ODDS ARE THEY WIN (2026)

SUGGESTED COPY AND ASSETS

Updated 3 June 2026

About this toolkit

This document outlines the suggested copy across owned communication channels to support Odds Are They Win, a campaign tackling gambling harms during the 2026 summer World Cup football tournament.

Download the image assets from Thrive LDN's Google drive

Jump to the suggested copy for social posts

Background

The 'Odds Are They Win' campaign, is based on an approach developed and implemented in Manchester in 2022 designed to raise awareness of gambling harms.

Following feedback from people with lived experience, led by Chapter One, and refreshed data and insights, supported by university of Bristol and Greo, the campaign has been updated for use ahead of the 2026 summer World Cup football tournament.

This iteration of the campaign will see areas of London and other Local Authorities elsewhere running paid ads in a collective effort to disrupt gambling advertising. The paid digital advertising is being managed and coordinated by CAN Digital.

Get involved

Everyone is encouraged to support the campaign through their available communication channels to maximise the reach of the messages encouraging those affected to seek support and reduce stigma.

You do not need to participate in the paid ads to support the campaign. This toolkit provides suggested copy and assets for organic use across owned channels. However, if you'd like to explore paid ads, contact connect@can-digital.net.

As part of the campaign, the **Zero Suicide Alliance will host a free 90-minute live, online workshop on Monday, 15 June 2026**, focused on gambling harms and suicide prevention. The session has been developed in partnership with Chapter One. It is open to professionals, community volunteers, and members of the public, the session will offer practical guidance on spotting when someone may be struggling and how to begin a supportive conversation. Register via Eventbrite.

Audience

Primary

- The paid ads will be focused on reaching men aged 18-40 years old.

- The campaign messaging is more broadly aimed for individuals engaging in gambling behaviours, particularly during the World Cup
- Those at increased risk of harm (e.g. frequent, late-night, or mobile betting)

Secondary:

- Friends, family, and community members who may influence behaviour

Key messages

- Gambling affects millions of people across the UK. It can affect anyone, at any time, from all walks of life, and is caused by products designed to keep you using them.
- If you or someone you're close to is experiencing gambling harm, know that you are not alone and it is not your fault.
- We understand how overwhelming it can feel to take the first step, and we are here to help you access the right support. Learn more about gambling industry tactics and where to get help.
- Gambling addiction is one of the most common addictions, harming millions. You are not alone and help is available.
- You can block your access to accounts on gambling websites and apps - it's free, quick, and easy. Find out more [https://www.gambleaware.org/tools-and-support/gambling-blocking-and-self-exclusion]
- Take part in a free 90-minute live online session on Monday, 15 June 2026 with Zero Suicide Alliance focused on gambling harms and suicide prevention. Open to professionals, partners and members of the public, the session will offer practical guidance on spotting when someone may be struggling and how to begin a supportive conversation. Register via Eventbrite.
- **Include a way to get support in every post:** Insert your local area's gambling support contact call to action in [the square brackets] or use the national suggestion already written into the post. All of the following are free and available to anyone in the UK:
    - **National Gambling Helpline** – free, confidential support, 24 hours a day, seven days a week, managed by GamCare: 0808 8020 133 (also live chat and WhatsApp): Whether you're looking for confidential support for yourself, a friend or a family member, GamCare's national helpline can support you: https://www.gamcare.org.uk/get-support/talk-to-us-now/
    - **Chapter One** – "Seeking Gambling Help: Remember, It's Not Your Fault" – information on industry tactics and where to get help: https://www.chapter-one.org/you-are-not-alone
    - **GamFam** – a peer support network set up by people who have experienced first-hand the effects gambling can have on family and friends: https://gamfam.org.uk/
    - **NHS services** – if you are aged 13 or over and have complex problems related to gambling or gaming, you can self-refer to the National Centre for Behavioural Addictions https://www.cnwl.nhs.uk/services/addictions/our-sites/national-centre-for-behavioural-addictions
- Urgent help: If you feel unsafe, severely distressed, or worried you might harm yourself, call NHS 111 and select option 2 for mental health support. If there is an immediate risk to life, call 999.

Suggested social media posts

Images are available for posts and stories: Facebook, Instagram, Threads, Bluesky, X, LinkedIn. Example are shown below. **Download the jpeg images from Thrive LDN's Google drive**

#OddsAreTheyWin

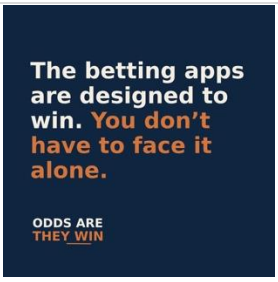
Ref	Length / suggested channel	Suggested copy	Suggested digital assets
1a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	It's a fact. Gambling companies build their profits from your losses. In the recent financial year, the gambling industry in Great Britain kept £16.8 billion from customer losses. This is not bad luck because it is the built-in business model. Products are engineered so the company comes out ahead over time. It's not your fault, support is available. Contact [Insert your local gambling support service or use the national contact included here:] GamCare's free, confidential National Gambling Helpline, 24/7, on 0808 8020 133. #OddsAreTheyWin	
1b	*<280 characters* *e.g. X/Bluesky*	The gambling industry in GB keeps £16.8bn a year from customer losses. That's not luck – it's the business model. If it's affecting you or someone you know, you're not alone. Contact [your local service, or:] National Gambling Helpline, free 24/7: 0808 8020 133 #OddsAreTheyWin	
2a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	Betting apps are designed to be addictive and hard to resist. Digital alerts and offers are engineered to hold your attention and your money during major tournaments. Struggling to step away isn't a personal failing. It's the product doing its job. You don't have to manage it on your own – [insert your local service contact], talk to GamCare's free 24/7 confidential National Gambling Helpline: 0808 8020 133.	

		#OddsAreTheyWin	
2b	*<280 characters* *e.g. X/Bluesky*	Putting a barrier between you and the apps is one step you can take today – [Insert your local gambling support service, or:] block gambling sites and apps for free with gamstop.co.uk or betblocker.org. GamCare has free 24/7 support: 0808 8020 133 #OddsAreTheyWin	
3a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	The gambling industry does not give money away. Free bets are never free. During major tournaments, TV gambling ads often feature free bets. They're commercial incentives designed to get you betting more often and staying longer. Find out more [Insert your local gambling support service or use the national resource included here:] see “Chapter One's You Are Not Alone" page https://www.chapter-one.org/you-are-not-alone for more on how the gambling products work. #OddsAreTheyWin	
3b	*<280 characters* *e.g. X/Bluesky*	During big tournaments, TV gambling ads often feature free bets. It’s not generosity – they're designed to keep you gambling. See [your local service, or:] Chapter One's "You Are Not Alone" https://www.chapter-one.org/you-are-not-alone #OddsAreTheyWin	

4a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	Gambling companies make their money from your losses, not your wins. Win or lose any single bet, the house comes out ahead over time – that's how the maths is built. The product is designed for the company to profit, not you. Whatever you've spent, it's never too early or too late to get support. Contact [Insert your local gambling support service or use the national contact included here:] GamCare's free 24/7 confidential National Gambling Helpline, 24/7, on 0808 8020 133. #OddsAreTheyWin	
4b	*<280 characters* *e.g. X/Bluesky*	Win or lose any single bet, the house comes out ahead over time. The product is designed for the company to profit, not you. Contact [your local service, or:] GamCare free 24/7: 0808 8020 133 #OddsAreTheyWin	

5a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	Late night matches increase the pressure to gamble alone. Late kick-offs, a phone in your hand, a quiet house. If betting alone late at night has become a habit you didn't choose, you're not the only one. Support is there for you. Contact [Insert your local gambling support service or use the national contact included here:] the GamCare's free 24/7 confidential National Gambling Helpline, on 0808 8020 133. #OddsAreTheyWin	
5b	*<280 characters* *e.g. X/Bluesky*	If betting alone late at night has become a habit you didn't choose, you're not alone. Contact [your local service, or:] GamCare's free 24/7 confidential National Gambling Helpline: 0808 8020 133 #OddsAreTheyWin	
6a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	With the right support, stopping gambling can help you with the relationships that matter the most. For everyone directly affected by gambling, around six more people feel the impact. Partners, family and friends carry it too. Getting support doesn't only change things for the person gambling; it can ease the pressure on the people around them. Contact [Insert your local gambling support service or use the national contact included here:] GamFam, a peer support network for family and friends affected by gambling. #OddsAreTheyWin	

6b	*<280 characters* *e.g. X/Bluesky*	For everyone directly affected by gambling, around six more people feel it. Support helps the person gambling and eases the pressure on those around them. Contact [your local service, or:] GamFam peer support for family & friends #OddsAreTheyWin	
7a	*<500 character* *e.g. Facebook/ Instagram/ Threads*	Betting apps are designed to win. That's not a reflection on you – it's the whole point of how they're built. If betting apps have extracted more money than you intended to spend, you do not have to face it alone. Reaching out is a step, not a last resort, and it's never too late. Contact [Insert your local gambling support service or use the national contact included here:] GamCare's free, confidential National Gambling Helpline, 24/7, on 0808 8020 133. #OddsAreTheyWin	

7b	*<280 characters* *e.g. X/Bluesky*	Betting apps are designed to win. Experiencing harm is not a reflection on you, and you do not have to face it alone. Reaching out is a first step, not a last resort. Contact [your local service, or:] GamCare 24/7 0808 8020 133 #OddsAreTheyWin	

Whatsapp messages

Images are designed to be apply to all messages – some suggested images to use follow…

	If gambling's starting to feel like more than a bit of fun – a for you or someone you know – you're not alone, and it's not your fault. These products are designed to keep you hooked. Free, confidential support is there 24/7: National Gambling Helpline, 0808 8020 133.
	Worried about someone's gambling? You don't have to carry it on your own. GamFam is a peer support network run by people who've been through exactly that with a family member or friend: gamfam.org.uk
	Late kick-offs and a phone in your hand make it easy to bet alone into the early hours. If that's become a habit you didn't choose, support is there any time of day or night – free and confidential on 0808 8020 133.

	Free bets aren't free, and the apps are built to keep you playing – none of it comes down to luck. If you want to see how the gambling industry actually works, Chapter One lays it out plainly: chapter-one.org/you-are-not-alone
	A reminder for anyone who needs it during the World Cup: Win or lose any single bet, the house comes out ahead over time – that's how it works.. Chapter One explains how it's built, and that you're not alone: chapter-one.org/you-are-not-alone
	Whether you win or lose any single bet, the gambling company comes out ahead over time – that's how it's built. If it's affecting you, it's never too early or too late to talk: 0808 8020 133, free and 24/7.
	Gambling harm rarely stays with one person – for everyone affected, around six more feel it too. If someone close to you is gambling, there's support for you as well: GamFam peer support, gamfam.org.uk
	Reaching out is a step, not a last resort. You don't have to wait until things get bad, and it doesn't matter how much you've spent. The GamCare's National Gambling Helpline is free, confidential and open 24/7: 0808 8020 133.
	Worth sharing during the World Cup: gambling ads are everywhere right now, and they're designed to get us all betting more. If anyone you know is struggling, they're not alone – free, confidential help from GamCare on0808 8020 133. #OddsAreTheyWin

	One practical step you can take right now: GamStop is a free scheme that blocks you from every gambling site and app licensed in the UK for as long as you choose – and stops their ads reaching you. It takes about five minutes: gamstop.co.uk
	If the apps keep pulling you back, you can put a barrier in the way. BetBlocker is a free app that blocks gambling sites and apps on your phone, tablet or computer for as long as you set – from a day to five years: betblocker.org

e-Newsletter copy

Internal communications/ stakeholder updates / public websites

(e-banners 1600 x 600px)

150 words

Odds Are They Win

This summer, as the World Cup brings football – and a wave of gambling advertising – to screens across the country, [Insert your local borough/organisation name] is supporting "Odds Are They Win", a public health campaign tackling gambling harms.

During major tournaments, more than half of TV gambling ads feature ‘free bets’ and similar promotions. The gambling industry keeps around £16.8 billion a year from customer losses across the UK. Odds Are They Win puts the focus where it belongs: how products are designed to be addictive and keep people gambling and, importantly, where to go for support if you’re feeling their effects.

Gambling harm can affect anyone, and stigma stops many people asking for help. The message is simple: it's not your fault, you're not alone, and confidential support is available.

You can help by sharing the campaign through your channels. [Find out more and download resources to support the campaign.]

300 words

This summer, as the World Cup brings football – and a wave of gambling advertising – into homes [Insert your local borough/organisation name] is supporting "Odds Are They Win", a public health campaign tackling gambling harms.

Gambling harm can affect anyone, at any time. It is driven by addictive products and marketing designed to keep people gambling and spending. During major tournaments, fans are targeted relentlessly: more than half of televised gambling ads feature free bets or financial incentives, and six in ten people in the UK see gambling ads at least once a week. Meanwhile, the industry keeps £16.8 billion a year from customer losses.

Odds Are They Win – first developed in Manchester in 2022 and refreshed with input from people with lived experience for this summer's tournament – names how the industry operates so that anyone experiencing harm feels able to seek support. Stigma is one of the biggest barriers to reaching out, so every message rests on a simple principle: it's not your fault, you are not alone, and help is available.

The campaign reaches much further when partners across the NHS, councils and the voluntary and community sector share it. A communications kit – including ready-to-use social posts and assets – is available for any organisation to use.

In [XX borough] support is available [Insert your local support details.] Free and confidential support is available 24 hours a day through the National Gambling Helpline, 0808 8020 133, with live chat and WhatsApp also available. GamFam offers peer support for affected family and friends, and the NHS National Centre for Behavioural Addictions takes self-referrals. If someone is in immediate distress, NHS 111 (option 2) and 999 are there at any hour.

[Find out more and download resources to support the campaign.]

Frequently asked questions

See the live version of FAQs on the Thrive LDN toolkit and resources Odds Are They Win page