

Digital Media Support



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We're excited to offer a number of digital resources we've developed for our partners to use during Problem Gambling Awareness Month. Below you'll find:

- Sample content for sample social media posts and newsletter/email blurbs,
- Downloadable email signature image, a Zoom background and
- The link to a Facebook frame for you profile pictures.

Thank you for helping us to raise awareness of problem gambling throughout this month and all year-round. If you have any questions about these materials or how to access them, please reach out to Stelianos Canallatos, Prevention & Communications Specialist at NYCPG at SCanallatos@NYProblemGambling.org or (518) 573-6727.

Sample Social Media Posts

Week 1	Week #1: Focus on Prevention
	#Prevention is KEY to reducing #ProblemGambling in communities, in families and in individuals. #PGAM https://NYProblemGambling.org/PGAM/
	#Prevention efforts need to spread across the lifespan - beginning in early childhood and continue through the #GoldenYears. #ProblemGambling. #PGAM #AwarenessPlusAction https://NYProblemGambling.org/PGAM/
	Everyone plays a role in #prevention. What are you doing to help prevent #ProblemGambling in your community, #workplace, and #family? Tell us all about it by joining our Facebook Video Challenge for #PGAM #PGAMLive https://NYProblemGambling.org/PGAM/

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	<p>Educating those who work with at-risk populations, such as individuals in #Recovery and those struggling with #MentalHealth concerns, is vital to #Prevention. Contact your local #ProblemGambling Resource Center to schedule a training today! #PGAM #PGRC #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p>
	<p>#DYK that March 9th is #GamblingDisorder #ScreeningDay? Learn how you can participate and help connect individuals in need to #Treatment. https://NYProblemGambling.org/PGAM/</p>
	<p>Tell us what you're doing for #PGAM so we can help spread the word. Fill out the NYCPG #PGAM contact sheet today. https://NYProblemGambling.org/PGAM/</p>
Week 2	<p>Week #2: Focus on Screening/Intervention</p> <p>Today (3/9/21) is #GamblingDisorder #ScreeningDay! Please help us reach individuals struggling with #Gambling problems by screening clients today! https://NYProblemGambling.org/PGAM/</p> <p>Are you concerned about you or your loved ones' #Gambling activity? Try our #SelfScreener today for personalized feedback! https://NYProblemGambling.org/PGAM/</p> <p>#Screening for #ProblemGambling is the is key to early detection of a #Gambling problem. #PGAM #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p> <p>Take the first step! Try our #SelfScreener tool to see if you or a loved one is at-risk for #ProblemGambling. https://NYProblemGambling.org/PGAM/</p> <p>Do you know the #WarningSigns of #ProblemGambling? Find out what to look for! #PGAM #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p> <p>Help your community identify #ProblemGambling by infusing it into your professional conversations about the #HealthAndWellness of your staff. https://NYProblemGambling.org/PGAM/</p> <p>What are the right questions to ask about #ProblemGambling? Find out with our Screening Day Toolkit. https://NYProblemGambling.org/PGAM/</p> <p>If you don't ask, you won't know if a loved one struggles with #ProblemGambling. Ask if #Gambling causes stress in their life. Find helpful resources on the NYCPG #PGAM page.</p>

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	<p>https://NYProblemGambling.org/PGAM/</p> <p>Tell us what you're doing for #PGAM so we can help spread the word. Fill out the PGAM contact sheet today. https://NYProblemGambling.org/PGAM/</p>
Week 3	<p>Week #3: Focus on Treatment</p> <p>Do you offer #MentalHealth or #Addiction #Treatment services? Please ask questions about a client's #Gambling activity. #AwarenessPlusAction #PGAM https://NYProblemGambling.org/PGAM/</p> <p>#Treatment providers can use the #ScreeningDay Toolkit to help screen individuals for #GamblingDisorder and connect them to care. #PGRC #PGAM https://NYProblemGambling.org/PGAM/</p> <p>Clinicians are getting trained across #NewYorkState to provide #Treatment for #ProblemGambling. Learn how you can get involved during #PGAM. #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p> <p>#FamilySupport is necessary and an important part of #Treatment for #ProblemGambling. During #PGAM, we're hoping to offer #AwarenessPlusAction to get everyone involved! #PGRC https://NYProblemGambling.org/PGAM/</p> <p>During #PGAM, we hope to connect all our partners together to get individuals in need to local #Treatment services. #PGRC #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p> <p>#Treatment for #ProblemGambling is available in your community and via #Telehealth services. Call today to learn more. #PGRC #PGAM #AwarenessPlusAction NYProblemGamblingHELP.org</p> <p>Professionals are a key to identifying individuals who struggle with #ProblemGambling. Please ask anyone in #MentalHealth and #Addiction #Treatment questions about their #Gambing behavior. #AwarenessPlusAction #PGAM https://NYProblemGambling.org/PGAM/</p>
Week 4	<p>Week #4: Focus on Recovery</p> <p>#Recovery from #ProblemGambling is possible. Managing #Triggers is important to avoid a #Gambling #Relapse. #AwarenessPlusAction #PGAM https://NYProblemGambling.org/PGAM/</p> <p>Are you looking for ways to support a family member's #Recovery? Join one of our Family Workshops to get started.</p>

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<p>#AwarenessPlusAction #PGAM https://NYProblemGambling.org/PGAM/</p>
<p>You are not alone. Over 660,000 #NewYorkers struggle with a #Gambling problem. Join our #PGAM effort to support #Recovery from #ProblemGambling. #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p>
<p>Everyone's #PathToRecovery is different. Learn more about #ProblemGambling on the NYCPG #PGAM webpage to learn more about #Recovery from problem #Gambling. #AwarenessPlusAction #PGAM https://NYProblemGambling.org/PGAM/</p>
<p>How are you participating in #PGAM to help in the efforts of #Prevention, #Treatment and #Recovery of #ProblemGambling? Tell us so we can tell the world! #AwarenessPlusAction https://NYProblemGambling.org/PGAM/</p>
<p>There are a number of tools to help individuals and families stay in #Recovery from #ProblemGambling. Click here to see how to can help. #AwarenessPlusAction #PGAM https://NYProblemGambling.org/PGAM/</p>

Sample Blurbs for Newsletters

General PGAM and find more info at this link

- General PGAM Info
 - Did you know that March is Problem Gambling Awareness Month (PGAM)? In honor of Problem Gambling Awareness Month, the New York Council on Problem Gambling (NYCPG) is challenging everyone across New York State – individuals, agencies and communities alike – to come together to face problem gambling. With gambling opportunities expanding at rapid rates in New York State and beyond, it's imperative that all factions of the community, in all geographic areas of the state, join forces to raise awareness of the issue of problem gambling, prevent any additional problems related to gambling, and get those in need to adequate support services in their own community. To find out how you can get involved in problem gambling efforts this month, and all year round, visit NYProblemGambling.org/PGAM.
- Prevention Focus
 - March is Problem Gambling Awareness Month (PGAM). Prevention is an integral piece in helping to keep our communities safe from problem gambling. It is important to prevent gambling from becoming problem gambling, to prevent problems from getting worse during treatment and to prevent relapse while in recovery from gambling addiction. Prevention is the component that connects all steps along the way to keep

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our communities safe from problem gambling. To find out how you can get involved in problem gambling prevention efforts during PGAM, and all year round, visit NYProblemGambling.org/PGAM.

- Screening Focus
 - For Problem Gambling Awareness Month (PGAM), we put special emphasis on screening. Screening for problem gambling is how we can identify individuals struggling and connect them to the help they need before their condition worsens. More than 660,000 New Yorkers have been identified as struggling with problem gambling (2006 OASAS Household Survey). These individuals struggle to maintain healthy relationships with loved ones, they have difficulty prioritizing and holding employment and experience declining mental health (i.e. anxiety, depression, and suicidal ideation). Identifying these individuals through screening and connecting them to care helps them improve the quality of their lives including connections to loved ones, their employment and communities. To find out how you can get involved in problem gambling screening efforts this month, and all year round, visit NYProblemGambling.org/PGAM.
- Treatment Focus
 - We want to help shed light on the importance of treatment during Problem Gambling Awareness Month (PGAM). Gambling can cause problems for anyone at any time of their life, severing their relationships and damaging their mental health. Treatment and support can help people heal the crippling anxiety, depression and suicidal ideation they faced because of their gambling. Treatment helps build the bridges to bring their families back together by helping to rebuild relationships with children, spouses, parents and other loved ones. Treatment motivates people to reconnect with their supports in society, their family, career and hobbies, and can ignite hope in the individuals seeking help and those around them. Treatment helps the individual and family to heal the societal wounds struck by the negative effects of problem gambling. To find out how you can get involved in problem gambling efforts during PGAM, and all year round, visit NYProblemGambling.org/PGAM.
- Recovery Focus
 - During Problem Gambling Awareness Month (PGAM), we celebrate recovery for individuals and families who struggle with problem gambling. Recovery is a lifestyle that supports individuals and families to abstain from gambling and manage triggers. Recovery is the journey individuals and families take to rebuild stronger relationships and healthier lives after living through the devastating consequences of problem gambling. This exciting journey is the opportunity for individuals and families to rediscover themselves, strengthen their relationships and identify and nourish their connections to their communities. To find out how you can get involved in recovery efforts during PGAM, and all year round, visit NYProblemGambling.org/PGAM.

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Downloadable Images

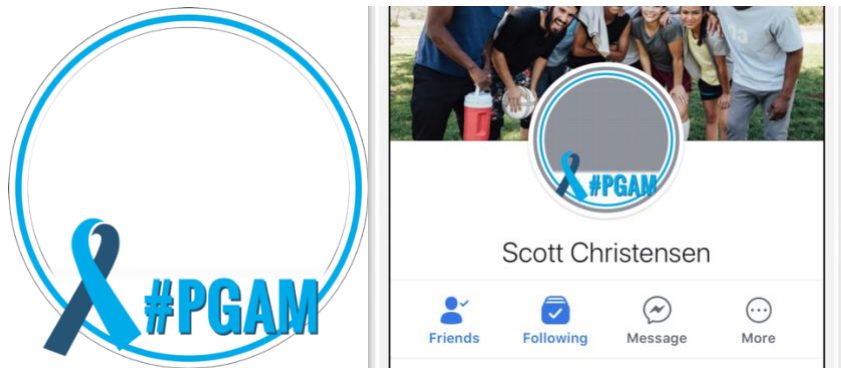


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[Access PGAM Facebook Frame](#)

This frame allows you to quickly add our #PGAM ring to your profile picture to show support.