



Youth Advisory Board - CAP Gambling Rules for Under-18's

Report

April 2022



Presented by
Ciarán McGinley

Table of Contents

Youth Advisory Board

- 01** **Background**
- 02** **Youth Advisory Board
Findings - General**
- 03** **Youth Advisory Board
Findings - Sports**
- 04** **YAB Overall View**
- 05** **Contact Details**

Background

Committee for Advertising Practice (CAP) new rules

The Committee for Advertising Practice (CAP) recently announced the introduction of new rules for gambling ads as part of their commitment to safeguarding young people and vulnerable audiences.

The new rules are as follows:

Gambling and lottery ads must not:

- Be likely to be of strong appeal to children or young persons, especially by reflecting or being associated with youth culture.

Ads will not be able to use:

- Topflight footballers and footballers with a considerable following among under-18 on social media.
- All sportspeople well-known to under-18s, including sportspeople with a considerable volume of under-18 followers on social media.
- References to video game content and gameplay popular with under-18s.
- Stars from reality shows popular with under-18s, such as Love Island.

We asked our Youth Advisory Board (YAB) for their opinions on the new rules and if they agreed that they would be beneficial.



Youth Advisory Board Findings



The YAB gave their opinion on the following:



Agree that gambling adverts can influence young people to gamble

When we asked why they agreed with this statement they said:

“Gambling adverts can glamourise and glorify gambling by use of colourful, cartoon-like adverts that are appealing to younger viewers”.



Agree that gambling adverts shouldn't have famous people featured in them to protect young people

Why?

“When you see a famous person doing something it makes it seem like it is more acceptable so a young person, who looks up to this person, may want to do it also.”

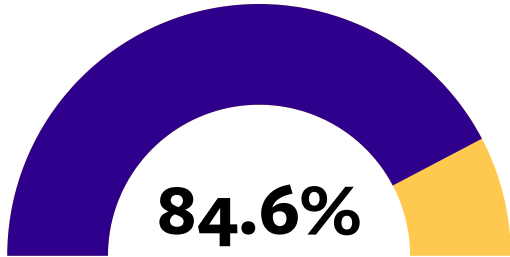


Agree that gambling adverts that is similar to video games can influence young people to gamble

Why?

“Gaming is global, there is a lot of children and young people that love gaming. If gambling adverts are advertised in the same way video games are, it is going to tempt young people to do it”.

Youth Advisory Board Findings



Agree that footballers shouldn't feature in gambling adverts

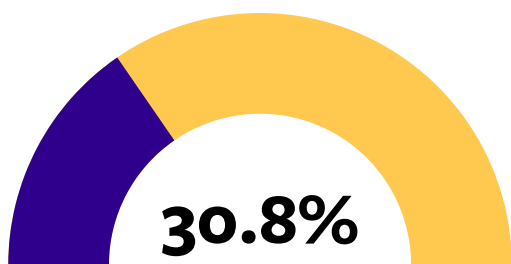
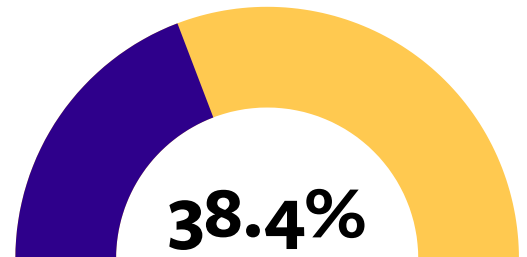
Why?

"Some of these footballers may be considered as idols for younger generation. This might lead them down a gambling path".

Agree that all sports people shouldn't feature in gambling adverts

Why not?

"Everyone has different financial situations, some sports people are not paid on the same level as professional footballers. Getting paid for an advert may be good for them and their lives."



Were unsure if sports clubs should be allowed to have gambling company sponsors.

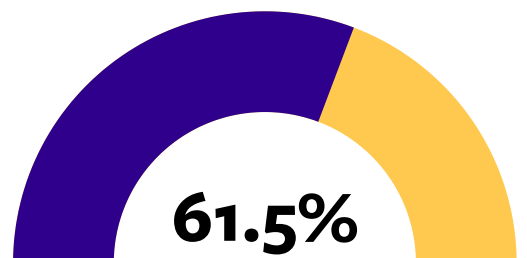
Why?

"If we take away sponsorship it may damage the clubs financial status."

Agree that gambling sponsors on football shirts can influence young people to gamble

Why?

"Football has a massive following and not everyone will pay as much attention to the sponsor as they do to the club's logo being on the shirt. However it raises the risk of people becoming curious to what the sponsor is."



The Youth Advisory Board said, when asked...

What do you think about the new rules to curb the appeal of gambling ads and better protect under 18's?

"I think it is a good initiative but at the moment is too strict on some non harmful adverts."

"I definitely say it's a good thing, even when unsure was previously said for some questions it was on the business view. But when reflecting on the rules as a whole - when you bring very influential people into a gambling advert, they reach various audiences across multiple platforms, i.e. social media, TV, etc. To safeguard all people from harm it is a good idea to limit or stop it completely".





Questions?
**Want a youth
perspective on gambling?**
Contact us.

Youth Advisory Board
YAB@gamcare.org.uk



bigdeal.org.uk