

# Words Matter

A language guide for respectful reporting on gambling

## Change 3 things to protect lives

- 1 Put the person first. Describe *people who gamble* or *people who experience gambling harms* not *problem gamblers* or *addicts*. People are not a *problem*.
- 2 Recognise that gambling products risk harm to health and are addictive.
- 3 Don't stigmatise or victimise people who experience gambling harms. Gambling harms can affect anyone. People need understanding to support recovery.

## Why make the change?

Existing ways of talking about gambling are stigmatising, blaming and shaming of the individual. This stops people asking for help, even when they need it most. Gambling harms are highly associated with suicidality. If we do not change our language, we risk lives.

GRG

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