



RESPONSIBLE GAMBLING STARTS WITH YOU.

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New Ohio Problem Gambling Awareness Campaign Launched

COLUMBUS – Partners of Ohio for Responsible Gambling (ORG), the Ohio Casino Control Commission, Ohio Lottery Commission, Ohio Department of Mental Health and Addiction Services (OhioMHAS), and Ohio Racing Commission, today announced the launch of a new campaign designed to prevent problem gambling and to build awareness of resources aimed at helping at-risk individuals.

“The state has a key role in providing information and tools to help Ohioans live healthy, productive lives,” said Tracy Plouck, director of OhioMHAS. “This new campaign makes tips on low-risk gambling and resources for anyone affected by problem gambling, easy-to-use and accessible.”

Director Plouck joined ORG state agency leaders in unveiling the campaign at a Statehouse kick-off event. The campaign has been specifically molded to reach the “influencers” of problem gamblers – parents, spouses, siblings and friends – to provide tools for low-risk gambling, and to direct Ohioans to a web-site that offers a “take the quiz” problem gambling screening feature.

“Consistent with our commitment to responsible gambling, we are pleased to support this campaign, which we believe will resonate with the community,” commented Dennis Berg, executive director of the Ohio Lottery Commission. “Since the casinos and racinos opened their doors in 2012, we have continued to make great strides in building problem gambling awareness.”

Matthew Schuler, executive director of the Ohio Casino Control Commission added, “The Ohio Casino Control Commission is proud to partner with other state agencies in building awareness around the issue of problem gambling. Gambling addiction impacts thousands of Ohioans and their families, and this new campaign will encourage talk about the subject and let people know where they can go for help.”

The web-site features engaging tips on low-risk gambling, including the information below:

Tips on Low Risk Gambling

- Set limits on time and money spent on gambling
- Gamble only with money set aside for entertainment
- Balance gambling with other healthy recreational activities
- Don't chase your gambling losses
- Realize that knowing more won't help you win a game of chance
- Never gamble when depressed, stressed or under the influence

The campaign is the result of a nine-month learning process that involved Ohio's behavioral health service system and countless community partner agencies. The resulting web-site at The95percent.org offers resources and education to promote healthy behaviors, encourage low risk gambling for anyone who does gamble, and provides a community toolkit for extending the campaign at a local level. Organizations from all over the state have access to the campaign



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materials and can add local contact information to help grow awareness and understanding of the issue.

The kick-off event featured Janet Monk of Batavia, Ohio, who shared a personal story of how gambling addiction devastated her family and the slow process of healing. Also recounting his journey was Harry Leedom of Dayton, Ohio, who spoke of being in long-term recovery from gambling addiction and the work he is doing to help others.

For friends and family members of individuals who may be developing a problem with gambling, the web-site provides warning signs to be aware of:

Problem Gambling Warning Signs

- Borrowing for gambling
- Lying about how much time or money is spent on gambling
- Hiding time/money spent on gambling or hiding bills and unpaid debts
- Being restless or irritable when not gambling
- Spending a lot of time gambling, thinking about, or planning to gamble.
- Bragging about wins and/or minimizing losses

To learn more about the potential risks of gambling, low risk gambling tips, and resources available to help those in need, visit The95percent.org or call the Ohio Problem Gambling Helpline at 1-800-589-9966.

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