



Commonly asked questions



Providing the tools and information to build digital resilience, educate and safeguard young people against problematic gambling and gaming

When was YGAM founded?



In 2014, following their devastating experiences of gambling-related harm, Lee Willows and Anne & Keith Evans founded The Young Gamers and Gamblers Education Trust (YGAM). Read their news articles on our website to find out more about the impact gambling has had on their lives and why they are so passionate about safeguarding young and vulnerable people.

Is YGAM a charity?

Yes, YGAM is a Charitable Company Limited by Guarantee. This means YGAM is a formal charity registered with and regulated by the UK Charity Commission and a Company, Limited by Guarantee (i.e. non-profit) – registered with and regulated by Companies House.



This formal structure is most common among larger charities, ensuring they deliver their social purpose in a transparent way with full accountability on both the Charity Regulator and Companies House websites. In addition, YGAM is registered with and regulated by the Fundraising Standards Body.

Our Registered Charity Number is 1162425 and our Company number is 09189998.

What is YGAM's vision and social purpose?

Our vision is that all young and vulnerable people are safe from gaming and gambling related harms. YGAM's social purpose is to inform, educate, safeguard and build digital resilience amongst young and vulnerable people, helping them to make informed decisions and understand the consequences around gambling and gaming.

Our three-year strategy has the following four principle goals:

- ✔ **Goal one:** Strengthen the reach and influence of our Education Programme.
- ✔ **Goal two:** Evaluate our impact, share knowledge and increase understanding.
- ✔ **Goal three:** Maintain the highest standard and relevance of our education content.
- ✔ **Goal four:** Continue to improve organisational effectiveness.

Our social purpose and strategy is guided by and contributes to the Gambling Commissions' National Strategy to Reducing Gambling Related-Harms and meets the Public Benefit test as stipulated by the Charity Commission.

What does YGAM do?

Day-to-day delivery and how we achieve our goals in YGAM is focused on the on the following educational and prevention products:

...PRACTITIONER WORKSHOPS

We provide evidence-led, evaluated and accredited gambling education and harm prevention programmes and resources for anyone that works with or cares for young & vulnerable people aged 7-25.

...UNIVERSITY & STUDENT ENGAGEMENT

Working in collaboration with universities, we train and employ students in Living Wage part-time jobs to deliver awareness campaigns to fellow students within their university. In addition, we are currently developing a 'Student Hub' microsite site aimed at students to raise awareness of the potential of gambling and gaming-related harms and the support and help available.

..PARENTS

We have developed a 'Parent Hub' website providing information and support around gaming and gambling for parents and carers, alongside a range of tools and activities for the whole family to build up their children's resilience and establish a healthy online/offline balance.

..RESEARCH

Through the delivery of the YGAM Workshops and University and Student Engagement programmes, a research programme will focus on the attitudes, thinking, and behaviours of young people in relation to gambling and gaming. The first piece of research focused on university students and was published in September 2019 in collaboration with the Gambling Commission.

..MINDFUL RESILIENCE

This new product is structured around raising awareness of gambling and gaming-related harm among Health Care professionals. We will do this by facilitating blended and self-taught learning modules to increase the knowledge of potential harms and where to signpost young and vulnerable people. Additionally, we will create a specific microsite aimed at Health Care professionals with advice and information.

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Finally, YGAM has a wholly-owned trading subsidiary. YGAM Innovation, which has training products aimed at colleagues working in the gambling sector in customer-facing roles. These training products are delivered face to face or digitally and are aimed to increasing the knowledge around gambling and gaming harms, understand customer vulnerabilities and signposting. The Trustees are currently exploring if a separate trading entirety is in fact the most efficient way to organise operator training and this approach might change in Q4 2020.



What topics are covered in the YGAM programmes?

Our education programmes incorporate crucial evidence-based learning on:

- ✓ Why People gamble
- ✓ Why people game
- ✓ Probability and Luck
- ✓ The Gaming Industry
- ✓ The Gambling Industry
- ✓ Money and Debt
- ✓ Addiction and Mental Health

Through these topics we explore the impact of external influences, including marketing and advertising, social media and prevalence within communities. We cover in app purchases, free to download content, loot boxes and the blurred lines between gaming and gambling including information and resource about eSports. We provide information about gaming and gambling related harms with resources designed to help spot the signs and options for sign posting for appropriate treatment and interventions.

All our Education resources are mapped to the PSHE (Personal, Social & Health Education) Programme of Study as well as the statutory guidance for RSE (Relationship & Sex Education) where applicable. We provide full Schemes of Work from Key Stage 2 through to Key Stage 5.

Our Youth Work resources are age appropriate and clearly differentiated. They are mapped to the outcomes for young people and allow for interactive learning through a variety of delivery styles.

What format does the training take?

The training can be delivered either face-to-face or digitally and includes a mixture of interactive presentations, videos and activities. Broadly training is structured as an introduction to gaming, gambling and resilience education as a PSHE or RSA topic, then colleagues are supported to build their curriculum to deliver to young people using the YGAM evidence-led, evaluated and accredited resources. We offer bespoke training for organisations who work with young people; INSET days and twilight sessions.



Do you have to pay to attend a YGAM workshop?

All our face-to-face and digital workshops are FREE to attend.:



Who can attend a YGAM workshop?

Our training and materials are designed specifically for practitioners whose role enables them to deliver our information and educational resources directly to young people. At YGAM we want to support professionals to have meaningful interactions with children and young people covering the topics of gaming, gambling, resilience with the aim to minimise & prevent future harms.

We work with professions who support aged 7-25 and we provide them with the tools to protect people from the risks of problem gaming and/or gambling. Suitable for practitioners whose role provides the capacity to deliver a series of planned lessons or sessions such as teachers, youth workers, mental health specialists, prison and probation officers and community volunteers.



Is YGAM training accredited?

Yes, all our resources are City & Guilds assured



YGAM is evidence and evaluation-led

Since YGAM's inception we have had a relentless focus on evaluation and securing external accreditations for our work. Such an approach gives an opportunity for continual external insight into what we deliver with the sole aim of continues development.

The YGAM programme, our resources and our actual facilitation have been quality-assured and accredited by awarding bodies Pearson and City & Guilds and YGAM is both a Pearson and City & Guilds Assured education provider. Additionally, the charity has Customised Accreditation Centre status from awarding body ASDAN. Our education resources, their impact on professionals and our methodology has been academically evaluated by the University of East London and City, University of London. Furthermore, our education resources and their impact on children and young people has been evaluated by the National Council Voluntary Organisations, Charities Evaluation Service (NCVO CES). Our initial Theory of Change as a charity was developed by an evaluation team from EY; this was developed further in 2020 with scrutiny & support from the evaluation team from NCVO CES where the impact on children & young people was also included.

YGAM secured the PSHE Association kite-mark in 2017 and in early 2020 we worked with Clearview Research to re-evaluate our education resources and perceptions of our charity through the lens of the BAME young people, community leaders and teachers.

YGAM, GamCare & Fast Forward as three charities working within this space have come together to form an education roundtable which meets quarterly to share insight, evaluation, and expertise. We also have attended each other's training to give feedback. Finally, we are working collaboratively to create and consult on a Gambling Education and Prevention Framework, drawing on international evidence around what works in preventative or risky-behaviour education.

YGAM employs a full-time Head of Quality-Assurance who has established an organisation Quality Management System across the entirety of the charity to ensure consistent and impactful delivery. Finally, over the past five years we have sought and welcomed continuous feedback from professionals, parents, young people, those affected by gambling-related harms

How do I access the Online Resources?



YGAM have now developed a comprehensive bank of over 450 education resources. These resources are available to professionals who have completed either the initial online training and a tailored follow-up session, or professionals who have attended the face-to-face training. Once completed professionals are issued with a unique & secure password to access our online resources.

Are the resources available in other languages?

All our resources are available in English and with a select number of resources now being developed in Welsh.

Do you deliver training directly to young people?

Our primary model of delivery is to upskill professionals to embed their own curriculum of education (formal or informal) on gambling and gaming into their setting. If professionals would like support to deliver the first session (which will not be a standalone PSHE session) YGAM have a one-hour session focusing on the gaming and gambling habits of young people, how to spot the signs of potentially harmful behaviour and where to get help. Under the revised YGAM model YGAM will revisit schools and work with teachers for a minimum of six months (but often longer) where professionals will be supported with drop-down days to support development of their PSHE curriculum:



We also train students through our University & Student Engagement programme. By training professionals who have influence over young peoples' learning, we equip those professional with the skills, knowledge and confidence to not only deliver the programme but also highlight the age-appropriate support available

How is YGAM funded?

In keeping with Government policy and in the absence of a statutory Levy, YGAM raises income directly from operators, as part of the advised RET (Research, Education, Treatment) framework contribution which all licensed operators are recommended to make annually.

This framework has recently been strengthened by the Gambling Commission with the introduction of a list of approved organisations to which operators can donate. YGAM has applied to the Gambling Commission and been approved to be on the list which the Commission publish. This does not guarantee funding and so we have to make proposals directly to operators which are evidenced to the National Strategy and are often scrutinised by operators before any potential funding is awarded.

YGAM are encouraging operators to consider establishing a Charities Aid Foundation (CAF) account and to route their donation via CAF. This brings in an additional level of governance and scrutiny, for both YGAM and the operator and eliminates direct donations to YGAM

In addition, YGAM has a board-led Finance, Audit and Risk Committee (FARC) who scrutinise all funding proposals prior to submission to operators. Finally, we have a full independent annually to ensure we are operating to the Charities SORP (Statement of Recommended Practice) guidance in terms of financial reporting.

YGAM supports the notation of a statutory levy

How do you guarantee your training and resources are independent and not influenced by our funders?

It is commonplace within the third sector that while funders may fund and support specific pieces of work, at no point do funders have any influence over the programme content.

This is the same for YGAM as while the gambling sector support YGAM (in an arrangement set up by the Gambling Commission), the sector has no influence or input in to any of our training content. This would be exactly the same for a Levy body, that body would have no influence

In addition YGAM's resources, training and education programmes have been independently scrutinised, challenged, evaluated and quality-marked by a range of organisations including City, University of London; Pearson; City & Guilds; University of East London; National Council for Voluntary Organisations, Charities Evaluation Service; Clearview Research; Charities Commission. A critical part of all of these evaluations is being able to show and demonstrate clear independence and show evidenced-based approaches



What is the 'National Gambling Education & Harm Prevention Programme'?

YGAM are working in partnership with GamCare and supported by members of the Betting and Gaming Council (BGC), to deliver a £10 million national education programme to raise awareness of the risks of potential gaming and gambling related harms. The programme is structured around four aspirations:

...ASPIRATION 1: YOUNG PEOPLE'S AWARENESS

All 11-19 year-olds in Britain receive at least one session of gambling awareness education during their secondary/further education over the next 4 years.

...ASPIRATION 2: THE YOUTH PROFESSIONAL WORKFORCE

All teachers, youth workers and other professionals working with young people have access to information about the risks of gambling, how to identify gambling related harm in young people and where help for young people can be sought.

...ASPIRATION 3: PARENTS AND FAMILIES

All parents and families have access to information about young people's gambling, how to keep young people safe, and where they can be referred for help and support.

...ASPIRATION 4: AGE APPROPRIATE TREATMENT

All young people (aged 18 and under) who are 'at risk' of or have developed a problem with gambling, or are affected by the problem gambling of someone close to them (e.g. a parent), have access to age-appropriate treatment.

YGAM are working collaboratively with GamCare to deliver Aspirations 1, 2 and 3.





Our Theory of Change

To get a clear idea of the impact we are having on the lives of young people who could be at risk from problem gambling or gaming, we need a way to assess the impact of our work. So we worked with NCVO CES to create a measurement framework for the impact of our Education Programme for primary and secondary age young people.

PROBLEM STATEMENT

Young and vulnerable people are at risk of gaming and gambling related harms



OUTPUT 1

YGAM holds workshops for practitioners



OUTPUT 2

YGAM provides practitioners materials to conduct educational activities with young people



Outcomes for practitioners

- 1 Practitioners have better understanding of:
 - a) gaming and gambling related harms for young people
 - b) potential risks of gaming and gambling for young people
 - c) triggers to problem gambling and gaming for young people
 - d) how to discuss gaming and gambling related harms with young people
 - e) resources where young people can turn for help with problem gaming and gambling
 - f) the digital context within which young people live their lives
- 2 Practitioners become familiar with the YGAM programme, curriculum, and resources to discuss gaming and gambling related harms with young people
- 3 Practitioners have more confidence to discuss gaming and gambling related harms with young people through the YGAM curriculum
- 4 Practitioners are able to approach the topic of gambling and problem gaming with sympathy and understanding
- 5 Practitioners receive Pearson accreditation
- 6 Practitioners educate more young people about gaming and gambling related harms, risks, triggers, and resources for help



Outcomes for young people

- 7 Young people have better understanding of:
 - a) gaming and gambling related harms
 - b) potential risks of gaming and gambling
 - c) triggers to problem gambling and gaming for young people
- 8 Young people are better aware of resources where they can turn for help with problem gaming and gambling
- 9 Young people have better basic financial knowledge
- 10 Young people have a better understanding of how to be safe in the digital world (risks and how to be safe)
- 11 Young people have more confidence to make informed choices about gaming and gambling
- 12 Young people feel more confident to discuss problem gambling and gaming with their peers and others
- 13 Young people have decreased risk of gaming and gambling related harms
- 14 Young people have better financial capability



IMPACT

Young people are more aware of gambling and gaming related harm and the action they can take to safeguard themselves





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