

STRATEGIES FOR CHANGE

Actions to prevent and reduce gambling harm in women

Reducing gambling harm requires action beyond individual choices. We need change at the personal, community and system levels.



WHAT CAN HELP



Build healthy, supportive environments

Make gambling alternatives more accessible, affordable and appealing.
Design safe spaces and communities that support connection and wellbeing.



Reduce exposure and limit harmful marketing

Limit advertising, promotions and inducements that target women.
Restrict saturation of gambling marketing in everyday environments and online.



Strengthen regulation and enforcement

Reduce availability, restrict online access, close loopholes and enforce stronger protections that prioritise women's health and safety.



Invest in prevention and public education

Use co-designed, relatable messages that challenge myths and normalisation.
Raise awareness about harm, help-seeking and support options.



Elevate women's voices and leadership

Involve women with lived experience in research, policy and advocacy.
Amplify diverse voices, especially of women underrepresented in decision-making.



Ensure services are accessible and responsive

Provide safe, confidential, gender-responsive and affordable support.
Ensure services are easy to find and meet women's diverse needs.

WE ALL NEED TO DRIVE CHANGE

- ✓ Gambling is a public health and equity issue.
- ✓ Environments must prioritise wellbeing over profit.
- ✓ Policies and services must be gender-responsive.
- ✓ Investment in prevention and early support saves lives.
- ✓ Data and research must include women's experiences.



EVERYONE HAS A ROLE TO PLAY



Individuals

Look out for yourself and others. Start conversations.



Communities

Build supportive spaces and challenge normalisation.



Services

Provide accessible, respectful and informed support.



Decision-makers and governments

Make and fund policies that protect women and reduce harm. Regulate and hold the gambling industry to account.



Keep industry out of decision-making

Gambling companies should not have a seat at the table when decisions are made about public health, safety and the wellbeing of women.



KEY TAKEAWAY

Change happens when we work together—across individuals, communities, services and governments—to create environments and systems that protect and empower women.



Gambling Harms Women Too
Addressing the normalisation of gambling for women



This fact sheet is based on a range of research exploring how gambling can impact women and what works to prevent and reduce harm.