

NATIONAL COUNCIL ON PROBLEM GAMBLING

2018

PROBLEM GAMBLING AWARENESS MONTH TOOLKIT GUIDE



**PROBLEM GAMBLING
AWARENESS MONTH**

→ **HAVE THE CONVERSATION**

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ABOUT PROBLEM GAMBLING AWARENESS MONTH



THE GRASSROOTS CAMPAIGN

Problem Gambling Awareness Month is a grassroots campaign that relies on the participation of NCPG State Affiliates, Organizational and Individual Members, state health agencies, gambling companies, recovery groups and a wide range of healthcare organizations and providers. 2018 is the 14th annual Problem Gambling Awareness Month. Groups across America hold conferences, air Public Service Announcements, provide counselor trainings, host screening days, run social media campaigns and engage in many other activities to bring awareness to problem gambling. Calls to the NCPG National Helpline Network jump by an average of 30% in March, proving the campaign makes a measurable and meaningful nationwide impact.

GOALS AND OBJECTIVES

TO INCREASE PUBLIC AWARENESS OF PROBLEM GAMBLING AND THE AVAILABILITY OF PREVENTION, TREATMENT & RECOVERY SERVICES

Nearly 80 percent of Americans report that they have gambled in the past year. The vast majority do so for entertainment and do not suffer significant consequences. But at least six million people in the U.S. will experience serious problems with their gambling, the impact of which will be felt by their families, colleagues, and others in society. However, gambling addiction too often is not seen as a public policy issue, but rather as a personal or individual problem. New research has not only increased our understanding of this disorder, but has also revealed the extent of the costs of problem gambling to our society.

Problem gambling touches every corner of our society, afflicting inner cities, suburbs, and rural communities. No age, income or ethnic group is exempt. The vast majority of those dealing with problem gambling are employed. Some of the elderly suffer from addiction as do people in the prime of their lives. Gambling and problem gambling also occur among the young, often at rates exceeding that of adults.

Gambling operators, suppliers and regulators play a critical role in successfully addressing problem gambling, including but not limited to adherence to responsible gambling standards, establishing partnerships with problem gambling organizations, and assisting with the funding of problem gambling-related programs.

TO ENCOURAGE HEALTHCARE PROVIDERS TO SCREEN CLIENTS FOR PROBLEM GAMBLING

Gambling addiction is a serious public health issue demanding a comprehensive solution involving not only federal programs but also efforts on the part of states, counties, cities, communities, families, civic groups, the gambling industry, the non-profit sector, professions such as medicine, law, and finance, and other organizations.

The National Council on Problem Gambling (NCPG) takes a long-term view of the effect of problem gambling on the nation's public health. "Problem gambling" means gambling behaviors that result in serious negative consequences to the gambler. It includes gambling disorders as defined by the Diagnostic and Statistical Manual (DSM-5) of the American Psychiatric Association but also includes those who suffer negative consequences from their gambling without meeting the DSM-5 clinical criteria. Our ultimate goal is to improve public health by reducing the personal, social, and economic costs of problem gambling.

#HAVETHECONVERSATION

HAVE THE CONVERSATION ABOUT PROBLEM GAMBLING

Problem gambling is a public health issue affecting all aspects of physical, social, and mental health. It can affect families, work performance and general well-being. It is important to know the signs of a gambling problem, that treatment is available, and that it works. Use this document to learn about problem gambling, how to recognize the signs of gambling addiction and where to go for help.

March is a great time to Have the Conversation about Problem Gambling.

WEEKLY THEMES

THIS SECTION INCLUDES THE PROJECT PROCESSES, IMPLEMENTATION, AND EXECUTION.

TASK	START DATE	END DATE
WEEK 1 GAMBLING AWARENESS & INTRO TO PGAM	MARCH 1	MARCH 3
WEEK 2 NATIONAL ADVOCACY: FIGHTING FOR FEDERAL SUPPORT OF PROBLEM GAMBLING PROGRAMS	MARCH 4	MARCH 10
WEEK 3 SCREENING: PROBLEM GAMBLING & CO-OCCURRING DISORDERS	MARCH 11	MARCH 17
WEEK 4 SPECIAL POPULATIONS	MARCH 18	MARCH 24
WEEK 5 SPORTS BETTING & MARCH MADNESS	MARCH 25	MARCH 31

WEEK 1

GAMBLING AWARENESS & INTRO TO PGAM

GENERAL AUDIENCE

MESSAGE

Problem Gambling is a public health issue, resulting in approximately \$7 billion yearly in social costs

Problem Gambling can be overcome, roughly 65% of those who seek help show significant improvement

Problem Gambling can be overcome, roughly 65% of those who seek help show significant improvement

Problem Gambling services receive no federal funding

ACTION

Distribute FAQ Sheet on Problem Gambling

Promote Helpline as gateway to treatment services

Distribute FAQ Sheet on problem gambling

Send out a local press release or post on social media about problem gambling

WEEK 1

GAMBLING AWARENESS & INTRO TO PGAM

HEALTHCARE PROVIDERS

MESSAGE

Problem gambling is recognized in the DSM 5 as a behavioral (non-substance) addiction

Problem Gambling can be overcome, roughly 65% of those who seek help show significant improvement

Educate providers and staff about problem gambling

ACTION

Display a poster on problem gambling

Participate in Gambling Disorder Screening Day on March 13

Seek certification and professional development



WEEK 1

GAMBLING AWARENESS & INTRO TO PGAM

GAMING INDUSTRY

MESSAGE

Recognize your role in addressing gambling problems

Responsible gaming is good business, good ethics, and good PR

ACTION

Support organizations who provide a safety net for problem gamblers

Highlight your responsible gaming programs and policies

WEEK 2

NATIONAL ADVOCACY: FIGHTING FOR INCREASED SUPPORT OF PROBLEM GAMBLING PROGRAMS

GENERAL AUDIENCE

MESSAGE

Governments that profit from gambling should dedicate at least 1% of profits to problem gambling programs.

State-by-state approach results in inefficiencies and inequalities in services available to problem gamblers

ACTION

Request a Proclamation from your local government

Call your congressman & attend NCPG Hill Day on April 11, 2018

WEEK 2

NATIONAL ADVOCACY: FIGHTING FOR INCREASED SUPPORT OF PROBLEM GAMBLING PROGRAMS

HEALTHCARE PROVIDERS

MESSAGE

Problem gambling resources are critical to effectively address this social issue

State-by-state approach results in inefficiencies and inequalities in services available to problem gamblers

ACTION

Ask your regulator, trade association and health agency to provide grants and technical assistance

Call your congressman & attend NCPG Hill Day on April 11, 3018

WEEK 2

NATIONAL ADVOCACY: FIGHTING FOR INCREASED SUPPORT OF PROBLEM GAMBLING PROGRAMS

GAMING INDUSTRY

MESSAGE

State-by-state approach results in inefficiencies and inequalities in services available to problem gamblers

Insurance coverage is a critical part of the safety net that makes gaming sustainable

ACTION

Call your congressman & Attend NCPG Hill Day on April 11, 2018

Ensure your Health Insurance & EAP providers include coverage for gambling addiction

WEEK 3

SCREENING FOR PROBLEM GAMBLING AND CO-OCCURRING DISORDERS

GENERAL AUDIENCE

MESSAGE

Anyone can develop gambling problems, especially those who have risk factors including depression, substance use/abuse, family history of addiction and more

ACTION

Take NODS-SA Screening

WEEK 3

SCREENING FOR PROBLEM GAMBLING AND CO-OCCURRING DISORDERS

HEALTHCARE PROVIDERS

MESSAGE

Hidden gambling addiction can lead to treatment failure and relapse

Individuals with gambling problems have high rates of suicidal ideation

Problem gambling requires specialized education to treat effectively

ACTION

Screen clients/patients, paying special attention to high-risk individuals

Always assess for suicide among those who screen positive for problem gambling

Know how/where to refer patients to specialized problem gambling service providers

WEEK 3

SCREENING FOR PROBLEM GAMBLING AND CO-OCCURRING DISORDERS

GAMING INDUSTRY

MESSAGE

Ensuring insurance coverage is a critical part of the safety net that makes gaming sustainable

Alcohol abuse & gambling problems often co-occur

Gaming employees are at a higher risk for developing gambling problems

ACTION

Ensure your Health Insurance & EAP providers include coverage for gambling addiction

Responsible alcohol consumption training should also include training on recognizing the warning signs of problem gambling among customers

Know how/where to refer patients to specialized problem gambling service providers

WEEK 4

SPECIAL POPULATIONS & PROBLEM GAMBLING

GENERAL AUDIENCE

MESSAGE

Problem gambling can affect anyone, however some groups may be disproportionately impacted

Veterans are estimated to have a rate 2 times higher than the general population for problem gambling

ACTION

Know the populations that are at higher risk for problem gambling

Encourage stakeholders to develop veteran specific problem gambling programs

WEEK 4

SPECIAL POPULATIONS & PROBLEM GAMBLING

HEALTHCARE PROVIDERS

MESSAGE

It's important to ensure prevention, education and treatment services are culturally and population specific

Veterans are estimated to have a rate 2 times higher than the general population for problem gambling

ACTION

Create targeted messaging to raise awareness of problem gambling and reduce harm among these groups

Create targeted messaging to raise awareness of problem gambling and reduce harm among Veterans

WEEK 4

SPECIAL POPULATIONS & PROBLEM GAMBLING

GAMING INDUSTRY

MESSAGE

Gaming employees are at a higher risk for developing gambling problems

ACTION

Ensure your Health Insurance & EAP providers include coverage for gambling addiction

Advertising should not inappropriately target high risk groups

Create targeted messaging to raise awareness of problem gambling and reduce harm among these groups

Problem gambling can affect anyone, however some groups may be disproportionately impacted

Ensure balance between groups receiving specialized advertisements and messaging of responsible gaming

WEEK 5

SPORTS BETTING, MARCH MADNESS AND PROBLEM GAMBLING

GENERAL AUDIENCE

MESSAGE

Athletes are more likely to be at risk for addiction

Any legalization of sports gambling must be accompanied by increased support for addiction, prevention and treatment programs

ACTION

Know the risk factors of developing gambling problem

Promote NCPG Resolution on Sports Betting

WEEK 5

SPORTS BETTING, MARCH MADNESS AND PROBLEM GAMBLING

HEALTHCARE PROVIDERS

MESSAGE

Preventing and treating gambling addiction among athletes protects their health and the integrity of the game

Saturation coverage of betting during March Madness increases risk of relapse

ACTION

Establish athlete specific programs for problem gambling treatment and prevention

Increase screenings for problem gambling around high profile sports events

WEEK 5

SPORTS BETTING, MARCH MADNESS AND PROBLEM GAMBLING

GAMING INDUSTRY

MESSAGE

Any legalization of sports gambling must be accompanied by increased support for addiction, prevention and treatment programs

ACTION

Promote NCPG Resolution on Sports Betting

NATIONAL GAMBLING DISORDER SCREENING DAY

GAMBLING DISORDER SCREENING DAY IS TUESDAY, MARCH 13, 2018

WHY SCREEN FOR GAMBLING DISORDER?

- Gambling Disorder leads to financial, emotional, social, occupational and physical harm
- Gambling Disorder affects about 1% of the general population, and subclinical past year gambling-related problems affect 2-3% of the general population
- As much as 10% of primary care patients report lifetime gambling disorder and an additional 5% report lifetime subclinical problems
- People with gambling-related problems are more likely to smoke, consume excessive amounts of caffeine, have more emergency department visits and be obese
- Although nearly 50% of people who have gambling problems are in treatment for other disorders, few programs routinely screen for gambling related problems
- Many cases of gambling disorder go undetected, due to limited assessment for this problem

WHO SHOULD SCREEN FOR GAMBLING DISORDER?

- Addiction service providers
- Mental health service providers
- Physicians (e.g., primary care and emergency medicine)
- Gerontologists
- Pediatricians
- Educators
- Youth community leaders
- Employee Assistance Plan service providers
- Veterans groups

WHAT SHOULD HAPPEN AT A GAMBLING DISORDER SCREENING?

- Complete a brief Gambling Disorder screen
- Discuss the results of a positive screen with a health provider
- Learn where to go for additional help and to access other resources, if necessary
- Receive educational materials on Gambling Disorder

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CAMBRIDGE HEALTH ALLIANCE READINESS FOR GAMBLING EXPANSION (CHARGE)