

# BIPOC Mental Health and Problem Gambling

We are more than just statistics or the barriers we face.



Culture, Community & Connection



UNIVERSITY *of* MARYLAND  
SCHOOL OF MEDICINE

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

## An Awareness Toolkit for Community Health Organizations, Providers, and Preventionists

### July 2023

#### ACKNOWLEDGMENTS

This Guide is a compilation of information provided by the U.S. Department of Health and Human Services, Office of Minority Health; National Alliance on Mental Illness (NAMI); Mental Health America (MHA); and the Maryland Center of Excellence on Problem Gambling.

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

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## INTRODUCTION & OVERVIEW



July is National Minority Mental Health Awareness Month, also known as Black, Indigenous, and People of Color (BIPOC) Mental Health Awareness Month. This July, the Maryland Center of Excellence on Problem Gambling (the Center) invites you to join us in promoting health equity on the issues of minorities and access to culturally appropriate problem gambling prevention and treatment. Maryland data shows minority populations are at a greater risk of problem gambling behaviors. Let us raise awareness this month of health disparities and work to create equity in culturally appropriate and equally accessible education, prevention, treatment, and recovery for gambling disorders.

In 2008, the United States House of Representatives announced July as National Minority Mental Health Awareness Month in honor of Bebe Moore Campbell, a national advocate and mental health leader in the African American Community. Over the years, National Minority Mental Health Awareness Month has been promoted by National organizations who work towards increasing access to mental health care and decreasing the stigma of mental health disorders in the BIPOC populations. Participating organizations include: The United States Department of Health and Human Services, Office of Minority Health; Mental Health America; and the National Alliance on Mental Illness.

Enclosed in this guide you will find tools to help you promote July BIPOC Mental Health Awareness Month, especially as it applies to preventing problematic gambling behaviors and promoting resources and help for Maryland residents. Participate by posting on social media, including information in your email signature line, and/or using the hashtags to raise awareness. You can also follow, like, or share the Center's Facebook or Twitter posts: <https://www.facebook.com/MDCEPG> or <https://twitter.com/mdcepg>

Thank you for your participation!

A handwritten signature in black ink that reads "Mary Drexler". The signature is fluid and cursive.

Mary Drexler, MSW  
Program Director  
(667) 214-2121  
[mdrexler@som.umaryland.edu](mailto:mdrexler@som.umaryland.edu)

## BIPOC & MENTAL HEALTH

Good mental health is essential for everyone's overall physical well-being. The onset of a devastating mental illness can seem impossible to overcome, the truth is they are common and treatable. While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health. Often, unhealthy coping strategies such as substance use and problematic gambling are used to handle stress and untreated mental health symptoms, leading to years of addiction and loss to quality of life. Most minority populations have similar or lower rates of mental illness compared to the white population, however there are more negative outcomes associated with mental illness in the Black, Indigenous, and People of Color populations (American Psychiatric Association, 2017).

Mental health disorders are common among people involved in the criminal justice system. Disproportionately minority populations are involved in the criminal justice system, thus increasing the likelihood of a mental health disorder among these populations. Differences in cultural understanding by health care providers can contribute to the lack of proper diagnosis and treatment among minority populations. In addition, minority populations are less likely to seek mental health care due to the stigma of seeking help (American Psychiatric Association, 2017).

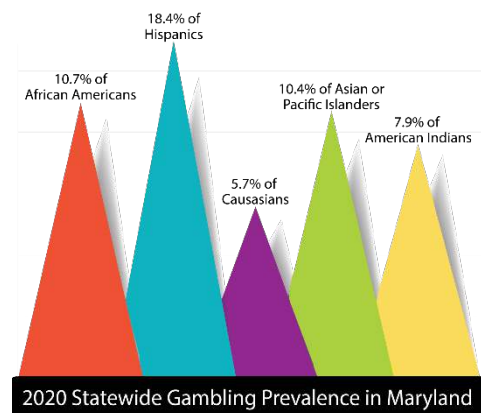
### BIPOC & Problem Gambling?

These same contributing factors have been seen from gambling research as reasons why BIPOC populations do not seek help for gambling problems (Okuda, M. et. al, 2016).

Although the research is limited, studies conducted on problem gambling and race have consistently revealed that BIPOC populations are more likely to suffer from the negative consequences of problem gambling, as well as develop a gambling disorder, when compared to their white counterparts.

According to the **Statewide Gambling Prevalence Study in Maryland, 2020**, **18.4% of Hispanics**, **10.7% African Americans**, **10.4% Asian or Pacific Islanders**, **7.9% of American Indians**, and **5.7% of Whites** are disordered gamblers. BIPOC individuals are more likely to develop a gambling disorder compared to Caucasians.

Mental health disorders, substance use, and problematic gambling have similar risk and protective factors. In working with minority community leaders and residents, raising awareness of gambling risks and resources among BIPOC populations is the key to increasing prevention, treatment, and recovery of gambling disorders in Maryland.



Maryland Center of Excellence on Problem Gambling

250 W. Pratt Street, Suite #1050, Baltimore MD 21201 ~ 667-214-2120

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

## PREVENTION & TREATMENT AWARENESS

One of the many ways the Center supports its mission to promote healthy and informed choices regarding problematic gambling is by informing the public about the prevalence of problem gambling within BIPOC populations. Typically, across the country, data shows that people with behavioral disorders, and/or lower socioeconomic status are more likely to develop a gambling disorder. Consequently, the Center conducts community outreach and public awareness messaging aimed at these historically marginalized and high-risk populations.

### WHAT IS PREVENTION?

**Prevention is the stopping or delaying of behaviors that might put someone more at risk for negative health outcomes.**

**Primary prevention** is reaching populations, such as youth, who have not engaged in a risky behavior to promote positive behaviors.

**Secondary prevention** reaches populations that have initiated a risky behavior that may be causing problems but does not reach the threshold of diagnosable disorder, such as a gambling disorder.

**Tertiary prevention** is relapse prevention for individuals who have been diagnosed with a disorder and are in recovery (Center for Disease Control and Prevention, 2020). Mental health, substance use, and gambling disorders are among the top conditions that cause disability in the United States. Preventing these disorders or co-occurring disorders and related problems is critical to behavioral and physical health.

Developing brains make youth vulnerable to injury and poor decision making, including the harmful effects of alcohol, drugs, and/or gambling. Parts of the brain that impact emotions, cognition, and impulse control are still developing into and adolescent's early 20's. Implementing proactive prevention practices and awareness messaging can help decrease the risk of developing mental health disorders.

### Prevention Awareness

One of the best ways to reach minority populations is through community leaders. Community leaders can be reached through faith-based organizations, schools, and other non-profit organizations that ally with BIPOC populations. Engaging with these groups on social media can be a very effective way to reach a greater number of these minority groups who historically have not been as easy to reach due to their limited resources.

The Center's prevention grants are available to minority populations to integrate problem gambling prevention education and strategies into current programming. FY24 grant applications for youth and special population grants will be available in July.

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## Tools for Mental Well-Being and Prevention

- **Have Important Conversations with the youth and young adults you care about** – Talk to youth ages 10-25 about mental health, substance misuse, and problematic gambling.
- **Choose activities that involve healthy, fun events** – No alcohol or gambling for those under-age. Set limits on alcohol and gambling behaviors for adults of legal age.
- **Learn skills to help cope with stress in healthy ways** – Use meditation, exercise, problem solving, talking to someone you trust and other ways to deal with stress. Seek professional help if needed.
- **Join a school or community clubs that promotes wellness among youth such as Students Against Destructive Decisions club** – Groups of youth making healthy decisions and making a positive difference in their communities inspires other youth to do the same.

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## WHAT IS TREATMENT AND RECOVERY

Many people diagnosed with behavioral health disorders achieve recovery and wellness by participating in some form of formal or informal treatment. There are many different treatment options available including:

Peer support, professional counseling or psychotherapy, medication, case management, hospitalization, support groups, and many others.

There is not one type of treatment that works for everyone – choose the treatment, or combination of treatments, that works best for you.

## Treatment & Recovery Awareness

Those who are in the throes of a behavioral crisis or currently receiving treatment for their mental health issues may be harder to reach and engage. Often times, it is the treatment practitioners, and community-based support networks who will provide the most effective access to your awareness messaging.

Community leaders within faith-based and other community organizations will once again be able to assist you in finding specific providers and/or small grass roots community organizations who directly serve and support marginalized BIPOC populations. It is vital to establish positive relationships with these community leaders in order to find your target population online and in the community.

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## Tools for Mental Well-Being and Recovery

- **Practice wellness mentally and physically** – Get enough sleep, exercise, eat healthy, and enjoy good conversations with family and friends.
- **Spend time with family and friends who follow wellness behaviors and encourage you to do the same** – Stay positive and be around healthy and positive people.
- **If you are concerned about problem gambling, promote screening** at: [www.helpmygamblingproblem.org/gambling-problems/self-assessment](http://www.helpmygamblingproblem.org/gambling-problems/self-assessment)
- **Maintain a Balance in all you do** – Make small changes and build on those successes. Balance out the type of recreational activities you do; example, if you gamble, integrate other forms of recreational and social interaction with equal balance. Limit alcohol use, especially in times of stress.
- **Mental Health Screening – Go to MHAscreening.org**. Call your local county health department or Mental Health Agency and ask for a mental health and/or substance use screening.
- **Refer to Local Health Departments and Mental Health Agencies** – These organizations provide additional resources and help within their specified counties/jurisdictions.
- **“No Cost” Screening and Treatment for Maryland residents and their families** – **EVERYONE** can receive “no cost” assessment, treatment and support for problem gambling related issues regardless of ability to pay.
- **Have the Conversation with “someone who has been there”** – Problem Gambling Peer Recovery Support is available for individuals and family members. Peers can be a source of support and connect you with the resources you need for help.
- **Try to do an activity you enjoy every day** – Dancing, watching TV, working in the garden, painting, or reading.
- **Find ways to relax** – Meditation, yoga, healthy eating, taking a bath, or taking a walk.

## TAKE ACTION

There are many ways you can promote awareness of equity and access to mental health and problem gambling services:

- Promote mental health and gambling screenings throughout your organization.
- Post flyers about mental health and addiction prevention.
- Download the tool kits provided in this Guide.
- Create and use provided social media posts.
- Update awareness and prevention messaging on your social media and organizational website.
- Use provided email signatures to promote Minority Mental Health Month.
- Visit the Center's website [mdproblemgambling.com](http://mdproblemgambling.com) for additional resources.
- Use the QR code on materials that will send those in need directly to our help seeker website, [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org).
- Engage with and share the Center's social media messaging throughout the month:

Like us and share our posts on [FACEBOOK](#)

Follow us and retweet our posts on [TWITTER](#) and

Follow us on [INSTAGRAM](#) and share our posts

Subscribe, like, and watch our videos on [YOUTUBE](#)



Contact the Center's Communications Manager, Mike Kafes if you have any questions, need materials, and/or would like to learn more about how to promote problem gambling awareness within your organization and/or the communities you serve.



## EMAIL SIGNATURES

Adding awareness messaging to your email signature is a great way to let the people you serve as well as the professionals you interact with know that you are an agent for growth and change. Encourage others to follow your example by cutting and pasting a signature message into your email signature or post them on your Facebook, Twitter, and/or Instagram pages:

### Email Signature #1:

**BIPOC Mental Health and Problem Gambling**  
We are more than just statistics or the barriers we face.



Ask me more about how you can support the health and wellbeing of all Black, Indigenous, and People of Color. Know how to have the conversation about gambling in your communities.

### Email Signature #2:

**celebrate the  
strength in our  
communities**

Look around look within your community to prevent mental health inequity.

### Email Signature #3:



The Center supports all Black, Indigenous, and People of Color (BIPOC) with their desire to have the conversation about problem gambling.

## SOCIAL MEDIA

Interact with National or local chapters of these, or any community advocacy, prevention, and treatment organizations' social media pages. Reach out and ask them to help promote your organization's efforts by liking, following, and sharing your common message.

- **US Department of Health and Human Services, Office of Minority Health**

- Web - <https://www.minorityhealth.hhs.gov/minority-mental-health/>
- Facebook - [/minorityhealth](https://www.facebook.com/minorityhealth)
- Twitter - [@MinorityHealth](https://twitter.com/MinorityHealth)
- Instagram - [/minorityhealth](https://www.instagram.com/minorityhealth)



- **National Alliance on Mental Illness**

- Web - <https://nami.org>
- Facebook - [/NAMI](https://www.facebook.com/NAMI)
- Twitter - [@NAMICommunicate](https://twitter.com/NAMICommunicate)
- Instagram - [/NAMI](https://www.instagram.com/NAMI)
- LinkedIn - [/NAMI](https://www.linkedin.com/company/nami)
- NAMI Blog - <https://www.nami.org/Blogs/NAMI-Blog>



- **Mental Health America**

- Web - <https://mhanational.org/>
- Facebook - [/mentalhealthamerica](https://www.facebook.com/mentalhealthamerica)
- Twitter - [@MentalHealthAm](https://twitter.com/MentalHealthAm)
- Instagram - [/mentalhealthamerica](https://www.instagram.com/mentalhealthamerica)

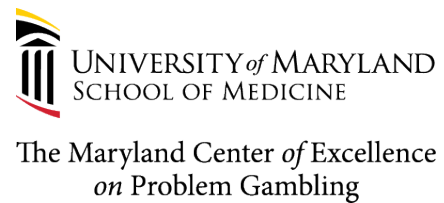


## Hashtags

#MinorityMentalHealth  
#LookWithin  
#LookAroundLookWithin  
#NotAlone  
#ProblemGamblingScreening  
#Together4MH  
#HaveTheConversation  
#BIPOCMentalHealth  
#MMHM2023

#ShadesofMentalHealth  
#ProblemGambler  
#BebeMooreCampbell  
#BeyondtheNumbers  
#WordsMatter  
#1800GAMBLER  
#YouMatter  
#SelfCare  
#BIPOCGambling

## Logos



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## Badges and Shareable Graphics

**BIPOC COMMUNITIES HAVE ALWAYS BEEN AT THE FOREFRONT OF SOCIAL CHANGE.**

When advocating for community spaces and resources, it is important to pay homage to the originating communities that have led the way.



DOWNLOAD THE BIPOC MENTAL HEALTH 2023 TOOLKIT: [MHANATIONAL.ORG/JULY](https://mhanational.org/july)



celebrate  
**BIPOC**  
**MENTAL**  
**HEALTH**  
**MONTH**

celebrate the  
strength in our  
communities



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## Tool Kits And Awareness Resources

- **The Maryland Center of Excellence on Problem Gambling:**
  - *This tool kit:* [mdproblemgambling.com/minority-mental-health-month-2023/](https://mdproblemgambling.com/minority-mental-health-month-2023/)
  - Problem gambling screening: [helpmygamblingproblem.org/gambling-problems/self-assessment/](https://helpmygamblingproblem.org/gambling-problems/self-assessment/)
  - No cost treatment provider map: [mdproblemgambling.com/find-a-counselor/](https://mdproblemgambling.com/find-a-counselor/)
  - Problem gambling research: [mdproblemgambling.com/research/](https://mdproblemgambling.com/research/)
  
- **Mental Health America:**
  - Tool Kit: [mhanational.org/bipoc/mental-health-month](https://mhanational.org/bipoc/mental-health-month) (Also, in Spanish)
  - Mental Health Screens: [screening.mhanational.org/screening-tools](https://screening.mhanational.org/screening-tools)
  - Tools 2 Thrive Hub: [mhanational.org/tools-2-thrive](https://mhanational.org/tools-2-thrive)
  
- **National Alliance on Mental Illness (NAMI), Mental Health Awareness Month 2023:**
  - Main Page: <https://namiyolo.org/bipoc-mental-health-awareness-month/>
  - Blog: <https://www.nami.org/Blogs/NAMI-Blog/>
  
- **Agency for Healthcare Research and Quality:**
  - Main Page: <https://integrationacademy.ahrq.gov/>
  - BIPOC Links: <https://integrationacademy.ahrq.gov/news-and-events/news/plan-now-july-bipoc-mental-health-month>

The above sites are wonderful resources for this and many other yearly awareness campaigns. Each one contains valuable blogs, statistics, and training resources that you can use in conjunction with the Center’s resources to help raise awareness for problematic gambling.

## Suggested Posts:

- July is Minority Mental Health Month – Take care of yourself and those you love. #Together4MH
- Taking care of your mental health helps you, your family, and community grow. #BeyondtheNumbers #NotAlone
- Substance use and problem gambling behaviors may be unhealthy ways to deal with untreated mental health conditions. #BeyondtheNumbers #YouMatter
- Black, indigenous, and people of color are at greater risk of developing a gambling problem. #ShadesofMentalHealth #BIOPCGambling
- Positive coping strategies such as exercise, healthy eating, meditation, and getting enough sleep can promote positive mental health. #LookAroundLookWithin #SelfCare
- Visit [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org) and take a [self-assessment](#) to see if your gambling behaviors are out of control. #ProblemGamblingScreening #YouMatter
- Promote mental wellness by having fun with activities that do not involve drugs, alcohol, or gambling. #MMHM2023 #WordsMatter
- Hobbies, sports, and other positive activities can promote mental wellness. #LookAroundLookWithin
- You are #NotAlone – reach out to have a conversation with a Peer Support Specialist about your gambling or substance misuse behavior today. #HaveTheConversation
- Focusing on spirituality or faith can enhance mental wellness. #BeyondtheNumbers
- Start the conversation with your family today about mental health and the risks of gambling and/or substance misuse. #HaveTheConversation
- Resiliency, or strength in adversity, promotes mental health and decreases substance use and problem gambling. #HaveTheConversation


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## Posting Examples:



**BIPOC Mental Health and Problem Gambling**  
We are more than just statistics or the barriers we face.

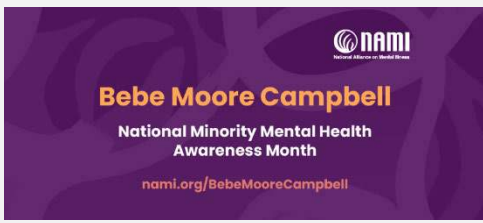
Culture, Community & Connection

July is Black, Indigenous, and People of Color (BIPOC) Mental Health Awareness Month –

Take care of yourself, your community, and those you love.

This July, join us in promoting health equity issues and support BIPOC inclusion and access to **ALL** treatment and resources.

#ProblemGambling prevention #MDCEPG #MMHM2023

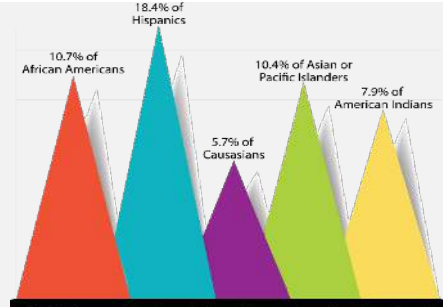


**Bebe Moore Campbell**  
National Minority Mental Health Awareness Month

[nami.org/BebeMooreCampbell](http://nami.org/BebeMooreCampbell)

Only 39% of non Hispanic, black or African American adults with mental illness received treatment in 2021. Help your organization provide and promote treatment access and equity in your community.

#BIPOCMentalHealthAwareness #MMHM2023



Race/Ethnicity	Prevalence
African Americans	10.7%
Hispanics	18.4%
Caucasians	5.7%
Asian or Pacific Islanders	10.4%
American Indians	7.9%

2020 Statewide Gambling Prevalence in Maryland

When compared to Maryland’s Caucasian population. Black, Indigenous, and People of Color (BIPOC) are twice as likely to suffer from the negative impacts of gambling behaviors. CALL, TEXT or CHAT 1-800-GAMBLER (1-800-426-2537) to be connected to helpful resources.

#BIPOCMentalHealthAwareness #ProblemGamblingScreening



Help is available for all Maryland residents. It’s Free, confidential, and available to individuals, families, and/or friends.

**CALL, TEXT or CHAT 1-800-GAMBLER (1-800-426-2537)** to be connected to helpful resources, including peer recovery support, no-cost treatment, or ask a question. Visit [helpmygamblingproblem.org](http://helpmygamblingproblem.org).

#ShadesofMentalHealth #BIPOC #MMHAM #ProblemGambling

## Share Video:



Sometimes My Mommy Gets Angry - Bebe Moore Campbell

<https://youtu.be/dOHu87FxyqE>



Understanding Joy: The Devastation of a Gambling Addiction

<https://youtu.be/O3kQXimVcrw>

Visit the [Center's Website](#) for more [gambling related videos](#) and [accessible resources for all individuals](#) in your community.

## RESOURCES

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

250 W. Pratt Street #1050

Baltimore, Maryland 21201

Website: <http://www.mdproblemgambling.com/>

Phone: 667-214-2120

Program Director: Mary Drexler, MSW - [mdrexler@som.umaryland.edu](mailto:mdrexler@som.umaryland.edu) - 667-214-2121

Prevention Manager: Heather Eshleman, MPH - [heshleman@som.umaryland.edu](mailto:heshleman@som.umaryland.edu) - 667-214-2128

Communications Manager: Mike Kafes - [mkafes@som.umaryland.edu](mailto:mkafes@som.umaryland.edu) - 667-214-2124

### **Maryland Department of Health**

Behavioral Health Administration

Spring Grove Hospital Complex

55 Wade Avenue

Catonsville, Maryland 21228

Website: <http://health.maryland.gov/suicideprevention/Pages/Mental-Health-4-All-Mental-Health-Awareness-Month-2020.aspx>

Website: <https://bha.health.maryland.gov/Pages/Gambling.aspx>

Phone: 410-402-8300

### **National Alliance on Mental Illness, Maryland (NAMI)**

10630 Little Patuxent Parkway, Suite 475

Columbia, MD 21044

Website: <http://namimd.org/>

Phone: 410-884-8691

Email: [info@namimd.org](mailto:info@namimd.org)

### **211 Maryland**

1800 Washington Boulevard, Suite 340

Baltimore, Maryland 21230

Website: <https://211md.org/>

Phone: 211

Email: [info@211MD.org](mailto:info@211MD.org)

### **American Foundation for Suicide Prevention, Maryland**

Kat Olbrich, Area Director Maryland and Delaware

Website: <https://afsp.org/chapter/maryland>

Phone: 202-770-8973

Email: [kolbrich@afsp.org](mailto:kolbrich@afsp.org)

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**Black Mental Health Alliance**

900 East Fayette Street #22111  
Baltimore, Maryland 21203  
Website: [www.blackmentalhealth.com](http://www.blackmentalhealth.com)  
Phone: 410-338-2642  
Email: [info@blackmentalhealth.com](mailto:info@blackmentalhealth.com)

**Maryland Public Health Association**

Website: <https://mdpha.org/>  
Phone: 443-475-0242  
Email: [GetInfo@MdPHA.org](mailto:GetInfo@MdPHA.org)

**Mental Health Association of Maryland**

Heaver Plaza  
1301 York Road, Suite 505  
Lutherville, Maryland 21093  
Website: <https://www.mhamd.org/>  
Phone: 443-901-1550  
Email: [info@mhamd.org](mailto:info@mhamd.org)

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## MARYLAND HELPLINES

**MARYLAND PROBLEM GAMBLING HELPLINE**

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

**MARYLAND SUICIDE HOTLINE**

**988**  
[988.maryland.gov](http://988.maryland.gov)

**MARYLAND'S HELPLINE**

For assistance with mental health or other problems,  
**Call 211, press 1**  
[www.211md.org/](http://www.211md.org/)



## PEER RECOVERY SUPPORT SPECIALISTS

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

The Center's Peer Recovery Support Program for problem gambling can assist your organization by:

- Connecting with existing peer support specialists located within your treatment delivery system
- Offering assistance with resources for those identified as having a gambling problem.



### Eastern Shore

**Kenneth (Kenny) Crawford**, CPRS, CRC, Certified Peer Recovery Support Specialist  
Office: 667-214-2135; Cell: 443-717-1137; Email: [kenneth.crawford@som.umaryland.edu](mailto:kenneth.crawford@som.umaryland.edu)



### Baltimore City

**James (Jim) Nowlin**, CPRS, Certified Peer Recovery Support Specialist  
Office: 667-214-2134; Cell: 410-299-1791; Email: [jnowlin@som.umaryland.edu](mailto:jnowlin@som.umaryland.edu)



### Northeast Central Maryland

**Kenneth (Ken) Wolfson**, CPRS, CRC, RPS, Certified Peer Recovery Support Specialist  
Office: 667-214-2133; Cell: 443-690-9811; Email: [kwolfson@som.umaryland.edu](mailto:kwolfson@som.umaryland.edu)



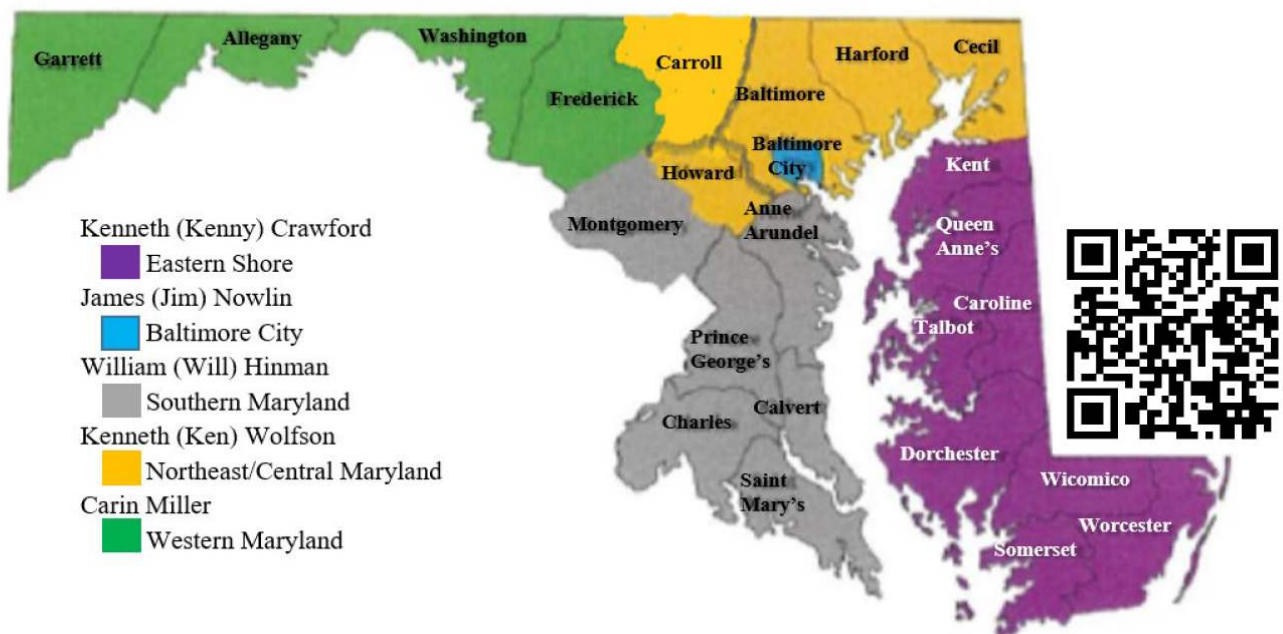
### Southern Maryland

**William (Will) Hinman**, CPRS, CRC, Certified Peer Recovery Support Specialist  
Office: 667-214-2136; Cell: 443-717-2439; Email: [whinman@som.umaryland.edu](mailto:whinman@som.umaryland.edu)



### Western Maryland

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

BIPOC communities are rooted in **collectivist cultures**, which recognize that each person's health and wellness is deeply interconnected with their community's.



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