

communitycaregaming.org

Funded by a Community Investment  
Programme grant through the



Network  
to Reduce  
Gambling  
Harms

# THEORY OF CHANGE

**PREVENTING GAMBLING HARM WITH VULNERABLE  
CUSTOMERS: AN AGEING POPULATION**

APRIL 2026



**Community  
Care  
Gaming**

## Who is Community Care Gaming?

At **Community Care Gaming** we work with partners to produce purposeful research and thought leadership on the impacts of gaming, gambling and technology and additionally we produce evidenced led, externally evaluated, educational products to minimise harms.

The thread that brings our work together is our focus on the population aged 50 years and over. The UK (and many other countries) have an ageing population, which is increasingly seen as a major economic and social challenge. The UK Office for National Statistics collects data specifically for the 65+ age range. Their data suggests:

- in 1980 about 15% of the UK population was aged 65+,
- this increased to around 19% in 2023 and..
- is projected to reach 24% by 2050.

There is much to be celebrated with living longer, but there is a consequence with this longevity, being ageing illnesses (such as dementia, strokes, and mental health). In addition to the direct impacts on health, these illnesses can also affect peoples' everyday activities more broadly.

## Our Programme

**Community Care Gaming** was funded by a [Community Investment Programme](#), to specifically deliver a programme of awareness, harm-prevention and evaluation, specifically focused at consumers aged 50 years and over. The Community Investment Programme grant was awarded by Greo Evidence Insights through the Network to Reduce Gambling Harms, which is funded through regulatory settlement funds awarded to Greo for socially responsible purposes.

To deliver this programme **Community Care Gaming** will deploy a train-the-trainer model to upskill, train and certify Care Home, Social Care and Health Care Practitioners to deliver enrichment activities around Safer Gambling. This programme will raise awareness of the potential risks of gambling, equip professionals with the skills, knowledge and resources to deliver prevention activities and highlight support services for those whom may be experiencing gambling harm. This programme is aimed at those aged over 50 years old.

The train-the-trainer model is considered best practice because it enables scalable, consistent training delivery by empowering skilled professionals to pass on knowledge effectively within their organisation.

**This Theory of Change is a comprehensive, visual, and narrative framework, mapping how our long-term goal of minimising gambling harms in an older population will be achieved.**

## Community Care Gaming Theory of Change

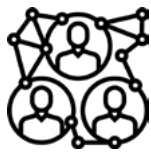
### Preventing Gambling Harm with Vulnerable Customers: An Ageing Population Train-the-trainer Programme

Community Care Gaming is a not-for-profit, regulated Community Interest Company who delivers purposeful research and thought-leadership around the impacts of gaming, gambling and technology on humanity and educational products to minimise harms.

Founded by and grounded in lived-experience we are the UK's only organisation with a focus on the prevention of gambling harm for those aged 50 years and over.

### What we do

To make this programme possible, there are three enablers:



Partner Networks



Educational Excellence



Income and Pro-bono support

### Our Partner Networks

- Define training and certification proposition to Community Care market professionals.
- Establish local and national Community Care partnerships to achieve scale and reach.
- Invite external, independent scrutiny and evaluation to measure impact, successes and build a portfolio of case studies.
- Transparently share programme progress with partners and emerging good practice of what works.

For this programme our network are professionals who support those over 50 years in the community and extends to Health Professionals, Care Home Managers and Community leaders

### Delivering Educational Excellence

- Define and target a specific community demographic to build relevance, maintain focus and understand the cultural considerations of those aged 50 years and over and their Carers.
- Seek relevant, independent, accreditation to ensure best practice is embedded within programme content, delivery, dissemination and assurance.
- At every opportunity co-develop content and resources with a wider range of stakeholders, including those aged 50 years and over and people with lived-experience.
- Develop and maintain a quality-assurance framework to support consistent delivery of the programme in community settings by trained and certified professionals. Additionally we will sample and validate the quality of delivery for consistently to and promote shared good practice.
- As the programme evolves, work towards the creation of a practitioner qualification and digital accreditation to increase the confidence, skills and knowledge Care professionals.

If appropriate cross reference this programme to the Quality Care Commission Regulatory Framework, NHS Longterm plan, Health and care Act 202 and the Better Care Fund and Prevention programme to align with external drivers.

### Achieving Income and Pro-bono support

- Identify ways to increase the breath of resources and population reach.
- Seek pro-bono support (such as complimentary training venues) to minimise costs and increase value for money and ROI.

Collaborate with other organisations, and national charities such as Age UK, Carers Trust, Alzheimer's Society etc. to secure greater income and scale the programme.

## How We Affect Change

To affect change we work with communities and health professionals.



### Communities and Populations

- Communities' knowledge of potential risks of gambling for those aged 50 and over is enhanced by their participation in the train-the-trainer programme.
- Communities' knowledge of where to find professional help is enhanced by their participation in the train-the-trainer programme.
- Communities include safer gambling activities as part of their enrichment programmes.



### Health Professionals

- Health professionals are equipped to identify gambling reduction strategies that are responsive and contextually relevant to those aged 50 years and over.
- Health professionals receive training which is contextually relevant contributing to them feeling more confident to support those in their care.
- Health professionals are additionally supported through access to a library of high quality materials they can use to tailor the programme to those in their care and share best practice with their wider peer networks.
- **Community Care Gaming** will embed programme systems and processes to underpin and maintain consistency for those delivering programmes.

## Outputs for Health Professionals and Communities (What the programme delivers directly)

Trained cohort of health professionals equipped to deliver gambling harm awareness training to those aged over 50 years in their care.

Standardised training materials and resources for the health professionals training workshops.

Increased workforce reach directly to those aged over 50 years through this cascade training model.

Increased health professionals knowledge of referral pathways for support.

Established partnerships between health, social care, and gambling support services.

## Outcomes for Health Professionals and Communities (The changes and impact to be achieved)

### Short-Term

- Increased knowledge of gambling harm risks in older people for health professionals.
- Improved confidence in identifying signs of gambling-related harm.
- Greater awareness of treatment and referral pathways for health professionals in their communities.



### Medium-Term

- Increased early identification of at-risk older adults.
- More appropriate referrals to specialist gambling support services to for enhanced community support.
- Improved conversations between professionals, older people and community organisations about gambling harms.



### Long-Term

- Reduction in gambling-related harm among older people.
- Improved mental health, financial stability, and wellbeing in this group.
- Stronger response to gambling harm for communities.
- Sustainable training model embedded across health and care systems with community organisations.

# Evidence: Gambling Harm in Adults Ages 50+ (UK)

## Participation Rates

54% of adults aged 55–64 gambled in the last 4 weeks

One of the highest participation rates of any age group

Around 1 in 3 adults 65+ gamble beyond the lottery

Sources:  
Gambling Commission (Gambling Survey for Great Britain, 2024–2025)  
PensionBee (Gambling harms report)

## Potential Risk of Harms

~2–3% of adults are at-risk or problem gamblers

Up to 20% affected by gambling harms (including family & carers)

Harm can occur even without addiction

Sources:  
NHS Digital (Adult Psychiatric Morbidity Survey, 2023–24)  
Priory Group (Gambling statistics summary)

## Why Older Adults May Be More Vulnerable

Fixed incomes → losses hit harder

Hidden nature of harm

Loneliness & isolation → gambling as coping

Less likely to be identified or seek help

More free time (retirement)

Harms often financial, emotional, and cumulative

Bereavement & life changes

## What This Means for Professionals



- Having the confidence to ask about gambling routinely to those whom they care for
- Being able to identify early signs of harm
- Having the knowledge of screening tools and knowing the referral pathways
- Being able to consider any potential safeguarding risks



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