



Problem Gambling Prevention

December 4, 2014

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www.ipgap.indiana.edu

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Holiday Lottery Campaign

The Holiday Lottery campaign encourages parents and loved ones not to give lottery products as holiday gifts to minors. Research shows that the majority of adolescents gamble at least occasionally, and that lottery products may be a gateway to problem gambling. Youth gambling has been shown to be linked to other risk-taking and addictive behaviors such as smoking, drinking and drug use.

Every year, NCPG and McGill University partner with lotteries in the United States, Canada and around the world to send this important message. The Hoosier Lottery and the Indiana Problem Gambling Awareness Program are participating in this campaign. Communities around the state are encouraged to participate as well.

Below you will find resources and materials that you can use to get out this important message this holiday season.

[Holiday Campaign Logo and statistics for use on website, emails, and print material](#)

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**Have you ever felt the need to bet
more and more and more money?**

**Have you ever had to lie to people
about how much you gamble?**

An answer “yes” to either or both of



You can modify the basic design to include your logo and local data as IPGAP has done below.



these questions may indicate a problem with gambling.

Lie Bet Screen by Johnson, E.E., et al. (1988).

**FOR A CONFIDENTIAL
REFERRAL CALL**

1-800-994-8448

For additional resources, visit the Indiana Council on
Problem Gambling at
<http://www.indianaproblemgambling.org>

Or

Indiana Problem Gambling Awareness Program at
www.ipgap.indiana.edu

The Indiana Problem Gambling Awareness Program (IPGAP) is funded by a contract with the Indiana Family and Social Services Administration, Division of Mental Health and Addiction with funds through the Indiana Problem Gamblers'

Other data to use:

- Adolescent problem gambling has been linked to increases substance use.
- Have a problem gambling? Call 1-800-994-8448
- Results from a recent study show that 19% of high school students received a lottery ticket or scratch off as a gift. Have a problem gambling? Call 1-800-994-8448
- Data suggests that between 4% and 8% of adolescent's exhibit gambling problems.
- Have a problem gambling? Call 1-800-994-8448
- 35% of Indiana 10th grade students report gambling in the last year. Have a problem gambling? Call 1-800-994-8448
- Results from the 2012 Indiana Youth Survey found that 20% of Indiana students gambled in some capacity in the last year. Have a problem gambling? Call 1-800-994-8448

Distribute a poll on social media or other outlets to encourage discussion on this topic

Would you buy lottery tickets for kids as a holiday gift?

Yes
No
Other, please comment!

Do you give kids scratch – off tickets for holiday gifts?

Yes
No
Depends on the kid

Do you feel giving a child a lottery ticket as a gift is appropriate?

Sure, it's all in good fun
No, it introduces them to gambling at too early an age.
Other, please comment!

Add one of the following taglines to your email

Give Responsibly. Lottery Tickets aren't child's play. Problem Gambling Hotline: 1-800-994-8448

Send them the right message for the holidays; don't buy lottery tickets for kids. Gambling Problem? 1-800-994-8448.

Give Responsibly. Lottery tickets are not suitable gifts for those under age 18. Problem Gambling? Call 1-800-994-8448.

Send a Responsible message this year. Gambling is not for kids; don't buy lottery tickets as gifts for those under 18. For problem gambling help call: 1-800-994-8448.

Issue a Press Release or Opinion in Your Local Newspaper

Example press release provided by the National Council on Problem Gambling:

PRESS RELEASE

[name of organization], joins the effort to encourage responsible holiday gift giving

[name of city], [date] – [Organization Name], has joined organizations worldwide to promote a responsible gambling message this holiday season and is urging parents not to purchase lottery products for underage minors.

Results from a recent study showed that 19% of high school students reportedly received one or more lottery tickets or scratch cards as gifts, of which 86% came from a family member. There is strong evidence suggesting that 70-80% of adolescents report having gambled for money in the past year, approximately 30% report gambling on a weekly basis, and current problem gamblers report beginning gambling during childhood, ages 9-10.

NCPG executive director Keith Whyte noted: "There is recent research indicating that youth who received instant lottery tickets as a gift tend to begin gambling earlier in life – a possible risk factor for more severe gambling disorders later. The researchers also reported a stronger association between age of gambling onset and problem gambling severity among those who received lottery tickets."

"We know that playing the lottery at a young age is inappropriate and can increase the potential for problem gambling later in life," said Dr. Jeffrey Derevensky, co-director of the International Centre for Youth Gambling

Problems and High-Risk Behaviors at McGill University (Canada).

INSERT QUOTE FROM COMMUNITY LEADER HERE – POSSIBLY PAIR WITH QUOTE FROM LOCAL PROBLEM GAMBLING COUNCIL

This year, the [*LOCAL ORGANIZATION*] is encouraging players to give responsibly. When giving a lottery product as a gift, please make sure you keep the person's age in mind.

For more information contact:

1. [Your Media contact information]
2. Amy Feinberg, Program Administrator, National Council on Problem Gambling.
www.ncpgambling.org/holiday. (202.547.9204), amyf@ncpgambling.org.
3. Lynette Gilbeau, Research Coordinator, International Centre for Youth Gambling Problems and High-Risk Behaviors, McGill University, www.youthgambling.com. (514) 398-4438, lynette.gilbeau@mcgill.ca.

Other suggestions for your community

- Print materials and post on bulletin boards in your community or your office
- Speak at community functions on this issue
- Feature the campaign on your website
- Mass Email information about this topic
- Place a business card size ad in each of your holiday cards.



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Indiana Problem Gambling Awareness Program (IPGAP)