

*How To
Participate
in
Problem Gambling
Awareness Week*

March 1-7, 2009

N A T I O N A L



PROBLEM GAMBLING
Awareness Week

*Inside, find suggestions and
tools to send a message of
Hope and Help during
Problem Gambling
Awareness Week.*

The National Council on Problem Gambling (NCPG) and the Association of Problem Gambling Services Administrators (APGSA) are pleased to present tools that you can use to create awareness of problem gambling among your colleagues, in your community and across the country during National Problem Gambling Awareness Week (NPGAW).

NPGAW GOAL:

To educate the general public and medical professionals about the warning signs of problem gambling and raise awareness about the help that is available both locally and nationally.

Go to www.npgaw.org for **FREE**:

- ✓ Posters, brochures, flyers, pocket cards
- ✓ Kick off tips and resources to launch your program for Problem Gambling Awareness Week
- ✓ TV, radio, print ads
- ✓ Screening tools
- ✓ Facts about problem gambling

NPGAW is a grassroots campaign. These campaigns harness the cooperation of many, many people to influence attitudes and decisions at the national level. The power of grassroots organizing is in mobilizing people. A relatively small number of people may be able to reach thousands of people in a week. Larger campaigns may reach hundreds of thousands or even millions of people.

These non-copyrighted web-based materials are developed by the NPGAW committee and provided free of charge to encourage participants to conduct activities during NPGAW. The committee intends these tools to complement existing materials and messages at the state and local level. We provide the basic tools—but the effectiveness of the campaign depends on your participation!

The NPGAW Materials are designed with three major audiences in mind. Users will find tools for each audience on the website. Suggestions and tips for individuals and organizations are provided below. We hope you will go far beyond the suggestions provided here—and contribute your ideas to the Committee so that others may follow.

INDIVIDUAL PARTICIPANT

Counselors; Advocates; Recovering Gamblers

Person to person is the single most effective way to communicate, and this communication multiplied thousands of times across the country during NPGAW is the key to changing public understanding of problem gambling. Quick, cheap and effective actions to raise awareness of problem gambling and promote helping services:

- Add NPGAW link to your e-mail signature
- Print out the poster and ask your local library to display it on their community bulletin board
- Ask your church or place of worship to the public ad in their bulletin.
- Print out the public ad and ask your local grocery store to hang it on their bulletin board
- Ask your own primary care doctor to place the materials in the waiting area
- Take materials to your area senior citizen center(s)

And if you are a—

Healthcare Provider

Screen every patient/client using one of the free screens from the website. Keep track of the results—you might be surprised! Hang posters in waiting rooms, provide flyers in patient/client literature Change your voicemail greeting to include NPGAW information and direct callers to the website

Advocate

Ask local media—print, radio & TV—to run the PSAs during the week.

- Offer to do an employee training at your local casino
- Offer to do employee education at your local racetrack

Recovering Gambler

Post your story on the NPGAW website.

- Share actual stories of addiction and recovery to your local media
- Volunteer with your NCPG State affiliate to promote problem gambling awareness

**Show off your awareness activities.
FREE national listing on the NPGAW website
publicizes your efforts nationwide!**

ORGANIZATIONS

State Councils on Problem Gambling; State Agencies on Health, Mental Health, Substance Abuse, Addiction; Healthcare organizations; Gaming Operators, Regulators, Retailers

Many companies have an interest in promoting wellbeing among staff, customers, consumers and clients. Incorporate NPGAW into existing media, marketing and training materials. Add NPGAW link from your website. Tailor the proclamation, press release and media advisory to get media attention.

State Councils, State Agencies and Healthcare Organizations:

- Announce a poster contest for school students and send a press release with the winner's names and their artwork
- Distribute materials throughout agency/hospital. Place the print ad in newspapers, local health and wellness publications, hospital direct mail fliers etc. Find regional partners to help fund print-ad placement, or work with small-market newspapers who may provide a discounted rate. Provide local schools with materials
- Ask for your local school counselors association to disseminate information
- Ask your local government to insert information into its employee payroll
- Go to HR or EAP of the largest area employers and offer materials
- Offer to do a training program for law enforcement
- Ask for the Lie/Bet screen added to any paperwork/intake forms that your local mental health organizations use
- Hang a banner outside your agency/office
- Offer to do a training for Consumer Credit Counselors
- Offer information to the local agency that provides free or low-cost legal services

Gaming operators: post the poster, information table/screening for customers Gaming organizations may be able to get placement for the brochures and posters at retail locations or casinos.

- place rack cards at the concession stand
- hang posters in the bathroom stalls

SPECIFIC AUDIENCES

Many NPGAW materials are designed for specific audiences and below please find suggestions and tips for three of these groups. Again we encourage you to use them whenever and wherever appropriate. All materials are available FREE on www.npgaw.org.

AUDIENCE: Government, Legislature and Media

GOAL: Get recognition for NPGAW

Government and media respond to public opinion. Their interest in an issue is often directly proportionate to the amount of publicity generated. Individuals and organizations may wish to consider utilizing the following tools to reach this audience:

- **Proclamation:** Make a presentation to the Governor's office and ask the Governor to sign the Proclamation declaring National Problem Gambling Awareness Week.
- **Media Advisory:** Alert TV, radio and print media of an upcoming press conference, where you would showcase your state's efforts to support Problem Gambling Awareness Week 2008.
- **Press Release:** Follow up with a press release to all TV, radio and print media in the state. Have your Governor's office media staff provide a media contact list.

AUDIENCE: General Public

GOAL: To educate the public about warning signs and treatment available

Surveys consistently find that the vast majority of the public do not know how to recognize the warning signs of problem gambling, nor do they know where to refer a friend or family member with a problem. The following tools are designed to provide such general public awareness messages.

Television

Contact your local or statewide TV stations and ask them to broadcast a public service announcement during the week. Ask organizations such as your state lottery that routinely buy TV advertising to include the PSA in their ad buy. Online versions of PSA's are available on the NPGAW website in 15- and 30-second formats.

Radio

Ask radio stations to include the NPGAW PSA in their rotation. The website contains three radio scripts that echo the TV and print messages in 10-, 15- and 30-second formats.



Print Ad

Suggested Use: Place this ad in newspapers, local health and wellness publications, hospital direct mail fliers, etc. Find regional partners to help fund print-ad placement, or work with small-market newspapers who may provide a discounted rate. Both a color and black and white PDF files are available online.



Brochures and Posters

The three brochures target three different topics:

- Friends or family members who need help on how to talk to a loved-one.
- Gamblers who may be able to moderate their play using responsible gambling guidelines.
- Friends or family members who need to learn how to recognize signs of a potential gambling problem.



The 'How to Reach out' and 'How to Spot the Signs' are also available in Spanish.

AUDIENCE: Treatment Professionals

GOAL: To educate treatment professionals on how to identify symptoms that can identify a potential gambling problem

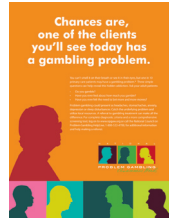
Although most health care providers are aware of problem gambling, studies find that very few ask their patients about gambling problems. Increased awareness and early intervention are the keys to reducing the personal, family, and social costs of problem gambling. Treatment providers can play an integral role in this process by using the NPGAW tools to recognize early signs of problems, motivate patients to seek help and provide useful referral resources. Look for partners in the treatment community to distribute these materials.

- Offer a training for area hospital crisis workers
- Offer an article for your local hospital newsletter
- Go to college/university student counseling staff and educate them
- Give your local mental health center posters, rack cards and other materials
- Set up a display in the lobby of your local mental health center
- Find your local chapter of the Mental Health Association and offer them materials
- Provide information to your local AARP
- Offer to do a workshop for your local state mental hospital
- Provide materials for posting on your local college/university campus
- Have state or county health departments include the editorial in their newsletters. Submit the print ad for counselors to state licensing boards for inclusion in their mailings.
- Offer rack cards, posters and screening tips to your local health department

- Ask your local/state counseling association to disseminate information to its membership
- Ask your local drug and alcohol counselors organization to provide information to its members

Print Ad for Counselors

Designed to reach counselors, this ad can be printed out and distributed to agency staff, at training sessions and conferences, as a professional society newsletter insert.



Screening Tools

The aim of the following screening tools is to identify the possible presence of problem gambling and are not meant to substitute for a diagnostic interview. A screening tool is most valuable when it is used to determine the need for conducting a more definitive assessment.

- **South Oaks Gambling Screen (SOGS):** The SOGS is a lifetime measure of problem gambling that has been found to be reliable and valid. This 16-item screening tool places individuals in one of three categories: Non-problem, Problem Gambler, Probable Pathological Gambling.
- **South Oaks Gambling Screen: Revised for Adolescents (SOGS-RA):** This instrument is composed of 12 items and has been found to be valid and reliable for detecting gambling problems among adolescent populations.
- **NORC DSM Screen for Gambling Problems (NODS):** The NODS is based on the DSM-IV criteria for Pathological Gambling and assesses for both lifetime and past-year problem gambling. This instrument includes 34-items and was designed as an interview tool.
- **Lie-Bet Tool:** The Lie-Bet questionnaire is a 2-item tool that has been deemed valid and reliable for ruling out pathological gambling behaviors. If an individual answers yes to one or both of the questions on the Lie-Bet questionnaire, further assessment is indicated.

Editorial

Another important and effective way to reach this audience is to include editorials in publications or web sites they read.

All materials and additional information available FREE at www.npgaw.org



National Council
on Problem Gambling

730 11th Street, NW, Suite 601
Washington, DC 20001

Tel: 202-547-9204
Helpline: 800-522-4700
www.ncpgambling.org
www.npgaw.org