

Gambling Disorder Prevention Project

Social Marketing Campaign: A regional marketing campaign to support the strategic plan is currently being developed in partnership with Seyferth PR.

Overview: The LRE's Gambling Disorder Prevent Project is working to prevent gambling disorders throughout the region through partnerships with local providers and regional efforts such as the stayouttathedangerzone.com campaign.

StayOuttathedangerzone.com is an online resource to help individuals gamble responsibly and find resources and support to prevent problem gambling.

Funding for this project is provided by the Office of Recovery Oriented Systems of Care, Michigan Department of Health and Human Services via the Michigan Compulsive Gaming Prevention Fund.

- A **webpage** is now live and located within the LRE website that offers risk reduction strategies, support for problem gamblers, and information to assist parents in preventing gambling problems among their children.



Stay Outta the Danger Zone

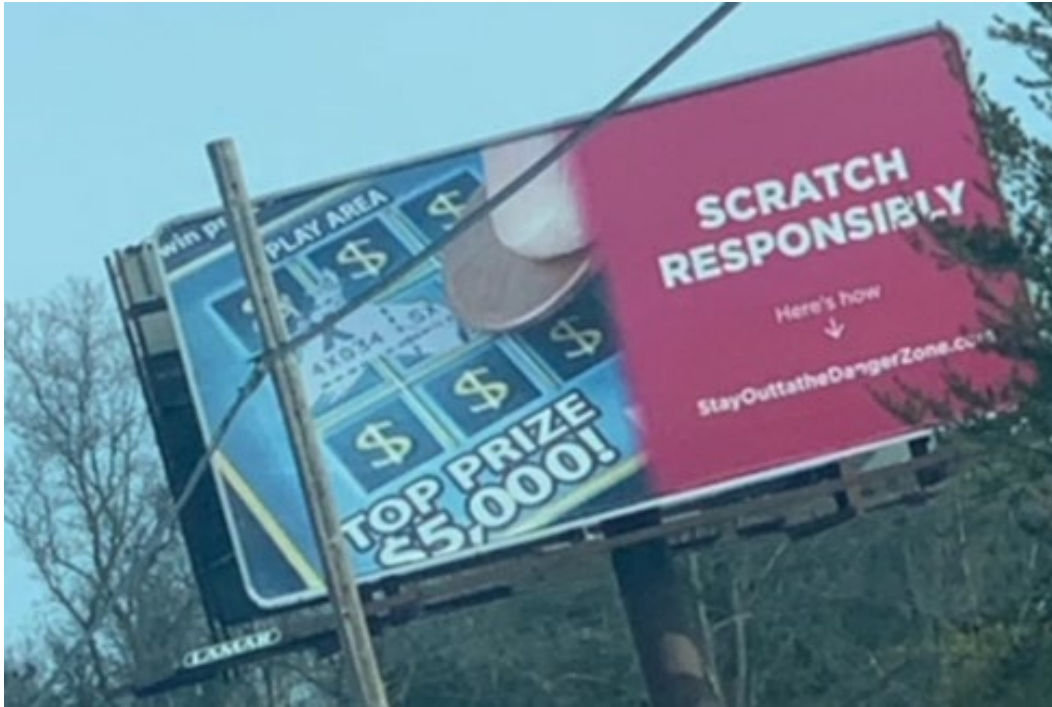
For most, gambling is an occasional and entertaining outlet. For others, it can morph into a problematic addiction ripe with financial trouble, strained relationships with family and friends, job issues and health problems. While gambling can be just addictive as drugs or alcohol, it has a higher rate of suicide than any other disorder.

If you or a loved one needs help, free and confidential resources are available, [here](#).

Your input matters! Take this brief, confidential survey to help the Lakeshore Regional Entity address problem gambling in your community; click [here](#) to begin.

- **Digital Media Ads/Geofencing:** In April, ads will appear for individuals visiting the MLive webpage who have downloaded internet sports gambling apps such as FanDuel. In June, ads will appear for individuals who are on their mobile device near a fenced location such as a casino or lottery retailer.

- Two **billboards** with the theme, 'Scratch Responsibly' will be displayed in the counties with highest per capita lottery spending; Lake and Muskegon.
 - Muskegon U.S. 131 N and Sherman Blvd. (prime location), Running 3/15 to 4/11
 - Baldwin; next to Michigan Works; Running 3/8 to 4/4



Community Survey: A survey was conducted in 2019 to assess gambling attitudes and behaviors among adults in the LRE region. To understand how gambling habits and attitudes about gambling have changed since then, a similar survey will be conducted once more, beginning in March. Survey promotion will take place through local partners, via text messaging, social media and on the stayouttathedangerzone.com website.



SurveyMonkey®