

EVENT MAGAZINE

THE RESPONSIBLE GAMING SYMPOSIUM EDITION | 2025



GambleAlert



THE RESPONSIBLE
GAMING
SYMPOSIUM

**BUILDING A SUSTAINABLE INDUSTRY
THROUGH RESPONSIBLE GAMING PRACTICES.**

Wednesday **11th June** 2025



*Keynote Speeches · Presentations
Panel Discussions · Workshops
Book Launch · Networking Sessions
Dinner/Award Ceremony*



GET TO KNOW US

The Association of Nigerian Bookmakers is the national trade association that represents sports betting operators in Nigeria. The Association serves as a collective voice for the sports betting industry, promoting practical initiatives that enhance the shared business interests of our members. ANB's top priority is to create a favorable business environment for members to compete, thrive, innovate, and grow. We do this by evaluating regulations relating to the sports betting, lottery, and gaming industry and maintaining regular dialogue with key decision makers to ensure the interests of our members are heard and understood.

The Association collaborates with Officers, and ANB-approved industry business rights are protected and gaming industry is treated fairly to advocating for a balanced responsible gaming that maintaining the highest compliance.

As key players in the gaming responsibility to address the with our activities, hence our gaming. Our partnership with contribute meaningfully to the the community at large. This significant step forward in the commitment to social responsibility



professionals, Government Relations experts to ensure our members' that the sports betting, lottery, and under the law. We are committed regulatory environment and supports industry growth while standards of integrity and

industry, we recognize our potential harms associated commitment to responsible Gamble Alert allows us to well-being of our customers and collaborative effort marks a Nigerian gaming industry's and the well-being of its patrons.

ANB in collaboration with Gamble Alert, presented to its members the organization's ongoing initiatives and notable achievements in the fight against gambling addiction, how to prevent and treat gambling addiction, and strategize on ways to prevent and treat the menace.

The Nigerian gaming industry supports tens of thousands of jobs and generates in revenue for the government, while providing entertainment and fun that benefits and satisfies the punters. Every year, our members contribute to the statutory good causes, which is used to support public welfare programs such as education, public health and safety, and infrastructure development.



YOUR GUIDE
to
THE RESPONSIBLE
GAMING
SYMPOSIUM

June 11, 2025
NECA House Events Center, Ikeja,
Lagos State

Brought to you by





Heartfelt greetings from Gamble Alert! We are thrilled to invite you to this milestone event! We hope that this information note answers any questions you may have about the Symposium.

EVENT ORGANIZER: GAMBLE ALERT

Gamble Alert is a non-profit organization committed to providing responsible gaming services, including awareness and sensitization programs, training programs, problem gambling (gambling disorder) treatment, and research for evidence-based interventions. The organization consists of professionals and advocates who are passionate about the prevention, treatment, and recovery of individuals, as well as supporting the needs of affected families and communities.

Becoming a member of Gamble Alert is easy! We welcome individuals who are:

- Working in the field of behavioral health as a psychologist, counselor, psychiatrist, clinician, researcher, and educator
- Advocates of substance use prevention, treatment, and recovery, including persons in recovery and their family members
- Advocates of problem gambling and gaming, including persons in recovery and their family members

SYMPOSIUM OBJECTIVES

*The key purpose for holding this Symposium is encapsulated in the theme, **“BUILDING A SUSTAINABLE INDUSTRY THROUGH RESPONSIBLE GAMING PRACTICES”**.*

The Symposium aims to bring together behavioral healthcare professionals and advocates, as well as academics and policymakers, to raise knowledge and awareness about problem gambling and gaming, and inspire action towards more effective prevention, early intervention, research, and treatment interventions for individuals, their affected families and communities.

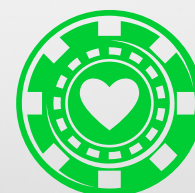
TARGET PARTICIPANTS

- Gaming Regulators
- Policy-makers, demand reduction specialists and practitioners, education and training professionals, youth leaders, students, advocates and community members.
- Industry (gambling) operators or licensees
- Persons working or studying in the addiction field (e.g., Psychologists, Guidance Counselors, Clinicians, Professional Treatment Providers, Social Workers, Nurses, people in recovery etc.)
- Officials, academicians, and researchers from relevant national and international agencies and organizations



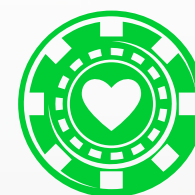
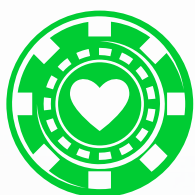
SYMPOSIUM EVENTS & PROGRAM

- **Registration** 9:00am – 10:00am
- **Invocation | Nigerian National Anthem | Welcome Presentation** 10:00am – 10:10am
- **Acknowledgment of Guests** 10:10am – 10:20am
Host
- **Opening Remarks** 10:20am – 10:30am
Conference Chairperson, Gamble Alert
- **Message of Support** 10:30am – 10:40am
(Chief Executive Officer, Lagos State Lotteries and Gaming Authority)
- **Keynote Speech** 10:40am – 11:00am
Commissioner for Health, Lagos State
- **PLENARY SESSION 1** 11:00am – 11:40am
Responsible Gaming for Sustainability and Integrity
Moderator: Veronique Dos Reis
 - **Maintaining Industry Integrity:**
Olabimpe Akingba (Regional Manager, PawaTech)
 - **Responsible Gaming vs. Bottom line**
Gossy Ukanwoke (MD BetKing)
 - **Prioritizing Responsible Gaming for Long-Term Growth: Lessons from Bet9ja's Model:**
Kayode Kolawole (Responsible Gaming Officer, bet9ja)
 - **The Importance of RG in Brand Reputation**
Mrs Akinbiyi Adepeju (Group Head, Business Development Winners Golden Group)
 - **Integrity in RG: Are We Really Doing Enough?**
Abayomi Oketope (President, Casino Gaming Operators)
- **Q&A | Summary**
Moderator: Veronique Dos Reis
- **PLENARY SESSION 2** 11:45am – 12:10pm
Problem Gambling & Gaming Problem Gambling: The Importance of Early Detection and Prevention
Presentation
Prof. Peter Olapegba (Professor of Psychology and Deputy Vice Chancellor, University of Ibadan)
- **PLENARY SESSION 3.** 12:10pm – 12:30pm
Promoting Responsible Gaming: What's in it for Bookmakers?
Presentation
Gift Tamunopreye Tuadibofa (Executive Secretary, Association of Nigerian Bookmakers)



SYMPOSIUM EVENTS & PROGRAM

- **TEA BREAK AND PRESS CONFERENCE** 12:30pm – 1:30pm
Osunkeye Room (for press conference)
- **PLENARY SESSION 4** 1:30pm – 2:10pm
*Promoting Compliance and Sustainability:
Emphasizing the Importance of Regulations*
Moderator: Ms. Olafadeke Akeju
 - *Compliance Metrics and Regulatory Expectations
(Lagos State Lotteries and Gaming Authority)*
 - *Informed Decision-Making: Oyo State RG Policy
(Oyo State Gaming Board)*
 - *Capacity Building for Gaming Agents in Enugu State
(Enugu State Gaming Commission)*
 - *Protecting Vulnerable Players in the Light
of the Ekiti State Lotteries and Gaming Commission Law 2025*
- **Q&A | Summary**
Moderator: Ms. Olafadeke Akeju
- **BREAKOUT SESSIONS (CONCURRENT)** 2:15pm – 3:15pm
 - **ROOM 1 – Main Auditorium**
RESPONSIBLE MARKETING AND ADVERTISEMENT
Ms. Olafadeke Akeju
Q&A | Summary
 - **ROOM 2 – Osunkeye Room**
IMPLEMENTING RESPONSIBLE GAMING MEASURES
Veronique Dos Reis
 - **ROOM 3 – Enugu Room**
**PLAYER PROTECTION FROM THE LENS OF THE OPERATOR:
THRESHOLDS AND MILESTONES**
Olabimpe Akingba
- **Closing Remarks**
CEO Gamble Alert



CLOSING CEREMONY & DINNER



- INVOCATION | OPENING PRESENTATION
| WELCOME REMARKS
- BOOK REVIEW/LAUNCH/FUNDRAISING
- PRESENTATION OF AWARDS
- DINNER & ENTERTAINMENT
- PRESENTATION OF AWARDS
- CLOSING REMARKS



Welcome to Oyo State Gaming and Lottery Board

The Oyo State Gaming and Lottery Board, which was established under the Oyo State Gaming Law 2018, is responsible for regulating and overseeing the gaming industry in Oyo State, with the aim of ensuring that gaming activities are conducted fairly, transparently, and in a way that promotes responsible gaming practices.

Our Objectives

- To regulate and oversee the gaming industry in Oyo State
- To promote responsible gaming practices among gaming operators and players
 - To protect vulnerable individuals, including minors and those with gaming problems
- To ensure that gaming activities are conducted fairly and transparently

Responsible Gaming

At the Oyo State Gaming and Lottery Board, we prioritize responsible gaming practices. We believe that gaming should be a fun and entertaining activity, not a source of harm. To promote responsible gaming, we:

- Encourage gaming operators to adopt responsible gaming practices
 - Educate the public about the risks and benefits of gaming
 - Provide resources and support for individuals who may be struggling with problem gambling

If you are interested in knowing more about the Oyo State Gaming and Lottery Board or would like to get involved in promoting responsible gaming practices, please contact us on **07047592000, 07047582000** or **oysgamingboard@gmail.com**





Across the globe, regulators are demanding more from gaming operators.

To remain competitive and compliant, you must implement key responsible gaming measures that are now industry standard:

- Mandatory Self-Exclusion Programs
- Advertising Guidelines
- Robust KYC & Age Verification Systems
- Spending Limits (where required)

WHY IT MATTERS

These measures aren't just regulatory hurdles, they're strategic tools.

Operators who embrace responsible gaming have seen:

- Enhanced Brand Reputation
- Increased Player Trust & Loyalty
- Sustainable Market Growth

A safer gaming environment empowers players and earns long-term loyalty. Responsible gaming is no longer optional, it's your competitive edge.

Where Aropsaid Comes In

Regulations evolve | Markets shift | Player expectations grow.
Aropsaid helps you stay ahead.

We partner with operators to implement effective and forward-thinking responsible gaming systems through: Policy Development, Staff Training & Certification, Compliance Tools & Support Systems

OUR SERVICES

- Corporate Governance
- Licensing & Certification
- Operational Set-Up
- Integration Support
- Regulatory Compliance Support
- Technology Support
- Finance & Tax Management
- Gaming Software Solution
- Visa & Expatriate Quota Application Management
- Management Consulting

Email: info@aropsaidafrica.com | Website: www.aropsaidafrica.com
Follow us: @aropsaidafrica on Instagram & X | Aropsaid Technology Limited on linkedin

AROPSAID GAMING ADVISORY: Responsible Gaming Is Smart Business

Empowering
Operators |
Protecting
Players |
Strengthening
Brands



ORGANIZATIONAL PROFILE

A comprehensive overview of Gamble Alert's mission,
events, and community impact.



MISSION STATEMENT

Leading Safer Gambling and Player Protection
through Evidence-Based Interventions

KEY PARTNERSHIPS

Gamble Alert's Collaborations for
Responsible Gambling



Established Partnerships

Gamble Alert has established partnerships with gaming stakeholders around the world, broadening its influence in the industry.

Enhanced Reach

Gamble Alert works with regulators, educational institutions and mental health institutions which have in turn enhanced its reach beyond the gaming industry.

Resource Sharing

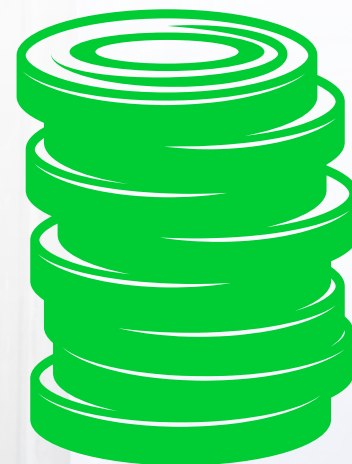
Gamble Alert provides educational resources and engages in community outreaches, fostering a supportive environment for responsible gambling.



Comprehensive support for responsible gaming and mental health



- 1**  **Responsible Gaming Campaigns**
Initiatives aimed at raising awareness about safe gambling practices.
- 2**  **Trainings**
Educational programs designed for gaming industry professionals.
- 3**  **Mental Aid Program**
Support networks for individuals affected by gambling addiction.
- 4**  **Clinical and Rehabilitation Assistance**
Access to professional treatment services for those in need.
- 5**  **Research and Mental Health Care**
Ongoing studies to assess and improve gambling interventions.



EFFECTIVENESS OF INTERVENTIONS

Evaluating Successful Strategies
in Behavior Modification



1

Motivational Interventions

84% of participants reported significant behavior reductions, showcasing the impact of motivational strategies.

2

Cognitive Behavioral Therapy (CBT) and Motivational Interviewing (MI)

These methods are highlighted as effective approaches in facilitating behavioral change.

3

Personalized Interventions

Methods like feedback and brief phone calls have shown promising results in engaging participants.

MENTAL HEALTH AND GAMBLING

1

Gambling Addiction and Mental Health Issues

Gambling addiction often accompanies underlying mental health problems, creating a dual challenge for affected individuals.

2

Gamble Alert's Focus

Programs offered by Gamble Alert emphasize the intersection of mental health care and gambling addiction to provide holistic support.

3

Comprehensive Support Services

Gamble Alert ensures access to crucial psychological services and addiction treatment for those in need.

COMMUNITY ENGAGEMENT INITIATIVES

Fostering responsible gambling through active community involvement.



1 **Community Events and Campaigns**
Gamble Alert engages with the community through organized events and campaigns to promote awareness.

2 **Responsible Gambling Awareness**
Raising awareness about responsible gambling practices to ensure informed decisions.

3 **Culture of Safety**
Fostering a culture of safety by promoting informed decision-making within the community.

TRAINING PROGRAMS FOR INDUSTRY PROFESSIONALS

Enhancing Awareness and Responsible Practices in Gaming



Targeted Training Programs
Gamble Alert conducts training programs designed specifically for gaming industry professionals to enhance their skillset.

Problem Gambling Awareness
Educates staff on recognizing signs of problem gambling to better support affected customers.

Responsible Practices Implementation
Gamble Alert works with gaming regulators and operators to implement responsible practices that support customers in making safe gaming choices.



Ongoing Research in Gambling Addiction

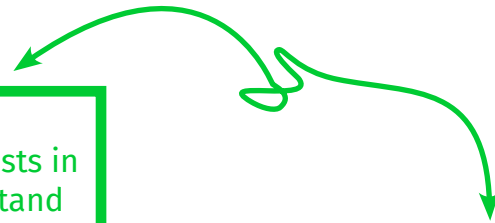
Gamble Alert continually invests in research initiatives to understand and combat gambling addiction more effectively.

Improving Treatment and Prevention Strategies

Gamble Alert actively contributes to the development of innovative treatment and prevention strategies for gambling addiction.

Collaboration with Academic Institutions

The organization partners with universities and research bodies to leverage academic expertise in tackling gambling-related issues.



Gamble Alert works to promote responsible gambling through strategic initiatives and collaborations



1

Advocacy for Policy Changes

Engaging with policymakers to drive essential changes in gambling laws.

2

Promotion of Responsible Gambling Regulations

Advocating for regulations that protect consumers and promote safe gambling practices.

3

Collaboration with Lawmakers

Building relationships with legislators to influence positive gambling reforms.

4

Engagement with Industry Stakeholders

Working with various stakeholders to ensure a balanced approach to gambling issues.

5

Influence on Legislation for Public Health and Safety

Striving to shape laws that prioritize the health and safety of the public regarding gambling.



Exploring the Impact of Effective Strategies in Gambling Awareness



Individuals who underwent Cognitive Behavioral Therapy (CBT) reported significant reductions in gambling urges and notable improvements in their mental health.



Community initiatives have led to increased public awareness surrounding gambling, resulting in a measurable decrease in underage gambling incidents.

Community Awareness Initiatives

MEET OUR TEAM



PROF. PETER OLAPEGBA
*Professor of Psychology, Deputy Vice
 Chancellor, University of Ibadan*

Chairman Board of Trustees



OLABIMPE AKINGBA

Member Board of Trustees



VERONIQUE DOS REIS

Member Board of Trustees



PROF. RACHEL VOLBERG
*Principal Investigator Massachusetts
 Gaming Commission's Social Impacts of
 Gambling in Massachusetts Study*

International Research Advisor



JODY BECHTOLD

*LSCW, ICGC, IGDC, PC
 Technical Advisor Gambling Care & Treatment*



FISAYO OKE

Chief Executive Officer



DR. AYODEJI OJO

Research Lead/Data Analyst



OLAMIDE OYEYEMI

Head of Programmes



BERNADETTE EWOMAZINO

Head of Operations/Client Support



JESSE FALODUN

Content Manager



BLESSING SIKIGHA

Programmes/Finance Officer



TIWALOLA ODESOLA

Legal & Compliance Officer



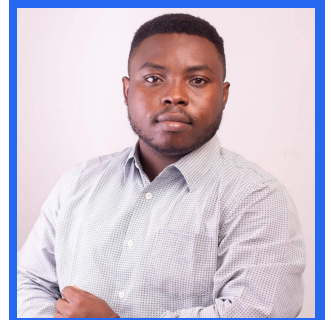
PRECIOUS OYELAMI

Psychology Intern



LIVINUS KANAYO

Counseling Psychologist



OYINDAMOLA ILESANMI

Clinical Psychologist/Mental Health Counselor

BRANDS THAT TRUST US



bet9ja

Play Smart.
Play Safe.
Play for Fun.

Got problem with Betting/Gambling?

Please contact our
problem gamblers hotlines on
+234 915 588 9999, +234 915 566 6999

or send an email to
Responsiblegaming@bet9ja.com



Scan for Tips to
Stay in Control

18+ BET RESPONSIBLY



At Velex Advisory We Offer the Following:

- ▾ License and Certification
- ▾ AML/CFT/CPF Training
- ▾ Data Protection Training
- ▾ Financial Compliance
- ▾ Tax Remittance
- ▾ Data Protection Compliance
- ▾ AML/CFT Compliance
- ▾ Corporate Governance
- ▾ Staff Recruitment
- ▾ Market Research
- ▾ Market Entry to other African Countries

Contact Us



velexadvisory.com.ng



info@velexadvisory.com.ng



[Velex Advisory](#)



[velex_advisory](#)





GAMBLE ALERT
ORGANIZATIONAL
STRATEGY
2023 - 2028



Foreword

Studies suggest that intensive gambling, which is associated with high risk of harms from gambling, is not merely a reflection of individual vulnerability to intensive gambling but also an integral part of total gambling in a society. Moreover, the findings support the need for effective universal prevention strategies to curb risk at all levels of gambling.

Gamble Alert believes that more than one in two people with a gambling disorder do not have access to any treatment or support. Possible barriers to accessing such services include lack of awareness of available services, social stigma, and a reluctance to admit gambling problems. It is against this backdrop that we set out Gamble Alert's objectives for prevention and treatment services over the next five years. Our vision is a society where everyone is protected from gambling harms, and that a greater proportion of those with gambling disorder will receive the right treatment with sustained recovery at rates comparable to other addictions and behavioural problems.

To help make this a reality, it is essential to ensure gambling harms are clearly understood. It is also vital that the mechanisms for effective prevention are in place, and that those who are experiencing harms are able to access the advice, support and treatment they need.

Effective prevention of gambling harms requires a coherent and coordinated 'whole-system approach', involving partnerships with healthcare providers, public health agencies, local authorities, and voluntary sector organizations. This will help to ensure appropriate prevention messages, referral routes and care pathways are in place for individuals in need of support, and will enable individuals to receive the right intervention at the right time.

Achieving this is the central aim of Gamble Alert's five-year plan. This document articulates in detail the organization's strategies for prevention and treatment services, research and evaluation, and harm prevention campaigns.

Working with those with lived experience is also essential in designing and promoting access to services, as well as helping to prevent relapse. This document makes clear how important it is to engage community institutions, including faith groups, to help make more people aware of the options available to them and ensure no one feels excluded from services.

I would like to thank all those who have helped to inform this strategy and the plans that support it. Gamble Alert looks forward to continuing to work with you in the future as together we seek to prevent gambling harms across Nigeria.

'Fisayo Oke

Chief Executive Officer



Gambling Treatment and Prevention

Reducing gambling harms requires a prevention approach to be considered through a population health lens. This describes a way of thinking about health that includes the whole range of determinants of health and wellbeing. It can include things like civic planning or education, which are separate from traditional health services, while enabling a collective sense of responsibility across organizations and individuals.

There is the clear need to develop treatment and support services, routes into treatment, and reducing existing barriers to accessing help. To achieve this, coordinated action is required between a range of agencies and with community members and those representing communities of people who have lived experience of gambling harms. Whilst legislation for regulation is principally a matter for government, politicians and regulatory bodies, there is a need to empower individuals with appropriate support.

Strategic Priorities

In order to best meet this challenge, Gamble Alert has set four overarching strategic priorities for the next five years:

1. Accelerate engagement and awareness to deliver targeted activity to raise awareness, reduce stigma and encourage engagement with information and advice, support, and treatment services.
2. Transform capacity and capability by collaborating with public health agencies, local authorities, and voluntary sector organizations across Nigeria to support growth of an integrated system of prevention provision.
3. Include the voice of those with lived experience in the co-production of awareness raising, support, and treatment services.
4. Develop an integrated, place-based, whole-system approach to treatment.

A key measure of success will be that fewer people experience gambling harms, with those that do receiving timely and effective support, and that these changes will be sustained beyond the five-year term of this strategy.

To get to where Gamble Alert expects to be in five years, we will focus on delivering the following objectives to be effective at helping to prevent gambling harms:

- Increase awareness and understanding of gambling harms.
- Increase access to services and reduce gambling harm inequalities.
- Build capacity amongst gaming regulators, operators, healthcare professionals, social prescribers, debt advisers, faith leaders, community services and others so they are better equipped to respond to gambling harms.

To deliver these objectives, the five-year strategy features core activities across research, education, and treatment to support safe gambling behaviour and provide the right support at the right time. These include new activities such as investment in the development of lived experience networks; the development of resources and toolkits to raise awareness and establish partnerships; targeted localized prevention and treatment campaigns; and working with the health agencies and others to implement effective referral routes and care pathways.

Research, Data and Evaluation

Supporting the Organization Strategy is a comprehensive Research, Data and Evaluation Strategy to build the evidence of 'what works for whom' at the three levels of primary, secondary and tertiary prevention of gambling harms. This will support and inform education and early intervention approaches, along with treatment and support service design and contribute to knowledge generation for the wider system. As well as building evidence, Gamble Alert is committed to ensuring that evidence-based learning and knowledge is disseminated to colleagues working at all levels of prevention across the range of roles and sectors.

Annual implementation plans will be published each year to reflect the constantly changing environment in both funding and service provision. The plans will focus on Gamble Alert's vision to increase awareness that gambling can be harmful and the understanding that gambling disorder is a recognized health condition. Going forward, plans will also reflect key treatment outcomes, including, but not limited to, a greater proportion of people with gambling disorder receiving the right treatment and having a sustained recovery, at a rate that is comparable to other addictions and behavioural problems.

Funding

Under the current arrangements, Gamble Alert is funded exclusively by the gambling industry via a voluntary donation system. This means that operators licensed in Nigeria may or may not elect to donate funds which support research, prevention, and treatment of gambling harms as a part of their corporate social responsibility.

The voluntary nature of the current arrangements results inevitably in uncertainty of funding year-to-year and to significant variations in cash flow within the year. This unpredictable funding model represents a significant challenge given that a key function of Gamble Alert is the recruitment of clinical teams to provide treatment and support for those who need help.

What are the gaps?

There is an emerging consensus that gambling harms should be considered through a public health and social inequalities lens. There is also a growing evidence base around the prevalence and impact of gambling harms at the Nigerian population level. However, current knowledge and understanding of the impact and lived experience of gambling harms within specific communities and sub-groups is limited. This is particularly the case for those communities who are subject to greater social exclusion and deprivation. There are still gaps around how to intervene effectively to keep people safe from gambling harms.

What we are currently doing

- Providing information about safer gambling through our associated social channels.
- Developing universal prevention resources as well as providing training for schools and youth workers to educate all young people about the risks related to gambling and to support healthy decisions.
- Directing national advocacy efforts that contribute to regulatory reforms and increase awareness of responsible gambling practices among key stakeholders, including gaming operators, policymakers, and the general public.
- Training industry professionals on implementation of responsible gambling tools and best practices for managing gambling-related harms.
- Undertaking consultation with young people.
- Promoting parenting and youth resources to highlight gambling risks which are related to engagement with gaming and emerging financial independence.
- Investing in and developing a functional helpline, establishing its role as a triage service.

What we plan to do next

1. Continue to fund campaigns across a range of media to improve awareness, reduce stigma and encourage people to seek help.
2. Invest further in the brand equity of Gamble Alert, providing a single point of reference for all stakeholders about keeping people safe from gambling harms.
3. Continue work by developing resources and training to support universal prevention activities. Universal approaches will be used with young people in a range of settings and will reach the general public through partnerships with anchor institutions, large employers and trade unions.
4. Explore using innovative and creative methods to raise awareness of gambling harms amongst the public, for example by using well-known ambassadors, and engaging with media to advise on how to ensure a responsible approach when gambling is the subject of TV or radio programming.
5. Launch specific local initiatives in conjunction with clinics to promote a place-based approach and help ensure that the full spectrum of need is appropriately met.
6. Build quality assurance ensuring high quality provision and rigorous standards, while developing systems to improve datasets which support audit and performance improvement.



What difference you will notice in five years

- A. There will be an increase in awareness that gambling is potentially harmful.
- B. There will be an increase in understanding that gambling disorder is a recognized health condition, and that in the most serious of cases the impacts of the condition can include loss of life.
- C. People will be willing to talk about their own experiences of gambling harms without feeling embarrassment or shame.
- D. People will feel able to raise the issue of gambling harms with others if they have concerns about their gambling.
- E. Employers and relevant public agencies will have policies in place to prevent and respond to gambling harms as part of business as usual.

Governance

Awareness on Gambling Risk Initiative is registered by the Corporate Affairs Commission, and operating exclusively under the name and style Gamble Alert, registered by the Federal Ministry of Trade and Commerce. Gamble Alert is wholly independent and has a framework to reduce Gambling Harms within the context of arrangements based on voluntary donations from the gambling industry.

Guided by an independent expert Board of Advisors, evidence-informed services are rendered according to need within a robust and accountable system of governance processes and procedures that ensures transparency.

BETWINNER

NIGERIA

18+

Bet Responsibly!

BET SMART, QUIT SMARTER.





Carmel

Power Play Meets Player Protection

Carmel — Built for trust, powered by innovation.

At Carmel, we build platforms where fun meets fairness. Our iGaming software puts responsible gaming at the heart of every bet—because safe players stay players.



info@carmelafrica.com

Advancing Responsible Gambling in Nigeria through Collaborative Engagement with the Industry



Advancing Responsible Gambling in Nigeria through Collaborative Engagement with the Industry

Gambling, like many other forms of entertainment, is a complex and evolving part of modern society. In Nigeria and across Africa, the gambling industry has witnessed rapid growth, driven by digital technology, mobile penetration, economic hardship, and youth unemployment. For many, gambling provides excitement, leisure, and even the hope of economic relief. However, for a significant number, especially those who are vulnerable, it can lead to addiction, financial ruin, family breakdowns, and mental health issues.

As an organization dedicated to the promotion of responsible gaming, Gamble Alert recognizes the dual nature of gambling – both its potential to offer regulated entertainment and its capacity to cause profound harm when left unchecked. In dealing with this duality, we have carefully considered the best strategies to mitigate gambling harm in Nigeria and across the continent.

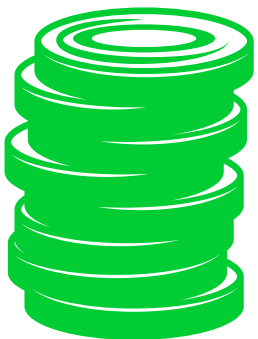
The Case Against Demonization

There is a growing temptation among advocates and public commentators to take a hardline, moralistic stance – framing gambling as inherently evil and demonizing both the practice and those who profit from it. While this may gain short-term support and appeal to religious or cultural sentiments, it is not an effective or sustainable public health approach.

Aggressive condemnation without viable alternatives can push gambling activities into unregulated or illegal spaces, removing any possibility of monitoring, data collection, or harm reduction. It also alienates industry stakeholders, thereby losing opportunities for accountability and reform.

Gamble Alert advocates for a collaborative model that involves engaging industry stakeholders, regulators, public health experts, civil society, and the media. This strategy acknowledges that the gambling industry has a role to play in minimizing harm and that meaningful change is most effective when all players are seated at the same table. This is the idea that birthed the Responsible Gaming Symposium.

Benefits include the implementation of harm-minimization tools such as deposit limits and self-exclusion, data-sharing for research, and investment in treatment and public education. In Nigeria, where financial literacy is low and economic desperation drives many to gamble, these efforts are critical.



The African Peculiarity

The African context demands a unique approach. Gambling in Africa is often community-based, informal, and tied to economic precarity. In Nigeria, betting shops are social hubs, and gambling is often seen as a means of survival rather than leisure. Cultural silence and lack of psychosocial services further complicate the issue.

Solutions must therefore be local, realistic, and inclusive – designed with full awareness of these social, economic, and cultural dynamics, and Gamble Alert is your sure partner.

Maintaining Independence and Accountability

Now, collaboration does not mean compromise. Gamble Alert remains independent, transparent, and critical when necessary. We do not accept sponsorships that threaten our integrity and we challenge the industry when it falls short.

We call on all stakeholders to embrace collaboration as the path forward for responsible gambling. Let us move beyond moral panic to pragmatic solutions, and work toward a regulated, safe, and informed gambling environment in Nigeria.

We are not anti-gambling. We are pro-safety, pro-health, and pro-accountability.

This is Gamble Alert!



KOMMUNITY IS EVERYTHING

At BetKing, our commitment to corporate social responsibility (CSR) goes beyond business. Through strategic investments in sports development, education, empowerment, and social welfare, we continue to champion initiatives that drive meaningful change.

BETKING CARES

17,848+

people benefitted from free medical care, environmental sustainability exercise, and food packs were distributed across 35+ communities influencing millions of lives over time.

KIDSPORT CHARITY

3000+

young people benefit from the annual football competition. It supports training, football capacity development and competitions throughout the year.

PARA ATHLETES

1000+

Para-athletes benefitted from the BetKing 3x3 Wheelchair Basketball National Championship, held in Abuja, involving 5 states.

ECONOMIC EMPOWERMENT

4000+

Local talents benefitted in our ongoing partnership with Ikorodu City FC to boost grassroots sports in Nigeria, reaffirming BetKing's commitment to local sports development.

IFAKO SPORT'S COMPLEX

400,000+

locals benefitted from the commissioned KingMakers Ifako-Ijaiye Sports Complex, reinforcing our commitment to grassroots sports development.

DESTINY TRUST

100+

street children benefitted as we established a 30-bed children's home in Ibeju-Lekki, strengthening our commitment to community development.

Visit [BetKing.com](https://www.betking.com) to learn more about our CSR program and how you can get involved.



BetKing

Follow us on social media    [@BetKingNG](https://twitter.com/BetKingNG)

The Hidden Risk: How Casual Play is Becoming A Psychological Pathway to Gambling

by **Precious oyelami**: Psychoogy Intern, Gamble Alert

Is Casual Play Really Casual?

When the word “gambling” is mentioned, images of virtual gaming, poker tables, or sports betting apps often come to mind. However, many overlook the subtle influence of everyday mobile games like Solitaire Cube, Candy Crush, Naija Ludo, Clash of Clans, amongst others. These brightly colored and seemingly harmless games may be quietly introducing players to the same psychological patterns found in gambling (Drummond et al., 2022).

In today’s digital world, millions turn to casual mobile games for relaxation. Marketed as simple, fun, and free entertainment, these games often hide a sophisticated structure that mirrors the reward systems used in gambling environments. While they may not involve real money at first, their mechanics are increasingly scrutinized for their impact on user behavior (Li et al., 2019).

Let us examine how casual mobile games are adopting gambling-like elements and what that means for players, particularly younger audiences.

The Psychology Behind Casual Games

Casual games are designed to be easy to start but hard to stop. Beneath their simple controls and playful aesthetics lies a calculated use of behavioral psychology that keeps players engaged, often far longer than they intended. One of the most influential principles at work is the concept of variable reward schedules.

In psychology, a variable reward schedule refers to a system where rewards are given out at unpredictable intervals. This model has been proven to be highly effective in conditioning behavior, as it encourages repetition in the hope that the next action will deliver a reward. The uncertainty of the outcome becomes a powerful motivator (Drummond et al., 2022).

Casual games replicate this system with randomized rewards, streak bonuses, surprise gifts, and daily challenges. A player might complete a level and receive a rare booster or unlock a special event without knowing exactly when or why it occurs. This unpredictability taps into the brain’s dopamine system, which plays a key role in reward and pleasure. The anticipation of a reward, especially an uncertain one, triggers a dopamine release and reinforces the desire to keep playing (Li et al., 2019).

Another psychological tool commonly used is operant conditioning, where behavior is shaped by the consequences that follow it. In mobile games, positive feedback loops such as colorful animations, sound effects, or celebratory messages

are used to reward the player’s actions. Each success feels gratifying, even if it is minor, and this constant affirmation subtly encourages further play (Li et al., 2019).

Even failure is carefully managed. Instead of making a loss frustrating, many games design it as a “near win.” These near-miss experiences are not total failures but are structured to make players feel they almost succeeded. Studies have shown that heart rate and blood pressure can increase during outcomes of near miss, and these physiological responses are likely due to the excitement and anticipation associated with the activity (Anderson, G., & Brown, R. 1984).

The illusion of progress increases the likelihood of trying again and reinforces the urge to continue.

Many casual games also implement loss aversion, tapping into players’ fear of losing progress or valuable in-game resources if they stop playing. This psychological pressure drives continued engagement and often encourages spending, closely mimicking the behavioral triggers commonly seen in gambling environments (Li et al., 2019).

These mechanics are not accidental. They are intentionally designed to create cycles of anticipation, frustration, and reward. The emotional and psychological response they produce is what makes casual games feel so engaging and why they often resemble gambling more than simple play.

The Vulnerability of Younger Players

Children and teenagers are among the most active users of casual mobile games. Their age makes them especially vulnerable to the psychological tactics these games use. Unlike adults, younger players are still developing self-control, decision-making skills, and an understanding of money (Li et al., 2019).

Many casual games are designed with bright colors, cheerful sounds, and cartoon-like characters, making them highly appealing to young audiences. But beneath this playful appearance are reward systems, addictive loops and spending prompts that children may not fully recognize or resist.

Casual games can trigger positive emotions which, in turn, aid individuals in expanding their momentary thought-action reper-

toires and personal resources (Fredrickson, 2001; Quinn, Spreitzer, & Lam, 2012). In-app purchases are often just a tap away, and with stored payment information or virtual currencies, the act of spending feels less real. This detachment can lead to impulsive decisions and repeat purchases, sometimes without parental knowledge.

Repeated exposure to these mechanics can shape how young players think about risk, reward, and value. Over time, they may become more comfortable with behaviors that closely resemble gambling, even if they do not yet understand the full implications (Li et al., 2019).

Conclusion: Rethinking Casual Gaming

Casual games may seem like simple entertainment, but their carefully crafted designs can quietly shape how players approach risk and reward. This subtle conditioning has the potential to open a psychological door to gambling behaviors, especially for younger audiences. Understanding this hidden influence is essential to protect players and encourage a healthier approach to digital play.

As casual gaming continues to expand, there is a growing need to question how these games are made and what they are teaching players. Entertainment should be fun but when fun is designed to condition behavior and encourage spending, it becomes something else entirely.

Recommendations

- **Raise awareness among players:** Educate gamers about how reward systems and in-app purchases influence behavior to help reduce impulsive play and spending.
- **Encourage parental supervision:** Parents should monitor their children's gaming habits and discuss the potential risks of gambling-like features.
- **Promote ethical game design:** Casual games should remain simple and enjoyable without relying on gambling-like mechanics or monetary incentives. Developers should focus on creating experiences that don't pressure players into spending money or engaging in addictive behaviors.
- **Push for clearer regulation:** Policymakers should promote stricter guidelines to limit gambling-like mechanics and monetary features in casual games, especially those accessible to minors, to help keep these games safe and truly casual.

References

- Drummond, A., Hall, L. C., & Sauer, J. D. (2022). Surprisingly high prevalence rates of severe psychological distress among consumers who purchase loot boxes in video games. *Scientific Reports*, 12(1), 16128. <https://doi.org/10.1038/s41598-022-20549-1>
- Addictive Behaviors, Casual games can also trigger positive emotions (McGonigal, 2011; Osmanovic & Pecchioni, 2016; Ryan, Rigby, & Przybylski, 2006) which, in turn, aid individuals in expanding their momentary thought-action repertoires and personal resources (Fredrickson, 2001; Quinn, Spreitzer, & Lam, 2012).



THE CONVERGENCE OF MOBILE GAMING AND GAMBLING MECHANICS

By Tiwalola Odesola [Lola from Gamble Alert]



BACKGROUND

Mobile games, often perceived as harmless entertainment, are increasingly embedding gamblinglike mechanisms that pose serious psychological and social risks, especially to children. In Nigeria, where mobile phone usage is rapidly increasing, a growing number of children have access to casual games with hidden gambling elements. Nigeria is Africa's most populous country, with over 220 million people, including many children and adolescents (World bank,2023). Mobile gaming has become a dominant leisure activity with the widespread use of smartphones and internet-enabled devices. Casual games like Candy Crush, Temple Run, and Subway Surfers are among the most popular games accessed by Nigerian children. However, these games often include gamblinglike elements disguised as fun mechanics, introducing children to risk-taking behaviours without their complete comprehension or the knowledge of their parents or guardians.

This article examines how children in Nigeria are being drawn into gambling behaviours through mobile games, often without the knowledge of their parents or guardians. It explores regulatory blind spots, psychological vulnerabilities, and the ethical implications of monetized game design in the Nigerian digital landscape, using Candy Crush-style gambling clones as a focal point.

Mobile Gaming and Child Access in Nigeria

As of 2024, Nigeria boasts over 180 million mobile subscribers, with smartphone adoption continuing to grow steadily (Nigerian Communications Commission [NCC], 2023). In the absence of structured after-school programs and limited access to safe recreational spaces, mobile games have become a dominant form of entertainment for children. These games are often accessed through smartphones belonging to parents or older siblings. However, most Nigerian parents remain unaware of the gambling-like features embedded in many of these games, such as loot boxes, pay-to-spin wheels, and chance-based rewards. With the dissolution of centralized federal regulation, gambling and gaming activities in Nigeria are now governed at the state level, and oversight of digital gaming mechanics remains largely undefined and inconsistent across jurisdictions (Olayinka, A. Decentralization of Gambling Regulation in Nigeria: Implications for Youth Protection and Digital Platforms. 2023). As a result, children may be exposed to gamblinglike behaviors through mobile games without legal restriction or parental oversight

Gambling Mechanics in Casual Games

- **Loot Boxes and Randomized Rewards**

Loot boxes, common in many games, offer randomized prizes that players can access by progressing through the game or purchasing with real or in-game currency. This mechanic mimics the uncertainty and variable rewards found in gambling systems. For example, Ludo games (especially digital ones like Ludo King, Ludo Club, or Ludo Supreme Gold) are highly relevant. Many of these apps now allow players to buy virtual currency to try and influence the outcome, such as purchasing chances for a specific outcome in dice roll (e.g., to get a "6"). This reflects a subtle yet powerful gambling-like mechanism, particularly because the outcome is not guaranteed, even after payment.

- **Pay-to-Play and Microtransactions**

Children may be enticed to spend money to unlock features, continue playing, or accelerate progress. In Nigeria, mobile payments and airtime billing can be used without thorough age verification, enabling children to make purchases unknowingly (Drummond & Sauer, 2018).

- **Copycat Gambling Games Disguised as Casual Play**

Some mobile games mimicking Candy Crush introduce cash-out systems and betting mechanics. These applications are sometimes misclassified in app stores as "puzzle" or "casual," allowing children to download and play them despite containing real-money gambling components.

Gambling Cues in Digital Ludo Games: Buying a Chance at Luck

Ludo, traditionally a board game of chance and strategy, has been digitally reimaged in various Nigerian and international mobile versions. While the original game relies entirely on luck through dice rolls, many digital Ludo games now offer monetized features where players can purchase virtual coins to gain an opportunity to influence dice outcomes. Notably, some versions allow players to pay for a higher probability of rolling a needed number, such as a “6” to move out of the base or land a game-winning position.

This mechanic is psychologically deceptive because **the purchase does not guarantee the desired outcome**, merely the chance of it, and yet players continue to spend, often repeatedly. This aligns with the definition of gambling as spending money on uncertain outcomes in the hope of a reward. The illusion of control, where players believe they are increasing their chances through payments, reinforces a risk-based reward cycle found in most gambling platforms.

For Nigerian children and teenagers who frequently play these games, especially in social settings or tournaments offering real cash prizes, this behaviour can gradually normalize gambling-like decision-making. The repeated experience of “trying your luck” despite uncertainty, using real or in-game currency, mirrors early-stage gambling behaviour, notably when winning or losing is tied to emotional excitement, peer validation, or financial gain.

Moreover, many Nigerian versions of digital Ludo promote cash tournaments, where players stake tokens or real money for a chance to win. Such settings further reinforce the gamification of gambling under the label of family-friendly or strategy games. Without adequate regulation or parental awareness, Ludo transitions from a leisure game to a risk-based gambling platform, especially for vulnerable young users.

Pathway from Innocence to Compulsion

Children are neurologically and emotionally more susceptible to variable-ratio reward systems. These systems, used in both gambling and mobile games, create a cycle of anticipation and reward that can lead to compulsive behaviour. Frequent exposure to games that reward risk-based behaviour normalizes gambling principles. Children accustomed to spinning wheels or opening mystery boxes for rewards may later seek more high-stakes online or offline experiences. Parents may not recognize the associated dangers because these gambling mechanics are wrapped in visually friendly, colourful games. Moreover, few Nigerian households employ robust parental control settings or app usage monitoring.

Legal and Ethical Implications in Nigeria

Following recent legal reforms, gambling regulation in Nigeria is now handled at the state level, with no unified national body overseeing gambling-like features in mobile games. This decentralized structure makes enforcement inconsistent and leaves a regulatory vacuum in emerging areas like mobile gaming, especially when those games do not involve direct cash betting but still employ gambling mechanics.



Recommendations

Following recent legal reforms, gambling regulation in Nigeria is now handled at the state level, with no unified national body overseeing gambling-like features in mobile games. This decentralized structure makes enforcement inconsistent and leaves a regulatory vacuum in emerging areas like mobile gaming, especially when those games do not involve direct cash betting but still employ gambling mechanics.

Conclusion

The integration of gambling mechanisms into mobile games poses a growing risk to Nigerian children. The blurred line between casual mobile gaming and gambling is a growing public health concern in Nigeria, particularly for children. With limited regulatory control and high mobile game accessibility, Nigerian minors are being exposed to gambling-like systems under the guise of entertainment. Games that look like Candy Crush and Ludo may act as a gateway to real-money gambling, often without the knowledge or consent of parents. These features are usually hidden behind playful interfaces, misleading parents and educators about their impact. With increasing access to mobile technology, children are vulnerable to developing gambling-like behaviours from an early age. Addressing these challenges requires coordinated efforts from regulators, educators, developers, and families to protect children and guide ethical mobile game development



LSLGA-PROTECTING LAGOS THROUGH RESPONSIBLE GAMING

At the Lagos State Lotteries and Gaming Authority (LSLGA), **responsibility is not a buzzword – it is our mandate.** We are safeguarding the future of Lagos by building a gaming environment where safety, awareness, and support go hand in hand.



TAKING IT TO THE STREETS

Our message is bold and visible – on billboards across strategic locations in Lagos State. We’re speaking directly to the public, reminding everyone that gambling should be safe, legal, and age appropriate.



TECH-ENABLED ADVOCACY

We placed responsible gaming messages on the **WiFi infrastructure of the Lagos Trains**, reaching digital commuters with powerful reminders to play smart and stay in control.



REACHING LAGOS, ONE BRT RIDE AT A TIME

From the bustling streets of Ikeja to the waterfronts of Lekki, to the vibrant communities of Ikorodu, our BRT bus outreach program has brought anti-underage gambling campaigns directly to the people – informing parents, engaging commuters, and spreading the message: **Gambling is for adults. Let’s keep it that way.**



EMPOWERING THE NEXT GENERATION

We’ve taken the fight against underage gambling into Lagos classrooms through our school-based intervention program. In partnership with the Association of Resident Doctors of the Federal Neuro-Psychiatric Hospital, Yaba, we’re educating secondary school students to make informed, responsible choices and avoid the risks of gambling at a young age.



HEALING OUR HOPE

Our work does not stop at prevention. We also support the rehabilitation and reintegration of individuals affected by problem gambling – because recovery is part of responsible regulation.

UNITED FOR CHANGE

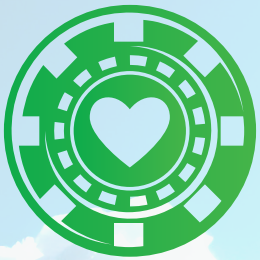
Through strategic collaborations – including with Oba Saheed Elegushi Foundation and Equitable Planning Consult – we’ve expanded our reach to promote drug awareness and holistic behavioural health, reinforcing the connection between responsible gaming and responsible living.

SELF-EXCLUSION, MADE FOR YOU

Coming soon: LSLGA’s self-exclusion infrastructure will empower individuals to take control, find support, and access help when they need it most.

LSLGA: PROTECT. PROMOTE. REGULATE.

We believe gaming should be fun, fair, and safe. For everyone. At LSLGA, responsible gaming isn’t a campaign—it’s a commitment.



GambleAlert

...fostering responsible gambling

Support is just a click or call away

*Our dedicated team of counselors
is here to help you every step of
the way on your journey towards
gambling recovery*

- *Don't let gambling addiction control your life any longer.*
- *Reach out to us today and start your journey towards a brighter future*



@ support@gamblealert.org

+234 916 295 7989

www.gamblealert.org

