



Problem Gambling Awareness Month 2025

Kansas Prevention Collaborative and the Kansas Department for Aging and Disability Services Problem Gambling Teams are partnering with the National Council on Problem Gambling (NCPG) to recognize March as Problem Gambling Awareness Month (PGAM). This year's theme, "Seeking Understanding," focuses on increasing awareness of problem gambling as a serious but often misunderstood mental health condition. The campaign seeks to foster greater awareness and empathy, break down stigma and barriers to treatment, and provide support for individuals and families impacted by gambling-related harm.

This year's Problem Gambling Awareness Month theme of "Seeking Understanding" can be used to support Kansas ongoing efforts based on the Know When the Game is Playing You campaign, promoting player health.

Social Media Toolkit



An estimated **2.5 million US adults** meet the criteria for severe gambling problems in a given year.



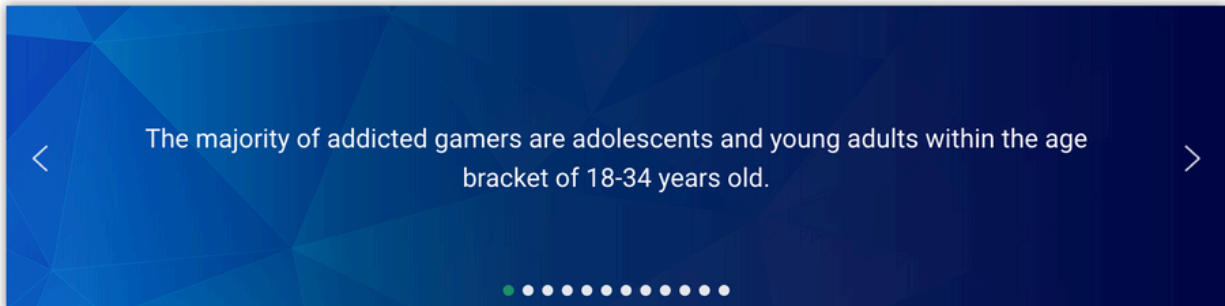
Another **5 – 8 million** meet one or more of the criteria for gambling disorder and are experiencing problems due to their gambling behavior.



The NCPG estimates that the annual national social cost of problem gambling is **\$14 billion** (this includes job loss, bankruptcy, gambling-related healthcare spending, and other consequences)

Source: [National Council on Problem Gambling 2025 Fact Sheet](#)

Beyond traditional gambling, problem gaming effects people of all ages.



Problem Gaming Fact Sheet



Warning Signs

- Thinking about gambling all the time
- Feeling the need to bet more money and more often
- Going back to try to win your money back (“chasing losses”)
- Feeling restless or irritable when trying to stop or cut down
- Gambling despite negative consequences
- In extreme cases, problem gambling can cause bankruptcy, legal problems, job loss, family harms, and thinking about suicide

Source: [National Council on Problem Gambling 2025 Fact Sheet](#)



Screenings

Screen for potential gambling-related problems. Brief screens can help people decide whether to seek a formal evaluation of their gambling behavior. The 3-item BBGS1 is based on the American Psychiatric Association’s Diagnostic and Statistical Manual of Mental Disorders (DSM-IV) criteria for gambling disorders.

Find a link to a [4-question screen here](#) or a [20-question screen here](#).

More Resources

- [KDADS – Kansas Problem Gambling](#)
- [Kansas Coalition on Problem Gambling](#)
- [Gamblers Anonymous](#)
- [Know When the Game is Playing You](#)
- [Gamblers in Recovery](#)

Social Media Toolkit

Below are some suggested captions and graphics to post on your social media for each week of March! Click on a graphic to download it individually or download them all through the button below.

[Download the Social Media Toolkit](#)

Week 1: Gambling Risks

Gambling should be entertainment, not a source of stress. When it starts to impact your mood, finances, or relationships, it’s time to take a step back. Know when the game is playing you. #ProblemGamblingAwarenessMonth



Gambling can be exciting, but it's not always harmless. If it's causing stress, anxiety, or financial strain, it might be time to reevaluate. Know when the game is playing you. #ProblemGamblingAwarenessMonth



Week 2: Impact on Others

Problem gambling doesn't just affect the person placing the bets—it impacts family, friends, and coworkers, too. 1 in 7 Kansans are negatively affected by a loved one's gambling. Know the signs. Know when the game is playing you. #ProblemGamblingAwarenessMonth



A gambling problem can create stress, financial strain, and emotional turmoil for more than just the gambler. If someone's gambling is affecting your life, support is available. Don't let the game play you. #ProblemGamblingAwarenessMonth



Week 3: Older Adults & Military Veterans

For many older adults, gambling is a social activity—but when it starts affecting finances, relationships, or mental health, the risks outweigh the rewards. Know when the game is playing you. #ProblemGamblingAwarenessMonth



Gambling can be exciting, but it's not always harmless. If it's causing stress, anxiety, or financial strain, it might be time to reevaluate. Know when the game is playing you. #ProblemGamblingAwarenessMonth



Week 4: Sports & Betting

Sports betting should add to the excitement, not the stress. Know the risks, set limits, and never chase losses. The smartest play is knowing when enough is enough. #ProblemGamblingAwarenessMonth



No matter how much you wager, the outcome of the game won't change. Don't let losses push you to bet more. Play smart, stay in control, and always make the right call when it comes to responsible gambling. #ProblemGamblingAwarenessMonth



Problem Gambling Awareness Month 2025 Toolkit

The National Council on Problem Gambling has shared this Toolkit to use in raising awareness of the campaign, needs, and resources. Please see the templates for press releases, proclamations, and presentations, and their PGAM Brand Assets for sharing!

NCPG Toolkit 2025