FROM EMERGING RISK DETECTION TO REAL-WORLD IMPACT: FOCAL BRINGS NEW SAFER GAMBLING MODEL AND LATEST RESEARCH TO EASG 2026

Halifax, NS: March 27, 2026 – Focal Research Consultants will present a new real-time safer gambling model and interaction research at the 15th Annual European Conference on Gambling Studies and Policy Issues (EASG 2026), September 8th–11th, 2026 in Copenhagen, Denmark.

President, Tracy Schrans will present "Real-Time Risk Detection and In-Session Support: An Evidence-Based Model for Safer Gambling at Scale."

Schrans says, "Built on decades of applied research and operational testing, in this session I will share how our newest model *Prevent*, helps venues act before problems occur. Using in-session play events and behavioural triggers, such as stake escalation, it can flag emerging risk in real time and prompt tailored responses, including staff alerts, on-screen messages, or customer-facing tools. The first tool of its kind that detects risk across both carded and uncarded gambling, *Prevent,* marks a mindset shift in how risk is identified and managed in venue-based settings helping reduce stigma and normalizing safer gambling for all customers."

Senior Research Lead, Dr. Melissa Salmon, will present "From Identification to Impact: Measuring the Effectiveness of Safer Gambling Interactions."

Salmon says, "Technology is helping the industry identify risk faster, but venues still need to prove their safer gambling actions are working. Focal analysed more than 2,100 safer gambling interactions across multiple casino sites and jurisdictions and found that interactions can drive lasting behaviour change, but outcomes depend on how support is delivered. In this session, I will share best practices for measuring intended impacts and unintended consequences, and recommendations for a unified evaluation framework to support consistency across venues and jurisdictions."

About The European Conference on Gambling Studies and Policy Issues:
For more than 25 years, the EASG Conference has been Europe's leading forum for gambling research and policy discussion, bringing together experts to share the latest evidence, practice, and emerging trends.

About Focal Research Consultants:

Focal is an independent safer gambling research and technology company focused on gambling risk detection and player support. Our research on player behaviour has led to the creation of a state-of-the-art gambling risk detection system, called Prevent, which helps regulators and operators prevent and mitigate gambling-related harm. Building on 30 years of applied gambling research experience, we continue to investigate real-world gambling behaviour and safer gambling impacts, providing evidence-based insights to inform policy and practice on a global scale.

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