



From Idea to Impact: Your Successful Gambling Awareness Campaign Blueprint

Way Back Inn and
a5 Branding & Digital

2026 NCPG ANNUAL CONFERENCE / NASHVILLE

July 22, 2026

Agenda

The Campaign: Developing Are You Really Winning?

Targeted Campaigns

- Responsible Gift Giving
- Don't Bet Your Future
- Problem Gambling Awareness Month (PGAM)
- Art Competition

Break: 15 minutes

Youth Gambling: working in groups, develop campaign that will successfully reach youth to educate them and adults about the potential gambling related harm of youth gambling.

Wrap Up

CAN'T STOP BETTING NONSTOP?



WATCH FOR SIGNS OF PROBLEM GAMBLING
AREYOUREALLYWINNING.ORG 1-800-GAMBLER



WATCH FOR SIGNS OF
PROBLEM GAMBLING
AREYOUREALLYWINNING.ORG
1-800-GAMBLER

FACE IT.
Are You or a Friend
Betting, Wagering,
Gambling, Obsessing,
Deflecting, Rationalizing,
Avoiding, Stressing,
Lying?

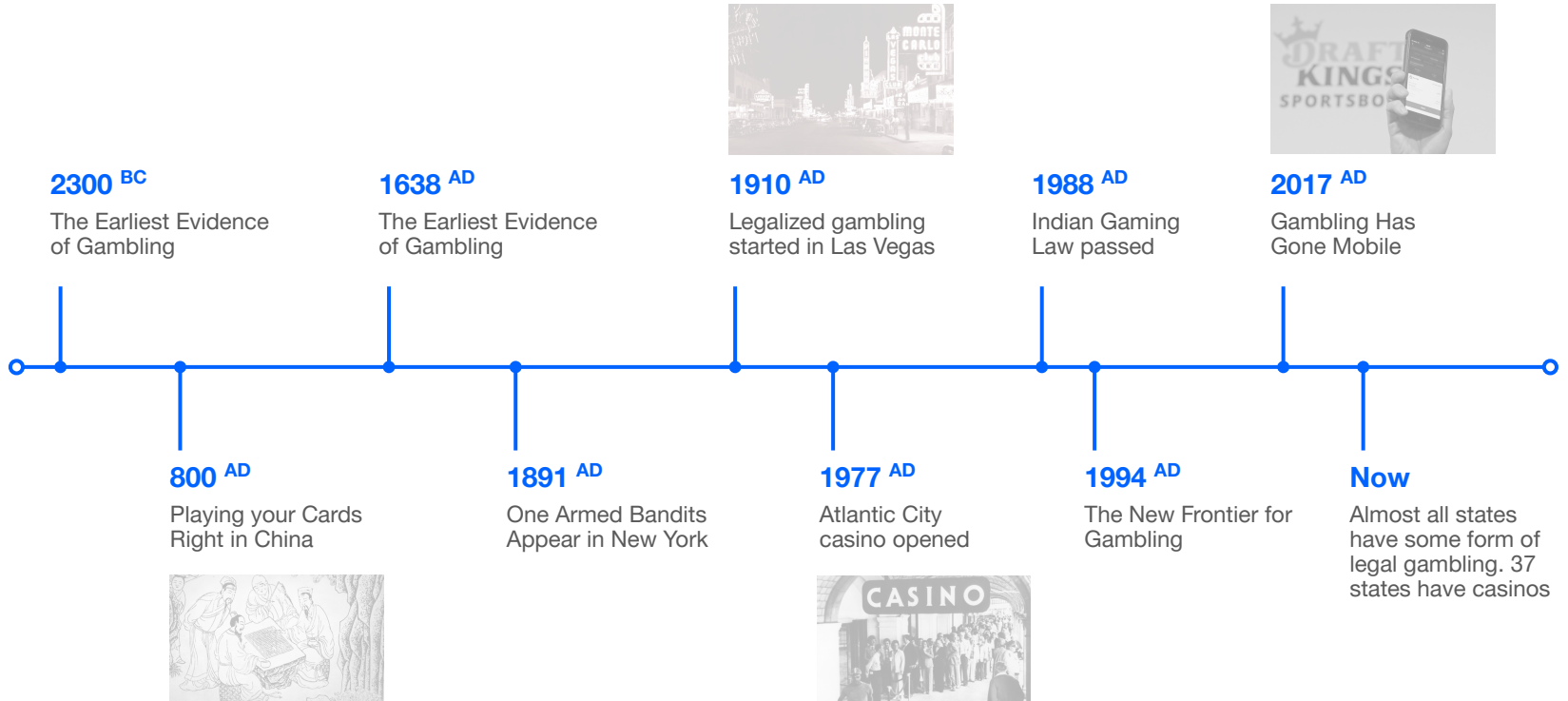
WATCH FOR SIGNS OF PROBLEM GAMBLING
AREYOUREALLYWINNING.ORG 1-800-GAMBLER

TS
-110 10287 OVER
-110 10288 UNDER
TZ
-110 10290 OVER
-110 10290 UNDER
T BRADY SCORE
-110 10291 YES
-110 10292 NO
LONGEST COMPLETION
-110 10293 OVER
-110 10294 UNDER
TD PASSES:
-110 10295 OVER
-110 10296 UNDER
TD PASS
-110 10297 OVER
-110 10298 UNDER
TD PASS
-110 10299 OVER
-110 10300 UNDER
T BRADY
-110 10301 TD PASS
-110 10302 INTERCEPT
T BRADY-T
-110 10303 YES

Learning Objectives

- 1. Understand how to design a unified statewide campaign with one recognizable call-to-action convening stakeholders (agencies, tribes, industry partners) and securing statewide stakeholder buy-in.**
- 2. Implement youth prevention via school partnerships (IHSA model) and sub campaigns (“Don’t Bet Your Future”), and early identification of adolescent gambling risk factors.**

History of Gambling



What did outreach and marketing look like in Illinois?

1990s

2000s

2020 and beyond

The Current Situation in Illinois

48,000+

Licensed VGT
Establishments

The Lottery is the

**4TH
LARGEST**

Funding Source
in the State of
Illinois

**17
CASINOS**

Illinois Prevalence Study

7%

**of Illinois
Adults
Are at Risk of
Developing
Gambling
Issues**

4%

**of Illinois
Adults
Currently
Have Gambling
Issues**

50% of gambling disorder clients are in treatment for other psychiatric disorders

75% of gambling disorders develop after the occurrence of another mental health disorder.

Illinois As a Gambling Informed State





Process



Process- Campaign



Who: Illinois Residents

Sub-populations for special attention

**College
Students**

**Youth/
High
School
Students**

**Black/
African
American**

LGBTQ+

**Hispanic/
LatinX**

Asian

Veterans

Why: Goal

The State of Illinois, through the Illinois Department of Human Services, is funding an advertising and marketing campaign to help those in Illinois with gambling issues.

The goals include:

- Raise awareness with Illinois residents that help is available through one unified message & call to action.
- Educate people – especially those with gambling use disorder as well as family and friends – about the potential harm of betting, gaming and gambling.
- Screen individuals across IL with the SBIRT (not just those entering treatment)
- Drive traffic to:
 - 1-800-GAMBLER,
 - [AreYouReallyWinning.com](https://www.areyoureallywinning.com)
 - Treatment Providers: people who need services, reduce barriers and steps to treatment

What: Key Messages

- **Betting, gaming and gambling is legal for those over 18 (Lottery) and 21 (Casino/VGT/Sports Betting).**
- **Recognize the signs before you lose control**
- **When you can't stop, lose control, and lose money/friends/family/house then help is available.**
- **If it is a friend or family member having a gambling issue, you too can place the call for help.**
- **Call 1-800-GAMBLER**
- **Text "GAMB" to 833234**
- **Go to campaign website (or Illinois help line)**
- **Connect with a provider in your area.**

What: Makes This Campaign Work?

One unified message

Used by all partners

- Illinois Helpline, Outreach/treatment Providers, Illinois Council on Problem Gambling, and Gambling Industry (Casinos, VGT, Lottery)

Clearly defined calls to action

- Call 1.800.GAMBLER
- Text “GAMB” to 833234
- Visit AreYouReallyWinning.com
- Take the Screener
- Download the Evive App

When:

All Year Round: Awareness, Prevention, Education

Focus:

- Fall (College Football/Back To School)
- Holidays (Responsible Gift Giving)
- February (Super Bowl)
- March (Problem Gambling Awareness Month)/March Madness/Art Competition)
- Summer (Baseball)

How: Campaign Considerations

Geographic coverage.

Must cover the entire state.

Provider connection.

Need to coordinate with providers so they have information and tools and can connect in the communities in which they work.

Provider availability.

Need to connect in communities where providers are not available.

Be culturally competent with different audiences.

**Meet people where they are: Screen, Education, Prevention,
Intervention, Harm Reduction, Treatment**

How: Tone of Campaign

What it should be:

- Relatable
- Without judgment
- Genuine
- Hopeful
- Friendly and uplifting

What it shouldn't be:

- Depressing
- Don't talk down to people
- Not offensive
- Don't tell people what to do

How: Limitations

Things We Must Do:

- Include the “Sponsored by the Illinois Department of Human Services)
- Include Helpline calls to action: 1.800.GAMBLER.
- Include AreYouReallyWinning.com
- Text “GAMB” to 833234
- Screener accessible, available

Things We Must Not Do (Triggers):

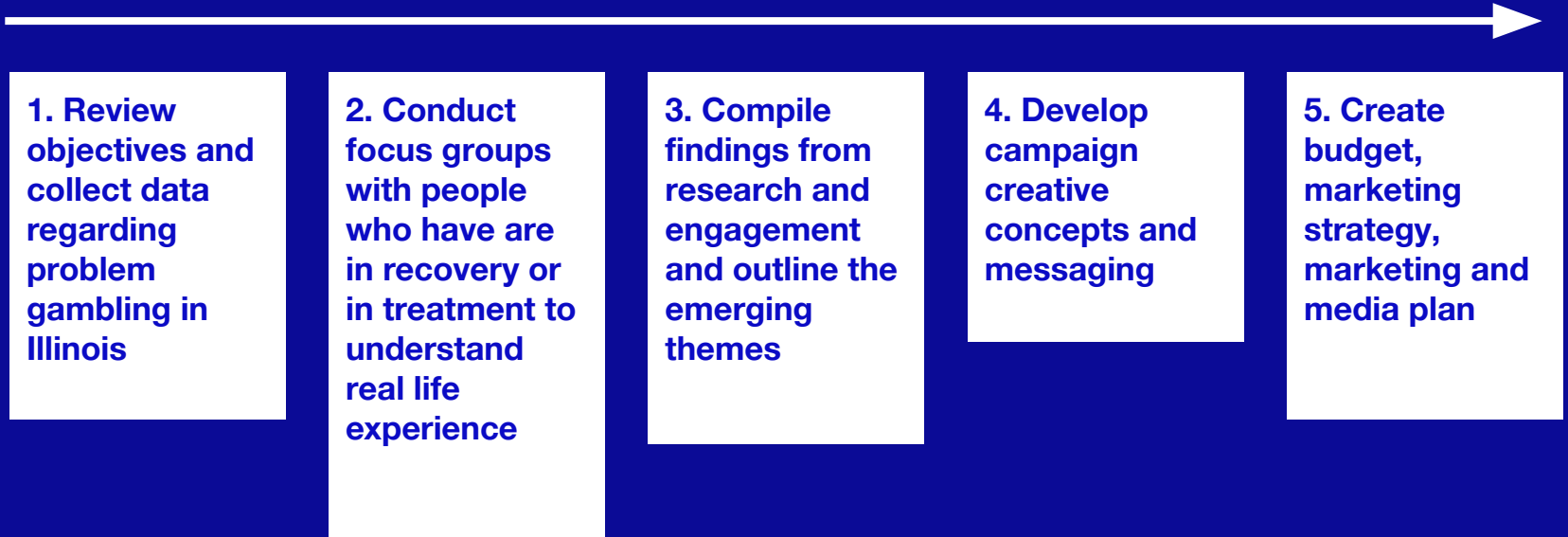
- Gambling imagery/sounds
- Underage gambling

Campaign Considerations: Who/What/When/Where/Why/How

- 1. Who are you trying to reach?**
- 2. What is the situation in your state?**
- 3. When are you launching?**
- 4. Why does it matter now?**
- 5. Where will your campaign live?**
- 6. How will you reach your target audience?**

Creating the Campaign

Process



Process



**6. Produce
launch
materials**

**7. Launch
campaign
across state**

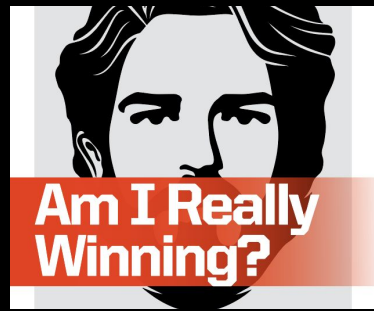
**8. Conduct
activations
across state**

**9. Develop and
launch
sub-campaigns
at various times
during the year**

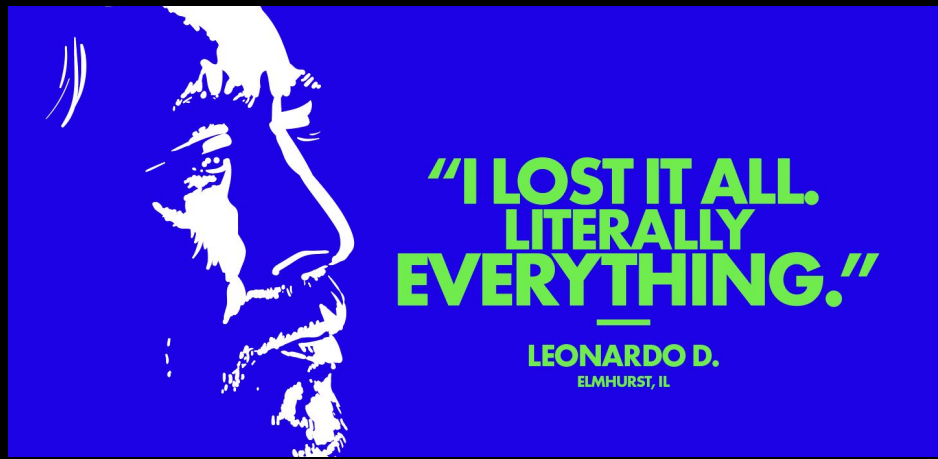
**10. Evaluate,
measure,
adjust**

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Kickoff Meeting	7/12											
Monthly Check-In Meetings/Providers												
Creative Brief Delivered	week of 7/25											
Research/Interviews												
Creative Concepts Presented		week of 8/29										
Rollout Plan Presented												
Print & Digital Deliverables Presented												
Print & Digital Campaign Deploys												
Broadcast/TV & Radio Spots Deploy												
Temporary campaign web site live												
Full HRIA web site live												
Meet with Subcommittee / Tour State												
Focus on College Student Audience												
Focus on Providers												
Focus on Culturally-specific Campaigns												
Responsible Gift Giving Campaign												
Prepare for Year Two												
Engagement Report												
Major Events	Street/health fairs	Street/health fairs State Fair Back to School	Responsible Gambling National Recovery Month Suicide Prevention Week	World Series PG for military	PG for Seniors Gift Responsibly World Cup College Bowl Games	Gift Responsibly World Cup College Bowl Games	MLK Day	Super Bowl Chinese New Year Black History Month	March Madness PGAM Oscars	Masters Golf Tournament	Stanley Cup Kentucky Derby Mental Health Awareness Month Street/health fairs	Street/health fairs Juneteenth NBA finals Pride Month

Campaign Creative

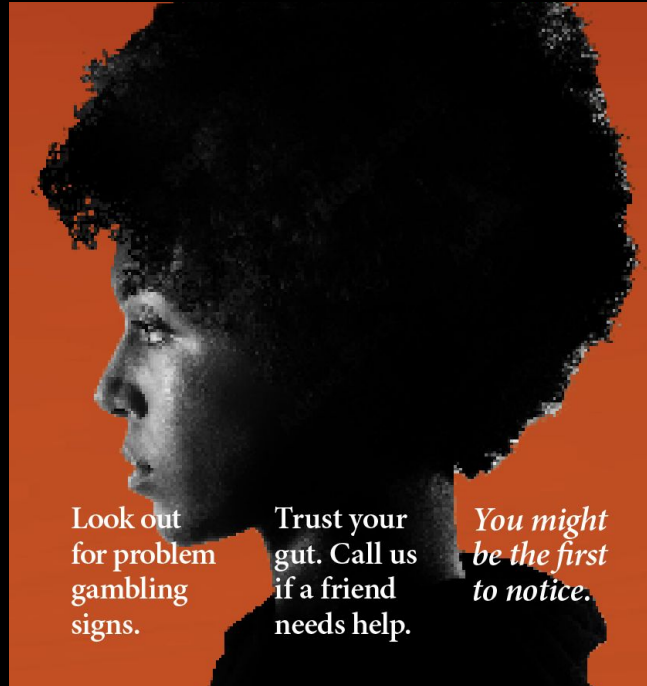


Am I Really
Winning?



"I LOST IT ALL.
LITERALLY
EVERYTHING."

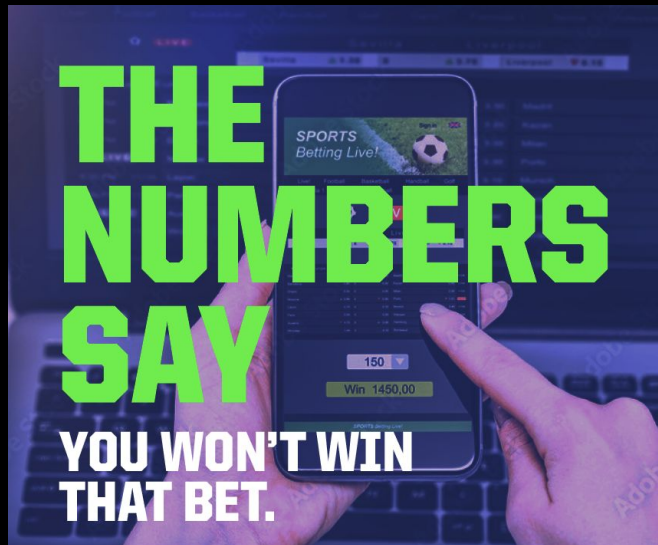
—
LEONARDO D.
ELMHURST, IL



Look out
for problem
gambling
signs.

Trust your
gut. Call us
if a friend
needs help.

*You might
be the first
to notice.*



THE
NUMBERS
SAY

YOU WON'T WIN
THAT BET.



CHANCES
ARE
YOU
WON'T
WIN.

Campaign Themelines

Are You Really Winning?

Do You Love Losing?

Not Fun Anymore?

You Won't Win In The Long Run

Stay Out Of The Red

Stop Spinning Out Of Control

Bets Off Illinois

Campaign Headlines

“I Thought I Was Lucky. Then My Luck Ran Out.”

“I Would Win, Win, Win And Then Lose - Big. And I Lost It All.”

“I Loved The Rush. It Just Took Over My Life.”

“The House Always Wins. I Learned That The Hard Way.”

**CAN'T STOP
BETTING
NONSTOP?**



CAN'T STOP BETTING NONSTOP?



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110 10291 YES
110 10292 NO
LONGEST COMPLETION
170 10293 OVER
200 10294 UNDER
DN 10295 OVER
10 10296 UNDER
TD PASSES: T
IS 10297 OVER
10 10298 UNDER
TD PASS
10299 OVER
0 10300 UNDER
T BRADY
10301 TD PASS
10302 INTERCE
T BRADY-T
10303 YES

FY 2026-2027 Statewide Marketing Efforts

Digital

- Google Ads
- Social media

Outdoor Advertising

- Bus shelters and billboards
- Downstate billboards

TV/OTT

- PR & TV appearances

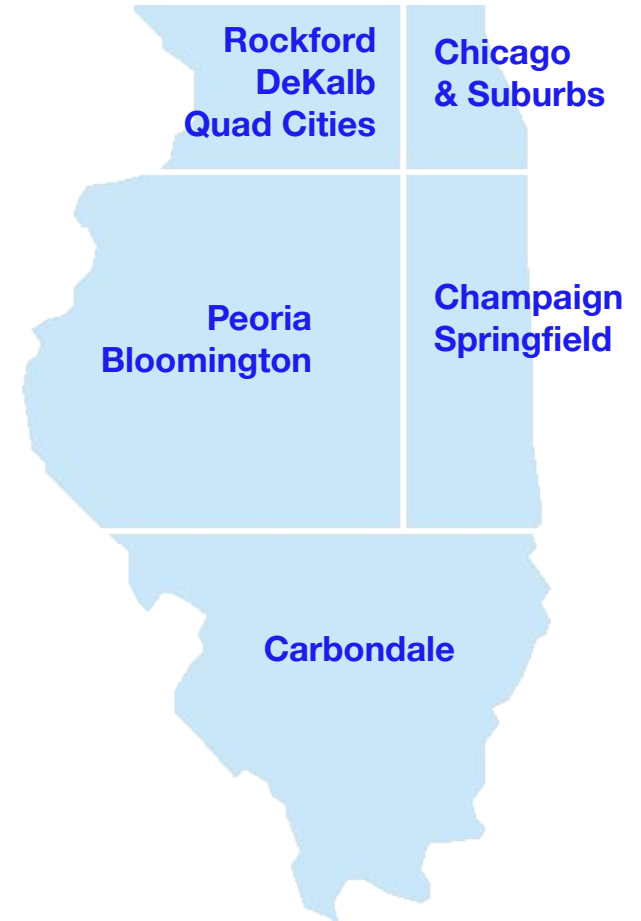
Radio & Streaming

Sports Sponsorships

- Statewide universities and high schools
- Chicago Wolves, Chicago Fire, Chicago Bears, etc.

College

High School



FY 2026-2027 Statewide Marketing Efforts

Community and Partners

State Fair

County Fairs

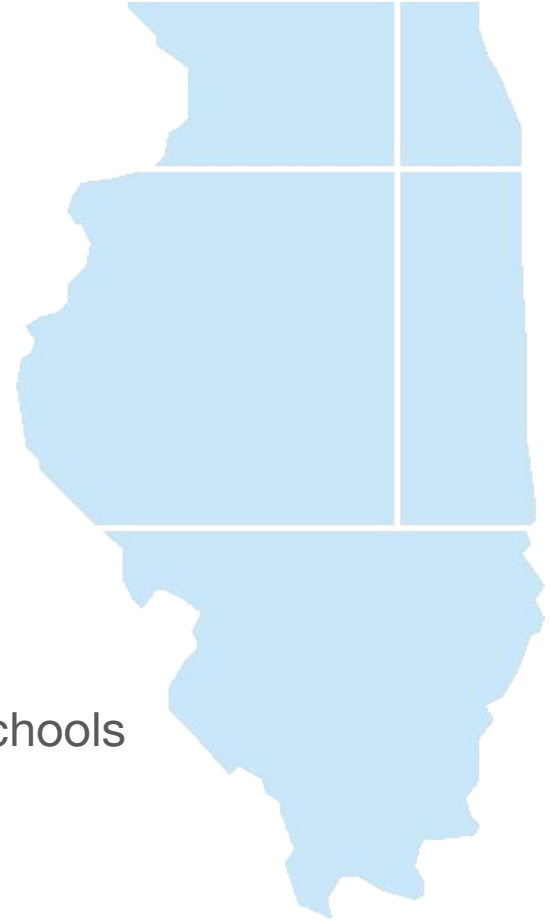
Parades

Health Fairs

Back to School events

Conferences- Table and Presentations

Education workshops-Medical Proff, Churches, Schools



Partnership for Unified Message

State of Illinois- Department of Human Services Division of Behavioral Health and Recovery

Illinois Council on Problem Gambling

Hotline/Website 1-800-Gambler

Partners

Outreach -Gambling Awareness

Treatment Providers



When
You Find
Yourself
Betting
Gambling
Obsessing
Avoiding
Stressing
Lying...



**YOU ARE NOT ALONE.
WE CAN HELP.
1.800.GAMBLER**



ALL CALLS ARE CONFIDENTIAL.
24 HOURS A DAY, SEVEN DAYS A WEEK.



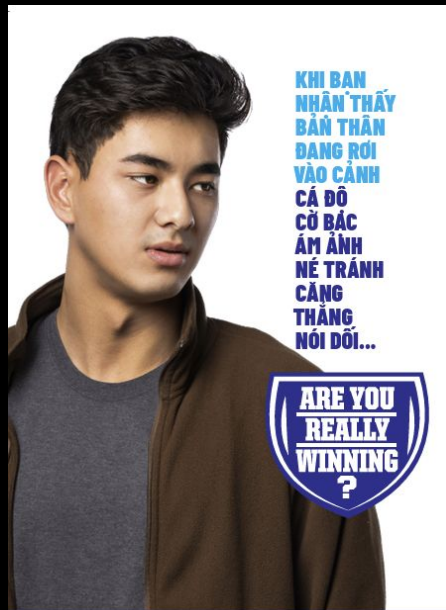
当您发
现自己
沉迷赌
博逃避
压力
说谎



**你并不是孤军作战。
我们可以提供帮助。
致电 1.800.GAMBLER**



所有通话都是保密的。
一周七天，二十四小
时在线。



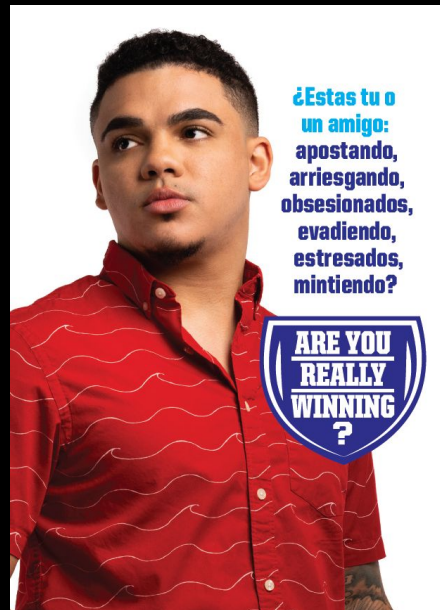
KHI BẠN
NHẬN THẤY
BẢN THÂN
ĐANG RƠI
VÀO CẢNH
CÁ ĐÓ
CỜ BẮC
ÂM ẢNH
NÉ TRÁNH
CĂNG
THĂNG
NÓI DỐI...



**BẠN KHÔNG CÔ ĐƠN.
CHÚNG TÔI CÓ THỂ HỖ TRỢ.
1.800.GAMBLER**



MỌI CUỘC GỌI ĐỀU ĐƯỢC BẢO MẬT.
24 GIỜ MỘT NGÀY, BẢY NGÀY MỘT TUẦN.



¿Estas tu o
un amigo:
apostando,
arriesgando,
obsesionados,
evadiendo,
estresados,
mintiendo?



**LLAMA AL
1.800.GAMBLER**



TODAS LAS LLAMADAS SON
CONFIDENCIALES. LAS 24 HORAS DEL
DÍA, LOS SIETE DÍAS DE LA SEMANA.



When
You Find
Yourself
Betting
Gambling
Obsessing
Avoiding
Stressing
Lying...



YOU ARE NOT ALONE.
WE CAN HELP.
1.800.GAMBLER



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24 HOURS A DAY, SEVEN DAYS A WEEK.

Know the Signs & Symptoms

Know the signs and know that you are not alone. If you need help, it's available 24/7, and it's confidential.

- ☐ Have you ever felt restless, on edge or irritable when trying to stop or cut down on gambling?
- ☐ Have you tried to ask other people for money to help deal with financial problems caused by gambling?
- ☐ Have you tried to hide how much you have gambled from your family or friends?

If you answered yes to any of these questions, you can get help. Call:

1.800.GAMBLER

(1-800-426-2537) OR TEXT **GAMB** TO **833234**

AreYouReallyWinning.com



ALL CALLS ARE CONFIDENTIAL.
24 HOURS A DAY, SEVEN DAYS A WEEK.

SPONSORED BY ILLINOIS DEPARTMENT OF HUMAN SERVICES.



ILLINOIS COUNCIL
ON PROBLEM GAMBLING



Let us help you answer the question.

If gambling has become a problem, we're
here to help.

[Call](#)[Text](#)[Chat](#)

Help is here.

Could I have a gambling problem?

Betting, gaming, wagering – gambling can take many forms. And for some people, gambling can lead to financial problems, relationship problems, depression and anxiety.

Answer a few questions to see if you're really winning – or if gambling is becoming a problem for you.

[Take the screener](#)

In these questions, "gambling" means buying lottery tickets, gambling at a casino, playing cards or dice for money, betting on sports games, playing slot machines, video poker or other video gambling, gambling on the internet, betting on horses or dogs, playing video games with gambling activities or loot box purchases, trading stocks or other speculative investments, and playing bingo or Keno.

Please answer these questions with "Yes" or "No" answers.

During the past 12 months:

Have you gambled 5 or more times? *(Required)*

☒ Yes ☐ No

Have you ever felt restless, on edge or irritable when trying to stop or cut down on gambling? *(Required)*

☒ Yes ☐ No

Have you had to ask other people for money to help deal with financial problems that had been caused by gambling? *(Required)*

☒ Yes ☐ No

Have you tried to hide how much you have gambled from your family or friends? *(Required)*

☒ Yes ☐ No

Have you tried to cut down or stop your gambling? *(Required)*

☒ Yes ☐ No

Have you increased your bet or how much you would spend, in order to feel the same kind of excitement as before? *(Required)*

☒ Yes ☐ No

Did you think about gambling even when you were not doing it? (Remembering past gambling experiences, or planning future gambling?) *(Required)*

☒ Yes ☐ No

Did you go to gamble when you were feeling down, stressed, angry or bored? *(Required)*

☒ Yes ☐ No

Did you ever try to win back the money that you had recently lost? *(Required)*

☒ Yes ☐ No

Has your gambling caused problems in your relationships or with work? *(Required)*

☒ Yes ☐ No

[Submit](#)

Website

Was I really winning?



I had too much fear
and shame to tell
anyone the truth.

Until I got help.”



Who's winning?

>1M

Over 1 million people in
Illinois experience problem
gambling or are at risk for
problem gambling.

Gambling is common in Illinois, with many people playing their chances with the lottery, and others with video game terminals, casinos, or sports betting. But many people don't understand that gambling, betting, and gaming may not be just a pastime, it can become a serious problem.

People with problem gambling might become irritable or anxious, keep family and friends from knowing how much they gamble, or need financial help. And people with substance use disorder or other mental health issues might be at greater risk for problem gambling.

About Problem Gambling

Could I have a gambling problem?

Betting, gaming, wagering – gambling can take many forms. And for some people, gambling can lead to financial problems, relationship problems, and depression and anxiety.

But you don't have to feel out of control. Problem gambling can be managed and treated. You have options, and the Helpline offers support and referrals to the programs that work best for you.

The first step is understanding that some people experience gambling as an addiction, and that there is help. Some people might choose to exclude themselves from casinos or sports betting (called Voluntary Self-Exclusion) or register with the Problem Gambling Registry for Video Gaming. Other options include counseling and self-help and recovery support. Our Helpline Specialists can help you understand problem gambling, the risks and signs, and the support available throughout Illinois.

Get help.

Take the Problem Gambling Helpline screener.

Social Media

Rationalizing Obsessing Anxiety Avoiding Stressing
Lying Worrying Chasing Losses Risking Work
Losing Friends Rationalizing Obsessing Avoiding
Chasing Losses Risking Work
Health Issues Obsessing Avoiding Stressing Lying
Chasing Losses Risking Work Losing Friends

**BETTING
OUT OF CONTROL?
YOU CAN GET HELP.**

Edit cover photo

Share a thought...



Are You Really Winning?

3.1K followers · 32 following

Let us help you answer the question.
If gambling has become a problem, we're here to help.

Cause @areyoureallywinning 📞 +1 800-426-2537

Professional dashboard

Edit

Advertise

areyoureallywinning

Areyoureallywinning?

388 posts · 1,914 followers · 518 following

Product/Service

Can't stop betting nonstop? Help is available. 📞

📧 e.help@areyoureallywinning.org and 2 more

Edit profile

View archive

Art Comp... Partners Events Interviews News New

ASSESS YOUR RISK

Take the Quiz

Visit AreYouReallyWinning.com

CAN'T STOP BETTING NONSTOP?

CALL 1.800.GAMBLER

Just be 21 or older to participate in sports betting.

IF YOU CHOOSE TO BET

PLAY IT SAFE • PLAY IT SAFE • PLAY IT SAFE

SET LIMITS

KNOW YOUR RISK

ASK FOR HELP IF YOU NEED IT.

NEW EPISODE

WAGER DANGER

LISTEN NOW

ARE YOU REALLY WINNING?

YOU ARE NOT ALONE. WE CAN HELP.

CALL 1.800.GAMBLER

OR VISIT US ONLINE AT AreYouReallyWinning.com

CAN'T STOP BETTING NONSTOP?

CALL 1.800.GAMBLER

**KHÔNG THỂ
NGỪNG CÁ
CƯỢC LIÊN
TỤC?**

ĐÃ THỬ SỰ HẠNG CHIẾN THẮNG CHƯA?
1.800.GAMBLER



**CAN'T STOP BETTING NONSTOP?
GET HELP.**

**停不了
不停地
下注?**

請致電
1.800.GAMBLER



**CAN'T STOP
BETTING
NONSTOP?**

CALL
1.800.GAMBLER



**멈추지 못하는
도박, 벗어나고
싶으신가요?**

정말 이기고 있는 걸까요?
1.800.GAMBLER



AreYouReallyWinning.com

**NIE MOG
PRZESTAĆ
OBSTAWIAC
NON STOP?**

ZADZWOŃ
1.800.GAMBLER



**CAN'T STOP
BETTING
NONSTOP?**

CALL
1.800.GAMBLER



**CAN'T STOP
BETTING
NONSTOP?**

CALL
1.800.GAMBLER



CALL 1.800. GAMBLER

**¿NO PUEDES
DEJAR DE
APOSTAR?**

LLAMA AL
1.800.GAMBLER



**ASSESS
YOUR
RISK**

Take the Quiz

Visit AreYouReallyWinning.com



**CAN'T STOP
BETTING
NONSTOP?**

CALL
1.800.GAMBLER



NONSTOP?
CALL 1.800.GAMBLER



**CAN'T STOP
BETTING
NONSTOP?**

CALL
1.800.GAMBLER



**CAN'T STOP
BETTING
NONSTOP?**

CALL
1.800.GAMBLER



**¿NO PUEDES
DEJAR DE
APOSTAR?**

**LLAMA AL
1.800.GAMBLER**



**¿NO PUEDES
DEJAR DE APOSTAR?**

1.800.GAMBLER



**¿Estás tu o
un amigo:**

**Apostando,
Arriesgando,
Obsesionados,
Evadiendo,
Estresados,
Mintiendo?**



**LLAMA AL
1.800.GAMBLER**

**¿NO PUEDES DEJAR
DE APOSTAR?**

**NO ESTÁS SOLO.
HAY AYUDA
DISPONIBLE.**

**LLAMA AL
1.800.GAMBLER**



:30 Radio Spot

11/2022

When you are betting and find yourself constantly thinking about gambling... and you are losing more money than you have... *are you really winning?*

If you are spending too much time with the slots...or you can't stop betting on sports... and you find yourself feeling overwhelmed... maybe lying... hiding your habit... *and probably losing more money than you can afford to lose...*

You are not alone and you *can* get help. It's available 24/7 and it's confidential.

When your betting has gotten out of hand, call 1.800.GAMBLER, or visit www.areyoureallywinning.com.

Sponsored by the Illinois Department of Human Services.



:15 Radio Spots

11/2022

:15 OPTION A

When you find yourself betting and thinking about gambling all the time... When you lose more than you win... and when gaming is affecting your job, relationships and more...are you really winning?

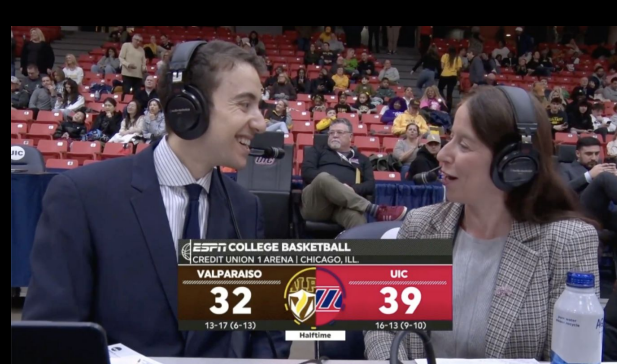
We are here to help you... because *you are not alone*. Call 1.800.GAMBLER or visit www.AreYouReallyWinning.com.

:15 OPTION B

When you find yourself betting on sports constantly... spending too much time at the slots... losing money you can't afford to lose... are you really winning?

We are here to help you... because you are not alone. Call 1.800.GAMBLER or visit www.AreYouReallyWinning.com.





Media Appearances:

CAN'T STOP
BETTING
NONSTOP?

WE CAN HELP.
LONG GAMBLER



EXIT 27A
Sacramento Blvd
1600 N

EXIT 27B
RIVER CITY

PROHIBITED
NO PARKING
NO STOPPING
NO LOADING
NO UNLOADING
NO BUCKLE UP

CAN'T STOP BETTING NONSTOP?



1.800.GAMBLER



CALL 1-800-426-2537 OR TEXT GAMB TO 833234
ALL CALLS ARE CONFIDENTIAL, 24 HOURS A DAY, SEVEN DAYS A WEEK.

AreYouReallyWinning.com



¿NO PUEDES DEJAR DE APOSTAR?



NOSOTROS TE PODEMOS
AYUDAR. LLAMA AL
1.800.GAMBLER



CALL 1-800-426-2537
OR TEXT GAMB TO 833234

AreYouReallyWinning.com



停不了不 停地下注?



我們可以提供幫助。
請致電 1.800.GAMBLER



請致電 1-800-426-2537
或短信諮詢, 發 GAMB 至 833234
所有內容將會保密, 一週7天, 每天24小時在線。網站

AreYouReallyWinning.com



NIE MOGĘ PRZESTAĆ OBSTAWIAĆ NON STOP?



1.800.GAMBLER



CALL 1-800-426-2537 OR TEXT GAMB TO 833234
WSPARCIE BEZPŁATNE, 24 GODZINY DZIENNY, SIEM DNI W TYGODNIU

AreYouReallyWinning.com





Bus Shelters



CAN'T STOP BETTING NONSTOP?



DOWNLOAD
THE APP:

AREYOUREALLYWINNING.COM



When your betting has gotten out of hand, call:
1.800.GAMBLER
(1-800-426-2537) OR TEXT GAMB TO 833234



CAN'T STOP BETTING NONSTOP?



CALL **1.800.GAMBLER**
OR TEXT GAMB TO 833234



CAN'T STOP BETTING NONSTOP?



CALL **1.800.GAMBLER**
OR TEXT GAMB TO 833234



CAN'T STOP BETTING NONSTOP?



CALL **1.800.GAMBLER**
OR TEXT GAMB TO 833234



DON'T BET YOUR FUTURE



Must be 21+
to bet.

DOWNLOAD
THE APP:

AREYOUREALLYWINNING.COM



When your betting has gotten out of hand, call:
1.800.GAMBLER
(1-800-426-2537) OR TEXT GAMB TO 833234



¿NO PUEDES DEJAR DE APOSTAR?



¿REALMENTE ESTÁS
GANANDO?



When your betting has gotten out of hand, call:
1.800.GAMBLER
(1-800-426-2537) OR TEXT GAMB TO 833234



停不了不停地下注?



你真的赢了吗?



当赌博成为问题时，请联系：
1.800.GAMBLER
(1-800-426-2537) OR TEXT GAMB TO 833234



NIE MOG PRZESTAĆ OBSTAWIAĆ NON STOP?



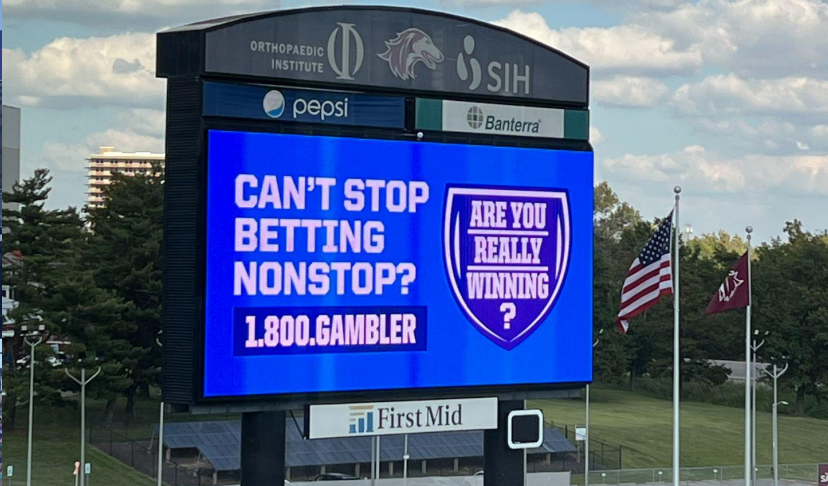
CZY NAPRAWDĘ
WYGRYWAŚ?



My betting has gotten out of hand, call:
1.800.GAMBLER
(1-800-426-2537) OR TEXT GAMB TO 833234







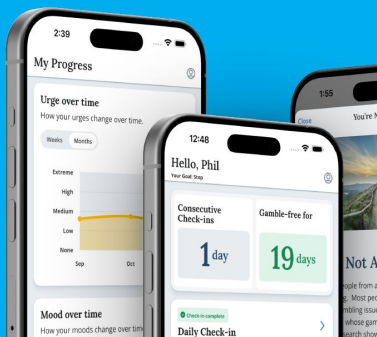




evive

Gambling support that
fits in your pocket.

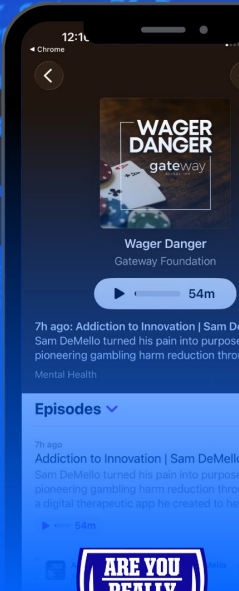
AreYouReallyWinning.com



NEW EPISODE

WAGER DANGER

LISTEN NOW



GAMBLING SELF-EXCLUSION

Can't stop the
play? The block
can help.

FOR MORE INFORMATION
AreYouReallyWinning.com



Partnerships:

Tabling And Partnership with IL Outreach /Treatment Providers

Tabling: Checklist

For each activation, you should bring:

- ☐ Wagon (to transport materials)
- ☐ 2 roll-up banners
- ☐ 1 table throw
- ☐ Tabletop QR code
- ☐ Printed marketing materials
 - ☐ Brochures
 - ☐ Rack Cards
 - ☐ Business Cards
 - ☐ Printed Screener
- ☐ Any approved promotional items you have (varies by venue)
- ☐ Stickers

** For outdoor activations, bring sandbags to protect against wind*

**A table and two chairs will be provided*





Clear Bags

Chapstick

Drawstring
Bags

Brochures

Tabletop
QR Codes

Rack
Cards

Table Throw

Water
Bottles/Tumblr

Hand Sanitizer

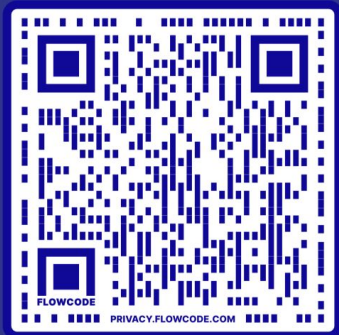
Scans Directions:

- Ask people to scan QR codes and take the screener BEFORE grabbing one giveaway item
- Please aim to only give away one item at a time rather than multiple
 - If people ask for more items when they are with a group, ask for more scans from the group
- QR codes on table-top signs lead to screener page
- QR codes on banners lead to main AYRW Homepage.



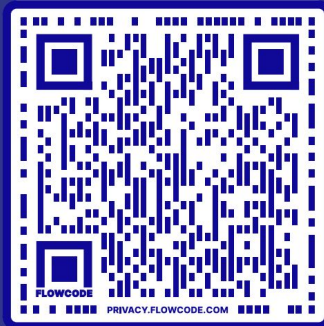
Materials: Provider Tabletop QR Codes

**RESPONDA BREVES PREGUNTAS
Y RECIBA UN REGALO**



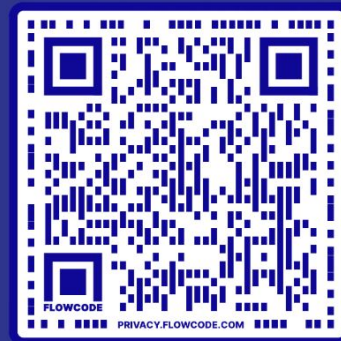
AreYouReallyWinning.com

**TAKE SCREENER
FOR ITEM**



AreYouReallyWinning.com

**填写赌博筛查问卷，
即可领取精美小礼品**



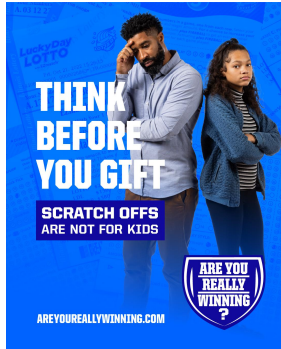
AreYouReallyWinning.com

Link: [Here](#)

Break

Targeted Campaigns

Targeted Campaigns



Responsible Gift Giving

This campaign is about gifting responsibly during the holiday season.

Don't give anyone under the age of 18 a lottery scratch off, or anyone under the age of 21 a sports betting gift card.

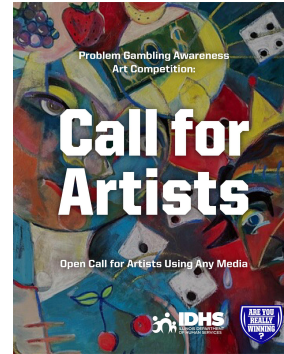
Think before you gift scratch offs or sportsbook gift cards to kids



Problem Gambling Awareness Month & the Art Competition

For Problem Gambling Awareness Month, we will continue to hold national screening day at with behavioral healthcare providers stationed at over 13 casinos around the state of Illinois.

We will also continue to promote the art competition, sponsored by IDHS to promote prevention and treatment for those with gambling issues in Illinois.



Don't Bet Your Future

Youth gambling prevention campaign created to educate youth, parents, educators, and counselors early on gambling to prevent harm later.

Responsible Gift Giving: Strategic Development

Convince (WHO):

Holiday Shoppers

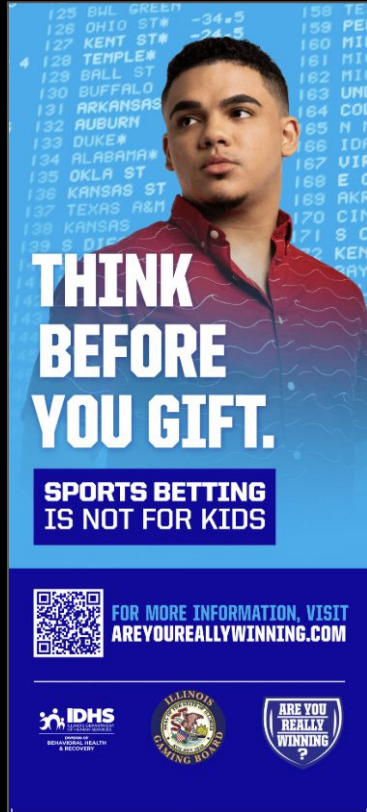
That (WHAT):

Lottery tickets/Scratch Offs (18+) or sports book gift cards (21+)
should only be gifted to those of legal age

Because (WHY):

Youth who are exposed to gambling before the legal are often 2x as
likely to experience gambling harm

Responsible Gift Giving: Rack Cards



A rack card featuring a young man in a red patterned shirt against a blue background with a list of sports teams. The text reads: "THINK BEFORE YOU GIFT. SPORTS BETTING IS NOT FOR KIDS". At the bottom, there is a QR code, the website "AREYOU REALLYWINNING.COM", and logos for IDHS, the Illinois Gaming Board, and a shield with the text "ARE YOU REALLY WINNING?".

THINK
BEFORE
YOU GIFT.

SPORTS BETTING
IS NOT FOR KIDS

FOR MORE INFORMATION, VISIT
AREYOU REALLYWINNING.COM

IDHS
ILLINOIS DEPARTMENT OF
HUMAN SERVICES
BEHAVIORAL HEALTH
& RECOVERY

ILLINOIS
GAMING BOARD

ARE YOU
REALLY
WINNING?



A rack card featuring a young man in a grey shirt and blue jacket against a blue background with a list of sports teams. The text reads: "THINK BEFORE YOU GIFT. SCRATCH OFFS ARE NOT FOR KIDS". At the bottom, there is a QR code, the website "AREYOU REALLYWINNING.COM", and logos for IDHS, the Illinois Gaming Board, and a shield with the text "ARE YOU REALLY WINNING?".

THINK
BEFORE
YOU GIFT.

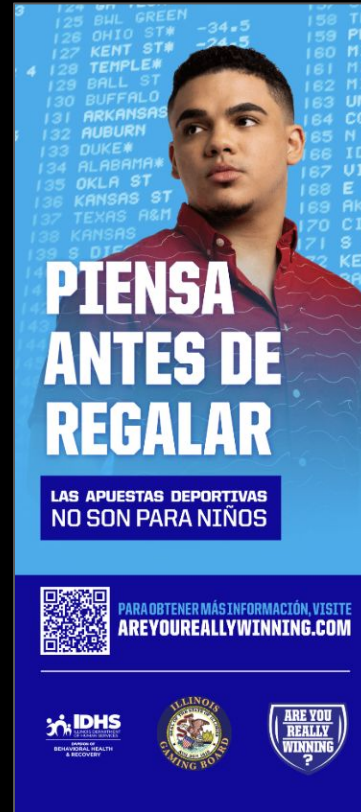
SCRATCH OFFS
ARE NOT FOR KIDS

FOR MORE INFORMATION, VISIT
AREYOU REALLYWINNING.COM

IDHS
ILLINOIS DEPARTMENT OF
HUMAN SERVICES
BEHAVIORAL HEALTH
& RECOVERY

ILLINOIS
GAMING BOARD

ARE YOU
REALLY
WINNING?



A rack card featuring a young man in a red patterned shirt against a blue background with a list of sports teams. The text reads: "PIENSA ANTES DE REGALAR LAS APUESTAS DEPORTIVAS NO SON PARA NIÑOS". At the bottom, there is a QR code, the website "AREYOU REALLYWINNING.COM", and logos for IDHS, the Illinois Gaming Board, and a shield with the text "ARE YOU REALLY WINNING?".

PIENSA
ANTES DE
REGALAR

LAS APUESTAS DEPORTIVAS
NO SON PARA NIÑOS

PARA OBTENER MÁS INFORMACIÓN, VISITE
AREYOU REALLYWINNING.COM

IDHS
ILLINOIS DEPARTMENT OF
HUMAN SERVICES
BEHAVIORAL HEALTH
& RECOVERY

ILLINOIS
GAMING BOARD

ARE YOU
REALLY
WINNING?



A rack card featuring a young man in a dark shirt against a blue background with a list of sports teams. The text reads: "送礼前 请三思 体育博彩是不适合儿童". At the bottom, there is a QR code, the website "AREYOU REALLYWINNING.COM", and logos for IDHS, the Illinois Gaming Board, and a shield with the text "ARE YOU REALLY WINNING?".

送礼前
请三思

体育博彩是
不适合儿童

欲了解更多信息, 请访问
AREYOU REALLYWINNING.COM

IDHS
ILLINOIS DEPARTMENT OF
HUMAN SERVICES
BEHAVIORAL HEALTH
& RECOVERY

ILLINOIS
GAMING BOARD

ARE YOU
REALLY
WINNING?

Responsible Gift Giving: Rack Cards

GIFT RESPONSIBLY THIS HOLIDAY SEASON

Research shows that the earlier a person is exposed to gambling in childhood, the more likely they are to experience gambling-related harm later in life (ncpgambling.org).

Betting gift cards involve real risk and should only be gifted to those 21+.

Youth gambling is a growing health concern. This holiday season, gift responsibly.



FOR MORE INFORMATION, VISIT
AREYOUREALLYWINNING.COM



礼物的责任 这个假期

研究表明, 人在儿童时期越早接触或参与赌博, 成年后产生赌博问题的可能性就越高。(ncpgambling.org)

投注积分或投注卡会有很大的真实风险, 仅适合赠送给21岁以上的人群。

在这个节日季节送礼前请三思。



欲了解更多信息, 请访问
AREYOUREALLYWINNING.COM



REGALA RESPONSABLEMENTE ESTA TEMPORADA.

Los estudios demuestran que, cuanto más temprano sea el contacto o la exposición de una persona al juego durante la infancia, mayor será la probabilidad de que desarrolle un problema de juego en el futuro (ncpgambling.org).

Los créditos de apuestas o las tarjetas de apuestas implican un riesgo real y solo deben ser regalados a personas mayores de 21 años. Piensa antes de regalar esto esta temporada navideña.

Si tú o alguien que conoces está experimentando signos de un problema de juego, hay ayuda disponible. No estás solo. Llama al 1.800.GAMBLER o visita AreYouReallyWinning?



PARA OBTENER MÁS INFORMACIÓN, VISITE
AREYOUREALLYWINNING.COM



SCRATCH OFFS ARE NOT FOR KIDS

**ARE YOU
REALLY
WINNING
?**

**THINK
BEFORE
YOU GIFT**

SPORTS BETTING IS NOT FOR KIDS

**ARE YOU
REALLY
WINNING
?**

THINK BEFORE YOU GIFT

SCRATCH OFFS ARE NOT FOR KIDS

ARE YOU REALLY WINNING ?

AREYOU REALLYWINNING.COM

COLLEGE FOOTBALL
TUESDAY OCTOBER 3
124 GR TECH -13+5
125 DAL GREEN
126 OHSU STA -34+5
127 KENT ST*
128 TEPPEL
129 DAL ST
130 BUFFALO
131 BROWNS
132 ARIZONA
133 ARIZONA ST
134 ARIZONA ST
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150 ARIZONA ST

THINK BEFORE YOU GIFT

SPORTS BETTING IS NOT FOR KIDS

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

**送礼前
请三思**

刮刮乐不适合孩子

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM 你真的赢了吗?

THINK BEFORE YOU GIFT

SCRATCH OFFS ARE NOT FOR KIDS

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

POMYŚL ZANIM KUPISZ PREZENT

HAZARD NIE JEST DLA DZIECI

CALL 1.800.GAMBLER

CZY NAPRAWDĘ WYGRYWAŁEŚ?

ARE YOU REALLY WINNING?

THINK BEFORE YOU GIFT

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

THINK BEFORE YOU GIFT

SPORTS BETTING IS NOT FOR KIDS

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

THINK BEFORE YOU GIFT

SPORTS BETTING IS NOT FOR KIDS

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

PIENSA ANTES DE REGALAR

LAS APUESTAS DEPORTIVAS NO SON PARA NIÑOS

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

PIENSA ANTES DE REGALAR

CALL 1.800.GAMBLER

ARE YOU REALLY WINNING?

THINK BEFORE YOU GIFT

SCRATCH OFFS ARE NOT FOR KIDS

ARE YOU REALLY WINNING?

AREYOUREALLYWINNING.COM

WINDY CITY ARENA
WINDYCITYBULLS.COM

WISCONSIN HERD

PTS	REB	AST	STL	BLK
7	0	1	0	2
11	2	0	2	0
15	1	2	0	1
55	1	0	1	0
77	2	0	0	0

FG% 53%
3PT% 31%
BENCH 26

THIS SEASON, THINK BEFORE YOU GIFT.

CALL 1.800.GAMBLER

WINDY CITY BULLS

PTS	REB	AST	STL	BLK
00	0	0	2	0
0	1	0	1	0
3	0	1	0	0
7	2	2	0	0
11	0	1	0	0

FG% 55%
3PT% 28%
BENCH 18

Full 00 59 1:35 24 45 00

Wilson

GIFT RESPONSIBLY THIS HOLIDAY SEASON

THINK BEFORE YOU GIFT

WE CAN HELP.
1.800.GAMBLER

ARE YOU REALLY WINNING?

SCRATCH OFFS ARE NOT FOR KIDS

JUNITED

Responsible Gift Giving: Co-branded Radio Script

:15s Responsible Gifting:

This holiday season, Gift Responsibly.

Gambling products like scratch-offs and Sportsbook Gift Cards are not for kids..

If your gambling is taking away from the holiday cheer...

Are you really winning?

[insert agency] is here to help.

Call [Insert Provider Phone Number]

Problem Gambling Awareness Month and Art Competition

Strategic Development

Convince (WHO):

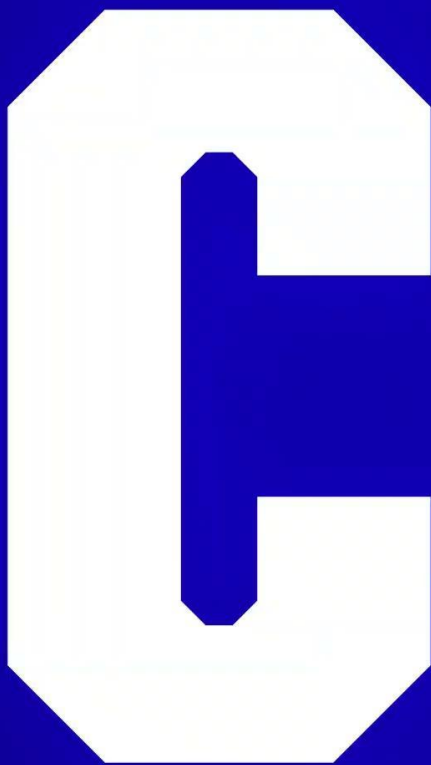
Sports Bettors who bet on the NCAA Tournament

That (WHAT):

Problem Gambling Awareness Month takes place during March

Because (WHY):

The fast-paced NCAA Basketball tournament makes March the one of the most risky times of the year to bet on sports



PGAM: Radio Script

:15 PGAM Script:

If your gambling is calling all the shots

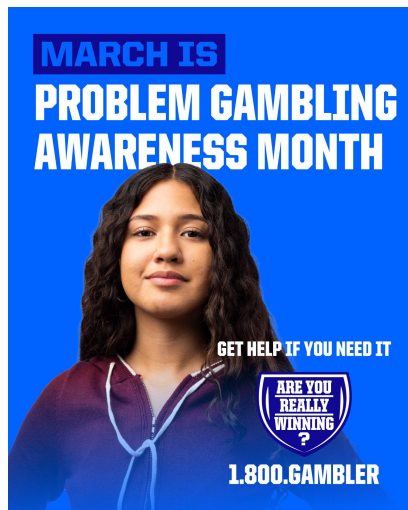
It may be time for a timeout

Set limits, know your risk, and know when to ask for help

If you or someone you know can't stop betting nonstop, we can help.

Call 1.800.GAMBLER or visit AreYouReallyWinning.com.

Problem Gambling Awareness Month, or [#PGAM](#), is a national campaign held each March to raise public awareness about problem gambling prevention, treatment, and recovery services.



Problem Gambling Awareness Awareness Month

In order to highlight our shared responsibility in preventing gambling-related harm, the Are You Really Winning? campaign developed [The Art Competition](#).

PROBLEM GAMBLING AWARENESS
ART COMPETITION:

CALL FOR ARTISTS

OPEN CALL FOR ARTISTS USING ANY MEDIA

The Fourth Annual Art Competition invites Illinois residents ages 14 and up to submit artwork that sheds light on the journey from darkness to hope for those struggling with a gambling addiction. Entry is free, and the deadline to submit is March 31, 2026.

This year, the competition has expanded to feature a new Literary & Performance category alongside the existing Visual Media category. Artwork will be judged by a professional jury.

Awards for each category will include stipends of **\$2,000, \$1,000, and \$500**. Up to five high school students will be selected to receive **\$100 Visa gift cards**.



SCAN THE QR
CODE FOR
MORE DETAILS



Can't Stop Betting Now? Call 1.800.GAMBLER, text "GAMB" to 63323, or visit [AreYouReallyWinning.com](#)

Are You Really Winning: PUBLIC ART COMPETITION for PROBLEM GAMBLING AWARENESS

The Fourth Annual Art Competition invites Illinois residents ages 14 and up to submit artwork that sheds light on the journey from darkness to hope for those struggling with a gambling addiction. Entry is free, and the **deadline to submit is March 31, 2026.**

This year, the competition has expanded to feature a new Literary & Performance category alongside the existing Visual Media category. Artwork will be judged by a professional jury.

Awards for each category will include stipends of **\$2,000, \$1,000, and \$500.** Up to five high school students will be selected to receive **\$100 Visa gift cards.**



To enter or learn more about rules and requirements for this competition, please scan here.



ILLINOIS COUNCIL
ON PROBLEM GAMBLING



SCAN THE QR
CODE FOR
MORE DETAILS



Send this Betting Message! Call 1.800.526.0022, text "BETTING" to 435854, or visit bettinghelp.org



PROBLEM GAMBLING AWARENESS ART COMPETITION: CALL FOR ARTISTS

OPEN CALL FOR ARTISTS USING ANY MEDIA

The Fourth Annual Art Competition invites Illinois residents ages 14 and up to submit artwork that sheds light on the journey from darkness to hope for those struggling with a gambling addiction. Entry is free, and the **deadline to submit is March 31, 2026.**

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SCAN THE QR
CODE FOR
MORE DETAILS



Send this Betting Message! Call 1.800.526.0022, text "BETTING" to 435854, or visit bettinghelp.org



CALL FOR ENTRIES

Public Art Competition for Problem Gambling Awareness



Art can serve as a powerful tool for emotional healing and recovery. The "Are You Really Winning?" Problem Gambling Awareness Art Competition, now in its fourth year, invites Illinois residents, ages 14 and up, to create artwork that shines light on the journey from darkness to hope for those struggling with a gambling addiction.

"Are You Really Winning?" is a statewide campaign raising awareness about problem gambling. Artists are invited to submit original work that gives voice to those affected and inspires hope for recovery. Entries will be judged on how the artwork captures the journey from darkness to hope. A professional jury will award stipends of \$2,000, \$1,000, and \$500 to selected emerging or established artists, and in the student category, there will be up to five \$100 Visa gift cards. Selected works will be unveiled at the Illinois Council on Problem Gambling conference in Spring 2026 and featured in public exhibits statewide. Submissions include all Visual Media (video, photography and painting) and Literary & Performance work (spoken word, poetry, songs, short videos or film and essays).

Problem gambling can affect anyone; about 400,000 people in the State of Illinois, from teens to adults, struggle with gambling with another 700,000 at risk.

Admitting a gambling problem is the first step toward recovery and education about the signs of addiction is crucial to get help.

SPONSORED BY



Learn more at
areyoureallywinning.com

Criteria

The professional jury will review submissions and make selections based on the following criteria:

Compelling visual expressions related to problem gambling themes that explore journeys from conflict to hope and resolution. Creative, nonrepresentational works that convey these ideas will also be considered.

Originality, innovative use of materials and technique, visual design innovation and overall aesthetic appeal.

Written statement about how your artwork addresses problem gambling.

Eligibility & Entry Information

- Entry is FREE. Upload submissions through the CaFe submission platform*. Artists must create a brief profile and login to submit an entry.
*<https://cafe.submittable.com/submit>, access: 10/19/20-10/20
- Submission deadline is March 31, 2026 midnight CST.
- Artist notification will be in Spring 2026.
- Open call for emerging and professional artists, ages 14 and up living in Illinois.
- High school students, are encouraged to submit and will be judged in the Student category.
- Work by multiple artists, AI-generated work and artwork with trademarked imagery will not be accepted.
- Artists may submit one entry, which can include up to three works.
- A brief written statement (200-word limit) about how artwork addresses problem gambling must accompany your submission.
- Selected works will be unveiled at a Spring 2026 event and included in a public exhibit.
- Previously submitted works will not be accepted.



Visit the CaFe website for
information on copyright policies
and image usage rights.





Targeted Campaigns:
Don't Bet Your Future

Don't Bet Your Future: Strategic Development

When:

Year Round; Started with PGAM-Education of Youth regarding Sports Betting

How:

Social Media, Activations, Radio Ads, Provider Partners at local events

Because (WHY):

Potential legal, school, social, financial and life consequences

Don't Bet Your Future: Understanding The Landscape

The Challenge: Across the media landscape, from advertisements to sports commentators, the NCAA Tournament is often portrayed as an exciting event that everyone can participate in through betting.

Background Research:

Gamblers who sportsbet are 2x more likely to experience gambling related harm

Calls to Action:

Bet responsibly: Don't bet or gamble before legal age

Don't give access to gambling before legal age

Don't Bet Your Future: Understanding The Landscape

The Challenge:

Educate Youth under legal age

Adults who allow access to minors

Calls to Action:

Why not allow under age to gamble

What are the potential consequences

Don't Bet Your Future: Developing the Who/What/Why

Convince (WHO):

Youth, parents, teachers, and school counselors

That (WHAT):

Problem gambling education is one of the best ways to reduce gambling harm

Because (WHY):

Youth and young adults ages 14-21 who gamble under the legal age limit of 21 are more susceptible to experiencing gambling-related harm

Don't Bet Your Future: Understanding The Landscape

The Challenge: Many Parents and youth view gambling as harmless entertainment compared to alcohol or drug abuse, often failing to recognize it as a serious addiction.

Background Research:

- Approximately 80-90% of individuals with a gambling problem or addiction never seek treatment, making it one of the most undertreated mental health concerns.
- Youth who gamble before age 21 are 2x as likely to experience a gambling problem (NCPGambling.org)
- Globally, **17.9% of youth under 18 have gambled in the past 12 months.**
- **Among youth under 18, online gambling is the second most prevalent form of gambling activity**

Misconceptions/Testimonials:

- “ I bet on Sports to Make Money” – Anon Illinois youth age 18-25
- “ I bet to have fun” – Anon Illinois youth age 18-25
- “ I know my parents bet, but they don't pressure me” – Anon Illinois youth age 18-25
- “I've just never been asked to sports bet” – Anon Illinois youth age 18-25

Don't Bet Your Future: Finding The Key Insights

Many Youth and Parents don't realize that:

- Gambling can stimulate the brain's reward system much like alcohol or drugs
- Gambling of any kind can put a kid's future at risk
- Playing it Safe and following the 21+ legal age limit can help protect youth from gambling harm
- Educating youth on the risks of gambling can help them to make an informed choice
- Educating youth on what gambling underage could cost them can help them make an informed choice

DON'T BET YOUR FUTURE

#PlayItSafe

21+ TO BET | LEARN MORE AT:

AreYouReallyWinning.com



NO APUESTES TU FUTURO

#JuegaALoSeguro

DEBES SER MAYOR DE 21 AÑOS PARA
APOSTAR | OBTÉN MÁS INFORMACIÓN EN:

AreYouReallyWinning.com



DON'T BET YOUR FUTURE

#PlayItSafe

21+ TO BET | LEARN MORE AT:

AreYouReallyWinning.com



NO APUESTES TU FUTURO

#JuegaALoSeguro

DEBES SER MAYOR DE 21 AÑOS PARA
APOSTAR | OBTÉN MÁS INFORMACIÓN EN:

AreYouReallyWinning.com



DON'T BET YOUR FUTURE

#PlayItSafe

21+ TO BET | LEARN MORE AT:

AreYouReallyWinning.com



NO APUESTES TU FUTURO

#JuegaALoSeguro

DEBES SER MAYOR DE 21 AÑOS PARA
APOSTAR | OBTÉN MÁS INFORMACIÓN EN:

AreYouReallyWinning.com



DON'T BET YOUR FUTURE

#PlayItSafe

21+ TO BET | LEARN MORE AT:

AreYouReallyWinning.com



DON'T BET YOUR FUTURE

#PlayItSafe

21+ TO BET | LEARN MORE AT:

AreYouReallyWinning.com



DON'T BET YOUR FUTURE

#PlayItSafe

PLAY LEGALLY
21+ TO BET



1.800.GAMBLER

(1-800-426-2527) (TX TEXT GAMB TO 632234)

ALL CALLS ARE CONFIDENTIAL, 24 HOURS A DAY, SEVEN DAYS A WEEK.

[AreYouReallyWinning.com](https://www.AreYouReallyWinning.com)



Don't Bet Your Future: Radio Script

:30 Youth Gambling Prevention Script:

Are you putting your future on the line with sports betting?

The rush of gambling can pose a risk for anyone, but youth under 21 face double the risk of gambling-related harm. Don't Bet Your Future, Follow the 21+ legal age limit for betting. To learn more about Youth Gambling Prevention, visit [AreYouReallyWinning.com](https://www.areyoureallywinning.com).

Don't Bet Your Future x NIL: Developing the Who/What/Why

Convince (WHO):

Youth, parents, teachers, and athletes, coaches

That (WHAT):

To encourage youth to Play It Safe and follow the legal age limit for sport betting (21+).

Because (WHY):

Youth are surrounded by ads and media that uses athletes to promote gambling. This is the first campaign in the country to flip the script and use athletes to promote gambling prevention.

**DON'T
BET YOUR
FUTURE**

#KnowTheRisk

ANDY JOHNSON
UIC GUARD



**DON'T
BET YOUR
FUTURE**

#KnowTheCost

TY PENCE
ISU GUARD



**DON'T
BET YOUR
FUTURE**

#KnowTheRisk

BERRY WALLACE
ILLINOIS FORWARD



**DON'T
BET YOUR
FUTURE**

#KnowTheCost

KIRA CHIVERS
LUC GUARD



**DON'T
BET YOUR
FUTURE**

#PlayItSafe

HAILEY LUCAS
SIU PITCHER



**DON'T
BET YOUR
FUTURE**

#PlayItSafe

MALEAH BLOMENKAMP
SIU OUTFIELDER



**DON'T
BET YOUR
FUTURE**

#KnowTheCost

TRISTA FAYTA
ISU GUARD



**DON'T
BET YOUR
FUTURE**

#PlayItSafe

ZACH BATES
ILLINOIS RELIEF PITCHER



**DON'T
BET YOUR
FUTURE**

#PlayItSafe

ALLI PAWLOWICZ
LOYOLA INFIELDER



**DON'T
BET YOUR
FUTURE**

#PlayItSafe

RASHUND WASHINGTON JR
UIC GUARD



**DON'T
BET YOUR
FUTURE**

#PlayItSafe

RYAN MCELLIGOTT
LUC SETTER



**DON'T
BET YOUR
FUTURE**

#KnowTheCost

DEYWILK TAVAREZ
LUC GUARD



DON'T BET YOUR FUTURE

#PLAYITSAFE

DEYWILK TAVAREZ
LOYOLA GUARD



1.800.GAMBLER

(1-800-426-2537) OR TEXT GAMB TO 833234
ALL CALLS ARE CONFIDENTIAL, 24 HOURS A DAY, SEVEN DAYS A WEEK.

AreYouReallyWinning.com



DON'T BET YOUR FUTURE

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RASHUND WASHINGTON
UIC GUARD



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AreYouReallyWinning.com







DBYF: Youth Resource Video – Coming soon!

Your Turn: **Group Exercise**

**Developing a Youth Campaign
That Works**

Where We Are:

Scans

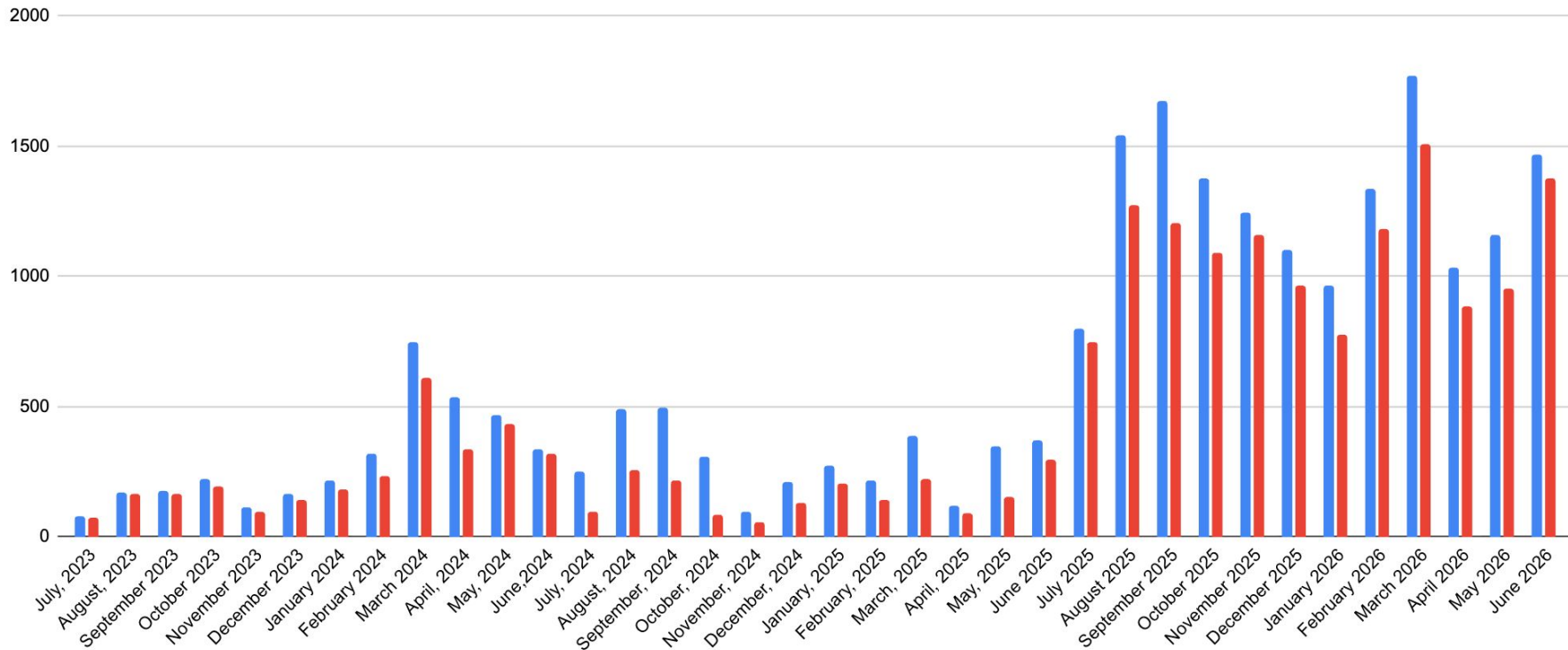
PER MONTH / 2023-2026

SFY 25 (July 2024 - June 2025): 3,554 total scans

SFY 26 (July 2025 - June 2026): 15,517 total scans

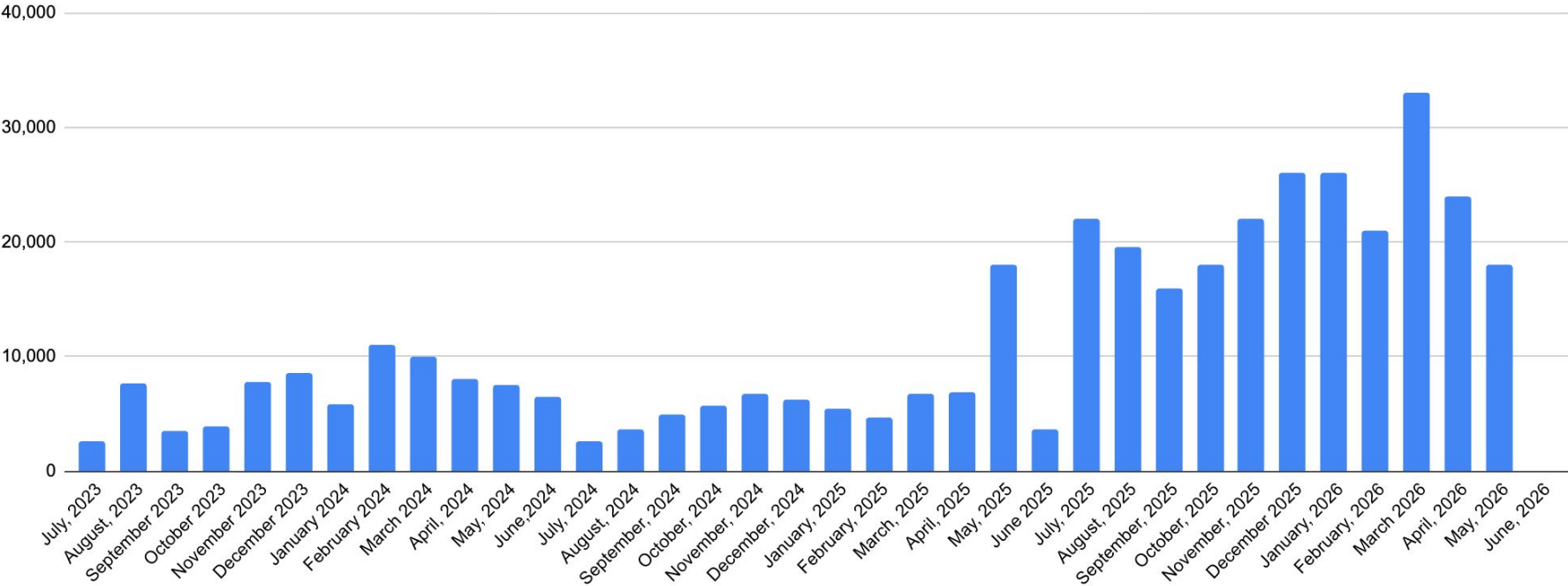
- 355% increase in scans

Scans Unique Scans



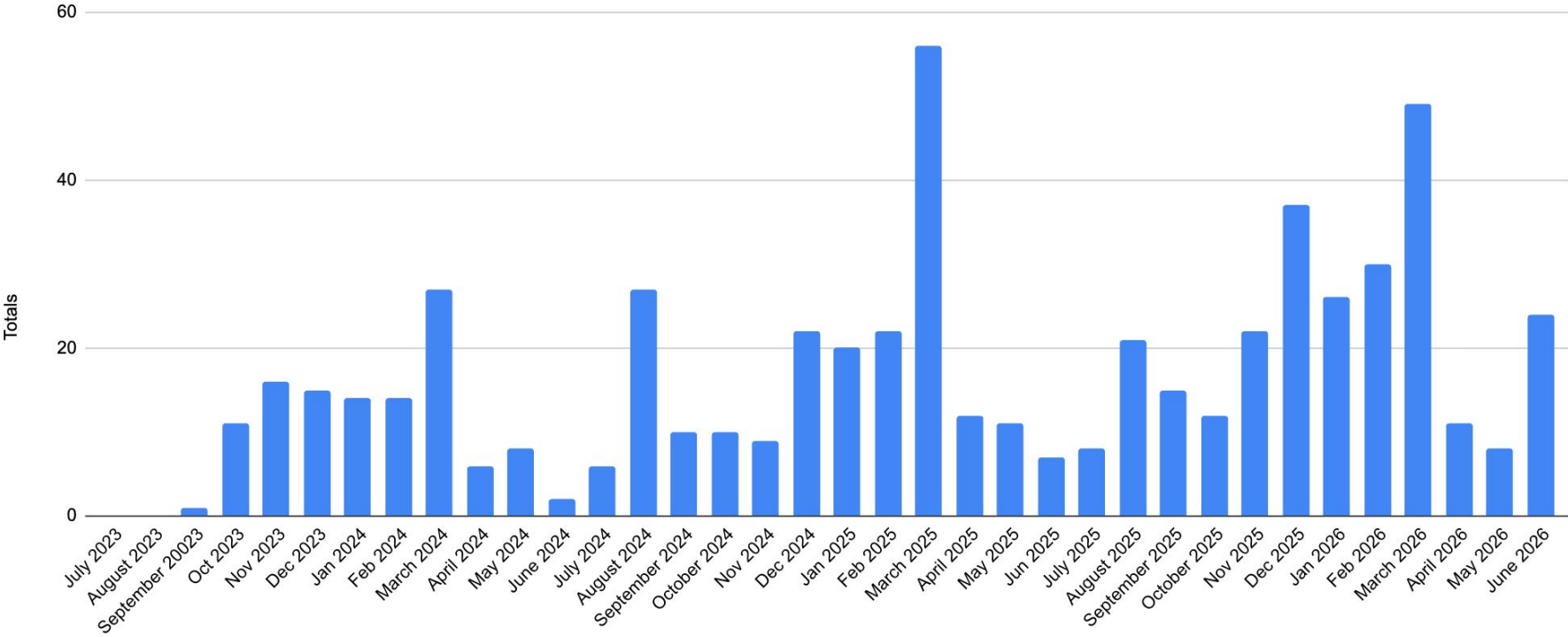
Web Traffic

PER MONTH / 2023-2026



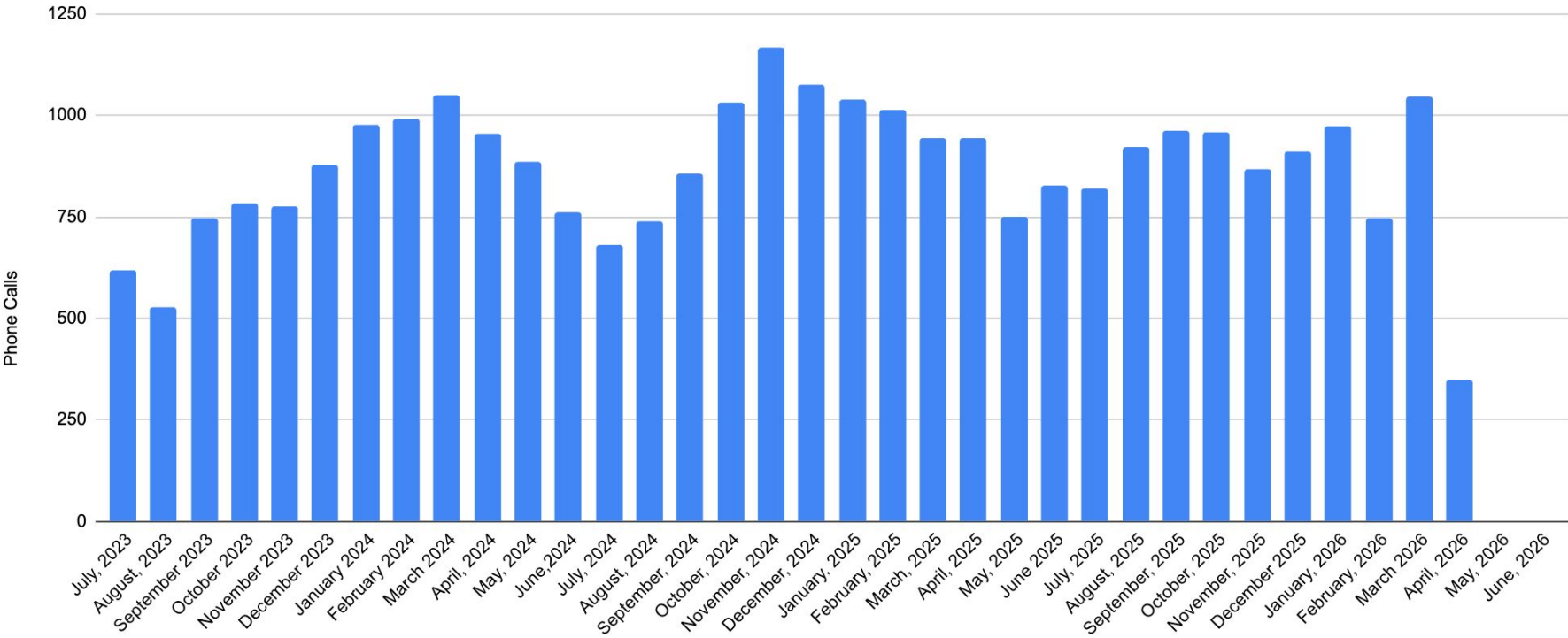
Activations

PER MONTH / 2023-2026



Phone Calls to 1-800-Gambler

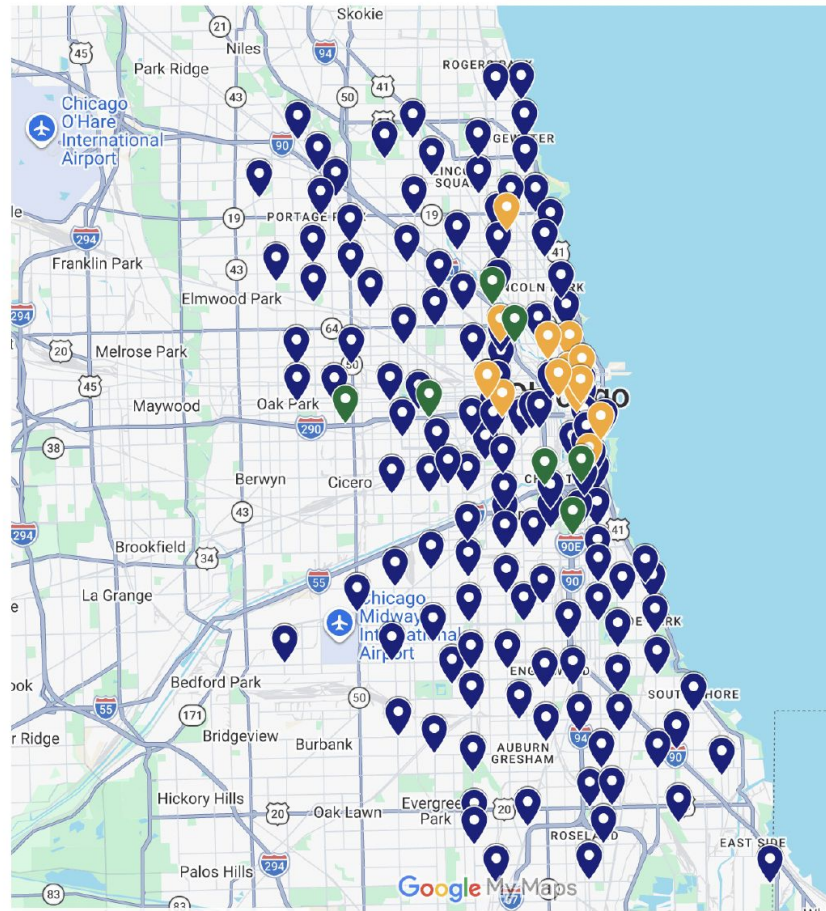
PER MONTH / 2023-2026



Are You Really Winning? Campaign

Coverage Map

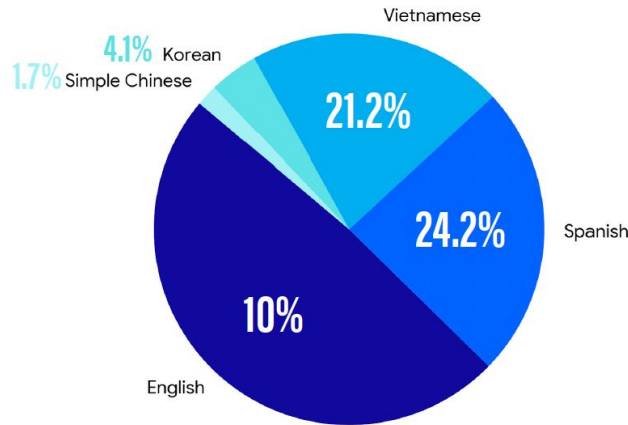
With out-of-home (OOH) partner JCDecaux, the campaign placed more than 100 bus shelters and digital billboards across the Chicagoland area, strategically tailored by language and demographic audience.



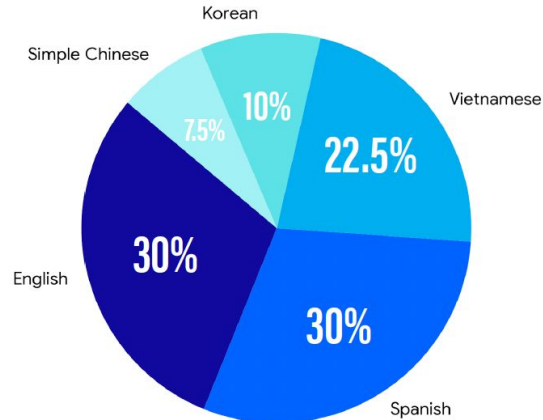
ARE YOU REALLY WINNING / 2025 LANGUAGE METRICS

IMPRESSIONS WITH JCDECAUX: **65,226,000**

Breakdown by Total Impressions
(Audience Reach)



Breakdown by Total Signage
Boards Placed



Where We Are

- Connecting the dots between awareness, education and treatment
- Conducting research to understand current situation and trends
- Reaching younger people to educate them and parents/adults on the risk of gambling
- Working closely with gambling treatment/outreach providers, VGTs, casinos, etc.

Here's Where We Are

CDC
GAMING



Betting controversy hits
July 4th Nathan's Hot Dog
Eating Contest after score
changes

Read on CDCGaming.com →

FORMER DEPAUL PLAYERS INDICTED ...



JALEN TERRY

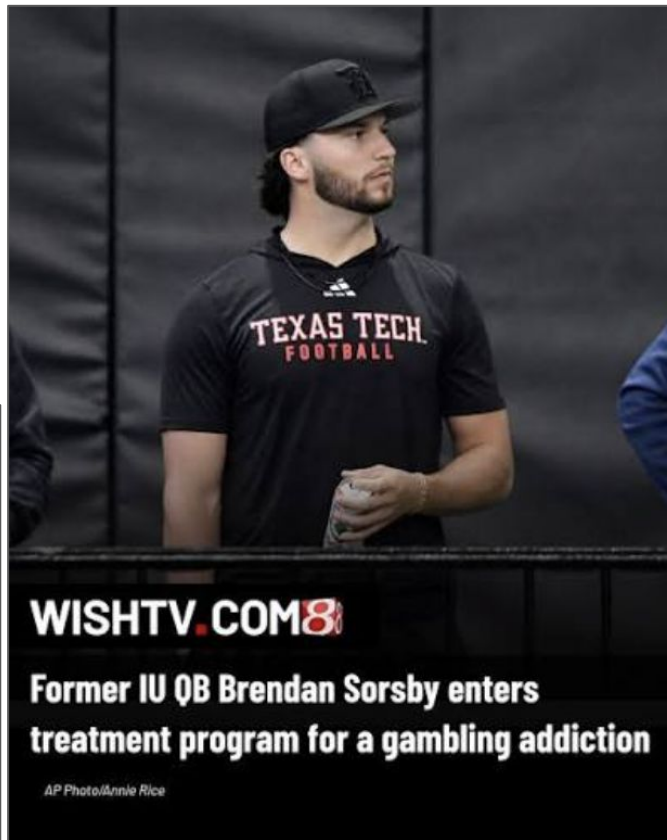


DA'SEAN NELSON



MAC ETIENNE

THREE FORMER DEPAUL PLAYERS INDICTED
IN SPORTS GAMBLING SCANDAL



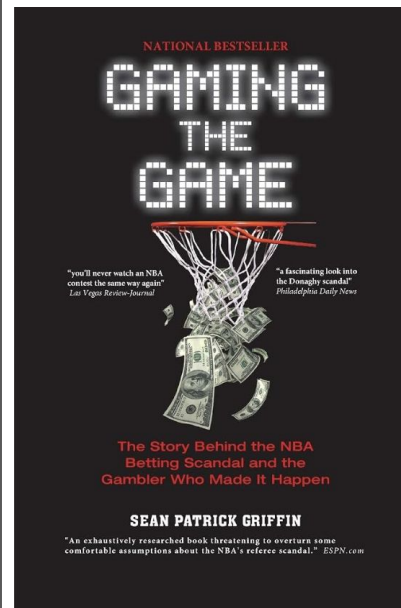
WISHTV.COM8

Former IU QB Brendan Sorsby enters
treatment program for a gambling addiction

AP Photo/Annie Rice



SHOHEI OHTANI
GAMBLING
SCANDAL



NATIONAL BESTSELLER

GAMING THE GAME

"You'll never watch an NBA
contest the same way again!"
Las Vegas Review-Journal

"A fascinating look into
the Donaghy scandal!"
Philadelphia Daily News

The Story Behind the NBA
Betting Scandal and the
Gambler Who Made It Happen

SEAN PATRICK GRIFFIN

"An exhaustively researched book threatening to overturn some
comfortable assumptions about the NBA's referee scandal." - ESPN.com

Here's Where We Are Going

Education in Middle and High Schools

- Not A Chance Program

Help Available in format used by youth:

- Social Media
- Chat
- Text

Information Sharing that is Research based

- Are you Really Winning - Youth Specific

Goal

- Reach all Residents of Illinois
- Raise Awareness of Education, Prevention, Intervention, Treatment options
- Unified Call to Action: Take the Screener, Call 1-800-Gambler, Text “GAMB” to 833234, visit [AreYouReallyWinning.com](https://www.areyoureallywinning.com).
- Easy, Accessible, Recognizable

BluePrint

Step One: One unified message and campaign

Step Two: Call a5 as a marketing expert

Step Three: Approach State governing body or State Council for Statewide Campaign

Step four: Secure a budget NOFO, Grant, State Council

Step Five: Data gathering, focus groups, finding the need and goal for your state

Step six: Develop Creative Concepts and calls to action

Step Seven: Governing Body to make suggestions, decision on final brand

Step Eight: Marketing plan

Step Nine: Get all your partners together, teach, and have one joined call to action

Step Ten: Begin, pivot, adjust, keep expending



Thank You!

If you have any questions, please reach out to:

Anita Pindiur

anitap@waybackinn.org

John Harris

jharris@a5inc.com

**Betting out of
control? Get help
before you lose
everything.**

**CALL
1.800.GAMBLER**



**CAN'T STOP
BETTING
NONSTOP?**

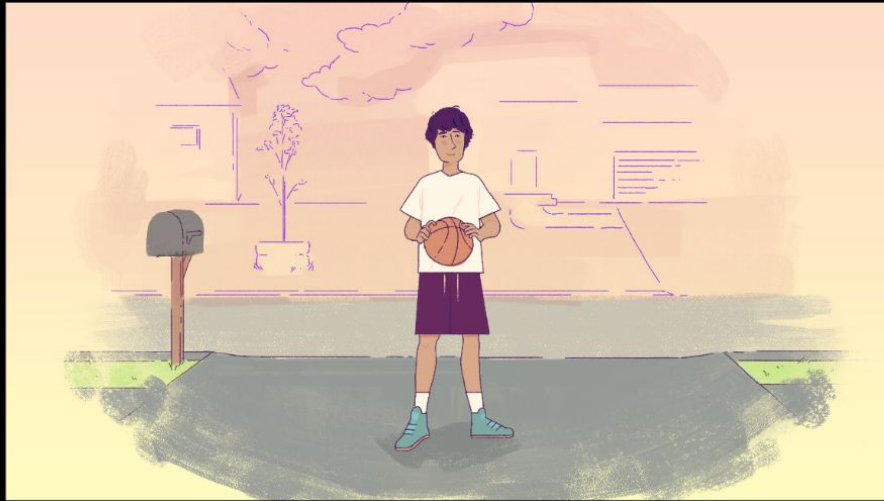
**CALL
1.800.GAMBLER**



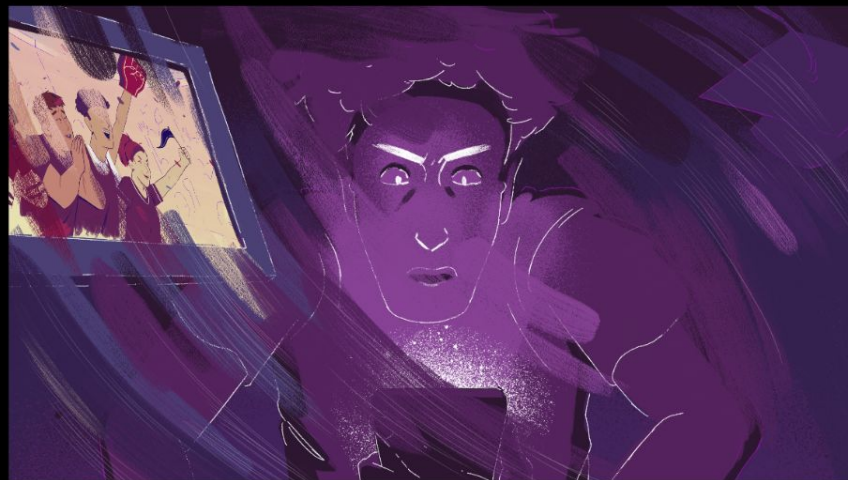
**Are You or a Friend:
Betting, Gambling,
Obsessing, Avoiding,
Stressing, Lying?**

**CALL
1.800.GAMBLER**

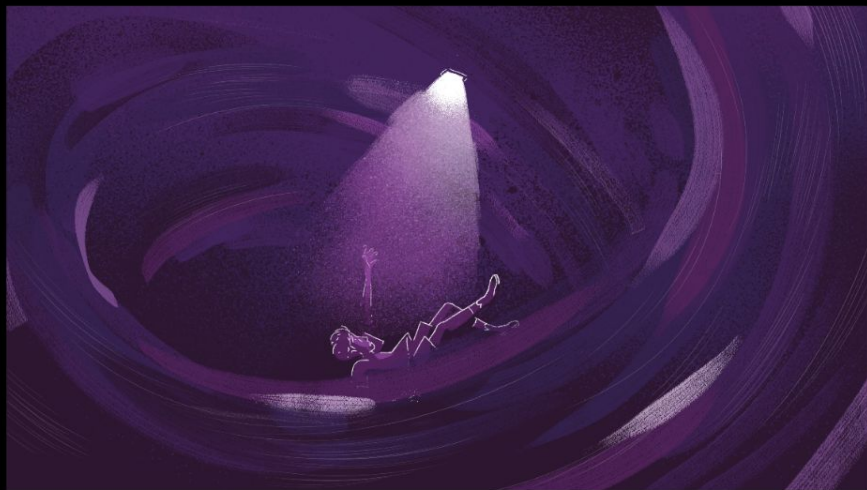




DBYF: Youth Resource Video – Coming soon!



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How to Get Involved

How to Get Involved

Everyone has a role to play in aiding those who might struggle with problem gambling. Here's how you can help:

- Know the signs & symptoms
- Visit AreYouReallyWinning.com for printable facts and resources
- Follow [Are You Really Winning?](#) on Facebook & Instagram
- Like, comment, and share the content with your friends and family
- Utilize the screener on the Are You Really Winning website
 - <https://e.helplineil.org/screener/>

Challenges/Headlines Now

The Screener:



📞 Call 1-800-GAMBLER or text "GAMB" to 833234 [Español](#)

[Get help](#) [About](#) [News](#) [Providers](#)



Let us help you answer the question.

If gambling has become a problem, we're here to help.

[Call](#)

[Text](#)

[Chat](#)

Help is here.

Could I have a gambling problem?

Betting, gaming, wagering – gambling can take many forms. And for some people, gambling can lead to financial problems, relationship problems, depression and anxiety.

Answer a few questions to see if you're really winning – or if gambling is becoming a problem for you.

[Take the screener](#)



In these questions, "gambling" means buying lottery tickets, gambling at a casino, playing cards or dice for money, betting on sports games, playing slot machines, video poker or other video gambling, gambling on the internet, betting on horses or dogs, playing video games with gambling activities or loot box purchases, trading stocks or other speculative investments, and playing bingo or Keno.

Please answer these questions with "Yes" or "No" answers.

During the past 12 months:

Have you gambled 5 or more times? *(Required)*

☒ Yes ☐ No

Have you ever felt restless, on edge or irritable when trying to stop or cut down on gambling? *(Required)*

☒ Yes ☐ No

Have you had to ask other people for money to help deal with financial problems that had been caused by gambling? *(Required)*

☒ Yes ☐ No

Have you tried to hide how much you have gambled from your family or friends? *(Required)*

☒ Yes ☐ No

Have you tried to cut down or stop your gambling? *(Required)*

☒ Yes ☐ No

Have you increased your bet or how much you would spend, in order to feel the same kind of excitement as before? *(Required)*

☒ Yes ☐ No

Did you think about gambling even when you were not doing it? (Remembering past gambling experiences, or planning future gambling?) *(Required)*

☒ Yes ☐ No

Did you go to gamble when you were feeling down, stressed, angry or bored? *(Required)*

☒ Yes ☐ No

Did you ever try to win back the money that you had recently lost? *(Required)*

☒ Yes ☐ No

Has your gambling caused problems in your relationships or with work? *(Required)*

☒ Yes ☐ No

[Submit](#)

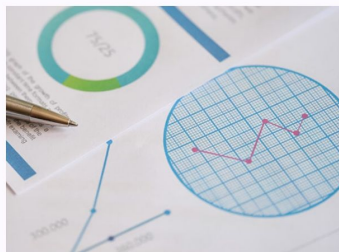
Printable Materials on AreYouReallyWinning.com

Winning resources



Launch of *Are You Really Winning*; Helpline now serving people with concerns about problem gambling

The IL Department of Human Services' Division of Substance Use Prevention and Recovery (SUPR) has launched "Are You Really Winning" to build awareness of problem gambling and to promote IL Helpline services for people experiencing problem gambling. The campaign and Helpline services will help to meet several goals of SUPR for fiscal year 2023. Since July of 2022, the IL Helpline has been providing support and referrals related to problem gambling to strengthen the client-centered approach to behavioral health services. The IL Helpline has offered substance use-related support and referrals since its launch in 2018, and with the addition of problem gambling services, the Helpline can better serve



IL problem gambling assessment report

The first-ever Illinois statewide gambling and problem gambling needs assessment is now available. Commissioned by the IL Department of Human Services, the assessment looks at the different types of gambling in the state, availability of treatment and other services, the prevalence of problem gambling among different groups, and overall attitudes about gambling. The report also makes recommendations for problem gambling prevention, awareness building, policies, and screening, treatment, and recovery.

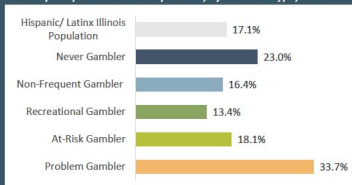
See the report.

Problem Gambling in Hispanic/Latinx Communities

In the U.S., 6.7% of Hispanics/Latinxs meet the criteria for a gambling problem, however these estimates vary by state and survey tool [1]. Within Hispanic/Latinx communities, those with existing mental health issues, low socioeconomic status, and other cultural contexts are associated with problem gambling [2-3].

An estimated 7.3% of Hispanic Illinoisans have a gambling problem. An additional 8.1% are at-risk of developing a gambling problem.

Hispanic/Latinx Illinois Population, by Gambler Type, 2021

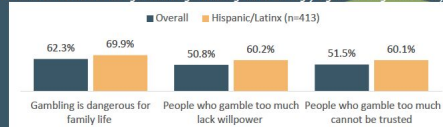


Hispanic Illinoisans are more likely not to gamble at all but, if they do, appear more likely to develop a gambling problem.

DATA SOURCE: IL Problem Gambling Assessment, Representative Population Sample, Weighted %, 2021

- The top reasons for gambling among Hispanic/Latinx Illinoisans were: "for excitement or as a challenge" (65.8%), "to win money for paying bills" (39.3%), and "for entertainment or fun" (35.7%). While gambling for excitement and entertainment aligned with Illinoisans overall, "to win money for paying bills" was higher among Hispanic/Latinx Illinoisans and Black/African American Illinoisans.
- Community discussions noted that many Hispanic/Latinx Illinoisans "see it [gambling] as entertainment" and a chance to earn money rather than a risk.
- While 95% of Hispanic/Latinx Illinoisans recognize that gambling can be an addiction, there is a lot of stigma associated with gambling and potentially having a problem [4].
- Hispanic/Latinx Illinoisans largely agreed that gambling posed significant harm to the family and others. They were the racial/ethnic group most likely to agree or strongly agree with the following statements:

Attitudes towards Gambling Percentage Who Agree or Strongly Agree among Illinoisans, 2021



DATA SOURCE: IL Problem Gambling Assessment, Representative Population Sample, Weighted %, 2021

If you or someone you know is experiencing problems with gambling, contact the State's Gambling Hotline at: **1-800-GAMBLER**, www.knowthefeeling.org, or Text: "ILGamb" to 833234

Where Your Help is Needed

- **Print out the one-pager from the IL Gambling Assessment and leave it at:**
 - **Places of worship**
 - **Schools & events**
 - **Mental health facilities**
 - **Community fairs or health fairs**
- **Email elected officials to educate them about problem gambling and the people at risk**
- **Share information on social media with your friends and family**

How to Discuss Problem Gambling:

- **Educate people to prevent problem gambling. For example:**
 - **“Hey, I read this new study check it out”**
 - **“Did you see/hear the commercial? Call 1.800.GAMBLER”**
 - **“Do you want me to help you find resources?”**
- **Remain hopeful and positive. For example:**
 - **“Help is available. You’re not alone”**
 - **“We will get through this”**

Goal

One Unified message

Used by all; hotline, outreach, treatment providers, and the Illinois Council on Problem Gambling, and gambling industry (Casino's, VGT's, Lottery)

unified call to action; Take screener

call 1-800-Gambler visit website

**STAY
OUT
OF THE
RED**



**"I LOST IT ALL.
LITERALLY
EVERYTHING."**

LEONARDO D.

ELMHURST, IL

Gambling becomes a problem when it affects a person's daily activities, mental/physical health, reputation and relationships, and hurts their finances.

Sound Like Someone You Know? Get Them Help.

**GET HELP
1 800
GAMBLER**

**STAY
OUT
OF THE
RED
.COM**

GAMBLING
BETTING
WAGERING
BORROWING
LYING
LOSING



**Am I Really
Winning?**

Watch for the Signs / Get Help
BetOnYourself.com 1-800-Gambler

**BET ON
YOURSELF**

GAMBLING
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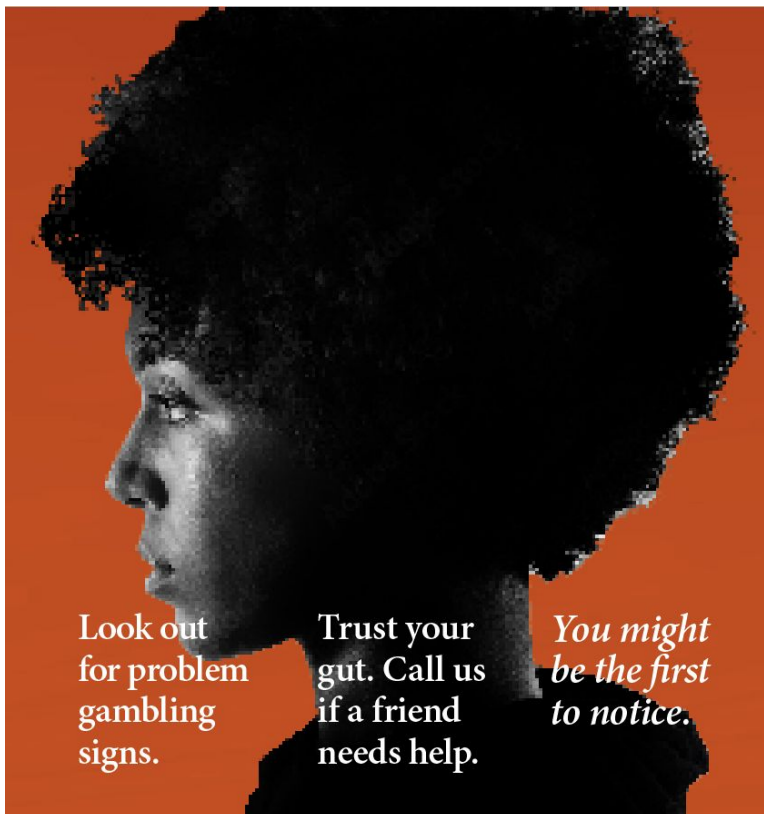
**I LOST
EVERYTHING.**



**Know
the
Signs**

**GET HELP
1 800
GAMBLER**

**AM I REALLY
WINNING?**

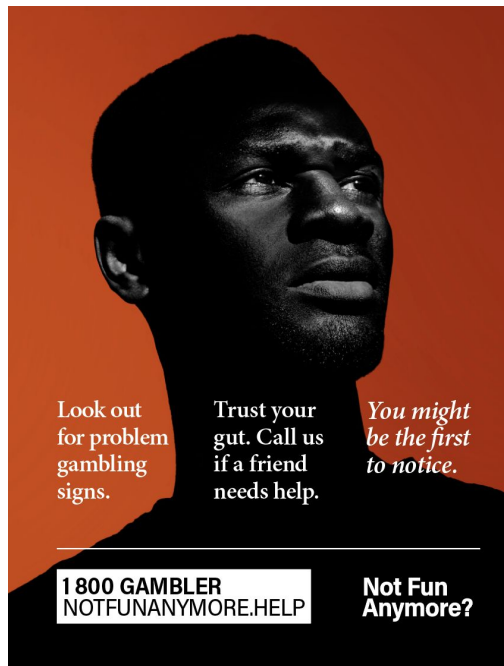


Look out
for problem
gambling
signs.

Trust your
gut. Call us
if a friend
needs help.

*You might
be the first
to notice.*

Not Fun Anymore?



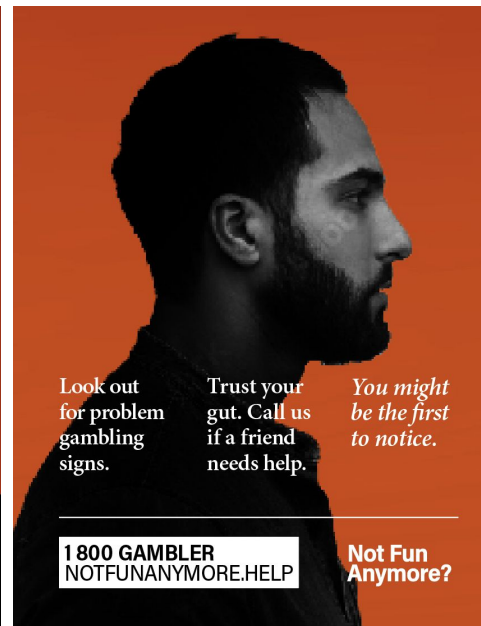
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NOTFUNANYMORE.HELP

**Not Fun
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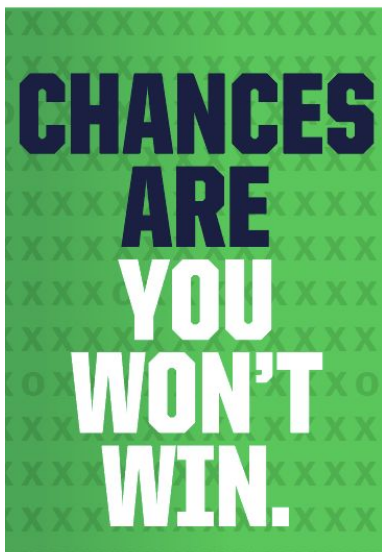
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Anymore?**

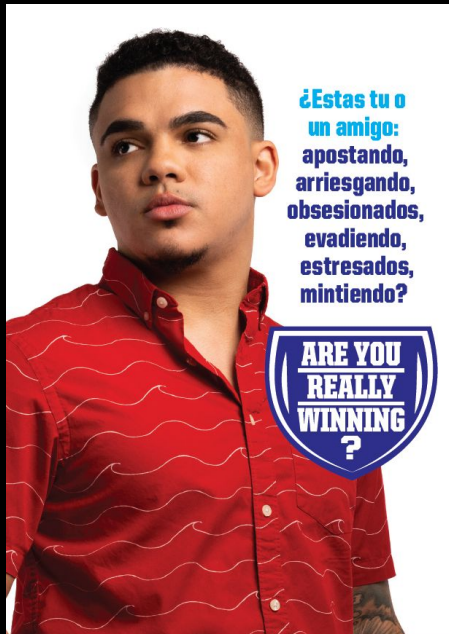
**THE
NUMBERS
SAY**

**YOU WON'T WIN
THAT BET.**



**CHANCES
ARE
YOU
WON'T
WIN.**





¿Estas tu o
un amigo:
apostando,
arriesgando,
obsesionados,
evadiendo,
estresados,
mintiendo?



**LLAMA AL
1.800.GAMBLER**



TODAS LAS LLAMADAS SON
CONFIDENCIALES. LAS 24 HORAS DEL
DÍA, LOS SIETE DÍAS DE LA SEMANA.

Conozca las señales y síntomas

Conozca las señales y sepa que no está solo. Si necesita ayuda, está disponible las 24 horas del día, los 7 días de la semana y es confidencial.

- ☐ ¿Alguna vez se ha sentido inquieto, nervioso o irritable al tratar de dejar la adicción al juego?
- ☐ ¿Ha tratado de pedir dinero a otras personas para ayudar a lidiar con los problemas financieros causados por su adicción al juego?
- ☐ ¿Ha intentado ocultarle a su familia o amigos cuánto ha apostado?

Si respondió que si a alguna de estas preguntas, puede obtener ayuda. Llame:

1.800.GAMBLER

(1-800-426-2537) O ENVÍE EL TEXTO GAMB AL 833234

AreYouReallyWinning.com



TODAS LAS LLAMADAS SON
CONFIDENCIALES. LAS 24 HORAS DEL
DÍA, LOS SIETE DÍAS DE LA SEMANA.

PATROCINADO POR EL DEPARTAMENTO DE SERVICIOS
HUMANOS DE ILLINOIS.



IL66813