

NPGAW 2011 Report

NPGAW 2011 was one of the most successful Campaigns to-date. 6 countries were reached through a national release sent by the National Council on Problem Gambling (NCPG) and were posted on the Web 232 times in the days leading up to, during, and just after NPGAW in various markets. There was a spike in attention to the issue before and during NPGAW which leads us to believe that the week was being promoted well by all of the supporters.

As of March 16, 2011 the National PSA distributed by NCPG had been broadcast 194 times in 21 different states with an audience of 42,805,937.

Over 50 PG Councils, lotteries, casinos, schools and more reported participation in activities supporting for NPGAW. The efforts were wonderful and we are thrilled with the support of NPGAW in 2011! Many supported the theme of Sports Gambling and others had themes of their own, but the purpose of National Problem Gambling Awareness Week (NPGAW) always remains the same: Raise awareness and provide support for those who need it. That was, without a doubt, accomplished during NPGAW 2011.

If you have not shared your NPGAW 2011 activities with us, please do so at www.ncpgambling.org/activities.

To view a list of activities and participants for the week, please visit the participants page at www.NPGAW.org.

ALABAMA:

Alabama Council on Compulsive Gambling

- Spoke on the local radio show "Viewpoint", along with Roger Olsen, about Problem Gambling In Alabama and took calls from listeners.

Roger Olsen (individual participant)

- Spoke at a Women's Seminar dealing with "Issues Pertaining to Women" about the effect of Compulsive Gambling on women, and about Women as both Problem Gamblers and as the spouse of a Compulsive Gambler. The seminar was held at Auburn University of Montgomery, and sponsored by the Counseling Honor Society.

ARIZONA:

Arizona Office of Problem Gambling

- Distributed information at Maricopa County libraries Symposium to place at: Black Canyon Conference Center Phoenix, Arizona
- Problem Gambling Symposium
- Distributed Press Release

CALIFORNIA:

California Lottery

- Joined other organizations recognizing this week as the ninth annual California Problem Gambling Awareness Week.
- Statewide communications that promote the 1-800-GAMBLER hot line on all draw game tickets, Hot Spot monitors and electronic point of sale devices.
- The Lottery website, www.calottery.com, will have a special banner to connect visitors to the Office of Problem Gambling website.
- Recently produced and distributed a dozen new television public service announcements in six languages promoting the hot line. The announcements, done in coordination with the **Office of Problem Gambling**, will air throughout the year.

California Council on Problem Gambling

- 2-day Summit held in Sacramento, CA

COLORADO:

Colorado Lottery:

- A one-week online campaign that will run during NPGAW, with placement on 28 local media sites in metro areas as well as rural newspaper Web sites across the state.
- Distributed :15 and :30 scripts to partner radio stations in each market and request these be run during the month of March, specifically 3/6-3/12.
- Recommended distributing: 05 and: 10 scripts to TV media partners with the same request.
- Distributed small ad space copy to newspaper partners to be run when available.
- Placed "Play Smart" wobblers point of sales to the over 3,000 retailer across the state.

- The lottery placed a web banner on the Colorado Lottery's main page promoting NPGAW for the month of March.
- Worked with the **Problem Gambling Coalition of Colorado (PGCC)** to develop and distribute a press release and other elements to state wide.
- Worked with the **Colorado Division of Behavioral Health** to distribute resourced provided from the National Council on Problem Gambling to Colorado Prevention Leadership, Stakeholder for Prevention and Treatment Services providers state wide.

The Problem Gambling Coalition of Colorado (PGCC)

- Issued Press Release

CONNECTICUT:

Connecticut Council on Compulsive Gambling (CCPG): *Problem Gambling Awareness Month*

- CIAC High School Basketball Tournament: Hosted by Mohegan Sun. Display table for youth, parents, coaches, school personnel. Public Service Announcements during game; videos
- Information tables at Foxwoods Resort Casino and Foxwoods MGM on various dates
- Money Madness: Connecticut College: Event sponsored by CONN College for High Schools in the Southwest region to learn more about financial planning/stability. Preparation and collaboration with the Southeast Regional Action Council.
- LOB Women's Breakfast: Hosted by the Women's Project. Event for legislators and their aides to learn more about women and problem gambling (annual event)
- COLLEGE OUTREACH (Mini-grant)
 - Eastern CT State University (ECSU): Hosted a recovery panel. Guest speakers and movie night.
 - Southern CT State University (SCSU): T-shirt give-a-ways: problem gambling message on t-shirts. Guest speakers and movie night.
 - Yale University: Luncheon speaker. Event coinciding with alcohol awareness. Movie Night and Pre-Post questionnaires.
 - Middlesex Community College (MCC): Guest Speaker. Survey Monkey survey of faculty, administration, and students on problem gambling. Movie night and discussion. Presentation to Campus Student Council on issue of problem gambling.
 - Gateway Community College (GCC): Movie night and discussion. "Lunch and Learn" event for the general population of students. Stress Busters Event: An informational booth set up in a high traffic area. A Student Athlete Attitudes and Beliefs Survey administered in place of a practice in January (evening program). Attempt to have gambling questions included on all intake (screening) forms for counseling services for the duration of the mini-grant funded year (2011) to allow the tracking of disorders which co-occur with problem gambling.
 - Central CT State University (CCSU): Guest speakers. T-shirt give-a-ways: problem gambling message on t-shirts. Pre-Post questionnaires.
- Promotional Banners: Hang at CCPG and at events in the community
- Latino Day at LOB: Latino informational event
- Annual Community Resource Fair: Sponsored by Community Renewal Team community agency in Hartford
- Article in Grace, a magazine for women about women and Problem Gambling

The Partnership for Responsible Gambling (members include the Connecticut Council on Problem Gambling, the state Problem Gambling Services and the Connecticut Lottery Corporation)

- Distributed a Press Release

- Previewed public-service announcements focusing on gambling among youth and young adults at a news conference at 11:30 a.m. Tuesday at the Legislative Office Building in Hartford.
- Other events include a legislative breakfast on problem gambling among women at 8:30 a.m. Monday at the Legislative Office Building. <http://www.theday.com/article/20110305/NWS01/303059954/-1/NWS>

Eastern Connecticut State University

- President Elsa M. Núñez has declared Spring Semester 2011 as National Gambling Awareness Semester at Eastern

DELAWARE:

Delaware Council on Compulsive Gambling

- John Watson Show, WDEL AM, 1450, Wilmington, DE- Priscilla Murphy, a DCGP service provider, and a client were interviewed on the radio talk show.
- CREST- a community re-entry program for recovering addicts, who are incarcerated in Delaware prisons -- Presented special program for *National Problem Gambling Awareness Week*. Presentation included information and history about “why the commemoration” and its importance, a discussion of “sports gambling” (this year’s focus), and the availability of treatment once individuals re-enter their communities.
- Table-Top presentations at Delaware Park; Dover Downs Casino; Delaware Technical & Community College, Stanton Campus; Delaware Technical & Community College, Wilmington; Harrington Casino and Raceway; and Delaware Association for Alcohol and Drug Abuse Counselors Conference. A display table was set up at each location where various materials related to “problem gambling”, were distributed, including the *20 questions* (an indicator of possible gambling problems). Face to face information was disseminated to individuals of all demographics, some who had gambling problems and others who knew problem gamblers.
- Presentation, Understanding Defense Mechanisms And Their Functions, Related To Gambling And Other Addictions.
- Front page article in *Delaware State News* targeting *National Problem Gambling Awareness Week*. The article featured an interview with one of our service providers, Hector Garcia and two clients -a husband and wife- who had crippling gambling addictions.
- Information and materials disseminated to, Brandywine Counseling Center, Connections (addiction treatment centers), Rick Van Story Peer to Peer Center and State of Delaware, Division of Motor Vehicles (two Wilmington sites).
- News Journal-full page ad with header, “*National Problem Gambling Awareness Week, March 6-12, 2011*” The ad featured information about the services DCGP offers, the purpose of *NPGAW*, *data about “sports betting” and more*.
- Delaware Online “Go Note”. This was an online flashing ad that appeared on the “sports” heading of the *Delaware Online* website It read, “*National Problem Gambling Awareness Week-March 6-12, 2011*, and linked with the Delaware Council on Gambling Problems website.
- Large public marquee display on grounds of State of Delaware administration site, March 7-11, 2011 acknowledging, *National Problem Gambling Awareness Week*.
- WITN TV, Channel 22, Wilmington, DE- A segment promoting National Problem Gambling Awareness Week and “problem gambling”.
- Comcast/Leased Access, Channel 28, Wilmington, DE-An interview promoting *National Problem Gambling Awareness Week* and The Delaware Council on Gambling Problems was conducted on February 27, 2011, on the Norm Oliver Show.
- Official Proclamations recognizing March 6-12, 2011 as *National Problem Gambling Awareness Week*-Governor of the State of Delaware and Mayor of the city of Wilmington.

FLORIDA:

Florida Council on Compulsive Gambling (FCCG)

- More than two dozen Florida municipalities across the state as well as elected officials, treatment support organizations and gaming entities have joined with the council in this year’s theme of “Don’t Throw it Away: Blow

the Whistle on Problem Gambling" to raise public awareness and highlight treatment options available to gamblers and their families.

- 34 mayors across the state showed their support by proclaiming the week of March 6th – 12th, 2011 as Problem Gambling Awareness Week.
- The FCCG's micro site (www.blowthewhistle2011.com) was created to engage and educate Florida residents, key stakeholders, and specific target audiences on the importance of Problem Gambling Awareness Week. The website provides information on events, the FCCG's resources, and includes real-life stories to show the devastating impact that problem gambling can have on members of our community. The micro site also gives credit to many of the organizations and individuals across the state that have shown their support in various ways.
- The FCCG provided a web banner and link to its website to the following agencies that have agreed to place the web banner on their public and/or intranet websites during Problem Gambling Awareness Week:
 - The Florida Department of Corrections
 - The Florida Psychiatric Society
 - Magic City Casino
 - Seminole Casino Coconut Creek
 - Mardi Gras Racetrack and Gaming Center
- Developed a general article describing the dangers of problem and compulsive gambling and the effects that it can have on individuals and their loved ones, and provided information on Problem Gambling Awareness Week and on how to get help through the HelpLine. The article was provided to various organizations across the state for use in their monthly newsletters and intranet sites.
 - During the month of February, the Florida Psychiatric Society utilized our information in their monthly newsletter.
- 419 follow up emails were sent to various organizations and agencies who were contacted in January through invitation packets. The emails were designed to promote PGAW and made suggestions as to how each organization could participate within their communities..
- 16 total requests from organizations such as libraries, state agencies, treatment providers and gaming facilities in response to the invitation packet.
- 17 treatment providers on the FCCG's referral list requested materials and agreed to screen clients for compulsive gambling during the event. 37 state agencies were sent materials and collateral items in order to garner support for PGAW. In addition, each of the FCCG's Partner Agencies was provided with literature and collateral items for use at their scheduled events during the week of March 6th – 12th.
- Completed production of the Problem Gambling Awareness Week placard and distributed it to agencies across the state.
- Completed production of PGAW poster which coincides with this year's sports gambling theme. During the month of February, distribution of the poster included 387 copies to various state agencies across the state.
- A total of 3,545 signature collateral items were disseminated to be displayed in various agency offices and distributed to patrons to become educated on the HelpLine resource.
- On March 7th, 2011, Florida International University's Improv Group Breaking Artistic Motivational Focus (BAMF) acted out various scenarios, highlighting the dangers of compulsive gambling among college students. Please see the following website for a video from the performance:
<http://www.facebook.com/#!/video/video.php?v=10150124844258473&oid=122219484499417&comments>
- Conducted preliminary screenings for problem and compulsive gambling at the 7th Avenue Family Health Center located in Ft. Lauderdale. Literature and collateral items featuring the HelpLine were also disseminated.
- Exhibited at Polk State College. The event was geared toward helping college students understand the impact of problem and compulsive gambling. Posters were placed around the campus and PGAW related collateral items and literature were disseminated.
- FCCG exhibited at the University of North Florida's Market Day event.
- FCCG exhibited at the University of South Florida.
 - As a result of the event held at the University of South Florida, the following media outlets published articles about the FCCG and problem gambling among college students: "The Healthy Bulls" blog and *The Tampa Tribune* "Inside USF" blog – 225 exposures
- The FCCG also distributed PGAW literature and provided information at the following venues in Broward and Palm Beach Countie

- The FCCG received support from Governor Rick Scott in his proclamation stating that March 6th through the 12th, 2011 is Problem Gambling Awareness Week for the state of Florida.
- Provided various organizations with its web banner and general article describing the dangers of problem and compulsive gambling and the effects that it can have on individuals and their loved ones:
 - **Hillsborough County Health Department** utilized the information in their monthly "Community Wellness" newsletter.
 - **The United States Probation and Pretrial Services System** published an article utilizing the information in their bi-weekly newsletter entitled "News and Views", during the month of March.
 - During March, the **Area Agency on Aging of Palm Beach and the Treasure Coast** included information in an article for their Newsletter.
 - **The Florida Department of Corrections** utilized our information and web banner in their weekly newsletter entitled "The Correctional Compass." They were also provided with PGAW posters that were distributed to their various institutions across the state.
 - **The FCCG's Palm Beach partner** agency placed an article about Problem Gambling Awareness in their web newsletter.
 - A community educator for the FCCG in Broward County included an article about Problem Gambling Awareness Week in February and March in a weekly newsletter.
- During March, a total of 660 PGAW placards were distributed, which included information on the devastating impact that sports wagering can have on individuals struggling with gambling related problems.
- Distribution of the PGAW poster included 2 copies to various state agencies across the state during March.
- Signature collateral items were disseminated to be displayed in various agency offices and distributed to patrons to become educated on the HelpLine resource.
- The Sin Fronteras Radio Talk Show interviewed a representative of the FCCG, discussed problem gambling and answered questions from the listening audience.
- The La Poderosa Radio Talk Show interviewed a representative of the FCCG, discussed problem gambling and answered questions from the listening audience.

Council on Alcoholism and Addictions of the Finger Lakes

- Article in Finger Lakes Times announcing PGAW

IOWA:

Iowa Gambling Treatment/Education Program

- Distributed press release and problem gambling information
- Presented on problem gambling at a local college
- Spoke on radio show about problem gambling

MECCA Problem gambling services

- Distributed Press release
- Distributed Problem Gambling information at Prairie Meadows Racetrack and Casino and Terrible's Lakeside Casino
- Presented at Prairie Meadows Race Track and Casino
- PGAW information on Facebook page
- Distributed information to athletic coaches at Drake University
- Participated in live Webcast on Problem Gambling

INDIANA:

FSSA- Division of Mental Health and Addiction

- Small Scale Billboard Campaign to promote the state's Problem Gambling Helpline
- Proclamation signed by the Governor declaring PGAW
- Community partners such as Mental Health America, Indiana Addictions Issues Coalition, and the Indiana Problem Gambling Awareness Program circulated information on their webpage, and Facebook accounts
- DMHA facilitated a training in partnership with Access to Recovery and presented at the Annual Court Alcohol and Drug Conference
- DMHA provided funding for 10 mini grants to be organized through the **Indiana Council on Problem Gambling**.

- In addition DMHA partnered with Access to Recovery (ATR) to facilitate a joint training which educated non-endorsed GAM providers and other interested parties on problem gambling
- Presented at the Annual Court Alcohol and Drug Conference.

Indiana Council on Problem Gambling

- Hoosier officials scheduled two free forums on problem gambling to be held in Southern Indiana at the Lawrenceberg fire station and at the Harrison County Community Foundation in Corydon

KANSAS:

- Governor Sam Brownback signed a proclamation declaring National Problem Gambling Awareness Week and encouraging citizens to spread the word that there is help through treatment.

KENTUCKY:

Kentucky Lottery

- Promoted ways that compulsive gamblers can get help during National Problem Gambling Awareness Week, and the theme "when gambling becomes more than a game, no one wins."
- Promoted the week on its website, www.Kylottery.com, and also during its televised nightly drawings.
- The problem gambling awareness effort is sponsored by the Kentucky Council on Problem Gambling, the Kentucky Behavioral Health, Developmental and Intellectual Disabilities and the Kentucky Lottery Corp

Kentucky Council on Problem Gambling

- Sent Press Release
- Distributed Problem Gambling Info
- Audio News Release: played on 149 radio stations, with estimated 891,475 impressions

LOUISIANA:

Louisiana Council on Problem Gambling

- News Release in Shreveport times about Problem Gambling Awareness Week. Also promoted Louisiana Lottery support and the Problem Gambling Helpline.

Louisiana Lottery

- Distributed press release promoting Helpline and to encourage players to play responsibly by incorporating the following tips: - Play only for fun. - Consider any money lost as the cost of entertainment. - Set a dollar/time limit and stick to it. - Never borrow money to gamble. - Don't allow gambling to interfere with family, friends or work. - Never gamble to win back losses. - Never use gambling as a way to cope with emotional or physical pain.

Louisiana's Department of Health and Hospitals and the Louisiana Association on Compulsive Gambling

- Kicked off Problem Gambling Awareness Week in Shreveport with an open house at the Center of Recovery (CORE), a residential treatment facility for problem gamblers.
- Gov. Bobby Jindal has declared March 6-12 as Problem Gambling Awareness Week.
- Distributed a press release
- Gave a presentation on Problem Gambling
- Distributed Problem Gambling information

MASSACHUSETTS:

Massachusetts Council on Compulsive Gambling

- Governor's Proclamation -- Governor Deval Patrick has proclaimed March 6-12, 2011 Problem Gambling Awareness Week in Massachusetts.
- Radio Public Service Announcement (PSA) -- The Council has developed a new 30 second PSA entitled, "Quiz." Recorded by a GA member in recovery, the CD has been sent to 76 Massachusetts radio stations.
- TV Public Service Announcement -- The Council has sent out an email offering a 15 second television PSA promoting NPGAW to Cable Access Stations throughout the state. The ad was graciously provided by the

Potawatomi Bingo Casino in Milwaukee, WI. *Thank you to the following stations for agreeing to air the spot: NBCTC, North Adams; EBCTV, East Bridgewater; Peabody Access Telecommunications; CatholicTV, Watertown; WCCA TV 13, Worcester; CBS 3, Springfield; M-Pact, Inc., Palmer; Foxboro Cable Access, Inc.; and Medfield T*

- Billboards -- Beginning March 1st, the Council will had two billboards in southeastern, Massachusetts.
- Facebook Advertising -- During the month of March, Massachusetts Facebook users saw an ad promoting the Council Helpline number and chat. This advertising effort reached 3.6 million Massachusetts residents.
- College Newspaper Advertising -- The Council's "Time for Straight Talk" college ad was featured in the following college newspapers throughout Massachusetts during the month of March: *Boston College, Harvard University, Holy Cross, MIT, UMass Dartmouth, UMass Amherst, Tufts and Williams.*
- Contest to Promote Awareness -- The Council issued a request (via email earlier in the month) asking Council friends and partners to help promote awareness of problem gambling during the week of March 6-12.
- Press Release Distribution

MICHIGAN:

Michigan Association on Problem Gambling

- Governor Rick Snyder proclaimed the week of March 6, 2011, Problem Gambling Awareness Week in the state of Michigan.
- Pat Witri and Mike Burke were interviewed on timetotalktv.com Grand Rapids.
- Mike Burke made a presentation at Holland Hospital. He also spoke at Cooley Law School in Grand Rapids and was on a panel discussing gambling at Cooley Law School in Ann Arbor.
- Judy Herriff taught three classes at Central Michigan University; "An Overview of Problem Gambling: Prevalence, Assessment, and Treatment".
- Saginaw Chippewa Indian Tribe had information table at the University Center at CMU.
- Board member Tim Otteman, Ed. D. from Central Michigan University spoke at the Michigan Association on Problem Gambling Annual Meeting; "You Bet Your Life; College Students and Sports Gambling."

The Michigan Department of Community Health, Bureau of Substance Abuse and Addiction Services

- Presented the Third Annual Problem Gambling Symposium "Problem Gambling is a Health Care Issue, March 7, 2011 in Detroit Michigan featuring speakers:
 1. David Ledgerwood **D.M.** (March 2011). Problem gamblers who don't seek treatment: Implications for primary healthcare. Invited workshop for the 3rd annual Michigan Problem Gambling Symposium.
 2. Denise Phillips presented a workshop at the Symposium with one of her clients in recovery; Pathological Gambling: A Serious Health Issue in Our Communities.

MINNESOTA:

Minnesota Northstar Problem Gambling Alliance

- Olson, a Minneapolis communications firm, designed and implemented a media and billboard campaign around the twin cities area. New billboards (30 in all) focused on a theme of "Treatment Works" and prominently displayed the MN Problem Gambling Helpline 800 Number (800-333-HOPE). Board owners also donated some space and/or reduced prices on others.
 - We believe that this campaign, primarily the billboard component, had a direct result by increasing the volume of telephone calls to the helpline (specific gambling calls) by 58% over the average monthly volume of the three previous months. March 2011 became the 2nd highest call volume to the helpline in the last four years.
- Approximately 250 media spokespersons, news directors, television, radio and print contacts received a press release and an array of accompanying informational materials. These were sent out on a computer "thumb drive" with a NPGAW logo on it.
- Interview on Minnesota News Network (Radio distribution network)
- Television interview on local Fox 9 affiliate
- One hour call-in radio talk show appearance
- Radio interview during morning drive time (7:15) on one of the top morning shows in the state (KQRS)

MONTANA:

The Montana Council on Problem Gambling

- Offered free counseling throughout Gambling Awareness Week.
- Sent a release promoting the free counseling and distributing phone number to reach a counselor
- Gave a Presentation/ training on Problem Gambling
- 8 TV noon time show

NEBRASKA:

Nebraska Council on Compulsive Gambling

- Completed a legislative lunch to inform state legislators about problem gambling in Nebraska

Choices Treatment Center, Inc.

- Problem Gambling awareness month
- Staff attended state proclamation ceremonies. Governor Dave Heineman signed a proclamation declaring March as Problem Gambling Awareness Month.
- In addition to Heineman's signature, proclamations were signed by Lincoln Mayor Chris Beutler along with mayors from Alliance, Auburn, Aurora, Beatrice, Blair, Chadron, Crawford, Crete, Fairbury, Fremont, Gering, Gordon, Hays Springs, Nebraska City, Omaha, O'Neill, Pawnee City, Red Cloud, Rushville, Scottsbluff, Seward, Tecumseh, Wahoo, Wilber, and York to name a few.
- The signed proclamations are mailed to Choices then taken to the State Capitol rotunda where they are part of a large display for one week in March.
- Along with the displays, brochures, handouts and flyers that highlight where problem gamblers can get help are distributed throughout the state. This year's scheduled locations for displays and contacts included:
 - Doane College (Lincoln campus)
 - State Capitol – Lincoln
 - Nebraska Wesleyan University
 - Independence Center
 - Seward Educational Forum
 - Beatrice Educational Forum
 - University of Nebraska Student Health Department
 - Neighborhood Extra community newspaper
 - L Magazine
 - Seward Independent Newspaper
 - Seward Concordia College Newspaper
 - Press Releases
 - Havelock United Methodist Church
 - Christ Lutheran Church
- Choices visited 16 counties in Southeast Nebraska with hand outs and problem gambling awareness flyers, targeting attorneys, medical centers, senior centers, public and parochial schools, colleges, financial institutions, health departments, chamber of commerce, churches, county extension offices, libraries, Sherriff and local Police departments, Judges, Keno Parlors and other establishments that sell lottery and scratch off tickets.

First Step Recovery

- Education with other providers, such as doctors, interns, and other MH providers.
- College classroom presentations
- Attended treatment groups i.e.- substance abuse or mental health groups
- Attended other community events

NEW BRUNSWICK, CANADA:

- Press Release Distributed

NEW JERSEY:

The Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ)

- Announced that Governor Chris Christie has proclaimed March 2011 as Problem Gambling Awareness Month in NJ. The Governor also noted that National Problem Gambling Awareness Week will be observed throughout the country from March 6 through March 12, 2011. A copy of the proclamation can be found at: <http://www.800gambler.org/GAW/2011/Proclamation%20-%20Problem%20Gambling%20Awareness%20Month.pdf>
- Distributed a release promoting the week and announcing the Proclamation
- Provided literature at numerous libraries throughout the state
- Table and video at St. Catherine's Church (2 days)

- Presentations to classes on teens and gambling at the Toms River Intermediate East School
- Provided information and confidential screenings at various locations
- Educational presentations and screening for male population at Camden County Correctional Facility

Atlanticare Behavioral Health Life Center

- Billboard announcing Gambling Awareness Week
- Distributed Press Release
- Compulsive Gambling was addiction topic in all OP and IOP groups

Camden County Correctional Facility

- Speakers, activities and videos on problem gambling
- Screenings done by CCGNJ

NEW MEXICO:

New Mexico Council on Problem Gambling

- Distributed literature to schools, churches, and rural communities.
- Ran PSAs.
- Set up booths at Universities and at gas stations that sell lottery tickets.

The Mescalero Responsible Gaming Program

- Provided a blinking lanyard to all 1,300 team members with the Message "Gamble Responsibly" 1-800-Gambler.
- Had awareness booths at both casino entrances: brochures, balloons, and blinking lanyards
- Awareness booth at Senior Citizens Centers (Mescalero, Ruidoso, and Ruidoso Downs): Provided them with a lunch tote with slogan
- PSA on 19 regional radio stations (30 sec. script from the NPGAW website)
- Added a message acknowledging PGAW to our monthly players club news letter
- Awareness booth at New Mexico State University and Eastern New Mexico University
- Put an article in the local news papers
- Added a scrolling message to website www.mescaleroresponsiblegaming.org

NEW YORK:

The Pederson-Krag Center, Thomas R. Kenney- GamPro

- Gave a Presentation or training on Problem Gambling
- Radio Interview
- NYIT- PGAW Presentation College Students WBLI Unplugged- Radio Interview
- Problem Gambling SUNY Farmingdale- Presentation College Students
- Middle School (7th grade-225 students)- Adapted Lesson from "Wanna Bet" Curriculum
- Announcements in local on-line community web sites
- Phoenix House Men's Center- Problem Gambling and Chemical Dependency- "Switching Addictions"

Partners for Prevention

- Sent Press Release(s)
- Distributed Problem Gambling Info
- Gave a Presentation or training on Problem Gambling

BRiDGES

- Sent Press Release(s)
- Distributed Problem Gambling Info
- Gave a Presentation or training on Problem Gambling
- Speaking Events: Problem Gambling as it relates to Business Law and Economics
- Community Partnership Building: Lottery Vendors are displaying additional signage to make the HOPENY number more visible.
- Partnered with Medical Professionals: Screening for Problem Gambling and printed materials in offices.
- Partnered with school districts to develop gambling policies

HFM Prevention Council

- Distributed Problem Gambling Info

- Gave a Presentation or training on Problem Gambling
- Trivia Events
- Location of Activities: Fulton Montgomery Community College, Northville Central School, Indian Lake Central School

Chautauqua Alcoholism & Substance Abuse Council

- Sent Press Release(s)
- Distributed Problem Gambling Info
- Gave a Presentation or training on Problem Gambling
- Other Activities: WCA Hospital Chemical Dependency Unit
- Location of Activities: WJTN Radio Jamestown, NY Radio Show Cable 8 News Interview WCA Hospital Dunkirk Observer Newspaper Public Service Channel 21 PSA announcements Cable 8 News Interview

LEAF Council on Alcoholism and Addictions

- Sent Press Release(s)
- Distributed Problem Gambling Info
- Gave a Presentation or training on Problem Gambling
- Other Activities: Puppet Show and Problem Gambling Prevention Book Signing

OHIO:

Ohio Lottery

- The PSA's on radio and TV ran the month of March
- Sent out a press release
- Sent out retailer messages to 9,000 retailers across the State
- Referenced NPGAW on website
- Overview and awareness presentation to the Lottery Commissioners and Senior Staff at Commission Meeting
- The Ohio Lottery also funded a one day conference on Problem Gambling in Columbus during NPGAW that was attended by over 150 people from across the state.
- Passed out literature and treats at the State Capitol in Columbus and spoke to every Ohio State Senator aid as well as to four senators on Tuesday March 8, 2011 about NPGAW and gaming in general in Ohio.

OH Dept of Alcohol and Drug Services

- Had NPGAW info in their electronic newsletter and on their website for the first time this year

CompDrug Treatment Center in Columbus, Ohio

- TV monitor in lobby which the agency uses for public awareness issues. Used 3 videos from the national organization and videos from YouTube to create a 20 minute loop and had Q&A and myths about PG on the screen and message of encouragement to speak with your counselor.

Maryhaven Treatment Services, Columbus, Ohio

- Bruce Jones, counselor in charge of gambling services, did several radio interviews, presented an education session at a local high school, and shared flyers in the area.

Health Recovery Services in Athens Ohio

- Sent news releases to all local media
- Provided presentations in 6 school districts
- Appeared on a live television interview that will be archived on the WOUB website for the next 6 months
- Also commissioned billboards and a video promo that appears before movies at two cinemas

In the Dayton Area

- Jenny C-Roux did several presentations in fifth grade health classes and to a high school mentor group in the area
- Interview in Greenville, Ohio newspaper as well as sending info and speaking to reporters at the Dayton and Cincinnati papers

OKLAHOMA:

Gambling Treatment Services Division of the OK Dept of Substance Abuse Services (ODMSHAS)

- Press releases was sent to the local papers.
- Information was Distributed via email to Contracted Providers.

- Information was posted within ODMHSAS concerning the week.
- A presentation was given during the ODMHSAS Department Cultural Awareness Series on March 10, 2011.
- Providers throughout the State conducted Gambling Prevention and Awareness workshops.
- The Governor signed a Proclamation recognizing Gambling Awareness Week.

OREGON:

- Ran PSA ads
- Prevention Facebook page
- Distributed Press Release
- Television interview: www.preventionlane.org, (Key Links and New Problem Gambling 2011 to see the video)

Oregon Health Authority

- OHA Facebook page announcement of OPGAW (Oregon Problem Gambling Awareness Week); AMH webpage announcement
- State PG Prevention Coordinator website OPGAW 2011 pages
- Development of 3 new PowerPoint presentation templates for PG Prevention Coordinators
- Email to all AMH staff with stats on problem gambling and invitation to participate in PG 101 webinars
- Dissemination of PG 2010 Data book to all state-funded providers
- Launch two PG 101 webinars for addictions/mental health providers
- Art search promotion among middle school youth across Oregon
- Oregon Public Health Association Newsletter article and press release on pg
- Green Ribbon awareness promotion for Native Americans via NARA
- Articles in: La Grande Observer, Lincoln County Internet Daily News, Tillamook Headlight Herald, Linn Together News
- Media: Radio PSA in Lane County, KVAL interview re: Helpline/prevention in Eugene, Spot on KOBI in Medford

PENNSYLVANIA:

The NHS – Capital Region Gambling Addictions Program and Dauphin County Drug & Alcohol Prevention Services

- Worked collaboratively in conducting a poster contest for 6th grade middle school students.
- Presentation to the Dauphin County Drug & Alcohol Youth Advisory Board
- Staff at NHS distributed information throughout the county including screening tools and information on available resources. Some targeted contacts will include: health care providers, credit unions and financial counseling services.
- A letter of request was submitted and approved by the Board of County Commissioners to issue a Proclamation for Problem Gambling Awareness Week in Dauphin County.

Office of Compulsive and Problem Gambling (PA Gaming Control Board)

- Distributed a Press Release
- PA House Resolution and PA Senate Resolution declaring NPGAW
- Joint statement of the Secretaries of Health, Revenue and Agriculture proclaiming PGAW in PA Governor's Proclamation
- PA Gaming Control Board (PGCB) Resolution Joint Press Release- PGCB, Dept. of Health, PA Lottery, Dept. of Agriculture (horse racing commission)
- Posted on PGCB website and printed "Pennsylvanianized" Asian versions of the Massachusetts' Council on Compulsive Gambling's booklet "Your First Step to Change".
- The Pennsylvania Gaming Control Board setup a booth in the State Capitol (with representatives from PA Lottery, Department of Health); in Strawberry Square Shopping Center in Harrisburg, PA (with representatives PA Lottery, Department of Health); and at the PA Council on Compulsive Gambling's conference. Booths had information and handouts on problem gambling, 12 step programs, the PA Self-Exclusion Program, self-help programs and treatment providers.
- The Director of the Office of Compulsive and Problem Gambling at the PGCB gave presentations on the Self-Exclusion Program and the PA Council's conference.

Department of Health, Revenue and Agriculture

- The Department of Health has created an interactive website — www.paproblemgambling.com — that includes gambling facts, myths, warning signs and an “at risk” quiz. The site also features a search engine that pulls up treatment facilities and Gamblers Anonymous locations by ZIP code.

VERMONT:

Vermont Lottery and Vermont Council on Problem Gambling

- Vermont Lottery pulled their usual Lottery spots off the air for both TV and radio and exclusively ran the VCPG spots during NPGAW.

VIRGINIA:

Virginia Lottery Corporation

- Distributed PSAs

WASHINGTON:

Department of Social and Health Services

- A tag line was added to every state paycheck, either electronic or paper, during NPGAW. It said, “*If you or someone you know has a gambling problem, help is available at www.dshs.wa.gov/dbhr/gambling/shtml or by calling 800-547-6133 any time.*”
- Two contracted treatment providers got newspaper stories regarding problem gambling with client interviews. One provider opened a treatment branch in a new town, and used NPGAW to make that announcement and got a tv news story.

Evergreen Council on Problem Gambling

- Held an hour-long event at the State Capitol. Lieutenant Governor, Brad Owen, presided over the event in the Capitol Rotunda, which featured performances and prevention messages created by youth.

WEST VIRGINIA:

Problem Gambling Helpline Network of West Virginia (PGHNWV)

- PGHNWV held its bi-annual “Retreatment Weekend” for problem gamblers and their loved ones
- Eleven new counselors received training to become part of the PGHNWV referral network
- New Billboards went up advertising for the Intensive Out-patient Program
- New Billboards advertising treatment services went up in the Clarksburg/Morgantown area
- Mailed “Responsible Gaming” posters to 119 Bingo halls in the state
- Worked with WV Senate to obtain Proclamation of National Problem Gambling Awareness Week
- PGHNWV Annual Reports mailed along with press release to all media statewide
- Exhibit on PG at WV State Capitol during legislative session
- Arranged television interviews with former gambler Arnie Wexler who was in town for WV Retreatment Weekend-aired on three TV channels
- Wrote Story on PG in the military for National Guard newsletter
- Promoted awareness of NPGAW through social service list serves
- Display on PG set up w/ counselor Sandy Street at Wheeling Island Casino
- Exhibited at Dept. of Transportation Health Fair
- Did a “Lunch and Learn” at the WV Dept. of Transportation
- Did a “Lunch and Learn” for Westbrook Health Services
- Counselor Sara Evans did presentation on PG to family preservation services in Romney, WV
- Counselor Kim Goodwin 1) did a presentation for Calhoun Family Resource Network, 2) put up posters in three local mental health agencies, 3) exhibited on PG at Geary school fair, 4) distributed PG materials at Wirt County Healthy Families even

Council on Compulsive Gambling of Pennsylvania Inc.

- Distributed Problem Gambling Info
- Gave a Presentation or training on Problem Gambling: Univ. School of Social Work

- Western Pa Statewide Conference, 1/2 day Older adults & Problem Gambling 1/2 day of Underage Gambling March 8 of 2011 Also, Trveoves, Pa on 3-11-Of 2011 Eastern Pa Statewide Conference Highlights, Pharmacology & the Brain; Pa Helpline, PA Self Exclusion, Under Age Gambling, and a gaming panel on what the Gaming industry is doing addressing Problem Gambling.

WISCONSIN:

Wisconsin Council on Problem Gambling

- Sent out a mailing to all the WI Libraries that included a poster, letter and a bookmark with the state's Helpline number on it.
- Sent out a mailing to all the Senior Centers in WI that included a poster, letter and a magnifier bookmark with the state's Helpline number on it. WCPG has received many calls from the libraries and senior centers requesting more bookmarks.
- Sent a mailing to all the College Athletic Directors in WI which included a poster and a letter.

Potawatomi Bingo Casino

- Casino team members received a "Make a Sure Bet-Know Your Limit" ID card that includes information about what to do if they are concerned about a guest, participated in a poster contest, helped build a house of cards and were provided educational information about problem gambling.
- Postcard mailing to thousands of people in the state encouraging them to participate in NPGAW
- Radio and TV public service messages
- Website advertisements
- Information table in the Casino
- Participation in radio news interviews
- Facilitated a session about how to conduct awareness efforts and NPGAW at the Wisconsin Council on Problem Gambling conference that occurred during NPGAW.