

## 6.08 Problem Gambling Messaging Guidelines

### Messages should include:

- ✓ Helpline phone 1-877-my limit (highly encouraged over local phone no.)
- ✓ online URL 1877mylimit.org (being revamped to become primary web resource)
- ✓ “free/**local**/confidential/works” tagline (important to stress that the treatment is provided locally)
- ✓ Gambling counselor is the one they’re talking to/chatting with
- ✓ 24/7 availability
- ✓ tone of hope, approachability, what people can do

### Messages should not include:

- ✓ 2 stop now phone number
- ✓ Anti-gambling theme, or even perception of that bias/attitude
- ✓ Unauthorized use of Lottery/specific casino names, logos, etc
- ✓ Inaccurate data
- ✓ Personal opinion/biases
- ✓ Inappropriate humor
- ✓ Unauthorized use of trademark or copyrighted info, logos, etc

### Desirable characteristics of messages:

- ✓ Theme/tone/content targeted to and appropriate for specific population (example: college vs. older adults dictate different theme/tone/content)
- ✓ Creative and engaging
- ✓ Quality competitive with other media messages
- ✓ Culturally sensitive/relevant and available in Spanish
- ✓ Brief yet memorable
- ✓ Changed, refreshed, updated periodically
- ✓ Risk is put in context and not over- or under-dramatized
- ✓ “Pre-tested” on member(s) of target group
- ✓ Reviewed for possible unintended messages

✓ Reviewed by AMH

### **Comments/suggestions**

- Differentiate between purposes: outreach to educate people on the issue of problem gambling in general or for a specific population dictates one type of approach, whereas a call to treatment may require a different type of approach
- Materials should tell a story and establish an emotional connection
- Written materials should not be too wordy
- Fonts should be large enough (12-14pt)
- Local materials are developed in order to get buy in from community, involve local youth and others in the effort and therefore build awareness and partnerships, in response to situations where Lottery materials don't meet a local need (Native American specific materials, for example)
- Needs: Spanish helpline cards, more billboards, web banners and internet ads, culturally specific materials and messages
- Graphics/style/concepts/wording will vary depending on the target group and purpose (education or call to treatment, etc)
- Youth are not a monolithic group...different ages have different levels of understanding, issues, etc. and may require different strategies to reach them (internet, text msgs, etc)