

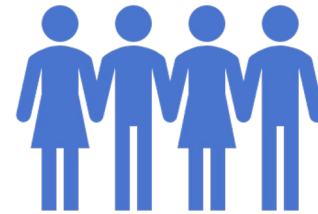
Promoting Problem Gambling Treatment Services



Key Messages about Problem Gambling



Gambling can be a problem before it becomes a disaster.



Anyone can experience problem gambling.



Any kind of gambling can become problem gambling.



Gambling harm includes more than financial consequences.

Platforms for Promotion

Website



- Include PG services on homepage banners
- Feature PG in blog content

Printed Materials & Outreach Activities



- Feature PG services
- Use consistent language

Direct Person-to-Person



- Talk about PG with clients and colleagues

Social Media



- Regular PG-related posts
- Like/share others' PG-related posts

Email Communication & e-Newsletters



- Feature PG services
- Use consistent language



Engaging the Community

- Partner with local community-based organizations
 - Faith-based organizations & churches
 - Community centers
 - Cultural groups
- Share information and materials available in the appropriate language(s)
- Outreach via multiple platforms

Be mindful of:

- Reading level
- Language
- Cultural barriers & context
- Access to technology
- Digital accessibility



Language & Imagery

DO

- Frame problem gambling as a mental health condition
- Use person-first language
- Use morally neutral terminology
- Reflect the many populations impacted by problem gambling – aim for diversity over time

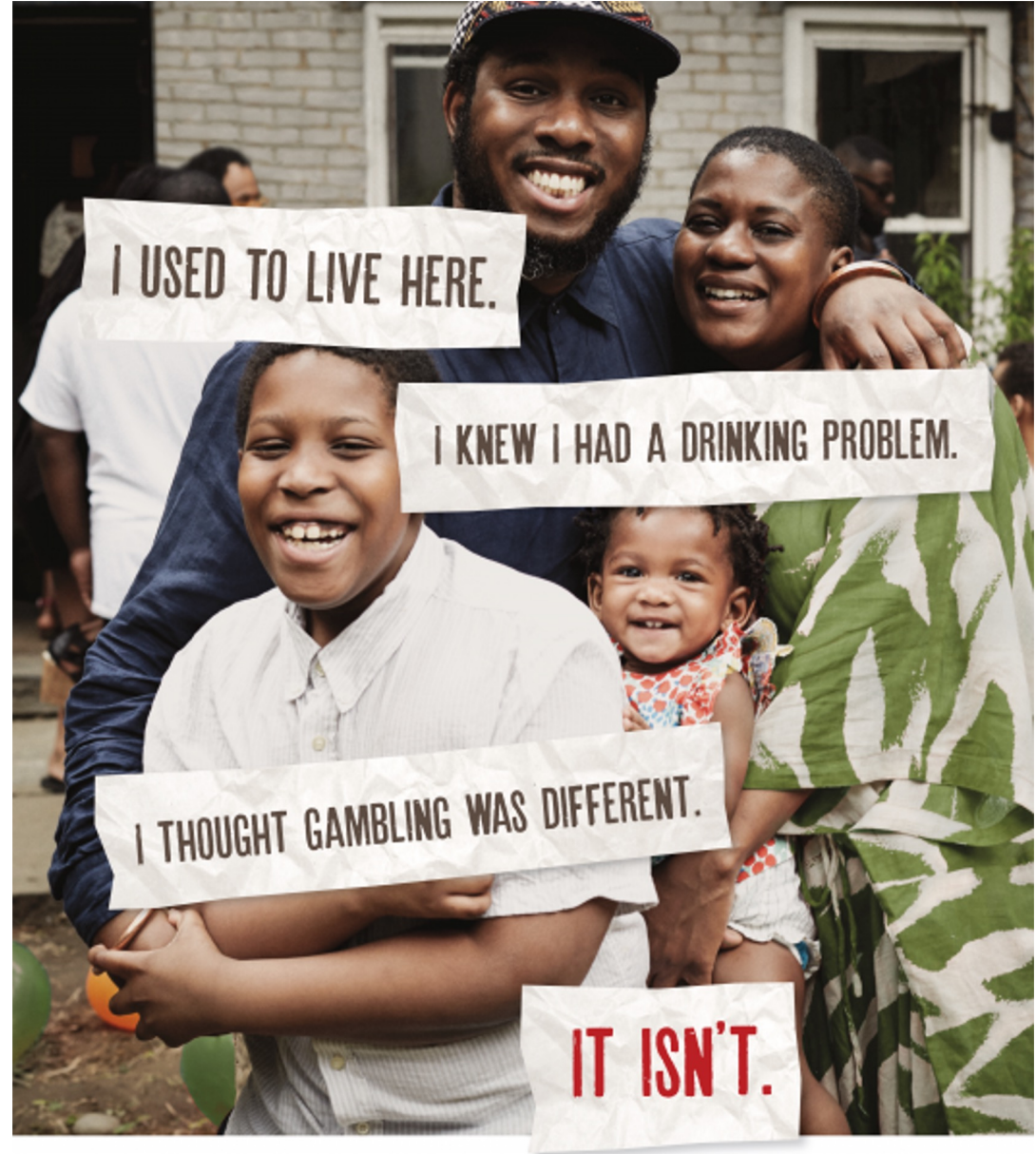
DO NOT

- Place blame on the individual
- Use pathological language
- Use counter transferential language
- Use images that contain gambling (e.g., poker chips, roulette wheel) or any potentially stigmatizing imagery

Massachusetts Health Promotion Clearinghouse

- Free health promotion materials for Massachusetts residents and health and social services providers
- All items can be downloaded instantly, with some also available as printed materials
- Versions in several languages

<https://massclearinghouse.ehs.state.ma.us/>



A message from the
Massachusetts Department
of Public Health

PG334

DRUGS. ALCOHOL. GAMBLING.

Different stories. Same problem.

Mass.gov/ProblemGambling

Key Takeaways

1

There are many ways to promote problem gambling treatment services – whether on your website and social media platforms, or through printed materials, outreach activities, and email communications.

2

It is essential to consider community factors such as cultural context, language, and reading level.

3

Carefully consider the language and imagery you include! Make sure to avoid stigmatizing language and images of gambling.

4

You do not have to create your promotional materials from scratch. The Clearinghouse has free materials available for many health topics, including problem gambling.