



Investing in Prevention: NCPG's Agility Grants

July 17, 2025

About NCPG

Vision: To advance well-being by minimizing harm from gambling problems.

Mission: To lead awareness and advocacy efforts to reduce gambling harm.

Purpose: To serve as the national advocate to mitigate gambling-related harm.



NCPG's Major Programs & Services

- National Conference on Gambling Addiction and Responsible Gambling
- National Problem Gambling Helpline (1-800-GAMBLER) call, text, chat
- **Agility Grants for problem gambling prevention programs**
- Problem Gambling Awareness Month (March)
- Gift Responsibly Campaign (December & year-round)
- Education & trainings, webinars
- Leadership Circle of major donors & thought leaders
- Membership for organizations & individuals
- Lottery Responsible Gambling Verification
- Internet Compliance Assessment Program
- Guidelines and standards on gambling-related policies

About Agility Grants

- NCPG's Agility Grants initiative offers funding to nonprofits, empowering them to implement and expand problem gambling prevention programs in their communities.
- Agility Grants are made possible with funding from the NFL via the NFL Foundation.
- The Agility Grants program is the first-ever program to offer national grants in problem gambling prevention.
- More than \$1 million in funding support has been granted from 2022 to 2024 to establish and enhance problem gambling prevention strategies.
- Another \$1.5 million will be granted from 2025-2027.



NCPGambling.org/agility

Agility Grants

Mission:

- Proliferate prevention gambling programming across the country.
- Invest in historically underinvested regions and communities.
- Amplify programs supporting communities of color and communities disproportionately affected by problem gambling.

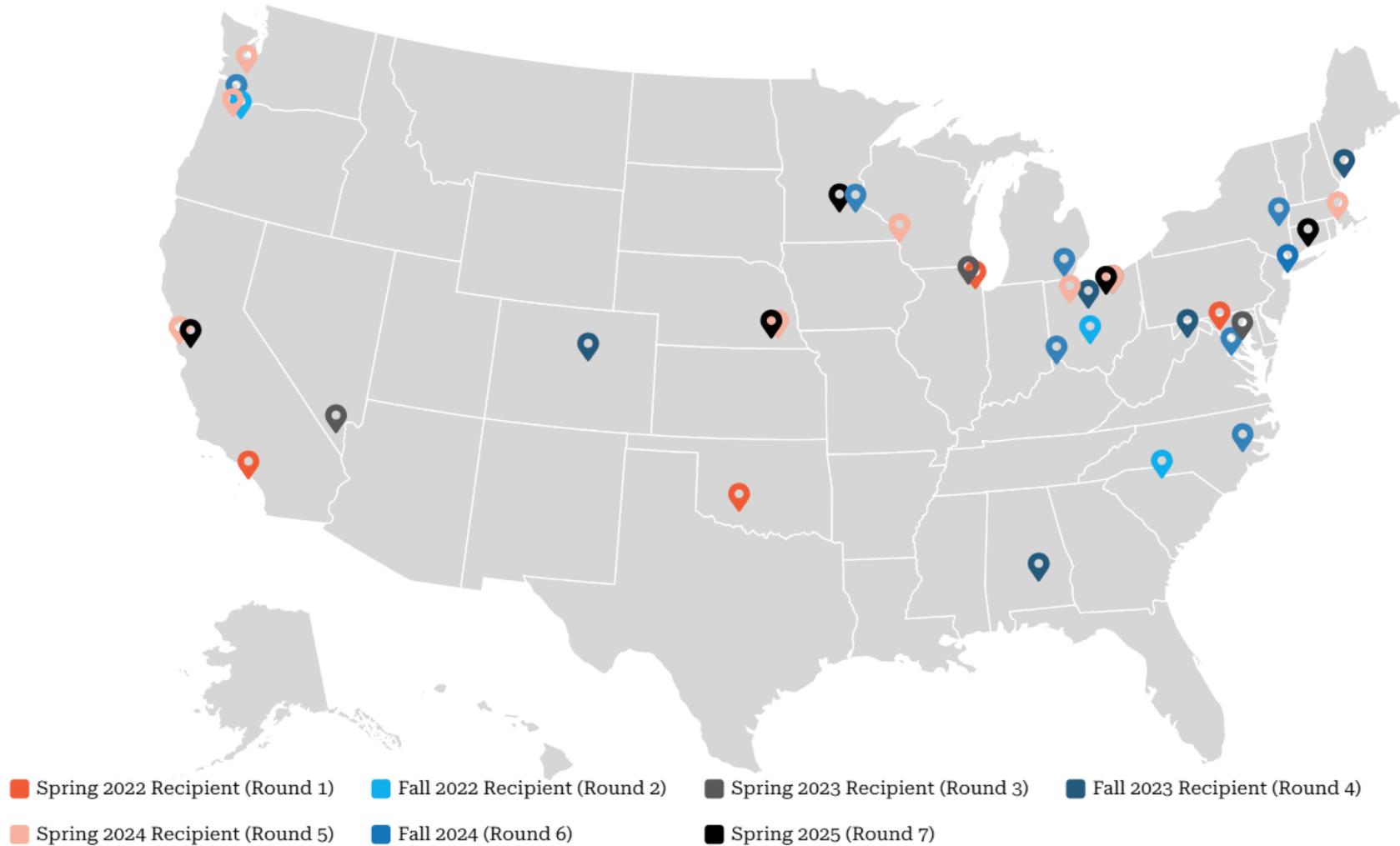
Strategic Priorities:

- Prevention Innovation - aims to foster and accelerate the development, deployment, and evaluation of problem gambling prevention programs and curricula to communities disproportionately affected by problem gambling.
- Prevention Amplification - aims to promote new thought leaders and platforms to educate communities about problem gambling.

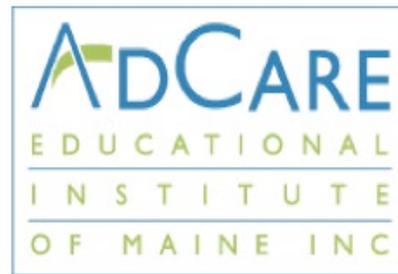
Core Principles:

- Innovation, collaboration, and amplification of diverse voices

Grantees Across the Nation



Grantees - Years 1 & 2



Grantees – Year 3



Grantees – Year 4



University of Nebraska

College Problem Gambling Prevention Program

Jon Gayer, Ph.D.

**Assistant Director of Alcohol and Other Drug
Education**

Agility Grant Review

Year One Preview of the Agility Grant:
Lessons learned.



IN OUR GRIT, OUR GLORY™

Where we are located

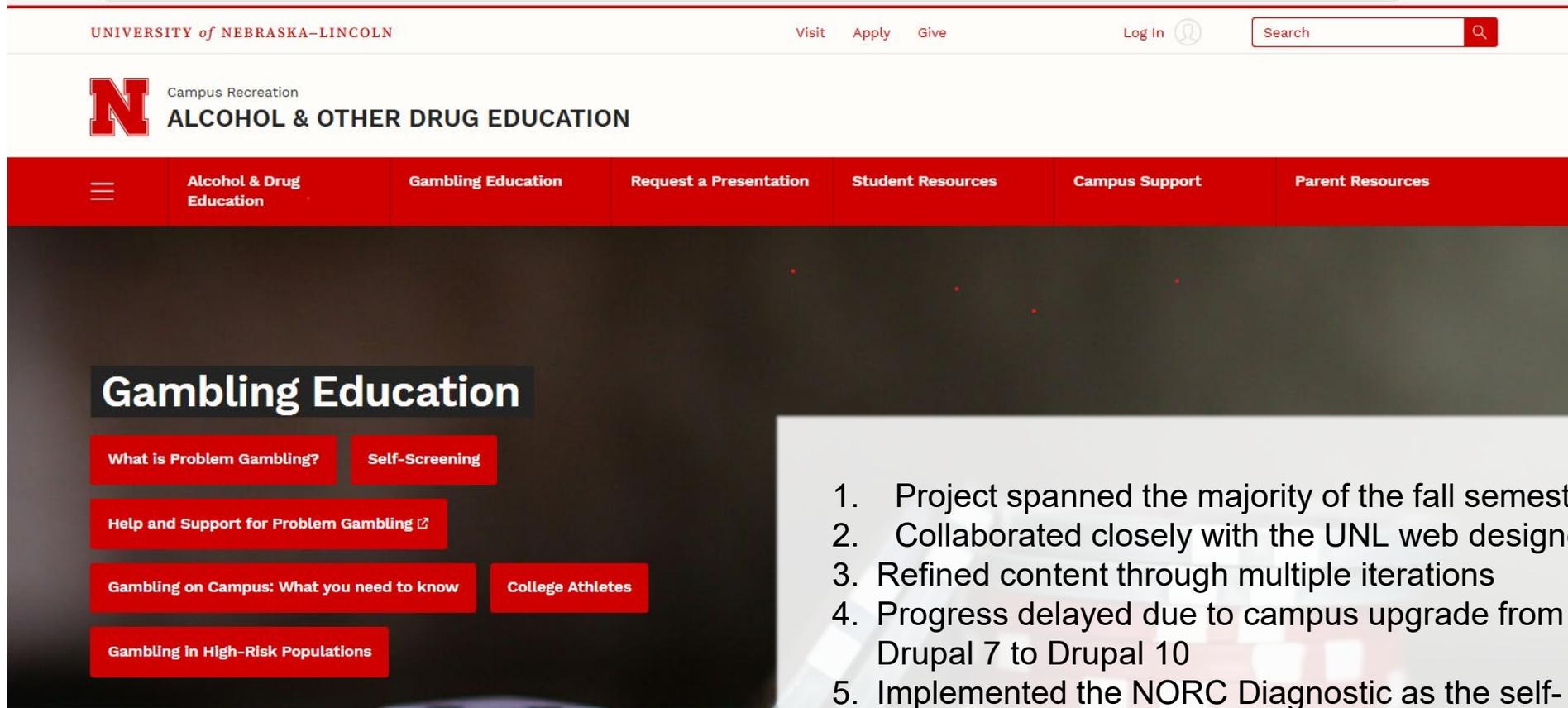
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Develop a resource website
Year around Calendar for Education
Develop Education for students



Website Development



The screenshot displays the University of Nebraska-Lincoln website. At the top, the navigation bar includes links for 'Visit', 'Apply', 'Give', 'Log In', and a search box. Below this, the 'Campus Recreation' logo and the main heading 'ALCOHOL & OTHER DRUG EDUCATION' are visible. A red navigation menu contains links for 'Alcohol & Drug Education', 'Gambling Education', 'Request a Presentation', 'Student Resources', 'Campus Support', and 'Parent Resources'. The main content area features a large 'Gambling Education' title and several red buttons for navigation: 'What is Problem Gambling?', 'Self-Screening', 'Help and Support for Problem Gambling', 'Gambling on Campus: What you need to know', 'College Athletes', and 'Gambling in High-Risk Populations'.

1. Project spanned the majority of the fall semester
2. Collaborated closely with the UNL web designer
3. Refined content through multiple iterations
4. Progress delayed due to campus upgrade from Drupal 7 to Drupal 10
5. Implemented the NORC Diagnostic as the self-screening tool
6. Engagement metrics (to be added)

Education to Students- Five points of contacts

Presentations

- Student-Athletes
- Fraternities
- RHA Senate

Outreach

- Employee Wellness Fair
- College Gambling Webinar
- Research Pilot Study
- Jackie Gaugh MCC

Digital Engagement

- Tabling events
- Trivia and gameday activities
- Student Life campus digital boards

Prevention Messaging

- Posters across campus
- Dining hall napkin holders
- Campus-wide text messaging
- All-student email articles
- Intramural sporting event outreach

Educational Tools

- 5 Microlearning modules
 - (See Handout)
- Brief Motivational Educational Booklet
(self-administered, professionally developed)





FREE ONLINE CAMPUS GAMBLING WEBINAR

This one-day program includes four distinct 50-minute sessions that delve into key issues surrounding student gambling, providing education, resources, and strategies for prevention and support.

Wednesday June 11, 2025
10:00AM - 3:00PM CST

Discussions & Insights

- Session 1 - 10:00 AM David Geler JD-Director Nebraska Commission on Problem Gambling **What we do and Why we do it**
- Session 2 - 11:00 AM Teresa Fiore- Senior Vice President EPIC Global Solutions **Overview of "Know your Play", a campaign about responsible gaming, financial literacy, mental health, and well-being**
- Session 3 - 1:00 PM Matt Pierson-Associate Director Nebraska Council on Economic Education **Beyond the Bet: Economics of Gambling**
- Session 4 - 2:00 PM- Dr. Brian Petrotta-Faculty, UNI College of Journalism and Mass Communication **Sports Betting in the Classroom**

GUEST SPEAKERS

- David Geler JD**
Nebraska Gambling Assistance Program
- Matt Pierson**
Asst. Dir. Nebraska Council Economic Education
- Teresa Fiore**
Senior VP- EPIC Global Solutions
- Brian Petrotta Ph.D**
Faculty Co-AMC

REGISTER NOW

Logos for NEB GAMING EDUCATION, NCPG, and NeCPG.

Envision Partnerships

Let's Talk About Problem Gambling

Kristina Latta-Landefeld, PhD Candidate
Chief Operating Officer

NCPG AGILITY GRANT: LOW-RISK GAMBLING EDUCATION

Kristina Latta-Landefeld
Chief Operating Officer, Envision Partnerships
PhD Candidate, University of Cincinnati



TIERED PREVENTION STRATEGIES

Universal- entire population regardless of risk factors

Selective- sub-group experiencing some risk factors

Indicated- individuals who have experienced some harms from behavior

DEVELOPMENTALLY-APPROPRIATE

Child/ Elementary- majority Universal

Tween/ Middle- Universal with some selective and few indicated

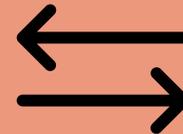
Teen/ High School- even if not participating, exposure is much higher; more selective and indicated

Young Adult/ College- some groups may be at much higher risk or experiencing harms (think required additional alcohol education for Greek life)

COMMUNITY-BASED PROCESS

Community-based Process (CBP)

- Used in alcohol, tobacco, and drug abuse disorder approach
- Aim is to increase the community's effectiveness at providing prevention and treatment services
- Activities include organizing, planning, enhancing efficiency and effectiveness of service implementation
- Focus on collaboration from multiple agencies, coalition-building, and networking



Community-based Participatory Research (CBPR)

- Researchers, organizations, and community members collaborate
- Equitable for all stakeholders
- Aim is to increase body of knowledge AND public's awareness
- Useful for novel public health concerns
- Applicable for societal, policy, and educational interventions

AGILITY GRANT

- Stage 1: December 2024- May 2025
 - Develop gambling education for adolescents and young adults
 - Provide to at least four groups with their coaches, parents, or other adults
- Stage 2: June - August 2025
 - Host focus group to get in-depth feedback
 - Make edits to program
- Stage 3: September - November 2025
 - Provide edited program to similar groups
 - Will include pre- and post- evaluation



NCPG

National Council on Problem Gambling

PRESENTATIONS TO DATE:

Received Program

- April 23- May 28
- Total 7 presentations
- Over 100 participants
- Mix of:
 - young high school
 - older high school
 - traditional and non-traditional undergraduate students
 - graduate students
 - adult mentors or teachers

Focus Groups

- Butler County Youth Summit:
 - June 5
 - 10 students, 1 adult
 - 5 had seen the program
- Fairfield Youth Coalition:
 - June 25
 - 40 students, 2 adults
 - 1 adult had seen the program

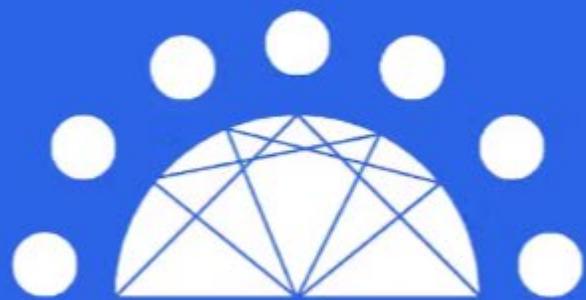


Let's Talk about Problem Gambling



LET'S TALK ABOUT PROBLEM GAMBLING

SPRING 2025 



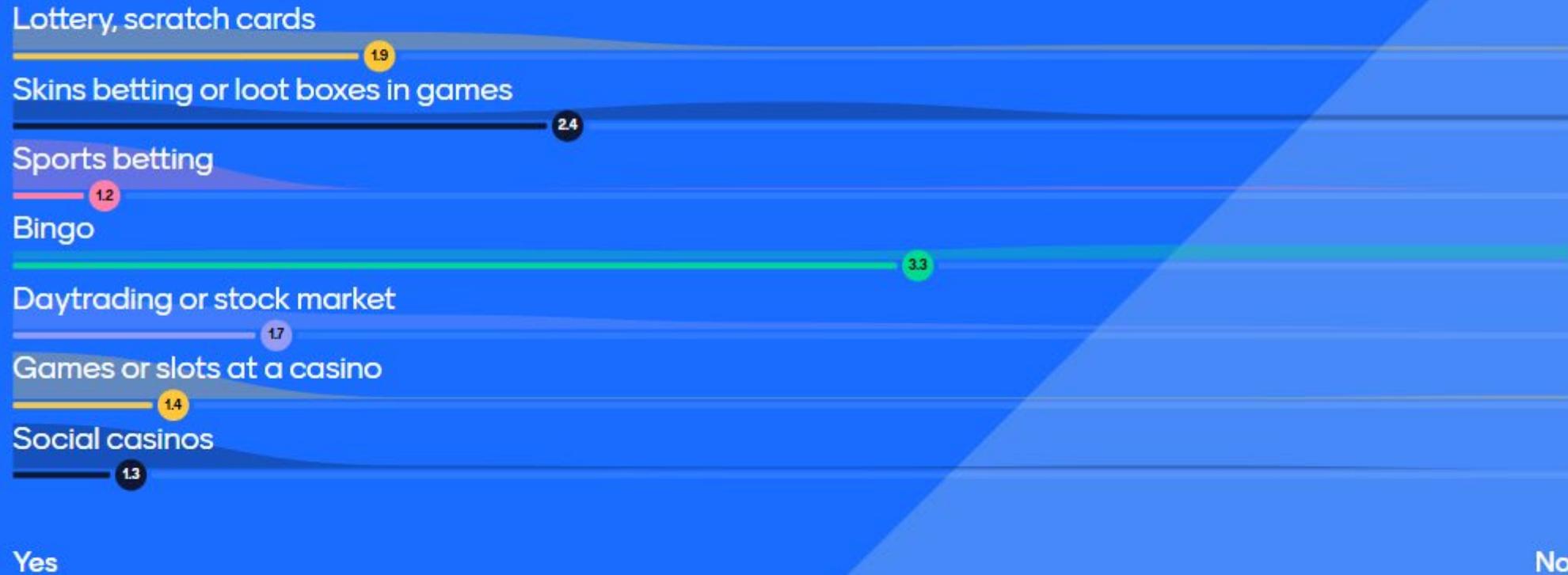
Envision
Partnerships



What is 1 word that comes to mind when you hear "gambling"?



Which of the following would you consider gambling?



Describe a gambling ad you've seen recently.

Draft kings during sporting event

Troubling gambling? Call X

Former pro athlete endorsing a sports betting app

Blackhawk Casinos Ad on TV

Stake

For an app on my phone

a bunch of celebrities partying in the casino, draft kings i think?

N/A

Sports betting app from fanduel on social media

N/A

Sports betting during major events

Ads for card gambling apps

OK! Let's go

bet 365 commercials



Which is the biggest risk factor for increasing harms from gambling?

0
Age

1
Gender

13
Early big win

2
Types of gambling

5
Peers

1
Advertising

0
Parents

9
Psychological distress

SOURCES

Viswanathan, M., Ammerman, A., Eng, E., Garlehner, G., Lohr, K. N., Griffith, D., Rhodes, S., Samuel-Hodge, C., Maty, S., Lux, L., Webb, L., Sutton, S. F., Swinson, T., Jackman, A., & Whitener, L. (2004). Community-based participatory research: assessing the evidence. *Evidence report/technology assessment (Summary)*, (99), 1-8.

East Carolina University

Raising Awareness of Problem Gambling Among College Students

Gabby Dickey, MA, CHES
Senior Assistant Director of Well-Being



SR. ASSISTANT DIRECTOR OF WELL-BEING

GABBY DICKEY



GRADUATE ASSISTANT OF WELL-BEING

ELLIOTT FISH

GAMBLING AWARENESS

OUR BEST BET

GAMBLING AWARENESS

AWARENESS: YOUR BEST

GAMBLING AWARENESS

AWARENESS: YOUR BEST BET



GAMBLING AWARENESS

AWARENESS: YOUR BEST

GAMBLING AWARENESS

AWARENESS: YOUR BEST BET!

GAMBLING AWARENESS

AWARENESS: YOUR BEST BET!



ECU

CAMPUS RECREATION AND WELLNESS

FOLLOW US: @ECU_CRW

ADA Accommodation: 252-737-1018
ada-coordinator@ecu.edu

252.328.6387
crw.ecu.edu

Raising Awareness of Problem Gambling at ECU

Comprehensive prevention campaign integrating financial literacy, mental well-being, and gambling education.



Situation / Need

- Problem gambling affects 6-8% of college students.
- ECU's financial aid population at greater risk (35% Pell Grant recipients).
- Associated mental health and academic challenges.

Inputs

- Campus Recreation & Wellness, student leaders
- Agility Grant funding
- Digital platforms & marketing team
- Community partners (Financial Wellness, GRPI, Dr. Malkin)

Activities

- Multimedia marketing campaign (social media, PSAs)
- Educational workshops & peer ambassador training
- Financial literacy sessions
- Development of problem gambling webpage

Raising Awareness of Problem Gambling at ECU

Comprehensive prevention campaign integrating financial literacy, mental well-being, and gambling education.



Outputs & Outcomes

- 5,000+ campaign items distributed
- 10,000+ students reached via digital ads
- 75% of participants able to identify gambling risks
- Reduced stigma and increased support-seeking

Short-Term Outcomes:

- Students recognize signs of problem gambling
- Awareness of mental & financial impacts
- Increased knowledge of campus resources

Long-Term Impact

- Healthier campus culture around gambling
- Improved financial responsibility and mental well-being
- Sustained prevention programs and peer leadership

- Power in partnerships
- Use all the resources available to you and by NCPG
- Lean on your strengths
- Ask the silly questions
- Enjoy the process



Agility Grants: Fall 2025 Now Open!

APPLICATION NOW OPEN: JULY 9 - AUGUST 20, 2025



- Info Webinar: Recorded July 10, available on demand
- Office Hours available until August 20
- Program Evaluation 1:1 coaching sessions available
- Awards will be made in October 2025
- Grant Implementation Period: Jan 1 to Dec 31, 2026
- **More info: NCPGambling.org/Agility**

SCAN FOR DETAILED INFORMATION, FAQs, OFFICE HOURS & MORE!

Agility Grants: Eligibility

Who Can Apply?

- IRS registered, tax exempt, 501(c)(3) organizations
- NCPG Members **AND Non-Members** are welcome to apply
- Organization and services must be based in the United States
- Organizations who did **NOT submit an application** for Round 7 of Agility Grants
- Programs/projects focused on **Problem Gambling Prevention**.
 - *Applications focused on treatment, recovery, responsible gambling, or other adjacent issues will **not** be considered*

Agility Grants: Strategic Priorities

Agility Grants will support prevention programming **innovation and amplification**.

- Programs/projects must align with one or both of these priority areas.
- This can include new activities or expansion of proven programming.

Prevention Innovation

Foster and accelerate the development, deployment, and evaluation of problem gambling prevention programs and curricula to youth and communities disproportionately affected by problem gambling.

Prevention Amplification

Increase community awareness through the identification and elevation of new leaders and partnerships, especially prioritizing youth and leaders of color.

Structure Your Program Using a Logic Model

- Creates a clear program strategy
- Helps in planning and managing your program
- Serves as a basis for program evaluation

Visit the Agility Grants Poster Session for more info on how to structure a problem gambling prevention program and create a strong grant application

Logic Model Template

NCPG Agility Grants

Organization Name:				
Project Title:				
Inputs / Resources	Activities	Outputs	Outcomes	Impact
<i>In order to accomplish our set of activities we will need the following</i>	<i>In order to address our problem or asset we will accomplish the following activities</i>	<i>We expect that once accomplished these activities will produce the following evidence or service delivery</i>	<i>We expect that if accomplished these activities will lead to the following changes in 1-3 then 4-6 years</i>	<i>We expect that if accomplished these activities will lead to the following changes in 7-10 years</i>

Note: This logic model and the definitions used are based off of the W.K. Kellogg Foundation Logic Model Development Guide with slight modifications to match terms used in the NCPG Agility Grants application.

Agility Grants



Contact Us

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