

Problem Gambling and Gaming Prevention Strategy Matrix

Alternatives

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
Gambling Awareness Youth Media Project-Learning Cohort	Youth/Adult Leadership Activities	Provide learning experiences on the value of prevention; raise awareness of the warning signs of problem gambling; and assist youth and their adult advisors to develop, produce and distribute gambling awareness messages.	Early onset of Use Increase Knowledge and Awareness	Youth	Connecticut – Gambling Awareness Youth Media Project
Middle School Problem Gambling & Gaming Awareness Art Search	Youth Leadership Programs	Statewide art contest for middle school students to raise awareness about problem gambling and problem video gaming. Students receive an award from the state.	Increase Knowledge and Awareness	Youth	Oregon – Middle School Problem Gambling & Gaming Awareness Art Search
Peer to Peer Program	Youth Leadership Programs	Youth prevention program where high school students create a media campaign, from radio spots to videos, posters and slogans, social media and a logo, that is then promoted locally.	Increase Knowledge and Awareness	Youth	Mentioned here on p. 51 (46 in print): Washington State – Problem Gambling Study Report to the Legislature

Community Based Processes

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
Community Health Workers	Other	Multi-pronged initiative that trains community health workers (CHWs) to engage and educate local neighborhoods on gambling-related harms, resources, and community services available to them. CHWs are “frontline agents of change.” They often reside in the communities where they work, so they can reach community residents in the places they work, play, worship, and live (site). CHWs directly address inequities in health and access to prevention and care by building	Increase Knowledge and Awareness	Marginalized communities	Massachusetts – Community Health Worker Pilot Project

		bridges among marginalized communities and systems of care.			
Congregation Assistance Program	Technical Assistance Provided to Community Groups	Trains individuals in faith-based organizations in behavioral and mental health issues and the local community resources available to people seeking help with these concerns. Participants learn the signs, symptoms, and impact of addictions, including alcohol, tobacco, other drugs and gambling, and explore ways to assist and refer a person in distress, including those with suicidal thoughts. Includes QPR component.	Poor Mental Health Increase Knowledge and Awareness	Religious congregants	Connecticut – Congregation Assistance and Community Awareness Program
In Search of Balance	Other	In Search of Balance(TM) Educational Kit This kit includes a 23-minute video and five 25-page workbooks. The video touches on such topics as, How the Senior Gambler Feels, "Soft Signs" of a Gambling Problem, and The Road to Recovery. The kit is directed at all levels of helping professions and can be used in an array of educational and public awareness settings. Website: www.nati.org	Increase Knowledge and Awareness	Helping professionals working with seniors	Indiana – Problem Gambling Awareness Program
InSIGHT	Other	Developed by Harvard University and Cambridge Health Alliance. InSIGHT is an evidence-based multimedia training system for gambling industry employees. Intention is to help the workforce become sensitive and skilled about responsible gambling and other important and related topics, including addiction, gambling disorder, and public health. Program for training gambling vendors about problem gambling and responsible gambling. Work with gambling operators directly in the past (such as DraftKings). Teaches about addiction as well as gambling regulations. The operator uses the powerpoint within their existing training, and the operator provides InSIGHT with the messaging/recording specific to their operation for the slides. The operator also gives the participants who took the training a quiz developed by InSIGHT. The operator provides certificates to participants. Customize the slides/content – price would vary depending upon the amount of change to the curriculum that is needed.	Increase Knowledge and Awareness	Adults working in gambling operation or selling gambling items to the general public	Massachusetts – Independent Science-based Information on Gambling & Health Training (InSIGHT)

Legislative Roundtables	Legislative Roundtables	Inform and/or collaborate with city council, school board, city, county, and/or state officials about the development, progression, or sustainability of environmental prevention efforts.	Low Perception of Risk	Community leaders/officials	(no examples available)
Problem Gambling Integration Toolkit – Teacher Support	Technical Assistance Provided to Community Groups	Supporting teachers to implement the Problem Gambling & Behavioral Addictions Integration Toolkit to increase students' awareness and education of behavioral disorders.	Early Onset of Use	Middle School Health Teachers	Oregon – Youth and Gambling Prevention Services
Responsible Gaming Retailer Training	Technical Assistance Provided to Community Groups	Training staff at gaming/gambling establishments on proper enforcement, recognizing signs of problem gambling, and resources available for problem gambling support	Increase Knowledge and Awareness	Adults working in gambling operation or selling gambling items to the general public	Iowa Lottery Vendor RG toolkit Iowa Casino RG toolkit Iowa Charitable Gaming toolkit
Sure Bet	Technical Assistance Provided to Community Groups	A four-part workshop to provide in-depth knowledge about problem gambling and treatment interventions. In this training, topics of problem and gambling disorder, gambling counseling theory and practice, regulations and ethical issues, and financial aspects of remuneration will be addressed.	Increase Knowledge and Awareness	Mental health professionals	North Carolina – Problem Gambling - Sure Bet Training
Workplace Problem Gambling Toolkit	Technical Assistance Provided to Community Groups	Assist workplaces in preventing the symptoms of problem gambling in the workplace. Toolkits may include tips for recognizing a problem gambler, a sample gambling prevention policy, a fraud protection checklist, break room posters, IT policy examples, and additional resources.	Increase Knowledge and Awareness	Employers	Oregon – Problem Gambling in the Workplace Toolkit Iowa Gambling in the Workplace Toolkit

Education

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
College Gambling Awareness Toolkit	Other	Educating students about college gambling and the warning signs of a problem and giving them the tools to learn about responsible gaming will help them develop	Various	College Students	College Gambling Awareness Toolkit

		healthy behaviors that they can carry with them further into adulthood. The ICRG created a toolkit with resources includes free, downloadable collateral materials. The College Gambling Awareness Campaign Toolkit. Includes, video, infographic, fact sheets, sample articles, psa's, social media posts.			
Facing the Odds	Other	Facing the Odds: The Mathematics of Gambling and Other Risks is a middle-school curriculum on probability, statistics and mathematics. The curriculum was developed by the Division on Addictions at Cambridge Health Alliance, a teaching affiliate of Harvard Medical School, and the Massachusetts Council on Compulsive Gambling with support from the National Institute on Drug Abuse. It was designed to enhance critical thinking, number sense and knowledge of mathematics of gambling to help young people develop rational views about gambling and make informed decisions when confronted with gambling opportunities.	Early Onset of Use	Middle School	Massachusetts – Facing the Odds: The Mathematics of Gambling and Other Risks
Kids Don't Gamble...Wanna Bet?	Other	Kids Don't Gamble...Wanna Bet? for grades 3-8, is an interdisciplinary program designed to discourage underage gambling through improved critical thinking and problem solving. WannaBet? is designed to be integrated into existing units in health, math, and life skills, or used in conjunction with an existing prevention program.	Early Onset of Use	Elementary and Middle School	Minnesota – Kids Don't Gamble... Wanna Bet? - A Curriculum for Grades 3-8
Leaps and Bounds	Other	Developed in support of the Alberta Learning Program of Studies, 2002. It is made up of eight lesson plans, which encourage children to make sound decisions regarding drug and alcohol use and gambling. The focus of this resource is to provide the students with accurate information and assist them in acquiring life skills, while emphasizing the importance of internalizing healthy lifestyle choices.	Early Onset of Use	Grades 3-9	Alberta – Elementary School Resources: Teachers & Schools, Addiction & Mental Health Alberta – Junior High School Resources: Teachers & Schools, Addiction & Mental Health

Problem Gambling Integration Toolkit - Curriculum Implementation	Other	Implementation of the Problem Gambling & Behavioral Addictions Integration Toolkit curriculum to increase students' awareness and education of behavioral disorders.	Early onset of Use	Middle School Students	Oregon – Youth and Gambling Prevention Services
Peer Mentor Programs	Mentor Programs	Structured prevention services that utilize peers (people of the same ability, age, rank, or standing) to provide guidance, support, and other risk reduction activities for youth or adults.		Communities that may be at a higher risk	Massachusetts – The Ambassador Project
Risky Business	Other	A six-session gambling prevention intervention for at-risk youth populations.	Early Onset of Use	13-17 years old, juvenile justice-involved youth	Ohio – Risky Business Prevention Intervention
Safe bet	Other	Safe Bet is an interactive journal program designed for individuals at risk for problem gambling behaviors. Interactive Journal Programs, developed by the Change Companies, apply practices that research demonstrates to be most effective in behavior change using a client-centered application. Interactive Journaling® is also included in SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP). Safe Bet challenges individuals' common conceptions about gambling, helps individuals recognize their motivations for their gambling and offers tips and strategies to replace or diminish harmful gambling behavior. The program motivates individuals to take on the responsibility of making healthy gambling choices in the future. Safe Bet includes a pre- and post- test that measures changes in knowledge and attitudes with respect to gambling behavior.	Various	Young adults, adults, older adults	Nevada – Safe Bet: Problem Gambling Prevention and Education
SMART Bet	Other	A curriculum designed to assist 18–25-year-olds in acquiring the knowledge and skills necessary to make healthy choices about whether, when and how much to gamble.	Early Onset of Use	18-24 years old	SMART Bet Training Program
Stacked Deck	Other	Stacked Deck is effective in preventing and reducing the risk of problem gambling among teens and young adults. The evidence-based curriculum was researched by Robert Williams, Ph.D, and Robert Wood, Ph.D, then published in	Early Onset of Use	Grades 9-12	Minnesota – Stacked Deck Program Facilitator's Guide

		2010 and updated in 2021. Offered in five to six sessions that run from 35 to 45 minutes each, the program is aimed at changing gambling-related attitudes, knowledge, beliefs and practices.			
What are My Chances?	Other	MS: Lesson plan to teach students about theoretical and experimental probability HS: Lesson plan to teach students about conditional and independent probability	Early Onset of Use	MS: Grades 6 & 7 High School	Florida – What Are My Chances? Middle School Toolkit Florida – What Are My Chances? High School Toolkit
YOU(th) Decide	Other	YOU(th) Decide aims to empower youth age 12-17 to make educated decisions about gambling and to increase awareness of underage gambling among parents and community leaders. We have a variety of topics we discuss with youth such as media literacy, what gambling is, and different types of gambling.	Increase Knowledge and Awareness	Youth & Family	New York – YOU(th) Decide Underage Gambling Prevention
Youth Making Choices	Other	Developed by CAMH (Canada) clinicians and researchers, the Youth Making Choices: Gambling Prevention Program comprises 10 lessons. The lessons are designed using the principles of differentiated instruction. The program's objectives are to enhance students' coping skills, to develop students' knowledge of randomness and probability, and to improve students' ability to recognize and avoid problematic behaviors associated with gambling.	Early Onset of Use	Middle School & High School	Ontario – Youth Making Choices: Gambling Prevention Program

Information Dissemination

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
Brochures	Brochures and Rack cards	Distribution of printed informational/educational materials	Increase Knowledge and Awareness	Can be general or targeted (e.g., parents,	New York – Talk With Your Children About Gambling Brochure (English)

				youth, vendors, etc.)	New York – Talk With Your Children About Gambling Brochure (Spanish)
Community presentation	Community Presentations /Townhalls	Information disseminated through presentations to community or townhall meetings.	Increase Knowledge and Awareness	Can be general or targeted (e.g. parents, youth, vendors, etc.)	Iowa – Gambling Prevention and Health Promotion Minnesota – Seniors, Gambling Away the Golden Years Educational Kit Cyber Gambling Awareness Program (CGAP): Contact Center for Humanistic Change, Inc., preventioncoordinator@thehc.org or by calling 610-443-1595
Have the Conversation – Tips	Info Dissemination	Distribution of tips sheets for Casino Staff, Families, or Tax Preparers	Increase Knowledge and Awareness	Casino Staff, Families, or Tax Preparers	Iowa – Gambling Prevention and Health Promotion
Gambling Awareness Youth Media Project- Information Dissemination	Media Campaign	Raise awareness of the warning signs of problem gambling; and assist youth and their adult advisors to develop, produce and distribute gambling awareness messages.	Early onset of Use Increase Knowledge and Awareness	Youth	Connecticut – Gambling Awareness Youth Media Project
Media Campaigns	Media Campaign	Monthly campaign posts that connect wellness messages to problem gambling	Increase Knowledge and Awareness	General Targeted (e.g., parents, youth, vendors, etc.)	Maryland – Problem Gambling Public Awareness Campaigns

					<p>Game to raise awareness: Ontario – GAME BRAiN Presents: House of Wisdoms!</p> <p>Planning to responsibly gamble: Ontario – Plan Before You Play Gambling Situations</p>
Peer to Peer Program	Media Campaign	Youth prevention program where high school students create a media campaign that is then promoted through area local media outlets via radio, online, and on billboards.	Early onset of Use Increase Knowledge and Awareness	Youth	Mentioned here on p. 51 (46 in print): Washington State – Problem Gambling Study Report to the Legislature
Photovoice Project	Media Campaign	Photovoice is a participatory approach of storytelling and documenting environmental community conditions using photography. Local youth use photography to explore a community issue that is important to them and then generate a “call to action” for community members.	Early onset of Use Increase Knowledge and Awareness	Youth	Massachusetts – Photovoice Project
Problem Gambling Awareness Month Messaging	Media Campaign	National campaign to increase public awareness of problem gambling and the availability of prevention, treatment & recovery services. To encourage healthcare providers to screen clients for problem gambling.	Increase Knowledge and Awareness	General Targeted (e.g., parents, youth, vendors, etc.)	New York – Problem Gambling Awareness Month Campaign
Public Service Announcements	Media Campaign	Distribution/airing of info dissemination materials like radio spots, PSAs, videos, etc.	Increase Knowledge and Awareness	Can be general or targeted (e.g., parents, youth, vendors, etc.)	Iowa – Gambling Prevention and Health Promotion New York – Stick to the Game Plan Campaign

Social Marketing	Social Marketing	Messaging effort aimed at changing or maintaining specific behaviors. Unlike general information dissemination, social marketing messaging have an “ask” component. “Talk. They Hear You.” is an example of a large scale social marketing campaign.	Various	Various	New York – How to Talk to your Child about Gambling Gamban – Block Access to Gambling Websites and Apps Worldwide
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Environmental

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
Compliance Checks	Compliance Checks	The use of underage buyers or pseudo decoys to test retailer’s compliance with laws regarding the sale of products to minors	Easy Access Early Onset of Use Lack of Enforcement	Gaming & Gambling Establishments (e.g. Casinos, Rosie’s, Bingo Halls, Lottery Retailers including gas stations and supermarkets)	(no examples available)
Merchant Education	Merchant Education	Efforts to providing education and guidance to retailers on underage use/sale and advertising modifications to assist in the prevention and/or reduction of access to gambling establishments products to minors.	Easy Access Early Onset of Use	Gaming & Gambling Establishments (e.g. Casinos, Rosie’s, Bingo Halls, Lottery Retailers including gas stations and supermarkets)	(no examples available)

Public Policy	Public Policy	Collaborative efforts with state regulatory agencies to create, expand, and/or enforce legislation and regulations for local and state jurisdictions.	Various	State and local regulatory agencies, policy makers	(no examples available)
School Policy Review	School Policy Review	Efforts that contribute to the enactment of prevention policies by the school or college administration to eliminate settings or circumstances for substance use and/or availability on or about the premises.	Early Onset of Use	School boards, PTAs, School and College or University staff and Administration	Victoria AU School Gambling Policy example United Educators Student Gambling Policies

Problem ID & Referral

Name	Strategy	Description	Risk/Protective Factor(s) Targeted	Target Audience	Examples or Links
Problem ID & Referral	Problem ID & Referral	This strategy aims at identification of those individuals who have indulged in illegal/age inappropriate behaviors to assess if their behavior can be reversed through education. This strategy does not include any activity designed to determine if a person is in need of treatment.	Early Onset of Use	Youth and young adults under the age of 21. Generally implemented in school settings.	(no examples available)