



## Sample Response for Section C on the questionnaire

### Sample Idea 1 – Prevention and Education

**Proposed Idea: Gambling awareness workshops in youth clubs and community settings.**

**Description:**

Develop and deliver interactive workshops on gambling awareness through youth clubs, sports organisations and other community-based settings. Sessions would be designed to be engaging and age-appropriate, covering topics such as recognising signs of gambling harm, risks of online betting and gaming, decision-making skills and where to seek help. Workshops would be delivered by trained youth workers with input from peer educators who have lived experience.

**Target Group:**

Young people aged 15-24 participating in youth clubs, sports teams and community programmes.

**Expected Benefits / Outcomes:**

- Increased awareness of gambling risks among young people
- Improved resilience and decision making in relation to gambling
- Stronger early intervention through youth services that young people already trust
- Better visibility of support services for young people and families

**Indicative Costs:**

- Workshop design and materials (€15,000)
- Training for youth workers/peer educators (€10,000 annually)
- Delivery costs, travel, coordination, facilitation (€20,000 annually)
- Estimated pilot cost: €45,000

## **Sample Idea 2 – Treatment and Recovery Supports**

### **Proposed Idea: Specialist Gambling Addiction Day Service**

#### **Description:**

Structured day programme for individuals unable to attend residential treatment. The service would provide group therapy, one-to-one counselling, psychoeducation, financial counselling, peer support and family support. Integrated with community services and accessible via GP / Counsellor referral.

#### **Target Group:**

Adults with gambling addiction requiring structured support but unable to enter residential treatment.

#### **Expected Benefits / Outcomes**

- Accessible alternative to residential treatment
- Reduced pressure on residential waiting lists
- Continuity of care with community services

#### **Indicative Costs:**

- Facility setup €100,000 (year 1)
- Annual operating costs (€300,000 - €500,000)

## **Sample Idea 3 – Awareness and Harm Reduction**

**Proposed idea:** National multimedia awareness campaign on gambling harm

### **Description:**

Deliver a nationwide campaign using TV, radio, social media and community channels. Campaign would focus on raising awareness of gambling harms, challenging stigma and signposting to support services. Real life recovery stories would be featured alongside practical harm reduction messaging.

### **Target Group:**

General public with tailored messaging for young adults and high-risk groups

### **Expected benefits/outcomes:**

- Increased understanding of gambling harms
- Reduction in stigma associated with seeking help
- Higher uptake of support services through improved visibility

### **Indicative costs:**

- Campaign development (approx. €100,000)
- Media buying and rollout (€500,000 +/- depending on reach)
- Estimated campaign cost: €600,000