



MAY IS NATIONAL
MENTAL HEALTH
AWARENESS MONTH

*This Month, Promote Mental Wellness
and Prevent Problem Gambling
and Substance Misuse*

May 2025

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



UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE

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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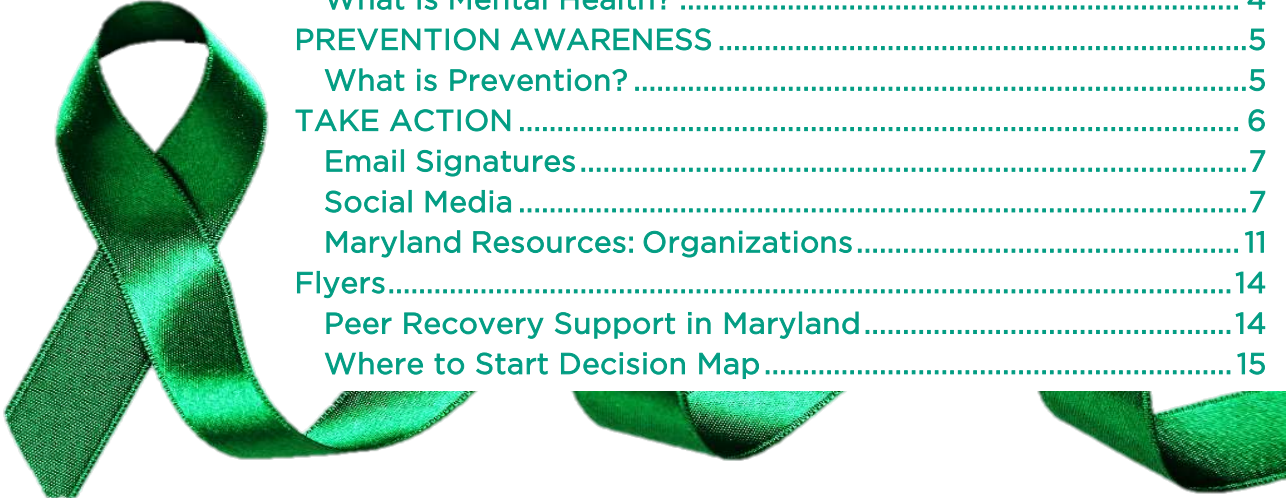


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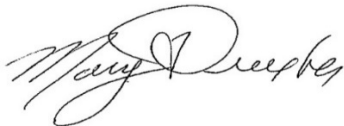
INTRODUCTION & OVERVIEW

This May, the Center invites you to join us in promoting **Mental Health Awareness Month**. With mental health entering more and more of our daily conversations, it's critical that everyone has a solid foundation of knowledge about mental health. That's why for Mental Health Month this year, we are **TURNING AWARENESS INTO ACTION**.

Mental Health Month began in 1949 to raise awareness of mental health concerns in America's communities. This awareness campaign was, and continues to be, promoted by Mental Health America (MHA), the Nation's leading community-based nonprofit dedicated to addressing the needs of those living with mental illness, as well as other affiliates, such as the National Alliance on Mental Illness (NAMI) and the federal Substance Abuse and Mental Health Services Administration (SAMHSA).

May is also **National Prevention Week**, this year being observed May 11-17, 2025. Promoted by the federal Substance Abuse and Mental Health Services Administration (SAMHSA), National Prevention Week is a national public education platform showcasing the work of communities and organizations across the country dedicated to raising awareness about the importance of substance misuse, prevention, and positive mental health. For more information on National Prevention Week check out go to: <https://www.samhsa.gov/prevention-week>

This May, we invite you to join us in promoting **AWARENESS** of mental wellness; developing **PREVENTION** messaging to mitigate addictive gambling behaviors; and offering resources for **TREATMENT** and **SUPPORT** for those seeking help.



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

ACKNOWLEDGMENTS

This Guide is a compilation of information provided by the Maryland Association of Prevention Professionals and Advocates (MAPPA), Mental Health America (MHA), federal Substance Abuse and Mental Health Services Administration (SAMHSA), the National Alliance on Mental Illness (NAMI), the National Council on Problem Gambling (NCPG), and the Maryland Center of Excellence on Problem Gambling (The Center).

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 ~ helpmygamblingproblem.org

MENTAL HEALTH AWARENESS

WHAT IS MENTAL HEALTH?

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices.

TOOLS FOR GOOD MENTAL HEALTH AND RECOVERY FOR YOUR COMMUNITY MEMBERS:

- **Refer to Your Local Health Department and Mental Health Agencies** – These organizations provide additional resources and help within their specified counties/jurisdictions.
- **If you are concerned about problem gambling, promote screening at:**
<https://helpmygamblingproblem.org/gambling-problems/self-assessment/>
- **Mental Health Screening – completing a screening** at: mhascreening.org It can help you to better understand what you are experiencing and give you helpful resources. After that, consider talking to someone you trust about your results. Seek out a professional to get the support you need.
- **Have the Conversation with “someone who has been there”** – Problem Gambling Peer Recovery Specialists offer support from their **lived experience** and can connect you with valuable resources in your community.
- **Maintain a Balance in all you do** – Make small changes and build on those successes. Balance out the type of recreational activities you do; for example, if you gamble, integrate other forms of recreation and social interactions as well. Limit alcohol use, especially in times of stress.
- **Live Healthy** – Eat healthy foods, get enough sleep, exercise regularly, and avoid drugs and alcohol. Manage stress and go for regular medical check-ups.
- **Spend time with supportive family and friends** – Build your sense of belonging. Consider joining a support group to make new friends. Stay positive and be around healthy and positive people.
- **Practice good hygiene** – Good hygiene is important for social, medical, and psychological reasons in that it not only reduces the risk of illness, but it also improves the way others view you and how you view yourself.
- **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, getting a massage, taking a bath or taking a walk.

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PREVENTION AWARENESS

WHAT IS PREVENTION?

Prevention is the stopping or delaying of risky health behaviors such as substance misuse, alcohol use, tobacco use, and/or gambling.

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

Secondary prevention would reach populations that have initiated a risky behavior that may be causing problems but there is no diagnosis of a disorder, such as substance use or gambling disorders.

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 gambling. Parts of the brain that impact emotions, cognition, and impulse control are still developing into the early 20's.

Implementing proactive prevention practices and awareness messaging about mental health, substance misuse, and gambling can help decrease the risk of developing such disorders for the individual and its impact on the community.

TOOLS FOR MENTAL WELL-BEING AND PREVENTION FOR YOUR COMMUNITY MEMBERS:

- **Have Important Conversations with the youth/young adults you care about** – Talk to youth ages 10-25 about mental health, substance misuse, and problem gambling. For information on talking tips go to www.samhsa.gov/talk-they-hear-you/parent-resources or visit www.helpmygamblingproblem.org.
- **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.
- **Join a Students Against Destructive Decisions club or school or community clubs that promotes wellness among youth** – 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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Request a presentation or information on how you can get involved in youth mental health, substance misuse, and problem gambling prevention:

- **For problem gambling prevention**, contact Heather Eshleman, **Prevention Manager** at the Maryland Center of Excellence on Problem Gambling at heshleman@som.umaryland.edu.
- **For alcohol and/or substance misuse prevention**, contact your local health department substance abuse prevention office or visit the Maryland Association of Prevention Professionals and Advocates (MAPPA) at <http://mappamd.org/>.

TAKE ACTION

- **Post flyers about mental health and addiction prevention.**
- **Download and/or use the tools provided in this Guide.**
- **Engage with the Center at community events.**
- **Update awareness and prevention messaging on your social media and website.**
- **Use provided email signatures to promote Mental Health Awareness Month.**
- **Visit the Center's website mdproblemgambling.com for additional resources.**
- **Use the QR code on materials that will send those in need directly to the help seeker website, www.helpmygamblingproblem.org.**



- **Engage with the Center's social media messaging during Mental Health Awareness Month**
 - like; follow; subscribe; share; etc.
 - Like us and share our posts on [FACEBOOK](#)
 - Follow us and retweet our posts on [TWITTER/X](#)
 - Follow us on [INSTAGRAM](#) and share our posts
 - Follow, comment, and share our posts on [LINKEDIN](#)
 - Subscribe, like, and watch our videos on [YOUTUBE](#)

EMAIL SIGNATURES

Cut and paste these signature ideas into your email or post them on your Facebook, Twitter, and Instagram pages:

EMAIL SIGNATURE #1:



EMAIL SIGNATURE #2:

Maintain Wellness on the Road to Problem Gambling and Substance Misuse Recovery



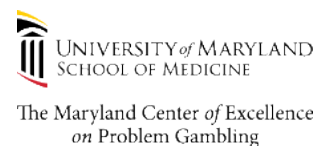
EMAIL SIGNATURE #3:

Join us to Promote Mental Wellness, Take Care of Yourself and Those You Care About



SOCIAL MEDIA

LOGOS



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BADGES AND SHAREABLE GRAPHICS

This is a small sample of the many promotional graphics used during Mental Health Awareness Month. Please visit the MHAM resources listed below for more.



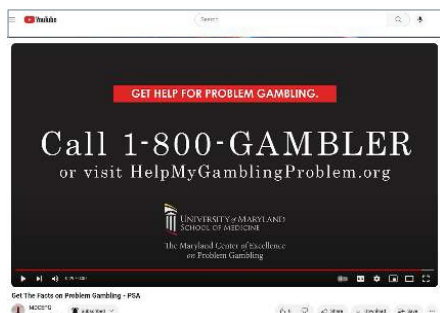
SHARE VIDEOS:

Use this link to share:

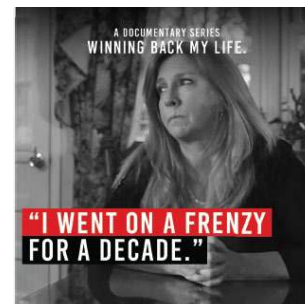
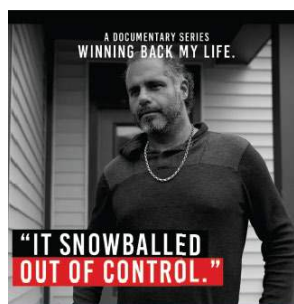
<https://www.youtube.com/watch?v=s2qZzcEfsMQ>

<https://winningbackmylife.com>

GET THE FACTS ON PROBLEM GAMBLING



Docuseries – WINNING BACK MY LIFE



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TOOL KITS AND AWARENESS RESOURCES

➤ The Maryland Center of Excellence on Problem Gambling:

- This Tool Kit: mdproblemgambling.com/mental-health-month-2025/
- Problem Gambling Screening: helpmygamblingproblem.org/gambling-problems/self-assessment/
- No Cost Treatment Provider Map: mdproblemgambling.com/find-a-counselor/
- Problem Gambling Research: mdproblemgambling.com/research/
- Sports Betting Information: <https://helpmygamblingproblem.org/sports-betting/>

➤ Mental Health America (MHA):

- Tool Kit: <https://mhanational.org/wp-content/uploads/2025/03/2025-MHM-Planning-Guide.pdf> (Also, in Spanish)
- Mental Health Screens: screening.mhanational.org/screening-tools
- Tools 2 Thrive Hub: mhanational.org/tools-2-thrive
- Maryland MHA Affiliate Main Page: <https://www.mhamd.org/>

➤ SAMHSA's National Prevention Week & Mental Health Awareness Month:

- Prevention Week Main Page: samhsa.gov/prevention-week
- Prevention Week Tool Kit: www.samhsa.gov/prevention-week/toolkit (on-line)
- MHAM Main Page: <https://www.samhsa.gov/mental-health-awareness-month>
- MHAM Tool Kit: <https://www.samhsa.gov/mental-health-awareness-month/toolkit> (on-line)
- Parents Convo: samhsa.gov/substance-use/prevention/talk-they-hear-you/parent-resources/talk-with-your-child

➤ National Alliance on Mental Illness (NAMI), Mental Health Awareness Month 2025

- Main Page: www.nami.org/Get-Involved/Awareness-Events/Mental-Health-Awareness-Month
- Story Submissions: [nami.org/get-involved/awareness-events/mental-health-awareness-month/mental-health-awareness-month-story-submissions/](https://www.nami.org/get-involved/awareness-events/mental-health-awareness-month/mental-health-awareness-month-story-submissions/)

HASH TAGS

#MentalHealthMonth

#MentalHealthAwareness

#MyMentalHealth

#ProblemGambling

#LookWithin

#LookAroundLookWithin

#MHAM

#ProblemGamblingScreening

#HaveTheConversation

#MHM2025

#Together4MH

#NPW2025

#MyPreventionStory

#WordsMatter

#YouMatter




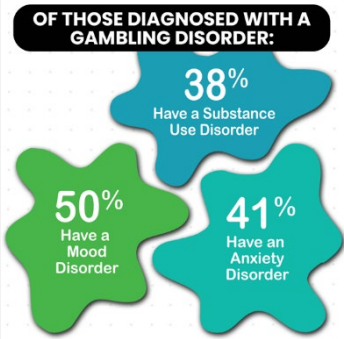



#SelfCare

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POSTING EXAMPLES:

	<p>May is Mental Health Month — a time to prioritize your mental well-being and support others in doing the same.</p> <p>Join us in promoting mental wellness while raising awareness about the connection between mental health, problem gambling, and substance use.</p> <p>Together, we can build healthier communities. </p> <p>Learn more and get involved: https://www.mdproblemgambling.com/mental-health-month-2025/</p> <p>#MHM2025 #MentalHealthAwareness #ProblemGamblingPrevention</p>
	<p>This #MentalHealthMonth, remember that small, daily choices can make a big difference. Positive coping strategies like regular exercise, healthy eating, meditation, and quality sleep all support your mental wellness. You're not alone—help is always available.</p> <p>Learn more at: https://helpmygamblingproblem.org/mental-health-month-2025/</p> <p>#MHM2025 #MentalHealthAwareness</p>
	<p>May is Mental Health Month — and it's time to talk about the real impact of gambling disorder.</p> <ul style="list-style-type: none"> ◆ 38% of those diagnosed also struggle with substance use ◆ 50% face mood disorders ◆ 41% suffer from anxiety disorders <p>Gambling disorder is more than just a financial issue — it's a mental health issue.</p> <p> You're not alone. Help is available: helpmygamblingproblem.org/mental-health-month-2025</p> <p>#MentalHealthMonth #GamblingRecovery #YouAreNotAlone #MHM2025</p>
	<p>Did you know that mental health conditions like anxiety and depression often go hand-in-hand with gambling problems? You're not alone—and help is available.</p> <p>Let's break the stigma. Mental Health Matters. </p> <p>Learn more: https://helpmygamblingproblem.org/mental-health-month-2025/</p> <p>#MentalHealthMonth #MentalHealthMatters #ProblemGambling #BreakTheStigma #MHM2025</p>

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MARYLAND RESOURCES: ORGANIZATIONS

(The) Maryland Center of Excellence on Problem Gambling

250 W. Pratt Street #1050

Baltimore, Maryland 21201

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

Program: Mary Drexler, MSW – mdrexler@som.umaryland.edu ~ 667-214-2121

Prevention: Heather Eshleman, MPH - heshleman@som.umaryland.edu ~ 667-214-2128

Communications: Mike Kafes – 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>

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

Phone: 410-402-8300

Maryland Council on Problem Gambling

Website: marylandproblemgambling.org

Phone: 443-292-2809

Maryland Association of Prevention Professionals and Advocates (MAPPA)

P.O. Box 609

Linkwood, Maryland 21835-0609

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

Email: marylandprevention@gmail.com

Phone: 240-832-3871

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

Substance Abuse and Mental Health Services Administration SAMSHA

5600 Fishers Lane

Rockville, MD 20857

<https://www.samhsa.gov/>

download or order SAMHSA publications: <https://store.samhsa.gov/> or call 877-SAMHSA-7

NCPG

730 11th Street NW, Suite 601

Washington, DC 20001

<https://www.ncpgambling.org/>

Phone: 202-547-9204

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HELPLINE: 1-800-GAMBLER ~ www.mdproblemgambling.com ~ helpmygamblingproblem.org

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988 Maryland

Maryland 988 Website: <https://health.maryland.gov/bha/Pages/988md.aspx>

National 988 Website: <https://988helpline.org/>

Phone: 988

American Foundation for Suicide Prevention, Maryland

Vacant Position, Area Director Maryland and Delaware

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

Phone: 202-770-8973 ~ Email: maryland@afsp.org

Black Mental Health Alliance

1734 Maryland Avenue

Baltimore, Maryland 21201

Website: www.blackmentalhealth.com

Phone: 410-338-2642 ~ Email: info@blackmentalhealth.com

Children's Mental Health Matters

Heidi Rochon, Chief Program Officer

Mental Health Association of Maryland

Website: <https://www.childrensmentalhealthmatters.org/>

Phone: 443-901-1569 ~ Email: info@cmhm.mhamd.org

Maryland Coalition of Families

8950 MD-108

Columbia, Maryland, 21045

Website: <http://www.mdcoalition.org/>

Phone: 410-730-8267 ~ Email: info@mdcoalition.org

Maryland Psychiatric Society, Inc.

1101 Saint Paul Street, Suite 305

Baltimore, Maryland 21202-6407

Website: <https://mdpsych.org/>

Phone: 410-625-0232 ~ Email: mps@mdpsych.org

Maryland Public Health Association

P.O. Box 7045

6801 Oak Hall Lane Columbia, Maryland 21045

Website: <https://mdpha.org/>

Phone: 443-475-0242 ~ Email: GetInfo@MdPHA.org

MedChi, The Maryland State Medical Society

1211 Cathedral Street

Baltimore, Maryland 21201-5516

Website: <https://www.medchi.org/>

Phone: 1-800-492-1056 ~ Email: members@medchi.org

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HELPLINE: 1-800-GAMBLER ~ www.mdproblemgambling.com ~ helpmygamblingproblem.org

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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

Mental Health Resources in Maryland (Maintained by Resources to Recover (RtoR))

Baltimore, Maryland 21230
Website: <https://www.rtor.org/directory/mental-health-maryland/>
Phone: 203-724-9070 ~ Email: help@rtor.org

National Council on Alcohol and Drug Dependency

Dr. Nancy Rosen-Cohen, Executive Director
28 E. Ostend Street, #303
Baltimore, MD 21230
Website: <https://www.ncaddmaryland.org/>

On Our Own of Maryland, Inc.

7310 Esquire Court 3rd Floor, Mailbox 14
Elkridge, Maryland 21075
Website: www.onourownmd.org/s/
Phone: 1-800-704-0262 ~ Email: oomd@onourownmd.org

Pro Bono Counseling Project

1500 Union Ave, Suite 2100
Baltimore, MD 21211
Website: <https://probonocounseling.org/>
Phone: 410-825-1001
Warmline: 410-598-0234

Sheppard Pratt

Various locations
Website: <https://www.sheppardpratt.org/>
Phone: 301-840-2000 ~ Email: info@sheppardpratt.org

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Peer Recovery Support Specialists



The Maryland Center of Excellence
on Problem Gambling

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.

If you, or someone who know, is struggling with problems due to gambling behavior, call the **Maryland Helpline** today at **1-800-GAMBLER** or visit **HelpMyGamblingProblem.org**



Central Maryland

James (Jim) Nowlin, CPRS, Certified Peer Recovery Support Specialist

☎ 410-299-1791 ✉ jnowlin@som.umaryland.edu



Northeast Maryland

Kenneth (Ken) Wolfson, CPRS, RPS, Certified Peer Recovery Support Specialist

☎ 443-690-9811 ✉ kwolfson@som.umaryland.edu



Western Maryland

Carin Miller, CPRS, RPS, Certified Peer Recovery Support Specialist

☎ 410-299-1308 ✉ carin.miller@som.umaryland.edu



Southern Maryland

William (Will) Hinman, CPRS, RPS, Certified Peer Recovery Support Specialist

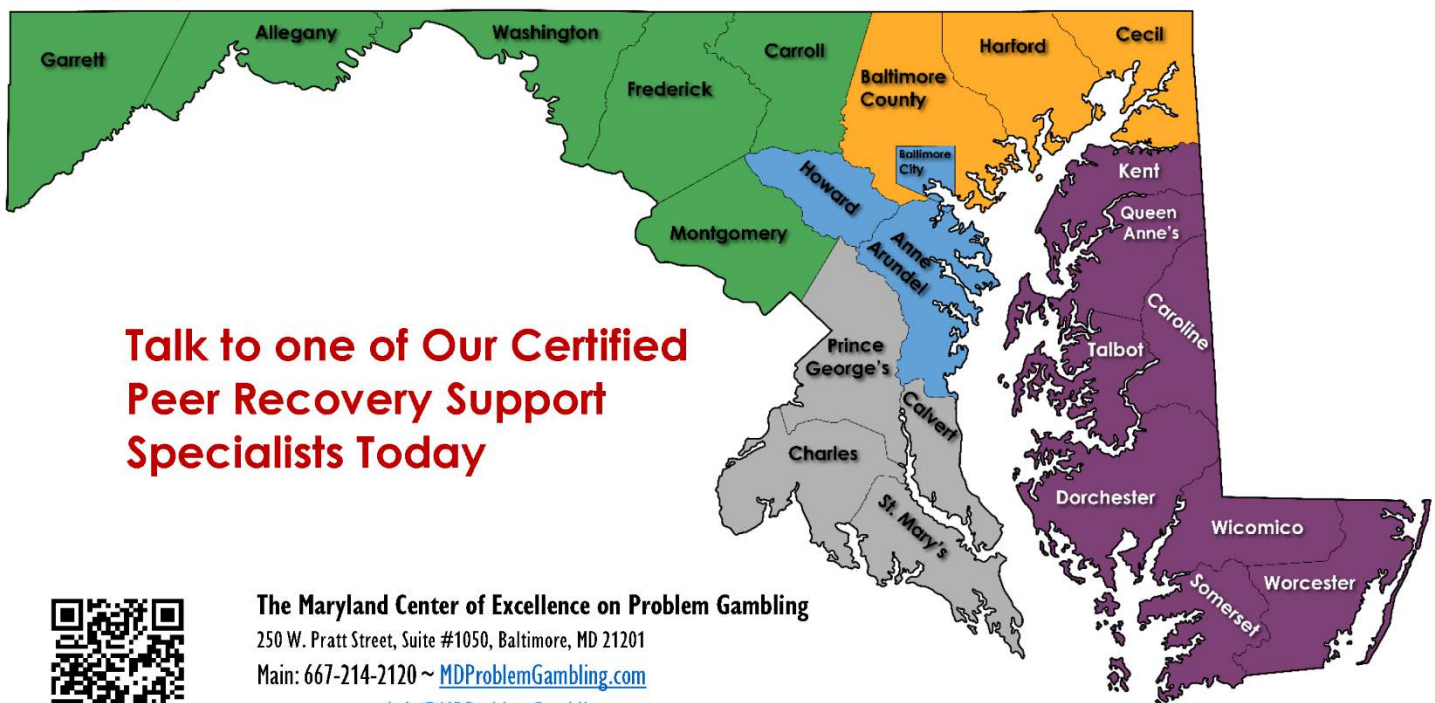
☎ 443-717-2439 ✉ whinman@som.umaryland.edu



Eastern Shore

Kenneth (Kenny) Crawford, CPRS, Certified Peer Recovery Support Specialist

☎ 443-717-1137 ✉ kenneth.crawford@som.umaryland.edu



**Talk to one of Our Certified
Peer Recovery Support
Specialists Today**



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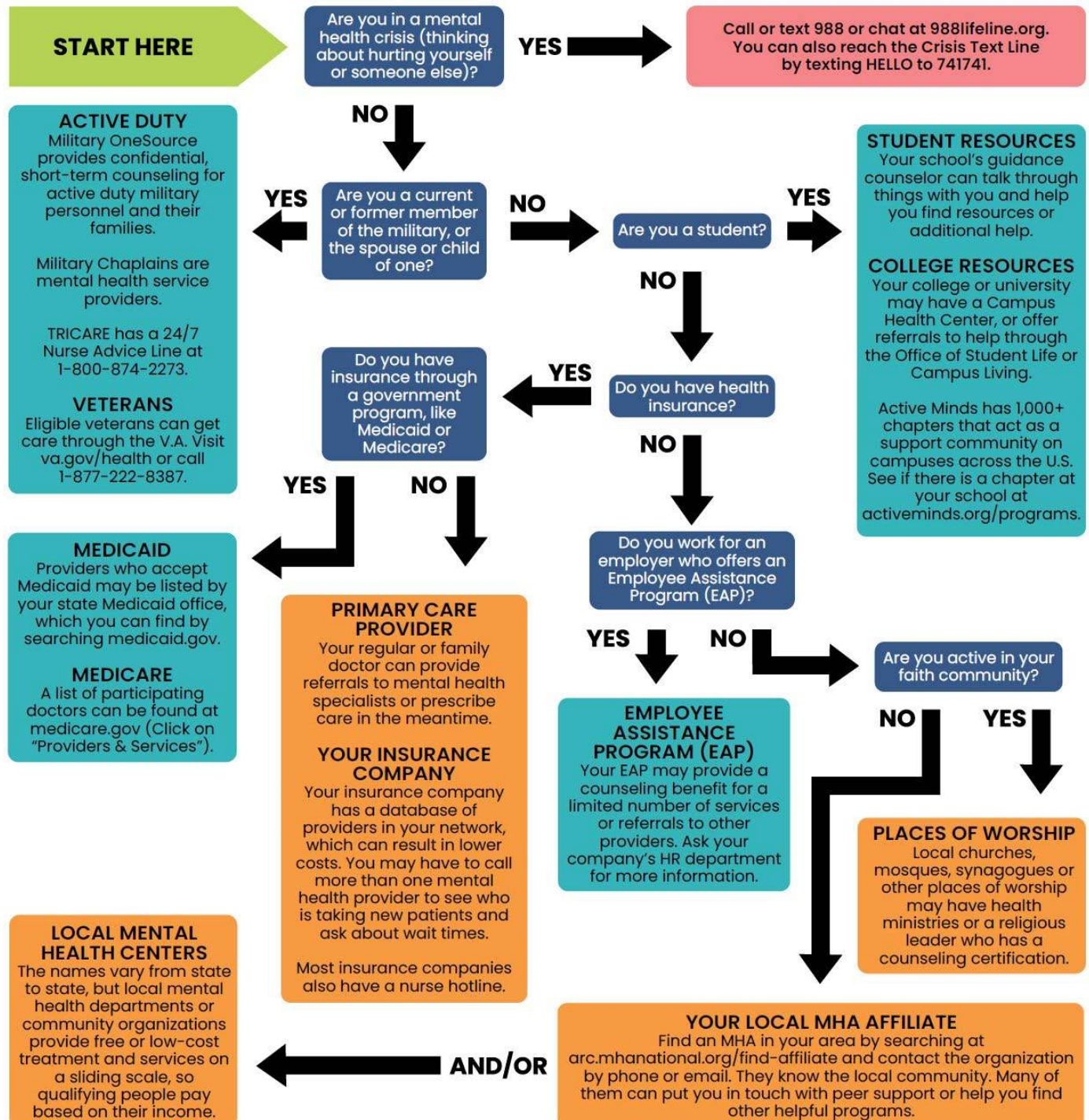
Main: 667-214-2120 ~ MDProblemGambling.com

Info@MDProblemGambling.com

→ WHERE TO START ←

DECISION MAP: WHERE TO GO

When you've decided to seek help, knowing what resources are available and where to start can be tricky. Use this decision map to help you figure out your options. If you don't find help where a path ends, try any of the resources in the gold boxes.



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Do You Have a Gambling Problem?

- Have you ever felt the need to bet more and more money?
- Have you ever had to lie to people important to you about how much you gamble?

Scan the QR Code to Take a More Detailed Screening



UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE

The Maryland Center of Excellence
on Problem Gambling

**FOR FREE & CONFIDENTIAL
SERVICES WITH A PROFESSIONAL**

**Call ~ Text ~ Chat 24/7
the Maryland Helpline**

**1-800-GAMBLER
(1-800-426-2537)**