

## College Gambling Awareness Campaign: Sample College Newspaper Articles

### March Madness and College Gambling

#### **College Basketball Tournament Presents Opportunity to Educate on College Gambling**

As the NCAA college basketball tournament approaches, college students and basketball fans across the country are filling out their brackets, and some may even place a wager on the games.

“As we head into the peak of the college basketball season, it’s important to remind college students about responsible gaming, as well as the facts around gambling and gambling-related harms,” said Christine Reilly, senior research director for the National Center for Responsible Gaming (NCRG), a national organization devoted to public education and funding research on gambling disorders.

Research shows that approximately 75 percent of college students have gambled in the past year. One in five of those students may have placed a bet on a sports game or another game of skill. While a majority of college students who are of legal age to gamble do so responsibly, the latest research estimates that 6 percent of college students in the U.S. have a serious gambling problem that can result in psychological difficulties, unmanageable debt and failing grades. For those who are not of legal age to gamble, there is no level of responsible gambling.

To help colleges and universities address this issue, the NCRG created [www.CollegeGambling.org](http://www.CollegeGambling.org), a free resource for students who want to learn more about how to gamble responsibly or get help for a problem. It includes a short, shareable video and a toolkit for student peer educators, resident advisors and other student leaders to use when talking about gambling disorders with their friends or classmates.

The website also offers students an opportunity to assess their gambling behavior. The short, confidential [BetOnU College Gambling Survey](#) allows college students to see how their gambling behavior compares with other students. At the end of the survey, they will receive information on where they stand when compared to others in different universities and colleges and resources for help, if they would like it.

“CollegeGambling.org and its resources aren’t just about helping college students with gambling problems – it’s also about helping them avoid the problems. Education is the key to this mission,” said Reilly. “Educating students about warning signs and giving them the tools, such as the BetOnU survey, to learn about responsible gaming will help them develop healthy behaviors that they can carry with them further into adulthood.”

## **NCRG BetOnU College Gambling Survey**

### **How Does Your Gambling Behavior Compare?**

Do you gamble? Research shows that approximately 75 percent of college students have gambled in the past year; one in five of those students may have placed a bet on a sports game or another game of skill.

“While a majority of college students who are of legal age to gamble do so responsibly, the latest research estimates that 6 percent of college students in the U.S. have a serious gambling problem that can result in psychological difficulties, unmanageable debt and failing grades,” said Christine Reilly, senior research director for the National Center for Responsible Gaming (NCRG), a national organization devoted to public education and funding research on gambling disorders.

The organization just released a new tool on its website geared toward college students, [www.CollegeGambling.org](http://www.CollegeGambling.org), that allows college students to compare their gambling behavior to others at colleges and universities across the country. The [BetOnU College Gambling Survey](#) is a short, confidential questionnaire that asks questions like, "How many days per year do you typically gamble?" and, "What is the average amount of money you gamble during a typical gambling day?"

After answering these questions, college students are asked about their perceptions of other students' gambling behaviors. After completing the survey, students will be told how their behavior and their perception of others compare to the actual behaviors of others. After viewing these results, students are given the option to access resources for help.

“If you are a college student who gambles, it is good to know how your behaviors stack up against other students,” said Reilly. “Students often overestimate others' behaviors and may be surprised to learn the reality. The BetOnU College Gambling survey was created to help students understand this important issue and make responsible decisions about gambling in the future.”

To fill out the BetOnU College Gambling Survey or to learn more about college gambling, visit [www.CollegeGambling.org](http://www.CollegeGambling.org).

## College Gambling Awareness Campaign: Sample Public Service Announcements

### :30 Radio PSA

#### **Option 1:**

ANNOUNCER: It's that time of year again – college students and basketball fans across the country are filling out their March Madness brackets, and some may even place a wager on a game or two. Last year, the National Center for Responsible Gaming created [www.CollegeGambling.org](http://www.CollegeGambling.org) as a tool to help students, campus administrators, campus health professionals and parents address gambling and gambling-related harms on campus.

Visit [CollegeGambling.org](http://CollegeGambling.org) to learn more about this issue and how to get help if you need it.

#### **Option 2:**

ANNOUNCER: While gambling can be fun if you're of legal age, it's not a risk-free activity. For some college students, gambling for fun can turn into a serious problem and have a negative impact on their lives.

Visit [www.CollegeGambling.org](http://www.CollegeGambling.org) to learn more about college gambling, how to make responsible decisions and where to find resources for help if you have a gambling problem.

This resource and message is brought to you by the National Center for Responsible Gaming.

#### **Option 3:**

ANNOUNCER: Did you know that 75 percent of college students gambled in the past year? While most college students make responsible decisions about gambling, experts estimate that 6 percent of college students in the U.S. have a serious gambling problem that can result in psychological difficulties, unmanageable debt and failing grades.

Visit [www.CollegeGambling.org](http://www.CollegeGambling.org) to learn more about college gambling and take the BetOnU College Gambling Screener to compare your behaviors with other college students.

This resource and message is brought to you by the National Center for Responsible Gaming.

#### **Option 4:**

ANNOUNCER: Approximately 75 percent of college students gambled during the past year, betting on the lottery, casino games, cards and sports. Gambling can be fun – as long as you are of legal age and gamble responsibly.

Many college students assume gambling is a risk-free activity, but research has shown that, for a small percentage of college students, gambling for fun can turn into a serious problem.

Find the facts and fill out the confidential BetOnU College Gambling Survey at [www.CollegeGambling.org](http://www.CollegeGambling.org) to compare your gambling behavior to other college students.

***Option 5:***

Do you gamble? If so, it is good to know how your behaviors stack up against other students'. Often, college students can overestimate others' behaviors and may be surprised to learn the reality.

The National Center for Responsible Gaming just released the BetOnU College Gambling Survey to help you better understand this important issue and make responsible decisions about gambling in the future. Visit [www.CollegeGambling.org](http://www.CollegeGambling.org) to fill out this free, confidential survey and to find additional resources, including how to get help if you want it.

## **College Newspaper PSA**

### ***Option 1:***

As the NCAA basketball tournament approaches, it is important to know the facts about gambling among college students. Research shows that 75 percent of college students gambled during the past year and 20 percent of students who gambled placed bets on sporting events such as college basketball games. While the vast majority of those old enough to legally gamble can do so responsibly, experts estimate that 6 percent of college students in the U.S. have a serious gambling problem that can result in psychological difficulties, unmanageable debt and failing grades. [CollegeGambling.org](http://CollegeGambling.org) is a website designed to help universities and students learn more about this issue and find free resources for help. During March Madness, visit [www.CollegeGambling.org](http://www.CollegeGambling.org) – a website created by the National Center for Responsible Gaming.

### ***Option 2:***

As we gear up for this exciting time for college basketball, college students and basketball fans across the country are filling out their brackets, and some may even place a wager on the games. While the vast majority of college students who are of legal age to gamble do so responsibly, the most recent research estimates that 6 percent of college students in the U.S. have a serious gambling problem. Visit [www.CollegeGambling.org](http://www.CollegeGambling.org) to learn more about college gambling, how to make responsible decisions, where to find resources for help if you have a gambling problem. You can also fill out the free, confidential BetOnU College Gambling Survey to see how your gambling behaviors compare to other college students.

During March Madness, visit [www.CollegeGambling.org](http://www.CollegeGambling.org) – a website created by the National Center for Responsible Gaming.

### ***Option 3:***

Are you a college student who likes to gamble? Do you know how your behavior stacks up to other college students across the country? The National Center for Responsible Gaming just released a new tool on its website geared toward college students, [www.CollegeGambling.org](http://www.CollegeGambling.org), that allows you to compare your gambling behavior to others at colleges and universities across the country. The BetOnU College Gambling Survey is a short, confidential questionnaire that can help you understand this important issue and make responsible decisions about gambling in the future. Visit [www.CollegeGambling.org](http://www.CollegeGambling.org) to fill out this survey and to find additional resources, including how to get help if you want it.