

National Problem Gambling Awareness Month (PGAM)



Lottery's PGAM Efforts

Responsible Gaming is a priority for the California Lottery

During March, the Lottery:

- Raises awareness on problem gambling and promotes the Problem Gambling Helpline
- Individuals impacted by gambling disorders can seek treatment services through the Helpline



Call
1-800-GAMBLER
For free confidential problem gambling treatment
chat online at **800gambler.chat**
or text **SUPPORT** to **53342**



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Lottery promotes the PGAM campaign by raising awareness to:

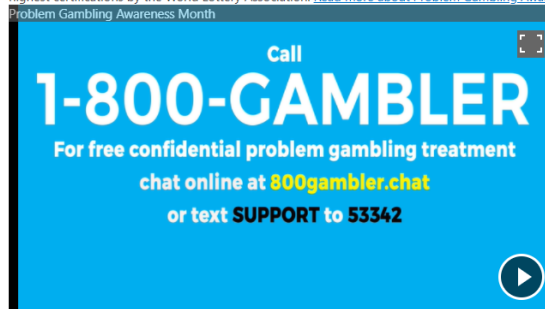
- Lottery employees
- Lottery retailers
- Lottery players and the general public

WELCOME TO CLIC!

Thank you for dropping by the California Lottery Information Center – CLIC to you and me. Here you will find your one-stop shop for all things Lottery. Look around and you'll find information related to all Lottery divisions and departments, interesting news features, photos and clips. There's also a Bulletin Board for Lottery information. So much to see! And, we're always looking for ways to improve our intranet site, so please feel free to [provide feedback](#). We appreciate it! So now, go forth and enjoy CLIC!

Problem Gambling Awareness Month

During the month of March, the California Lottery joins the California Department of Public Health's Office of Problem Gambling (OPG), and other responsible gaming advocates to promote awareness of gambling disorders and the availability of treatment and recovery programs. The Lottery supports Problem Gambling Awareness Month (PGAM) through special messaging that can be found on its tickets, at retail locations, on the Lottery's owned communication channels (like its website and social media) and through paid advertising. Our collective efforts to support PGAM are a significant part of the Lottery's responsible gaming program that has been internationally recognized with the highest certifications by the World Lottery Association. [Read more about Problem Gambling Awareness Month here.](#)



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Lottery's PGAM Efforts

Retailer Product Plan

LOTTERY NEWS

APRIL 2022

RESPONSIBLE GAMING AWARENESS

Free Problem Gambling Treatment Available

The California Lottery[®] raises awareness of the state's Problem Gambling Helpline, 1-800-GAMBLER, on its games, at retailer locations, and on communication channels including its website and social media. When an individual contacts the Problem Gambling Helpline, they receive free and confidential assistance from a licensed therapist who specializes in gambling disorders. Through the California Gambling Education and Treatment Services (CaGETS) program, California residents receive stepped-care treatment provided by a broad spectrum of services administered by the California Office of Problem Gambling within the California Department of Public Health.

Telephone Counseling: Confidential telephone counseling from the privacy of your own home. Telephone counseling is available in English, Spanish, and Asian languages Monday-Friday from 9 a.m. to 5 p.m.

Outpatient Services: Therapists located throughout the state who are independently licensed by the state of California to provide free confidential problem gambling treatment in a private practice setting.

Intensive Outpatient Program (IOP): The program serves as a bridge for patients transitioning from residential treatment to outpatient care and for patients who require more clinical care than what is offered by standard outpatient treatment. CaGETS operates IOP services at Beit T'Shuvah, a residential treatment facility located in Venice, CA, and at the Union of Pan Asian Communities (UPAC), a non-cost group and one-on-one gambling counseling service located in San Diego, CA.

Residential Treatment: Residential treatment provides care, recovery activities and support 24 hours per day for pathological gamblers and their family members. The CaGETS Residential Treatment Program is currently operated at one location in Southern California.

In addition to the Problem Gambling Helpline, help is available by visiting [800gambler.chat](#), where impacted individuals can chat with a licensed therapist, or via text by texting "SUPPORT" to 53342.



Electronic Point of Sale

MARCH IS NATIONAL PROBLEM GAMBLING AWARENESS MONTH!

PLAY RESPONSIBLY



**Problem Gambling Helpline
1-800-GAMBLER**






Lottery's PGAM Efforts

Retailer Terminal Message





Lottery's PGAM Efforts

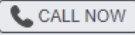
Social Media Posts




 **California Lottery**  Sponsored ·  ... X

Did you know that approximately one million people in California are affected by #ProblemGambling? The California Lottery is proud to join responsible gaming advocates in support of National Problem Gambling Awareness Month this March. If you or a loved one is affected by problem gambling, help is available. For no-cost confidential treatment call 1-800-GAMBLER, text SUPPORT to 53342, or chat online at 800gambler.chat. #PGAM #GamblingDisorder

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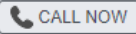
DIAL +1 (800) 426-2537
Call for No-Cost Treatment
Confidential Help is Available 

 **California Lottery**  Sponsored ·  ... X

The California Lottery is proud to join responsible gaming advocates in support of National Problem Gambling Awareness Month this March. One fact about problem gambling is that in extreme cases, problem gambling can result in financial ruin, legal problems, loss of career and family, or other serious health issues. If you or a loved one is affected by problem gambling, help is available. For no-cost confidential treatment call 1-800-GAMBLER, text SUPPORT to 53342, or chat online at 800gambler.chat. #PGAM #GamblingDisorder

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PWS -3/1-3/31

The image shows three promotional cards for Problem Gambling Awareness Month. The first card, titled 'PROBLEM GAMBLING AWARENESS MONTH', features the ca lottery logo and the text 'Free Treatment is Available'. It states: 'The Lottery encourages those affected by problem gambling to call 1-800-GAMBLER, text SUPPORT to 53342, or chat online at 800gambler.chat.' Below this is a yellow button labeled 'FIND OUT MORE'. The second card, titled 'How To File Your Claim', shows a video player interface and lottery tickets. It says: 'Watch this short video to ensure you complete your claim form correctly.' Below is a yellow button labeled 'WATCH THE VIDEO'. The third card, titled 'Go Mobile', shows a hand holding a smartphone displaying the ca lottery app. It says: 'Get our mobile App and take the fun wherever you go.' Below is a yellow button labeled 'DOWNLOAD TODAY'.

PWS Carousel Banner - 3/1-3/31

Desktop

The desktop carousel banner has a dark blue background. On the left, it says 'TREATMENT SERVICES' above three circular icons: a question mark, a telephone, and a smartphone. Below these icons is the text 'Find the help you need.' and a 'Learn More' button. On the right, it says 'Problem Gambling Awareness Month' with a 'Learn More' button. At the bottom, there are three lottery game tiles: 'POWER \$31 MILLION*', 'SuperLotto \$24 MILLION*', and 'MEGA MILLION \$60 MILLION*'. A small arrow points to the right on the MEGA tile.

Learn more will redirect to: <https://www.calottery.com/play-responsibly>

Mobile

The mobile carousel banner has a dark blue background. At the top left is the ca lottery logo. At the top right are a user profile icon and a hamburger menu icon. The main content area features the same three circular icons as the desktop version, with the text 'Problem Gambling Awareness Month' and a 'Learn More' button. Below this is the text 'TREATMENT SERVICES'.



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Print Advertising



LA LOTERÍA DE CALIFORNIA APOYA

El mes de la concientización sobre el Juego Compulsivo

1 A 31 DE MARZO

Ahora es el momento de dar el primer paso.
Para Ayuda Confidencial Gratuita
Llama al: **1-800-GAMBLER**
(426 - 2537)

Envíe el texto **SUPPORT** al 53342
Chatea en línea en **800gambler.chat**

PROBLEMGAMBLING.CA.GOV

En asociación con:



CALIFORNIA LOTTERY SUPPORTS

National Problem Gambling Awareness Month

MARCH 1-31

Now is the time to take the first step.
For Free Confidential Help Call: **1-800-GAMBLER**
(426 - 2537)

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PROBLEMGAMBLING.CA.GOV

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