

# RESPONSIBLE GAMBLING (WITH)IN THE DANISH ELITE SPORTS

# EYES ON THE BALL

Sportsmen are three times more likely to be problem gamblers than people in the general population

- NatCen, social research that works for society 2014



# SPORTS AND GAMBLING

- Sports and gambling are interdependent
  - Sportsbetting, including livebetting creating a fan culture
  - Sponsorships
  - Team Denmark financial support
  - Funding from the Danske Lotteri Spil
- Hence there is an existense of gambling culture within elitesports

“We gambled all the time; during breaktime at practice, bewteen practice and math, in the busses going back and forth from matches etc. It could be anything. If you did not gamble then who should you hang with...?”

- Professional handball player, compulsive gambler (own translation)



# A GAMBLING CULTURE

**60%** of

**the asked boys  
had prior  
experience with  
gambling**



**27%** of

**players within a team  
sport find that  
gambling to a high  
degree or very high  
degree is a part of the  
social environment**

Sample from the Danish elite talent environment 2014

# THE PROBLEM GAMBLER

- For most people gambling remains a fun hobby
  - ...but for some it becomes a serious problem
- A problem that comes at both great personal expense and affects the possibilities of a career in sports

ONLY

30%

from the sample had never experienced that gambling became a problem

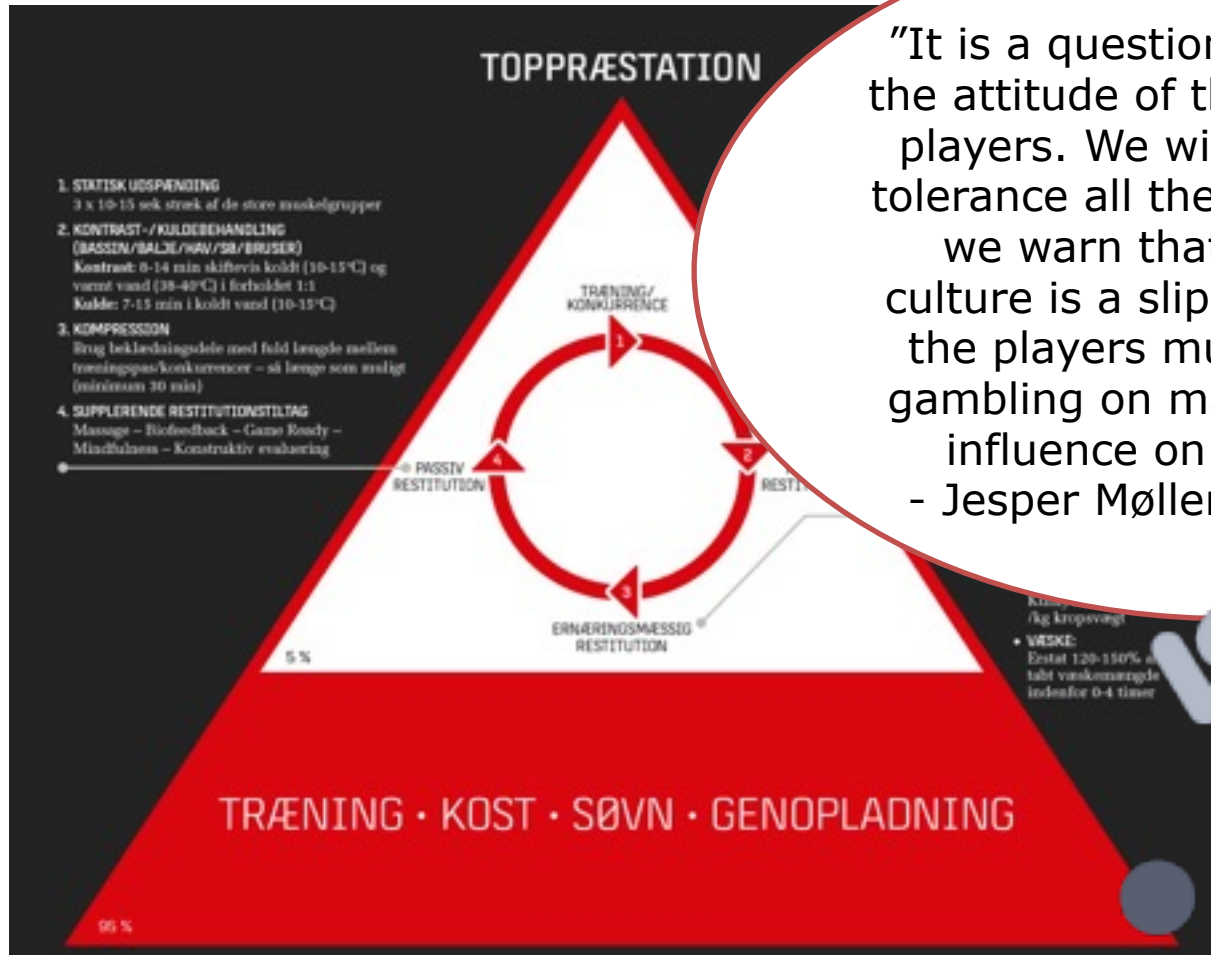
# THE ATHLETE AS A HIGH RISK PLAYER

- Part of a gambling culture – often with an early gambling debute
  - Gambling can be a part of the social environment
  - Athletes have a special interest in sports
  - Athletes have a great amount of knowledge regarding sports
  - Gambling can offer an escape from the pressure and expectations
  - Athletes have a divided everyday life
  - Athletes are very competitive
- All characteristics that increase the risk of developing a gambling problem

The Football Players Association in Denmark estimates that every 3rd professional soccer player has a problematic gambling behavior

- DIF og Team Danmark Holdningsnotat

# WHY IS THIS IMPORTANT?



“It is a question of working with the attitude of the Danish football players. We wish to signal zero tolerance all the way around, and we warn that the gambling culture is a slippery slope where the players must abstain from gambling on matches they have influence on or interest in”  
- Jesper Møller, president DBU

# CREATING A HEALTHY GAMBLING CULTURE

- Collaboration with the federations, Team Denmark and the elite talent environments in Denmark as well as specific clubs/teams on creating a healthy gambling culture
- Focus: Breaking taboo and starting the conversation on an important topic
- The conversation continues and leaves a line of questions:
  - What is the role of the federations?
  - What is the role of club management?
  - What is the role of the coach?
  - What is the right balance between regulation and dialogue?
  - What is the role of legislation and the possibilities for national regulations?



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