



## **Ygam and Manchester Met University Research: Peer to Peer identification and brief advice (IBA)**

**Safeguarding Our Digital Generation**



## Session aims:



Understand the specific risks associated with students and gambling harms and how to spot the signs of gambling harm



Explore students' experiences of gambling and the associated harms



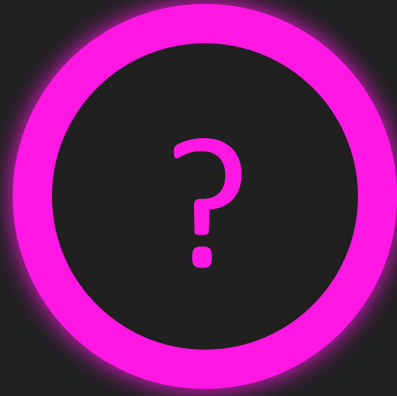
Understand the research project and discuss the insights, perspectives and experiences of university students around gambling harms



Explore how Ygam's University & Student Engagement Programme can support you, your university, and students.



# Setting the scene:



How many students have gambled in the past 12 months?





# Student Gambling Survey 2024



**46%**

Gambling has impacted university experience



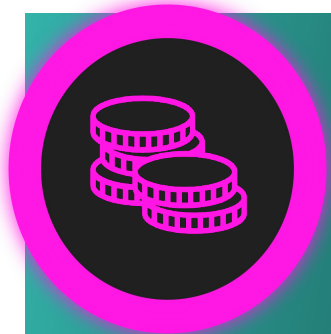
**28%**

Students who gambled were found to be at 'moderate risk'



**21%**

Students who had behaviour categorised as 'problem gambling'



**23%**

Using student loan to pay for gambling



**48%**

Bet more than they can afford to lose



**£35.25**

Average gambling loss per week



# Motivations and influences



46%  
Money



36%  
Fun with friends



24%  
Risk



24%  
Buzz



22%  
Fun with family



34%  
Friends



26%  
Sporting Events



25%  
Social Media



16%  
Offers/bonuses



15%  
Advertising

Source: [Censuswide 2024 Annual Student Gambling Survey](#)

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# Gambling: Signs of harm



## Health

- Self-neglect
- Poor diet
- Low mood
- Depression



## Financial

- Difficulty budgeting
- No money for essentials
- Borrowing
- Fraud
- Theft



## Relationships

- Broken promises
- Secrecy
- Isolation
- Lower intimacy
- Arguments
- Mistrust



## Social

- Limited interactions
- Hours lost to gambling
- Social development skills eroded



## Education

- Poor attendance
- Lack of focus
- Decline in standards
- Tiredness

# Lived experience of gambling harm

“When you go to university for the first time and you have student finance, money from your parents and other financial support you can be tempted to gamble recklessly. It took over my life – I wasn’t studying, I was just sitting in my halls gambling. In my second year of university, I ended up gambling away my student loan in the first 24 hours.”

“It is important that students have access to organisations, such as Ygam, to educate them about gambling and that they are aware of essential tools such as self-exclusion if they are experiencing problems with their gambling. I know that it would have benefited me when I was at my lowest point”.

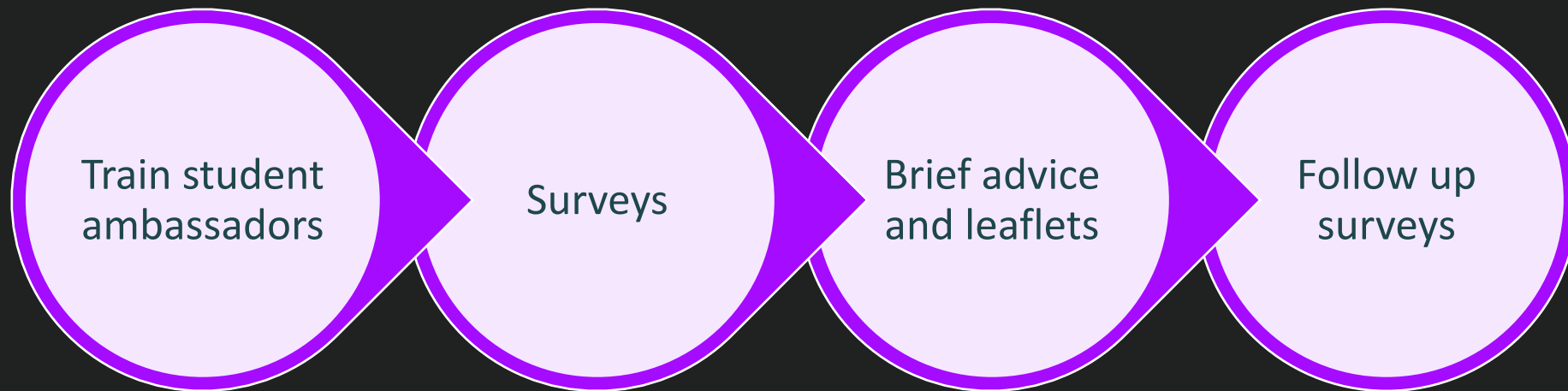


# Our research project

## Purpose:

Explore the impact that peer to peer brief advice has on preventing gambling harms within the student population.

## Activity:



# ENGAGING STUDENTS

# Engagement goals

We aimed to engage MMU students in this project as Ygam Ambassadors and as survey respondents.

## Targets:

- + Recruit and train 10 – 15 Ygam Ambassadors  
These students would be the ones manning stalls and engaging with other students completing the survey.
- + 800 students complete the Ygam survey  
These responses would form the basis of the research into student gambling habits

## Results:

- + Recruited and trained 10 Ygam Ambassadors  
15 students were shortlisted, 10 of whom attended training.
- + 665 students completed the survey





# AMBASSADOR RECRUITMENT

Advertisement and  
Applications

## Simple application process:

- + role description online
- + short interest form
- + 3-hour training session (paid)

## What we asked for:

- + current MMU students
- + Friendly, responsible, supportive and helpful
- + able to attend the training session

## What we offered:

- + Would be paid the student staff wage (real living wage), training included.
- + Training provides them with a City & Guilds qualification
- + 3 four-hour shifts (12 hours total)
- + Help MMU students affected by gambling harm
- + Be part of this piece of research into the prevalence of gambling among university students.

### Ygam Ambassador

Please fill in this form to register your interest in being a Ygam Ambassador.

Your name

Your Student ID

Email address you would like us to contact you on.

Why are you interested in the role of Ygam Ambassador?

Training for this project will take place in person at The Union on Thursday 9th November, 5pm-9pm. Are you available to attend the training?

- Yes  
 No

This role will require you to approach students and talk to them about gambling harm. Are you comfortable speaking in public?

- Yes  
 No  
 Maybe, once I've done the training.



# AMBASSADOR RECRUITMENT

## Training included:

- + Statistics about gaming and gambling
- + History of Ygam
- + Background on how gaming and gambling can cause harm, particularly with young people
- + Information about support
- + Their role as ambassadors
- + How the IBA approach works and the conversations they would have with students.



## Ambassadors role:

- + Engage with students at the stall
- + Talk them through the survey
- + Talk them through the scoring system
- + Provide them with the Ygam information leaflet
- + Talk them through the section relevant to their harm level/ signpost



# SURVEY STALLS

We did several stalls over a period of three weeks covering different areas of campus:

- + Business School
- + The Union
- + Platt Lane

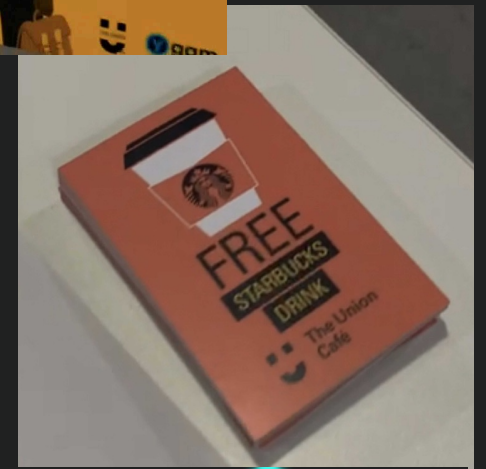
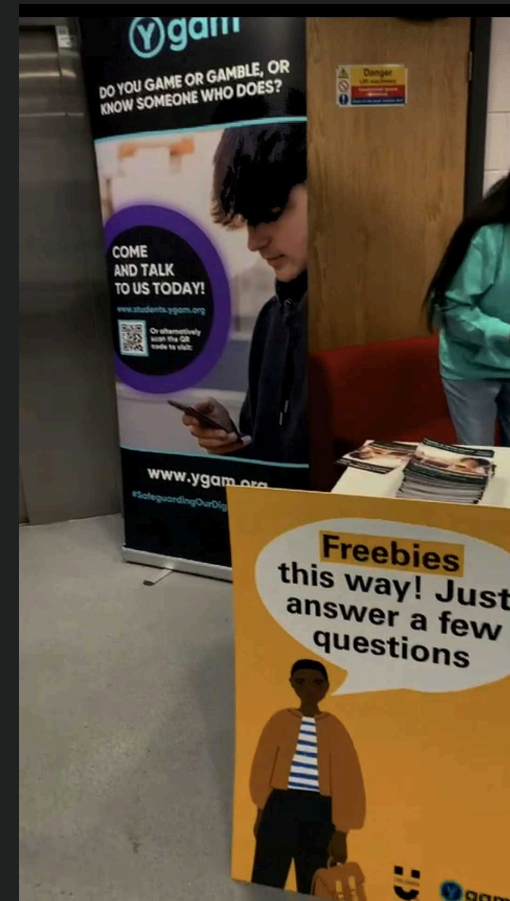
Stall Resources

- + Ygam banner
- + Freebies A2 poster
- + Ygam Turquoise Hoodies

+ Ygam leaflet containing information about gambling harms and support available

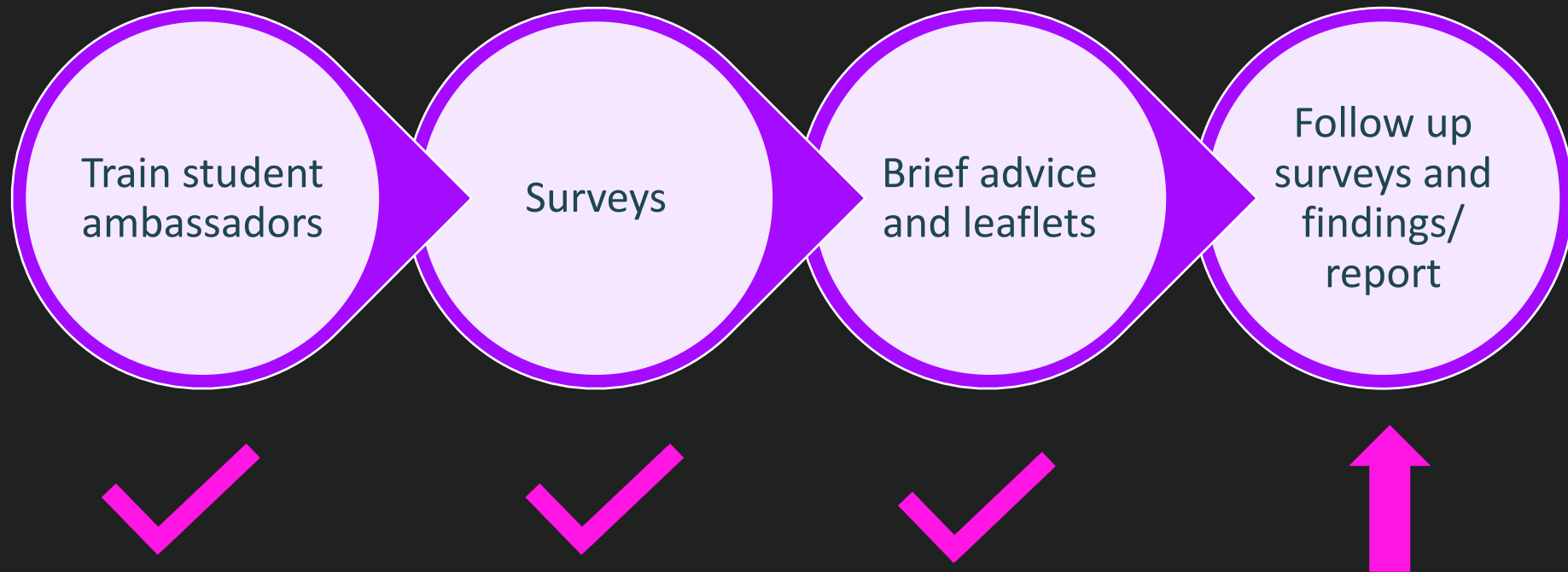
Incentives

- + Coffee Vouchers (later, sweets)





# Our research project



# Our research project

## Initial findings:

21.8%

Of the 665 respondents 21.8% said they had gambled in the last 12 months<sup>1</sup>

50%

50% of respondents say they spend £10 or less per week.

24%

24% reported that they gamble online, whilst 19% reported gambling on sports.

3.5%

Scored 7-9 on the PGSI, indicating significant levels of gambling harm

9.7%

9.7% reported spending over £200 a month on gambling.

# LEARNINGS

## Ambassadors:

- + recruitment largely effective
- + students who expressed interest in the topic were most engaged and reliable.
- Some lacked confidence challenging students who just wanted freebies
- Some just less extroverted
- Paid role meant less accessible for some international students

## Stalls:

- + Coffee vouchers were an effective incentive
- + did get 665 responses
- Freebie incentives were a bit too effective
- Hard to supervise multiple stalls over a long period of time

## What we could change:

- + Offer incentive for completion of follow-up survey
- + Reinforce focus on engaging gamblers through stall promotion and ambassador training.
- + Hold stalls for a shorter, longer period of time
- + More staff supervision and support

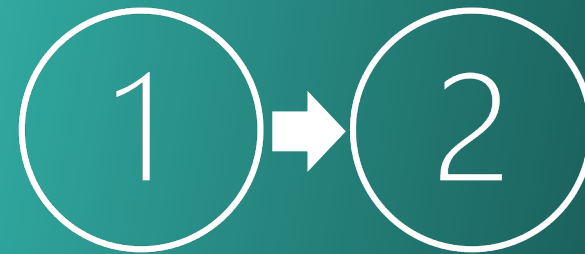


## Next steps

### Report and Lessons Learnt



### Phase 2



# How you can help



Increase your knowledge



Student support services



Website & Ygam hub



Refer for support



Be mindful of your tone/any bias



Try to take a balanced approach



Reassure them



# Signposting and support



**National Gambling Helpline: 0808 8020 133**

# University & Student Engagement Programme

- ✓ Fully funded City & Guilds Assured **Gaming and Gambling Awareness and Harm Prevention** CPD for HE and university professionals
- ✓ Free **Gaming and Gambling Harms** awareness sessions for students
- ✓ **University Roadshows** – on campus activity to talk to students about gaming and gambling harms/signposting information
- ✓ Dedicated Ygam **Student Hub** providing information to students - [students.ygam.org](https://students.ygam.org)
- ✓ Ygam **Alumni Programme** and ongoing support



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Thank You!



#SafeguardingOurDigitalGeneration