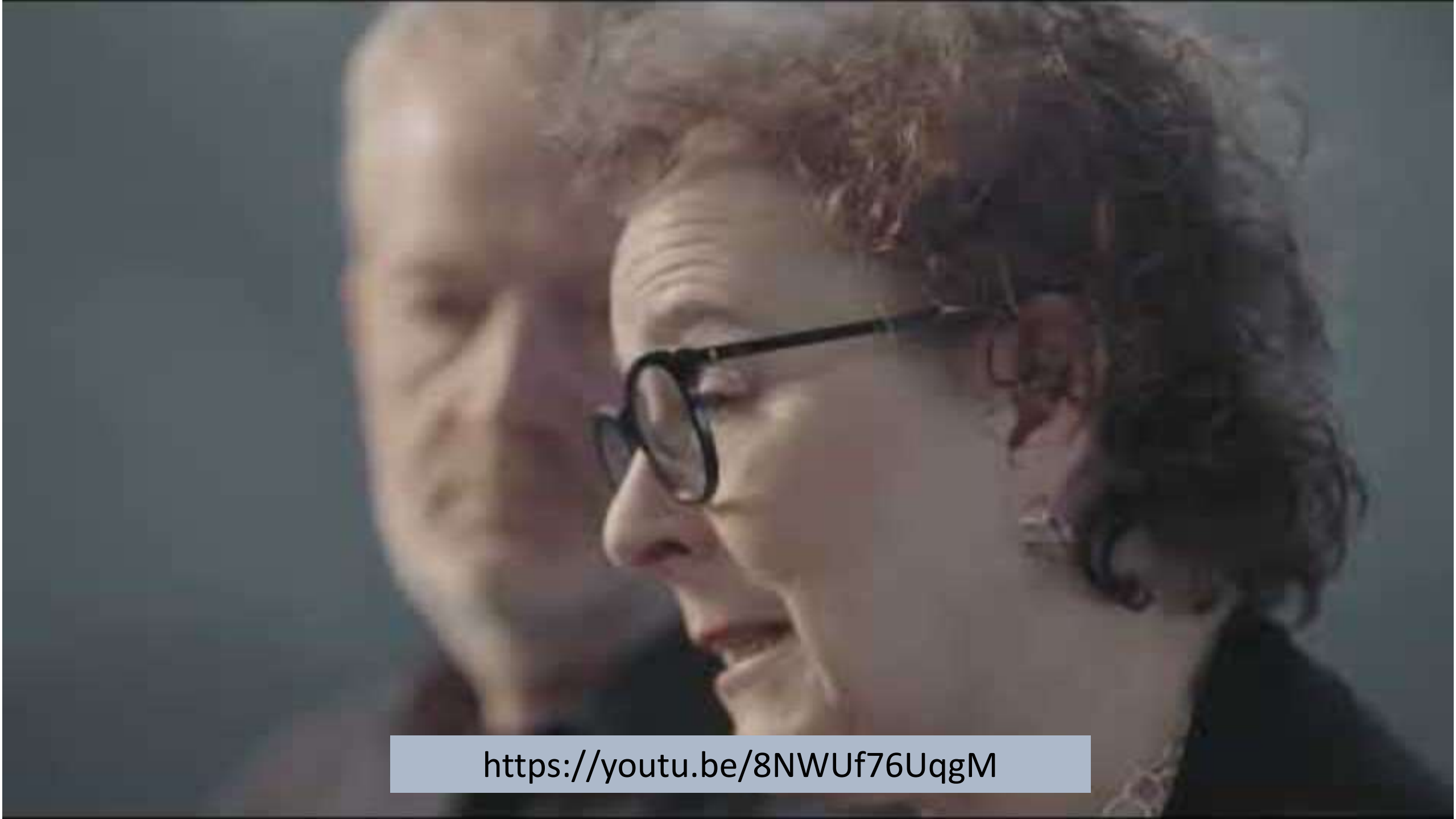




Liz Ritchie MBE

Co-Founder of Gambling  
with Lives



<https://youtu.be/8NWUf76UqgM>



## Coming together - Community

- Collision of own experience with the collective narrative of individual dysfunction
- Understanding the reframing of the sale of an addictive product as a safe leisure activity



## Coming together - Community

- Understanding the framing of harm as the responsibility of the individual avoids state and industry responsibility
- Understanding that this is a system dysfunction that needs action



# Political Advocacy





# Media





# Political Advocacy - individual advocacy





## Public policy engagement – scale of harm

- 117 – 496 gambling related suicides every year in England (OHID, 2023)
- 44% of people suffering ‘problem gambling’ classified as ‘at high risk of suicidal behaviour’ (YouGov for GambleAware, 2023)
- 35% increase in mortality associated with heavy gambling (Muggleton et al, 2021)





# Public Policy Engagement – seat at the table for public policy

- National Suicide Prevention Strategy 2023 to 2028  
published 11 September 2023 – now on the committee
- NICE Guideline 2025 Identification, assessment, and management of gambling related harms
- Health Select Committee – letter to the Minister 2025



# Legal - Inquest for Jack Ritchie 2022

- First large scale inquest into a sudden death involving gambling – Article 2 ECHR engaged
- Gambling led to Jack's death & treatment and information “woeful”
- Jack did not understand that gambling was not his fault
- System of gambling regulation not adequate to prevent Jack from gambling despite clear addiction
- PFDs issued to multiple government departments



# Legal – Inquests **Luke Ashton (2023)**

- Gambling disorder recorded as medical cause of death
- Gambling operator had ‘no meaningful interaction’ with Luke – that might have prevented the death
- Action against the regulator pending
- Civil action against the operator pending



# Legal – Current/future inquests


- 2025 4 inquests in progress with full legal funding – looking at multiple systemic failures
- Gambling operators increasingly aggressive and try to allocate blame to the dead and the bereaved
- Gambling Commission reporting system for gambling suicides flawed and fails families
- **Current Political ask – Investigation of every death and lessons learned**



# GwL Family Service Support

- **Bereavement support**
- **Investigation support**
- **Community support**
- **Campaigning Support**
- **Therapeutic support**



A close-up portrait of a woman with long, straight, light brown hair and blue eyes. She is looking slightly off-camera to the right with a neutral expression. She is wearing a black and white patterned top. The background is a dark, textured grey.

**Annie**  
Wife of Luke

<https://youtu.be/St1fJlwvKIs>