

Datblygu a Gweithredu Rhaglen Genedlaethol ar gyfer Niwed sy'n gysylltiedig â Gamblo i Gymru

Developing and Implementing a National Gambling Harm Programme for Wales

Rhwydwaith Iechyd Cyhoeddus Cymru
Public Health Network Cymru

September 2026

Trosolwg o'r Cyflwyniad

1. Deall niwed sy'n gysylltiedig â gamblo
2. Rhaglen atal niwed sy'n gysylltiedig â gamblo - Iechyd Cyhoeddus Cymru
3. Rhanddeiliaid allweddol: CGGC
4. Trosolwg o'r offeryn Atal Digidol: Gamban
5. Dylunio gwasanaeth sy'n barod ar gyfer y dyfodol

Presentation Overview

1. Understanding Gambling harm
2. Gambling Harm prevention programme - Public Health Wales
3. Key stakeholder: WCVA
4. Digital Prevention tool overview: Gamban
5. Designing a future-proofed service

Deall niwed sy'n gysylltiedig â gamblo

Understanding Gambling harms

Dr Phillip Hill

Prif Ymarferydd Iechyd Cyhoeddus
Principal Public Health Practitioner

September 2026



Gamblo yng Nghymru

- Mae 63% o oedolion yng Nghymru yn nodi eu bod yn cymryd rhan mewn rhyw fath o gamblo
- Mae chwarter yr oedolion yng Nghymru yn nodi eu bod yn cymryd rhan mewn gweithgareddau gamblo nad ydynt yn rhai sy'n gysylltiedig â loteri na chardiau crafu.
- Yng Nghymru mae ~110,000 o oedolion mewn perygl o brofi niwed
- Mae niwed yn digwydd ar draws y sbectrwm gamblo cyfan
- Grwpiau poblogaeth penodol sy'n wynebu mwy o berygl o brofi niwed

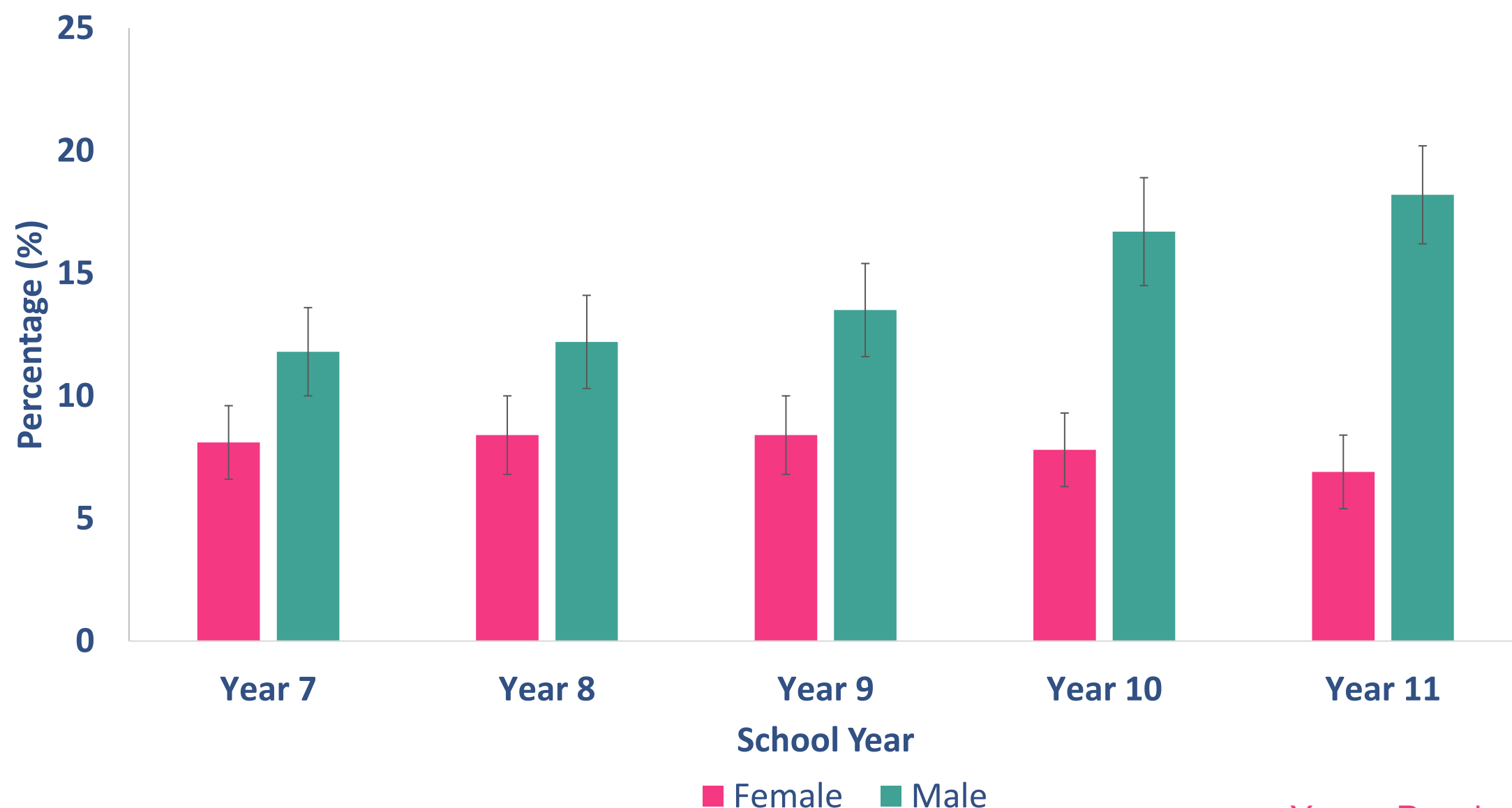
Gambling in Wales

- 63% of adults in Wales report participating in gambling
- 1/4 of adults in Wales report participating in non-lottery and non-scratchcard gambling activities
- In Wales ~110,000 adults at risk of experiencing harm
- Harm occurs across the full spectrum of gambling participation
- Specific population groups at higher risk of experiencing harm

[Gambling \(National Survey for Wales\): April 2022 to March 2023 \[HTML\] | GOV.WALES](#)

Pobl ifanc sy'n nodi eu bod wedi gwario eu harian eu hunain ar weithgareddau gamblo yn ystod y 7 diwrnod diwethaf, canran, gwrywod a benywod, Blwyddyn Ysgol 7-11, Cymru, 2023

Adolescents Reported spending their own money on gambling activities in the past 7 days, percentage, male and female, School Year 7-11, Wales, 2023



- Roedd 62% wedi gweld hysbysebion gamblo ar-lein
 - Roedd 64% wedi gweld hysbysebion gamblo all-lein e.e. ar y teledu, ar y radio, ar fyrddau hysbysebu neu nawdd
 - 3.4% o blant 11 i 17 oed yn profi niwed sy'n gysylltiedig â gamblo neu mewn perygl ohono
-
- 62% had seen gambling advertising online
 - 64% had seen gambling advertising offline e.g., TV, radio, billboards or sponsorship
 - 3.4% of 11 to 17-year-olds experiencing or at risk of gambling-related harm

publichealthwales.shinyapps.io/SHRN_Secondary_Dashboard/

[Young People and Gambling 2024: Official statistics - Recall of gambling advertising or promotions](#)

Niwed Gamblo

- Ansicrwydd ariannol a dyled
- Effeithiau ar iechyd meddwl a chorfforol
- Niwed teuluol, perthynas a chymdeithasol
- Pwysau ar gymunedau a gwasanaethau cyhoeddus
- Anghydraddoldebau iechyd ac economaidd-gymdeithasol sy'n ehangu

Gambling Harm

- Financial insecurity and debt
- Mental and physical health impacts
- Family, relationship and social harms
- Pressure on communities and public services
- Widening health and socioeconomic inequalities

[The Lancet Public Health Commission on gambling - The Lancet Public Health](#)

Nodweddion a Math

- Cynigion bonws
- Nodweddion dylunio ffisegol
- Damweiniau y bu ond y dim iddynt ddigwydd
- Colledion wedi'u cuddio fel buddugoliaethau

- Peiriannau gemau electronig
- Betio ar chwaraeon yn ystod gemau
- Gemau casino ar-lein

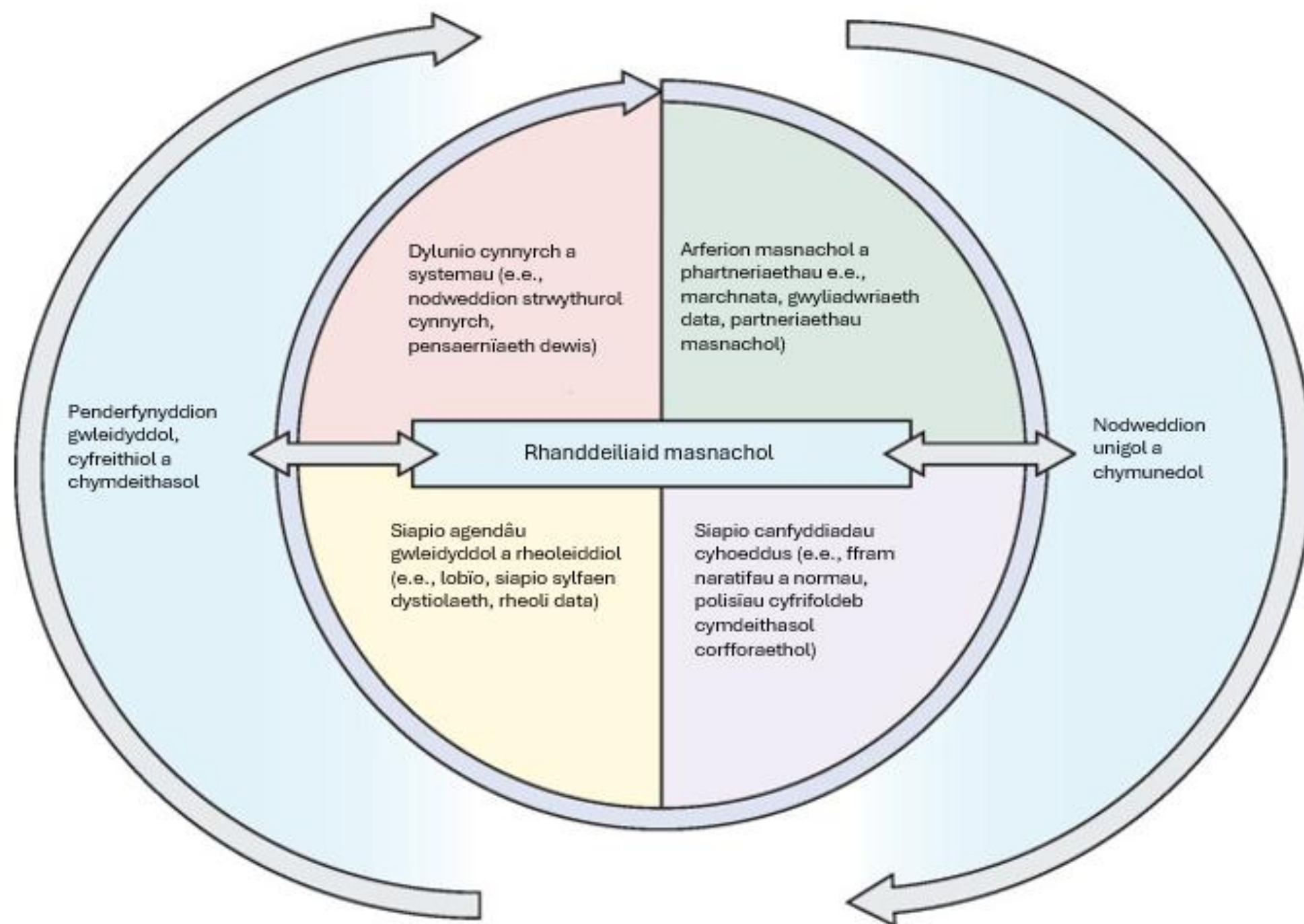
Characteristics & Type

- Speed of play
- Bonus offers
- Physical design features
- Near misses
- Losses disguised as wins

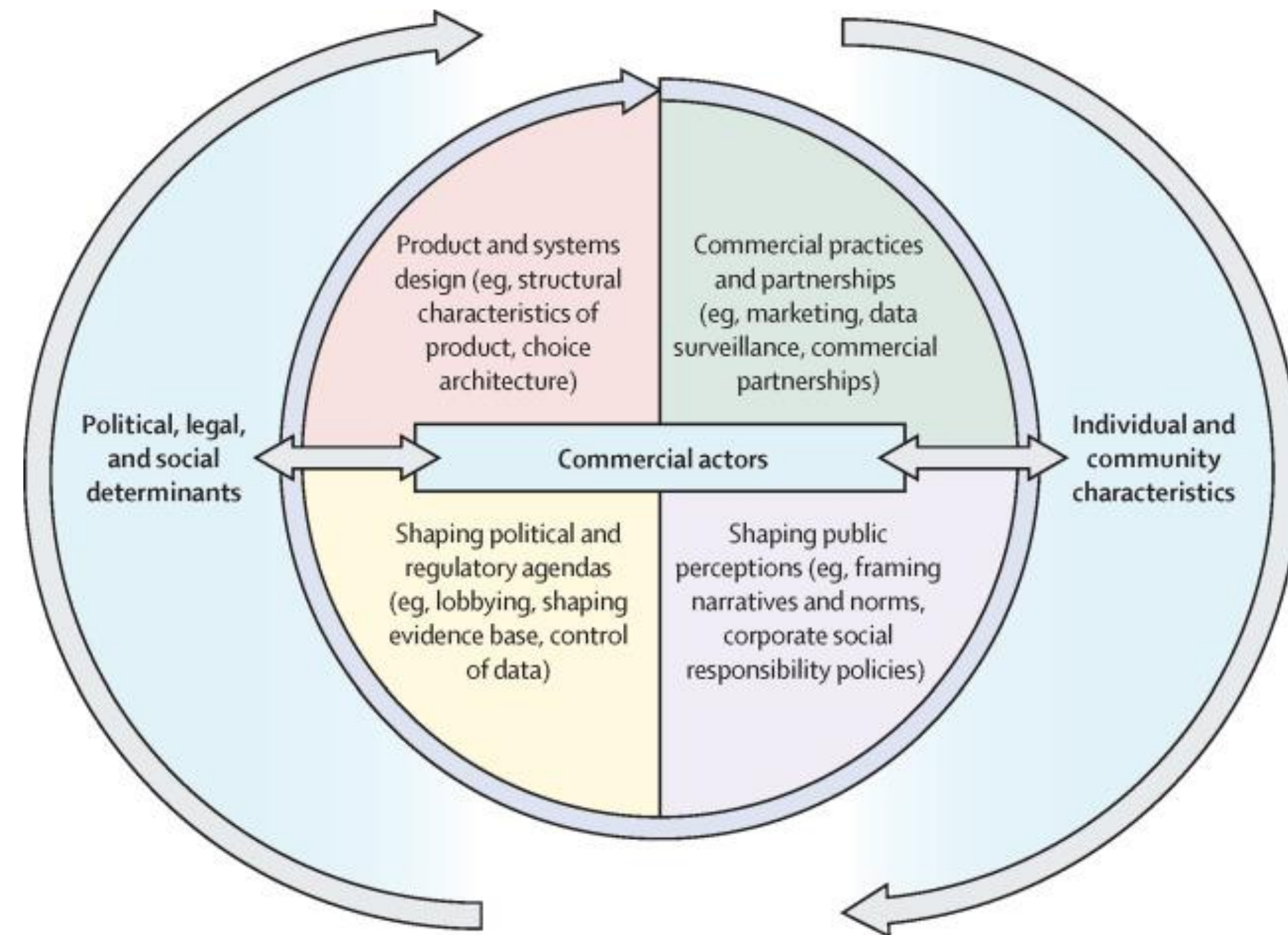
- Electronic gaming machines
- In-game sports betting
- Online casino games

Harmful types of gambling: changes and emerging trends in longitudinal helpline data - PMC

Niwed Gamblo



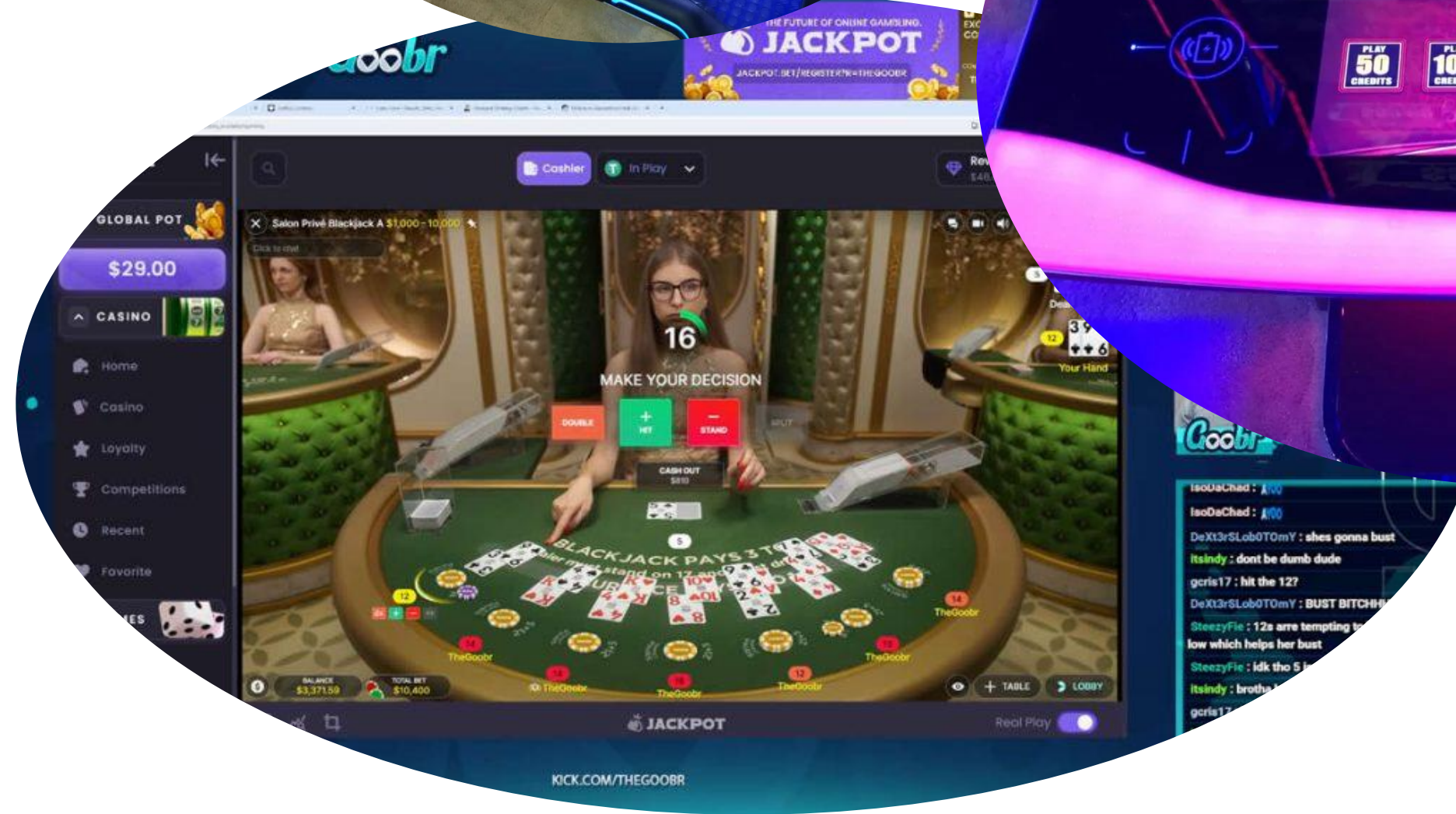
Gambling Harm



[The Lancet Public Health Commission on gambling - The Lancet Public Health](#)

Dylunio cynnyrch

Product design



Marchnata

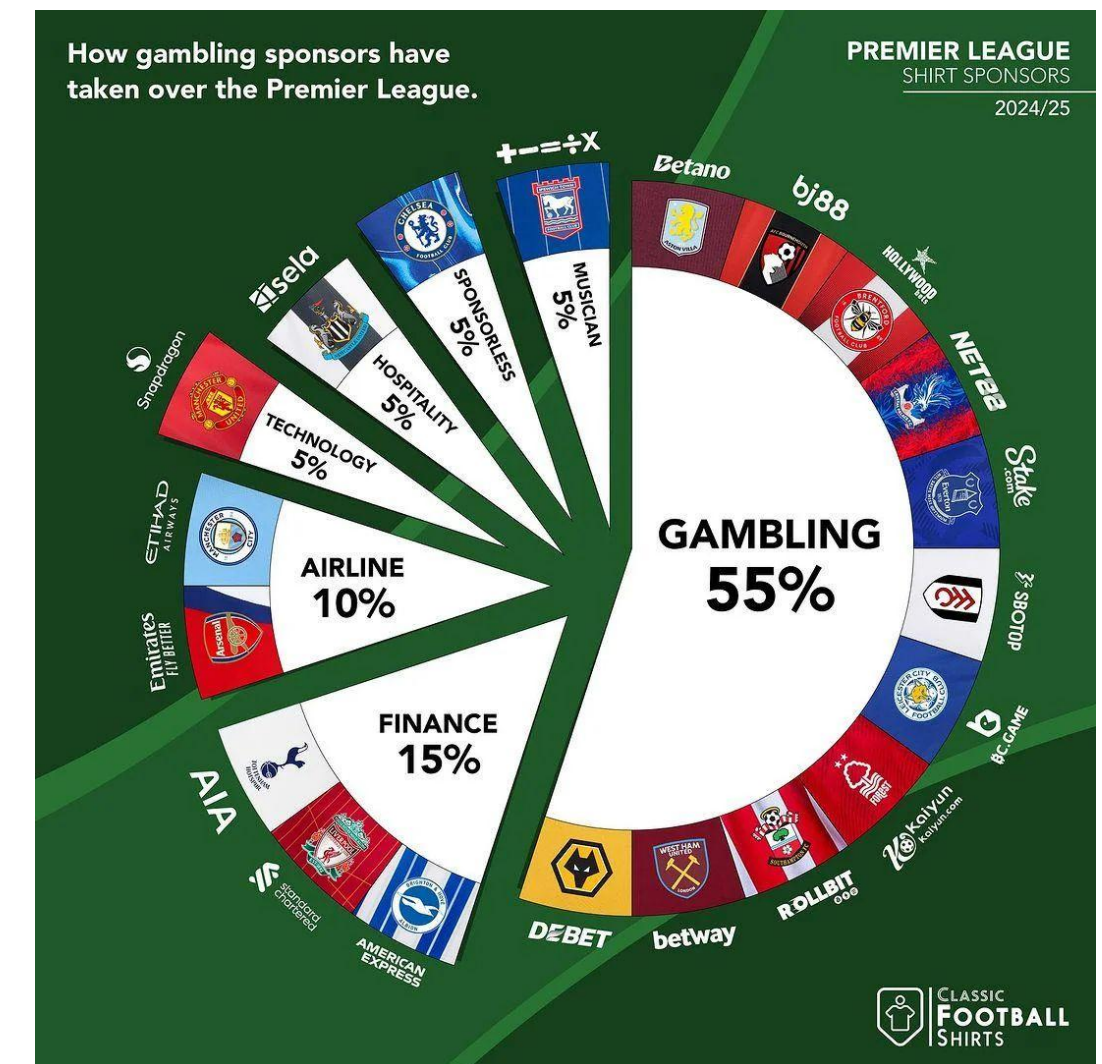
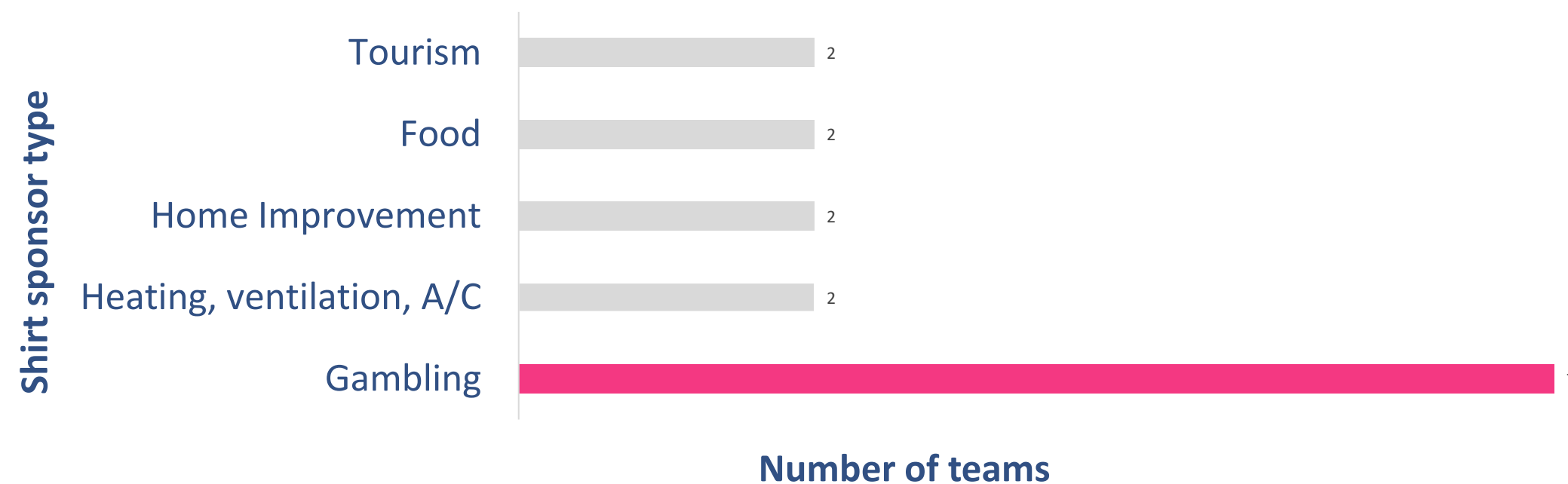
- O'r naw clwb Uwch Gyngair sydd wedi gwneud cytundebau newydd gyda chwmnïau i noddi eu llewys, mae dros ½ wedi newid i gwmni gamblo.

Marketing

- Of the nine Premiership clubs to have struck new sleeve sponsorship deals over ½ have switched to a gambling firm.

Nifer y noddwyr crysau fesul diwydiant (≥ 2) ym
Mhencampwriaeth 2026/27

Number of shirt sponsors per industry (≥ 2) in the 2026/27
Championship



Llunio naratif



Narrative shaping



Dylanwad Polisi

- Dylanwadu ar ymchwil
- Llunio'r naratif o ran polisi
- Ymdrechion i ohirio, gwanhau neu wrthwynebu diwygiadau rheoleiddio
- Meithrin cyfreithlondeb drwy bartneriaethau
- Dadleuon dibyniaeth economaidd

Policy Influence

- Influencing research
- Shaping the policy narrative
- Efforts to delay, weaken, or oppose regulatory reforms
- Building legitimacy through partnerships
- Economic dependency arguments

Rhaglen Atal Niwed Gamblo - Iechyd Gyhoeddus Cymru

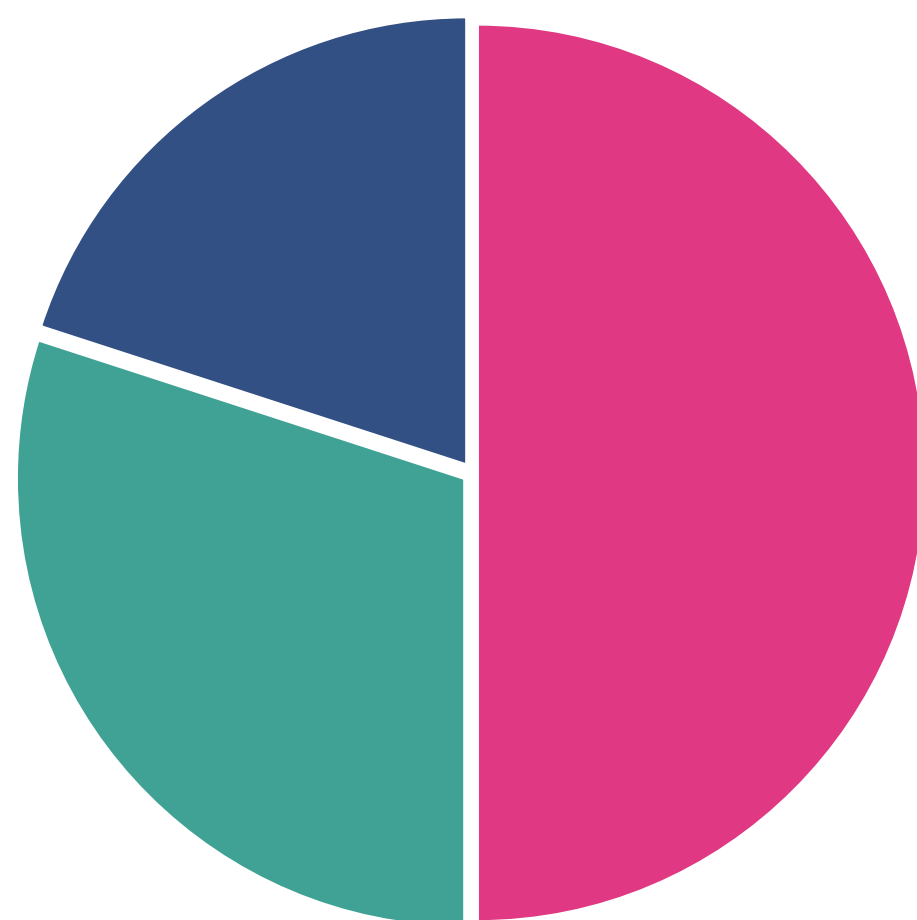
Gambling Harm prevention programme - Public Health Wales

Dr Phillip Hill
Prif Ymarferydd Iechyd Cyhoeddus
Principal Public Health Practitioner

September 2026

Ardoll Gamblo Statudol y DU

Statutory UK Gambling Levy



- Triniaeth - Perfformiad a Gwella'r GIG / Treatment - NHS Performance & Improvement (50%)
- Gwaith ataliol - Iechyd Cyhoeddus Cymru / Prevention - Public Health Wales (30%)
- Ymchwil - Ymchwil ac Arloesi'r DU / Research - UK Research & Innovation (20%)

Dull Iechyd y Cyhoedd

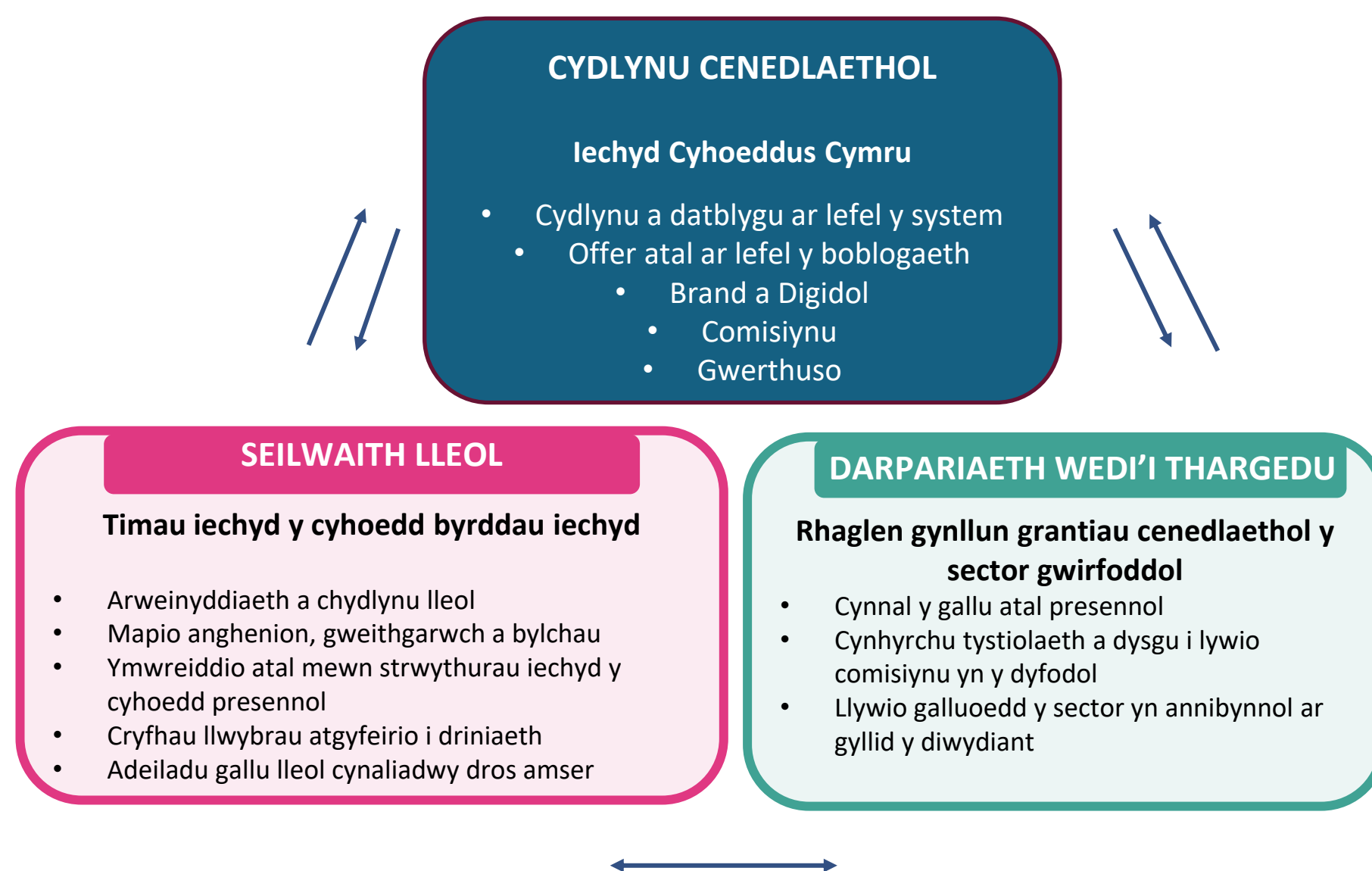
- Gweithredu ar yr amgylcheddau cymdeithasol, gwleidyddol ac economaidd ehangach sy'n ysgogi niwed sy'n gysylltiedig â gamblo
- Canolbwyntio ar anghenion ar lefel y boblogaeth, wrth flaenoriaethu'r rhai sy'n wynebu'r perygl mwyaf ar yr un pryd
- Penderfyniadau sy'n seiliedig ar dystiolaeth ac yn meithrin gwybodaeth os nad yw'n bodoli
- Dull sy'n seiliedig ar brofiad bywyd drwyddo draw
- Yn cysylltu gwaith ataliol a thriniaeth fel un system gydlynol

A Public Health Approach

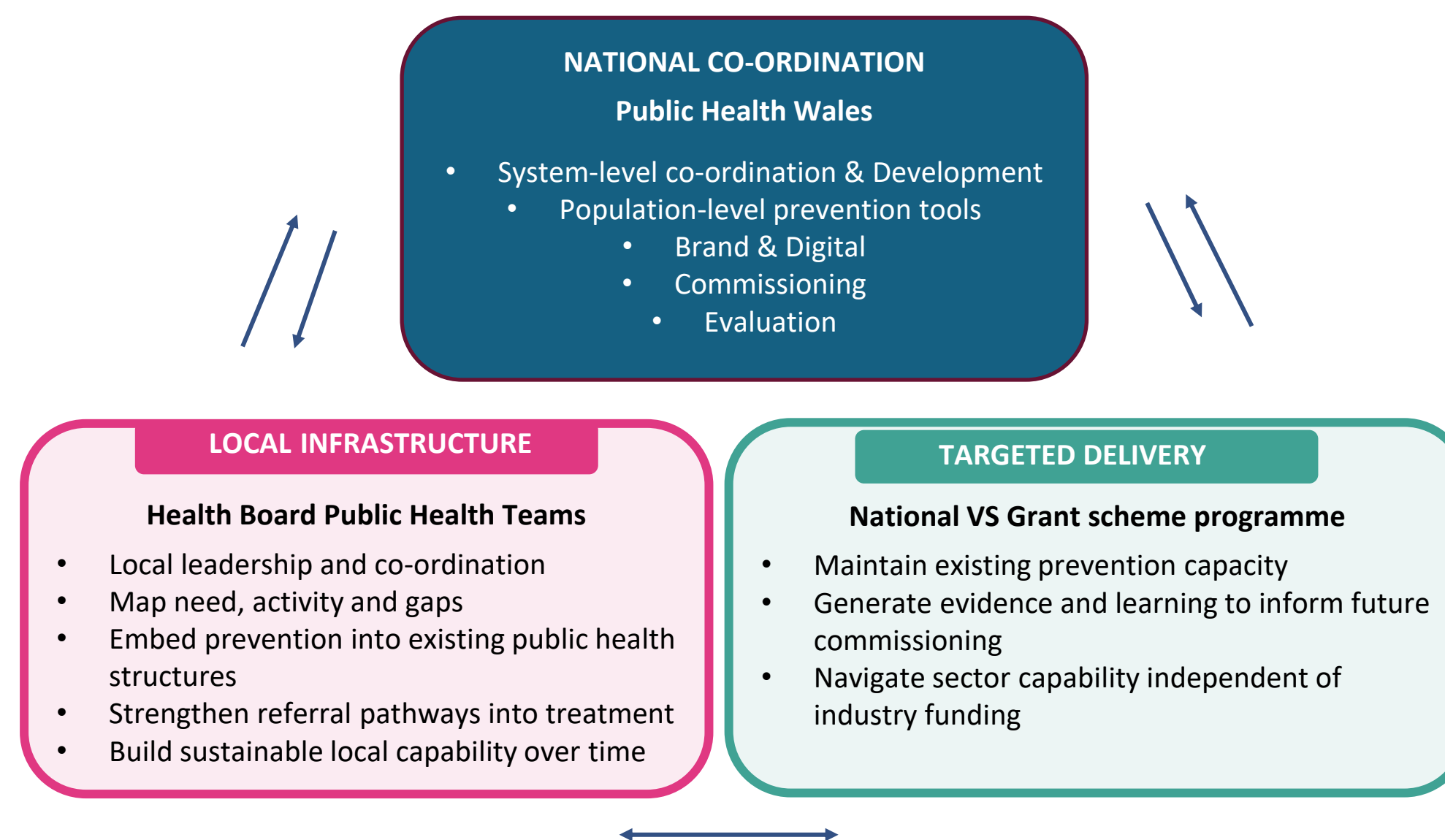
- Act on the wider social, political and economic environments that drive gambling harm
- Focus on population level need, whilst prioritising those at greatest risk
- Decisions grounded in evidence and builds knowledge if it doesn't exist
- Lived experience informed approach throughout
- Connects prevention and treatment as one coherent system

[The Lancet Public Health Commission on gambling - The Lancet Public Health](#)

Trosolwg o'r Rhaglen



Programme overview



Trosolwg o'r Rhaglen: Ffrydiau gwaith

- Cronfa Grant Cystadleuol y Sector Gwirfoddol
- 3 Gwlad y DU
- Digidol
- Dyluniad ar gyfer defnyddwyr y gwasanaethau
- Ymchwil
- Adnoddau ar gyfer ysgol
- Gwasanaeth Carchardai a Phrawf Ei Fawrhydi

Programme overview: Workstreams

- VS Competitive Grant fund
- UK 3 Nations
- Digital
- Service user design
- Research
- School resources
- HMPPS

Sbotolau ar ffrwd waith: Cronfa Grantiau'r Sector Gwirfoddol

- Gall sefydliadau wneud cais am grantiau hyd at £75,000 bob blwyddyn am hyd at ddwy flynedd
- Mae'r cwmpas yn cynnwys: Cymorth i Eraill yr Effeithir arnynt, Dulliau Newydd ac Arloesol
- e.e. Rhaid i brosiectau: Gael eu cyflwyno yng Nghymru, Dangos annibyniaeth ar gyllid neu ddylanwad y diwydiant gamblo
- Bod wedi'u gwreiddio mewn cymunedau lleol ac wedi meithrin ymddiriedaeth gyda grwpiau



Workstream spotlight: VS Grant fund

- Organisations can apply for grants of up to **£75,000** each year for up to **two years**
- In scope include: Support for Affected Others, Novel and Innovative Approaches
- Projects must: e.g., Be delivered in Wales, Demonstrate independence from gambling industry funding or influence
- Rooted in local communities and have established trust with groups

Rhanddeiliaid allweddol: CGGC

Key stakeholder: WCVA

Sian Baker Maurice

Pennaeth Grantiau ac Incwm
Head of Grants & Income

September 2026



Pwy ydym ni Who we are

CGGC yw'r corff cymorth cenedlaethol
ar gyfer mudiadau gwirfoddol yng
Nghymru

Ein pwrpas ni yw galluogi mudiadau
gwirfoddol yng Nghymru i wneud
mwy o wahaniaeth gyda'n gilydd

WCVA is the national support body
for voluntary organisations in Wales

**Our purpose is to enable voluntary
organisations in Wales to make a
bigger difference together**

<https://www.facebook.com/WCVACymru/videos/dr-lindsay-cordery-bruce-our-chief-executive-speaking-to-dr-tracey-cooper-chief-/2588407658285867/>

- Cysylltiad cryfion â'r sector gwirfoddol ledled Cymru
- Tîm cymorth grant pwrpasol
- Profiad helaeth o weinyddu grantiau
- Systemau ar-lein wedi'u teilwra – ymgeisio a rheoli prosiectau
- Proses diwydrwydd dyladwy gadarn
- Proses ymgeisio agored, deg a thryloyw
- Mewnwelediad lleol drwy ein rhwydwaith partneriaeth o Gyngorau Gwirfoddol Sirol

- Strong connection with the voluntary sector across Wales
- Dedicated grant support team
- Extensive grant administration experience
- Bespoke online systems – project application and management
- Robust due diligence process
- Open, fair and transparent application process
- Local insight through our partnership network of County Voluntary Councils

Trosolwg o'r offeryn Atal Digidol: Gamban

Digital Prevention Tool Overview: Gamban

Matt Zarb-Cousin
Cyfardwyddwr
Director

September 2026

Beth yw Gamban?

- Meddalwedd a gaiff ei gosod ar ddyfeisiau i rwystro safleoedd ac apiau gamblo
- Â'r nod o fod yn anodd ei dynnu am y cyfnodau amddiffyn
- Dros 700,000 o safleoedd ac apiau wedi'u blocio'n fyd-eang, rhestr blocio yn cael ei diweddaru 60 gwaith y dydd
- Dros 100,000 o ddefnyddwyr gweithredol yr ap
- Yn gweithio orau fel rhan o ddull haenog

What is Gamban?

- Software installed on devices to block gambling sites and apps
- Designed to be difficult to remove for the protection durations
- Over 700,000 sites and apps blocked globally, blocklist updated 60 times a day
- Over 100,000 active users of the app
- Works best as part of a layered approach

Mynediad at Gamban

- Mae'r rhan fwyaf o bobl yn defnyddio Gamban pan fyddant mewn argyfwng
- Mae'n hanfodol sicrhau bod yr offer gorau ar gael i bobl pan fyddant yn barod i gymryd camau cadarnhaol
- Dileu rhwystrau cost i fynediad
- Gwneud llifau cofrestru'n hawdd ac yn gam nesaf naturiol i hunan-eithrio neu driniaeth
- Cyfeiriadau at wasanaethau Cymreig eraill o fewn yr ap fel rhan o ddull haenog

Accessing Gamban

- Most people access Gamban when in a moment of crisis
- Crucial to make best tools available to people when they are prepared to take a positive action
- Removing cost barriers to access
- Making sign up flows easy and a natural next step to self exclusion or treatment
- Signposting of other Welsh services within app as part of layered approach

Mewnwelediadau sy'n seiliedig ar ddefnyddwyr

- Bydd dros 70% yn dewis y cyfnod hiraf posibl, sef 5 mlynedd
- Mae niwed sy'n gysylltiedig â gamblo yn gylchol, a bydd rhai pobl yn cael sawl “argyfwng” cyn cymryd camau cadarnhaol i roi'r gorau iddo.
- Gall argaeledd offer effeithiol helpu i gyrraedd pobl ymhellach i fyny'r gadwyn cyn i'r cylch mynd ar ôl colled ddyfnhau ac mae'r niwed yn gwaethygu
- Gall codi ymwybyddiaeth ac argaeledd meddyliol Gamban gynorthwyo gydag ymatal ymhellach i fyny'r gadwyn

User based insights

- Over 70% will opt for the longest possible duration, which is 5 years
- Gambling harm is cyclical, and some people will have several “crises” before taking positive action to quit
- Availability of effective tools can help reach people further upstream before the loss chasing cycle deepens and harm worsens
- Driving awareness and mental availability of Gamban can assist with abstinence more upstream

Dylunio gwasanaeth sy'n barod ar gyfer y dyfodol

Designing a future-proofed service

Ann Kempster
Ymgynghorydd Digidol
Digital consultant

September 2026

Y broblem

The Problem

Dull newydd: Dylunio gwasanaethau

A new approach: service design

Mae dylunio gwasanaethau
yn helpu i adeiladu
cynhyrchion a gwasanaethau
gwell

Service design helps to build
better products and services

Beth yw Dylunio gwasanaethau?

What is service design?

Pam rydyn ni'n defnyddio'r dull hwn

Why we're taking this approach

Beth rydyn ni'n ei wneud

What we're doing

Yr hyn y byddwn ni'n ei wneud

What we'll be doing

Cyfeirio

- Gwasanaeth Triniaeth Gamblo GIG Cymru: Rhif Ffôn Llinell Gymorth Ddwylieithog 24/7: 0808 281 9265.
- Rhaglen niwed sy'n gysylltiedig â gamblo: [Rhaglen niwed sy'n gysylltiedig â gamblo - Iechyd Cyhoeddus Cymru](#)
- Pecynnau cymorth cwricwlwm: deall banciau gwybodaeth niwed hapchwarae a gamblo: [Pecynnau cymorth cwricwlwm: deall banciau gwybodaeth niwed hapchwarae a gamblo - Iechyd Cyhoeddus Cymru](#)
- Gamban: [Cael y Cymorth Sydd Ei Angen Arnoch i Roi'r Gorau i Gamblo Ar-lein. - Gamban](#)

Signposting

- NHS Wales Gambling Treatment Service: 24/7 bilingual Helpline Telephone: 0808 281 9265.
 - Public Health Wales Gambling-related harms topic page: [Gambling-related harms - Public Health Wales](#)
 - Gambling-related harms curriculum toolkits: [Curriculum toolkits: understanding gaming and gambling harms knowledge banks - Public Health Wales](#)
 - Gamban: [Get The Support You Need to Quit Online Gambling. - Gamban](#)
-



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Gweithio gyda'n gilydd
i greu Cymru iachach

Working together
for a healthier Wales

