

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 (PGAM). By utilizing these resources, you can help us "Shine A Light" on Problem Gambling to raise awareness and advocate for support services.

Below you'll find:

- Sample content for social media posts;
- Newsletter/email blurbs for to use during your PGAM promotion;
- Downloadable email signature image, Zoom background and social media image and banner;
- 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 Colleen Jones at CJones@NYProblemGambling.org.

Sample Social Media Posts

Help Us #ShineALight on Problem Gambling Awareness Month

Social Media Post Content
What is Problem Gambling? Problem Gambling is anytime gambling is causing problems in your life. Problem Gambling affects men and women, young and old, of all backgrounds, ethnicities, and lifestyles. #PGAM2023 #ShineALight
Problem Gambling is often called the hidden addiction, as it can be easy to hide. Do you know the warning signs? (Link to Warning Signs).#PGAM2023 #ShineALight
#Screening for #ProblemGambling is the is key to early detection of a #Gambling problem #PGAM2023 #ShineALight
Screening Day is March 14, 2023! Please help us reach individuals struggling with #Gambling problems by screening clients. We have lots of screening tools for individuals and clinicians available on the PGAM site . #PGAM2023 #ShineALight

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Are you concerned about you or your loved ones' #gambling activity? Try our #SelfScreeener today for personalized feedback. #PGAM2023 #ShineALight Link to Self-Screening Tool.
On March 14 th , 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. #PGAM2023 #ShineALight
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. #PGAM2023 #PGRC #ShineALight
You are not alone. Over 660,000 #NewYorkers struggle with a #Gambling problem. Reference #PGAM2023 #ShineALight
Help is available in NYS for #problemgambling. 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. #PGAM2023 #ShineALight

Sample Blurbs for Newsletters

- General PGAM Info
 - Did you know that March is Problem Gambling Awareness Month (PGAM)? With the expansion of gambling opportunities in New York State the gambling landscape 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 NYS – individuals, agencies, and communities alike – to come together to shine a light on problem gambling. With gambling opportunities expanding at rapid rates in New York State and beyond, it is 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 gambling opportunities 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.

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- 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 expansion of gambling opportunities in NYS, 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.
- Treatment Focus
 - With the expansion of gambling opportunities in NYS, 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](#)



[Download Social Media Post](#)



[Access PGAM Facebook Frame](#)

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

Digital Media Support



[Download Social Media Banner Here](#)

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

NYProblemGambling.org/PGAM