



SAFER GAMBLING TRAINING

World-class training to **strengthen player protection** and effectively safeguard consumers from harms. Informed by Lived Experience & relevant to the latest LCCP requirements.

YGAM and Betknowmore UK COMING TOGETHER

Leading charities **YGAM** and **Betknowmore UK** have come together to combine specialist knowledge, lived experience insight and research to create the most advanced comprehensive training programmes globally.

The content has been developed in collaboration with City & Guilds, gambling operators and Experts by Experience (EbE) taking into account LCCP guidance and the Gambling Commissions Key Findings & Recommendations following

published regulatory settlements.

These leading-edge courses will set a new, national benchmark for colleagues who work in customer facing roles in the gambling industry.

The content will encourage operators to go beyond the minimum standards the Gambling Commission expects operators to comply with the LCCP.

“ 100% of profits go to YGAM & Betknowmore. ”

ACCREDITED TRAINING FOR THE GAMBLING & GAMING INDUSTRY

City & Guilds

Developed by Neuroscience

Utilising the recognised model from Neuroscience about how the brain actually learns we deploy a learning methodology known as “flipped learning”. Essentially the digital content is studied before the face to face element – the information to be learned is available digitally and then a face to face – or virtual live event, run by one of our Expert by Experience Business Development team, follows. The science of learning teaches us that learners need social engagement in order to learn effectively so it is vital we embed our Experts by Experience into the heart of the programme – the emotional contagion that’s created equates to a learning experience that’s guaranteed to change behaviour.



UNDERSTANDING CUSTOMER VULNERABILITY PART 1

Increase confidence in recognising the risk factors associated with customer vulnerability, with a focus on preventative interventions rather than solely responding to gambling related harm.

UNDERSTANDING CUSTOMER VULNERABILITY PART 2

Further exploration of customer vulnerability within the context of social responsibility and regulatory guidance.

UNDERSTANDING GAMBLING RELATED HARM PART 1

Identify and expand our understanding of gambling related harm, its meaning, usage and impact on the lives of those affected.

UNDERSTANDING GAMBLING RELATED HARM PART 2

Enhance your understanding of an addiction model through the Story of Joe and using the 'gamblers narrative' to support the prevention of harms.

UNDERSTANDING SAFEGUARDING AND WELFARE

Explore the themes of safeguarding and welfare in gambling specific contexts, including recognition of key legislation, definitions and referral procedures

ENHANCED SKILLS FOR CUSTOMER INTERACTION

Practice powerful yet simple skills that lead to more positive customer relationships and encourage safer gambling interactions.

AWARENESS OF GAMBLING SUPPORT SERVICES

Feel confident and better equipped to provide a safe and comprehensive service to your customers by learning about tools and services designed to help anyone struggling with gambling.

MAINTAINING HEALTH AND WELLBEING FOR GAMBLING EMPLOYEES

Explore practical ways to support your own and others health and wellbeing in the workplace by learning effective self-management strategies that build resilience and support psychological wellbeing.