

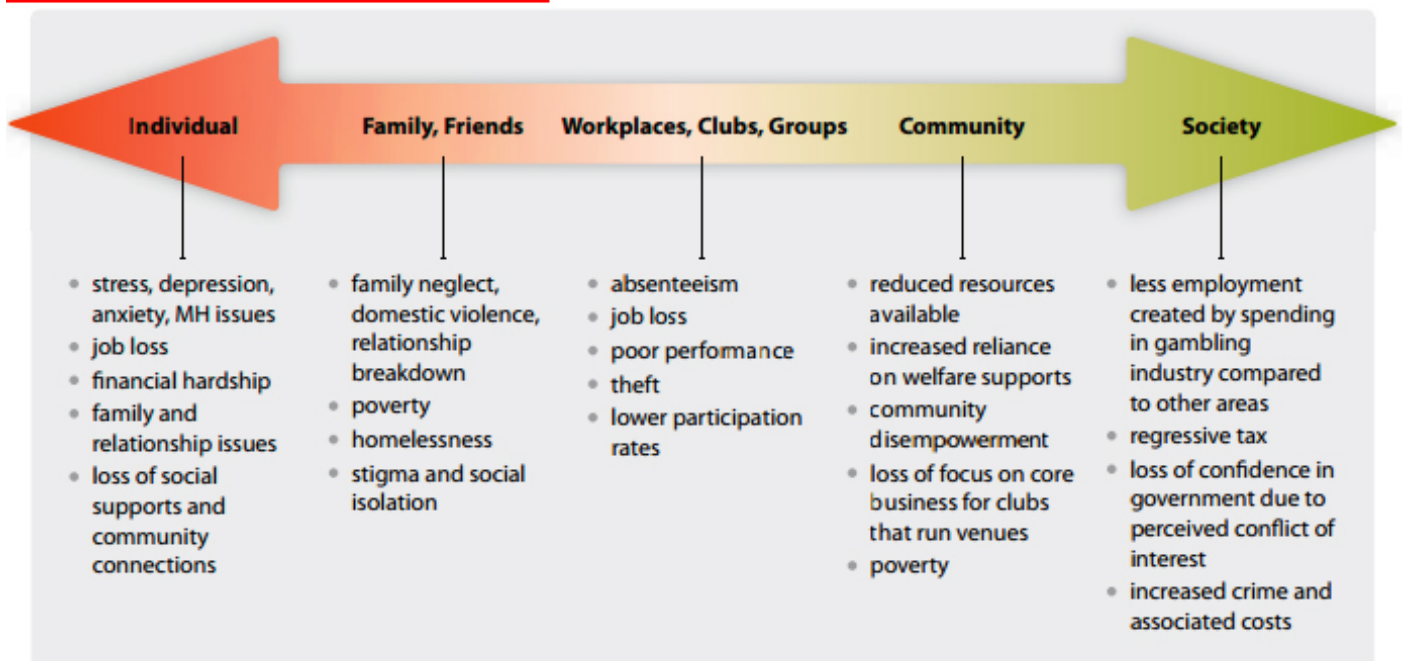


EPIC believes that the following four steps would significantly reduce the levels of problem gambling in the UK. It will take an enormous amount of collaborative effort and education to make these happen but the societal, financial and health benefits would be hugely significant as gambling becomes more and more prevalent.

### Our Key Objectives

- **Have Gambling moved from the jurisdiction of the Department for Culture, Media and Sport into Public Health governance.**
- **The introduction of sensible Gambling regulations especially around advertising.** In 2012 there were 8 billion TV gambling impacts with 1.8 billion peak viewing hours for 4-15 year olds (OFCOM 2013)
- **Gambling to be added to the National Curriculum to be taught from year 2 (6 year olds) onwards for 1 hour per annum to allow Children to make an informed choice.** A recent study showed that a child's impulsivity at the age of 7 will determine their risk to behavioural addiction in adulthood (K.Irsch/Dr Bowden-Jones, 2014)
- **All UK Companies adopt a Gambling at Work Policy for the protection of all Stakeholders.** Adults spend 46% of their time at work and mainly in their most impressionable hours. A gambling at work policy will ensure much reduced legal or financial vulnerability for an organisation whilst also ensuring that employee's duty of care is fulfilled in terms of prevention, identification and, perhaps most importantly, control and treatment.

**Figure 1: Levels of harm**



Source: Health promotion resource guide for problem gambling prevention in Melbourne: [Link](#)

It is vitally important that accurate and up to date data is collated and recorded for public information.