



## An Awareness Toolkit to Promote Responsible Gambling & Prevent Underage Gambling

### for Behavioral Health Providers & Preventionists *2022 Edition*



UNIVERSITY *of* MARYLAND  
SCHOOL OF MEDICINE

The Maryland Center *of* Excellence  
*on* Problem Gambling

To print: this guide was designed to be printed double sided, long edge.

#### ACKNOWLEDGMENTS

This Guide is a compilation of information provided by the Maryland Lottery and Gaming Control Agency, the National Council on Problem Gambling (NCPG), NCPG Affiliates, additional Organizations across the country, and the Center.

# Introduction and Overview

**‘Tis the season for festive celebrations, generosity, and family gatherings.** It is also a season where excesses are more acceptable, mental stress can be heightened, and financial strain stretched to the limit. For those who are struggling with, and affected by, problems caused by gambling behaviors, actions and stress around the holidays can be magnified.

Each year at this time, the Center promotes and supports messaging around several campaigns that bring awareness of responsible gambling behaviors, overall wellness and resources available for those that may be struggling with problem gambling.

## **Gift Responsibly – Don’t Gift Lottery Tickets to Children**

Each year, the National Council on Problem Gambling (NCPG) and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University asks lotteries and other organizations in the United States and around the world to support the responsible gambling campaign and help raise awareness regarding the risks of underage lottery play during the holiday season as well as throughout the year.

The Center embraces this campaign to encourage adults to not give a lottery ticket to ANY child under the age of 18, and to have the conversation with family members of all ages about the risks of gambling.



## Holiday Wellness

Messaging for mental wellness is appropriate all year long and is incorporated in the overall messaging of the Center for gambling prevention and recovery. During the holidays, messaging on how to cope with seasonal stress is especially important. Also is highlighting how to “keep gambling safe” if gambling is part of adult holiday activities.

**Give Yourself the Gift of Holiday Wellness**

This holiday, take the stress out of the season. Here are a few holiday coping skills to keep your holiday festive:

- TAKE A BREAK – when you wake, and during the day stop and take a few deep breaths, be in the moment.
- STAY IN MOTION – exercise, whether indoors or out, provides the energy boosts you need.
- GET PLENTY OF REST – dreams of sugar plums are optional.
- LIMIT CONSUMPTION OF HOLIDAY FOOD AND ALCOHOL – overindulgence can cause sluggishness and depression.

If you visit a casino or buy lottery tickets as gifts, PLAY IT SAFE

- View gambling as entertainment and not to make money.
- Set a money and time limit and stick with it.
- Don't try to win back losses by gambling more.
- Balance gambling with other recreational activities.
- Don't mix alcohol or drugs and gambling.

**Have a Conversation with someone who has been there...**

If gambling is causing problems in your life, talk to a Peer Recovery Support Specialist who can help you limit, control or stop or gambling, and provide additional support through the recovery process.

**Maryland Helpline**  
**1-800-GAMBLER**  
(1-800-426-2537)  
[helpmygamblingproblem.org](http://helpmygamblingproblem.org)



## Gambling Peer Support – On the Road to Recovery

The Center offers Peer Recovery Support to help individuals seeking to limit, control or stop their gambling. Support is offered 24/7 to help those during the holiday season to start and stay on the road to gambling recovery through the **Maryland Helpline 1-800-GAMBLER** or by calling the Center directly at (667) 214-2120.



This holiday season, don't struggle with gambling problems alone – start and stay on the road to recovery with a **Peer Recovery Support Specialist**

Peers can help you limit, control, or stop gambling	Holiday Triggers: ■ Financial Issues ■ Loneliness ■ Family Conflicts ■ Loss of Loved One ■ Celebrations
Peers have lived experience and know what you're going through	
If you or any one you know is struggling with a gambling problem, help is a phone call away with someone who "has been there"	

call or text the Maryland Problem Gambling Helpline and ask for Peer Recovery Support **1-800-GAMBLER** (1-800-426-2537) or visit [HelpMyGamblingProblem.org](http://HelpMyGamblingProblem.org)

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## For More Information and Assistance, Contact:

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## 2022 Gift Responsibly Blog

For Web Banner or News Article

### ‘Tis The Season for Gifting Responsibly

At this gift-giving time of year, lottery scratch off tickets are a popular and easy gift to slip into a stocking or a present. Holiday lottery tickets are designed to be festive, boasting bright colors and clever themes, and creating conversation and competition among family members who receive them.

Many view gifting lottery tickets as harmless fun for any age that adds a touch of excitement in the anticipation of possibly winning money. However, research shows that children who gamble – **including the use of lottery scratch off tickets** – are four times more likely to become problem gamblers (Felsher, et al., 2010).

There are reasons why the minimum age is 18 to buy a lottery ticket in the State of Maryland:

- ribbon icon Similar to reasons why youth should not use alcohol and drugs at a young age, the risk of problem gambling later in life increases for youth who gamble at a young age.
- ribbon icon Gambling disorders run in families. Children of disordered gamblers are more likely than the general population to have gambling problems themselves later in life.
- ribbon icon Addictions often start as an unhealthy coping strategy for stress or untreated mental health conditions.
- ribbon icon Gambling addictions often co-occur with other addictions such as alcohol, substance misuse, and/or gaming addiction.
- ribbon icon Regardless of the type of addiction, brain scans show the same pleasure centers in the brain light up due to the addiction of a behavior or substance. The brain is what causes youth and adults with addiction to continue the unhealthy behavior.
- ribbon icon Just like cigarettes and alcohol are referred to as gateway drugs, lottery tickets can be a gateway to problem gambling.
- ribbon icon According to the Youth Risk Behavior Survey, 22% of Maryland high school students reported gambling in the last year.
- ribbon icon 6% of Maryland adults are problem gamblers and the percentage of youth problem gamblers is likely higher than 6%.
- ribbon icon Populations at greater risk for problem gambling include males, Hispanics, African Americans, Asians, and those who have been diagnosed with a mental health or substance misuse disorder.

**Maryland Center of Excellence on Problem Gambling**

250 W. Pratt Street, Suite 1050, Baltimore MD 21201 ~ 667-214-2120 ~ Fax: 410-799-4396

HELPLINE: 1-800-GAMBLER ~ [www.mdproblemgambling.com](http://www.mdproblemgambling.com) ~ [helpmygamblingproblem.org](http://helpmygamblingproblem.org)

## Have the Conversation about Gambling - Tips for Parents:

- 🎀 Talk to your children about the risks of gambling, similar to conversations about alcohol and drugs.
- 🎀 Teach your child about budgeting money and odds of winning when people gamble.
- 🎀 Be a good role model.
- 🎀 Encourage wellness for your children including healthy eating, sleeping and exercise.

This season give a child a gift, not a ticket. Avoid gifting lottery tickets to any child under 18. And have the conversation with your family about the risks of gambling.

**If you, or any one you know, is struggling with problems due to gambling behavior, call 1-800-GAMBLER (1-800-426-2537) for assistance to resources on the road to recovery.**

Sources:

Felsher, Jennifer. Lottery Participation by Youth with Gambling Problems: Are Lottery Tickets a Gateway to Other Gambling Venues? *International Gambling Studies*, November 2004, 4 (2): 109-125. DOI: 10.1080/14459790412331296956

Maryland Department of Health, Youth Risk Behavior Survey/Youth Tobacco Survey (YRBS/YTS) 2018-2019. <https://phpa.health.maryland.gov/ccdpc/Reports/Pages/YRBS2018.aspx>

National Council on Problem Gambling. Responsible Gambling Lottery Campaign. <https://www.ncpgambling.org/>

Tracy, J K, Nicholas Schluterman, Ph.D.. Statewide Gambling Prevalence in Maryland: 2020. University of Maryland, Baltimore funded by the Maryland Department of Health, Behavioral Health Administration. <https://www.mdproblemgambling.com/wp-content/uploads/2022/07/Gambling-Prevalence-study-2020-FINAL.pdf>

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## Promote Awareness

This **HOLIDAY SEASON** join the Center to promote **AWARENESS** within your organization and your community about responsible lottery gifting, the risks of gambling and the resources available for help and hope.

### Posters and Awareness Materials

- Put up Holiday awareness flyers on your bulletin boards. We have included in this Guide four 8½ x 11 flyers you can print.
- Distribute flyers and posters electronically to your contacts.
- Promote holiday awareness on your website.
- The Center can provide additional awareness materials for your organization, including flyers, rack cards, and wallet sized cards. Complete the [Public Awareness Materials Form](#) attached in this guide then scan and email to [Info@mdproblemgambling.com](mailto:Info@mdproblemgambling.com)

**Direct Link** to online order form: <https://www.mdproblemgambling.com/wp-content/uploads/2022/06/Public-Awareness-Materials-Order-Form.revised-June-2022.pdf>

### Website URLs

- Promote holiday awareness on your agency website for gambling prevention and problem gambling resources for help and hope.
- Promote the Center's Problem Gambling help seeker website – [HelpMyGamblingProblem.org](http://HelpMyGamblingProblem.org)
- Visit the Center's website [MDProblemGambling.com](http://MDProblemGambling.com) for additional resources.
- Download a copy of the 2022 Gift Responsibly Campaign Tool Kit from the National Center on Problem Gambling – [CLICK HERE](#)

### Email Signatures:



## Promote Awareness *continued*

### **Gift Responsibly Campaign Guidelines**

The Gift Responsibly Campaign raises awareness about the risks of youth gambling and educates communities on the dangers of buying lottery tickets for children. Public education campaigns, like the Gift Responsibly Campaign, play an important role in changing social norms and providing basic facts and education. The following guidelines highlight the educational components of the Campaign and explains how to avoid triggering, stigmatizing, and demeaning language or imagery.

#### **Campaign Guidelines:**

- 🎀 Use #GiftResponsibly when posting about the Campaign on social media.
- 🎀 The Gift Responsibly Campaign is not a pro or anti-gambling initiative, rather it is designed to support responsible gambling practices.
- 🎀 Campaign features non-judgmental, non-stigmatizing, and non-demeaning language.
- 🎀 Campaign graphics may not feature any type of gambling related imagery.
- 🎀 Lottery participants are encouraged to avoid placing explicit sales messages in Campaign materials.
- 🎀 Children should not be used as part of the Campaign graphics or imagery.
- 🎀 The Gift Responsibly Campaign can be used both during the holiday season and year-round to promote responsible gifting for all occasions.
- 🎀 Recognize that many different faiths and communities have events during the winter holiday season.
- 🎀 Organizations are free to use the provided materials or create their own. When using NCPG provided materials and assets, it is requested that for consistency you follow the style guidelines found in the toolkit. [Click here for direct access to that document.](#)

## Social Media Posts

Utilize your organizations' social media and post messages each day/each week during this holiday season and beyond. Link to Suggested topics and messages for posting are listed below.

### December:

- 🎀 Lottery tickets aren't child's play. Give a gift not a lottery ticket.
- 🎀 Start the conversation with your family today about the risks of gambling.
- 🎀 If you think gambling is a financial solution, it may be a problem.
- 🎀 Lottery scratch off tickets present a possible gateway to other gambling activities.
- 🎀 Someone you love gambling too much? Call **1-800-GAMBLER** and ask for Family Peer Support.
- 🎀 This holiday, give yourself the gift of holiday wellness.
- 🎀 Many young people report their first gambling experience occurs around 9-11 years of age.
- 🎀 Keep gambling safe – only gamble what you can afford to lose.
- 🎀 Have the Conversation with someone who has been there – **1-800-GAMBLER**
- 🎀 Help and hope is available at [helpmygamblingproblem.org](http://helpmygamblingproblem.org)
- 🎀 It's never too late to start on the road to recovery. Call **1-800-GAMBLER** today.
- 🎀 Gambling should be entertainment – not a financial solution.
- 🎀 In Maryland, the minimum age to buy a lottery ticket is 18 and 21 to enter a casino.

### January:

- 🎀 Problem gambling can become an addiction.
- 🎀 Begin the new year with a new start – take a self-assessment test to see if your gambling is becoming a problem.
- 🎀 Maryland residents can now get “no cost” counseling for gambling.
- 🎀 Have a conversation with your whole family about gambling.
- 🎀 Early gambling experiences are a risk factor for later problem gambling.
- 🎀 Keep your gambling problem free.
- 🎀 Teen rates for problem gambling are higher than for adults
- 🎀 Know the signs of problem gambling – visit [helpmygamblingproblem.org](http://helpmygamblingproblem.org).
- 🎀 About 80% of high-school aged adolescents report having gambled for money during the past year.
- 🎀 You're not alone – reach out to have a conversation with a Peer Support Specialist.
- 🎀 Problems due to gambling? Don't go it alone.
- 🎀 Visit [helpmygamblingproblem.org](http://helpmygamblingproblem.org) and take a self-assessment test.
- 🎀 Call, text, or chat **1-800-GAMBLER** for free confidential, compassionate help with gambling problems.

## Promote Awareness *continued*

### Graphic Social Media Posts



## Peer Recovery Support Specialists

The Maryland Center of Excellence on Problem Gambling (the Center) offers Peer Recovery Support Specialists to help individuals seeking to limit, control or stop their gambling. The Center's Peers have lived experience with addiction and have been in recovery a minimum of two years. They are trained in how to assist those seeking help with gambling behaviors by providing access to treatment, connecting them to resources, and supporting them with encouragement during the recovery process.

The Center's Peer Recovery Support Program is available to you or your family to have a conversation about responsible gifting, responsible gambling, or problem gambling.

- **Not sure where or how to start? *Our peers are happy to talk to you and your family.***
- **Are you looking for resources or specific help? *Our peers can get you the information you need.***

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### Eastern Shore

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# Gift Responsibly



## Lottery Tickets Aren't Child's play

- 🎀 This holiday gift responsibly
- 🎀 Give a child a gift, not a ticket
- 🎀 Have the conversation with your family about the risks of gambling

If you or a family member is gambling problematically, call or text the Maryland Problem Gambling Helpline

**1-800-GAMBLER** (1-800-426-2537)

or visit **HelpMyGamblingProblem.org**



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# Gift Responsibly

Lottery Tickets  
Aren't Child's play



This holiday, gift responsibly  
Give a child a gift, not a  
Lottery ticket

Children who gamble by age  
12 are 4 times more likely to  
become problem gamblers

Have the conversation with your whole  
family about the risks of gambling

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call or text the Maryland Problem Gambling Helpline

**1-800-GAMBLER** (1-800-426-2537)  
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This holiday season, don't struggle with gambling problems alone – start and stay on the road to recovery with a

## Peer Recovery Support Specialist

Peers can help you limit, control, or stop gambling

Peers have lived experience and know what you're going through

### Holiday Triggers:

- 🎀 Financial Issues
- 🎀 Loneliness
- 🎀 Family Conflicts
- 🎀 Loss of Loved One
- 🎀 Celebrations

If you or any one you know is struggling with a gambling problem, help is a phone call away with someone who  
“has been there”

call or text the Maryland Problem Gambling Helpline and ask for  
Peer Recovery Support **1-800-GAMBLER** (1-800-426-2537)  
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# Give Yourself the Gift of Holiday Wellness

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Here are a few holiday coping skills to keep your holiday festive:

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- **STAY IN MOTION** – exercise, whether indoors or out, provides the energy boosts you need.
- **GET PLENTY OF REST** – dreams of sugar plums are **optional**.
- **LIMIT CONSUMPTION OF HOLIDAY FOOD AND ALCOHOL** – overindulgence can cause sluggishness and depression.

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Maryland Helpline

**1-800-GAMBLER**

(1-800-426-2537)

[helpmygamblingproblem.org](http://helpmygamblingproblem.org)





**The Maryland Center of Excellence on Problem Gambling** offers a wide variety of materials at no cost for your organization and community to promote: awareness of gambling risks; responsible gambling practices; signs of problem gambling/gambling addiction; and resources for treatment and recovery.

Please download and complete the following order form and submit the completed form by fax (410-799-4396) or by email ([Info@mdproblemgambling.com](mailto:Info@mdproblemgambling.com)). Materials will be mailed within 5-7 business days.

**HAVE THE CONVERSATION**  
about the risks of gambling and how to keep gambling safe with  
... your family  
... your friends  
... your community  
... your clients

Maryland Problem Gambling Helpline – 1-800-GAMBLER

Problem gambling is not just an individual problem, but can disrupt entire families. Help is available and recovery is possible. For families who are dealing with a gambling addiction.

Warning signs there may be a problem:  
• Preoccupation with gambling  
• Unexplained debt or other financial problems  
• Unexplained mood changes  
• Unusual and secretive behavior with family and friends  
• Secrecy about bills, bank statements and other financial data  
• Hiding gambling items such as phones, jewelry, other valuables  
• Borrowing of money from family friends or employer.

If any of these statements sound like someone you know, we can help!

Call 1-800-GAMBLER  
IT'S FREE AND CONFIDENTIAL 24/7.

For additional questions on the Center's Awareness initiatives, please contact: **Mike Kafes, Communications Manager** at (667) 214-2120 or [info@mdproblemgambling.com](mailto:info@mdproblemgambling.com) or visit [www.mdproblemgambling.com](http://www.mdproblemgambling.com).

## Public Awareness Materials – Order Form

### Recipient Mailing Address:

ATTN: (Name)				
Email:				
Phone Number:				
Agency Name:				
Address 1:				
Address 2:				
City:	State:		Zip:	
Please add me to the Center's e-list for future communications (check the box to the right) <input type="checkbox"/>				

### Materials Requested: \*Limited Quantities

Quantity	Item:	Quantity	Item:
	Rack Card – Gambling and The Family		Small Card - Have the Conversation
	Rack Card – Signs		Small Card - Recovery Card
	Rack Card – If you think Gambling is a Solution		Small Turtle Low Risk-High Risk Cards Recovery Cards
	Rack Card – Peer Support, Individuals side one/Families side two		*11"x17" Poster – Only gamble what you can afford to lose (Young Adults)
	Tri-Fold Brochure – Gambling Peer Recovery Support Specialist		*11"x17" Poster – Set a limit, Stay within it (Older Adults)
			*11"x17" Helpline – Gambling problem? We have a solution
<b>*Documentary DVDs: Maximum Five (5) Per Request</b>			
	Understanding Joy: The Devastation of Gambling Addiction (30 minutes)		Opiate Use and Gambling (15 minutes)
	Glenn's Gamble: A Marine's Battle for Gambling Addiction Recovery (25 minutes)		Voices of Gambling Recovery (5 minutes)
<b>Flyers 8.5"x11"</b>			
	Flyers are available on a variety of topics, including monthly awareness campaigns. Please contact us at <a href="mailto:Info@mdproblemgambling.com">Info@mdproblemgambling.com</a> or (667) 214-2120 for more information.		

