## Words Matter:

## A language guide for respectful reporting on gambling

- Emphasise the person first (e.g., person harmed by gambling rather than addict or gambler). Avoid labelling people based on their experiences with gambling harm.
- When reporting or describing an individuals' story, ask that person how they wish to be addressed or described and respect their choices.
- Be aware of the context of the language you are using some language is OK when used within a community to claim identity but is stigmatising when used by others e.g. addict.
- Focus on why something happened, including the role of the industry and the risk inherent with their products, rather than focusing only on the actions of individuals.



- Avoid language or reporting that sensationalises, stigmatises or victimises people who gamble and who are harmed by gambling.
  - Don't minimise the risks associated with gambling products. Acknowledge the scale and scope of risk associated with different types gambling products.
- Recognise that gambling products risk harm to health and are addictive; gambling disorder is an illness; harms from gambling are wide ranging and go beyond more than money lost.
  - Use empowering language. People who have experienced harms from gambling can and do recover (e.g. talk about recovery, networks, communities of help and support, not helplessness and vulnerability).



