

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

#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

Learn more about warning signs of a gambling problem at NCPGambling.org/FAQs.

KEY HASHTAGS

#PGAM2026

#CaringCommunitiesStrongerFutures

#ProblemGamblingAwareness

#EndTheStigma



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