



# PARTNER IMPLEMENTATION GUIDE

#PGAM2026



**CARING COMMUNITIES,  
STRONGER FUTURES**

# GUIDE OVERVIEW

This guide ensures all PGAM toolkit content works together as a cohesive, credible awareness campaign.

## INCLUDED ASSETS

You'll find suggested copy, educational visuals, and official links below that are designed to drive awareness and connect audiences to support.

## MESSAGE CONSISTENCY

The PGAM theme, national statistics, National Problem Gambling Helpline™, public-health framing, and #PGAM2026 should remain unchanged.

## ASSET FLEXIBILITY

Formatting and organization-specific references may be adapted for your community.

## VOICE & TONE

Content should remain educational, supportive, and stigma-free.

## BRAND & DESIGN

Utilize the assets in their original format, maintaining the established colors, typography, and layout.

## FINAL CHECK

Ensure posts align with the PGAM theme, include support resources, and reflect a public health voice to raise awareness.

# GETTING INVOLVED

Each March, communities across the country recognize Problem Gambling Awareness Month (PGAM) to increase understanding of gambling-related harm, reduce stigma, and highlight prevention, treatment, and recovery resources. This year's theme – **Caring Communities, Stronger Futures** – emphasizes the importance of a community driven approach to problem gambling awareness and support.

Visit [NCPGambling.org/PGAM](https://NCPGambling.org/PGAM) for more ways to get involved, raise awareness, and help build caring communities and stronger futures free from gambling-related harm.

Want NCPG to highlight your PGAM efforts? Share your activities and tag **#PGAM2026**.

## FOR AFFILIATES & COMMUNITY ORGANIZATIONS

PGAM is an opportunity to ensure individuals and families understand problem gambling as a **recognized mental health condition** and know that treatment is accessible, available, and effective.



Post PGAM awareness messages on public-facing channels such as social media, websites, and newsletters.



Display or distribute educational materials that raise awareness and promote support resources at community events.



Share NCPG's Problem Gambling FAQs and free self-assessment tools (available at [NCPGambling.org/Help](https://www.ncpgambling.org/help)) to help individuals better understand gambling addiction and recognize the signs of a gambling problem.



Ensure information on accessing the National Problem Gambling Helpline™ is clearly visible and easy to access across platforms.

## FOR POLICYMAKERS & COMMUNITY LEADERS

Policymakers and regulators play a key role in Problem Gambling Awareness Month by advancing consumer protections to mitigate gambling-related harm strengthening systems of support, and prioritizing evidence-based policy.



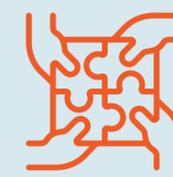
Issue or sign proclamations recognizing March as Problem Gambling Awareness Month.



Use official communication channels to share PGAM messages and resources.



Highlight the importance of screening, education, and access to treatment within communities.



Encourage cross-sector collaboration among healthcare providers, educators, and community organizations.

## FOR HEALTHCARE PROVIDERS & EDUCATORS

Early identification and education are key to mitigating harm and promoting recovery.



Share PGAM messaging with patients, students, and families through newsletters, social media, office flyers, and other materials.



Incorporate problem gambling screening and referral information into routine care and educational settings.



Use PGAM as a moment to reinforce training and awareness among staff and colleagues that problem gambling is a recognized mental health condition.



Understand the range of problem gambling treatment and recovery resources available in your community so you can make informed referrals when patients need care.

## FOR GAMBLING OPERATORS OR PARTNERS

Consider these opportunities during PGAM to promote your organization's dedication to raising awareness and starting conversations about problem gambling and ensuring employees know how to access support.



Feature PGAM messaging through internal and external communications such as newsletters, staff meeting highlights, social posts, webpages.



Offer refresher education for employees on problem gambling warning signs, stigma reduction, and available resources.



Pitch spokespeople for local news to discuss the importance of problem gambling awareness.



Introduce or update internal resource materials, such as posters or digital flyers, that include statistics about gambling addiction and how to contact the National Problem Gambling Helpline™.

# SOCIAL MEDIA SAMPLE LANGUAGE

We welcome you to use these sample posts throughout March to raise awareness about problem gambling as a public health issue, reduce stigma, and highlight prevention, treatment, and recovery resources. Posts can be adapted for organizations, healthcare providers, community partners, and advocates. Download graphics, short videos, and other materials from the **Problem Gambling Awareness Month toolkit**.

Want NCPG to highlight your PGAM efforts? Share your activities and tag **#PGAM2026**.

# RAISING AWARENESS

This section sets the foundation for Problem Gambling Awareness Month by introducing the theme and framing problem gambling as a public health issue. The goal is to build broad awareness, emphasize community impact, and align all audiences around a unified message of prevention, education, and support.

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Problem Gambling Awareness month is a time to learn, listen, and talk openly about problem gambling and its impacts. Awareness helps ensure gambling-related harm isn't minimized or overlooked. **#PGAM2026**

In the past year, approximately 20 million American adults reported experiencing at least one indicator of problematic gambling behavior. Building awareness strengthens communities by making sure no one has to struggle in silence. **#PGAM2026**

Problem gambling doesn't exist in isolation. It affects our families, friends, workplaces, and entire communities. Awareness helps us replace misunderstanding with empathy and reminds people they don't have to struggle alone. **#PGAM2026**

# UNDERSTANDING PROBLEM GAMBLING

These messages focus on providing education about problem gambling. The goal is to increase understanding of problem gambling prevalence, risk, and harm while encouraging empathy and informed action.

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Gambling addiction isn't about willpower, it's about brain chemistry. The same dopamine response tied to substance use disorders is activated here—making it harder to stop, even when the consequences are clear. Awareness changes how we respond. Communities change outcomes. Caring Communities, Stronger Futures **#PGAM2026**

Problem Gambling impacts far more individuals than most people realize. Gambling problems aren't rare and they aren't easy to spot. Raising awareness helps shine a light on this often hidden public health issue and challenges common misconceptions. **#PGAM2026**

When harm touches most people at some point, it's no longer about individual hurt—it's a shared reality. Gambling-related harm shows up in different ways, at different moments, across our communities. That's why stigma and assumptions get in the way of real support. Understanding the scope helps us respond with empathy instead of judgment. Awareness changes how we respond. How we respond shapes our communities' future. Caring Communities, Stronger Futures **#PGAM2026**

# YOUTH GAMBLING PREVENTION

This section highlights the importance of prevention and early education, particularly among youth and young adults. The goal is to highlight how early exposure can increase long term risk for developing a gambling problem, reinforcing the need for education, open conversations, and proactive community involvement.

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Youth exposure to gambling is increasing through media, advertising, and online platforms. Problem gambling awareness month is a time to raise awareness and educate families and communities about the risks of youth gambling. **#PGAM2026**

For many adults with gambling problems, exposure began during adolescence. Awareness & education helps communities understand that gambling isn't harmless – and early experiences can shape future behavior. **#PGAM2026**

When young people are exposed to gambling early, the impact can extend far beyond adolescence. Raising awareness about the risks of gambling-related harm today helps build healthier futures tomorrow. **#PGAM2026**

Parents, educators, coaches, and caregivers can all play a role in preventing youth gambling. Awareness opens the door to honest conversations that can make a lasting difference. **#PGAM2026**

# REDUCING STIGMA & ENCOURAGING CONVERSATION

These posts aim to normalize conversations about problem gambling and reduce stigma that prevents people from seeking help. The purpose is to encourage open, nonjudgmental dialogue and create safer spaces where individuals and families feel supported in reaching out.

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Problem gambling isn't always visible. Many people struggle in silence—while the impacts ripple through families, relationships, and communities. This month, we're raising awareness of a hidden and often misunderstood public health issue. **#PGAM2026**

Stigma fuels silence. Awareness builds understanding. This Problem Gambling Awareness Month, help break the silence: learn, share, and show support. **#PGAM2026**

## HELP, HOPE & SUPPORT RESOURCES MESSAGING

This section centers on access to resources and support for individuals and families affected by gambling-related harm. The goal is to clearly communicate where and how to get help, reinforce that support is available at any stage, and encourage sharing resources as a vital step in raising awareness.

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Gambling-related harm isn't always obvious. On March 10, Gambling Disorder Screening Day highlights how early screening can help identify risks, reduce harm, and connect people to support and recovery. **#PGAM2026**

Problem gambling isn't always visible. Many people struggle in silence while the impacts ripple through families and communities. The National Problem Gambling Helpline offers free, confidential support 24/7. Because knowing where to turn can make all the difference.

Call: 1-800-MY-RESET

Text: 800GAM

Chat: [www.NCPGambling.org/chat](http://www.NCPGambling.org/chat)

**#PGAM2026**

# EMPOWERING COMMUNITIES

This section emphasizes the role that professionals, organizations, and leaders play in their communities. The goal is to position awareness and action as shared responsibilities that can lead to stronger community outcomes.

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Healthier futures often begin with simple conversations. When our communities understand problem gambling, they create space for compassion, support, and hope. Awareness is often the first step. **#PGAM2026**

Understanding begins with listening. This Problem Gambling Awareness Month, take time to learn about problem gambling and its impacts – and help build a more supportive community. **#PGAM2026**

# PARTNER & ORGANIZATION PARTICIPATION

These customizable messages allow organizations to demonstrate visible support for PGAM and align their efforts with national awareness goals. The purpose is to encourage participation, highlight local activities, and show a collective commitment to reducing harm and strengthening communities.

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This March, **[Organization Name]** is proud to recognize Problem Gambling Awareness Month alongside NCPG. We're committed to raising awareness, reducing stigma, and connecting our community to support. **#PGAM2026**

As part of **#PGAM2026**, we're hosting **[event/activity]** to help increase understanding of gambling-related harm and available resources. Caring communities build stronger futures.

## SUPPORT RESOURCES (REQUIRED IN PGAM MESSAGING)

If you or someone you know may be struggling with gambling-related harm, free and confidential help is available 24/7:

📞 Call: 1-800-MY-RESET

💬 Text: 800GAM

💻 Chat: [NCPGambling.org/chat](https://www.ncpgambling.org/chat)

Learn more about warning signs of a gambling problem at [NCPGambling.org/FAQs](https://www.ncpgambling.org/FAQs).

### KEY HASHTAGS

[#PGAM2026](#)

[#CaringCommunitiesStrongerFutures](#)

[#ProblemGamblingAwareness](#)

[#EndTheStigma](#)



[Download Visual Assets](#) >



<https://www.ncpgambling.org/pa-resources/2026-pgam-toolkit/>