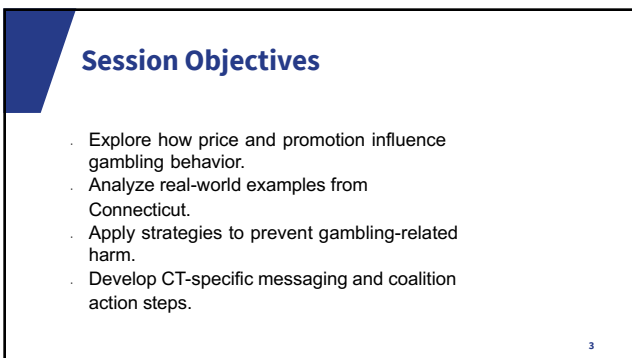


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"You're buying one item of clothing online. A pop-up says: 'Buy 2 more and get 30% off your whole order.' Would you add two more items?"



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"You walk into a coffee shop and see a punch card: 'Buy 10, get 1 free.' You usually only go there once a month. Do you take the card?"



5

"You're on a travel site. It says, 'Only 2 rooms left at this price!' The trip is optional. Do you book it now?"



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Price & Promotion

- What made those deals feel tempting?
- Would you have made the purchase without the promotion?
- Now imagine someone engaging with gambling apps that offer similar promotions. What happens when those impulses intersect with risk?



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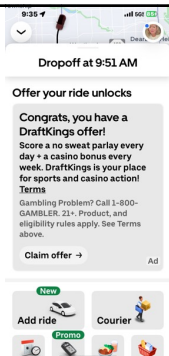
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GAMBLING PROBLEM? CALL 1-800-GAMBLER. CALL 877-8-HOPENY OR TEXT HOPENY (467369) (NY).

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Price & Promotion



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Price & Promotion



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Price & Promotion



How do gambling promotions (e.g., free play, match play, bonus rounds, loyalty rewards) use similar strategies?

How might these promotions influence gambling behavior, particularly for those at risk of problem gambling?

What are the potential consequences of these tactics on vulnerable individuals?

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The Psychology of Advertising

Gambling advertising also plays an important role in 'normalizing' gambling. Content analyses of gambling ads have reported that gambling is portrayed as a normal, enjoyable form of entertainment involving fun and excitement. Furthermore, they are often centered on friends and social events. The likelihood of large financial gain is often central theme, with gambling also viewed as a way to escape day-to-day pressures...
...Research has found that there is a large public awareness of gambling advertising, and that problem gamblers often mention advertising as a trigger to gambling.

<https://www.psychologytoday.com/us/blog/in-excess/201511/gambling-advertising-and-marketing>

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But...It Wasn't Always this Way...

Gambling Has Changed

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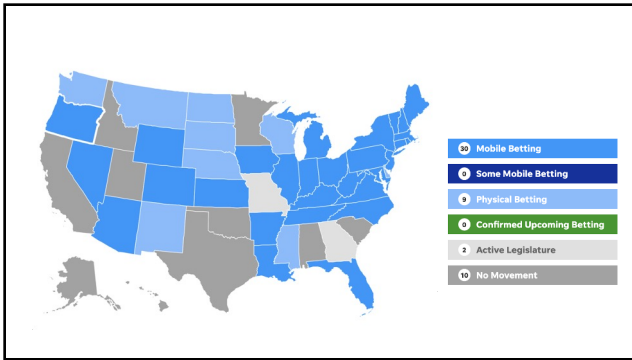
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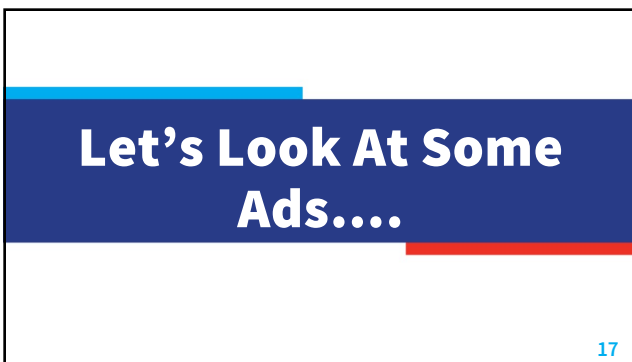
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What is being promised?
 Who is the target audience?

What emotion or urgency is being used?
 What are potential risks?

BEAT THE SCORE
 JUST HIT THE TARGET SCORE
& WIN CASH

FANDUEL

18

What is being promised?
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19

19

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20

What is being promised?
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A Supreme Court ruling helped launch the betting boom

Not long ago, sports betting was banned everywhere in the United States except Nevada.

That changed in 2018 when the [U.S. Supreme Court](#) overturned the Professional and Amateur Sports Protection Act and permitted states to decide for themselves whether they wanted to legalize sports betting.

Thirty-five states and Washington, D.C., have legalized sports betting since the decision, and more could be on the way, [according to the American Gaming Association](#), an industry trade group.

<https://www.rpr.org/2022/05/16/1104602410/sports-betting-ads-sports-gambling>

22

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In 2018, the betting industry exploded - \$57.2 million in money wagered

BEAT THE SCORE
JUST HIT THE TARGET SCORE
& WIN CASH



<https://www.rpr.org/2022/05/16/1104602410/sports-betting-ads-sports-gambling>

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Companies have spent hundreds of millions of dollars on sweeping ad campaigns in a bid to swallow up new customers. Caesars Entertainment, for example, at one point [vowed to spend \\$1 billion](#) to market its sports betting app.

<https://www.rpr.org/2022/05/16/1104602410/sports-betting-ads-sports-gambling>

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Risk Free???

- Common promotions include sportsbooks offering a "risk-free" bet of, for example, \$100.
- That typically means that bettors who put up \$100 of their own money and lose will get the same amount credited to their account to bet again, but sportsbooks might not return the actual money gamblers initially bet.



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Activity Virtual Group Discussion

- In what ways has gambling become more accessible and harder to avoid in everyday life?**
(Consider technology, advertising, social media, and legalization.)
- Who is being most impacted by these changes, and why might they be more vulnerable now than before?**
(Think about age groups, cultural factors, economic stress, or mental health challenges.)
- What obstacles are communities and coalitions facing when trying to prevent or respond to problem gambling today?**
(Examples: limited awareness, stigma, youth engagement, lack of regulation or data.)



Assign a reporter for your group – we will ask for some groups to share

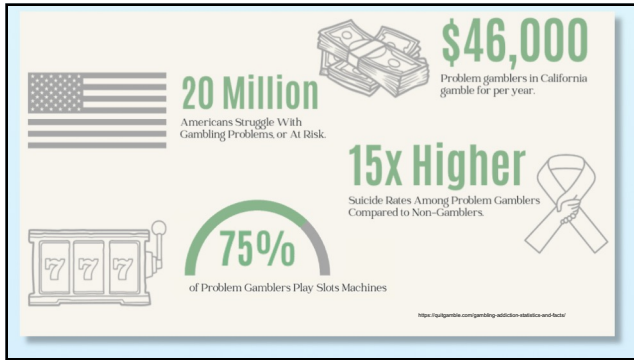
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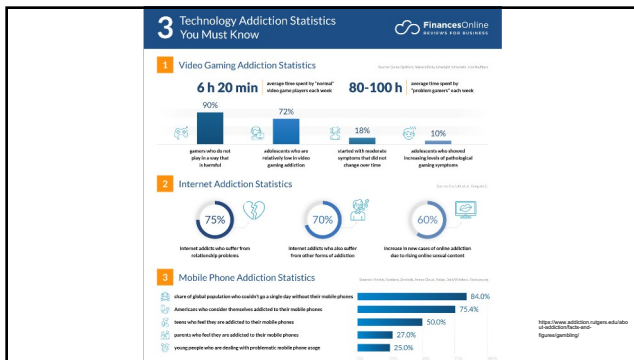
What has the Impact Been?



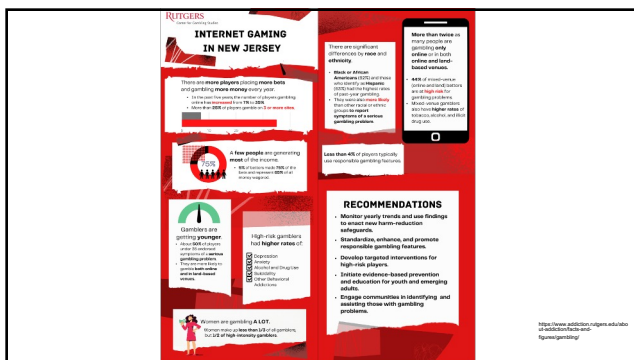
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[illegible]

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Table 10. Respondent Report of Gambling Frequency

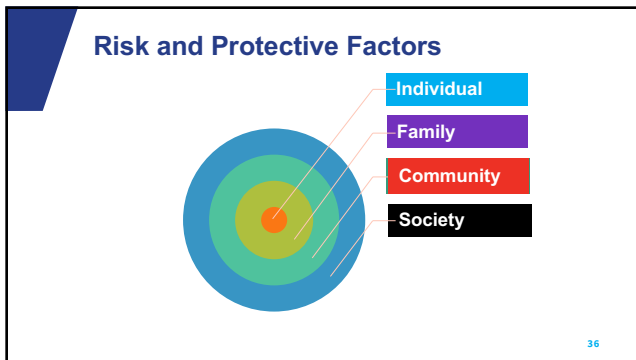
Highest Gambling Frequency - all students, all forms of gambling		
	N	%*
Never	363	27.4%
A few times	614	46.3%
Monthly	179	13.5%
Weekly	103	7.8%
Daily	67	5.1%

*Rounding may result in a total sum of slightly more than 100%.

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Risk Factors for Underage Gambling

School / Community Domain

- Poor impulse control (School)
- Accessibility (Community)
- Community Norms favorable (Community):
 - Lack of awareness
 - Social Acceptance
 - Media: TV – Lottery Ads

Source: Problem Gambling Guide for Prevention Professionals
<https://iaph.iowa.gov/Portals/1/userfiles/S3/Prevention%20Tool%20ChecklistPROBLEM%20GAMBLING%20PREVENTION%20GUIDE.pdf>

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Risk Factors

- Exposure to video gaming,
- Increased access to electronic gaming
- Parental lack of awareness of gaming
- Connection to gambling
- Low perception harm,
- Legalization of sports betting

Source: Alliance for Prevention and Wellness
<https://www.apw-ct.org/publications>

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Risk: Availability

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Risk: Promotion & Price

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Let's Look At...Public Health Levers

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What are Public Health Levers??



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Public health levers are policy or environmental tools used to reduce risk and protect communities.

Core Examples:

- Price levers:** Raising the cost of a harmful product to reduce consumption
- Promotional levers:** Restricting how products are advertised, especially to youth

Why This Matters:

Evidence shows these strategies reduce harmful use of alcohol, tobacco, and cannabis—and they can apply to gambling too.

Citation:
CDC (2015). *Best Practices for Comprehensive Tobacco Control Programs*.
WHO (2021). *Alcohol Pricing Policies*.

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Economic Tools: Taxes & Price Minimums

Taxes and price floors reduce use by making harmful products less accessible—especially for youth and low-income individuals.

- Research from alcohol and tobacco shows that even small increases in price reduce use and delay initiation among adolescents.

Public Health Example:

- States with higher tobacco taxes see lower smoking rates among teens.
- Alcohol minimum pricing in Canada and Scotland led to decreased binge drinking.

Why It Matters for Gambling:

- Gambling promotions like “free play” or “match bets” function like *discounts or price reductions*.
- They lower the cost barrier and increase impulsive use—especially for young or vulnerable users.

Rubio et al. (2018). Alcohol, No Ordinary Commodity.
Chen et al. (2022). The effects of price on alcohol consumption and alcohol-related problems.

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44

Promotional Restrictions: Youth Protection

- Tobacco Master Settlement Agreement restricted cartoon characters and youth-targeted ads.
- Many states have banned cannabis ads within 1,000 feet of schools or on social media.
- Alcohol brands are restricted from advertising in youth media channels.

How Gambling Compares:

- Gambling is now heavily promoted on sports broadcasts, social media, and even gaming apps.
- “Risk-free” bets and bonuses are common—yet often mislead users about the actual risk.

“Research shows exposure to gambling advertising increases the likelihood of betting, especially among adolescents.”

—Derevensky et al., 2020; Public Health England, 2021

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Connecting the Dots: Alcohol, Tobacco, Marijuana → Gambling

Substance	Price Lever Example	Promotion Restriction	Result
Tobacco	High excise taxes	No TV ads, plain packaging	Sharp youth use decline
Alcohol	Minimum unit pricing	Banned event sponsorships (in some countries)	Reduced binge drinking
Marijuana	Tiered tax structures	Ad restrictions in youth zones	Delayed onset of use
Gambling	(Currently: low cost to entry, incentives common)	Few ad restrictions	Youth engagement rising

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"What would it look like if we applied these levers to gambling prevention?"

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From Policy Levers to Prevention Messaging:
How Virginia Responded

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Why Messaging Matters:

While taxes and ad restrictions take time, **counter-messaging** gives communities a fast, low-cost way to respond to harmful promotions—especially on social media.

The Challenge:

- Gambling ads outnumber prevention messages 100 to 1.
- Promotions like “risk-free bets” are **not regulated** like tobacco or alcohol.
- Without a counter-narrative, youth and vulnerable populations only hear one side.

Virginia’s Response:

- Partnered with coalitions to create *bold, clear, youth-informed* messages.
- Focused on truth-telling, emotional resonance, and community visibility.
- Launched campaigns in schools, social media, and sports venues.

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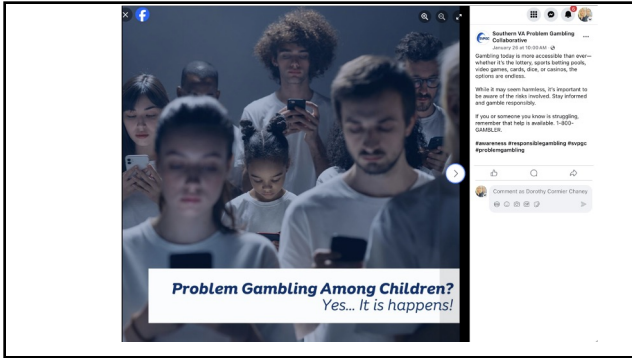
A Look At Virginia’s Response

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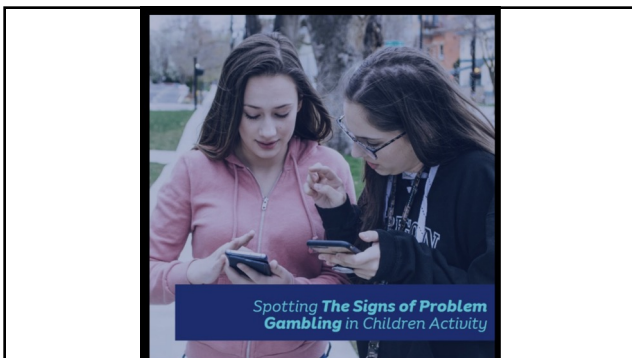
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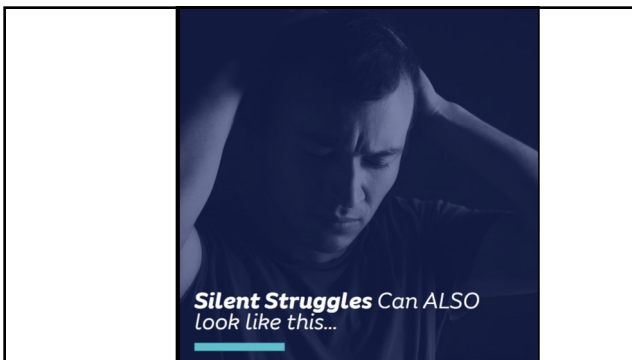
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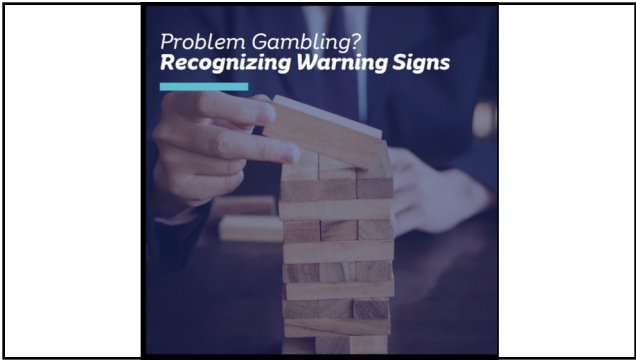
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Let's Try This!

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Activity – Moving to Action

What promotion or messaging trend concerned you most today?
(Example: "risk-free" bets, gamified ads, influencer codes, or match play bonuses)

What counter-message or prevention idea stood out that your community could build on?
(Can be adapted from Virginia's campaign or a new concept discussed today)

What is one small, practical next step your coalition could take in the next 30 days?
(Examples: add gambling to next meeting agenda, talk to local media partners, engage youth leaders)

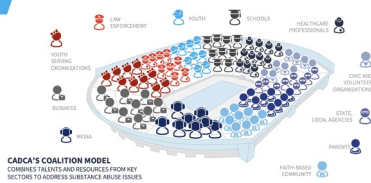
Assign a recorder and a reporter

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Counter Messaging - Coalitions

CADCA's Model for Community Change - Coalition Model



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Benefits of Coalitions

- Commitment to Including the Community
- The SPF can support communities to let data drive the work
- Identify and engage the community
- Can EVALUATE impact by using data and logic models to guide the work



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What Coalitions Can Do

- Discuss Problem Gambling at a coalition meeting
- Identify and engage the community - who are your stakeholders?
- Environmental Scan
- Youth Focus Groups
- Counter Messages!!



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Thank you!



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