

**Get the Message:
Exploring
Prevention,
Recovery, and
Gambling
Industry
Messaging**

National Council on Problem
Gambling

2026 National Conference -
Nashville

Comparing and Contrasting
Effectiveness of PSAs and
Responsible Gaming Media

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Learning Objectives

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- Differentiate PSAs from Responsible Gambling (RG) commercials
- Review strengths and limitations of each approach
- Discuss implications for prevention and treatment

It's 7:00 PM – have some borrowed money on my account - excited – at the bar – my buddies are with me - the adrenalin is pumping – I know my bets are a lock – today's the day – I'm going all in – Only I know I have a gambling addiction - but today I can't lose – I turn on the TV

RG 1 DraftKings Responsible Gambling

**It's 3:00 AM – I'm broke,
depressed – thinking how I
can get some money – the
craving is turning into an
obsession – there's no hope –
no help - no one understands
my problem – I turn on the TV**

PSA 1 “I Need Action!”



What Is a Problem Gambling PSA?

- Public health message
- Focus on risks, harms, and warning signs
- Often emotional and educational
- Encourages help-seeking

Indiana Council on Problem Gambling PSA (Presented by Christina Gray

christinagray@indianaproblemgambling.org)

PSA 2 (Indiana Council)

Research on PSA Effectiveness

- Increase awareness of harms
- Improve help-seeking intentions
- Greater emotional impact
- Can reduce stigma when recovery is highlighted

PSA 3 “Sports Betting Found Me!”

RG 2 BetMGM Responsible Gambling

What Is a Responsible Gambling Commercial?

- Industry-sponsored messaging
- Focus on informed choice and control
- Often includes disclaimers and tips
- Promotes 'play responsibly' messaging

RG 3 FanDuel Responsible Gambling

Research on RG Commercial Effectiveness

- Mixed findings
- Improves recall of safer gambling tips
- May have limited effect on gambling behavior
- Some messages perceived as contradictory when paired with gambling promotions

PSA 4 “The Warning Signs!”

It's 6:00 AM – Another sleepless night - I'm weary and exhausted from worry - I can't talk to anyone about his gambling - they wouldn't understand - his head is on the pillow like he doesn't have a care in the world - what happened to my responsible husband - where did our loving and caring marriage go- whose phone is he texting late at night when he tells me he's just checking emails - I can't live like this anymore - I can't bail him out of debt anymore - I turn on the TV

PSA 5 “The Family Impact!”

Do Family- Focused PSAs Exist?

- YES—but they are less visible than gambler-focused responsible gambling campaigns.
- Gam-Anon's website includes a PSA specifically for people affected by a loved one's gambling.
- NCPG's 1-800-MY-RESET toolkit states that family members and friends can contact the helpline.
- GambleAware has produced lived-experience content on how gambling harms loved ones.

Recommendations

- Increase evidence-based PSA campaigns
- Use lived experience and recovery stories
- Evaluate campaigns with behavioral outcomes
- Balance prevention, treatment, and policy approaches



Questions &
Discussion

Thank You

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