



March Problem Gambling Awareness Month

March 9, 2026

Presenters:

Jasmine Countess, Responsible Gaming Director, Maryland Lottery and Gaming Control Agency

Heather Eshleman, MPH, Director of Operations, Maryland Center of Excellence on Problem Gambling

Objectives

- 🎗️ Learn the history of Problem Gambling Awareness Month (PGAM) and why it is important to raise awareness.
- 🎗️ Learn about the collaboration and responsible gambling strategies of the Maryland Lottery and Maryland Alliance on Responsible Gambling (MARG).
- 🎗️ Learn about materials in the Center's Problem Gambling Awareness Month toolkit that you can use in your workplace and community to raise awareness of problem gambling and resources for help.

MARCH is PROBLEM GAMBLING AWARENESS MONTH (PGAM)

- 🎗️ A national grassroots campaign created and sponsored by the National Council on Problem Gambling (NCPG) (www.ncpgambling.org)
- 🎗️ 2026 is the 22nd year for this event
- 🎗️ Began as a way to engage the Gaming Industry (state Lottery and Gaming agencies) in a concentrated responsible gambling campaign
- 🎗️ Now expanded as a campaign for all mental health and behavioral health organizations nationally
- 🎗️ Focus is to bring awareness to communities about problem gambling and gambling addiction

Why is Raising Awareness During PGAM Important?

- ⦿ Gambling has risks and can become an addiction for some, similar to alcohol or drug addiction, disproportionately affecting those with mental illnesses, minorities, veterans, youth/young adults, etc.
- ⦿ Approximately 5.7% of Maryland adults have a gambling problem (Brown, 2024)
- ⦿ Maryland residents need to know of free resources for gambling help (1-800-GAMBLER, no cost treatment, free printed materials, prevention grants, etc.)
- ⦿ Gambling problems can be identified early through screening and/or self assessment tools.
- ⦿ Gambling has expanded in Maryland and in the United States at a rapid pace over the last 10-15 years. Most recently with mobile sports betting.

We want to hear from you during this webinar!

Please put your answer in the question box.

**Have you promoted problem gambling awareness
month in the past? What did you do?**

Maryland Lottery and Gaming Control Agency

Jasmine Countess, Responsible Gaming Director

**YOU'RE ALWAYS A
WINNER WHEN YOU
PLAY RESPONSIBLY.**



PROBLEM GAMBLING
AWARENESS MONTH
→ HAVE THE CONVERSATION

For help, call
1-800-GAMBLER

Responsible Play

SUSTAINED COMMITMENT

Responsible Gambling is an *integral* part of Maryland Lottery and Gaming's daily operations.

Responsible gambling (RG) is interwoven in all aspects of our operations, from advertising and marketing, to employee training. We also support research and public awareness of responsible gaming.

Organizational Goals

The MLGCA's primary responsible gambling goals are to:

- Boost player awareness of the RG resources available in Maryland.
- Increase the public's gambling literacy.
- Develop an informed and engaged employee and retailer workforce.
- Combat illegal gambling.
- Dedicate sufficient resources in support of responsible gambling.
- Responsibly raise revenue for the State of Maryland - \$1.589 billion in FY 2025.

Promoting Problem Gambling Awareness Month

Strategies

- ✓ Social media messaging
- ✓ Proclamations
- ✓ Press Release
- ✓ Collaboration within the Maryland Alliance on Responsible Gambling



This March,
have a
conversation
with someone
who has been
there...



For most, gambling can be fun. But for some, gambling can get out of control. Take the action to call and have a conversation with a **Peer Recovery Support Specialist** who can help you or a loved one navigate resources and remove barriers on the road to recovery from gambling problems.

If gambling is causing problems for you or anyone you know, call or text the Maryland Helpline **1-800-GAMBLER (1-800-426-2537)** or scan the QR code below or visit www.helpmygamblingproblem.org



MARYLAND CENTER of EXCELLENCE on PROBLEM GAMBLING

PLAY Responsibly



Seniors

Youths

Military
Personnel

Rural
Communities



24-Hour Help

To connect individuals to services including counseling, treatment, self-help and support groups, **a 24-hour helpline can be reached at 1-800-GAMBLER**. You can also gather more information through the Maryland Alliance for Responsible Gambling at mdgamblinghelp.org.

Maryland residents are eligible for free problem gambling assessment and treatment through the Maryland Center of Excellence on Problem Gambling (667-214-2120; helpmygamblingproblem.org).

William Hinman

Certified Peer Recovery



<https://www.mdlottery.com/about-us/responsible-play/>

Annual Proclamation of Problem Gambling Awareness Month



2022

Maryland Alliance on Responsible Gambling (MARG) Collaboration

- Development of a QR Code by Center of Excellence
 - Joint Press Release
 - Revamping RG materials
 - Various Education Efforts

If gambling is causing problems for you or anyone you know, call or text the Maryland Helpline 1-800-GAMBLER (1-800-426-2537) or scan the QR code below or visit www.helpmygamblingproblem.org



QR Codes



<https://helpmygamblingproblem.org/>



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



Is YOUR GAMBLING OUT OF CONTROL?

- 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?

An answer of "Yes" to either or both of these questions may indicate a problem with gambling

CALL



TEXT



CHAT



1-800-GAMBLER

Do you or someone you know have
problems with gambling?

Where Can You Turn?

- Voluntary Exclusion Program
- No-Cost Professional Counseling
- Talk to Someone RIGHT NOW

1-800-GAMBLER

Help and Hope is available right now
It's free, confidential, and 24/7

CALL



TEXT



CHAT



We Can Help



Maryland Alliance for
responsible gambling

您或您认识的人是否存在问题赌博行为?

您可以向谁求助?

- 自愿排除计划 (Voluntary Exclusion Program)
- 免费的专业咨询
- 现在就找人聊聊

1-800-GAMBLER

现在就可获取帮助与希望计划 (Help and Hope) 的服务。
该服务免费且保密，全年全天候提供。

电话
短信
聊天



我们可以提供帮助



maryland alliance for
responsible gambling

¿Tiene usted o alguien que conoce problemas con el juego?

¿A dónde puede acudir?

- Programa de Exclusión Voluntaria
- Orientación profesional sin costo
- Hable con alguien AHORA MISMO

1-800-GAMBLER

La ayuda y la esperanza (Help and Hope) están disponibles ahora mismo.
Es gratuito, confidencial y está disponible las 24 horas, los 7 días de la semana.

LLAMADA
TEXTOS
CHARLA



Podemos ayudar



maryland alliance for
responsible gambling

본인이나 지인이 도박과 관련한 문제를 겪고 있으신가요?

어디에서 도움을 받을 수 있나요?

- 자발적 배제 프로그램 (Voluntary Exclusion Program)
- 무료 전문가 상담
- 지금 당장 누군가와 대화하기

1-800-GAMBLER

지금 당장 도움을 받고 희망을 (Help and Hope) 가질 수 있습니다. 무료이며 비밀이 보장되고 24 시간 주7일 운영됩니다.

전화
문자
대화



저희가 도와 드리겠습니다



maryland alliance for
responsible gambling

We want to hear from you during this webinar!

Please put your answer in the question box.

Have you used the blue MARG cards? Where is a good place to put them?

MOBILE BETTING ON YOUR FAVORITE SPORTS?

If you are 21+ and physically present in Maryland it is legal to sports bet

BEFORE YOU JOIN THE EXCITEMENT OF SPORTS BETTING CONSIDER THESE TIPS

TIPs for Safe Mobile Sports Betting

- Only bet through Licensed operators
- Educate yourself on betting terminology, how to read stats, types of bets and odds of winning
- Set limits on wagers, time spent, deposits, and losses
- Want to block gambling sites? Use BetBlocker or GamBan
- Bet what you can afford to lose, for entertainment, not to win money
- Want to self-exclude from mobile betting? The Voluntary Exclusion Program is available
- To make clear decisions, avoid alcohol use while gambling

Signs of a Gambling Problem:



Always thinking of betting

Unable to take a break

Using gambling to cope



Chasing losses



Lying about gambling



Using more than planned or borrowing money

If some of these signs apply to you or a loved one, help is available ...

SCAN HERE



2026 MARG Initiatives

- Town Hall training
- Sharing MARG information with local colleges and universities
- Back-of-house casino employee training.
- Enhanced PGAM toolkit
- Employee newsletter information

Maryland Alliance on Responsible Gambling (MARG) Website



We're here to help, please call
1-800-GAMBLER

If you or any member of your family is struggling with gambling addiction, confidential advice and counseling are available for Maryland residents at no cost, regardless of insurance coverage, financial status or ability to pay.

Find a Counselor Now

Problem Gambling Resources

Self Assessment

Voluntary Exclusion Program

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

ALL STAFF REFRESHER TRAINING 2019

Thanks to the National Association of State and Provincial
Lotteries!

Responsible Gambling Training

2022

2025

RESPONSIBLE GAMBLING TRAINING

RESPONSIBLE GAMBLING EMPLOYEE TRAINING 2024

RESPONSIBLE GAMING EMPLOYEE TRAINING 2023



SAFER PLAY TIPS TO SHARE

1. Play for fun
2. Don't expect to win
3. Set a timeframe to play and a budget
4. If you're not enjoying the games anymore, take a break

2025 Training

Stigma

#1 Barrier for Help Seekers

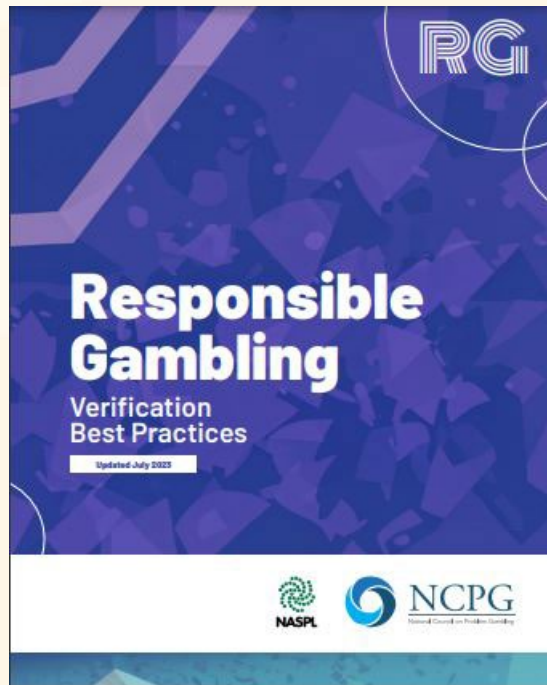
Stigma involves negative social and personal feelings around issues like mental illness.

Stigma contributes to people **delaying treatment**, which on average can be around **7** years.



Comprehensive Promotion of
Responsible Gambling

Responsible Gambling



National Problem Gambling Helpline: Call or Text 1-800-GAMBLER or visit 1800gamblerchat.org

April 25, 2025

Jasmine Countess
Responsible Gambling Director, Maryland Lottery

Dear Jasmine,

I am pleased to inform you that our assessors have verified that the Maryland Lottery exceeds the standards of the Responsible Gambling Verification Program at the Sustaining Level, which is valid for 3 years. We appreciate the effort you put into your submission and hope that you found it worthwhile.

Verification requires that the submission meets the standards specified for the lottery's responsible gambling plan, and that it also meets the standards specified for at least five of the seven other elements. Four independent assessors unanimously agreed that the lottery met the standards in all eight of the disciplines subject to evaluation and exceeded standards in five. Before this round of applications, only one other lottery had been judged to exceed standards, and the Maryland Lottery should take considerable pride in this assessment. Please see the attached report for further comments related to the assessors' review.

We truly appreciate your continued support of responsible gambling services and commitment to player protection, and we look forward to our continued partnership. Please let us know if there is anything else that we can assist with.

Sincerely,

Tory Wilson, Program Manager, NCPG

CC: Jaime Costello, Director of Programs, NCPG
Andrew White, Vice President Operations, NASPL

Planning, Research, Advertising, Employee Training, Player Education,
Retailer Training, Product Oversight, and RG Resources

Problem Gambling Awareness Month Discussion of Two Guides:

- ⦿ Problem Gambling Awareness Month: Gambling Disorder Screening Day: **March 10, 2025**
- ⦿ Problem Gambling Screening Guide: Guidelines for Integrating Gambling Screening and Assessment into Current Practice

We want to hear from you during this webinar!

Please put your answer in the question box.

Have you used the Center's Screening Guide in the past? Did you find it helpful?

MARCH 10th is Gambling Disorder Screening Day

- 🎗 One day event, always held on the second Tuesday in March
- 🎗 Created by the National Council on Problem Gambling and the Cambridge Health Alliance Division on Addiction in Malden, Massachusetts at Harvard Medical School. Link to NCPG screening guide: <https://www.divisiononaddiction.org/outreach-resources/gdsd/toolkit/resources>
- 🎗 Purpose to educate and support screening for gambling disorder
- 🎗 Self assessment of the Center's website: [Gambling Disorder Self Evaluation - The Maryland Center of Excellence on Problem Gambling](#)

How to Participate in Gambling Disorder Screening Day (GDSD)

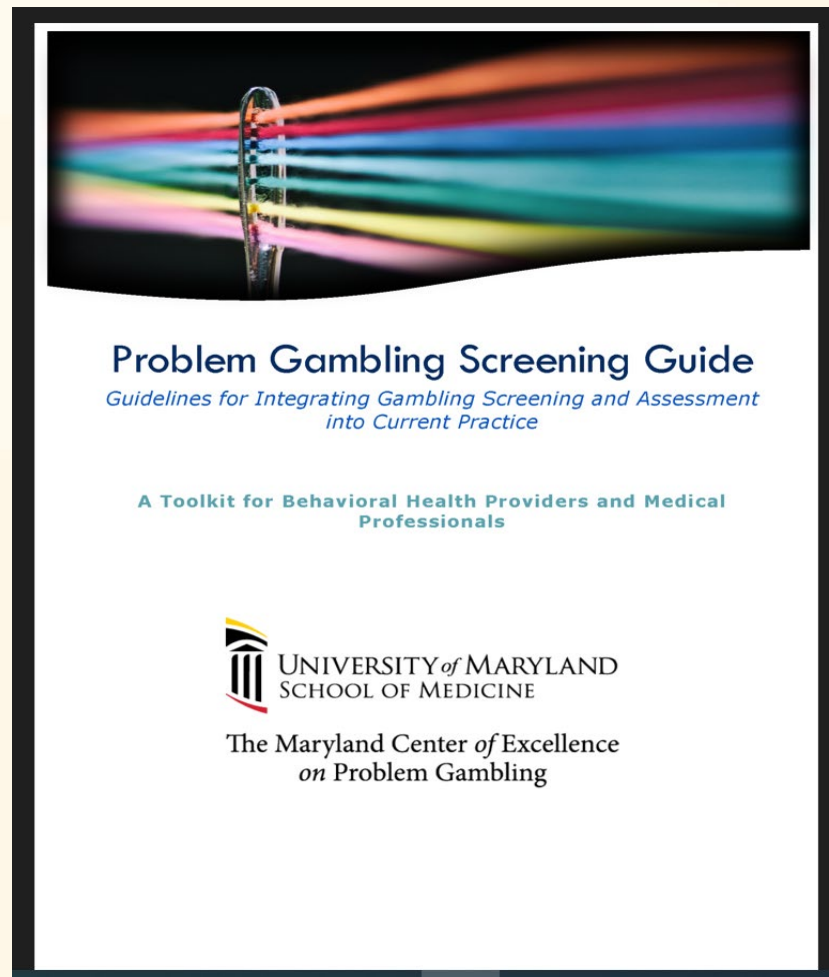
Prepare:

-  Use the flyer or one of your own to promote screening day.
-  Post on social media, send out an email contacts, add information to newsletters
-  Get staff involved

On Screening Day :

-  Begin with conversation about gambling
-  Screen every client with the Brief Biosocial Gambling Screen
-  Discuss the results
-  Provide additional resources, if needed
-  Contact Kristen Beall, LCSW-C, CAC-AD, Clinical Manager, for more information, krbeall@som.umaryland.edu

Problem Gambling Screening Guide



March 10, 2026

Gambling Disorder Screening Day

Gambling problems
often go undetected.

A problem gambler will
affect 7-10 people
in their immediate circle.

People can become
addicted to gambling.

Recovery from gambling
problems is possible.



What if Someone You Ask Declines Participation in the Screen?

Problem Gambling Self-Assessment

helpmygamblingproblem.org

Click here to begin the assessment.

 **HELP** *for problem gambling*

ASSESSMENT



We want to hear from you during this webinar!

Please put your answer in the question box.

Have you conducted problem gambling screening where you work or in the community? How did it go?



This March:

Join the Center in promoting PGAM! Use the Problem Gambling Awareness Month A Guide for Behavioral Health Providers and Preventionists

March 2026 PGAM Guide

- It can be found on-line at:

<https://www.mdproblemgambling.com/public-awareness/toolkits/PGAM/>

A walk through the toolkit on the web!

We want to hear from you during this webinar!

Please put your answer in the question box.

Have you used the Center's PGAM toolkit in the past? Did you find it useful?

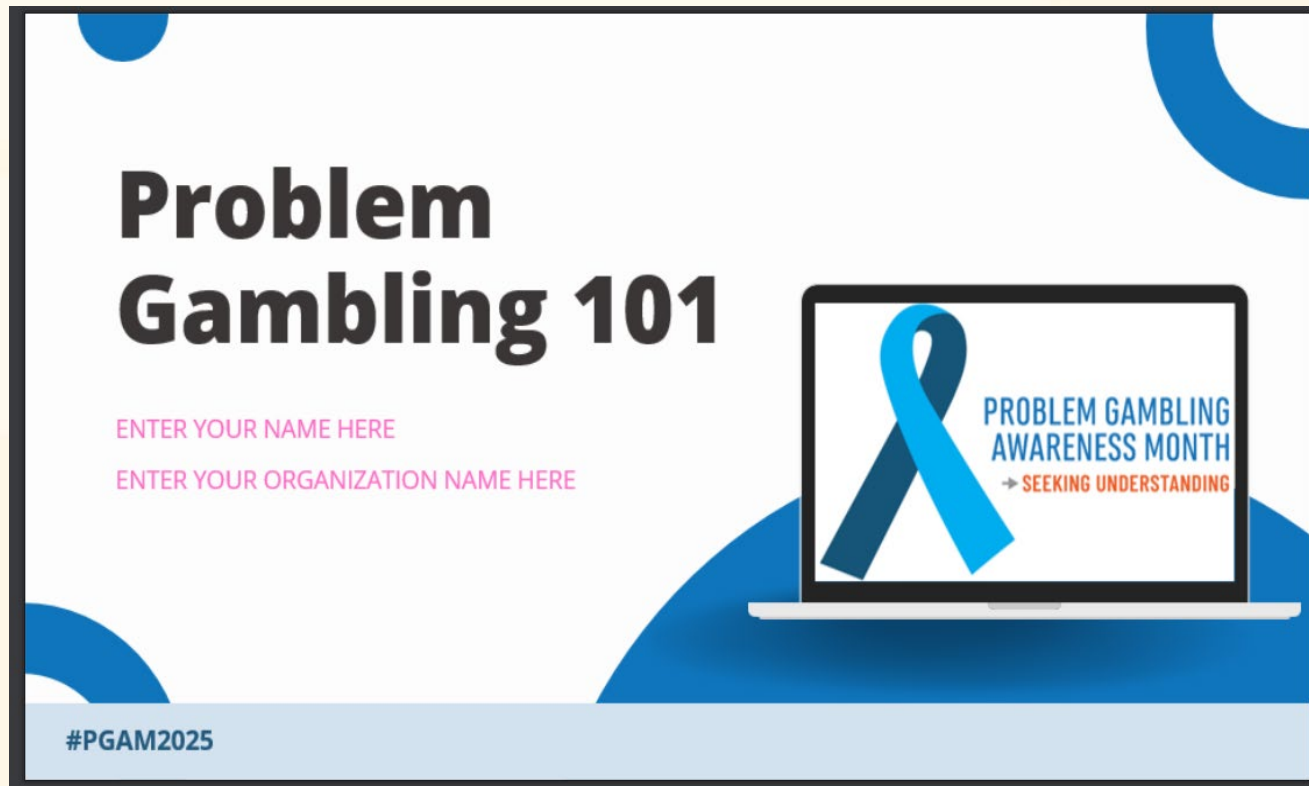
Promote Awareness PGAM 2025

National Council on Problem Gambling Assets
To access the National Council on Problem
Gambling's PGAM toolkit:

[Problem Gambling Awareness Month \(PGAM\) Toolkit - National Council on Problem Gambling](#)

Promote Awareness PGAM 2026

Sample Presentation

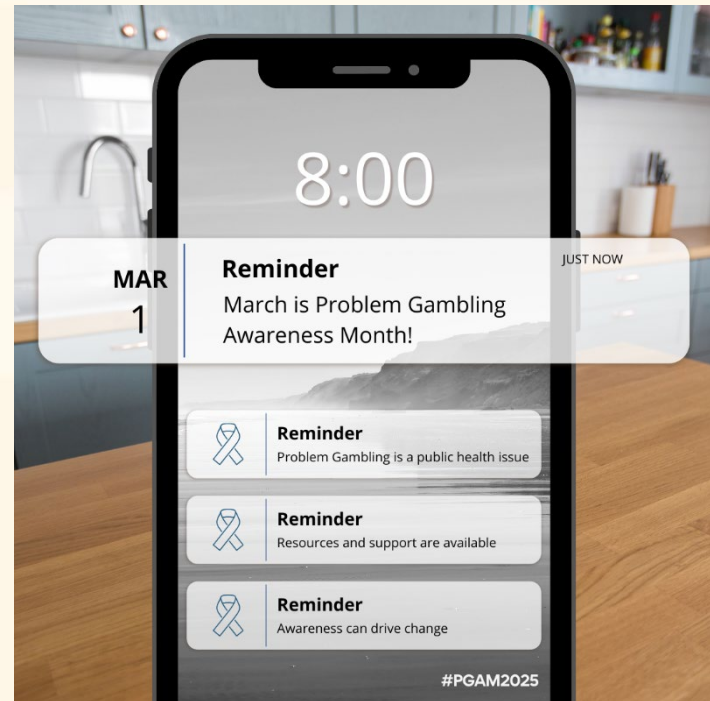
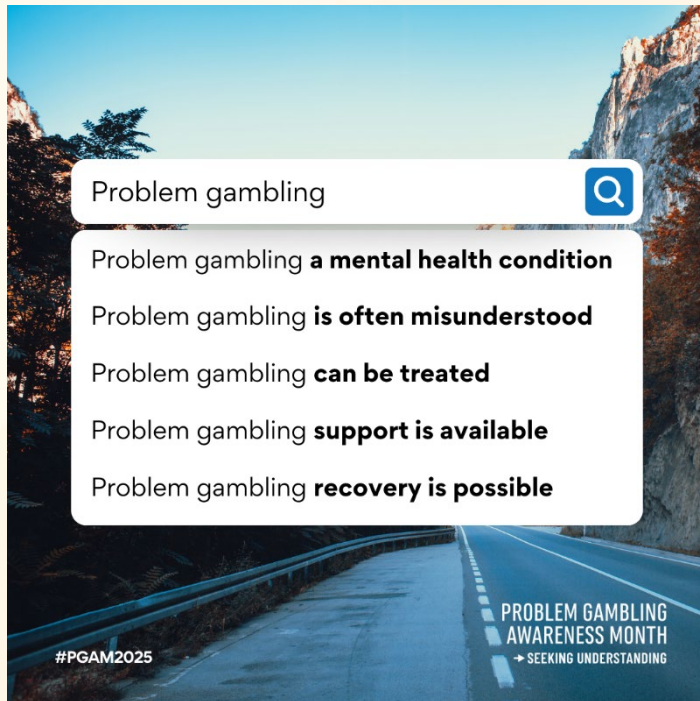


Promote Awareness PGAM 2026 Social Media Posts



Promote Awareness PGAM 2026

Social Media Posts



We want to hear from you during this webinar!

Please put your answer in the question box.

**What do you plan to do to raise awareness during
Problem Gambling Awareness Month 2026?**

Do you have any questions?

Thank You



PROBLEM GAMBLING
AWARENESS MONTH