

**HOPESTREET- Urban Compassion** is supporting a new NSW Government responsible gambling campaign aimed at young men 18-24. The launch of the campaign follows a study of gambling in the state which showed that people in this age group are four times more likely to be problem gamblers than the rest of the population.

The Gambling Hangover campaign is designed to reach young men in the 'morning after' phase following a gambling binge, because this is when they are most likely to recognise the problem and be willing to take action.

The campaign includes advertising in metropolitan and regional newspapers and radio; billboards at train stations and bus interior advertising, concentrating on gambling hotspots throughout the state. Gamblers will be able to access help immediately via SMS.

A campaign website, [www.gamblinghangover.nsw.gov.au](http://www.gamblinghangover.nsw.gov.au) offers a range of self-help and support options, including a quiz, a 'gambling calculator' that assesses your potential losses over a year, free materials, including a practical workbook, and a free SMS service, through which young gamblers can subscribe to reminder messages at times when they are most likely to gamble. There is also a searchable database of support and counselling services throughout NSW.

HOPESTREET- Urban Compassion is supporting the campaign by displaying posters and brochures promoting the help options available.

Reverend Harry Herbert, chair of the Responsible Gambling Fund, which is running the campaign, said it was important that young gamblers who had not yet developed a severe problem, take advantage of the help available.

*"A recent survey found that 90% of clients felt better able to manage their gambling up to six months after receiving help from a face to face counselling service. But we know that these services are more likely to be utilised by people later in life so this campaign is all about telling young men that this help is available and encouraging them to come forward," he said.*