

**"If you don't
gamble, you're
not really part of
the group"**

*Preventing problem gambling among
young people in Denmark*



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Who

Short introduction



Why

Prevention in
context: Increased
gambling in Danish
youth



How

Making our
preventive
campaigns relevant
and emotionally
impactful



Next step

What's the future

This presentation



Who

Short introduction

mikkelsen+ko



kindred



Danske Spil

S+S

Sweet & Savoury
Film Company

The Research
Clinic for
Gambling Disorder

DEN
A.P. MØLLERSKE
STØTTEFOND

TrygFonden

Ole Kirk's Fond



INDENRIGS- OG
SUNDHEDSMINISTERIET



Background

The Why!

The need for prevention measures targeting **very young gamblers**

6%

Of Danish children
aged 12 to 17 have
some form of
gambling problems

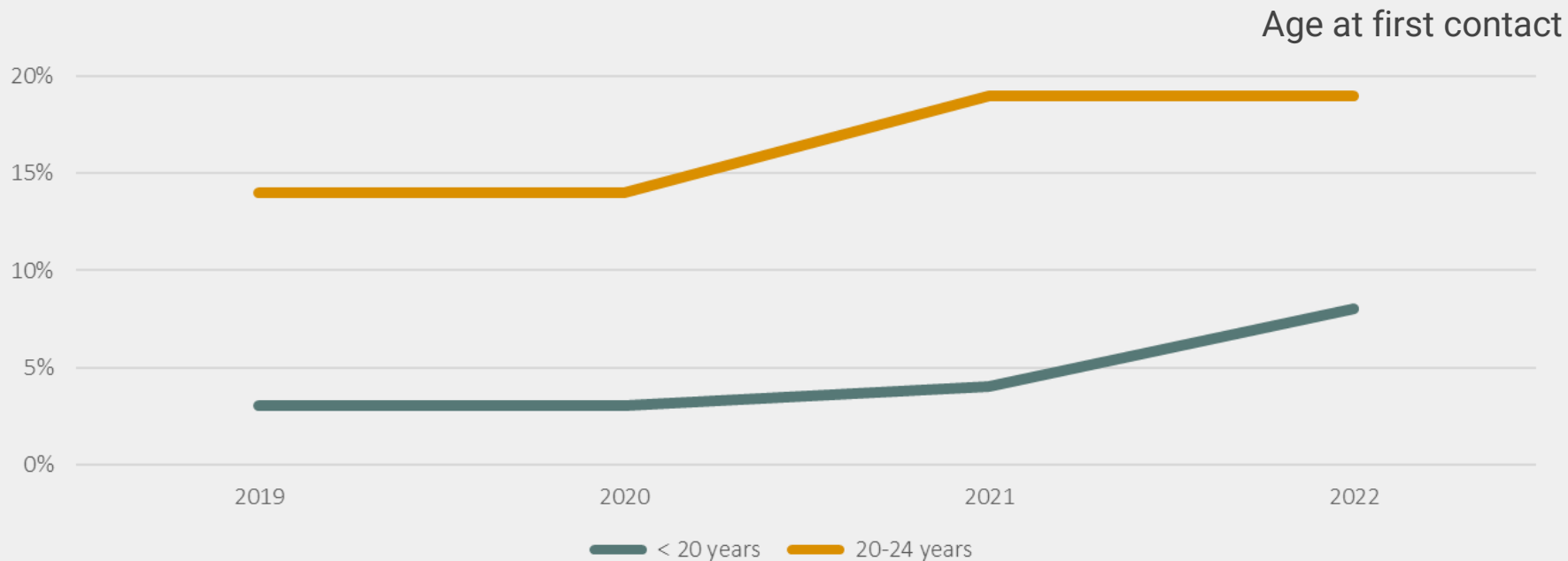
1 of 10

Of these children has
***probable gambling
disorder*** according to
PGSI

41%

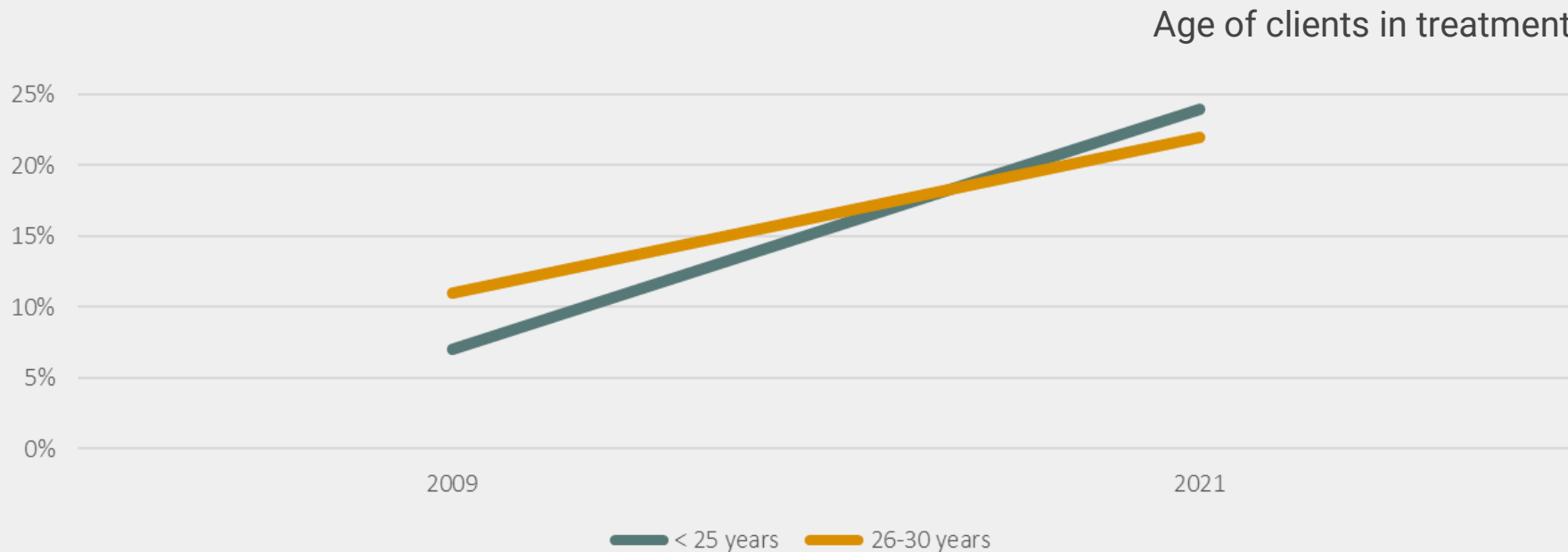
Of adult problem
gamblers started
gambling before age 18

An increase in very young patients at treatment clinics



Source: The Research Clinic for Gambling Disorder

An increase in very young patients at treatment clinics



Is gambling becoming a normalised part of youth culture?

Gambling in gaming

Getting hooked on “the kick”:
From micro transactions to skin
betting - to online casinos

Exposure in youth communities

Online gambling as
classroom and sports club
culture

Influenced: From gaming to gambling at age 13

Quoted from Danish newspaper, *Jyllands-Posten*, 11.10.2022

“Michael started gaming at age 13”

Michael and his brother played the first-person shooter game, CS:GO. When Michael was not gaming himself, he watched other CS:GO players via the streaming platform Twitch. On Twitch, the waiting time between CS:GO rounds was spent opening payed loot boxes. But gradually, the streamers started gambling on online casinos, and spending more time gambling than gaming. [...] “It meant that gambling in online casinos suddenly seemed very normal to me. When I talked to my friends, they told me that they had also started gambling”



Our campaign

The How!

Employing a tried-and-tested method on preventing gambling problem with youngsters

Gambling for life

A multiplatform
prevention campaign

Short film

30 minute short fiction film, about a young man losing control of his gambling.

Target group: Young people (aged +12)



Full movie

30 min with english subtitles:

<https://vimeo.com/762670913/4b49cea52a?share=copy>

Contact: Jesper Jarl

jesper@sweetandsavouryfilms.com

Gambling for life

A multiplatform
prevention campaign

Short film

30 minute short fiction film, about a young man losing control of his gambling.

Target group: Young people (aged +12)

Online platform SpilForLivet.dk

Information platform facing both youngsters, parents & teachers covering gambling disorder and offering tools to work with the film and subject.

Dialogue journey

School tour with film screening, brief lecture from an expert on gambling disorder & the story from a young former gambling addict.



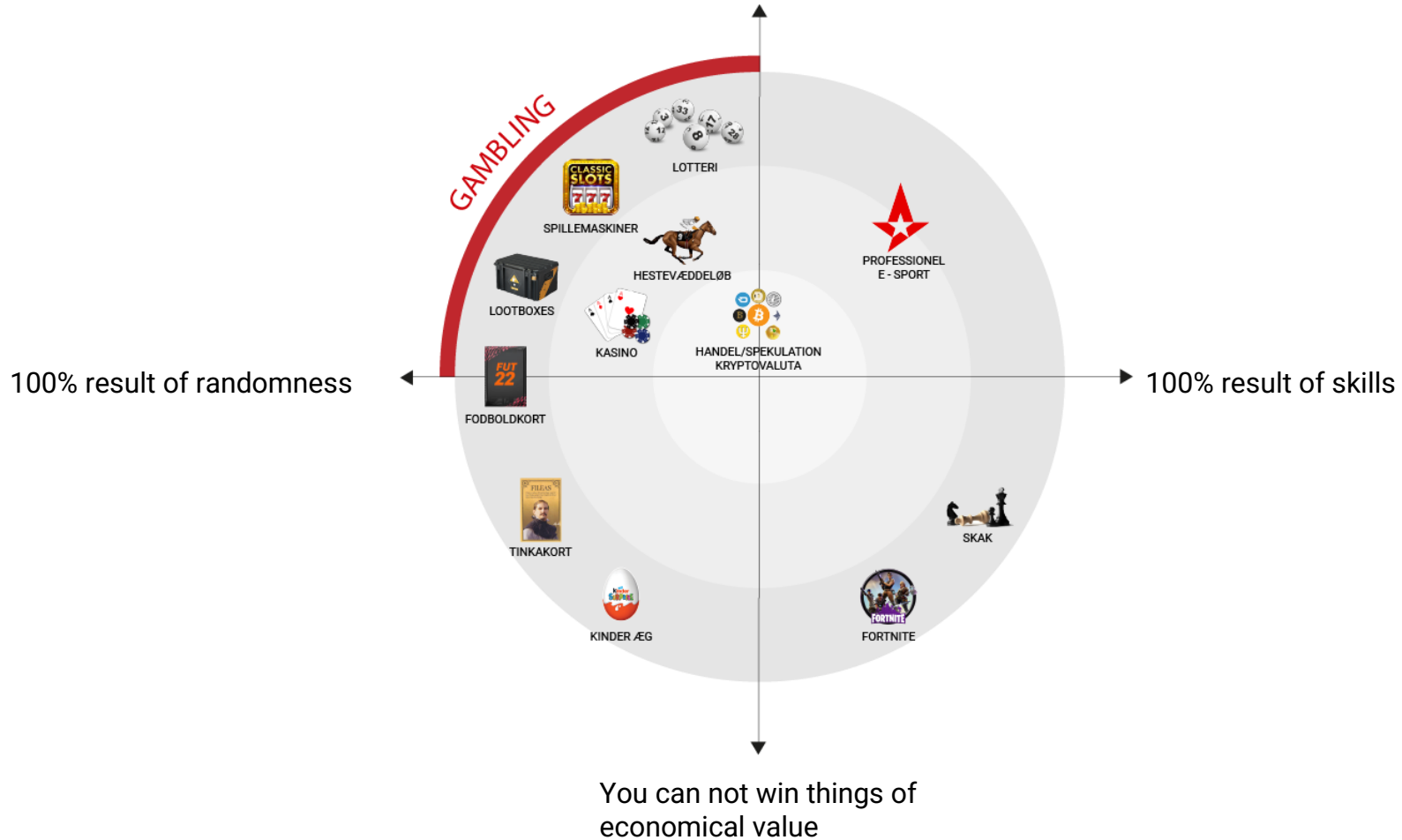
Stop.
spillet

HAR DU STYR PÅ
SPILLET, ELLER
STYRER SPILLET
DIG?

Læs kommentaren på side
100 i SPILFORLIVET DK



You can win things of
economical value





180 events

2022 - 2024

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Funding

Short film

Kindred Group and Danske Spil


Online platform SpilForLivet.dk

TrygFonden, Ole Kirk's Fond,
Den A.P. Møllerske Støttefond

Dialogue journey

2022: TrygFonden, Ole Kirk's
Fond, Den A.P. Møllerske Støttefond


2023 & 2024: Ministry of the Interior and
Health of Denmark



"It was REALLY good!
captured everyone in the
room. More of that."
Kasper, teacher at eux

"Our students and teachers
were very enthusiastic about
the content. It was relevant,
honest and caught
everyone's attention."
Gitte, teacher at elementary
school

Teacher notes




"But what can we do as teachers?"

"They gambling during classes and on the projector in breaks."

"If we block the illegal gamblings sites, then the students just create a personal hotspot."

Teacher notes

A woman with blonde hair, wearing a black vest over a light blue patterned shirt, stands in front of a whiteboard. She is holding a poster that features a young man's face and the text "Stop. Spillet" and "HAR DU STYR PÅ SPILLET, ELLER STYRER SPILLET DIG?". To her right, a man in a grey hoodie stands with his hands clasped. In the foreground, the back of a student's head and arm are visible, with the arm raised and pointing towards the man in the hoodie. The whiteboard behind them has three lines of text.

"Thanks you for telling your personal story."

"Okay, I think I'll self-exclude for a while."

"Who do I get my boyfriend to stop gambling?"

Students reactions



Next Step

Focus on close relatives

+

Collaborations with soccer
fancubs to expose the campagin
in 2025

+

Continuation the events in 2025 &
2026

+

Facilitating teachers and
professionals in making clear rules



Thank you!

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