

A close-up portrait of a smiling Black man with short hair and a goatee. He is wearing a dark navy blue quilted jacket over a green t-shirt. A silver chain necklace with a dog tag hangs around his neck. The dog tag has 'SAO PAULO' written on it in orange letters. The background is a blurred outdoor setting with buildings and trees.

OUR IMPACT

2021

Together, we are educating & safeguarding future generations

Who are YGAM?

The Young Gamers & Gamblers Education Trust (YGAM) is an award-winning charity committed to a social purpose to inform, educate and safeguard young people against gaming and gambling harms.

Our social purpose and strategy are guided by and contribute to the National Strategy to Reduce Gambling Related Harms. We have a dedicated team of over 40 employees which includes former teachers, youth workers, practitioners, parents and individuals with lived experience.

Our Founders

The charity was founded in 2014 by Lee Willows, Keith Evans and Anne Evans following their own devastating personal experiences of gambling-related harm. After suffering for around 25 years with a gambling addiction, Anne Evans' son Alan tragically committed suicide in 2010 at the age of 40.



I strongly believe that their work shaping the magnificent YGAM charity will have saved lives.

Deputy Speaker Rt.Hon Rosie Winterton CBE MP

Since then, Anne has worked tirelessly to help raise awareness and educate others, so that in her words 'no mother has to experience the pain she did'. Our Chief Executive and co-founder Lee Willows had a successful career in non-formal education before battling his own gambling addiction. Following his difficult recovery, Lee decided he wanted to use his negative experience to make a positive difference.

In 2014, there was no education on this topic in schools and a glaring lack of awareness as a safeguarding issue. The complete absence of youth education programmes motivated our co-founders Lee, Anne, and Keith to utilise their education careers and establish YGAM six years ago.



Our Programmes



We have developed a specialist Parent Hub website which hosts a collection of free practical tips, interactive activities and advice to help parents manage their child's safety online. The digital resource includes insights and guidance from parents, leading academics and teachers. The programme will be further enriched during 2021 with the introduction of bespoke workshops to help parents identify signs of harm, changes in behaviour and establish healthy boundaries with gaming.

We provide specialist training on gambling and gaming harm to university staff who are responsible for student mental health and wellbeing. In addition to this, we have employed a part-time student team to deliver awareness campaigns to fellow students on campus. Our student team has developed our Student Hub website; a holistic digital resource covering a range of topics and signposting the available support offered.



Preventing Gambling Harms in Diverse Communities

We train community and faith leaders from ethnic minority populations as part of an initiative with TalkGEN CIC, Red Card Gambling Support Project CIC and Clearview Research. The programme aims to raise awareness and address the issue of gambling harm disproportionately affecting young people from minority communities. The programme content centres on an understanding of social-cultural and religious contexts on shame and stigma relating to gambling harms.

We are leading an alliance of experts from Bournemouth University, Betknowmore and the Responsible Gambling Council to deliver expert training on gambling, gaming, and digital behavioural addictions to health professionals. The free-to-access training is specifically tailored to the modern needs of the NHS and is informed by lived experience and academic insight.

Mindful Resilience

YOUNG PEOPLE'S GAMBLING HARM PREVENTION PROGRAMME

Education | Training | Support

GamCare YGAM

We provide CPD training for teachers and youth workers equipping them with the knowledge, skills and confidence to deliver awareness sessions to young people about the potential harms of gambling and gaming. The programme is delivered in partnership with GamCare and supported by the Betting & Gaming Council, the £10million programme is the largest of its kind and aims to reach and safeguard millions of young people across England, Wales and Northern Ireland.

We are working in partnership with Betknowmore to provide gambling industry employees with specialist online training to strengthen player protection standards and effectively safeguard consumers from gambling-related harm. The resources have been developed using a methodology known as 'flipped learning' derived from Neuroscience studies on how the brain learns.

SAFER GAMBLING TRAINING

Our Independent Evaluation

The latest 2019 NCVO CES independent evaluation of our resources

- ✓ Strong evidence that young people understand gaming and gambling related harms including the risks and triggers.
- ✓ Strong evidence that young people are aware of the resources that they can turn to for help and support.
- ✓ Strong evidence that young people feel confident to discuss gaming and gambling related harms with their peers and others.

	City & Guild Assured quality standard
	ISO:9001 accredited
	City, University of London evaluated
	University of East London evaluated
	Registered with Fundraising Regulator
	NCVO impact evaluated
	Clearview BAME Research & Evaluation
	Red Brick education and charity research
	Approved ASDAN Centre
	Investors in People Gold accredited
	GDPR compliant
	Talent Match accredited
	UKRLP registered
	Trusted Charity – Level 1

Since YGAM's inception we have had a relentless focus on being evidence lead, embraced rigorous evaluation and sought external accreditation for our work. This gives an opportunity for continual external insight into what we deliver with the sole aim of continues development. In the last twelve months alone, we have worked with the following quality- assurance partners

Children & Young People Now Awards 2020

PSHE Education

Winner

Children & Young People Now Awards
PSHE Education Award



Digital Impact Awards 2020 logo

- Best use of Digital from the Education Sector
- Best Digital Communications during COVID19
- Best use of Digital by a Charity





2,906

practitioners trained in 2020

96%

of young people agreed that they understood how gaming and gambling harm can impact themselves and others as a result of a YGAM session versus 26% pre-session.

96%

agreed that they understood the financial risks of gaming and gambling as a result of a YGAM session versus 44% pre-session.

184,700

young people reached in 2020

98%

of the young people we delivered to felt more able to make informed choices as a result of a YGAM session

97%

of practitioners would recommend a YGAM session to a colleague.

**The
Difference
We Make**

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 young people

- 1** 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
- 2** Young people are better aware of resources where they can turn for help with problem gaming and gambling
- 3** Young people have better basic financial knowledge
- 4** Young people have a better understanding of how to be safe in the digital world (risks and how to be safe)
- 5** Young people have more confidence to make informed choices about gaming and gambling
- 6** Young people feel more confident to discuss problem gambling and gaming with their peers and others
- 7** Young people have decreased risk of gaming and gambling related harms
- 8** Young people have better financial capability

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



IMPACT

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

Together,
we are educating
& safeguarding
future generations



The full Impact Evaluation Report is available on the YGAM Website:

www.ygam.org/ygams-latest-evaluation

To book a place on a FREE workshop in your region

www.ygam.org/book-a-workshop

To arrange a call and discuss ways in which we might work together, please email our Founder, Lee Willows, at lee@ygam.org

