

Annual Report

Fiscal Year 2020

Massachusetts Department of Public Health Office of Problem Gambling Services



IT ISN'T.

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A message from the Department of Public Health

In FY20, the Department of Public Health (DPH) has led the state's public health response to COVID-19 while continuing to move forward, and in many cases, expand our many public health initiatives. During the pandemic, our programs and services have had to pivot and adapt, and that includes the Office of Problem Gambling Services.

During this time, the program shifted its service model to be able to provide services virtually. It increased internal staffing, continued to promote gambling prevention, and served residents most in need of treatment services. At the same time, the Office of Problem Gambling has continued to plan new programs to meet changing needs.

The Office of Problem Gambling at DPH has established a foundation for leading the public health response to problem gambling across the Commonwealth. We have done so using our DPH data-driven approach, working alongside communities, and promoting equity to mitigate the harm associated with gambling. We have ensured that our programs and services are rooted in the principles of racial equity to guarantee that communities and individuals who experience the greatest inequities are at the center of our efforts.

We are proud of the work and achievements of the Office of Problem Gambling and we share highlights in this 2020 Annual Report. My thanks to the staff, partners, and stakeholders for their efforts during this challenging time, as we continue to use a public health lens to prevent problem gambling in the Commonwealth.

Margret Cooke, Acting Commissioner

GET TO KNOW THE OFFICE OF PROBLEM GAMBLING SERVICES

The Massachusetts Expanded Gaming Act of 2011 authorized the creation of three casinos and one slot parlor in the Commonwealth. A slot parlor opened in Plainville in June 2015, the first of the three regional casinos opened in Springfield in August 2018, and the second opened in Everett in June 2019. The Expanded Gaming Act also resulted in the creation of the Public Health Trust Fund (PHTF) and the Massachusetts Gaming Commission (MGC). The PHTF was established to mitigate gambling's adverse health effects on communities throughout the state, especially those in which gambling establishments are located. The PHTF allocates resources for prevention, intervention, treatment, recovery services, and research related to problem gambling. The MGC is a five-member independent body that oversees the implementation and licensing process. The Executive Office of Health and Human Services (EOHHS) oversees the PHTF, and both the MDPH and the MGC are the operational arms of the PHTF.

The Massachusetts Department of Public Health "promotes the health and well-being of all residents by ensuring access to high-quality public health and health care services, and by focusing on prevention, wellness, and health equity for all people." DPH was best positioned to lead the public health response to gambling expansion in the Commonwealth due to its mission, vision, and values. It created the Office of Problem Gambling Services (OPGS) to ensure a comprehensive and integrated public health response to problem gambling that uses data to inform initiatives, engage communities, and ensure cultural intelligence and humility. Research indicates that gambling is related to various health conditions, while disproportionately affecting people of color and those who have mental health and/or substance use disorders. Additionally, public health approaches recognize the multidimensional nature of determinants of health and the complex interaction of many factors—biological, behavioral, social, and environmental—when developing effective interventions.

With a core focus on community engagement and achieving racial equity, OPGS' reach has expanded since its inception, providing services and supports that address problem gambling at the local, regional, and state levels based on community-level stakeholder engagement and needs assessments. The collective effort in leading a public health response centered on the values of community engagement and racial equity is unprecedented in the field of gambling.

WHO WE ARE

The Office of Problem Gambling Services exists within the Massachusetts Department of Public Health (MDPH) and reports to the Department's Associate Commissioner. The MDPH falls under the Executive Office of Health and Human Services, the largest secretariat in Massachusetts state government, and comprises 12 agencies, including the MDPH. The missions of all three entities tie into the overall goal of EOHHS, which is to focus on the health, resilience, and independence of all residents of the Commonwealth it serves. Since its inception in 2016, the Office of Problem Gambling Services has engaged over 1,400 individuals and 40 community partners to promote equity and empowerment and minimize the harms associated with gambling.

Executive Office of Health and Human Services (EOHHS) Massachusetts Department of Public Health (MDPH)

Office of Problem Gambling Services (OPGS)



Stakeholder listening session participants identify problem gambling needs in the community.

OPGS STAFF WORKS WITH A VARIETY OF LOCAL STAKEHOLDERS

The OPGS staff collaborate with a network of internal and external partners and stakeholders to achieve an optimal public health response to problem gambling centered on equity. Through this work, the OPGS has created tailored services and programs for priority populations, adapted to the changing public health environment, and developed plans for the future. Office staff collaborate, inform, guide, and oversee their network of stakeholders. The following details the Office's major stakeholders and the general nature of the Office's interactions with them:

Executive Office of Health and Human Services (EOHHS)

DPH Commissioner's Office

Public Health Trust Fund (PHTF) Executive Committee

DPH Offices and Bureaus

Massachusetts Gaming Commission Community-Based Organization (CBOs)

Service Delivery Organizations

Community Members

Local Government Agencies

Universities

STRATEGIC VISION

The following graphic represents the framework of the Department of Public Health's mission and vision and the principles that support the Department's work. Everything that OPGS does is guided and informed by this framework with the goal of promoting wellness and health equity for all.



Optimal health and well-being for all people in Massachusetts, supported by a strong public health infrastructure and healthcare delivery.

MISSION

The mission of the Massachusetts Department of Public Health (DPH) is to prevent illness, injury, and premature death; to ensure access to high quality public health and health care services; and to promote wellness and health equity for *all* people in the Commonwealth.

DATA

We provide relevant, timely access to data for DPH, researchers, press and the general public in an effective manner in order to target disparities and impact outcomes.

DETERMINANTS

DISPARITIES

We consistently recognize

and strive to eliminate

health disparities amongst

populations in

Massachusetts, wherever

they may exist.

We focus on the social determinants of health - the conditions in which people are born, grow, live, work and age, which contribute to health inequities.

EVERYDAY EXCELLENCE

PASSION AND INNOVATION

INCLUSIVENESS AND COLLABORATION

2016-2020 MILESTONES

The Office of Problem Gambling Services was created to ensure a comprehensive and integrated public health response to problem gambling using data to inform initiatives, engage communities, and ensure cultural intelligence and humility. This timeline includes the milestones reached by this Office in working to mitigate the harms of problem gambling.

2017

Prevention for Youth, Parents, and At-Risk Populations

 Implemented the regional planning process to engage community stakeholders and inform prevention programs.

Community Level Interventions

- Initiated a community health worker (CHW) and gambling needs assessment community engagement strategy to inform CHW-training and programs.
- Launched the Problem Gambling and CHW
 training.
- Revised "Your First Step to Change" 2nd Edition, an evidence-based self-assessment and intervention tool.

Coordination of Services

- Published practice guidelines for Treating
 Gambling Related Harms, a web-based platform and evidence-based treatment resource.
- Conducted the 1st Annual Stakeholder Listening Sessions, an annual community engagement initiative to inform and ensure cultural and community perspective to inform public health initiatives.

2016

 Co-led, in partnership with the Massachusetts Gaming Commission, the development of the Strategic Plan for services to Mitigate the Harms Associated with Gambling in Massachusetts.

2019

Prevention for Youth, Parents, and At-Risk Populations

- Introduced the Gambling Awareness and Suicide Coalitions Initiative, a community-based effort to raise awareness of gambling and suicide.
- Launched the statewide communications campaign: Men of Color with History of Substance Misuse.
- Published a website with information about community resources for friends and family who are concerned about a person's gambling.

Community Level Interventions

- Initiated a Community-Level Health Project, a community level initiative to identify and address specific gambling-related health concerns and outline improvement initiatives to be carried out at the community level in Springfield and Boston.
- Implemented Project Build Up, a grant program aimed at strengthening the capacity of the workforce in outpatient substance use and gambling treatment agencies to provide or promote gambling treatment services.
- Launched the Helpline Evaluation, a comprehensive evaluation of the gambling and substance misuse helplines.

2018

Prevention for Youth, Parents, and At-Risk Populations

- Provided trainings on suicide and gambling prevention resulting in 50 providers trained.
- Launched **Photovoice**, an innovative prevention program prioritizing youth and caregivers.
- Implemented the Ambassador Project, a peer to peer program prioritizing men of color with history of substance misuse.

Community Level Interventions

- Coordinated the Intimate Partner Violence and Gambling Assessment to inform Intimate Partner Violence Education Programs.
- Developed the MassMen and Gambling Project, a self-assessment screening and resource tool for men on MassMen.org.

Coordination of Services

- Provided **training webinars** to treatment providers on DPH's <u>Practice Guidelines for Treating Gambling Related</u> <u>Problems</u>, resulting in over 600 providers trained.
- Launched the **Treatment Gap Analysis**, a comprehensive analysis of gambling treatment in the Commonwealth.

2020

- Completed the planning phase of the **Community Level Health Project** in Springfield, a pioneering community driven prevention effort that included the engagement of 107 community members and close cross-sectoral collaboration with five local organizations.
- Established the **Problem Gambling and Suicide Prevention Training Team**, which consists of eight suicide prevention regional coalitions that will be providing community-level problem gambling and suicide prevention trainings across the state.
- Launched the **Community Health Workers and Gambling** pilot in collaboration with the City of Springfield.
- Convened the **2020 Stakeholder Listening Sessions** in Springfield and Revere, with participation from 71 individuals from 33 organizations, to continue centering our work around community voice.
- Supported recovery for men of color led by the **Ambassador Project**. During the pandemic, Ambassadors pivoted services online and, in April and May, engaged 130 community members while also sharing COVID-19 resources and information.
- Collaborated with youth service organizations led by **Photovoice** to share youth problem gambling information and organize a community service project aimed at addressing their local increased need for food access during the pandemic.
 34 families received food resources, problem gambling messages, and COVID-19 information.

TO SUPPORT THE OVERALL MDPH MISSION, OPGS DEVELOPED ITS OWN PURPOSE, MISSION AND VISION, WHICH ARE DESCRIBED AS FOLLOWS.



Purpose

Work to prevent and address problem gambling and related issues in Massachusetts.



Vision

To ensure a comprehensive and integrated public health response that will include utilization of data to inform initiatives, engagement of communities, and that which ensures cultural intelligence and humility.



Mission

The Office catalyzes and funds prevention, intervention, treatment, and recovery support services in order to mitigate the harmful effects of problem gambling and related health concerns. The Office works through a variety of community-level strategies to ensure a strong public health response to those issues most affected by problem gambling.

Complementary to the Purpose, Mission and Vision statements and the principles of DPH are the following OPGS guiding principles, which speak to how the Office carries out its purpose and mission toward achieving its vision:



Community Engagement

OPGS serves the community, is inspired by the community, is guided by the needs and insights of the community, and empowers the community, including individuals and groups of people across Massachusetts passionate about addressing problem gambling and associated health concerns, at risk for problem gambling, or struggling with problem gambling and its ill effects.



Public Trust

As a publicly funded state agency, OPGS has a solemn responsibility to the people of Massachusetts to ensure that all of its operations and programs are administered with high integrity and strong internal controls.



Racial Equity

OPGS defines racial equity as "both an outcome and a process. As an outcome, we achieve racial equity when race no longer determines one's socioeconomic outcomes; when everyone has what they need to thrive, no matter where they live."³ This definition holds true for OPGS, as programs and services are geared toward achieving racial equity.



Partnership

OPGS cannot carry out its purpose alone, and actively seeks to connect with others who share the Office's vision and principles while bringing complementary knowledge, skills, and resources. The Office works with an array of public and private partners on a joint, comprehensive, and integrated public health response to problem gambling and associated health concerns.

³ www.centerforsocialinclusion.org/our-work/what-is-racial-equity/

WHAT WE DO

Program & Service Descriptions

The Massachusetts Department of Public Health, Office of Problem Gambling Services is committed to the optimal health and well-being for all residents of the Commonwealth and to ensuring they are provided with healthy and equitable communities to work and live in. Research indicates that gambling has comorbidity with other health issues and disproportionately impacts individuals with mental health disorders, substance misuse disorders, and communities of color. In many cases, the drivers of these issues and impact to gambling-related problems are the social determinants of health. Historically, the field of problem gambling services has been disconnected from the community experience of gambling and people of color. OPGS is trailblazing a new path that promotes equity and addresses disparities.

A public health perspective promotes the examination of health-related phenomena through a population-based lens, and explores the relationship between individuals, their environments, and gambling behavior. In order to mitigate the harmful effects of gambling and casinos, it is essential to have a public health approach that is centered on data, the engagement of communities, promotion of racial equity, and a focus on eradicating health disparities. Everyone should have the opportunity to be healthy. Everyone has the right to good health. To make this a reality, we must work together to remove barriers so that everyone has the same opportunity to improve their lives and their health. This is reflected in our programs and services as described in this annual report. Our service spectrum is organized by the following categories:

- Community Engagement and Assessment
- Programs and Services
- Workforce Training and Supports
- Public Awareness
- Technical Assistance and Evaluation

We must work together to remove barriers so everyone has the same opportunity to improve their lives and their health.

COMMUNITY ENGAGEMENT AND ASSESSMENT

Stakeholder Listening Sessions - A cornerstone, and the first step to the development of the Office of Problem Gambling Services' program and service spectrum and office activities is the facilitation of community engagement activities, including stakeholder listening sessions. In promotion of racial equity, listening sessions provide OPGS with critical data with which to plan programs and inform policy. Stakeholders include community members, local organizations, and providers. The facets of Stakeholder Listening Sessions are:



Engagement

Stakeholders provide input on a variety of topics: populations disproportionately impacted by problem gambling, service delivery regarding problem gambling, and community-level interventions.



Action

Stakeholder input is then used to inform the OPGS' programs and services to address problem gambling in Massachusetts.



Evaluation

The perspectives shared by the stakeholders are compiled by the OPGS and later shared in the form of a memo and a report.



Other assessments conducted included:

- Community Level Health Project Conducted community-driven initiatives in Everett and Springfield to plan and address
 gambling-related health concerns. Learn more about the project in Springfield here: www.mass.gov/doc/community-levelhealth-project-springfield-massachusetts-planning-year-report-june-2020/download
- **Programmatic Assessment for Domestic Violence, Sexual Assault and Gambling Services** Identified programmatic opportunities in community health organizations to integrate gambling within intimate partner abuse, domestic violence, and sexual assault education and treatment programs.

PROGRAMS AND SERVICES

Suicide and Gambling Community-based Activities

OPGS organizes community events, distributes resources, and provides technical assistance to raise awareness of the connection of suicide and gambling. Overseen by the MA Coalition of Suicide Prevention, 11 suicide prevention coalitions conduct community activities which include problem gambling in the menu of work they already do. Utilizing existing coalitions that already have a "stake in the ground" in the community, community coalitions are able to leverage existing efforts that have strong community connections to drive messaging around suicide and gambling.

Community Health Workers and Problem Gambling

The Springfield Community Health Worker Pilot aims to address problem gambling and related harms in Springfield through community-centered engagement, multisector collaboration, and systems change, with a focus on promoting health and racial equity and improving determinants of health.

Helpline Services

Massachusetts problem gambling helpline services are offered to provide support to individuals and loved ones impacted by problem gambling.



Victor Ortiz, Director of Problem Gambling Services, presents at the 2020 Annual Stakeholder Listening Session.



WARNING SIGNS OF PROBLEM GAMBLING

- · Restless or irritable when not gambling.
- Lying about how much time or money is spent on gambling.
- Borrowing for living expenses due to financial trouble as a result of gambling.
- · Hiding bills or unpaid debts related to gambling.
- Spending a lot of time gambling, thinking about or planning to gamble.
- Bragging about winning, exaggerating wins and/or minimizing gambling losses.

If gambling is causing issues with money, your job or your relationships, you could have a problem.

Take a free, confidential self-assessment to find out.

Get tools to address your gambling problem.



Visit massmen.org for more information on the program.

Men.ord

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MassMen and Gambling Project

MassMen is a free and anonymous online screening tool for common mental health disorders, including problem gambling (MassMen.org). The goal of this initiative is to strengthen the individual, family, and community connectedness of working-age men in Massachusetts. The screening tool provides individuals the opportunity to selfidentify signs and symptoms, educate themselves on mental health topics, and connect with local resources to seek treatment. OPGS also supported the translation of all the screening tools in Spanish to increase racial equity.

The goal of this initiative is to strengthen the individual, family, and community connectedness of working-age men in Massachusetts.

Photovoice Project

The Photovoice Project aims to prevent or reduce the occurrence of underage gambling among youth and problem gambling among all age groups. Photovoice is intended to enhance the power of community members to become catalysts of change. Youth participants receive extensive training and use photography to visually document the issues facing their community and to develop prevention-focused messaging. Youth sign up for the Photovoice program through local community centers (i.e.,YMCA), and through peer-to-peer activities, the program aims to increase awareness of gambling exposure in the everyday lives of youth, their caregivers and in their communities.



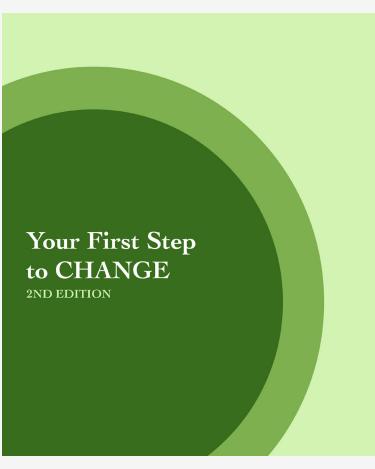
Photovoice participants provide outreach in the community.

Treatment Services

Massachusetts provides gambling treatment opportunities at 22 outpatient services sites - and is working with up to 18 additional sites and with 24 private practice clinicians to build capacity of these services. OPGS also provides clinical tools and resources to providers and clinicians, such as "Your First Step to Change: Second Edition" and "Practice Guidelines for Treating Gambling-Related Problems".

Ambassador Project

The Ambassador Project is a peer-based, communitycentered, participatory, and culturally responsive approach to reaching a population at higher risk for problem gambling and to engage them in prevention discussions through individual, group, and communitylevel interactions. The Ambassador Project is founded upon the idea that the comorbidity between gambling, substance use, and mental health disorders indicates a need for holistic and comprehensive prevention strategies.



Problem Gambling treatment brochures can be found on the Massachusetts Health Promotion Clearinghouse website at: massclearinghouse.ehs.state. ma.us/PROG-GAMB/PG6100kit.html

WORKFORCE TRAINING AND SUPPORTS



A grant-driven program, Project Build-Up looks to improve and support the workforce of 40 gambling outpatient programs across Massachusetts. Grants help providers obtain access to resources and training opportunities to improve services for those with gambling disorders.

Other workforce training and supports included:

- **Community Health Worker (CHW) and Gambling Training** Provided culturally responsive training programs to build the capacity of CHWs to educate, screen and refer individuals at the community level on gambling and related issues.
- Suicide and Problem Gambling Trainings Built capacity regarding the intersection of problem gambling and suicide prevention.
- Veterans Training Implemented a training curriculum for veterans' service providers on addressing the harms associated with problem gambling.

TECHNICAL ASSISTANCE AND EVALUATION



The Massachusetts Center of Excellence on Problem Gambling Prevention (MCOE PGP) provides capacity building, training, and resource development services to address the prevention of problem gambling and related health issues such as the prevention of substance misuse, suicide, and violence. This is the first center of excellence for gambling prevention in the country. Focusing on shared risk and protective factors allows MCOE PGP to address multiple issues simultaneously and achieve a higher level of impact. MCOE PGP currently provides technical assistance to the Photovoice, Ambassador, and CHW projects, as well as statewide training to community prevention providers.

OPGS offers comprehensive technical assistance and evaluation to ensure efficiency and effectiveness of programs and services.

Technical assistance activities include the following:

- Prevention Evaluations Measure the effectiveness of prevention direct services.
- Technical Assistance for Gambling Treatment Supports MA gambling treatment providers.

PUBLIC AWARENESS CAMPAIGNS

Men of Color Campaign

A public awareness campaign focused on men of color with a history of substance misuse to raise awareness of common risk factors associated with substance misuse and gambling. Various media (i.e., social media, advertisement on bus/train, posters, storefronts) was used to target populations.





DRUGS. ALCOHOL. GAMBLING. Different stories. Same problem. mass.gov/ProblemGambling

The Men of Color Campaign produces outreach materials such as this, which can be seen in the community (on public transportation, in storefronts) and online.





DRUGS. ALCOHOL. GAMBLING. Different stories. Same problem. mass.gov/ProblemGambling

MASSACHUSETTS HEALTH PROMOTION CLEARINGHOUSE

The Massachusetts Health Promotion Clearinghouse is a massive, online warehouse of collateral where people can order materials on every health topic, including the topic of gambling, beginning in 2017. Collateral is geared toward health promotion materials for providers and community members to raise awareness of the risks associated with problem gambling.



A message from the Massachusetts Department of Public Health 66 All I have to say is addiction is addiction. You can be as addicted to gambling as you are to drugs. ??

> -Frank, in recovery

LET'S GET REAL ABOUT GAMBLING

The Massachusetts Health Promotion Clearinghouse provides materials such as this poster, which can be shared with wide audiences.

OPGS BY THE NUMBERS



Program & Service Spending

Despite the COVID-19 pandemic, FY20 proved to be a year of considerable growth for OPGS. The data presented in this report details the quantitative leaps and bounds the office has made since its inception only four years ago, with programs and services beginning in FY18 (2017). Since 2017, OPGS programs and services and associated program and service spending has nearly doubled. This significant increase has allowed the office to reach more people and communities at risk of problem gambling behaviors.



Program & Service Count

Program and service count has doubled, or increased by 100%. In FY18, the office offered 9 programs and services, and today it offers 18, with additional offerings planned for FY21 and beyond. Additionally, OPGS spending on these programs and services has increased by over \$2 million since FY18, or by 129%. In FY18, OPGS program and service costs were \$1,555,000, which grew to \$3,558,000 in FY20.

Stakeholder Listening Sessions

Since FY17, The OPGS has worked with over 1,200 community members through its community engagement strategies. These include regional planning processes, community health worker needs assessments, and stakeholder listening sessions.

OPGS brings together a variety of community partners, community members, and advocacy groups to participate in annual Stakeholder Listening Sessions (SLSs). These sessions are held in the casino host communities of Everett and Springfield.



71

People representing 33 distinct community, government, and service organizations

Goals of Stakeholder Listening Sessions

To engage the community to promote health and racial equity To gain input on the continued development of programs and services regarding problem gambling

Strategic Priorities

The following strategic priorities were identified as part of the Stakeholder Listening Sessions

Integrate addiction services, mental health services and primary care Increase availability of culturally appropriate services

Establish an evaluation infrastructure

Victor Ortiz, Director of Problem Gambling Services with stakeholder listening session participant.

"One of the challenges that we find is while there are a lot of resources, they're inaccessible to those marginalized communities, those immigrant communities, those who are limited English proficient."

-Stakeholder Listening Session participant

"What I think about for evaluation, it has to be flexible. Yes, comes from theory, and [we need to] think about what indicators we can have, but it's also got to be flexible enough to come from communities. [...] I think if it's going to be culturally intelligent and if we're going to infuse cultural humility in something like that, it's got to be two-fold." "Communication between organizations is a barrier. That's why I think the ambassadorship is a good initiative because they reach out to the organizations and raise awareness that there could be problem gamblers among their clients and it's a hidden addiction."

COMMUNITY LEVEL HEALTH PROJECT

The Springfield Community Level Health Project (CLHP) finished its planning cycle, which included engaging 107 residents and creating a comprehensive report.

As it evolves, the CLHP will be a combination of interventions.

- One direction is a community-wide promotion targeting stigma about behavioral health that serves to keep young people and their families from seeking treatment. The promotion intervention will include a marketing campaign for the entire city but will focus on lower income neighborhoods of color and smaller events led by youth.
- The other arm of the CLHP will focus on the public school environment, incorporating a Multi-Tiered System of Support for students, implementing universal behavioral health screening of all students along with behavioral health services for those who need them, and training teachers, administrators, and staff of public schools, afterschool programs, and early education sites how to recognize signs of behavioral health distress and how to respond.
- All interventions have an eye to cultural responsivity and addressing the impact that COVID-19 and, of course, the casino have had in the community.



The Community Level Health Project includes a focus on the public school environment.

The Ambassador Project

One of OPGS' first programs, the Ambassador Project was launched in FY17 and has made a significant impact on the community since its inception.

FY20 IMPACT



Individuals reached through the Ambassador Project Program



Conversations with high-risk individuals in a variety of settings



Community events attended where problem gambling prevention was discussed with 419 people



Groups facilitated, reaching 663 men, including 266 men of color

Photovoice

One of OPGS' most impactful programs, the Photovoice project uses a youth peer-to-peer approach to creating problem gambling awareness in the community.

FY20 IMPACT





Caregivers educated on the importance of underage gambling (UG) and problem gambling (PG) prevention and ways to increase their ability to enhance protective factors and reduce risk factors among their children. Youth trained to be catalysts of change to raise awareness, motivate action, and encourage attitudes and behaviors incompatible with UG and PG.



Community members exposed to UG and PG prevention messaging.



Photovoice projects are proudly on display in the community.

Suicide and Problem Gambling Trainings

Designed to provide professional development in a train-the-trainer model, suicide and problem gambling trainings provide essential skills to MA Suicide Prevention Coalition members.

FY20 IMPACT



Full day trainings conducted (2 held virtually) and created and conducted train-thetrainer for MA Suicide Prevention Coalition members.



Providers and volunteers trained.



Participants gather to attend a suicide and problem gambling training session

Men of Color Campaign

The Men of Color public awareness campaign utilizes multiple platforms - social media, bus lines, webpage, posters, and brochures - to drive people to the Men of Color website (mass.gov/protect-yourself-or-yourloved-ones-from-problem-gambling), where friends and family, as well as people suffering from gambling addiction, can find resources and get help.

FY20 IMPACT



Impressions across all OPGS campaigns.



This Men of Color poster can be found on the MassMen website and can be distributed throughout the community.

Office of Problem Gambling Services 250 Washington Street Boston, MA 02108

WEALTH

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OFMAS

PUBL

OF

mass.gov/opgs

We at OPGS are so proud of our accomplishments in FY20 and look forward to sharing more with you next year as we continue to expand and enhance our programs and services and continue to adapt to a changing virtual environment.