to complete a feedback form. All evaluations will be kept on record at GamCare and communicated to the operator following the session. Feedback also includes personal action plans for attendees.

Should you wish to further evaluate the impact of the training received, GamCare can provide this in the form of follow-up sessions with participants which track behaviour change as a result of training.

These follow-up sessions are provided at three- and nine months after the initial training is delivered. Sessions are provided as 'active-learning' seminars, which can be delivered online or in person. These sessions provide opportunity for reflection on training outcomes, behaviour change and any future training needs.

Costs

- Bespoke evaluation report - £900
- 2 half-day active learning seminars - £1,750 (plus expenses)

Contact

If you require enhanced evaluation please talk to your GamCare Trainer to arrange this, or email mike.kenward@gamcare.org.uk for more information.

HelpLine Transfers for Operators

GamCare is introducing the ability for gambling operators to transfer calls from customers wishing to receive specialist support for a gambling problem directly into the National Gambling Helpline via a dedicated line.

As well as ensuring vulnerable customers get seamless access to the support they need, through this transfers process GamCare can report back to operators anonymously on the number and quality of calls transferred, as well as some high-level outcomes of transfers, helping operators understand the impact of their interventions. This process serves to benefit the customer, the operator and GamCare.

How does it work?

Customer Service teams who have received our Level 3 (Advanced) training can be provided with a dedicated hot-key to transfer callers into the National Gambling Helpline. This separate line bypasses the recorded messages of the main line to connect directly to our team of Advisers.

Advisers at GamCare are trained to identify and expect calls to be transferred in this way and can immediately begin to manage the call, giving the expert support required to the customer in need.

Who benefits?

- Customers benefit from a smooth and frictionless transfer to the services they need, at the moment of asking for help. They can seize the opportunity arising from the motivation to make change without the need to hang up and redial to reach us.
- Operators benefit as they will have assurance that their customers are receiving the support they need, and they can receive information about the outcomes of the transfers, giving them a sense of the impact the intervention is having.

- GamCare benefits as we receive more referrals and are better able to reach those people who need our services most.

What's in the package?

As part of the package GamCare provides:

- An annual license for the operator to transfer calls directly into the National Gambling HelpLine via a designated line;
- Guidance for operator staff to enable them to conduct seamless call transfers;
- Quarterly reporting and analysis of data on call transfers including volume, quality of transfers, and anonymous outcome data.

Costs

An annual call transfer license costs £3,000 (plus VAT) and is inclusive of set up costs, ongoing reporting and analysis of transfer data. Please note that this does not directly fund our HelpLine services.

“After a short conversation I was given some helpful advice and pointed in the right direction within minutes. It's something I never thought I needed but realising I have a problem has taken 36 years before seeking help. And to realise it's a click away has been a great relief.”

The Safer Gambling Standard



The Safer Gambling Standard is a quality mark that recognises gambling operators who have both met and gone beyond the requirements of gambling industry Codes of Practice in respect of their player protection measures.

The Standard is stepped, giving operators an objective view of how they compare against the best practices in the sector, and providing a clear roadmap for continuous improvement.

The Safer Gambling Standard assessment process involves a review of gambling operators' policies and procedures, staff interviews across the business, website reviews and premises visits.

For responsible gambling measures to be effective it is essential that they are integrated into organisational culture and flow throughout the organisation; the assessment process requires gambling operators to evidence this, as well as providing recommendations for how to raise the bar.

Established by GamCare and ratified by an expert review panel including input from academics, industry experts and GamCare service users, the Standard is designed to encourage the adoption of best practice across the gambling sector, as well as recognise those who stand out in these aspects of their work through innovation and leadership.

For customers, the Standard is a means by which they can identify whether operators have adopted the highest standards in player protection. For operators, the Standard is a means by which they can be recognised for leadership in the field.

The Safer Gambling Standard is renewable on a biennial basis, and operators who achieve the Standard will be referenced on the GamCare website.

For more information, please contact Paul Carpenter, Head of Industry Services, at **paul.carpenter@gamcare.org.uk**

Responsible Gambling Labs

Responsible Gambling (RG) Labs are a service-user-focused discussion group bringing together the expertise of the GamCare team, the lived experience of those who have recovered from a gambling problem, and stakeholders wishing to innovate in the field of safer gambling.

RG Labs offer an opportunity to test or receive feedback from such experts on an RG initiative, message, activity or process in a safe and structured way. This is part of GamCare's strategic commitment to represent the voice of our service users, and to shape a safer gambling sector for all.

RG Labs are ideal for gathering intelligence on a specific practices or initiatives from those who have lived experience of gambling problems or supporting those with gambling problems. Examples of such initiatives include:

- ideas for a new RG-tool to protect players
- appropriate language to be used in RG messaging
- the style and structure of interactions or interventions
- organisational Harm Minimisation strategies

Each RG lab is unique, dependent on the type of issue or issues that are being brought to the table for discussion. The following process serves as a guide:

- Stakeholders submit a problem or topic to GamCare for consideration.
- Working together, GamCare and the stakeholder establish a format for the Lab, giving thought and definition to:
 - a) the question that the lab is intended to answer;
 - b) the sources of information required to answer this question (e.g. focus group, survey);
 - c) the most appropriate voices to represent (e.g. recovered problem gambler, affected others).
- The lab is convened with the relevant information provided for consideration and the topic is debated in a round table format, with a pre-agreed agenda.
- GamCare produce a report on the topic, outlining key themes and recommendations arising from the lab, and submitting to the stakeholder.

(Optional) We encourage stakeholders to share the findings of RG labs. We appreciate that there may be commercial sensitivities around this, however we are happy to work with you on strategies to drive better knowledge and standards for safer gambling. For more information please contact Mike Kenward at mike.kenward@gamcare.org.uk

The CPD Standards Office

CPD PROVIDER: 21518
2017 - 2019

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