

# MARGIE POTTER CONSULTANT

**Lived experience expert and counselor** creating better services that address **gambling addiction and better health outcomes** for the community.

I work as an independent consultant with the government, policy makers, researchers and institutions to rethink and change how we engage with people who have experienced gambling harm. To connect contact me at **[margiepotterconsultant@gmail.com](mailto:margiepotterconsultant@gmail.com)**



**GAMBLING ADDICTION.  
WHOSE RESPONSIBILITY IS IT?**

# **Destigmatising Language in Gambling**

Currently in both verbal and written language, gamblers are referred to as problem gamblers or we use the term problem gambling. This not only highlights the issue being on the individual that they are the problem, it adds to the stigmatising and judgment felt by the gambler.

Many people do not understand the gambling products are not only predatory as we see on our TV ads, we also receive enticing and harassing messages on-line. There are ads everywhere we go, especially related to football. There are currently 948 free to air TV ads in every 24 hour period. Our screens are saturated, yet some of these products are extremely harmful.

The stigma is perceived by both parties, the gambler too ashamed to speak out about a product that is portrayed as fun and entertaining, and the non-gambling thinking the gambler lacks self-control and is selfish.

By changing the current language, we use to describe people harmed by gambling we remove the stigma and shame from the individual and encourage opening up the conversation around gambling harm.

Let's have the discussion to change the language.

**Contact me at**  
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