



SCREENING DAY PROMOTION GUIDE

Whether you're hosting an event on Screening Day or simply support the goals of this initiative, you can do your part to get the word out! You can:

- Host a Screening Day event
- Promote your Screening Day event
- Encourage self-screening with the [e-BBGS](#), a free digital resource
- Raise awareness about Gambling Disorder and the importance of screening
- Encourage clinical and client-facing organizations to participate in Screening Day and share with them the free Screening Day Toolkit

There are many ways that you or your organization can promote Screening Day, including:

- Social media posts
- Blog posts
- Email blasts
- Announcements in newsletters or on websites
- Press releases
- Signage and materials in waiting rooms or lobbies of healthcare or community centers

How you choose to promote Screening Day is up to you. As a starting point, consider the networks you have available to you and the message you'd like to communicate. For example, a healthcare provider might choose to promote their Screening Day event to patients via signage in their building's lobby. They might also choose to encourage other providers to participate in Screening Day through an announcement in their organization's newsletter. Non-client-facing individuals or organizations who support Screening Day might disseminate information about Gambling Disorder or encourage self-screening via an email blast to contact lists or through posts on social media.

Promotional Graphics

We encourage you to use our official promotional graphics and logos for your Screening Day communications. You can access and download these materials via our [Dropbox](#).

Promoting on Social Media

Social media is a great way to promote Screening Day. If you or your organization uses social media, you already have a built-in audience for whatever you post!

When promoting this event on social media (e.g., Instagram or Twitter), we recommend using any combination of the following hashtags:

- #GDSD
- #GamblingScreen
- #PGAM2024



Below are a few sample social media posts. These can be adapted for various social media platforms.

- *Gambling Disorder Screening Day is an international event that supports and encourages providers to screen their clients for Gambling Disorder. Find out how to participate this year on Tuesday, March 12: <https://gamblinghelp.org/pgam/treatmentproviders> #GDSD #PGAM2024*
- *Gambling Disorder Screening Day is a grassroots event that any person or organization can host. Want to screen this year on March 12? Check out the free #GDSD Toolkit and find out how you can participate in Florida: <https://gamblinghelp.org/pgam/treatmentproviders> #GamblingScreen #PGAM2024*
- *Screening for gambling problems is easy with free, anonymous resources! Check out the 3-question e-BBGS if you want to know more about your gambling. #GamblingScreen #PGAM2024 <https://fccg.wufoo.com/forms/brief-biosocial-gambling-screen-bbgs/>*
- *Gambling Disorder Screening Day is Tuesday, March 12! The free Screening Day Toolkit includes resources, educational content, and promotional materials from the Division on Addiction. #GamblingScreen #GDSD <https://gamblinghelp.org/pgam/treatmentproviders>*

Promoting on Other Platforms

Below you will find a couple sample paragraphs about Gambling Disorder Screening Day. These can be tailored and adapted for newsletter or website announcements, blog posts, email blasts, and more.

- *The 11th Annual [Gambling Disorder Screening Day](#) is Tuesday, March 12. Gambling Disorder leads to financial, emotional, social, occupational, and physical harms, yet many cases go undetected and untreated. Failure to detect gambling harm is due, in part, to limited screening for this problem. Gambling Disorder Screening Day is an international grassroots event designed to increase awareness of gambling harm, and support and encourage providers to screen for Gambling Disorder in a variety of settings. This event was established by the Division on Addiction at Cambridge Health Alliance, a Harvard medical school teaching hospital, in 2014. Screening Day occurs every year on the second Tuesday of Problem Gambling Awareness Month (March).*
- *Participating in Gambling Disorder Screening Day has never been easier with the free [Screening Day Toolkit](#), which includes promotional materials, educational content, treatment resources, and an electronic version of the 3-question [Brief Biosocial Gambling Screen](#). To learn more about Gambling Disorder Screening Day and how to participate, visit the FCCG's [website](#) or email pgam@gamblinghelp.org.*
- *The 11th Annual Gambling Disorder Screening Day is Tuesday, March 12. Did you know that worldwide, less than 10% of people experiencing Gambling Disorder seek treatment for it? Screening is a low-cost way to raise awareness and help people learn when their gambling has crossed a line. To get more people thinking about their relationship with gambling, you can share the 3-question [Brief Biosocial Gambling Screen](#).*
- *The 11th Annual Gambling Disorder Screening Day is Tuesday, March 12. Have you ever wondered if gambling has gone too far for you or someone you care about? Answer [three simple questions](#) to learn more about your relationship with gambling.*