



IMPACT REPORT 2022



Welcome from the CEO

The findings of this report are a source of pride, and I want to thank the team, our partners, and supporters for their dedication and effort during this year. I joined the charity right at the start of the year, tasked to lead the team to deliver a transitional one-year business plan as we defined our purpose and prepared our new rolling three-year strategy to be launched in 2023. Under new leadership, and without a clearly defined long-term strategy to act as the North Star, 2022 was set to be an exciting but challenging year for Ygam. Our focus was to consolidate and build on the impact of our existing work, whilst looking to the future through the development of a new strategy to guide us from 2023.

The team have risen to the challenge; they have been flexible, inspiring, and creative. They have set the foundations to enable us to deliver programmes which meet the needs of those who have responsibility for safeguarding children and young people, in a way which will deliver continuously improving standards and real impact.

We did this at a scale that is estimated to reach over 1.85 million young people, training over 4,300 professionals and 500 parents. We worked across the UK, listening to the voices of lived experience to shape and guide our work, reaching into diverse communities, working through schools, universities, local authorities, healthcare trusts, and sports organisations to share our harm prevention expertise.

My thanks must go not only to the staff team, but also to our founders, ambassadors, trustees, delivery partners, and financial supporters. Most importantly, we must thank all those who have attended our training and have gone on to deliver effective prevention interventions to children and young people, together safeguarding so many from gaming and gambling harms.



Dr Jane Rigbye
Ygam Chief Executive Officer



Who We Are

Ygam is a charity with a social purpose to inform, educate and safeguard young people against gaming and gambling harms. Founded in 2014 by three people who had experienced the devastating personal impact of gambling harms, and who had professional expertise in youth work and education, the charity has now grown to be the leading youth-focused harm prevention organisation in the gaming and gambling sector.

OUR 2022 VISION

Fewer young and vulnerable people are suffering from gambling or gaming-related harms.

OUR 2022 MISSION

To raise awareness and understanding of gaming and gambling harms by providing education and training, enabling knowledge dissemination, and engaging in evaluation and research to maximise the reach to young and vulnerable people.

Why We Exist

Today's young people are growing up in an increasingly digital, online and connected world. This brings many opportunities, as was seen during the Covid pandemic when education and social interaction was facilitated through online access to people and services. However, this also comes with its challenges and risks.

92% of young people play video games¹ and over 30% of them say they play for more than 3.5 hours per day, with 8% reporting co-occurring gaming and wellbeing issues²,

which may include both emotional and financial harm. While gambling does not always take place online, it has become a heavily advertised, visible industry made more accessible through technology, such as smartphones.

3.3% of 11–16-year-olds are estimated to be experiencing, or be at risk of experiencing, negative impacts due to their own gambling.

We also know that high-quality prevention education initiatives can be effective⁴, particularly when they engage parents and the wider community, and involve interactive and skills-based teaching strategies. The principles of effective practice are transferrable across areas of prevention education. We know that those working in a range of settings with young people already have the skills to deliver effective prevention interventions, but they need greater awareness and knowledge about gaming and gambling harms to enable them to effectively safeguard those in their care. Ygam exists to provide this in an accessible way through training, research, and consultancy services.



Almost a third of young people aged 11–16 spend their own money on gambling³ each year.

¹<https://www.alliance-scotland.org.uk/blog/news/new-report-young-peoples-views-on-gambling-and-gaming/>

²<https://pediatrics.jmir.org/2022/4/e41480/>

³<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2022>

⁴<https://pshe-association.org.uk/evidence-and-research-key-principles-of-effective-prevention-education>

How We Work

Our 2022 Business Plan had three key themes:

1. Reach & Influence

- Continue to deliver high quality education and awareness training to those working with young and vulnerable people
- Learn from and where appropriate, build upon Greater London pilots in the health sector and diverse communities
- Seek and capitalise on opportunities to expand our reach in sectors such as criminal justice and social care
- Seek to establish an initial footing in the gaming and Esports sector

2. Evaluation & Knowledge

- Engage in robust and independent evaluation of our programmes supported by reliable and high-quality data
- Seek collaborative and purposeful research opportunities that provide added value to the programme offering
- Provide thought leadership within the sector to disseminate and enhance knowledge of gaming and gambling harms

3. Content & Education

- Continuously update, improve, and maintain the relevance of our suite of educational resources
- Seek to invest and expand upon our digital resource and training offering to maximise accessibility and reach
- Enable knowledge development, sharing and dissemination across YGAM and our delivery partners/stakeholders

Through delivering against these themes, Ygam endeavours to raise awareness of gaming and gambling harms amongst those with influence over the lives of young people, improving their understanding, and enabling them to share effective prevention interventions to better safeguard those in their care.



OUR IMPACT IN 2022

Programme Delivery

1,857,895
estimated young
people reached.

4,819
delegates.

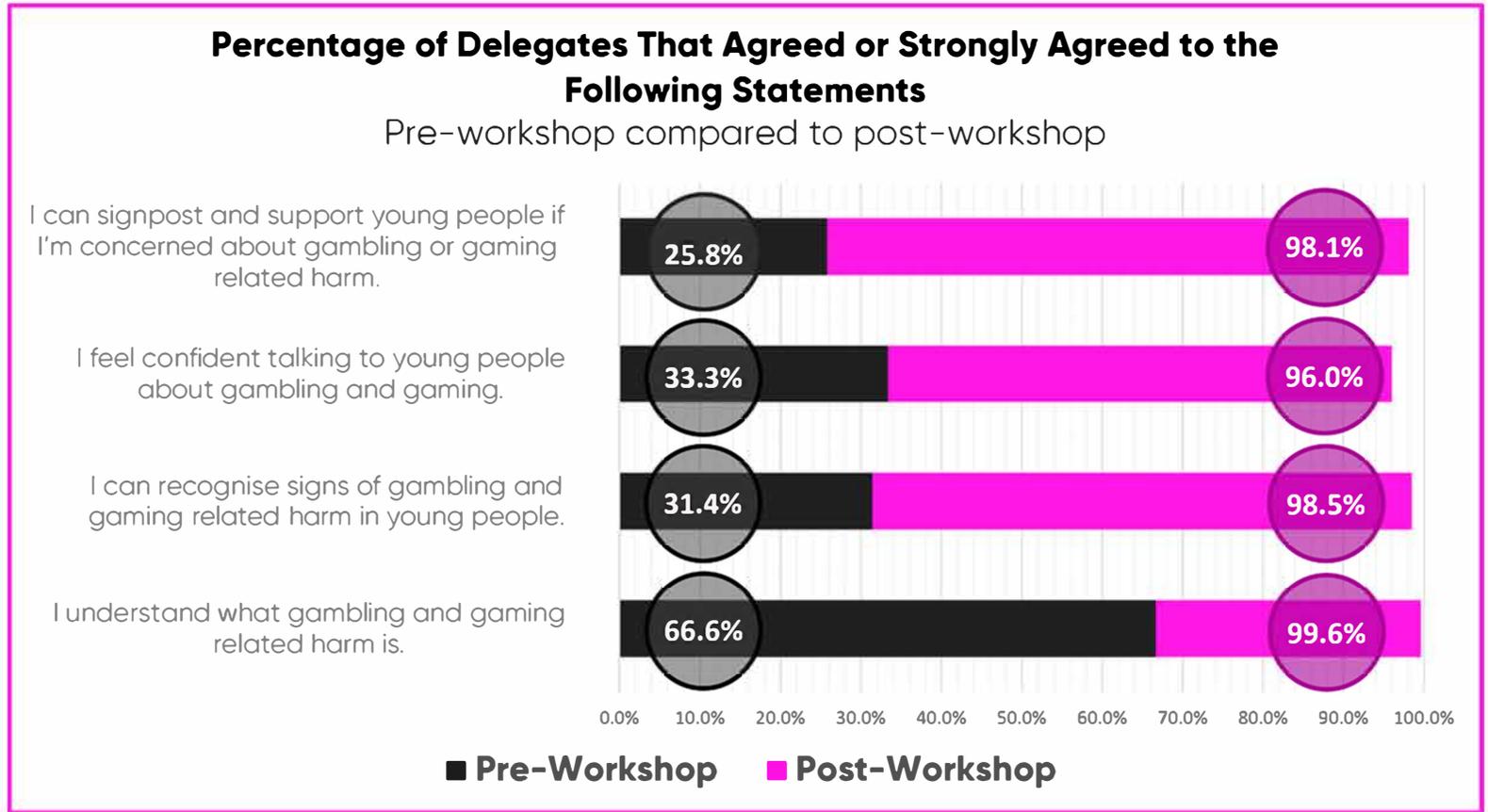
99.6%
of delegates
would recommend
our workshops to
colleagues.



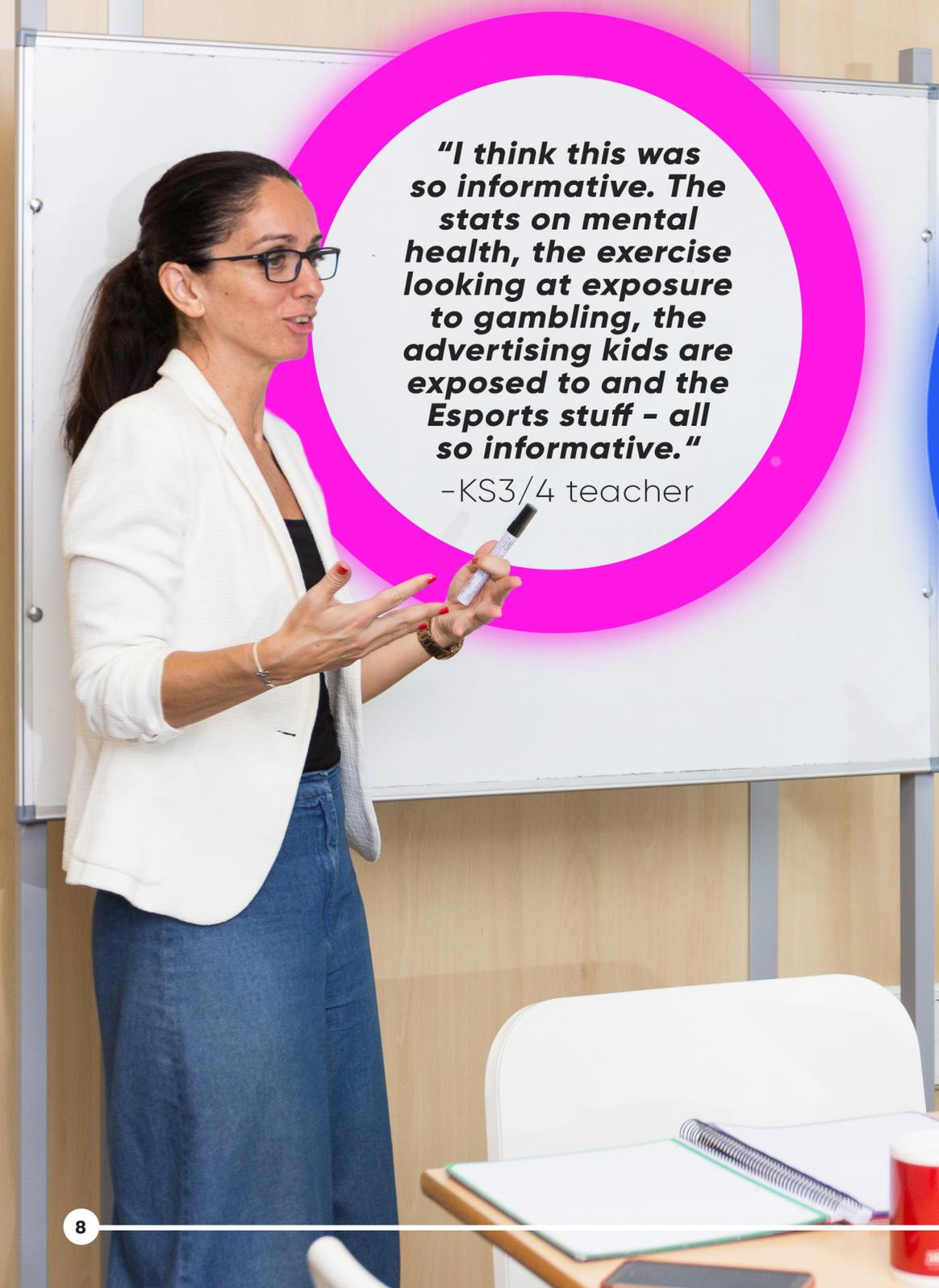
Teachers and Youth Workers

We provide CPD training for teachers and youth workers⁵ equipping them with the knowledge, skills and confidence to deliver awareness sessions to young people about the potential harms of gambling and gaming.

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.



⁵The YPGHPP is delivered in partnership with GamCare and Youth Work Alliance, Northern Ireland. The data reported here relates to only Ygam's activity as part of the wider programme of work.



"I think this was so informative. The stats on mental health, the exercise looking at exposure to gambling, the advertising kids are exposed to and the Esports stuff - all so informative."

-KS3/4 teacher



"My colleagues and I are going to implement the sessions within our ICT and PSHE curriculum and I am going to plan an off-timetable day at the beginning of the next academic year."

- SEND teacher

Parents and Carers

Foster Parents and Early Help Practitioners:

Care-experienced individuals often have increased vulnerability to a range of complex issues related to health and wellbeing. Our targeted programme saw 503 foster carers and early help practitioners trained, who estimated they'll reach 16,573 children and young people over the next 12 months.

94.9% said they felt confident spotting the signs of harm

96.6% said they feel the resources will be useful for their role.

A Foster Parent said,

"A great learning session. Enjoyed and surprised by the information given. We will definitely use this awareness in gaming and gambling going forward in fostering. Thank you "

Another said,

"This course has taught me so much – the online gaming world is so important in the lives of the young people I look after. I now have much more confidence in being able to start conversations and to be curious about their online worlds."

A family placement social worker said,

"A very in-depth look at trauma on the brain and supports around for harmful gaming/gambling. Thank you".

Parental Awareness sessions:

243 parents attended an awareness session to learn more about gaming and gambling, gaining practical tools and ideas to support them.

93.7% would recommend Ygam to a colleague or friend.

87.3% felt their knowledge had improved following our training, compared to 17.8% pre-workshop.

94.9%
felt confident about
spotting signs of gaming
and gambling-related harm
compared to **14.9%**
pre-workshop.



Families Through Adoption

Pilot Session Hosted 28 Parents:

100% would recommend to a friend or colleague.

100% agree or strongly agree they feel confident spotting signs of gaming and gambling related harm, compared to 1.7% scoring 7 or above, out of 10, pre-workshop.

100% of delegates agree or strongly agree their knowledge on gambling and gaming harms have increased because of the workshop.

Universities and Students

Working in partnership with GAMSTOP and RecoverMe, Ygam visited 24 universities on the University Gambling Support Tour.

352 university staff trained, who estimated they will work with 75,275 students on campus over the next 12 months.

99.3% of staff trained would recommend the workshop to others.

70% of students had increased knowledge about how gambling affects people because of their interaction with us.

70% of students felt better prepared to deal with gambling-related harms because of their interaction with us.

Over 70% of those university staff trained agreed that they knew what universities could do to reduce stigma around gaming and gambling as a result of our training.

"I had a discussion with a student who was spending large amounts of money on horse racing. I encouraged them to speak to their family and gave them information on agencies who could help. It was also linked to depression, so I encouraged a visit to the GP." - Student welfare officer

Faith and Community Leaders

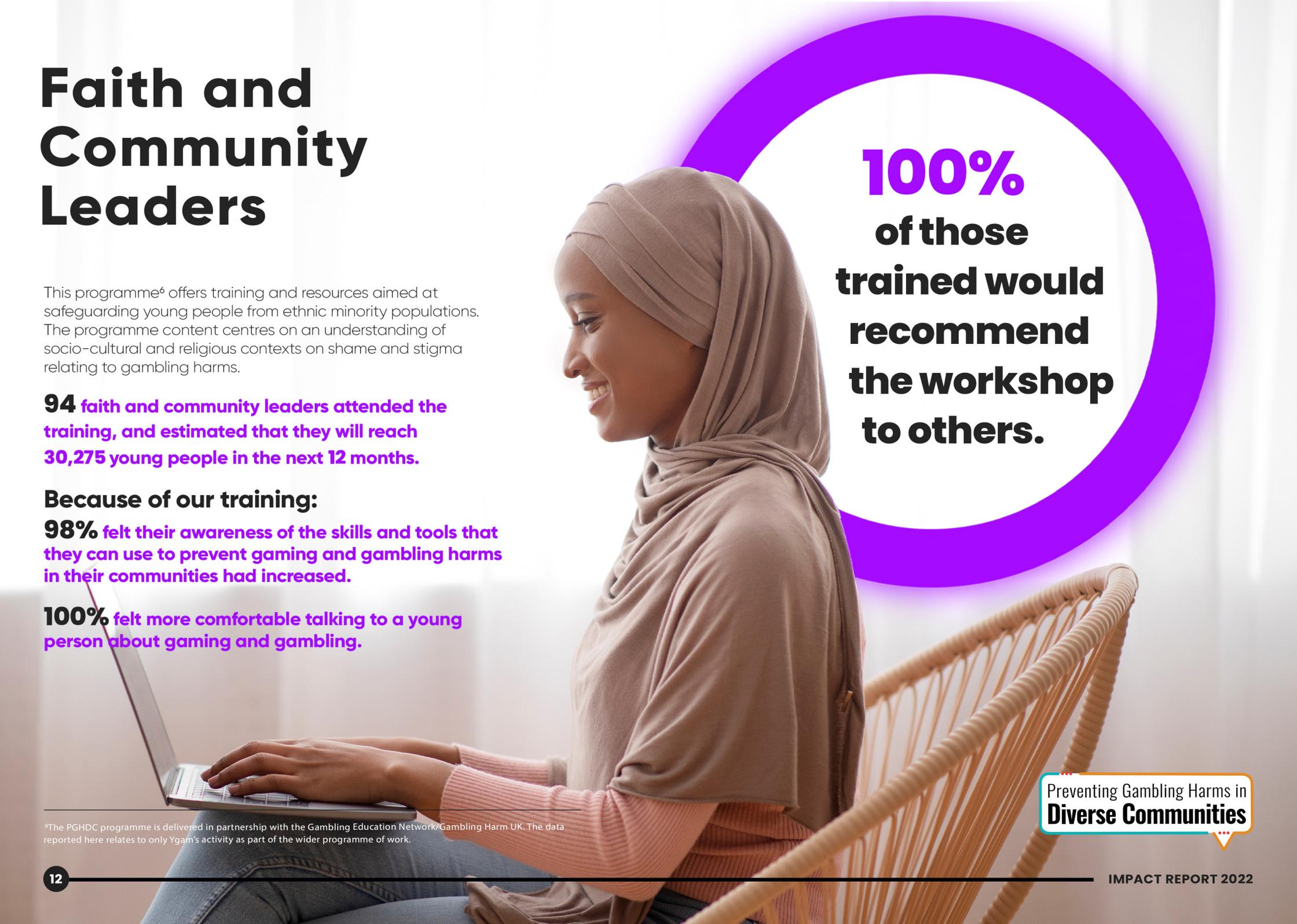
This programme⁶ offers training and resources aimed at safeguarding young people from ethnic minority populations. The programme content centres on an understanding of socio-cultural and religious contexts on shame and stigma relating to gambling harms.

94 faith and community leaders attended the training, and estimated that they will reach **30,275** young people in the next 12 months.

Because of our training:

98% felt their awareness of the skills and tools that they can use to prevent gaming and gambling harms in their communities had increased.

100% felt more comfortable talking to a young person about gaming and gambling.



100%
of those
trained would
recommend
the workshop
to others.

⁶The PGHDC programme is delivered in partnership with the Gambling Education Network/Gambling Harm UK. The data reported here relates to only Ygam's activity as part of the wider programme of work.

Health Professionals

The Mindful Resilience Programme is a pilot initiative designed to enable health care professionals to access quality training on gambling and gaming harms in children and young people. The programme is designed by psychologists and informed by academics, health professionals, and individuals with lived experience.

876 healthcare professionals attended the training who estimated that they will reach **438,000** young people in the next **12** months.

98.6% rated the workshop 'Good' or 'Very good'.

Following the training, **98.5%** felt confident in approaching the issues of gaming and gambling with children and young people, and **99%** felt confident signposting children and young people to help and support.

"Ygam offer an accessible but in-depth course on supporting children and young people where there are gaming or gambling concerns. Most importantly, as a school nurse, it gave me practical knowledge on how I can offer effective guidance and helpful resources at a crucial time in a young person's development." - School nurse

"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."

- Public health professional



League Football Education - Gaming Workshops

The team worked with 12 football clubs and provided workshops for 336 academy players.

100% of staff from the clubs said they would recommend our training

100% said they strongly agree that their understanding of gaming disorder has improved and **100%** said they know how and where to get further support to support children and young people in their care.

100% said they understood the links between gaming and gambling following our workshops.

94% of the 11-16 year olds agreed that their knowledge about the risks of gaming had increased because of the workshop.

89% of 16+ year olds agreed that their knowledge about the risks of gaming had increased because of the workshop.

100% of 11-16 year olds said they could identify microtransactions and **100%** said they understood the risks associated with gaming.

100% of young people said they would recommend our training.



CASE STUDY: Working with sports organisations

2022 was a successful year for the growth and development of Ygam's sports portfolio where 325 professionals across 16 sporting genres, from table tennis and handball to football and esports, completed the Young People's Gambling Harm Prevention Programme, and told us they expected to reach 178,115 children and young people over the next 12 months.

By completing the City & Guilds assured training, professionals who attended now have access to over 1000+ tailored learning resources that can be utilised within their clubs and across their local communities.

In addition, young footballers playing for English Football League clubs will have access to education on gaming harms, thanks to a partnership with League Football Education (LFE). 336 academy footballers from 12 different football clubs received workshops on the potential harms of gaming and ways of striking a healthy balance.

"I didn't realise the impact this topic can have on people and the importance on which we need to look out for warning signs and understand when to intervene and support young people. We are all looking forward to delivering the resources from the Ygam portal which will allow us to educate and raise awareness on topics such as gaming and gambling and be able to signpost young people to the correct organisations if they need help or support". - Premier League Community Development Manager

"The workshop was brilliant, really informative and gave the wider LFC Foundation delivery team lots of insight and knowledge on this very important safeguarding topic. Staff are now enabled to give guidance, and advice and feel empowered to tackle this issue going forward. The follow-up resources provide more opportunity to further support young people from the LFC Foundation team and excited and prepared to make more positive change in our local community thanks to Ygam."
- Education & Life Skills Manager from the LFC Foundation



CASE STUDY: Working with Local Authorities and Safeguarding Children Partnerships

During 2022 we have worked to develop strong relationships with local authorities across the country. A focus has been on delivery in London, with over 600 education staff attending our training from most London boroughs, equating to a reach of over 312,000 young people.

The safeguarding leads across all 32 London Safeguarding Children Partnerships have also recognised the importance of educating our children and young people in this area.

'I really enjoyed the training and I think the resources provided are fantastic - thank you.' - Teacher

'We are looking to develop a strand about gaming related harm in our PSHE provision so this will really help inform the approach we take. Thank you so much!' - Head Teacher

'The training is much needed' - Safeguarding Children Partnership Principal Policy and Projects Officer

'I really enjoyed this course; it fitted so well with concerns I have around social influencers from my role [with the] National Network for Child Employment and Entertainment and also the crossover for home educated children which I also lead on.' - Local Authority professional

'The training greatly benefitted our safeguarding community, partners and practitioners as the training allowed for a real collaboration of people to come together, to share what knowledge they have, which in turn highlighted areas and room for improvement then and there.' - Local Authority Safeguarding professional

'The training provided practical solutions and ways to approach these issues in our community and this is exactly what people want from training, they want to walk away with new found knowledge, practical solutions/guidance/signposting and feel confident.' - Local Authority professional

"I would strongly encourage other boroughs to get involved with these sessions, it brings the community together and provides knowledge that can be disseminated between colleagues, departments, schools, charities etc., which in turn ensures that your borough is moving in the right direction and that there are people dotted around in the community that know how to recognise and support with gaming & gambling issues or at least know where to signpost to get the support needed." - Local Authority Safeguarding professional



Safer Gambling Training

This programme provides gambling industry employees with specialist online and face-to-face training to strengthen player protection standards and effectively safeguard consumers from gambling-related harm. Six interactive digital training programmes have been released which cover key topics including customer vulnerability, safeguarding, customer interaction, identifying harm, and employee mental health and well-being.

338 delegates have attended Safer Gambling Training workshops, either face to face or online, and 1468 have completed a Safer Gambling Training eLearning programme.

40 operators trained.

94% of delegates would recommend Safer Gambling Training to a colleague.

98.4% of delegates that attended a facilitated workshop would recommend the workshop to a colleague.

95.9% rated the eLearning courses 'Very good' or 'Good'.

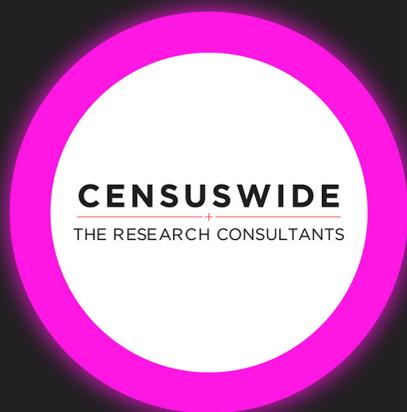
"It was a very good workshop! You know it's good when you talk about it with your colleagues on the journey home." - Delegate

"A well-delivered, professional, informative, and fun training. The lived experience really made us think and understand the impact of gambling related harms. Highly recommended..."



Research and Evaluation

Since its inception, Ygam has been evidence-led and committed to supporting the further development of the evidence base. In the last 12 months we have worked with the following partners to evaluate our programmes, and to support research activity to better understand what works in gaming and gambling harm prevention. We are committed to publishing the results of all our research and evaluation activity, so do watch our website in the coming months to learn more.



Censuswide

Independent survey published in January 2022, jointly commissioned with GAMSTOP, the national online self-exclusion scheme, looking at the gambling behaviours of UK university students.



Manchester Metropolitan University

Supporting staff, students, and the student's union with a student-led intervention and targeted campaign to tackle gambling harm as part of the Communities Addressing Gambling Harms programme in Greater Manchester.



ClearView Research Ltd

Evaluation of the Ygam University and Student Engagement programme.



University of Bristol

Evaluating the impact of harm prevention education programmes in reducing the influence of gambling advertising on young people.



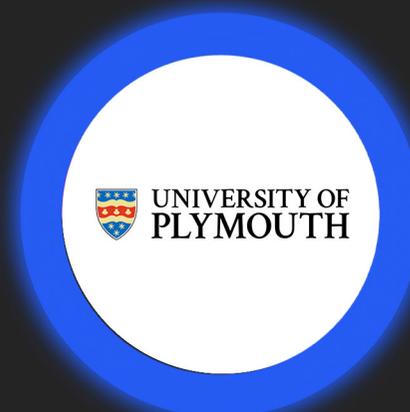
Rocket Science

Evaluation of Ygam performance against Young People’s Gambling Harm Prevention Programme targets, including outcomes for practitioners and outcomes for young people.



Newcastle University and Loughborough University

Supporting in-depth qualitative research into how children and young people engage with, understand, and experience paid reward systems in digital games.



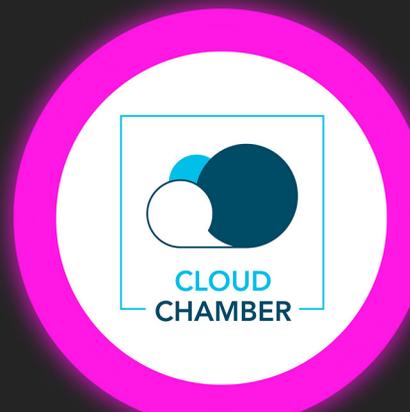
University of Plymouth

Knowledge Exchange developing educational material on the financial and psychological harms related to videogaming monetisation, following a series of engagement and planning workshops with specialist local organisations.



Wolfson Institute of Population Health at Queen Mary University of London

Funding a national research piece on students exploring gaming, gambling and digital life.



Cloud Chamber

Evaluation of the overall delivery of the Young People’s Gambling Harm Prevention Programme.



Bournemouth University

Developing resources and content for healthcare professionals.

External Affairs

Through our marketing and communication activity, we have continued to increase the profile and brand identity of the charity.

399,000
social media
page and profile
impressions

254,000
social media
post
impressions



BBC
NEWS

Department
for Culture
Media & Sport

sky news

CNN



ECHO

The
Guardian



Islam
CHANNEL



SCHOOLS
WEEK

We have featured in regional, national, and international media including television, radio, newspapers, magazines and podcasts.

We have engaged with Ministers and politicians from all parties to share insight, knowledge, and experience to help inform key policy debates. We have also submitted written evidence and responses to several inquiries and consultations.

Our Commitment to Quality and Excellence

Ygam is committed to reviewing and improving its systems and ways of working. To support our internal review processes, we have sought external review and accreditation for our work to ensure independent insight is received for our programme delivery, which feeds into our cycle of continual improvement. In the last 12 months, we have worked with the following quality assurance providers and standards organisations:

- **City & Guilds – Assured centre and programme approval**
- **BSI Group – ISO 9001:2015 accreditation**
- **Royal Society for Public Health – Programme accreditation**
- **NCVO Trusted Charity**
- **Fundraising Regulator**
- **Charity Commission**
- **Investors in People – Gold**



Awards



National Association for Pastoral Care in Education – Outstanding Contribution to Pastoral Care



WINNER

Wellbeing Award
2022

National Children & Young People Awards – Wellbeing Award

What's Next - a Message From Our Director of Programmes

2022 was a year of transition for Ygam; whilst we continued our delivery of high quality and impactful programmes to those in a position to care for or influence the wellbeing of children and young people, we were also able to pay particular attention to those likely to experience greater vulnerability to the risks of gaming and gambling. Our work with parents expanded to deliver to those working in foster care and early help, and with adoptive families. We significantly increased our delivery to faith and community leaders, as we know that whilst young people from ethnic minority backgrounds are less likely to gamble, those that do are more likely to experience harm as a result. We worked with healthcare professionals, knowing that those experiencing physical and mental health difficulties may be more likely to experience comorbid gaming or gambling difficulties.

Alongside programme delivery, the whole Ygam team worked together during the year to reflect on our purpose, and to focus on the development of our new strategy, launched in January 2023. This gives us a renewed emphasis on reach and impact, on our role in the gaming and gambling sectors as thought leaders and experts in harm prevention, and on understanding the digital world and the implications of new and emerging technology for the health and wellbeing of our children and young people.

We believe that education about the risks related to gaming and gambling should be made available to all children and young people, but we know that some groups will need targeted and specialist support, so Ygam will continue to work to provide high quality, evidence-based training and resources to all those who need it. Importantly, we have listened to our training delegates about what they want from Ygam and know that regular updates and access to additional training and information and resources are in demand. We will deliver this by working with and through our outstanding delivery partners, and continually learning from those with lived experience of gaming and gambling harms to inform our work. And we know that we cannot deliver exemplary services to others unless we care for ourselves, so we will continue to invest in the support and development of our wonderful, dedicated team.

We enter the new year confident in our mission, and aiming to collaborate with other high quality, evidence-based organisations to deliver our programmes, and ultimately working together to achieve the vision that all children and young people are resilient to, and safeguarded against, gaming and gambling harms.



A handwritten signature in black ink, which appears to read 'Linda Scollins Smith', is positioned above the printed name.

Linda Scollins Smith
Director of Programmes

Thank You

Thank you to every delegate who has attended our training in 2022, who is now implementing their learning to help build young people's resilience to risk, to effectively safeguard children and young people from gaming and gambling harms.

Thank you to our fantastic delivery partners, GamCare, Youth Work Alliance, Betknowmore UK and Gambling Harm UK. We look forward to developing further collaborations in the coming years.

And finally, thank you to our donors and financial supporters who enabled us to deliver this vital service to so many during 2022. We appreciate your continued support.



www.ygam.org