



Digital Media Support

Digital Media Support Support, Educate, and Engage to reduce gambling harm.

We're excited to offer several digital resources we've developed for our partners to use during Problem Gambling Awareness Month (PGAM). By utilizing these resources, you can help us "Support, Educate, and Engage" to reduce gambling harm.

Below you'll find:

- Sample content for social media posts.
- Newsletter/email blurbs to use during your PGAM promotion.
- Downloadable email signature image, Zoom background and social media image and banner.

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@nycpg.org.

Sample Social Media Posts

Help Us S.E.E. – Support, Educate, and Engage to reduce gambling harm.

Please use #PGAM2024 when you post.

Social Media Post Content
Gambling harm can affect all people, young and old, of all backgrounds, ethnicities, and lifestyles. #PGAM2024
Problem Gambling is often called the hidden addiction. Do you know the warning signs? (Link to Warning Signs). #PGAM2024
#Screening for #ProblemGambling is the is key to early detection of a #Gambling problem #PGAM2024 Find our screener here: E-Screener OASAS Approved Screening Tools
Screening Day is March 12th, 2024! For a list of screening tools visit OASAS Approved Screening Tools #PGAM2024
Are you concerned about you or your loved ones' #gambling activity? Self Screen Today #PGAM2024 Link to Self-Screening Tool .
March 12 th is National Problem Gambling Awareness Screening Day. Learn more here PGAM site . #PGAM2024
Do you work with a population that is at risk for experiencing gambling harms? Find out more HERE . #PGAM2024
Did you know that those affected by substance use are at greater risk for developing a gambling problem? Find out more HERE . #PGAM2024

Sample Blurbs for Newsletters

General PGAM Information

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 gambling harm 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 ***S.E.E. Support, Educate, and Engage*** to reduce gambling harm. 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 gambling harm, prevent any additional problems related to gambling, and get those in need the 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 gambling harm. Reducing the risk of harms from gambling behaviors in our community is important. 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

One way to prevent or reduce the risks of further harm from gambling is to screen. According to the 2020 NYS OASAS Problem Gambling Prevalence Survey for Adults, 4.4% of adults are at risk for developing a gambling problem, with an additional 0.7% identifying as having a problem. The highest risk populations are those with substance use disorders, as well as 18–24 year olds, black men, those with an income below \$30,000, and those with a high school diploma or less. 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 New York State, gambling has become more accessible than ever. The harms that can be caused by gambling can affect anyone at any time of their life. Treatment and support can help people discover their own path to recovery. For more information, visit NYProblemGambling.org/PGAM.

Recovery Focus

During ***Problem Gambling Awareness Month (PGAM)***, we seek to raise the level of awareness that recovery is possible for those that are affected by gambling harms. Recovery is a process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential. To find out how you can get involved in recovery efforts during PGAM, and all year round, visit NYProblemGambling.org/PGAM.

Downloadable Images



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[NYProblemGambling.org/PGAM](https://www.nycpg.org/PGAM)