

Safer Gambling Training

NEW for 2021



SAFER GAMBLING
TRAINING



Understanding and safeguarding customers is at the heart of the gambling industry, and your customer-facing team members have an important role in identifying gamblers who may be at risk of gambling-related harms.

Understanding vulnerabilities and gambling-related harms (GRHs) gives your customer-facing teams confidence to recognise opportunities for opening up conversations, and to explore on-going concerns – protecting your customers, your reputation, and your business.

Research suggests that many in the industry lack a clear understanding of the vulnerabilities that may lead people into the risk of unsafe gambling and gambling addiction, and are not always aware of the gambling-related harms that this can lead to.






City & Guilds

ASSURED

YGAM and Betknowmore UK have worked collaboratively to scope, design and deliver a range of formal training programmes for colleagues employed by licensed gambling operators and working in customer-facing roles. The principle aims of this training are to further drive standards against a national framework and minimise harm to consumers. Our training is assured by City & Guilds.

Presented through the lens of lived-experience, all programmes combine specialist knowledge, insight and research to create the most comprehensive safer gambling training programme globally:

-  **informed by the lived experience of Experts by Experience (EBEs)**
-  **relevant to latest LCCP requirements**
-  **awarded the prestigious City & Guilds Assured status**

This training has been designed to help your team members to better understand and empathise with the impact that gambling can have, and in turn to help them to talk to customers more effectively and signpost them to organisations who can help them.

Face-to-face workshops

Facilitated by our team of established gambling industry professionals who know the sector well and complimented by colleagues with Lived Experience of Gambling Harms, we can offer unique insights. These single or multiple day workshops are delivered directly to your teams at a location and on a date of your choice. We have solid experience of delivering outside the United Kingdom and our price structure for work overseas includes basic flights and accommodation for our colleagues. We will work with you to create workshops from our suite of City & Guilds assured programmes to ensure the safer gambling training is aligned with your training requirements and builds upon what you currently deliver. Our workshops are impactful and engaging, enabling your teams to meet and learn from our experienced trainers in a highly interactive and educational training programme.

Facilitated webinars

Once again, facilitated by our team of established gambling industry professionals who know the sector well and complimented by colleagues with Lived Experience of Gambling Harms, we are able to offer unique insights as these one or multiple day online workshops can be delivered directly to your teams through your preferred online video conferencing technology. We will work with you to create workshops from our suite of City & Guilds assured programmes to ensure the safer gambling training is aligned with your training requirements. Our facilitated webinars offer an incredibly flexible approach to training, breaking down barriers around travel and social interaction restrictions, venue access, travel costs, time out of the office etc, allowing you the flexibility to train your team whilst minimising business disruption.



Digital training

Our new for 2021 suite of digital safer gambling training offers six online training programmes developed for customer-facing team members working in the gambling industry. These cutting-edge training programmes combine advanced training techniques and coaching tools with lived experience to create a unique, engaging, and educational experience. These programmes can be treated as a suite, bespoke bundles, or individual workshops, offering complete flexibility to align the training with your business requirements. All training is completed online, with each workshop taking around 60 minutes, and training can be accessed from any device at a time that suits the learner.

Understanding customer vulnerability in a gambling environment

The aim of this programme is to raise learner awareness of customer vulnerability, in order to support your organisation's own Safer Gambling initiatives. Learners will explore what is meant by vulnerability, why it is important to recognise it and how this can help your organisation in fulfilling its corporate responsibilities.

By the end of the workshop learners will be able to:

- ✓ **define the term 'vulnerability'**
- ✓ **describe the purpose and importance of social responsibility**
- ✓ **understand what is meant by 'customer vulnerability'**
- ✓ **identify potentially vulnerable groups**
- ✓ **understand and describe the factors that can trigger vulnerability**
- ✓ **identify types of vulnerability**



Understanding gambling-related harms (2-part programme)

This 2 part programme explores Gambling Related Harms within the context of the individuals, families and communities in Part A. Learners will understand the factors that can make people more vulnerable to Gambling Related Harms and how recreational gambling can get out of control. Part B is told through the eyes of Joe and his journey through gambling addiction. Learners will be introduced to the work of psychologist Dr Custer to help identify gambling related harms in customers.

By the end of the workshop learners will be able to:

- ✓ **describe gambling addiction theory**
- ✓ **describe the different types of GRH**
- ✓ **define the term Gambling Related Harm (GRH)**
- ✓ **identify the three interplays that cause a loss of gambling control**
- ✓ **identify the factors that can change a customer's relationship to gambling**
- ✓ **identify the factors that can make someone vulnerable to GRH's, and how this relates to customer profiling**
- ✓ **identify the GRH impact on Joe and his family**
- ✓ **describe how these interplays can trigger vulnerability**

Understanding safeguarding and managing welfare

This 2 part programme is designed to give learners the information and confidence to identify safeguarding and welfare issues, exploring legal responsibilities within the gambling industry. Part A: Safeguarding at risk groups focuses on safeguarding issues for children, young people and adults at risk who need to be referred to social services or the police in an emergency. Part B Managing welfare issues relevant to gambling is designed to help learners become more aware what can make gamblers vulnerable, recognising when someone is at risk of gambling-related harms and supporting learners in being able to make an appropriate intervention

By the end of the 2-part programme learners will be able to:

- ✓ **describe what is meant by safeguarding and welfare in a gambling context**
- ✓ **show familiarity with important laws governing safeguarding and welfare in gambling**
- ✓ **understand the key steps in recognising and responding appropriately to causes for concern**
- ✓ **describe what steps should be taken where immediate harm is evident**
explain how vulnerability and duty of care are defined in the gambling sector

Enhanced skills for customer interactions (2-part programme)

Great communication skills are key to ensuring that our customer are safe. In Part A, learners will discover is meant by enhanced skills for customer interaction and what these skills are. Learners will see examples of customer interactions and learn the benefits of using enhanced skills. In Part B learners will build on skills from part A and will explore ways to have better and more meaningful communications with customers.

By the end of the 2 part programme learners will be able to:

- ✓ **explain what enhanced skills for customer liaison are**
- ✓ **describe customer interactions where enhanced skills could be applied**
- ✓ **identify examples of enhanced skills for customer interactions**
- ✓ **explain the benefits of using enhanced skills in a customer interaction**



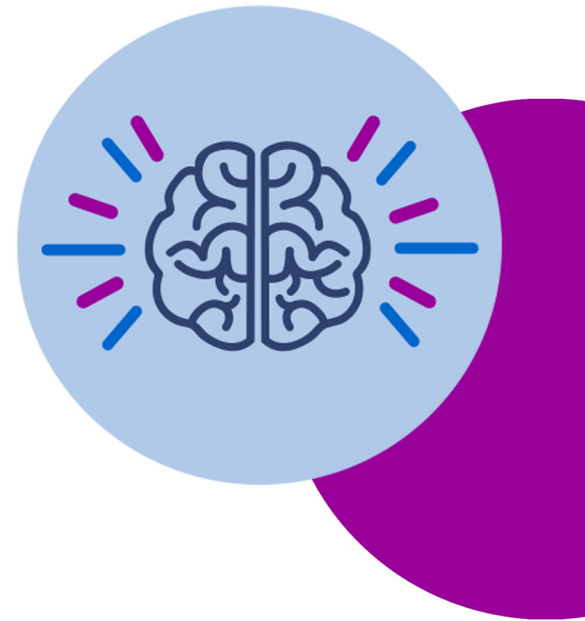


Awareness of gambling support services

The aim of this programme is to give learners the knowledge needed to signpost vulnerable customers towards help and support. Learners will explore the organisations that support gamblers and the protections that are available to help customers take control when gambling becomes disordered.

By the end of the workshop learners will be able to;

- ✓ **explain why knowledge of support services is important to your customers and to you**
- ✓ **describe the different types of support services available and what they do**
- ✓ **describe how the support services help people struggling with GRH's**
- ✓ **describe some of the barriers that may prevent people from accessing these services, and how these may be overcome**



Health and wellbeing

The health and wellbeing of employees is of increasing concern to all organisations, and the gambling sector is no exception. Dealing with customers who are expressing heightened and even extreme emotions can take its toll on an individual's mental health and wellbeing, and this in turn represents a risk to the effectiveness of your organisation. The aim of this programme is to raise awareness of situations that may cause stress or contribute to mental or physical health issues, and to equip learners with tools, tips and techniques to help them to maintain their wellbeing and work life balance.

By the end of the programme learners will be able to:

- ✓ **describe what is meant by health and wellbeing**
- ✓ **identify factors that can negatively impact your health and wellbeing**
- ✓ **identify resources and tools that can contribute to overall wellbeing by supporting you to be better equipped and more confident about managing daily pressures**





SAFER GAMBLING TRAINING

Your team will gain the tools, skills and confidence to become specialists in safer gambling and consumer protection

100% of surplus revenue is used to enable BKM and YGAM to achieve their vision and charitable purpose

Get in touch and get started today

www.safergamblingtraining.com

W: www.betknowmoreuk.org
T: 0800 066 4827
E: ben@betknowmoreuk.org

W: www.safergamblingtraining.com
T: 0203 837 4963
E: ianshanahan@ygam.org

