



Preparing for **Problem Gambling Awareness Month 2026**

#PGAM2026



**PROBLEM GAMBLING
AWARENESS MONTH**

About the National Council on Problem Gambling

Vision

To advance well-being by minimizing harm from gambling problems.

Mission

To lead awareness and advocacy efforts to reduce gambling harm.

Purpose

To serve as the national advocate to mitigate gambling-related harm.

Upcoming Webinars

Register at
NCPGambling.org/webinars

> **Agility Grants Spring 2026 Info Session**

Thursday, January 22, 2026

1:00 pm ET

> **Meet the New NCPG Executive Director & What's Ahead in 2026**

Tuesday, January 27, 2026

1:00 pm ET

> **Ask Me Anything: Problem Gambling Treatment & Support**

Friday, February 6, 2026

1:00 pm ET



Agility Grants offer funding to nonprofits for problem gambling prevention programs.

This program is generously funded by the NFL via the NFL Foundation.

Agility Grants

Spring Application Period

January 14 – February 25, 2026

NCPG Members and non-members are invited to apply for Agility Grants.

NCPGambling.org/Agility

Presenter

Cait Huble

Director of Public Affairs,
National Council on Problem Gambling

CaitH@NCPGambling.org



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Agenda



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- > What is Problem Gambling Awareness Month (PGAM)?
- > Campaign History & Purpose
- > Who PGAM is For
- > Talking About Problem Gambling
- > 2026 PGAM Campaign Theme
- > PGAM Awareness Toolkit Asset Overview
- > Problem Gambling Helpline Resources
- > Gambling Disorder Screening Day
- > PGAM Event Calendar
- > Accessing the PGAM Toolkit
- > Q & A

What is Problem Gambling Awareness Month?

Problem Gambling Awareness Month is a nationwide grassroots campaign, held annually in March, that seeks to increase public awareness of problem gambling and promote prevention, treatment, and recovery services.



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PGAM Goals

- To increase public awareness of problem gambling and the availability of prevention, treatment and recovery services.
- To encourage healthcare providers to screen clients for problem gambling.

The History of Problem Gambling Awareness Month

PGAM (originally PGAW) was **established in 2003 to raise awareness about problem gambling** and promote the availability of help for problem gambling.

In 2014 PGAM was expanded into a month-long observance to **strengthen education, outreach, and community engagement.**

PGAM takes place in March in part to **align with increased national attention on gambling during March Madness.**

Who is PGAM For?

PGAM is for anyone who can help prevent gambling-related harm and support wellbeing.

- > **Individuals & Families** (parents, caregivers, loved ones)
- > **Youth-Serving Adults** (educators, coaches, mentors)
- > **Health & Human Services** (public health, behavioral health, social workers)
- > **Community Organizations** (nonprofits, faith groups, local coalitions)
- > **Employers & Workplace Wellness Leaders**
- > **Healthcare Providers & Clinicians**
- > **Policy Leaders & Regulators**
- > **Gambling Operators & Stakeholders** (operators, lotteries, platforms, venues)
- > **Media & Influencers** (community messengers)

PGAM is for EVERYONE!



Best Practices for Talking About Problem Gambling

Use Person-First Language

Say: “a person with a gambling problem” / “a person experiencing gambling-related harm”

Focus on the individual — not the behavior

Emphasize dignity, hope, and support

Avoid Stigma & Stereotypes

Avoid blame-based or shaming language

Don't label people as “irresponsible” or “weak”

Avoid caricatures (e.g., “degenerate gambler”) or “rock bottom” assumptions

Keep Messages Health Focused

Highlight that problem gambling is a public health issue

Reinforce that harm is real, common, and preventable

Use clear, simple education: warning signs, risk factors, and healthy boundaries

Always Include a Clear Path to Help

Pair awareness with action: “Support is available.”

Share resources consistently (helpline, local supports, self-help tools)

Use encouraging language: “You're not alone.” & “Help works.”



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→ CARING COMMUNITIES,
STRONGER FUTURES

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PGAM 2026 Theme

The 2026 Problem Gambling Awareness Month theme, “**Caring Communities, Stronger Futures**,” emphasizes the importance of a community driven approach to problem gambling awareness and support.

When a community comes together – friends, families, educators, healthcare providers, local partners, and policymakers – silence is replaced with support, and isolation is replaced with connection.

Using the Theme “Caring Communities, Stronger Futures”

Start With the “Now” Action

Sharing awareness messages and resources

Starting conversations and reducing stigma

Making it easier to find and access help

Aim for the “Later” Impact

Healthier individuals and families

Stronger support systems and service access

A future where help-seeking is normalized and supported

Tell Your Community Story

Your community’s strengths and needs

Who your trusted messengers are

What support looks like locally

What actions will make the biggest impact

You Are the Expert in Your Community

You know your community best!


Choose the right messages and activities

Partner with the right organizations

Share resources in places people trust

The PGAM Toolkit

Tailored to make participation in PGAM easy and extend the impact of the movement, the toolkit is intended as a guide to help promote PGAM in your community.

- > Brand Guide
 - > Press Release Template
 - > Proclamation Template
 - > Fact Sheet
 - > Presentation Template
 - > Static Social Media Images
 - > Poster Designs
 - > Banner Ads
 - > Radio / Podcast PSA Script
 - > GIFs + Motion Posts
 - > Video Social Posts
- 

PGAM Brand Guide



BRAND GUIDE



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**CARING COMMUNITIES,
STRONGER FUTURES**

Shareable Social Graphics

Problem Gambling Awareness Month is a time to learn, listen, and talk more openly about problem gambling and its impacts. Awareness helps communities recognize harm earlier and support one another with understanding and care. [#PGAM2026](#)



MARCH IS PROBLEM GAMBLING AWARENESS MONTH

CARING COMMUNITIES, STRONGER FUTURES

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Like Comment Share

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](#)



GAMBLING ADDICTION TRIGGERS THE SAME BRAIN CHEMISTRY AS A SUBSTANCE USE DISORDER

Both activate the brain's reward system, releasing dopamine – the “feel good” chemical.

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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](#)



AWARENESS BUILDS STRONGER FUTURES

[#PGAM2026](#)

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Videos & Animated GIFs

NEW in
2026!

Over 5 million U.S. adults experience gambling-related harm each year—often quietly and unseen. Raising awareness helps communities notice the signs sooner, reduce stigma, and connect people to support before harm grows. [#PGAM2026](#)

PROBLEM GAMBLING

is a mental health condition



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Over 5 million U.S. adults experience gambling-related harm each year—often quietly and unseen. Raising awareness helps communities notice the signs sooner, reduce stigma, and connect people to support before harm grows. [#PGAM2026](#)

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support is available



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is often misunderstood



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Over 5 million U.S. adults experience gambling-related harm each year—often quietly and unseen. Raising awareness helps communities notice the signs sooner, reduce stigma, and connect people to support before harm grows. [#PGAM2026](#)

PROBLEM GAMBLING

can be treated



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Like

Comment

Share

The PGAM Hashtag

Help amplify Problem Gambling Awareness Month by using the official hashtag(s) in your posts:

- > **#PGAM2026**
- > **#[OptionalPartnerHashtag]**

Hashtags make it easier for people to find, share, and engage with PGAM content all month long.



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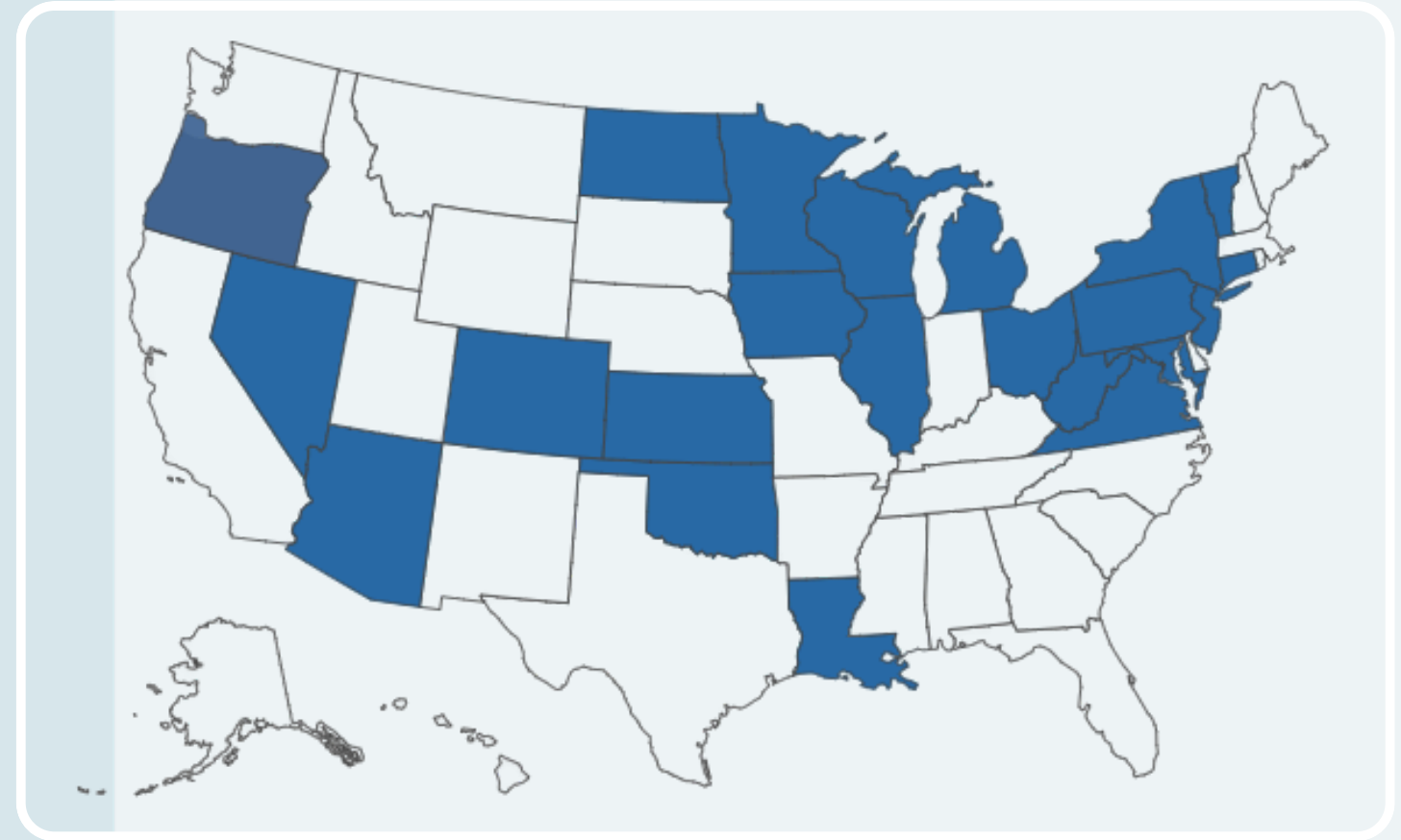
Issuing a PGAM Press Release

- > **Lead with the “why”:** PGAM raises awareness and connects people to prevention, treatment, and recovery resources
- > **Localize the story:** include local context (community impact, trends, quotes, local resources)
- > **Use plain, non-stigmatizing language** (person-first; hopeful tone)
- > **Include strong quotes:** leadership + community partner/provider (if possible)
- > **Offer easy media add-ons:** links to toolkit graphics, fact sheet, and spokespeople availability
- > **Always include a path to help:** make it easy for individuals and loved ones to find support and take the next step

Securing a PGAM Proclamation

- > Start Early!
- > Ask for support for your proclamation from other leaders in your city, state, or community.
- > Use the sample proclamation (available in the PGAM toolkit)
- > Make an appointment to meet with the official for the signing of the proclamation
- > Inform the media and your stakeholders about the proclamation

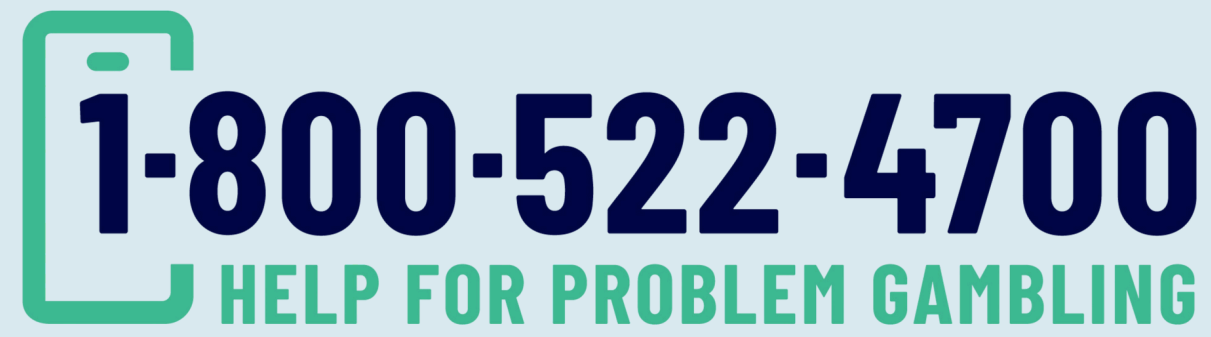
Email a copy of your 2026 PGAM proclamation to Media@NCPGambling.org.



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Problem Gambling Helpline Resources

The National Problem
Gambling Helpline™



[Your State Helpline]

[Insert State
Helpline Logo]



Gambling Disorder Screening Day

Gambling Disorder Screening Day is Tuesday, March 10, 2026

Led by the Cambridge Health Alliance Division on Addiction, Gambling Disorder Screening Day is an international movement designed to support providers in the identification of Gambling Disorder.

www.divisiononaddiction.org/outreach-resources/gdsd/

Screening Day
Resources for
Hosts &
Supporters



The
Screener



Information
about
Gambling
Disorder



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PGAM Event Calendar

Looking for ways to get involved—or want to highlight your own activities? Explore the PGAM Event Calendar throughout March.

- **Submit Virtual & In Person Events**
- **Explore Events Around the Country**
- **Be Featured in NCPG's Weekly PGAM Email**

Access the calendar & submission form at

NCPGambling.org/PGAM



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Accessing the PGAM Toolkit

The 2026 PGAM toolkit will be
available at

NCPGambling.org/PGAM

*Everyone registered for this webinar will receive a
direct link to access when assets are added.*

Frequently Asked Questions

Do I need to be an NCPG member to participate in PGAM?

No! NCPG membership is encouraged but not required to take part in PGAM or use the provided toolkit materials.

What activities are required?

There is no defined list of required activities to take part in PGAM.

Every bit of awareness and education helps!

Do I have to sign up to participate in PGAM?

No, it is not required to sign up with NCPG to participate in PGAM.

However, we do use the toolkit access form to help measure participation so it does help us track growth.

Can I participate from another country?

PGAM is primarily a US initiative because NCPG is a US focused organization, however we would be happy to have international participants join us in raising awareness about problem gambling!

A large orange rounded rectangle is centered on a dark blue background. The rectangle has a thick orange border and is decorated with diagonal orange stripes on its top-right and bottom-left corners. The word "QUESTIONS?" is written in white, bold, uppercase letters in the center of the rectangle.

QUESTIONS?

Thank You for Supporting PGAM!

Cait Huble

Director of Public Affairs,
National Council on Problem Gambling

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