

Digital Media Support



Digital Media Support

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

- Week-by-week sample content for social media posts;
- Newsletter/email blurbs for to use during your PGAM promotion;
- Downloadable email signature image, Zoom background and LinkedIn background photo; 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 Specialist at NYCPG at SCanallatos@NYProblemGambling.org or (518) 573-6727.

Sample Social Media Posts

Week 1: Get Educated!
To kick off #PGAM2022, check out the PGAM website with updated materials and info. This month's theme is #AwarenessPlusAction
Individuals who are male, between 18-24, non-Hispanic Black, have less than a high school degree, or make less than \$30,000 per year are more at-risk for developing a gambling problem. Reference #atrisk #problemgambling #vulnerablepopulations #AwarenessPlusAction
Did you know that 39% of youth between the ages of 12-17 gambled in the last year? Reference It's the responsibility of parents and communities to help reduce that number by talking to kids about the risks of #underagegambling. #AwarenessPlusAction
Help spread the word about #PGAM by sharing the PGAM Press Release. Updated info can be found on the NYCPG PGAM site . (Press Release coming soon).
Don't forget to include problem gambling info in your media throughout the month of March! NYCPG created a Digital Media Guide to help you get started. Check it out on the PGAM site !
Interested in letting your community know that you support problem gambling efforts? Sign a proclamation to show your support for Problem Gambling Awareness Month (Link to Proclamation).

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Reach out to your #PGRC and meet the #problemgambling team in your region! You can find contact information on the PGRC Website . #AwarenessPlusAction
On March 6th, there will be an OPEN Gamblers Anonymous meeting. ANYONE can attend to learn about recovery from problem gambling. Check out this FLYER for more info! #AwarenessPlusAction
Join our Email list by clicking this link to subscribe . #geteducated #AwarenessPlusAction
Did you know that among adults who gamble in NYS, 14.6% meet the criteria for problem gambling?! That's over 600,000 NY residents! Reference #datamatters #problemgambling #NYS #AwarenessPlusAction
Week #2: Screening is Vital!
Today (3/8/22) is #GamblingDisorder #ScreeningDay! Please help us reach individuals struggling with #Gambling problems by screening clients today! We have lots of screening tools for individuals and clinicians available on the PGAM site. #AwarenessPlus Action
Did you know that the 2022 NYCPG Annual Conference is taking place THIS WEEK. On March 9th and 10th, you can attend #NYCPG2022 from the comfort of your own home. All event information can be found on the Conference Website.
Are you concerned about you or your loved ones' #gambling activity? Try our #SelfScreeener today for personalized feedback! Link to Self-Screening Tool . #AwarenessPlus Action
#Screening for #ProblemGambling is the is key to early detection of a #Gambling problem. #PGAM #AwarenessPlusAction
Did you know that the 2022 NYCPG Annual Conference is taking place THIS WEEK. On March 9th and 10th, you can attend #NYCPG2022 from the comfort of your own home. All event information can be found on the Conference Website. #AwarenessPlus Action #NYCPG2022
Take the first step! Try our #SelfScreening tool to see if you or a loved one is at-risk for #ProblemGambling. Link to Self-Screening Tool . #AwarenessPlus Action
Knowing the warning signs of problem gambling is the first step to exploring possible gambling problems. Check out this image to learn about some of the most common warning signs. #AwarenessPlus Action
Help your community identify #ProblemGambling by infusing it into your professional conversations about the #HealthAndWellness of your staff. Check out the workplace toolkit! #AwarenessPlus Action
What are the right questions to ask about #ProblemGambling? Find out with our Screening Day Toolkit . #AwarenessPlus Action
If you don't ask, you won't know if a loved one struggles with #ProblemGambling. Ask if #Gambling causes stress in their life. Check out this article for more talking tips. #AwarenessPlus Action
Tell us what you're doing for #PGAM so we can help spread the word. Fill out the PGAM contact sheet on our PGAM site today. #AwarenessPlus Action
Follow #NYCPG2022 on Facebook and Twitter for live conference updates and info. #AwarenessPlus Action
If you are interested in learning more about screening and support resources in your area, reach out to your local Problem Gambling Resource Center. All contact information can be found on the PGRC Website . #AwarenessPlus Action
On March 8th, partners across New York State will be shining the light on problem gambling by lighting up monuments, buildings and landmarks yellow and blue. Learn more about these events on PGAM site. #AwarenessPlus Action

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Week #3: Prevention is Key!

Visit the new and updated [YOU\(th\) Decide Website](#) for information for youth, parents and community leaders all about #underagegambling. #AwarenessPlusAction

Attend the NYCPG Webinar on March 18 @ 12:00-1:30pm to learn about “Emerging Trends and How to Avoid Pitfalls” The webinar is completely FREE! More info can be found in the [NYCPG Online Training Center](#). #AwarenessPlus Action

Talk to your kids about the risks of underage gambling before they learn from someone else. [Talk2Kids](#) has talking tips, videos and more to help you get started. #AwarenessPlus Action

Did you know that gambling can actually CHANGE THE BRAIN?!?! Learn more with the new [MindRide](#). #AwarenessPlus Action

Create safe, trigger-free spaces by designating gambling free zones. Here’s a [poster](#) you can print and use today. #AwarenessPlus Action

Take our Facebook Challenge and post a video on Facebook to let the world know why you/your agency cares about problem gambling ([Link to Challenge](#)). **Don’t forget to tag NYProblemGambling and your regional PGRC!* #AwarenessPlus Action

Submit a letter to the editor to raise awareness of problem gambling in your community. A sample can be found on the NYCPG [PGAM site](#). #AwarenessPlus Action

Talk to your clients about the risks of problem gambling and possible warning signs so that you can catch any potential problems early. ([Link to Warning Signs](#)). #AwarenessPlus Action

#Prevention is KEY to reducing #ProblemGambling in communities, in families and in individuals. #PGAM #AwarenessPlusAction

#Prevention efforts need to spread across the lifespan - beginning in early childhood and continue through the #GoldenYears. #ProblemGambling. #PGAM #AwarenessPlusAction

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 Challenge](#) for #PGAM #PGAMLive #AwarenessPlusAction

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! All contact information can be found [HERE](#). #PGAM #PGRC #AwarenessPlusAction

Tell us what you’re doing for #PGAM so we can help spread the word. Fill out the NYCPG #PGAM contact sheet today on the [PGAM Site](#). #AwarenessPlusAction

Week #4: Treatment Works!

Hear about what it’s like to reach out for help with gambling by reading this recent [PGRC Blog Post](#). #AwarenessPlusAction

Read success stories from individuals, families, and clinicians who are part of the PGRC network on the [StrongerThanYouThink](#) website. #AwarenessPlusAction

Reach out to your PGRC today to find out about support options in your area. All contact info can be found on the [PGRC Map](#). #AwarenessPlusAction

Take our Facebook Challenge and post a video on Facebook about the treatment/support services that your group/organization offers ([Link to Challenge](#)). **Don’t forget to tag NYProblemGambling and your regional PGRC!* #AwarenessPlusAction

Do you offer #MentalHealth or #Addiction #Treatment services? Please ask questions about a client’s #Gambling activity. The [Screening Day Toolkit](#) has lots of tips to get started. #AwarenessPlusAction #PGAM

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#Treatment providers can use the #ScreeningDay Toolkit to help screen individuals for #GamblingDisorder and connect them to care. #PGRC #PGAM Check out the [Screening Day Toolkit](#) for more info!

Clinicians are getting trained across #NewYorkState to provide #Treatment for #ProblemGambling. Reach out to your [Problem Gambling Resource Center](#) to learn how you can get involved during #PGAM. #AwarenessPlusAction

#FamilySupport is necessary and an important part of #Treatment for #ProblemGambling. During #PGAM, we're hoping to offer #AwarenessPlusAction to get everyone involved! #PGRC

During #PGAM, we hope to connect all our partners together to get individuals in need to local #Treatment services. #PGRC #AwarenessPlusAction Tell us what you're doing by filling out the [PGAM Activities Form](#) today!

#Treatment for #ProblemGambling is available in your community and via #Telehealth services. Call today to learn more. #PGRC #PGAM #AwarenessPlusAction [NYProblemGamblingHELP.org](#)

Week 5: Recovery is Possible!

Read stories of recovery from across NYS on the [StrongerThanYouThink](#) website. #AwarenessPlusAction

Take our Facebook Challenge and post a video on Facebook to share your story! For individuals, families and peers [Link to Challenge](#) *Don't forget to tag NYProblemGambling and your regional PGRC! #AwarenessPlusAction

#Recovery from #ProblemGambling is possible. Managing #Triggers is important to avoid a #Gambling #Relapse. Read [this blog](#) today to learn more about triggers. #AwarenessPlusAction #PGAM

You are not alone. Over 660,000 #NewYorkers struggle with a #Gambling problem. [Reference](#) #AwarenessPlusAction

Everyone's #PathToRecovery is different. Tell us about your path today. LINK: <https://nycpg.netlify.app/success.html> #AwarenessPlusAction #PGAM

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/>

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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)? With the NYS launch of mobile sports betting, the gambling landscape in NYS has drastically changed. There is more accessibility and availability to gambling activities than ever before. This makes the work of raising awareness of problem gambling more important than ever before. This 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) and with the increase in accessibility and availability of mobile sports betting in New York State, prevention has become an integral piece to keeping our communities safe from problem gambling. It is important to prevent gambling from becoming a gambling problem, to prevent problems from getting worse during treatment and to prevent relapse. Prevention is the component that connects all steps along the way to keep 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 ([Reference](#)). 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 individuals struggling through screening and connecting them to care helps them improve the quality of their lives including connections to loved ones, their employment and communities. With the launch of mobile sports betting, gambling has become more accessible than ever. Let's work together to make that true of screening for problem gambling. To find out how you can get involved in problem gambling screening efforts this month, and all year round, visit NYProblemGambling.org/PGAM.

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- Treatment Focus
 - With the launch of mobile sports betting, gambling has become more accessible than ever. During Problem Gambling Awareness Month (PGAM), let's work together to also make treatment for problem gambling more accessible across New York State. Gambling can cause problems for anyone at any time of their life, severing their relationships and damaging 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 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 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



[Download Sample Zoom Background](#)

[Instructions to change your Zoom background](#)

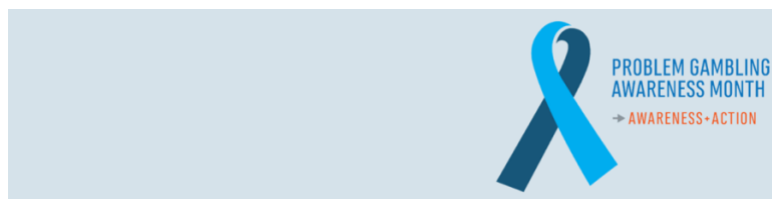


[Download Sample Email Signature Image](#)



[Access PGAM Facebook Frame](#)

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



[Access LinkedIn Banner Image Here](#)

This banner image can be used to replace the background photo on your LinkedIn page for PGAM.

NYProblemGambling.org/PGAM