

COLORADO

Problem Gambling Coalition of Colorado (PGCC): The Problem Gambling Coalition of Colorado's mission is to increase awareness, advocate treatment and promote research and education on problem gambling. For NPGAW, the PGCC has developed and distributed a press kit to the local media state wide as well as posting the information on our website and on PRWeb, an online news source utilizing "Key word" search. The kit includes a press release with an interview of a problem gambler, information regarding the Colorado helpline and national resource list. This information is made available at: <http://www.problemgamblingcolorado.org/library.cfm>. Throughout the week and the month of March, PGCC will be conducting various trainings for treatment providers and their patients, and at local churches and community groups to raise awareness of this important issue. Representatives from PGCC are scheduled to conduct interviews with local media, which includes a taped interview with Colorado Springs radio stations KILO and RXP, which will be played multiple times throughout the week. Utilizing social media, the PGCC has also developed a Face Book page and LinkedIn page to further expand awareness for this population. PGCC is currently working to secure a proclamation from the Governor for National Problem Gambling Awareness Week.

Colorado Lottery: Implemented its "Play Smart" campaign that includes point-of-sale at retailers, brochures, statewide media and ticket messages urging players to play responsibly. The Colorado Lottery's Campaign included: a Media Campaign with statewide online banner ads (<http://coloradolottery.com/index.cfm/ID/83/Problem-Gambling/>), radio PSA - :15 and :30 scripts in English and Spanish to stations, TV billboard copy - :05 and :10 scripts in English and Spanish to stations, Play Smart small space ad copy for newspapers, POS materials including: current Play Smart brochure and Play Smart point of sale wobblers. NPGAW was also featured on the Lottery's homepage with a "What's New" icon and a landing page. Placement of "button" on the home page of 20+ newspapers in the state during the week, and got over a million visits.

DELAWARE

Delaware Council on Problem Gambling: WITN TV (Wilmington station) ran 7 minute segment on NPGAW, continued for 3 weeks leading up to the start of National Problem Gambling Awareness Week. DCGP staff (Malik Harris) was on Channel 28 Hazel Plant Show from 9:00-9:30 AM to talk about gambling addiction and DCGP agency activities. Table-Top Presentation was conducted at Delaware Park. Table-Top Presentation was conducted at Sussex Technical High School where DCGP materials were distributed to over 1000 students and detailed discussions were held with over 50 students regarding the prevention and treatment of gambling addiction.

NPGAW 2010 Kickoff Event - held at the Community Service Building. In attendance were over 160 people from a variety of agencies, universities, and other organizations. Table-top presentation was conducted regarding gambling addiction.

To find out more activities that went on in Delaware during NPGAW, please [CLICK HERE](#).

LOUISIANA

Louisiana Association on Problem Gambling held a Combination Open House – Reception/News Conference/ Awards Ceremony at their Treatment Center, CORE on Tuesday, March 9, 2010. Governor Jindal's announced Proclamation declaring March 7 – 13, 2010 as National Problem Gambling Awareness Week in Louisiana.

MICHIGAN

Michigan Association on Problem Gambling began the week with an Annual Meeting/Dinner with speaker, Patricia Tikkanen. The presentation was titled "Getting help for Problem Gamblers, Barriers and Strength in the System. The Perspective from the Upper Peninsula." Also, to follow up with the week they will give an annual presentation to the "Healthy Living Class" at CMU.

The Michigan Department of Community Health, Bureau of Substance Abuse and Addiction Services will present the second annual Problem Gambling Symposium: "Problem Gamblers Can Recover, the New Faces of Gambling" on March 8th.

MINNESTOA

Northstar Problem Gambling Alliance sent out a press release.

NATIONAL

National Council on Problem Gambling: Created NPGAW Facebook account and started ongoing Blog/Discussion Forum for both public and private viewers. 3 individual press releases were sent out by NCPG. Briefing on Minority Youth and Gambling on Capitol Hill, presented by Malik Harris and Debby Haskins. Sports gambling headlines video created and posted on YouTube.

NEBRASKA

Choices Treatment Center, Inc: The Governor of the State of Nebraska on February 11, 2010 signed a proclamation proclaiming March as problem gambling awareness month. Mayors from various cities and towns across the state joined the Governor. Several other Mayors also sent their proclamations. Displayed proclamations and providing educational material during the month of March at Doane College (Lincoln Campus), State Capitol Bldg, Lancaster County Health Department, City County and State probation offices, Wesleyan College and Independence Center Inpatient Substance Abuse Facility. Educational materials were also provided at: Gaming venues, University of Nebraska Health Department and Compliance Office, Medical facilities, Substance Abuse Outpatient Centers, Homeless shelters/food, Mental Health Providers, Employee Assistance Programs, Faith Community, News media: Lincoln Journal Star, Omaha World Herald, The Daily Nebraskan, Neighborhood Extra and The Voice News. Additionally, US Senators & Congressmen from Nebraska, and surrounding states were contacted.

NEVADA

Nevada Council on Problem Gambling participated in NPGAW promotion and website promotion. A radio PSA was released during and after NPGAW. An email "blast" was sent to all contacts gathered from

community outreach events, legal connections, treatment and prevention providers, schools, churches and gaming establishments who work with the council in their efforts. Printed and distributed NPGAW brochures and pamphlets at networking meetings and community outreach events such as business mixers. This reached a population of small business whom have never heard of the awareness week. The Nevada Council created web pages on the Nevada Council on Problem Gambling website devoted entirely to NPGAW. (See www.nevadacouncil.org to view efforts) A page was created solely to present sports gambling facts and information to highlight the theme of NPGAW this year. Another page was used to provide health care/treatment providers, other non-profit organizations and the general public with ideas on how to participate in NPGAW. The Nevada Council posted information and events in relation to NPGAW on their own Facebook page throughout the weeks leading up to NPGAW. The entire Nevada Council staff included in all of their general emails reminders of NPGAW with date and time and ways of getting more information under their email signatures.

NEW JERSEY

Council on Compulsive Gambling New Jersey: Jeff Beck, ESPN radio interview aired on March 8, 2010. Literature distribution at over 26 libraries, colleges, churches and other facilities. Walk-in screenings at over 8 locations. Educational presentation for the male general population inmates at Camden County Jail, Camden, NJ. Educational presentation for the female general population inmates at Camden County Jail, Camden, NJ. Educational presentation for the male and female inmates at Camden County Jail, Second Chance Substance Abuse Treatment Program, Camden, NJ. Presentation on teens and gambling at the Toms River Intermediate East School. CCGNJ press release on NPGAW distributed to Tri-state area, New Jersey Legislators, and CCGNJ Database of 1300. NPGAW in New Jersey was featured on NBC40.net and bignews.biz. On March 9, 2010 the Mayor of Toms River Township issued a proclamation announcing NPGAW at a town Hall meeting. New Jersey Counselors were also encouraged to do an outreach activity during NPGAW.

NEW YORK

Online Article:

<http://www.oneidadispatch.com/articles/2010/02/28/opinion/doc4b8b357bc9533038457253.txt>

OREGON

Oregon Council on Problem Gambling: On a state level, an annual middle school art search launched, Governor's Proclamation issued, 2101 Community Awareness Guide disseminated, Op-ed piece ran in The Oregonian, Eugene Register Guard, Salem Statesman Journal, Mental Health Oregon website, Statewide press release prompted several stories in local papers, and an article on PG Awareness ran in March issue of State School Superintendent's Pipeline.

Much more was don within each County. Please [CLICK HERE](#) to learn more.

PENNSYLVANIA

PA Gaming Control Board (PGCB): House Resolution and Senate Resolution declaring NPGAW. Joint statement of the Secretaries of Health, Revenue and Agriculture proclaiming PGAW in PA. Governor's

Proclamation. PGCB Resolution. Distributed Press Release. Sent out letters and handouts to state correctional institutes including state prisons and state juvenile detention centers. Video PSA posted on website (PSA is a modified version of NCPG's "Photo" PSA). Created a new handout on females and gambling. Set up a booth in the State Capitol (with representatives from PA Lottery, Racing Commission, Department of Health and Council on Compulsive Gambling of PA) on March 10; in Strawberry Square Shopping Center in Harrisburg, PA (with representatives PA Lottery, Racing Commission, Department of Health and Council on Compulsive Gambling of PA) on March 8 & 9; and at the Mall at Robinson in Pittsburgh on March 10 (with the PA Lottery). The booths had information and handouts on problem gambling, 12 step programs, self-help programs and treatment providers.

TENNESSEE

Meharry Medical College held a gambling awareness event in conjunction with the Division of Public Health Practice Student Association (DPHPSA) on Meharry's campus on March 9th. The week of the 8th - 12th, DPHPSA help holding their Public Health Week, and designated March 9th as Mental Health Awareness Day, where educational materials on hand with statistics and different types of problem gambling behaviors and activities. Screening tools were on hand, to help identify or help students/faculty recognize whether they have a gambling problem.

WASHINGTON

Evergreen Council on Problem Gambling: Special proclamation by the Governor announcing Problem Gambling Awareness Week in Washington State. Posters distributed to gambling establishments. Media Kits and Press Releases distributed to Washington media by JayRay Communications. Article in *Western Gambling Journal*, March issue. On-air interviews – radio and TV: Real-life "Zander" available for interviews March 8-12 and JayRay Communications arranging interviews. March 11th, University of Washington-Tacoma Panel Discussions, 12:30 and 6:30. March 12th, Institution Education Conference Presentation at Green Hill School, Chehalis. March 13th, Washington Journalism Education Association Conference at Mountlake Terrace High School. Problem Gambling was be the focus for the news/editorial/editorial cartoon competition for 400 to 500 high school journalism students and their advisors. Announcement of the 2010 Youth Problem Gambling Awareness and The Arts Grant Recipients. Special Edition of ECPG Newsletter – *Insights*. Notice to ECPG mailing lists (treatment providers, industry, and tribal) inviting recipients to submit Letters to the Editor to their local newspapers and news stations. Sample letter will be provided.

WEST VIRGINIA

Problem Gamblers Help Network of West Virginia counselor Sandra Street distributed literature at several places of employment where she serves as EAP contact, PGHNWV Counselor Bev Hines conducted extra screens on all current clients to assess for gambling addiction, Morgantown Printing and Binding received payroll inserts of PG symptoms for all 75 employees, PGHNWV Counselor Mike Morello featured problem gambling in his newsletter, Sharpe Hospital distributed PG information at their health fair, Jim Keefer did an interview with the Martinsburg Journal on PG, Dr. Jeffrey Trump displayed PG brochures in his waiting area, PGHNWV Counselor Larry Patrick did a presentation on PG to employees at Weirton Medical Center, PGHNWV employees held a "Weekend RETREATMENT" session

for over twenty problem gamblers and their family members, The West Virginia Senate issued a proclamation recognizing National Problem Gambling Awareness Week, and much more! Please click [HERE](#) to learn about the rest of the activities that took place in West Virginia during NPGAW 2010.