



Promoting Problem Gambling Treatment Services



Promote awareness of problem gambling and your treatment services with clear messaging throughout your organization's communication channels.

Messaging to Promote Awareness

Use this messaging in your program's communications as-is or adapt it to your needs. Make sure you add your program's contact information.

Gambling can become a problem before it becomes a disaster. High-risk gambling is any gambling that negatively impacts one's life and it often goes hand in hand with other behavioral or mood disorders. High-risk gambling often goes untreated because its signs and symptoms can be more hidden than other disorders.

Gambling takes many forms. Most people think of gambling as playing slot machines or going to a casino. But, there are many other ways to gamble — participating in online fantasy sports betting, putting money on a March Madness bracket or in an office pool, and buying scratch tickets or lottery tickets. Any kind of gambling can lead to gambling harm.

Anyone can experience gambling-related problems. Some populations have a higher risk, but gambling related problems can affect anyone and isn't exclusive to one group.

Gambling harm includes more than just financial consequences. Gambling can lead to debt, bad credit, bankruptcy, and homelessness. But, gambling harm can also include emotional and psychological harm, as well as tensions with friends, family, and co-workers.


Did you know Gambling Disorder is a recognized mental health condition and effective treatments are available? Most clients experience improvement in 8 to 12 sessions. Cognitive behavioral therapy, which seeks to change thoughts and behaviors associated with gambling, is one of the best supported treatment approaches.

Gambling is often a co-occurring disorder. Many people with gambling-related problem are experiencing other mental health or substance use disorders. They might not have ever considered their gambling because they've never been asked about it.

In addition to these messages, you can also include testimonials and personal stories from clients in recovery. Include photos and/or names with permission. Provide next steps or resources, including contact information for your organization


Platforms

Here are places to promote your problem gambling services.




Website

- Homepage banners
- Blog content



Email & Social Media

- e-Newsletters
- Regular posts



Printed Materials

- Brochures
- Pamphlets

Best Practices

Keep these tips in mind when creating your promotional materials!

- Frame problem gambling as a mental health condition that requires support and treatment
- Use person-first language and morally neutral terminology
- Do not place blame on the individual
- Avoid images that contain gambling

Suggested Words & Phrases

Instead of...	Use...
pathological gambling	high-risk gambling; gambling-related problems; gambling-related harm
gambling addict	person experiencing gambling-related harm; person with Gambling Disorder
relapsed	resumed
slip	recurrence
abuse	disorder
dropped out	discontinued treatment

Additional Resources

Massachusetts Health Promotion Clearinghouse: <https://massclearinghouse.ehs.state.ma.us/>
Free health promotion materials for Massachusetts residents and service provider.

M-TAC Resource Library: <https://m-tac.org>
Free trainings, courses, tools, articles, and videos with information about problem gambling treatment.



Massachusetts Problem Gambling Helpline
GamblingHelplineMA.org
800.327.5050



Massachusetts Technical Assistance Center for Problem Gambling Treatment
M-TAC.org
MTAC@hria.org



The MA Problem Gambling Helpline and M-TAC are funded by the Office of Problem Gambling Services, MA Department of Public Health
Mass.gov/opgs