

FCCG Activities Report

**Help Services | Advertising Services | Slot Machine Gambling Facility Employee
Training Services | Community Outreach Services**

Florida Council on Compulsive Gambling, Inc.

July – December 2025



TABLE OF CONTENTS

Introduction.....	3
<u>Core Service #1 – HELP SERVICES.....</u>	5
EXECUTIVE SUMMARY – FCCG “HELP SERVICES”	7
TOTAL Agency Contacts – ALL CONTACT “TYPES” AND “PLATFORMS”	11
METHODS FOR REACHING THE 888-ADMIT-IT HELPLINE.....	12
FLORIDA “HELP SERVICES” (HELP & INFO) – Agency Contacts.....	18
Florida HELP ONLY Contacts.....	21
GAMBLER DEMOGRAPHIC INFORMATION.....	28
GAMBLER INFORMATION: Gambler’s Primary Gambling Problem.....	31
GAMBLER INFORMATION: Gambler’s Employment & Financial Impacts.....	32
CONTACT INFORMATION: Contacts’ Precipitating Event for Seeking Help.....	36
GAMBLER INFORMATION: Gambler’s Mental Health, Economic, & Familial Impacts.....	37
FCCG’S 888-ADMIT-IT ANNUAL HELPLINE OUTCOME EVALUATION.....	39
FCCG “888-ADMIT-IT” Mobile App.....	41
FCCG’s “gamblinghelp.org” Website.....	45
Website Promotion Services.....	53
<u>Core Service #2 – ADVERTISING SERVICES.....</u>	84
FCCG Non-Traditional Advertising Services – Mobile Billboards.....	84
FCCG Non-Traditional Advertising Services – Taxi Top Ads.....	87
FCCG Other Advertising Services – Problem Gambling Awareness Month (PGAM).....	90
FCCG Other Advertising Services – Responsible Gaming Education Month.....	102
FCCG Other Advertising Services – Gift Responsibly Campaign.....	116
<u>Core Service #3 – SLOT MACHINE GAMBLING FACILITY EMPLOYEE TRAINING SERVICES.....</u>	130
RGPPP Online Training Program.....	130
RGPPP Annual Refresher Training Program.....	137
RGPPP Site Visits.....	145
<u>Core Service #4 – COMMUNITY OUTREACH SERVICES.....</u>	159
FCCG Community Outreach Services – Population-Specific Materials Distribution.....	159
Population-Specific Materials – Florida Help Seeker “HelpLine Literature Packets” Distribution.....	161
Population-Specific Materials – Florida Gambling Facility Operator “RGPPP Materials” Distribution.....	163
Population-Specific Materials – Conferences, Trainings & Events “Other Outreach Materials” Distribution...	169
FCCG Community Outreach Services – <i>A Chance for Change</i> Self-Help Recovery Workbooks Distribution...	171
FCCG Community Outreach Services – Online Monthly Web Letter Distribution.....	173
FCCG Community Outreach Services – Quarterly CARE TEAM Newsletter Distribution.....	185

INTRODUCTION

The Florida Council on Compulsive Gambling, Inc. (FCCG) has a longstanding history in the state, and more than three decades of experience in the gambling addiction field. The FCCG is a not-for-profit 501(c)(3) independent corporation whose primary mission is to increase public awareness about problem and compulsive gambling and to advocate for and provide services and supports to individuals in need of assistance for a gambling problem. The FCCG maintains a neutral stance on the issue of legalized gambling while also seeking to assist citizens in need of problem gambling specific supports.

The Agency has operated as Florida's only sole-purpose entity addressing the issue of problem and compulsive gambling in the state, providing a designated crisis service for Florida citizens negatively impacted by gambling through the 888-ADMIT-IT HelpLine, offering 24/7 access to confidential, multilingual supports for thousands in need of help each year. The FCCG has made ongoing commitments to brand the 888-ADMIT-IT phone number as Florida's problem gambling service, and has a proven track record insofar as customer satisfaction and exceeding state contract deliverables throughout the years.

The FCCG provides an array of services as compulsive gambling transcends throughout every aspect of the marketplace. As public awareness has continued to surface over the years on the issue of gambling addiction, the FCCG has developed population specific prevention, education and training programs to meet this ongoing need within homes, schools, government organizations, gambling facilities, and workplaces, and among youth, adult and older adult service provider entities, mental health and medical professionals, criminal justice professionals, legal and judicial establishments, credit counseling and other financial institutions, throughout the state of Florida.

The FCCG has provided problem gambling prevention services specifically to South Florida communities and to employees and patrons of slot licensed pari-mutuel gaming facilities in Broward and Miami-Dade counties both prior to, as well as upon receipt of, and after, the first award from the first RFP for such services issued by The Florida Department of Business and Professional Regulations (DBPR) almost twenty (20) years ago in 2005.

In 2001, three (3) years prior to the 2004 constitutional amendment to legalize slot machines at certain pari-mutuel facilities in Miami-Dade and Broward counties, the FCCG, in partnership with Florida's Pari-Mutuel Industry, hosted two (2) separate "Meeting of the Minds" forums in June and September, to convene Florida gambling industry members for discussions surrounding the development and implementation of responsible gaming programming at state of Florida licensed gambling facilities. With the majority of Florida's gambling operators present at these forums, key representatives from dog tracks, horse tracks, jai-alai fronton's, and floating casinos across the state, participated in this groundbreaking process to discuss industry thoughts, ideas, suggestions and concerns surrounding responsible gaming programming development and implementation with the FCCG.

Through the information, feedback, and recommendations provided by industry participants at the "Meeting of the Minds" forums, a few months later in 2002, the FCCG finalized development of its proprietary "Responsible Gaming and Player Protection Program," (RGPPP), and made it available for implementation by all state of Florida gambling facility operators. The FCCG's 2002 RGPPP, as provided, included an employee training component, provision of 888-ADMIT-IT HelpLine facility signage for patron and employee access to problem gambling supports, and verification of program compliance conducted through facility site visits. The program theme, "Gambling Is Not The Problem – Compulsive Gambling Is," highlights myths about gambling, warning signs of a problem to look for, characteristics commonly associated with compulsive gambling behavior, and information on how to access help through the FCCG's 24-hour HelpLine number.

As part of the 2004 General Election, Florida voters approved a limited constitutional amendment to legalize slot machines at certain pari-mutuel facilities in Miami-Dade and Broward counties. These facilities will be eligible to conduct slot machine gaming by meeting the requirements of Chapter 550 and 551, Florida Statutes, and Rules 61D-14 and 61D-15, Florida Administrative Code. As set forth in section 551.118, Florida Statutes, the State Legislature established a Compulsive or Addictive Gambling Prevention Program ("Program"). The Department of Business and Professional Regulation (DBPR), Division of Pari-Mutual Wagering (the Division) was responsible for contracting for the provision of services related to the prevention of compulsive and addictive gambling. The purpose of this RFP was to establish a Compulsive/Addictive Gambling Prevention Program that encompasses an advertising program to encourage responsible gaming practices as well as publicizes a free problem gambling telephone helpline.

Florida law (Section 551.114, Florida Statutes) requires all slot machine licensed gambling facilities to post warning signs of the risks and dangers of gambling, the odds of winning, and the toll-free telephone number patrons can call for information and referral services regarding problem or compulsive gambling. The FCCG's 888-ADMIT-IT HelpLine has been the only toll-free telephone number posted and promoted for Floridians in need of problem gambling help to call, since long before the Statute's inception.

Upon receipt of award of the first of three (3) competitive solicitations for compulsive gambling prevention programming issued through RFP by the Department, beginning in May of 2007, 2013, and finally in 2019, the Florida Council on Compulsive Gambling (FCCG) has been the sole provider of this programming for Florida citizens until the end of the current 2023/2024 fiscal year; July 1, 2024.

The FCCG's comprehensive problem gambling prevention program fully complies with the requirements of Chapter 551 Florida Statutes, and is built upon a research model that identifies existing as well as unaddressed needs. It outlines the means for ongoing study and assessment and delineates the methods by which these activities will be undertaken, simultaneous to the continued provision of responsible gambling outreach programs and operation of a 24/7 crisis support service.

Florida's prevention program, as provided by FCCG, is nationally recognized and has received awards as the leading problem gambling prevention program in the country. As the provider of the prevention program, FCCG has consistently received 100% ratings for its reporting and transparency as a 501(c)(3) not-for-profit entity.

In addition to the FCCG having the capability and success rate to provide top quality programs for all problem gambling prevention services in Florida, the continuity of program supports within the state will expand existing confidence by citizens, gaming operators, diversified professionals, and others, who over the years have come to trust the organization's brand (which is imperative for this service population), and who are dependent upon an entity whose mission is dedicated solely to matters relating to problem and compulsive gambling, and whose efforts are specific to the state of Florida. This is an essential point of departure because other than the FCCG, there is no statewide organization anywhere within Florida whose exclusive purpose for existence is to serve the gambling addicted, adversely affected, and related populations.

The information contained in this report reflects the FCCG's programs, services, and activities conducted throughout the period of July 1, 2025 through December 31, 2025, as they relate specifically to the four (4) core services of Florida's Compulsive or Addictive Gambling Prevention Program - **HelpLine, Advertising, Community Outreach, and Slot-Machine Gambling Facility Employee Training Services** - as set forth in section 551.118, Florida Statutes.

Core Service #1 - HELP SERVICES – FCCG’s 888-ADMIT-IT HelpLine

The FCCG’s 888-ADMIT-IT Problem Gambling HelpLine is not simply a standard hotline number or crisis line; it is a comprehensive and robust program built from evidence-based research, helpline data, and other related problem gambling initiatives conducted exclusively in the State of Florida, which has been developed specifically to meet the needs of the populations seeking support for a gambling problem in the Sunshine State. Over the past 37 years of operation, the FCCG has meticulously refined the unique approach used by its para-professionals to deliver compassionate service and effective resource referrals over the 888-ADMIT-IT HelpLine, to any Florida citizen impacted by problem gambling.

Annually, the FCCG receives thousands of contacts from gamblers and loved ones seeking help for problems due to excessive/ problematic gambling. The methods of contact to the HelpLine and the types of individuals seeking assistance vary widely. The 888-ADMIT-IT confidential and multilingual HelpLine is accessible via telephone, text, live chat, email, or on social media and offers comprehensive support and resource referral services to anyone in the State of Florida experiencing the impacts of problem gambling. Contacts received regularly include persons who are unemployed, homeless, experiencing mental health issues, undergoing a divorce, facing financial devastation, and/or are struggling with legal consequences – among other impacts – resulting from their own or a loved one’s gambling problem. Yet, they all share one common theme – they are seeking immediate relief and support. Each person reaching out for help is seeking some type of information and/or guidance to help get their lives back on track, to understand how to cope with presenting impacts, and/or where and how to obtain other critical resources and services.

Since the FCCG’s inception, the Agency’s approach to the development of compulsive gambling prevention, education, and other outreach related programming initiatives, has always been research-driven. FCCG programs and services are based upon evidence-based research, conducted in the State of Florida to assure population appropriateness and effectiveness.

FCCG published research to date is comprised of a combination of HelpLine data, collected over the past three (3) decades through the FCCG’s 888-ADMIT-IT HelpLine, as well as statewide prevalence studies, think tanks, program outcome evaluation reports, and other program-and-state-specific independent analysis, conducted by researchers and field/content experts under contract with the Agency. To date, findings and recommendations from these Florida-specific problem gambling studies, insights, and reviews have guided the FCCG in identifying outstanding areas of need, developing new programming, modifying existing services or offerings, and implementing effective methods and approaches to problem gambling prevention activities.

A simple search to identify what exactly are “Best Practices in Helpline Operations” across the U.S. and abroad will reveal the “do’s & “don’ts” that are driven by extensive research and studies and have been proven time and again what works and what does harm.

In fact, providing counseling on a helpline has repeatedly and consistently been proven to be counterproductive and even detrimental to those in crisis.

For example, it is well known that the immediate presence of a counselor on the other end of a helpline can create a false sense of security in having “received the help needed” simply through contacting the helpline. The individual may feel that because they spoke with a “counselor” during their helpline contact, they have now received the professional mental health treatment support, which is not the case at all.

In contrast, a Helpline should serve and be presented as a first step to connect individuals with professional (and other) resources for help, but they should not replace the need for a variety of additional and ongoing problem gambling specific programs, resources and supports.

Helplines should not be staffed by licensed mental health treatment providers and counselors who have legal and ethical requirements surrounding disclosure, duty to warn, and mandated reporting obligations of certain “confidential” information that is often shared by helpline contacts when seeking help. These direct clinical counseling services are typically delivered by private providers, or health systems.

Help Services – Types of Contacts

FCCG uses and reports five (5) unique contact types, with specifics about each provided as follows:

1. **Help Contacts** – Individuals reaching out for assistance with a gambling problem who are provided supportive intervention, information, and/or referrals for problem gambling specific supports. These contacts are received from either the gambler themselves, a loved one or affected other, a family member, concerned friend, or employer.
2. **Information Contacts** – Population specific contacts from professionals for training or other information related to problem gambling, occur from varying audiences. Examples include medical or mental health providers, the media, gambling industry employees, educators, legal professionals, and law enforcement.
3. **Office Contacts** – General contacts received from vendors, advertising agencies, banking contacts, payroll contacts, reference checks, etc. Examples include the office supply vendors, advertising and design companies, HelpLine software database providers, etc.
4. **Inappropriate Contacts** – A contact placed by someone who is reaching out to the FCCG for false or unrelated purposes. These include hang-ups, robo-calls, wrong numbers, abusive callers, pranks, and other erroneous contacts.
5. **Peer Connect Contacts** – Peer support contacts that connects problem behavior gamblers and loved ones with other problem gamblers that are in in recovery as an additional support option.

EXECUTIVE SUMMARY – FCCG “HELP SERVICES”

Gambling opportunities in Florida have rapidly increased throughout the years, as has the population. Florida currently ranks as one of the top three states in the country for both population and for consumer spending on gambling activities. Additionally, after rapid population increases, recent U.S. Census Bureau data reflects Florida as the nation’s fastest-growing state in the country. There continues to be a documented need for increased problem gambling services and supports in the State of Florida.

The Florida Council on Compulsive Gambling, Inc. (FCCG) has a longstanding history in the state and three decades of experience in the gambling addiction field. The FCCG is a not-for-profit 501(c)(3) independent corporation whose primary mission is to increase public awareness regarding the risks and consequences associated with gambling; help problem gamblers, their families, and others adversely impacted; and advocate for programs, services, funding, and other supports to address population-specific needs. The FCCG maintains a neutral stance on the issue of legalized gambling while also seeking to assist citizens in need of problem-gambling-specific supports.

The FCCG is committed to monitoring and adapting to the many changes in gambling patterns and behaviors that are developing, and to addressing the associated challenges and harms facing problem gamblers and their families in the State of Florida.

The FCCG continues to play a pivotal role in directly helping problem gamblers and their loved ones, the training of professionals to work with problem gamblers and their families, and in providing a wide diversity of services throughout the state. The confidential and multilingual 888-ADMIT-IT Problem Gambling HelpLine, one of the largest in the nation, continues to operate 24-hours per day/365 days per year, meeting an important need for Florida residents. The information contained in this “Help Services” section attests to the fact that the FCCG continues to fulfill an essential statewide need. On a larger level, the FCCG has helped develop and promote national standards of excellence both for problem gambling helplines and for professionals working with problem gamblers and their families. During the most recent July 1, 2025 – December 31, 2025 period, the FCCG continued to offer a wide variety of problem gambling services and supports to Florida residents via the 888-ADMIT-IT Problem Gambling HelpLine.

Some of the most notable findings in the HelpLine data analysis from this time period include the following:

- **TOTAL CONTACTS** – As of December 31, 2025, during the first six (6) months of the 2025/2026 fiscal year, the FCCG received a total of 18,257 888-ADMIT-IT HelpLine contacts, from all available contact platforms (i.e. telephone calls, emails, text messages, and live chats), of which 2,415 were “Help Services Contacts” consisting of only individuals in Florida requesting problem gambling help and/or information. This data reflects a total of approximately thirteen (13) “Help Services Contacts” from Floridians in need of problem-gambling-specific help or information, received each day during this period of time by the 888-ADMIT-IT HelpLine. If comparing this information with HelpLine data from the same six-month period of time over the past five (5) fiscal years, this represents an overall increase in total Agency contacts of 76%, and an increase in “Help Services Contacts” of 67%, since the 2020/2021 fiscal year (July 1, 2020 – December 31, 2020).
- **FLORIDA “HELP ONLY” CONTACTS** – During the period July 1, 2025 through December 31, 2025, the FCCG’s HelpLine received 1,002 contacts for Help with a gambling problem in Florida. When comparing this data from **only** legitimate Florida “Help” contacts over the past five (5) fiscal years, since FY 2020-2021, the 888-ADMIT-IT HelpLine has seen a 98% increase in Florida help seekers in need of assistance with a gambling problem as of December 31, 2025.

- **ALTERNATIVE PLATFORMS FOR HELP - TEXT & CHAT** – There have been notable shifts, amongst Florida “Help” contacts, of an increased use of alternative platforms available for seeking help. This is reflected in 888-ADMIT-IT HelpLine data from the July 1, 2025 through December 31, 2025 period, with 13% of Florida help seekers reaching out for help via text message, and 8% utilizing the FCCG’s live chat feature available on its website (gamblinghelp.org), to access necessary problem gambling resources and supports. If comparing this information with HelpLine data from the same six-month period of time over the past five (5) fiscal years, this represents an overall increase in text message contacts from Florida help seekers only of 575%, in live chat contacts for help only of 592%, and in emails for help from Florida help seekers only of 113%, since the 2020/2021 fiscal year (July 1, 2020 – December 31, 2020).
- **CONTACT ORIGIN BY REGION & COUNTY** – Based upon 2,312 help and information contacts received during the period July 1, 2025 – December 31, 2025 where contact location information was available, the data revealed that Southeast Florida accounted for the area that the largest share (46%) of these contacts originated from, followed by Central Florida (21%), and East Coast Florida (9%). Overall, contact to the HelpLine (for problem gambling help or information only), was made by individuals from forty-three (43) unique counties across the state during the July 1 – December 31, 2025 period.
- **CONTACT’S RELATIONSHIP TO THE GAMBLER** – As is historically the case, the majority (79%) of contacts for help received from July 1, 2025 through December 31, 2025, were from the gambler. During this time, and for the first time ever, “parents of the gambler” comprised the next largest group of individuals seeking help for a gambling problem through the 888-ADMIT-IT HelpLine. A total of seventy (70) parents reached out for help due to their child’s gambling problem during these months, representing 41% of all family member help contacts and surpassing “spouses, cohabitants, and significant others” of the gambler, which is usually the second-most frequently cited relationship to the gambler.
- **CONTACT’S PRECIPITATING EVENT FOR SEEKING HELP** – When looking at historical data and HelpLine trends, relationship problems have been amongst the most frequently cited reason for contacting the 888-ADMIT-IT HelpLine for decades, which also remains true during the current July 1 – December 31, 2025 period, with the largest share (22%) of help seekers citing this as their primary reason for reaching out for help. Not surprisingly, financial-related issues were the next most frequently cited reasons for seeking help, with 17% of individuals reporting a recent substantial gambling loss, 17% overspending on their gambling, 6% having difficulty paying household bills due to gambling, and 6% having overextended gambling-related debts, as the primary reasons for seeking help during this time.
- **CONTACTS’ “HOW HEARD” – HOW DID PROBLEM GAMBLERS OR THEIR LOVED ONE BECOME AWARE OF FCCG’S HELPLINE?** – The top five most frequently cited methods of how help seekers learned of the 888-ADMIT-IT HelpLine number between July 1, 2025 and December 31, 2025, included (#1) through online Internet searches (63%); (#2) within land-based gambling facility venues (9%) (a continued decrease in this category like we have seen every year now since 2019); (#3) from a family member or friend (8%); (#4) on an online gambling operator’s website (5%) (and representing the first time this “how heard” method has made the top 5 list), and at (#5), on the back of a Lottery ticket or at a Lottery Point of Sale (3%).
- **CONTACTS’ “RECOMMENDATIONS PROVIDED”** – During the time period of July 1 through December 31, 2025, the top five resources provided to 888-ADMIT-IT help seekers varied slightly from traditional trends we have seen over recent years. The typical most frequently provided resource that has been identified in HelpLine data each of the past five (5) fiscal years, the Self-Help Support Group “Gamblers Anonymous”, has dropped to the number three (3) spot this period. Taking the number one spot this time is FCCG HelpLine Literature Packets, which include the FCCG’s *A Chance for Change* Recovery Workbooks series for Gamblers, Loved Ones, and Senior Gamblers, as well as the FCCG’s Financial Debt and Budget Toolkit. The Self-Help Support Group “Gamblers in Recovery” came in at number two. Counseling services, financial resources, and online supports (such as podcasts, videos and mobile apps), rounded out the top five (5) recommendations provided to help seekers during the final six months of the 2025 year.

GAMBLER DEMOGRAPHICS, PRIMARY GAMBLING PROBLEM, AND RELATED IMPACTS

- **GAMBLER'S GENDER** – During the period July 1, 2025 through December 31, 2025, a total of 938 help contacts identified the gender of the gambler, revealing that 76% of problem gamblers were male and 24% were female. This data reflects an increase in male gamblers so far this year when compared to previous years HelpLine data.
- **GAMBLER'S AGE** – Among the 734 help contacts who disclosed the gambler's age, it was found that the share of younger gamblers in need of help with a gambling problem continues to increase. During the months of July through December 2025, an increasing amount (21%) of gamblers were 25 years old or younger; 14% were 26-30; 40% were 31-49; 6% were 50-54; and only 19% of gamblers were 55 years of age or older.
- **GAMBLER'S RACE** – The distribution of the problem gambler's race as reported by 441 HelpLine contacts during the past six (6) months, included the following information; close to half (43%) of gamblers were White, which is approximately the same as last year (45%); Hispanics/Latinos represented an increasing share (35%) of gamblers this period (up from 27%); Black/African Americans comprised a smaller percentage of gamblers (15% compared to 21%), and Asian gamblers increased from 3% to 5% of the total.
- **PRIMARY GAMBLING PROBLEM** – Online Gambling (of all types) held the top spot as the gamblers' most frequently cited primary gambling activity, reflecting the preference of almost half (47%) of gamblers in need of problem gambling supports during the July – December 2025 period. The types of gambling activities most frequently cited as being the primary gambling problem of gamblers, among 818 help contacts received during the July 1, 2025 through December 31, 2025 period where this information was provided, included Online Sports Betting (31%), Electronic Gambling Machines (29%), (note, this includes both legal and illegal electronic gambling machines, though the majority of this group were "legal" machines), Online Casino Games (16%), Cards and Table Games (12%), and Lottery games (9%).
- **EMPLOYMENT STATUS OF THE GAMBLER** – The overwhelming proportion of gamblers contacting the HelpLine continues to be engaged in full-time work (68%), with 11% unemployed, 8% being retired, and 3% disabled or on workers compensation. This data is consistent with previous years. Occupations held by problem gamblers were quite diverse.
- **INCOME OF THE GAMBLER** – The average reported income of problem gamblers from July 1-December 31, 2025, was \$66,790, reflecting a marginal increase in income compared with data from the most recent fiscal year (\$56,786). Fifty-one percent (51%) of gamblers during this time period earned \$50,000 or more. This represents a 21% increase of gamblers in this income bracket since the 2020-2021 fiscal year. In spite of a large percentage of gamblers (25%) having a reported income of less than \$25,000 per year, they still reported gambling excessively during the past six months.
- **MONEY LOST DUE TO GAMBLING** – Average lifetime gambling losses of the gambler are up, reported at \$204,160 during the current reporting period, and reflective of an increase from the previous fiscal year-end. Reported average lifetime gambling-related losses of the gambler peaked during the 2020/2021 fiscal year at \$206,246.
- **MONEY OWED DUE TO GAMBLING** – Over the past six (6) months, seventy percent (70%) of all HelpLine contacts reported some type of household debts due to gambling. Most often, gamblers report borrowing money from family members and friends, extending credit card debts, acquiring loans from bank/credit unions and loan companies, and being overdue on rent and utilities, while others report owing the IRS back taxes. While money is essential to maintain one's gambling, other problems often arise when gambling-related debts are incurred. Overall, HelpLine data from the past six (6) months suggests that a large percentage (62%) of help contacts were having difficulty paying important household bills, 93% had

lost savings, equities or retirement monies due to gambling (an increase from 88% last fiscal year), 48% were reported to have sold or pawned possessions to get money to gamble, and one-quarter (25%) were reported to be homeless and/or living with a friend or family member due to financial strain caused by gambling. Of those contacts reporting gambling-related debts, the average amount owed due to gambling increased to \$37,400 during the time period of July 1 – December 31, 2025.

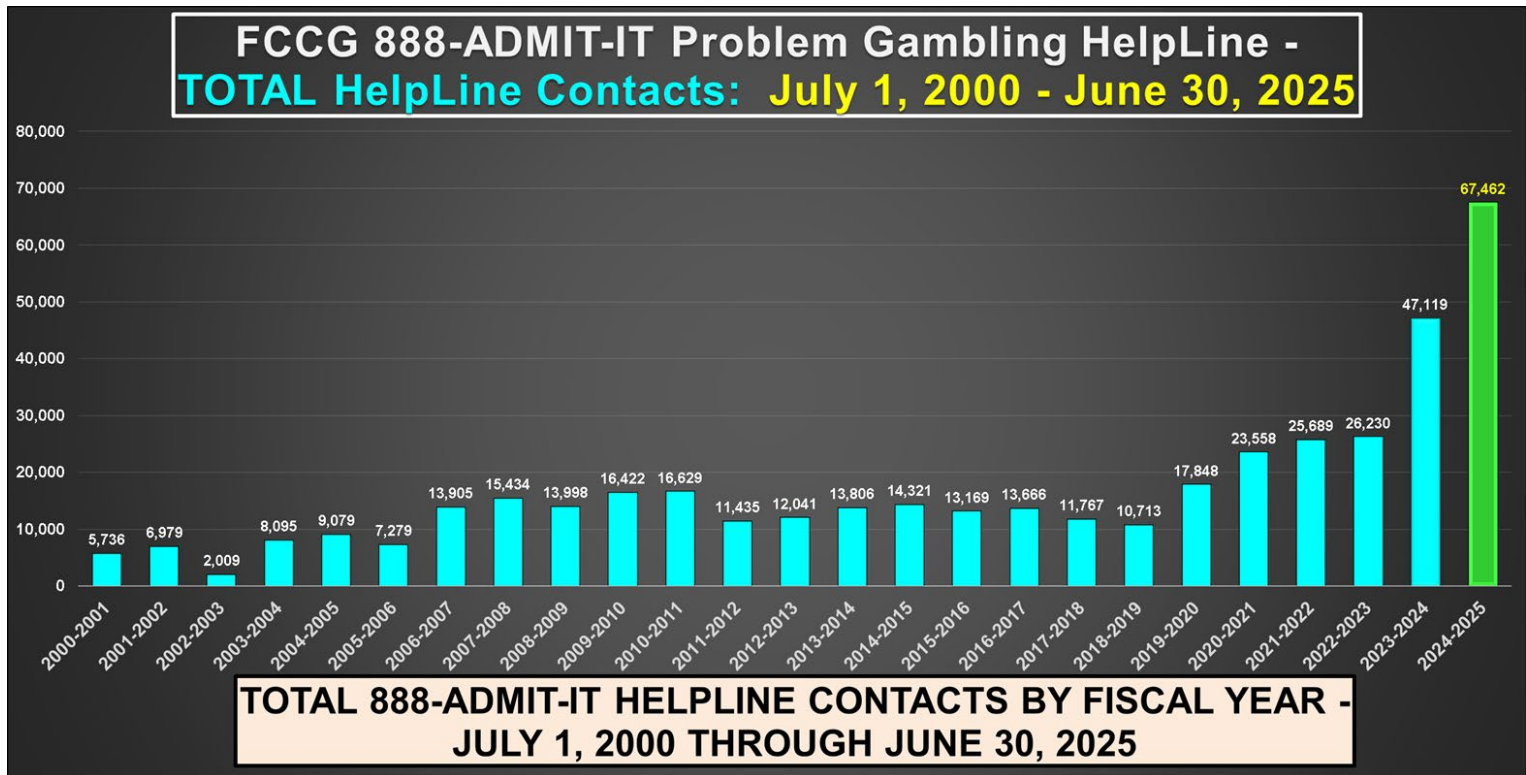
- **GAMBLERS' MENTAL HEALTH PROBLEMS** – Problem gamblers and their loved ones frequently face a host of mental health issues, along with various other emotional and domestic problems. Increases were found across all types of mental health, emotional, and domestic areas during the current reporting period (July 1 – December 31, 2025), reflecting both the magnitude and severity of difficulties experienced in households with problem gamblers. This period's data reveals higher levels of anxiety (74%) and depression (68%) than historically seen, and suicidal thoughts/attempts (23%) also remain high.
- **GAMBLERS' FAMILY CONFLICT, VIOLENCE, & NEGLECT**– Problem gambling has been extensively reported to negatively impact family relationships and is a consistently cited reason for reaching out to the 888-ADMIT-IT HelpLine. Overall, sixty-five percent (65%) of all HelpLine contacts reported family conflict this reporting period (76% of females; 63% of males), while half (50%) indicated family neglect due to a gambling problem in the home. The percentage of individuals reporting familial conflict of all types were generally found to have increased from the last fiscal year-end period and remains an ongoing concern.

***Report begins on the next page.**

TOTAL Agency Contacts – ALL CONTACT “TYPES” AND “PLATFORMS”:

- As of December 31, 2025, during the first six (6) months of the 2025/2026 fiscal year, the FCCG received a total of 18,257 888-ADMIT-IT HelpLine contacts, from all available contact platforms (i.e. telephone calls, emails, text messages, and live chats), of which 2,415 were “Help Services Contacts” consisting of only individuals in Florida requesting problem gambling help and/or information.
- See Charts below for specifics:

TOTAL 888-ADMIT-IT HelpLine Contacts - July 1, 2025 - December 31, 2025	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	TOTAL CONTACTS YTD
TOTAL HELPLINE CONTACTS by Month	2,474	2,560	3,193	4,370	3,120	2,540	18,257



FLORIDA “HELP SERVICES” ONLY Agency Contacts – FL Help or Info Only Contacts:

HELP SERVICES ONLY 888-ADMIT-IT HelpLine Contacts - July 1, 2025 - December 31, 2025	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
HELP SERVICES ONLY CONTACTS by Month	375	415	405	485	429	306	2,415

- See following pages for distribution of total 888-ADMIT-IT Contacts “By Month” and “By Platform Type”:

METHODS FOR REACHING THE 888-ADMIT-IT HELPLINE – Telephone Calls, Texts, Chats, Emails

Preferred Methods for Reaching the 888-ADMIT-IT HelpLine - Florida Problem Gambling Trends								
TOTAL 888-ADMIT-IT Contacts (All Contact Types) - BY PLATFORM TYPE								
July 1 through December 31 - Comparison								
2020 through 2025								
TIME PERIOD	FL Problem Gambling HelpLine Telephone Calls	% of Total Agency Contacts	FL Problem Gambling HelpLine Text Messages	% of Total Agency Contacts	FL Problem Gambling HelpLine Live Chats	% of Total Agency Contacts	FL Problem Gambling HelpLine Emails	% of Total Agency Contacts
July 1, 2025 - December 31, 2025	11,703	64%	255	2%	199	1%	6,100	33%
July 1, 2024 - December 31, 2024	27,427	76%	555	2%	646	2%	7,473	21%
July 1, 2023 - December 31, 2023	12,670	62%	264	1%	358	2%	7,170	35%
July 1, 2022 - December 31, 2022	3,746	28%	187	1%	210	2%	9,303	69%
July 1, 2021 - December 31, 2021	3,247	26%	367	3%	57	0%	8,895	71%
July 1, 2020 - December 31, 2020	2,892	28%	30	0%	28	0%	7,290	71%

TELEPHONE CALLS ONLY - (ALL Agency Contact Types)

The FCCG's 888-ADMIT-IT HelpLine continues to be a primary resource for all Floridians concerning problem gambling and gambling disorders. The FCCG continually incorporates information from helpline data to assist in the further development and improvement of programs and additional services designed specifically for the needs of Florida citizens. Comparing previous year reports reveals significant trends and important changes in the landscape of Florida's gambling environment and associated problem gambling impacts.

- During the time period of July 1, 2025 through December 31, 2025, a total of eleven thousand, seven hundred and three (11,703) telephone contacts (all agency contact types) were received by the 888-ADMIT-IT HelpLine. If comparing this information with HelpLine data from the same six-month period of time over the past five (5) fiscal years, this represents an overall increase in telephone contacts of 305% since the 2020/2021 fiscal year (July 1, 2020 – December 31, 2020). Of the telephone calls received during just the most recent six (6) months, a total of seven hundred and eighty-three (783) were "Help Services Contacts" (767 "Florida Help" Telephone Calls and 16 "Florida Info" Telephone Calls). Telephone Calls received by the 888-ADMIT-IT HelpLine during this time period of July – December 2025, ranged from one (1) minute to eighty-four (84) minutes long.
 - See "Telephone Calls Only Contacts" Chart on the following page below, for the period of time July 1, 2025 – December 31, 2025

TELEPHONE CALLS ONLY CONTACTS - ALL STATES - ALL CONTACT TYPES - FY 2025-2026

2025-2026 FL ONLY TELEPHONE CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
FL Help Telephone Contacts	105	113	116	161	160	112	767
FL Info Telephone Contacts	1	3	5	2	3	2	16
FL Office Telephone Contacts	12	13	3	34	3	11	76
FL INAPPROPRIATE Telephone Contacts	755	755	1,048	1,497	669	529	5,253
TOTAL FLORIDA TELEPHONE CALLS ONLY Contacts by Month	873	884	1,172	1,694	835	654	6,112
2025-2026 ALL OTHER STATES TELEPHONE CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
Other State Help Telephone Contacts	14	12	18	40	36	31	151
Other States Info Telephone Contacts	1	0	1	0	2	2	6
Other States Office Telephone Contacts	3	2	1	1	1	1	9
Other States INAPPROPRIATE Telephone Contacts	100	91	162	415	526	420	1,714
TOTAL OTHER STATES TELEPHONE CALLS ONLY Contacts by Month	118	105	182	456	565	454	1,880
Total INBOUND ANSWERED TELEPHONE CALLS ONLY Contacts - ALL STATES by Month	991	989	1,354	2,150	1,400	1,108	7,992
TOTAL Less than 60 Seconds - TELEPHONE CALLS - All States INAPPROPRIATES	372	423	633	1,084	652	536	3,700
Total ALL INBOUND TELEPHONE CALLS ONLY Contacts - ALL STATES by Month	1,363	1,412	1,987	3,234	2,052	1,644	11,692
TOTAL PEER CONNECTS - OUTBOUND TELEPHONE CALLS - All States PEER CONNECTS	1	3	3	2	1	1	11
Total ALL INBOUND & OUTBOUND TELEPHONE CALLS ONLY Contacts - ALL STATES by Month	1,364	1,415	1,990	3,236	2,053	1,645	11,703

LIVE CHATS ONLY - (ALL Agency Contact Types)

The FCCG offers a Live Chat” feature on its website that allows users to connect with the FCCG for problem gambling help or information via their computer or mobile device. Like telephone and text contacts, live chat contacts can be for problem gambling related help or information. Live chats are handled the same way as telephone calls and texts, with information collected and recorded in the HelpLine database and problem gambling resources provided to the individual based upon the specifics of the contact.

➤ During the time period of July 1, 2025 through December 31, 2025, a total of one hundred and ninety-nine (199) live chat contacts (all agency contact types) were received by the 888-ADMIT-IT HelpLine. If comparing this information with HelpLine data from the same six-month period of time over the past five (5) fiscal years, this represents an overall increase in live chat contacts of 611% since the 2020/2021 fiscal year (July 1, 2020 – December 31, 2020). Of these, a total of eighty-five (85) live chats were “Help Services Contacts” (83 “Florida Help” Live Chats and 2 “Florida Info” Live Chats). Live Chat contacts received by the 888-ADMIT-IT HelpLine during this time period, ranged from one (1) minute to one-hundred and twenty-four (124) minutes long, with a mean time of 20 minutes.

- See “Live Chat Only Contacts” Chart below for the period of time July 1, 2025 – December 31, 2025.

LIVE CHATS ONLY CONTACTS - ALL STATES - ALL CONTACT TYPES - FY 2025-2026							
2025-2026 FL ONLY LIVE CHAT CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
FL Help Live Chats	16	12	7	15	16	17	83
FL Info Live Chats	0	1	0	1	0	0	2
FL Office Live Chats	0	0	0	0	0	0	0
FL INAPPROPRIATE Live Chats	10	8	6	15	20	13	72
TOTAL FLORIDA LIVE CHATS ONLY Contacts by Month	26	21	13	31	36	30	157
2025-2026 ALL OTHER STATES LIVE CHAT CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
Other State Help Live Chats	0	5	2	0	2	4	13
Other States Info Live Chats	0	0	1	0	0	0	1
Other States Office Live Chats	0	0	0	0	0	0	0
Other States INAPPROPRIATE Live Chats	9	7	3	2	5	2	28
TOTAL OTHER STATES LIVE CHATS ONLY Contacts by Month	9	12	6	2	7	6	42
Total LIVE CHATS ONLY Contacts - ALL STATES by Month	35	33	19	33	43	36	199

TEXT MESSAGES ONLY - (ALL Agency Contact Types)

The FCCG offers texting to its 888-ADMIT-IT HelpLine as a means by which individuals can reach out for help or information regarding a gambling problem. The FCCG text service is promoted through various outreach methods such as brochures, signage, internet advertising, and on the FCCG's website and social media pages.

Frequently, help seekers are more comfortable utilizing alternative assistance platforms, like text messaging, for help with a gambling problem, due to the sense of true anonymity it provides. When someone seeks help via text message on their cell phones, they are able to communicate this way privately and in an ongoing manner, which is common with all types of text message communications. These text contacts can be just as serious as telephone calls for help received by the 888-ADMIT-IT HelpLine. Critical communication and/or responses to questions asked by FCCG HelpLine Specialists to determine a help seeker's current state of crisis is solely dependent upon the responsiveness of the texter, which can be challenging when someone is nonresponsive for periods of time due to being busy at work while texting for help, for example.

- During the time period of July 1, 2025 through December 31, 2025, a total of two hundred and fifty-five (255) text message contacts (all agency contact types) were received by the 888-ADMIT-IT HelpLine. If comparing this information with HelpLine data from the same six-month period of time over the past five (5) fiscal years, this represents an overall increase in text message contacts of 750% since the 2020/2021 fiscal year (July 1, 2020 – December 31, 2020). Of these, a total of one-hundred and thirty-five (135) text messages were “Help Services Contacts” (135 “Florida Help” Text Messages and 0 “Florida Info” Text Messages). Text Messages received by the 888-ADMIT-IT HelpLine during this time period, ranged from one (1) minute to one hundred and forty-eight (148) minutes long, with a mean time of 32 minutes.
 - See “Text Message Only Contacts” Chart below for the period of time July 1, 2025 – December 31, 2025.

TEXT MESSAGE ONLY CONTACTS - ALL STATES - ALL CONTACT TYPES - FY 2025-2026							
2025-2026 FL ONLY TEXT CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
FL Help Texts	18	26	18	27	28	18	135
FL Info Texts	0	0	0	0	0	0	0
FL Office Texts	0	0	0	0	0	0	0
FL INAPPROPRIATE Texts	4	10	5	9	3	7	38
TOTAL FLORIDA TEXT ONLY Contacts by Month	22	36	23	36	31	25	173
2025-2026 ALL OTHER STATES TEXT CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
Other State Help Texts	7	8	12	9	17	5	58
Other States Info Texts	0	0	0	0	1	0	1
Other States Office Texts	0	0	0	0	0	0	0
Other States INAPPROPRIATE Texts	3	3	4	3	6	4	23
TOTAL OTHER STATES TEXT ONLY Contacts by Month	10	11	16	12	24	9	82
Total TEXT ONLY Contacts - ALL STATES by Month	32	47	39	48	55	34	255

EMAILS ONLY - (ALL Agency Contact Types)

In effect, the FCCG web site (gamblinghelp.org) serves as an extension of its HelpLine service and allows visitors to initiate contact by forwarding inquiries or requests by email (fccg@gamblinghelp.org) or via Quick Messenger - FCCG Quick Messenger fccg-webmailer@gamblinghelp.org.

FCCG Quick Messenger Contacts are generated when someone fills out the “Contact Us” form on the FCCG website (gamblinghelp.org). Once they fill out this form, an email with their information is sent to the FCCG’s “Quick Messenger Email Distribution Group” – fccg-webmailer@gamblinghelp.org

In addition to emails received by FCCG HelpLine Specialists directly, along with requests to the general fccg email (fccg@gamblinghelp.org) for help or information, the FCCG also has topic-specific email distribution groups. Other requests for information (such as materials requests or training inquiries) are received through specific FCCG email distribution groups, including, rqppp@gamblinghelp.org, pgam@gamblinghelp.org, and fccgtraining@gamblinghelp.org.

Like telephone, live chat, and text contacts, email contacts can be for problem gambling related help or information. Email requests are handled the same way as telephone calls, live chats, and texts, with information collected and recorded in the HelpLine database, and problem gambling resources provided to the individual based upon the specifics of the contact.

➤ During the time period of July 1, 2025 through December 31, 2025, a total of six-thousand and one-hundred (6,100) email contacts (all agency contact types) were received by the 888-ADMIT-IT HelpLine. Of these emails received, a total of one-thousand, four-hundred and twelve (1,412) email messages were “Help Services Contacts” (17 “Florida Help” Email Messages and 1,395 “Florida Info” Email Messages).

- See “Emails Only Contacts” Chart below for the period of time July 1, 2025 – December 31, 2025.

EMAILS ONLY CONTACTS - ALL STATES - ALL CONTACT TYPES - FY 2025-2026							
2025-2026 FL ONLY EMAIL CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
FL Help Email Contacts	3	4	4	1	4	1	17
FL Info Email Contacts	232	256	255	278	218	156	1,395
FL Office Email Contacts	79	72	112	68	54	39	424
FL INAPPROPRIATE Email Contacts	26	23	42	43	37	27	198
TOTAL FLORIDA EMAIL ONLY Contacts by Month	340	355	413	390	313	223	2,034
2025-2026 ALL OTHER STATES EMAIL CONTACTS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
Other State Help Email Contacts	4	1	4	2	0	0	11
Other States Info Email Contacts	393	387	471	419	322	329	2,321
Other States Office Email Contacts	87	156	70	66	93	58	530
Other States INAPPROPRIATE Email Contacts	219	166	187	176	241	215	1,204
TOTAL OTHER STATES EMAIL ONLY Contacts by Month	703	710	732	663	656	602	4,066
Total EMAIL ONLY Contacts - ALL STATES by Month	1,043	1,065	1,145	1,053	969	825	6,100

TOTAL Agency Contacts Summary – ALL CONTACT “TYPES” AND “PLATFORMS”:

Total Contacts - ALL STATES - ALL TYPES - by Month	2,474	2,560	3,193	4,370	3,120	2,540	18,257
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The Following Information Presented in this Section Relates to “HELP & INFO” Contacts – FROM FLORIDA ONLY

FLORIDA “HELP SERVICES” (HELP & INFO) – Agency Contacts:

HELP SERVICES ONLY 888-ADMIT-IT HelpLine Contacts - July 1, 2025 - December 31, 2025	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
HELP SERVICES ONLY CONTACTS by Month	375	415	405	485	429	306	2,415

Contacts’ ORIGIN by Region and County

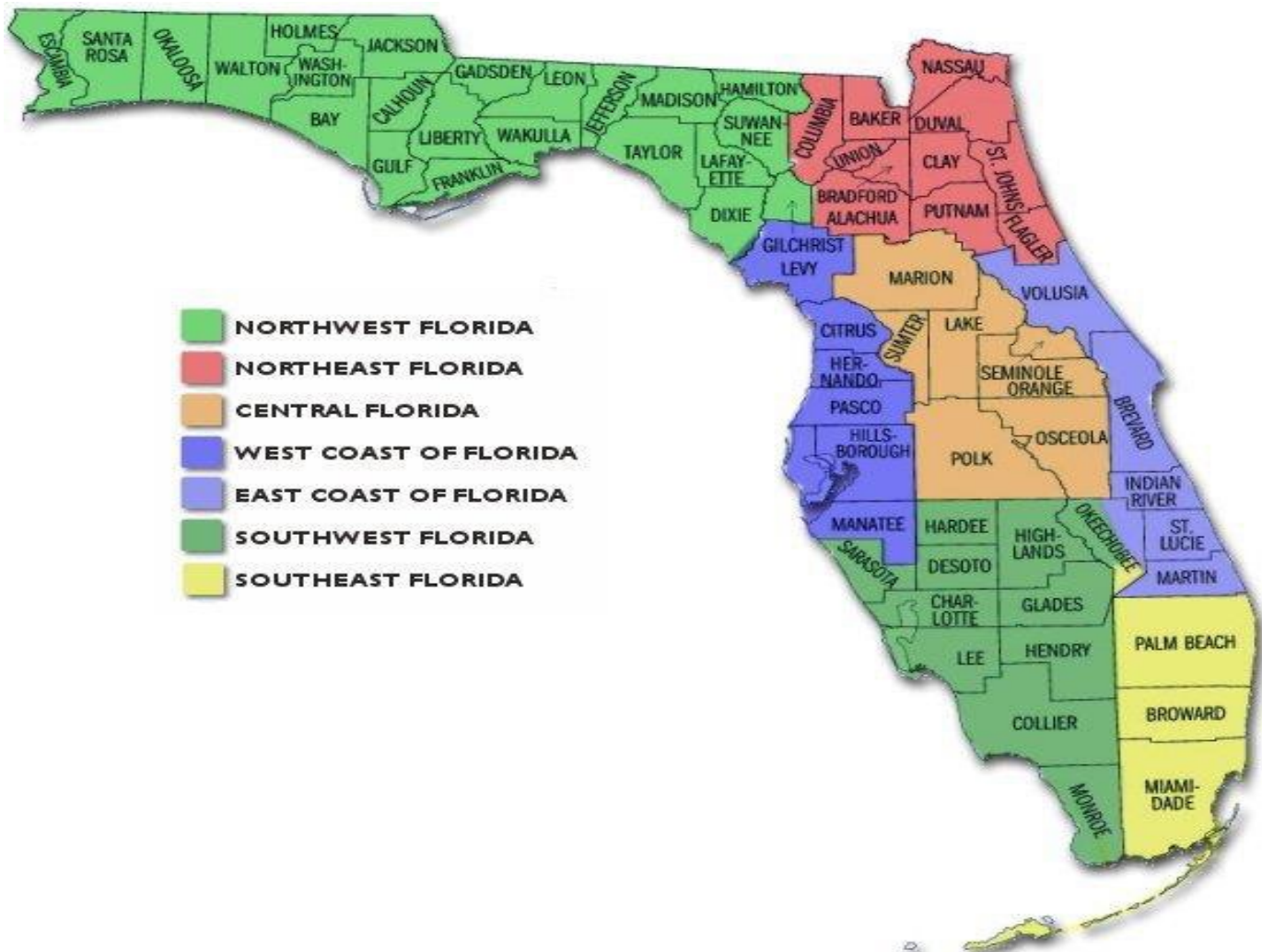
- Based upon 2,312 help and information contacts received during the period July 1, 2025 – December 31, 2025, where contact location information was available, the data revealed that while Southeast Florida accounted for almost half (46%) of the total help and/or information contacts received, an increase in contacts was seen during this period, from both Central Florida (21% compared to 19% last fiscal year), and West Coast Florida (8% compared to 7% last fiscal year). **Table 1** below provides the distribution of contacts received by region, with a map of Florida Counties provided on the following page.

Table 1		
County Origin of Contact by Region		
July 1, 2025 - December 31, 2025		
Florida Regions	N=2,312	Percent = 100%
Northwest Florida	183	8%
Northeast Florida	75	3%
Central Florida	491	21%
West Coast Florida	176	8%
East Coast Florida	215	9%
Southwest Florida	111	5%
Southeast Florida	1,061	46%
Totals	2,312	100%

REGIONS

- Northwest:** Bay, Calhoun, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Okaloosa, Santa Rosa, Suwannee, Taylor, Wakulla, Walton, Washington
- Northeast:** Alachua, Baker, Bradford, Clay, Columbia, Duval, Flagler, Nassau, Putnam, St. John’s, Union
- Central:** Lake, Marion, Orange, Osceola, Polk, Seminole, Sumter
- West Coast:** Citrus, Hernando, Hillsborough, Levy, Manatee, Pasco, Pinellas
- East Coast:** Brevard, Indian River, Martin, St. Lucie, Volusia
- Southwest:** Charlotte, Collier, Desoto, Glades, Hardee, Hendry, Highlands, Lee, Monroe, Okeechobee, Sarasota
- Southeast:** Broward, Miami-Dade, Palm Beach

Florida Map by County



- Overall, contact to the HelpLine was made by individuals from forty-three (43) unique counties across the state during the July 1 – December 31, 2025 period. Miami-Dade (24%) and Broward (11%) counties represented the areas generating the most contacts to the HelpLine during this period of time. Other counties where a significant number of contacts originated included Palm Beach (11%), Orange (11%), Seminole (7%), Leon (7%), Volusia (6%), and Hillsborough (4%) (**Table 2**).

The distribution of help and info contacts received by county is presented in **Table 2** on the following page.

Table 2					
Help & Info Contacts by County					
July 1, 2025 - December 31, 2025					
County	# of Contacts (N=2,312)	% of Total	County	# of Contacts (N=2,312)	% of Total
Alachua	9	<1%	Lee	44	2%
Baker	0	0%	Leon	164	7%
Bay	3	<1%	Levy	2	<1%
Bradford	1	<1%	Liberty	0	0%
Brevard	46	2%	Madison	0	0%
Broward	262	11%	Manatee	16	1%
Calhoun	0	0%	Marion	15	1%
Charlotte	12	1%	Martin	3	<1%
Citrus	1	<1%	Miami-Dade	551	24%
Clay	7	<1%	Monroe	0	0%
Collier	27	1%	Nassau	0	0%
Columbia	0	0%	Okaloosa	1	<1%
Desoto	1	<1%	Okeechobee	1	<1%
Dixie	0	0%	Orange	245	11%
Duval	46	2%	Osceola	15	1%
Escambia	8	<1%	Palm Beach	248	11%
Flagler	7	<1%	Pasco	20	1%
Franklin	0	0%	Pinellas	42	2%
Gadsden	2	<1%	Polk	27	1%
Gilchrist	0	0%	Putnam	0	0%
Glades	0	0%	Santa Rosa	3	<1%
Gulf	0	0%	Sarasota	25	1%
Hamilton	0	0%	Seminole	168	7%
Hardee	0	0%	St Johns	5	<1%
Hendry	0	0%	St Lucie	12	1%
Hernando	4	<1%	Sumter	3	<1%
Highlands	1	<1%	Suwannee	0	0%
Hillsborough	91	4%	Taylor	0	0%
Holmes	1	<1%	Union	0	0%
Indian River	6	<1%	Volusia	148	6%
Jackson	0	0%	Wakulla	1	<1%
Jefferson	0	0%	Walton	0	0%
Lafayette	0	0%	Washington	0	0%
Lake	18	1%	N =	2,312	100%

The Following Information Presented in this Section Relates to “HELP ONLY” Contacts – FROM FLORIDA ONLY

Florida HELP ONLY Contacts:

- During the period July 1, 2025 through December 31, 2025, the FCCG's HelpLine received one-thousand and two (1,002) contacts for Help with a gambling problem in Florida. This data reflects a total of approximately five (5) Florida Help contacts received by the 888-ADMIT-IT HelpLine per day during this period.
- The totals by month of Florida “HELP ONLY” Contacts received by the FCCG during the period July 1 – December 31, 2025, from all platforms available for seeking help through the 888-ADMIT-IT HelpLine, are provided below in **Table 3**, and include telephone calls, emails, text messages, and live chats for help to the 888-ADMIT-IT HelpLine.

Table 3							
HELP ONLY (FLORIDA) 888-ADMIT-IT HelpLine Contacts							
July 1, 2025 - December 31, 2025: FLORIDA "HELP" ONLY Contacts - ALL PLATFORMS							
TOTAL FLORIDA ONLY HELP CONTACTS:	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	Fiscal Period Total YTD:
FL HELP ONLY CONTACTS by Month	142	155	145	204	208	148	1,002

- The method of contact utilized by Florida “Help Only” contacts, individuals reaching out for help with a gambling problem through the 888-ADMIT-IT HelpLine via all platforms available during the time period of July 1 – December 31, 2025, is provided below, by contact method in **Table 4**. HelpLine data during this time period reveals a continued upward shift in the use of alternative platforms available for seeking help, such as text message, live chat, and email platforms, amongst Florida “Help Only” contacts.

Table 4								
FLORIDA HELP ONLY Contacts - BY PLATFORM TYPE								
July 1 through December 31 - Comparison								
2020 through 2025								
TIME PERIOD	FL HELP ONLY Telephone Calls	% of Total FL Help Only Contacts	FL HELP ONLY Text Messages	% of Total FL Help Only Contacts	FL HELP ONLY Live Chats	% of Total FL Help Only Contacts	FL HELP ONLY Emails	% of Total FL Help Only Contacts
July 1, 2025 - December 31, 2025	767	77%	135	13%	83	8%	17	2%
July 1, 2024 - December 31, 2024	1,277	83%	167	11%	81	5%	19	1%
July 1, 2023 - December 31, 2023	1,202	87%	112	8%	52	4%	23	2%
July 1, 2022 - December 31, 2022	767	84%	97	11%	43	5%	1	0%
July 1, 2021 - December 31, 2021	650	90%	40	6%	28	4%	3	0%
July 1, 2020 - December 31, 2020	466	92%	20	4%	12	2%	8	2%

CONTACT DEMOGRAPHIC INFORMATION – The following information presented on pages 18 - 23, is based upon data collected on the individual contacting the HelpLine, versus the data presented beginning on page 24 – which is based upon data collected about the GAMBLER only. This information, which is based upon 1,002 HELP CONTACTS received from July 1, 2025 through December 31, 2025, reflects a continued increase in the severity of issues reported as experienced by these contacts. As previously noted, it is important to recognize that not every contact supplies information to all questions asked (they may be unaware of the information requested or refuse to provide the information). As such, the sample size for each of the analyses below may differ.

CONTACT DEMOGRAPHIC INFORMATION: HelpLine Contact's Gender & Age

Contacts' GENDER

- FCCG HelpLine data from July 1, 2025, through December 31, 2025, revealed that of the 943 individuals contacting the 888-ADMIT-IT HelpLine during this period of time whose gender was disclosed or identified, 66% were male and 34% were female. This data reflects an increase in male help seekers so far this year when compared to previous year's HelpLine data. (**Table 5**).

Table 5		
Gender of HelpLine Contact		
July 1, 2025 - December 31, 2025		
Contact's Gender	N=943	Percent = 100%
Male	622	66%
Female	321	34%
Totals	943	100%

Contacts' AGE

- Age brackets of help contacts continued to trend younger when looking at HelpLine data collected during the first six (6) months of the 2025-2026 fiscal year, with close to one-third (31%) of the individuals reaching out for help with a gambling problem being 30 years old or younger. While the vast majority of contacts to the HelpLine during the months of July through December 2025 were from individuals 31-49 years of age (41%), we continue to see a smaller percentage of older adults reaching out for help with a gambling problem each year, with only nine percent (9%) of help seekers during this period of time reported to be 65 years old or older. **(Table 6).**

Table 6		
Age of HelpLine Contact		
July 1, 2025 - December 31, 2025		
Age Range	N=653	Percent = 100%
Under 18	2	0%
18-20	23	4%
21-25	84	13%
26-30	91	14%
31-40	151	23%
41-49	118	18%
50-54	54	8%
55-60	50	8%
61-64	21	3%
65-70	23	4%
71-74	14	2%
75 and Up	22	3%
Totals	653	100%

Contacts' RELATIONSHIP TO THE GAMBLER

- Data from the 888-ADMIT-IT HelpLine over the past three decades has continued to reveal that the majority of HELP contacts received by the HelpLine are made directly by the gambler. This proves true when looking at data from July 1, 2025 – December 31, 2025, with seventy-nine percent (79%) of HelpLine contacts received during this time being made by the gambler. **(Table 7)**.
- A new trend in data was identified, however, when reviewing the help seekers "relationship to the gambler" during the most recent July 1 through December 31, 2025 period. During this time, and for the first time ever, "parents of the gambler" comprised the next largest group of individuals seeking help for a gambling problem through the 888-ADMIT-IT HelpLine. A total of seventy (70) parents reached out for help during these months, representing 41% of all family member help contacts and surpassing "spouses, cohabitants, and significant others" of the gambler, which is usually the second-most frequently cited relationship to the gambler.

Research confirms that for every problem gambler, another 8 to 10 others are also affected. This point is further illustrated in the HelpLine data presented below **(Table 7)** of the different types of relationships of help seekers to the gambler.

Table 7		
HelpLine Contacts Relationship to the Gambler		
July 1, 2025 - December 31, 2025		
Relationship to the Gambler	N=961	Percent = 100%
Aunt/Uncle of the Gambler	2	<1%
Child of the Gambler	29	3%
Cousin of the Gambler	1	<1%
Friend of the Gambler	28	3%
Gambler	757	79%
Grandparent of the Gambler	1	<1%
In-laws of the Gambler	3	<1%
Law Enforcement/Legal/Judicial Professional	2	<1%
Mental Health Treatment Provider/Medical Professional	4	<1%
Niece/Nephew of the Gambler	2	<1%
Other Family Member of the Gambler	1	<1%
Parent of the Gambler	70	7%
Sibling of the Gambler	11	1%
Spouse/Cohabitant/Significant Other of the Gambler	50	5%
Totals	961	100%

*Other family member listed did not disclose their relationship other than stating family member

Contacts' HOW HEARD

- Collecting information on how individuals become aware of the HelpLine is important in assessing trends and shifts in consumer behaviors. The top five most frequently cited methods of how help seekers learned of the 888-ADMIT-IT HelpLine number between July 1, 2025 and December 31, 2025, included (#1) through online Internet searches (63%); (#2) within land-based gambling facility venues (9%) (a continued decrease in this category like we have seen every year now since 2019); (#3) from a family member or friend (8%); (#4) on an online gambling operator's website (5%) (and representing the first time this "how heard" method has made the top 5 list), and at (#5), on the back of a Lottery ticket or at a Lottery Point of Sale (3%). See **Table 8** below.

Table 8		
HelpLine Contacts HOW HEARD of the HelpLine?		
July 1, 2025 - December 31, 2025		
How was the HelpLine Number Found?	N = 582	Percent = 100%
Billboard	8	1%
Family Member/Friend	44	8%
FCCG E-Blast	2	<1%
GA/GamAnon	8	1%
Gambling Facility	52	9%
Internet Ad	1	<1%
Internet Search	365	63%
Law Enforcement/Legal Professional	4	1%
Lottery Point of Sale	1	<1%
Lottery Ticket	15	3%
Medical Professional	1	<1%
Mental Health Treatment Provider/Counselor/EAP Provider	13	2%
NCPG Affiliate	8	1%
Online Gambling Website	30	5%
Other Hotline (211 or Crisis Line, etc.)	5	1%
Radio/Television	15	3%
Social Media	6	1%
Taxi/Bus	3	1%
Other	1	<1%
Totals	582	100%

*The "Other" how-heard category above includes members of Clergy.

CONTACTS’ “RECOMMENDATIONS PROVIDED” INFORMATION: HelpLine Contacts Recommendations Provided (Resources Offered) during HelpLine Contact

Contacts’ “RECOMMENDATIONS PROVIDED”

- The FCCG updates and maintains a vast database of available resources specifically developed and chosen to assist those in need of help with a gambling problem in Florida (both for gamblers and their loved ones), along with addressing the collateral impacts of this addiction. From over 37 years of experience being the single sole-purpose entity in Florida providing help and hope to individuals suffering from a gambling addiction, the FCCG has grown its resource database to serve nearly every circumstance or situation brought about by problem gambling.
- Based on individual input, data collected, and experiences shared during HelpLine contact, FCCG HelpLine Specialists provide appropriate and supportive resources to all HelpLine contacts based upon unique and specific circumstances, needs, and requests. Those with gambling problems frequently opt for multiple resources and supports, sometimes consecutively and at other times simultaneously. The FCCG believes that a “one-size-fits-all” model or approach in providing problem gambling help has severe limitations. As such, broad and diverse empirically validated approaches to resource provision are necessary, and are provided by the FCCG, to help all individuals negatively impacted by gambling.
- As is illustrated below, on the following page in **Table 9**, during the time period of July 1 through December 31, 2025, the top five resources provided to 888-ADMIT-IT help seekers varied slightly from traditional trends we have seen over recent years. The typical most frequently provided resource that has been identified in HelpLine data each of the past five (5) fiscal years, the Self-Help Support Group “Gamblers Anonymous”, has dropped to the number three (3) spot this period. Taking the number one spot this time is FCCG HelpLine Literature Packets, which include the FCCG’s *A Chance for Change Recovery Workbooks* series for Gamblers, Loved Ones, and Senior Gamblers, as well as the FCCG’s Financial Debt and Budget Toolkit. The Self-Help Support Group “Gamblers in Recovery” came in at number two. Counseling services, financial resources, and online supports (such as podcasts, videos and mobile apps), rounded out the top five (5) recommendations provided to help seekers during the final six months of the 2025 year.

TOP 5 Recommendations Provided to Help Contacts		
HelpLine Contacts Top 5 Recommendations Provided		
July 1, 2025 - December 31, 2025		
Top 5 Recommendations Provided During the HelpLine Contact	N	%
Literature/Materials Requests	524	82%
Self-Help Support Groups – Gamblers in Recovery	424	66%
Self-Help Support Groups – Gamblers Anonymous (GA)	420	66%
Counseling Services	403	63%
Financial Resources	264	41%
Online Supports, Podcasts, Videos, & Mobile Apps	264	41%

- See **Table 9** for a comprehensive list of resources provided on the following page below.

Table 9		
HelpLine Contacts Recommendations Provided		
July 1, 2025 - December 31, 2025		
What Recommendations Were Provided During the HelpLine Contact?	N = 638	*Percent = 100%
Consumer Protection Services	1	<1%
Counseling Services	403	63%
Employment Assistance Resources	14	2%
FCCG Website/Mobile App & Social Media Sites	25	4%
FCCGs Online Program for Problem Gamblers (OPPG)**	144	23%
Financial Resources	264	41%
Hotlines/Crisis Lines & Social Services/Emergency Assistance	75	12%
Impaired Professionals Resources	3	<1%
Legal Resources	11	2%
Literature/Materials Requests	524	82%
Mental Health & Addiction Services	2	<1%
NCPG Affiliates	13	2%
Online Supports, Podcasts, Videos, & Mobile Apps	264	41%
Peer Connect	33	5%
Population Specific – College Resources	4	1%
Population Specific – Military/Veteran's Resources	15	2%
Population Specific – Professionals Resources	0	0%
Population Specific – Senior Resources	18	3%
Population Specific – Youth Resources	1	<1%
Self-Exclusion Programs – Access to Cash	89	14%
Self-Exclusion Programs – Ad Blocking	146	23%
Self-Exclusion Programs – Internet Controls & Web Blocking Software	190	30%
Self-Exclusion Programs – Land-Based Gambling Operators	226	35%
Self-Exclusion Programs – Online Gambling Operators	206	32%
Self-Exclusion Programs – Stock Market/Cryptocurrency Trading	18	3%
Self-Help Support Groups – Celebrate Recovery	14	2%
Self-Help Support Groups – Gam-Anon	101	16%
Self-Help Support Groups – Gamblers Anonymous (GA)	420	66%
Self-Help Support Groups – Gamblers in Recovery	424	66%
Self-Help Support Groups – Gaming Addicts Anonymous (GAA)	3	<1%
Self-Help Support Groups – Internet & Technology Addicts Anonymous (ITAA) & IT-ANON	0	0%
Self-Help Support Groups – Online Gamers Anonymous (OLGA) & OLG-ANON	1	<1%
Self-Help Support Groups – Other Alternative Support Groups	2	<1%
Self-Help Support Groups – Recovery Road	70	11%

GAMBLER DEMOGRAPHIC INFORMATION – The HelpLine data presented next on the following pages, is based upon data collected during the help contact about the **GAMBLER ONLY**. Given the sensitive nature of some of the questions, problem gamblers often declined to answer specific questions. Similarly, family members and other loved ones often fail to know the extent of the gambler’s behaviors, debts, or problems. As a result, the number of responses differ.

GAMBLER DEMOGRAPHIC INFORMATION: Gambler’s Gender, Age & Race

Gambler’s GENDER

- During the period July 1, 2025 through December 31, 2025, a total of 938 help contacts identified the gender of the gambler, revealing that 76% of problem gamblers were male and 24% were female. Over the past five (5) fiscal years, the 888-ADMIT-IT HelpLine has observed a fairly consistent distribution of male and female gamblers. **(Table 10).**

Table 10		
Gender of the Gambler		
July 1, 2025 - December 31, 2025		
Gambler's Gender	N=938	Percent = 100%
Male	712	76%
Female	226	24%
Totals	938	100%

Gambler's AGE

- Among the 734 help contacts who disclosed the gambler's age, it was found that the share of younger gamblers in need of help with a gambling problem continues to increase. During the months of July through December 2025, an increasing amount (21%) of gamblers were 25 years old or younger; 14% were 26-30; 40% were 31-49; 6% were 50-54; and only 19% of gamblers were 55 years of age or older. The proportion of gamblers identified on the HelpLine as "senior citizens" continues to decrease. (**Table 11**).

Table 11		
Age of the Gambler		
July 1, 2025 - December 31, 2025		
Age Range	N = 734	Percent = 100%
Under 18	8	1%
18-20	33	4%
21-25	110	15%
26-30	104	14%
31-40	164	22%
41-49	126	17%
50-54	46	6%
55-60	52	7%
61-64	20	3%
65-70	28	4%
71-74	13	2%
75 and Up	30	4%
Totals	734	100%

Gambler's RACE

- The distribution of the problem gambler's race, as reported by 441 HelpLine contacts during the past six (6) months, included the following information; close to half (43%) of gamblers were White, which is approximately the same as last year (45%); Hispanics/Latinos represented an increasing share (35%) of gamblers this period (up from 27%); Black/African Americans comprised a smaller percentage of gamblers (15%), and Asian gamblers increased to 5% of the total (**Table 12**).

Table 12		
Race of the Gambler		
July 1, 2025 - December 31, 2025		
Gambler's Race	N = 441	Percent = 100%
American Indian or Alaska Native	1	0%
Asian	22	5%
Black or African American	64	15%
Native Hawaiian or Other Pacific Islander	0	0%
Hispanic/Latino	154	35%
Middle Eastern and North African	3	1%
Mixed Race	6	1%
White	191	43%
Totals	441	100%

GAMBLER INFORMATION: Gambler's Primary Gambling Problem

Gambler's PRIMARY GAMBLING PROBLEM

- During the months of July 2025 through December 2025, Online Gambling (of all types) held the top spot as the gamblers' most frequently cited primary gambling activity, reflecting the preference of almost half (47%) of gamblers in need of problem gambling supports and maintaining its position ahead of all other forms of gambling. This marks the second consecutive period of time in FCCG history that online gambling has surpassed both legal and illegal electronic gambling machines combined, as the primary gambling activity of choice of the gambler.
- The types of gambling activities most frequently cited as being the primary gambling problem of gamblers during the period July 1, 2025 through December 31, 2025, included Online Sports Betting (31%), Electronic Gambling Machines (29%), (note, this includes both legal and illegal electronic gambling machines, though the majority of this group were "legal" machines), Online Casino Games (16%), Cards and Table Games (12%), and Lottery games (9%) **(Table 13)**.
- The long-term trend for traditional cards/table games (available at brick and mortar gambling facilities) remains downward: compared with data from five years ago, the percentage of gamblers identifying cards or table games as their primary gambling problem continues to shrink (24% in 2019/2020 down to 12% now), despite expanded game offerings in Florida casinos.
- Illegal gambling machines (such as arcade/amusement games, internet sweepstakes machines, video lottery terminals, and other devices found in convenience stores, bars, or other unlicensed locations) also fell again in popularity during these past six months. After last year's initial decline, the downward trend has continued, signaling that fewer gamblers are citing these devices as their primary gambling problem compared with what we saw on the HelpLine just a few years ago (9% in 2022/2023 to 6% in 2023/2024, and down to 5% now).
- Overall, this HelpLine data reinforces a clear migration away from traditional brick-and-mortar gambling activities and toward digital platforms. Online gambling has now cemented itself as the leading gambling activity reported by help seekers in Florida, and the trajectory suggests that this gap will continue to widen in the coming years. **(Table 13)**

TOP 5 Preferred Gambling Activities		
Primary Gambling Problem of the Gambler		
July 1, 2025 - December 31, 2025		
Gambler's Top 5 Primary Gambling Activities	N	%
Online Gambling - Sports Betting/Fantasy Sports Betting	252	31%
Gambling Machines - Legal - Slot Machines/Electronic Cards/Table Games (at Casinos/Racinos Only)	194	24%
Online Casino Gambling	127	16%
Cards/Table Games (Traditional)	97	12%
Lottery	70	9%

Table 13		
Primary Gambling Problem of the Gambler		
July 1, 2025 - December 31, 2025		
Gambler's Primary Gambling Problem	N = 818	Percent = 100%
Bingo/Keno	2	0%
Cards/Table Games (Traditional)	97	12%
Collectibles Trading (Pokemon Cards, Sports Trading Cards, etc.)	2	0%
Horse Racing	4	0%
Lottery	70	9%
Online Casino Gambling	127	16%
Online Gambling - Sports Betting/Fantasy Sports Betting	252	31%
Online Gambling - Horse Racing	2	0%
Gambling Machines - Illegal - (Arcade/Amusement Games (i.e. Fish Tables, Pre-Reveal/Nudge Games, etc.), Illegal Slots/VLT's, Internet Sweepstakes Machines)	43	5%
Gambling Machines - Legal - Slot Machines/Electronic Cards/Table Games (at Casinos/Racinos Only)	194	24%
Stock Market/Business Risks/Commodities/Real Estate/Bitcoin	20	2%
Video Games/Computer Games- Console (PlayStation/Xbox/etc.) OR Computer (PC/Mac/etc.)	5	1%
Totals	818	100%

GAMBLER INFORMATION: Gambler's Employment & Financial Impacts

Gambler's EMPLOYMENT STATUS

- Data regarding the employment status of the gambler illustrates similar trends seen over recent fiscal years, with HelpLine data during the July 1-December 31, 2025 period revealing that 68% of gamblers were employed full time, 11% were unemployed, 8% were retired (an additional 1% were retired but held a part-time job), 4% held part-time employment, and 3% reported being disabled or collecting workers' compensation benefits (**Table 14**).

Table 14		
Employment Status of the Gambler		
July 1, 2025 - December 31, 2025		
Employment Status of the Gambler	N = 692	Percent = 100%
Full-Time	472	68%
Retired	55	8%
Unemployed	78	11%
Disabled/Workers-Comp	23	3%
Part-Time	28	4%
Student	19	3%
Retired Plus Job	6	1%
Student Plus Job	11	2%
Totals	692	100%

Gambler's INCOME

- Incomes ranged between \$0 and \$200,000 or more annually, with the median reported income being between \$50,000 and \$74,999. Despite a large percentage of gamblers (25%) having a reported income of less than \$25,000 per year, they still report gambling excessively (**Table 15**).

Table 15		
Income of the Gambler		
July 1, 2025 - December 31, 2025		
Income of the Gambler	N = 542	Percent = 100%
\$0	82	15%
\$1 to \$10,000	8	1%
\$10,001 - \$14,999	10	2%
\$15,000- \$24,999	36	7%
\$25,000- \$34,999	44	8%
\$35,000- \$49,999	84	15%
\$50,000- \$74,999	126	23%
\$75,000- \$99,999	59	11%
\$100,000- \$149,999	53	10%
\$150,000- \$199,999	12	2%
\$200,000 or more	28	5%
Totals	542	100%

Gambler's MONEY LOST DUE TO GAMBLING

- Average lifetime gambling losses of the gambler are reported at \$204,160 during the current July through December 2025 period, reflective of a slight increase from last fiscal year. Overall, 19% of contacts reported lifetime gambling-related losses of \$200,000 or more, and over 35% reported losses of \$100,000 or more. Interestingly, the share of contacts reporting losses in the lowest range (from \$1 to \$10,000) increased this period compared to last fiscal year (28% from 22%), possibly indicative of a growing share of young adults and/or new gamblers experiencing problems who haven't had as much time to accumulate losses. **(Table 16).**

Table 16		
Money Lost of the Gambler		
July 1, 2025 - December 31, 2025		
Money Lost Due to Gambling All Help Contacts	N = 669	Percent = 100%
\$0	4	1%
\$1 to \$10,000	190	28%
\$10,001 - \$14,999	10	1%
\$15,000- \$24,999	60	9%
\$25,000- \$34,999	47	7%
\$35,000- \$49,999	40	6%
\$50,000- \$74,999	59	9%
\$75,000- \$99,999	22	3%
\$100,000- \$149,999	98	15%
\$150,000- \$199,999	14	2%
\$200,000 or more	125	19%
Totals	669	100%

Gambler's MONEY OWED DUE TO GAMBLING

- Over the past six (6) months, seventy percent (70%) of all HelpLine contacts reported some type of household debts due to gambling. HelpLine data from this time period revealed that money owed ranged between \$35 and \$5 million, with an average amount of \$37,400 owed due to gambling-related debts. **(Table 17).**

Table 17		
Money Owed of the Gambler		
July 1, 2025 - December 31, 2025		
Money Owed Due to Gambling - All Help Contacts	N = 622	Percent = 100%
\$0	176	30%
\$1 to \$10,000	226	36%
\$10,001 - \$14,999	20	3%
\$15,000- \$24,999	51	8%
\$25,000- \$34,999	29	5%
\$35,000- \$49,999	29	5%
\$50,000- \$74,999	39	6%
\$75,000- \$99,999	6	1%
\$100,000- \$149,999	21	3%
\$150,000- \$199,999	8	1%
\$200,000 or more	17	3%
Totals	622	101%

CONTACT INFORMATION: Contacts' Precipitating Event for Seeking Help

Contacts' PROBLEM GAMBLING IMPACTS PRECIPITATING THE NEED FOR HELP

- When looking at historical data and HelpLine trends (**Table 18**), relationship problems have been amongst the most frequently cited reason for contacting the 888-ADMIT-IT HelpLine for decades, which also remains true during the current July 1 – December 31, 2025 period, with 22% of help seekers citing this as their primary reason for reaching out for help.
- Not surprisingly, financial-related issues were the next most frequently cited reasons for seeking help, with 17% of individuals reporting a recent substantial gambling loss, 17% overspending on their gambling, 6% having difficulty paying household bills due to gambling, and 6% having overextended gambling-related debts, as the primary reasons for seeking help during this time.
- Gambling-related mental health problems, such as anxiety or depression, as well as a relapse from a gambling addiction, continue to be significant contributing factors cited by help seekers as their primary reason for reaching out for help to the 888-ADMIT-IT HelpLine, with 3% of individuals citing these issues (respectively) as the main reason for seeking supports.
- It is important to note that the information presented in this section represents the predominant reasons individuals reported reaching out for help at the time of initial HelpLine contact, with most problem gamblers and their loved ones experiencing multiple problem-gambling-related difficulties. (**Table 18**)

Table 18		
Contacts' PRECIPITATING EVENT for Seeking Help		
July 1, 2025 - December 31, 2025		
Precipitating Event:	N = 961	Percent = 100%
What Happened or is Happening that Prompted the Individual to Seek Help?		
Financial Problems - Difficulty Paying Bills	59	6%
Financial Problems - Overextended Debt	57	6%
Financial Problems - Overspending	160	17%
Financial Problems - Recent Substantial Loss	166	17%
GA/GamAnon Referral	31	3%
Homeless/Eviction/Foreclosure	22	2%
Legal Problems (Illegal Act Lawyer Advised Court Ordered etc.)	17	2%
Medical Problems (i.e. Poor Physical Health Due to Gambling Addiction)	0	0%
Mental Health Problems (i.e. Anxiety Depression)	32	3%
Relapse	29	3%
Relationship Problems	209	22%
Self-Exclusion Inquiry	75	8%
Suicidal Thoughts/Attempts	6	1%
Threatened/Owes Money to Bookie/Casino/Loan Shark	0	0%
Treatment Referral	96	10%
School/Work Related Difficulties	2	<1%
Totals	961	100%

GAMBLER INFORMATION: Gambler's Mental Health, Economic, & Familial Impacts

Gambler's MENTAL HEALTH, EMOTIONAL, & DOMESTIC PROBLEMS

- Problem gamblers and their loved ones frequently face a host of mental health issues along with various other emotional and domestic problems. Increases were found across all types of mental health, emotional, and domestic areas during the current reporting period (July 1 – December 31, 2025), reflecting both the magnitude and severity of difficulties experienced in households with problem gamblers. This period's data reveals higher levels of anxiety (74%) and depression (68%) than historically seen, and suicidal thoughts/attempts (23%) also remain high.
- While money is essential to maintain one's gambling, other problems often arise when gambling-related debts are incurred. Overall, HelpLine data from the past six (6) months suggests that a larger percentage (62%) of help contacts were having difficulty paying important household bills, 93% had lost savings, equities, or retirement monies due to gambling (an increase from 88% last fiscal year), 48% were reported to have sold or pawned possessions to get money to gamble, and one-quarter (25%) were reported to be homeless and/or living with a friend or family member due to financial strain caused by gambling (**Table 19**).
- For many problem gamblers, the most important relationship they have is the one that they have with their gambling. As a result, other significant relationships are often jeopardized. These relationships include not only those with immediate family members, such as spouses, partners, parents, children, and other family members, but also relationships with their employer or school. Frequently, work or school performance declines due to the many side-effects of gambling problems, with issues such as a preoccupation about gambling losses, absences or tardiness due to gambling, and other distractions causing overall poor performance and associated school or work-related difficulties. When looking at HelpLine data from July 1, 2025 through December 31, 2025, a large number (45%) of problem gamblers were reported to have, or have had, school or work-related difficulties resulting from their gambling.
- Problem gambling has been extensively reported to negatively impact family relationships, and this is consistently the most frequently cited precipitating event individuals report as their primary reason for reaching out to the 888-ADMIT-IT HelpLine. Sixty-five percent (65%) of all HelpLine contacts reported family conflict, while half (50%) indicated family neglect due to a gambling problem in the home. The percentage of individuals reporting familial conflict of all types generally increased from the last fiscal period (**Table 19**) and remains an ongoing concern. The long-term consequences of problem-gambling-related mental health and familial concerns is highly problematic at both the individual and societal level.
- See **Table 19** on the following page below.

Table 19**Contacts' MENTAL HEALTH, ECONOMIC & FAMILIAL IMPACTS**

Mental Health, Emotional & Domestic Difficulties due to Gambling	Respondents	% of Total
Anxiety	539 of 727	74%
Depression	461 of 682	68%
Suicidal Ideations/Attempts	115 of 502	23%
Family Conflict	415 of 642	65%
Family Neglect	289 of 574	50%
Problems at Work or School	209 of 465	45%
Difficulty Paying Household Bills	414 of 670	62%
Gambled Away Savings, Equity, Retirement	667 of 715	93%
Sold or Pawned Assets	213 of 444	48%
Homeless/Staying with Friend/Family	147 of 600	25%

- END OF HELP SERVICES STATISTICS -

Toll-free Gambling Helpline Telephone Number – FCCG'S 888-ADMIT-IT **ANNUAL HELPLINE OUTCOME EVALUATION:**

- The FCCG is committed to personalized service and prides itself on the relationships built during HelpLine contacts, which are often a one-time opportunity to motivate behavioral change, and to share a message of hope that recovery is possible. It is during these HelpLine contacts that the FCCG collects data which illustrates what problem gambling looks like in the state of Florida in real time. This data, along with market research that is conducted by external parties, provides the FCCG with necessary information that is used to determine program development needs, as well as designate appropriate demographics for such programming.
- In effort to gauge the efficacy of the HelpLine, each year the FCCG contracts with different third-party field experts for preparation of an independent “Annual HelpLine Outcome Evaluation”. This annual outcome evaluation is designed to gauge the effectiveness of the FCCG's 24-hour HelpLine service in meeting its intended goals and objectives, to determine users' perceptions about their contact with the HelpLine Specialist, to identify the use and efficacy of recommended resources and programs offered, and to assess each individual's overall experience and satisfaction with the HelpLine services.

888-ADMIT-IT HelpLine Outcome Evaluation Methodology:

- During each initial HelpLine contact, as part of the systematic collection of information by HelpLine Specialists, individuals are asked if they would be willing to participate in a follow-up evaluation of the HelpLine at a subsequent time, to assess utilization of resources, follow-through on recommendations and services received during their contact with the HelpLine Specialist, as well as to gauge their overall satisfaction with services provided. Given how problem gambling also impacts a wide number of people beyond the gambler, including family members, friends, employers, and others, this report summarizes both gamblers' and loved ones' completion of the survey. Individuals who provided consent to participate in the evaluation follow-up in their initial HelpLine contact were given the option of receiving the survey via telephone or a web-based survey.

888-ADMIT-IT HelpLine Outcome Evaluation Survey & Report:

- 888-ADMIT-IT HelpLine Outcome Evaluation Survey findings include comparisons between different demographics along with an overall look at the total sample, including comparisons between ethnicities, age groups, gambling types and gambling location. This evaluation study also gauges consumer satisfaction with the HelpLine service, determines the programs or resources that HelpLine contacts found to be most helpful, and identifies relevant behavioral changes that have occurred in individuals since the time they initially contacted the HelpLine, all of which aid the FCCG in future program development. In addition, the evaluation report highlights the methods by which callers most frequently learned about the HelpLine service, and the demographics of individuals utilizing the 24-hour HelpLine, noting differentials between gamblers vs. others adversely affected, and additional notable points of information.

The Annual HelpLine Outcome Evaluation continues to serve as an invaluable resource for program development needs, training, and the ongoing improvement of HelpLine operations.

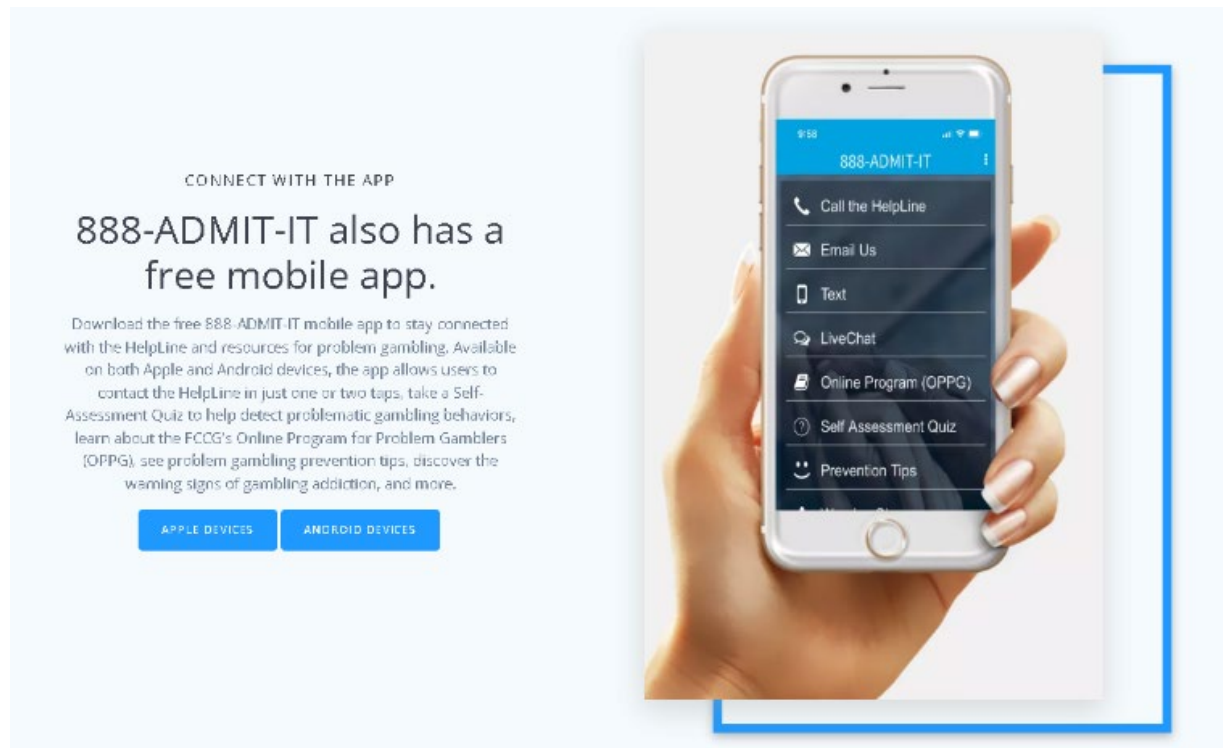
Notable findings from the FCCG's 2024 Annual HelpLine Outcome Evaluation Survey:

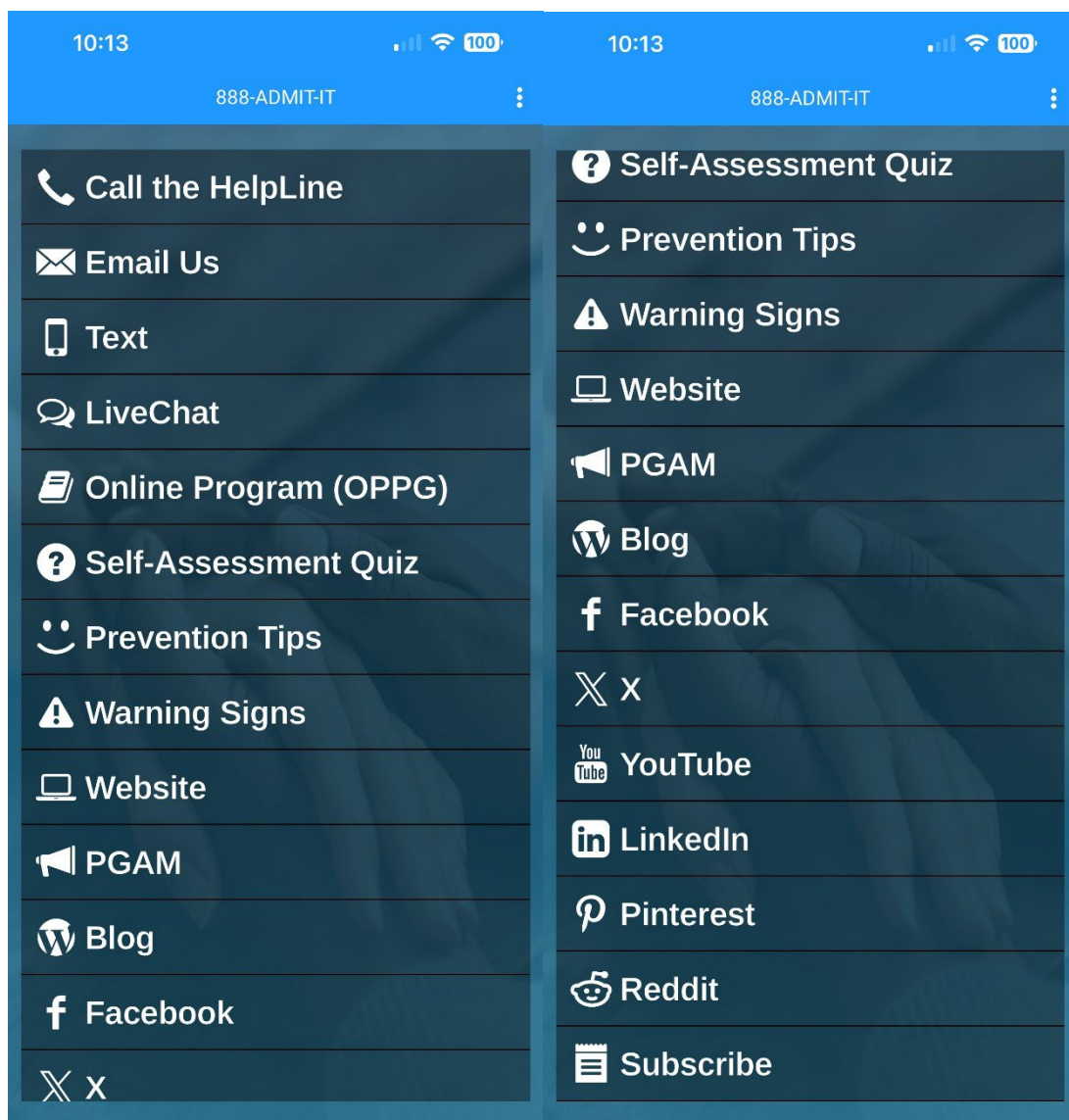
- Of greatest importance was the finding that overall, 93% of gambler survey respondents this year reported decreased gambling behaviors following contact with the 888-ADMIT-IT HelpLine (82% reported that their gambling had either stopped completely or had been significantly reduced, while an additional 11% advised of a small reduction in their gambling). Similar trends have been noted for the past several years in the FCCG's HelpLine evaluations, and is indicative of the essential role the 888-ADMIT-IT HelpLine plays for Florida residents impacted by problem gambling. These trends also parallel changes in life satisfaction, improved financial positions, and optimism about the future. While no mental health indices were assessed, these behaviors all point to an improved mental health condition both for the gambler and their loved ones, post-HelpLine contact.
- The results of this HelpLine Outcome Study reveal that Floridians utilizing the 888-ADMIT-IT HelpLine report feeling significantly better since speaking with the FCCG HelpLine Specialist, and were satisfied with the services that were provided. Overall, feedback continues to be overwhelmingly positive, with 99% of respondents reporting the HelpLine Specialist was knowledgeable or very knowledgeable about problem gambling issues; almost all (99%) of survey respondents acknowledged that the Specialist understood the reason for their contact to the HelpLine. Ninety-eight percent (98%) of respondents recalled the FCCG HelpLine Specialist as caring, sensitive, and supportive of their needs, and 92% of survey respondents reported that they would be willing to speak with the FCCG HelpLine Specialist again.
- When questioned as to whether respondents would use the HelpLine again or recommend the service to someone else, 92% overwhelmingly reported that they would, and 93% further noted they were more confident about their course of action following the HelpLine contact.

Alternative Public Assistance Platforms for Toll-free Gambling Helpline Telephone Number - FCCG “888-ADMIT-IT” Mobile App

- The FCCG’s mobile app serves as a platform to drive individuals to the HelpLine, website, live chat, social media or texting options for help. It allows users to click directly to call, text, or live chat with HelpLine staff, and can be viewed at the following link: <https://gamblinghelp.org/#mobile-app>. The FCCG mobile app is available 24-hours a day, 7 days a week, for anyone seeking access to help or information with a gambling problem via their mobile device. It can also be accessed via the app store on a user’s mobile device by using the search term “gambling help.” The FCCG’s mobile app was first released for Android devices via the Google Play Store on January 27, 2020, and was first released for Apple devices via the App Store on February 25, 2020.
- The FCCG mobile app features all of the ways to connect with Florida’s Problem Gambling HelpLine in easy, tap-to-connect buttons, including by calling the 888-ADMIT-IT number, emailing fccg@gamblinghelp.org, texting to 888-ADMIT-IT (236-4848), starting a live chat, and connecting with the Council via social media. Also included with the FCCG mobile app, is an interactive Self-Assessment Quiz, which delivers a short questionnaire based on the DSM-5 criteria for gambling disorder, to help users determine if they are exhibiting signs of a gambling problem. The Self-Assessment Quiz contains a screen displaying the 888-ADMIT-IT HelpLine number for those who, upon completion of the self-assessment quiz, have concerns about their gambling or want to learn more and seek resources. The FCCG’s mobile app also features buttons for quick viewing of the FCCG’s website (<https://gamblinghelp.org/>) and the FCCG’s blog (<https://gamblinghelp.org/blog/>), as well as a subscription form to sign up for FCCG e-blasts for those wishing to get connected with the Council and learn more about problem gambling.

FCCG “888-ADMIT-IT” Mobile App – Screenshots





FCCG “888-ADMIT-IT” Mobile App – Google Play Store (Android Devices)

(<https://play.google.com/store/apps/details?id=com.app.floridagamblinghelp>) – Screenshot

888-ADMIT-IT

Florida Council on Compulsive Gambling, Inc.

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	888-ADMIT-IT	com.app.floridagamblinghelp	App releases	1 change	fccgmedia@gmail.com	Jan 27, 2020 17:59

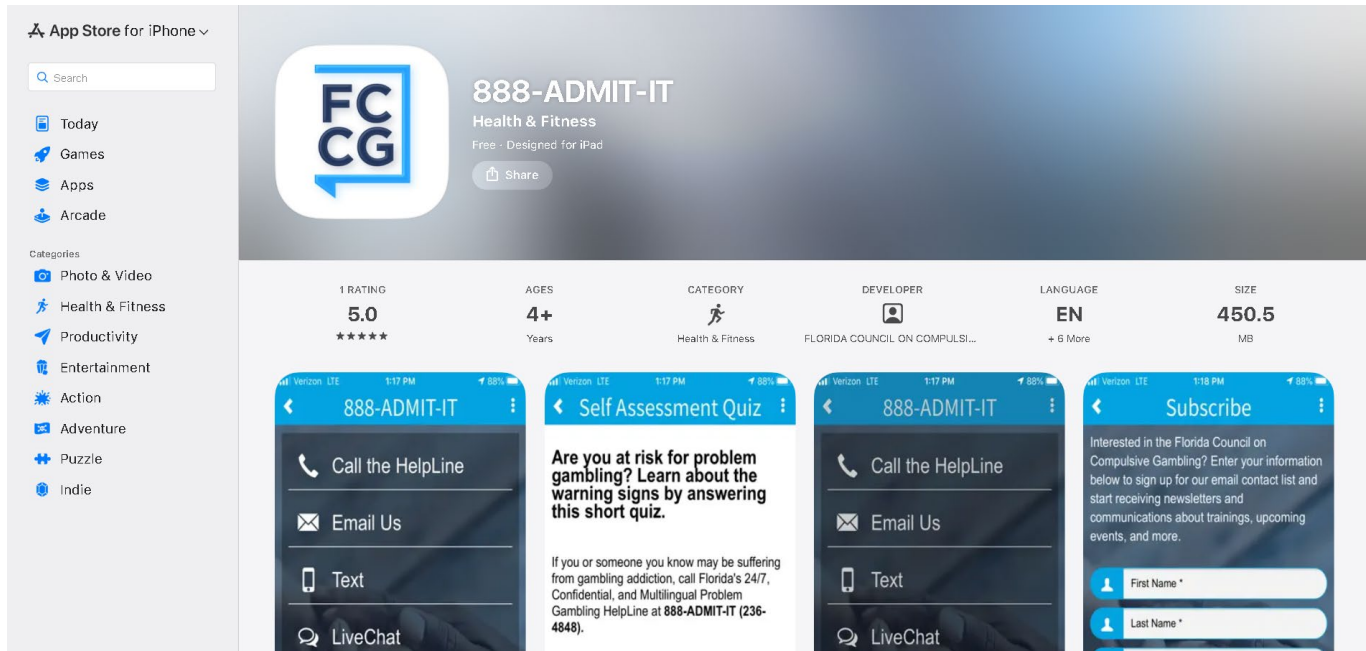
App releases: Release rollout started

Changed to

for release 1.0 in Production

FCCG “888-ADMIT-IT” Mobile App – App Store (Apple Devices)

(<https://apps.apple.com/us/app/888-admit-it/id1499418438>) – Screenshot



888-ADMIT-IT ▾ Distribution TestFlight Xcode Cloud			
Add Platform			
General	▸ Version 2.0		
	▾ Version 1.0		
	ACTIVITY	USER	DATE
	Replaced	Apple	Feb 26, 2020 at 12:40 PM
App Store	✔ Ready for Sale	Apple	Feb 25, 2020 at 4:56 PM
	TRUST & SAFETY		

Alternative Public Assistance Platforms for Toll-free Gambling Helpline Telephone Number – FCCG’s “gamblinghelp.org” Website

The Florida Council on Compulsive Gambling's website, <https://gamblinghelp.org>, is a longstanding and vital resource for Floridians impacted by problem gambling, offering 24/7 connection to confidential support and practical tools for recovery. FCCG's gamblinghelp.org website domain was first registered more than 25 years ago on March 29, 2000.

At <https://gamblinghelp.org> – the official site of the Florida Council on Compulsive Gambling (FCCG) – individuals and families can access free, multilingual, and confidential help through the 24/7 HelpLine directly via live chat, and are also provided with information to reach support by calling or texting the 888-ADMIT-IT phone number, contacting the HelpLine via email, using the FCCG's mobile app, and connecting with FCCG on social media. The site features multiple self-assessment quizzes, including quizzes tailored to gamblers, older adult gamblers, college student gamblers, youth and parents, and loved ones.

Educational webpages on the signs of problem gambling, high-risk populations, and the different types of resources available through the HelpLine can be accessed by Floridians 24/7. The website also features information for professional audiences which service this population, along with details about the FCCG's awareness campaigns like Problem Gambling Awareness Month (PGAM), Responsible Gaming Education Month (RGEM), and the Gift Responsibly Campaign. Whether someone is seeking information, immediate help, long-term support, the site empowers users with actionable pathways to hope and healing.

The FCCG's website has gone through several iterations since being established, to keep pace with evolving technology and website design trends. The current version was launched during the 2023-2024 fiscal year and is briefly described below.

Platform

Launched during the 2023-2024 fiscal year on September 15, 2023, the FCCG chose the WordPress platform for its new gamblinghelp.org website, offering the highest level of capability and versatility combined with top-tier accessibility and ease-of-use. FCCG built its website on the Highlight WordPress theme for its attractive and responsive design, ensuring that gamblinghelp.org looks and performs great on any device, including smartphones, tablets, desktop computers, and others.

Structure

Modern websites typically feature one of two main approaches to structure – single-page or multi-page. Single-page websites are designed for users to digest the entire website simply by scrolling. All of the pertinent information is presented vertically on a landing page, keeping users on a single scroll-path and presenting the opportunity for a call-to-action funnel – in FCCG's case, a funnel to contacting the 888-ADMIT-IT HelpLine. The single-page structure also optimizes the website for mobile visitors and creates a frictionless experience, paramount in today's mobile-connected world. On the other hand, multi-page websites present the opportunity to separate content by organizational objective and share more in-depth content about specific programs and services, while offering Search Engine Optimization (SEO) benefits and multiple points of entry based on interest.

Because the FCCG has a deep well of programs, services, and expertise which pivot around its 888-ADMIT-IT HelpLine, the new website combines the single-page and multi-page approaches. At the time of writing, the new website contains a total of 53 individual pages organized into several main, interconnected scroll paths (single-page experiences).

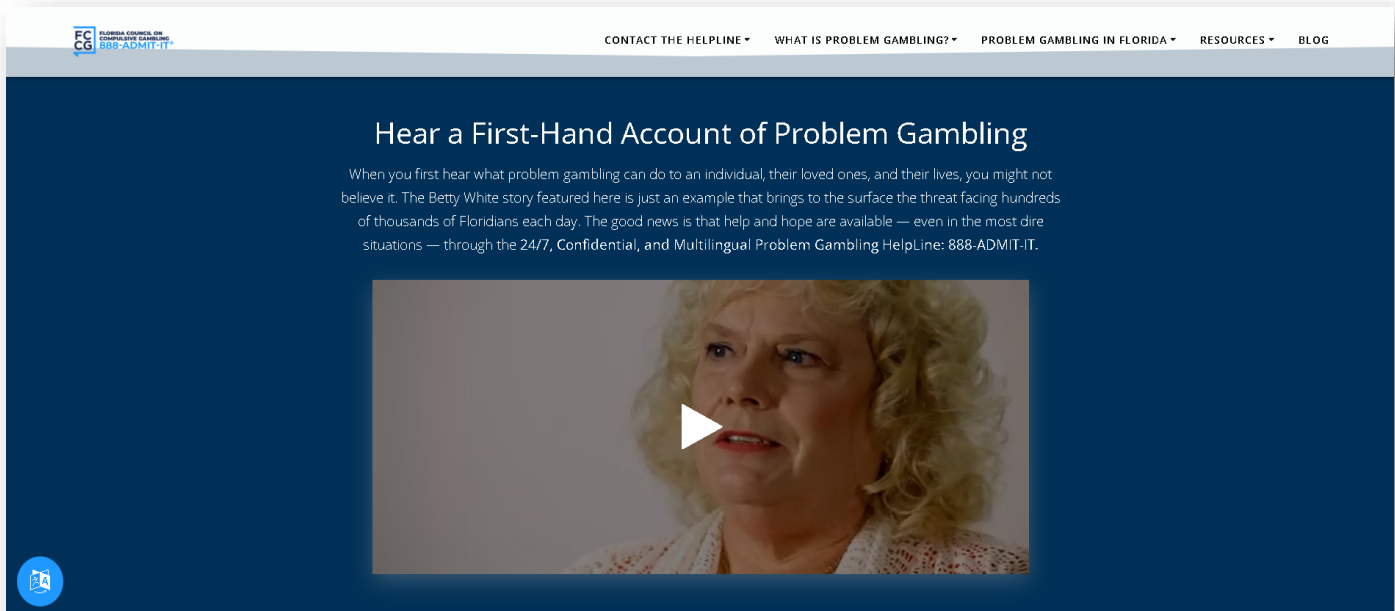
The following pages below illustrate just a small sample of FCCG content available on its website.

VIDEO CONTENT Website Section – “Hear a First-Hand Account”

- This page section highlights *Surviving Compulsive Gambling: The Betty White Story* (<https://www.youtube.com/watch?v=rMghvaFhnQI>), the FCCG’s most popular YouTube video to date, as an embedded video. The video’s continued popularity, having achieved 175,113 views, 1,660,453 impressions, and 36,712.7 watched hours as of this writing, as well as being responsible for attracting 668 of the FCCG’s YouTube Channel subscribers, is testament to its effectiveness in relating the impacts of problem gambling to the general public through compelling emotional appeal.

Hear a First-Hand Account of Problem Gambling

When you first hear what problem gambling can do to an individual, their loved ones, and their lives, you might not believe it. The Betty White story featured here is just an example that brings to the surface the threat facing hundreds of thousands of Floridians each day. The good news is that help and hope are available — even in the most dire situations — through the 24/7, Confidential, and Multilingual Problem Gambling HelpLine: 888-ADMIT-IT.



VIDEO CONTENT Website Section – “The Miracle of Recovery”

- Following the introductions to problem gambling and its warning signs and impacts, this page section continues by presenting a message of hope: recovery is possible, and treatment is available. Testimonials about the 888-ADMIT-IT HelpLine from real help seekers, taken from the FCCG’s videos, are displayed and offer different perspectives about the effectiveness of the HelpLine and the possibility of problem gambling recovery. The section continues with an embedded video excerpt from the FCCG’s “Disordered Gambling and Comorbidity” video (<https://www.youtube.com/watch?v=tYGK23py9e8>), where visitors can hear about “The Miracle of Recovery” from real 888-ADMIT-IT HelpLine contacts.

Recovery is Possible. Treatment is Available.

It all starts with the first (but not necessarily the last) completely free and confidential contact to the 888-ADMIT-IT HelpLine. Floridians at all stages of the recovery process make contact every day to get connected to proven resources tailored to their specific situations. When it comes to problem gambling, it's never too soon or too late to begin the journey to recovery. Worried about your gambling or a loved one's? [Contact 888-ADMIT-IT today.](#)

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“

It is now four and a half years since I've made my last bet. I have a decent life again. I have a relationship with my kids. My life is actually decent, you know? It's good to be able to smile and even talk about this. If I could just help one person from destroying their life like I did...it would be my biggest goal and my biggest dream.

John
Contacted the 888-ADMIT-IT HelpLine

“

The ability to enjoy sunsets and just relax one day if I wanted to — I wasn't going to have any of that without the program, without my therapy, without that call that I made that day on January 15th. I was not going to have any of that — I owe it to all of them. The time that I go and meditate at least once a week and watch the sunset — that is truly my enjoyment. I enjoy every moment of it.

Michael
Contacted the 888-ADMIT-IT HelpLine

“


By the grace of God, a great sponsor, the program, and great doctors, I made it. But now I've more than made it. For the first time in...I'm 73 almost, so for the first time in 60-some years, I can say I'm a good person, and I like myself. I look straight in the mirror, and I like the reflection. There was a long time I couldn't do that.


Janice
Contacted the 888-ADMIT-IT HelpLine

The Miracle of Recovery

COMMUNITY OUTREACH Services - Website Page

- Having progressed this far, a visitor is able to achieve a basic awareness of what defines problem gambling and how it can progress; the warning signs of problem gambling; who can be affected by problem gambling and how it can affect different groups of people; the impacts problem gambling can have on individuals and their loved ones; that recovery is possible; that treatment is available; that help and hope are available in Florida through the 888-ADMIT-IT HelpLine; and the different HelpLine contact methods available. Since these are also among its goals with raising awareness among the general population, the following section introduces the FCCG's community outreach efforts. this section provides a link to the "Community Outreach Programs & National Problem Gambling Awareness Month (PGAM)" page (<https://gamblinghelp.org/outreach/>) for further information and an interactive news timeline.

CONTACT THE HELPLINE ▾WHAT IS PROBLEM GAMBLING? ▾PROBLEM GAMBLING IN FLORIDA ▾RESOURCES ▾BLOG




Community Outreach

The Florida Council on Compulsive Gambling works year-round to raise awareness about the impacts of problem gambling and the help and hope available through the 24/7, Confidential, and Multilingual Problem Gambling HelpLine.

To understand where we stand today and the opportunities we have for the future, it's important to look at how far we've come. Our [news timeline](#) takes you back through our outreach efforts over the years. Check back regularly for updates, as we add to the history of problem gambling awareness in Florida!

[VIEW THE NEWS TIMELINE](#)




ADVERTISING Services – PGAM Website Section & Microsite

➤ Problem Gambling Awareness Month (PGAM) Website Section & Microsite

Following Community Outreach efforts, the next section introduces FCCG's annual Problem Gambling Awareness Month (PGAM) campaign and inspires participation. Links are provided to the PGAM Microsite, which now exists as a part of the FCCG's main website, and the most recent Problem Gambling Awareness Month (PGAM) PSA video (<https://www.youtube.com/watch?v=C3hPvzhKibE>) is embedded. Note: the <https://problemgamblingawarenessmonth.org> URL still works and redirects to the actual PGAM Microsite URL at <https://gamblinghelp.org/pgam>.

March is Problem Gambling Awareness Month

Problem Gambling Awareness Month (PGAM) in a national grassroots advocacy campaign that occurs each year in March, and provides the opportunity for heightened problem gambling awareness, both in the state of Florida and across the country. During each annual PGAM campaign, the FCCG leverages the national spotlight on gambling addiction to provide widespread education and awareness about the disorder and resources available for help through the 888-ADMIT-IT HelpLine. Learn more, become a PGAM partner, and follow along with the campaign on the [PGAM Microsite](#).




CONTACT THE HELPLINE ▾WHAT IS PROBLEM GAMBLING? ▾PROBLEM GAMBLING IN FLORIDA ▾RESOURCES ▾BLOG

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[VISIT PGAM MICROSITE](#)



HELP Services – 888-ADMIT-IT MOBILE APP Website Section

➤ 888-ADMIT-IT Mobile App Website Section

The page section promotes the FCCG's 888-ADMIT-IT Mobile App and its features, and includes button links to the Apple App Store and Google Play Store where visitors can download the app to their devices. This page section is anchor linked from the Contact the HelpLine page section near the top of the page (GET THE MOBILE APP).

CONNECT WITH THE APP

888-ADMIT-IT also has a free mobile app.

Download the free 888-ADMIT-IT mobile app to stay connected with the HelpLine and resources for problem gambling. Available on both Apple and Android devices, the app allows users to contact the HelpLine in just one or two taps, take a Self-Assessment Quiz to help detect problematic gambling behaviors, learn about the FCCG's Online Program for Problem Gamblers (OPPG), see problem gambling prevention tips, discover the warning signs of gambling addiction, and more.

FC FLORIDA COUNCIL ON COMPULSIVE GAMBLING 888-ADMIT-IT

CONTACT THE HELPLINE ▾ WHAT IS PROBLEM GAMBLING? ▾ PROBLEM GAMBLING IN FLORIDA ▾ RESOURCES ▾ BLOG

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APPLE DEVICES ANDROID DEVICES

888-ADMIT-IT

- Call the HelpLine
- Email Us
- Text
- LiveChat
- Online Program (OPPG)
- Self Assessment Quiz
- Prevention Tips

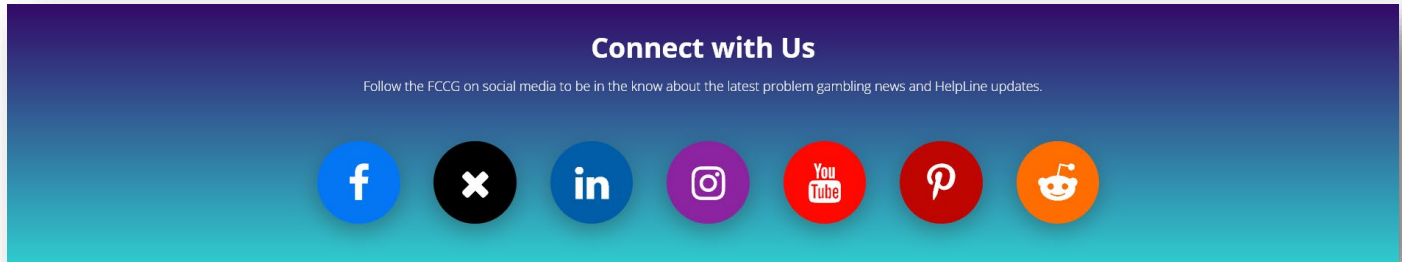
HELP Services – FCCG SOCIAL MEDIA Website Section

➤ **888-ADMIT-IT Social Media Sites**

This page section provides icon links to the FCCG's social media pages. This page section is anchor linked from the Contact the HelpLine page section near the top of the page (CONNECT WITH US).

Connect with Us

Follow the FCCG on social media to be in the know about the latest problem gambling news and 888-ADMIT-IT HelpLine updates.



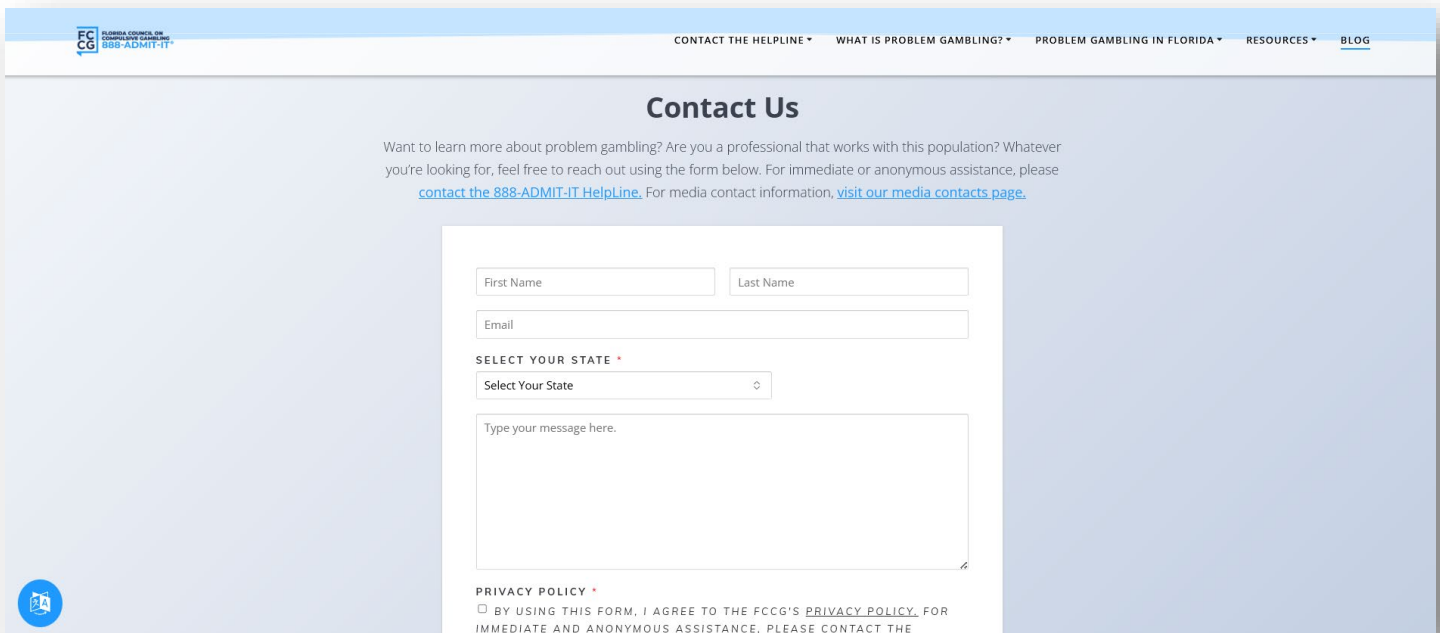
HELP Services – FCCG QUICK MESSENGER Website Section

➤ 888-ADMIT-IT Quick Email Messenger “Contact Us” Form

The main page ends with the “Contact Us” page section, which features a form visitors can fill out to send the FCCG an email (fccg@gamblinghelp.org) – also known as the “FCCG Quick Messenger”. Users must agree to the FCCG’s Privacy Policy, which is available on a separate page and linked for review, in order to submit the form, since the form collects personally identifiable information. The message describing the Privacy Policy also directs users who wish to remain anonymous to contact the 888-ADMIT-IT HelpLine instead of using the form and provides an anchor link back to the “Contact the HelpLine” page section. For media professionals seeking to contact the FCCG, a link is provided to the FCCG’s media contacts page (<https://gamblinghelp.org/media>).

Contact Us

Want to learn more about problem gambling? Are you a professional that works with this population? Whatever you’re looking for, feel free to reach out using the form below. For immediate or anonymous assistance, please [contact the 888-ADMIT-IT HelpLine](#). For media contact information, [visit our media contacts page](#).



The screenshot shows the 'Contact Us' form on the FCCG website. The form is centered on a light blue background. At the top, there is a navigation bar with links: CONTACT THE HELPLINE, WHAT IS PROBLEM GAMBLING?, PROBLEM GAMBLING IN FLORIDA, RESOURCES, and BLOG. The form itself has a white background and includes the following fields: First Name, Last Name, Email, a dropdown menu for 'SELECT YOUR STATE', and a large text area for 'Type your message here.'. Below the form, there is a 'PRIVACY POLICY' section with a checkbox and text: 'BY USING THIS FORM, I AGREE TO THE FCCG'S PRIVACY POLICY. FOR IMMEDIATE AND ANONYMOUS ASSISTANCE, PLEASE CONTACT THE'. The FCCG logo is visible in the bottom left corner of the form area.

Website Promotion Services – FCCG Website Promotions (Hits/Visits/Unique Visitors), Google Ads & Keyword Search Pay-Per Click Campaigns, Programmatic Digital Ad Campaign, Search Engine Optimization Campaign, Social Media Campaigns, & Partner Agency Website Links and Impressions:

➤ During the first half of the 2025-2026 fiscal year (July-December), the FCCG continued to utilize the Internet to increase awareness about problem gambling and to promote the 888-ADMIT-IT HelpLine, website, and related programs and services, earning a total of 7,219,911 “Website Promotion Services” campaign impressions from the various online outreach methods illustrated below. FCCG “Website Promotion Services” impressions achieved from the various online outreach campaigns conducted over the past five (5) years (since the 2020 fiscal year), total 181,914,803.

➤ See chart below:

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - Website Promotions - Hits/Visits/Impressions By Month & By Fiscal Period July, 2025 - June, 2026													
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	Fiscal Period Total YTD:
FY 2019/2020: YTD Total Website Promotions Hits/Visits/Impressions	1,166,455	1,158,309	1,253,091	1,718,028	1,929,123	1,465,226	1,448,685	1,647,371	124,539	2,162,283	2,090,687	1,528,613	17,692,410
FY 2020/2021: YTD Total Website Promotions Hits/Visits/Impressions	2,957,549	3,044,210	2,691,536	4,824,949	5,194,125	4,247,079	4,718,403	6,957,527	417,792	5,710,174	4,153,151	3,487,969	48,404,464
FY 2021/2022: YTD Total Website Promotions Hits/Visits/Impressions	109,667	4,215,843	4,002,614	4,431,680	3,493,221	3,882,941	4,254,055	454,421	107,373	6,175,412	5,207,106	3,830,201	40,164,534
FY 2022/2023: YTD Total Website Promotions Hits/Visits/Impressions	1,329,812	1,493,416	1,250,409	1,390,492	1,394,700	1,389,723	1,360,735	1,515,250	134,380	1,416,049	1,215,195	1,167,952	15,058,113
FY 2023/2024: YTD Total Website Promotions Hits/Visits/Impressions	1,424,814	152,236	2,760,856	4,488,109	4,648,618	4,928,105	5,433,264	2,434,911	57,562	5,883,844	5,337,002	5,624,832	43,174,153
FY 2024/2025: YTD Total Website Promotions Hits/Visits/Impressions	674,934	786,042	843,538	707,083	837,018	759,762	836,088	763,835	617,726	815,939	990,109	1,569,144	10,201,218
FY 2025/2026: YTD Total Website Promotions Hits/Visits/Impressions	1,011,203	1,073,623	1,106,551	1,153,953	1,590,861	1,283,720							7,219,911
TOTAL YTD 2020-2026 FISCALS: # OF WEBSITE PROMOTION HITS/VISITS/IMPRESSIONS ACHIEVED BY FCCG AS OF JUNE 30, 2026:													181,914,803

➤ Campaign details for the July 1 – December 31, 2025 time period, by specific platform, follow.

- FCCG HelpLine & Website Promotion Services conducted each year include the following digital outreach and awareness efforts designed to increase awareness about problem gambling and available help and resources accessible through the FCCG's 24/7 Confidential, Multilingual 888-ADMIT-IT HelpLine (Call or Text) and Live Chat on the gamblinghelp.org website, both inside and outside target gambling facilities in Broward and Miami-Dade Counties and beyond:
 - **FCCG Website Hits & Visits**
 - **Search Advertising**, including the following formats served to mobile and desktop users:
 - Google Keyword Search Campaign Pay-Per-Click Ads
 - Google Performance Max Campaign Ads
 - **Partner Agency Website Links and Impressions**
 - **Digital Media Campaigns** – Programmatic Display Ads & Search Engine Optimization
 - **Social Media Campaigns** – Alternative Platforms for Seeking Help & Outreach Impressions

HelpLine & Website Promotion Services - FCCG Website, Google Ads & Google Keyword Search Campaign Pay-Per-Click Impressions:

FCCG Website Hits & Visits:

- Throughout the first half of the 2025-2026 fiscal year (July-December), the FCCG continued to utilize the Internet to promote the HelpLine and problem gambling services available through its website, utilizing online advertising, internet links, and pay-per-click services. During the months of July 1, 2025 through December 31, 2025, the FCCG's website received a total of 4,372,225 hits and 461,002 visits, 169,760 of which were unique visitors. When looking at FCCG HelpLine and Website promotion services year-to-date impressions over the past five (5) fiscal years, since FY 2020/2021, the FCCG's website has received a total of 44,581,0806 hits and 2,255,377 visits, 1,066,990 of which were unique visitors.

Google AdWords Pay-Per-Click Impressions:

- The agency's pay-per-click service revealed that the top three search terms utilized this year from July 2025 through December 2025, were "gamblers anonymous", "how to get over gaming addiction", and "online gambling sites", with total impressions gained through this service reaching 479,078 for the first half of the year. When looking at FCCG HelpLine and Website promotion services year-to-date impressions over the past five (5) fiscal years, since FY 2020, the FCCG's Google AdWords Pay-Per-Click Campaign has achieved 2,379,546 total impressions.
- A total of 50,282,993 year-to-date total HelpLine & Website Promotion Services FCCG Website hits/visits, Google Ads & Google Keyword Search Campaign Pay-Per-Click impressions have been achieved by the FCCG since the 2020 fiscal year. See chart below on following page:

Task a. Core Service #1 - HELP SERVICES

iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.

Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period

Fiscal Year: July, 2025 - June, 2026

	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FCCG Website & Pay-Per-Click Impressions													
FY 2020/2021: FCCG Website Hits	121,806	135,101	106,343	153,973	109,112	78,456	127,572	61,325	150,054	155,138	108,965	110,994	1,418,839
FY 2021/2022: FCCG Website Hits	66,250	42,552	102,302	197,699	69,837	321,033	272,379	178,662	92,577	174,136	195,974	195,375	1,908,776
FY 2022/2023: FCCG Website Hits	261,787	205,387	68,970	228,792	213,952	210,921	220,355	189,854	115,474	123,424	143,226	135,687	2,117,829
FY 2023/2024: FCCG Website Hits	144,059	63,768	842,674	2,328,772	2,363,431	2,682,314	3,223,164	3,501,988	3,635,986	3,526,307	2,888,271	3,278,340	28,479,074
FY 2024/2025: FCCG Website Hits	438,129	496,793	532,979	426,180	483,232	453,785	486,329	494,482	490,696	478,787	578,678	924,267	6,284,337
FY 2025/2026: FCCG Website Hits	644,921	585,513	634,185	665,092	1,037,850	804,664							4,372,225
TOTAL FCCG Website Hits	1,676,952	1,529,114	2,287,453	4,000,508	4,277,414	4,551,173	4,329,799	4,426,311	4,484,787	4,457,792	3,915,114	4,644,663	44,581,080
FCCG Website Visits													
FY 2020/2021: FCCG Website Visits	12,194	17,279	17,807	18,917	15,779	8,291	7,175	6,958	8,220	8,032	7,063	6,633	134,348
FY 2021/2022: FCCG Website Visits	5,945	4,992	5,609	6,164	7,000	20,047	17,745	12,632	8,880	11,514	13,623	14,759	128,910
FY 2022/2023: FCCG Website Visits	20,007	16,683	5,403	16,754	15,143	15,666	20,698	14,007	11,191	9,582	9,522	8,833	163,489
FY 2023/2024: FCCG Website Visits	10,308	6,633	27,935	54,421	55,273	65,783	74,240	73,138	107,098	90,936	68,733	60,401	694,899
FY 2024/2025: FCCG Website Visits	32,602	36,993	43,881	49,098	36,132	31,669	30,590	31,120	32,084	52,913	86,639	209,008	672,729
FY 2025/2026: FCCG Website Visits	36,972	37,828	43,725	69,006	136,028	137,443							461,002
TOTAL FCCG Website Visits	118,028	120,408	144,360	214,360	265,355	278,899	150,448	137,855	167,473	172,977	185,580	299,634	2,255,377
FCCG Website Unique Visitors													
FY 2020/2021: FCCG Website Unique Visitors	2,200	2,448	2,571	3,051	2,857	2,791	2,458	2,505	2,413	2,299	2,500	1,973	30,066
FY 2021/2022: FCCG Website Unique Visitors	2,110	2,007	2,003	2,057	2,454	13,468	12,122	8,374	5,677	8,396	9,082	9,164	76,914
FY 2022/2023: FCCG Website Unique Visitors	10,626	8,989	3,665	10,157	9,067	9,819	13,134	9,410	6,781	6,587	7,002	6,011	101,248
FY 2023/2024: FCCG Website Unique Visitors	6,975	4,165	16,335	21,898	21,786	26,547	29,895	30,698	36,559	33,160	29,261	27,475	284,754
FY 2024/2025: FCCG Website Unique Visitors	15,681	17,666	19,035	19,740	18,477	15,833	16,993	15,579	15,657	18,942	47,407	183,238	404,248
FY 2025/2026: FCCG Website Unique Visitors	17,564	20,545	23,315	42,237	35,640	30,459							169,760
TOTAL FCCG Website Unique Visitors	55,156	55,820	66,924	99,140	90,281	98,917	74,602	66,566	67,087	69,384	95,252	227,861	1,066,990
Google AdWords													
FY 2020/2021: Google AdWords Pay-Per Click Impressions	20,429	71,177	719	18,703	44,303	27,789	20,742	42,119	30,093	38,912	32,106	4,601	351,693
FY 2021/2022: Google AdWords Pay-Per Click Impressions	431	593	675	855	621	458	699	287	147	368	400	499	6,033
FY 2022/2023: Google AdWords Pay-Per Click Impressions	17,947	16,977	9,241	10,333	8,823	12,184	8,641	7,526	190	835	3,111	2,928	98,736
FY 2023/2024: Google AdWords Pay-Per Click Impressions	234,735	3,095	2,372	3,815	4,429	5,048	2,821	1,965	2,147	1,876	15,081	32,707	310,091
FY 2024/2025: Google AdWords Pay-Per Click Impressions	50,949	103,181	111,739	58,717	118,328	104,980	153,788	88,780	79,106	86,592	91,278	86,477	1,133,915
FY 2025/2026: Google AdWords Pay-Per Click Impressions	86,413	76,541	73,789	86,943	81,867	73,525							479,078
TOTAL FCCG Google AdWords Pay-Per-Click Impressions	410,904	271,564	198,535	179,366	258,371	223,984	186,691	140,677	111,683	128,583	141,976	127,212	2,379,546
Monthly Subtotal - FCCG Website/Pay-Per Click													
Monthly Subtotal - FCCG Website/Pay-Per Click	2,261,040	1,976,906	2,697,272	4,493,374	4,891,421	5,152,973	4,741,540	4,771,409	4,831,030	4,828,736	4,337,922	5,299,370	50,282,993

Google Ads Keyword Search Pay-Per-Click Impressions:

- During this period, the FCCG used Google Ads for its pay-per-click search advertising service. The Agency set up three distinct campaigns on Google Ads, as follows:
 1. **Search – Gambling Help Keywords Focus:** Search Campaigns are one of the most widely used formats in Google Ads. These campaigns place text ads within Google’s search results based on keywords chosen by the advertiser. When a user types a query that matches those keywords, the advertiser’s ad may appear. The FCCG’s first Search Campaign targeted users seeking problem gambling help would use keywords like "how to get over gaming addiction," "gamblers anonymous near me," and "gamblers hotline," (among many others; a complete list appears in the chart below) ensuring ads appear when individuals actively search for resources to manage or overcome gambling-related issues.
 2. **Search – Gambler Keywords Focus:** The FCCG’s second Search Campaign targeted gamblers using keywords such as "online gambling sites," "best sports bets today," and "betting apps," (among many others; a complete list appears in the chart below) aiming to reach users actively engaging in gambling-related activities by aligning ads with their search intent for entertainment, strategy, or local gambling options.
 3. **Performance Max:** Unlike Search Campaigns, Performance Max Campaigns don’t rely on keyword targeting. Instead, they use machine learning to automate bidding, ad placement, and creative selection based on conversion goals. While Search Campaigns cater to specific queries with a high level of intent, Performance Max Campaigns leverage automation and broader reach to capture users across multiple touchpoints. For its Performance Max Campaign, FCCG used assets like images, videos, headlines, and descriptions targeting users looking for problem gambling help, and Google dynamically assembled these into responsive ads that appeared across its popular Search, Display, YouTube, Gmail, Discover, and Maps products. Targeting is driven by audience signals, conversion data, and real-time user intent, allowing the system to optimize toward FCCG’s objectives – website visits and 888-ADMIT-IT HelpLine contacts.
- During the first half of the 2025-2026 fiscal year (July-December), FCCG’s Google Ads Keyword Search Campaigns achieved a total of 479,078 impressions, 7,605 clicks, and a click-through-rate of 1.59%. Search Campaigns accounted for 201,010 impressions and 3,008 clicks, achieving a 1.50% click-through-rate. The FCCG’s Performance Max Campaign accounted for the remaining 278,068 impressions and 4,597 clicks, achieving a click-through-rate of 1.65%. The FCCG’s Google Ads Campaigns resulted in a total of 9,148.07* conversions, made up of 9,122.07 page views on its gamblinghelp.org website via clickable links appearing in ads and 26 calls to the 888-ADMIT-IT HelpLine via click-to-call links appearing in ads.

Google Ads – Keyword Report

Search keyword report										
July 1, 2025 - December 26, 2025										
Keyword	Match type	Campaign	Ad group	Impr.	Avg. CPM	Clicks	CTR	Avg. CPC	Cost	Currency code
betting games	Broad match	Search - Gambler Keywords	Ad group 1	5,232	7.29	62	1.19%	0.62	38.14 USD	
gamblers anonymous	Broad match	Search - Gambling Help Keywords	Ad group 1	4,113	36.84	491	11.94%	0.31	151.5 USD	
best sports betting	Broad match	Search - Gambler Keywords	Ad group 1	2,689	6.3	26	0.97%	0.65	16.93 USD	
best sports bets today	Broad match	Search - Gambler Keywords	Ad group 1	2,085	5.81	23	1.10%	0.53	12.11 USD	
sports betting apps	Broad match	Search - Gambler Keywords	Ad group 1	1,993	7.39	30	1.51%	0.49	14.74 USD	
betting on sports	Broad match	Search - Gambler Keywords	Ad group 1	1,979	9.09	29	1.47%	0.62	17.99 USD	
gambling addiction	Broad match	Search - Gambling Help Keywords	Ad group 1	1,500	7.38	48	3.20%	0.23	11.08 USD	
ludopatia	Broad match	Search - Gambling Help Keywords	Ad group 1	1,454	12.54	77	5.30%	0.24	18.23 USD	
best betting	Broad match	Search - Gambler Keywords	Ad group 1	913	9.36	11	1.20%	0.78	8.55 USD	
online gambling sites	Broad match	Search - Gambler Keywords	Ad group 1	618	14.11	14	2.27%	0.62	8.72 USD	
gamblers anonymous	Broad match	Search - Gambler Keywords	Ad group 1	570	78.54	86	15.09%	0.52	44.77 USD	
gambleaware	Broad match	Search - Gambling Help Keywords	Ad group 1	547	6.74	16	2.93%	0.23	3.69 USD	
gambling addiction	Broad match	Search - Gambler Keywords	Ad group 1	441	18.41	13	2.95%	0.62	8.12 USD	
help for gamblers	Broad match	Search - Gambling Help Keywords	Ad group 1	405	21.86	34	8.40%	0.26	8.85 USD	
best betting app	Broad match	Search - Gambler Keywords	Ad group 1	402	9.3	4	1.00%	0.94	3.74 USD	
how to get over gaming addiction	Broad match	Search - Gambling Help Keywords	Ad group 1	382	15.65	33	8.64%	0.18	5.98 USD	
casino betting	Broad match	Search - Gambler Keywords	Ad group 1	375	8.91	4	1.07%	0.84	3.34 USD	
help for gamblers	Broad match	Search - Gambler Keywords	Ad group 1	293	59.27	23	7.85%	0.76	17.37 USD	
gamblers anonymous near me	Broad match	Search - Gambling Help Keywords	Ad group 1	273	54.14	38	13.92%	0.39	14.78 USD	
gamblers anonymous hotline	Broad match	Search - Gambling Help Keywords	Ad group 1	269	12.2	13	4.83%	0.25	3.28 USD	
gamblers hotline	Broad match	Search - Gambling Help Keywords	Ad group 1	266	26.67	39	14.66%	0.18	7.09 USD	
gamblers in recovery	Broad match	Search - Gambling Help Keywords	Ad group 1	246	14.78	17	6.91%	0.21	3.64 USD	
lottery addiction	Broad match	Search - Gambling Help Keywords	Ad group 1	183	1.75	1	0.55%	0.32	0.32 USD	
1800 admit it	Broad match	Search - Gambling Help Keywords	Ad group 1	182	10.01	6	3.30%	0.3	1.82 USD	
problem gambling	Broad match	Search - Gambler Keywords	Ad group 1	110	47.04	8	7.27%	0.65	5.17 USD	
problem gambling	Broad match	Search - Gambling Help Keywords	Ad group 1	99	2.73	1	1.01%	0.27	0.27 USD	
gamblers anonymous number	Broad match	Search - Gambling Help Keywords	Ad group 1	82	18.85	7	8.54%	0.22	1.55 USD	
gambling apps	Broad match	Search - Gambler Keywords	Ad group 1	81	9.38	1	1.23%	0.76	0.76 USD	
help to stop gambling	Broad match	Search - Gambler Keywords	Ad group 1	72	0	0	0.00%	0	0 USD	
gambling assistance	Broad match	Search - Gambler Keywords	Ad group 1	59	16.8	3	5.08%	0.33	0.99 USD	
florida online betting	Broad match	Search - Gambler Keywords	Ad group 1	59	0	0	0.00%	0	0 USD	
1888 admit it	Broad match	Search - Gambling Help Keywords	Ad group 1	58	16.21	3	5.17%	0.31	0.94 USD	
gamblers anonymous near me	Broad match	Search - Gambler Keywords	Ad group 1	48	193.75	10	20.83%	0.93	9.3 USD	
compulsive gamblers	Broad match	Search - Gambling Help Keywords	Ad group 1	43	29.53	5	11.63%	0.25	1.27 USD	
virtual sports betting	Broad match	Search - Gambler Keywords	Ad group 1	35	0	0	0.00%	0	0 USD	
casino online gambling	Broad match	Search - Gambler Keywords	Ad group 1	33	0	0	0.00%	0	0 USD	
gamblers anonymous meeting	Broad match	Search - Gambling Help Keywords	Ad group 1	26	0	0	0.00%	0	0 USD	
bet gambling	Broad match	Search - Gambler Keywords	Ad group 1	24	50.42	1	4.17%	1.21	1.21 USD	
phone number for gamblers anonymous	Broad match	Search - Gambling Help Keywords	Ad group 1	24	32.08	2	8.33%	0.39	0.77 USD	
gamblers anonymous florida	Broad match	Search - Gambling Help Keywords	Ad group 1	21	98.57	5	23.81%	0.41	2.07 USD	
ludopatia cura	Broad match	Search - Gambling Help Keywords	Ad group 1	17	0	0	0.00%	0	0 USD	
quit gambling	Broad match	Search - Gambling Help Keywords	Ad group 1	16	0	0	0.00%	0	0 USD	
online betting games	Broad match	Search - Gambler Keywords	Ad group 1	10	0	0	0.00%	0	0 USD	
gamblers anonymous miami	Broad match	Search - Gambling Help Keywords	Ad group 1	9	0	0	0.00%	0	0 USD	
ga meetings near me	Broad match	Search - Gambler Keywords	Ad group 1	7	173.34	1	14.29%	1.21	1.21 USD	
1 800 admit it	Broad match	Search - Gambler Keywords	Ad group 1	5	0	0	0.00%	0	0 USD	
online wagering	Broad match	Search - Gambler Keywords	Ad group 1	4	0	0	0.00%	0	0 USD	
ga meetings	Broad match	Search - Gambling Help Keywords	Ad group 1	4	0	0	0.00%	0	0 USD	
gambling addiction awareness	Broad match	Search - Gambling Help Keywords	Ad group 1	4	0	0	0.00%	0	0 USD	
gamblers anonymous 800 number	Broad match	Search - Gambling Help Keywords	Ad group 1	4	80	1	25.00%	0.32	0.32 USD	
gamblers anonymous hotline number	Broad match	Search - Gambler Keywords	Ad group 1	3	36.92	1	33.33%	0.11	0.11 USD	
gamblers anonymous online	Broad match	Search - Gambling Help Keywords	Ad group 1	3	0	0	0.00%	0	0 USD	
gamblers anonymous meetings online	Broad match	Search - Gambling Help Keywords	Ad group 1	2	0	0	0.00%	0	0 USD	
gamblers anonymous jacksonville fl	Broad match	Search - Gambling Help Keywords	Ad group 1	2	0	0	0.00%	0	0 USD	
florida gambling help	Broad match	Search - Gambling Help Keywords	Ad group 1	2	0	0	0.00%	0	0 USD	
live sports betting	Broad match	Search - Gambler Keywords	Ad group 1	1	0	0	0.00%	0	0 USD	
sporting bets	Broad match	Search - Gambler Keywords	Ad group 1	1	0	0	0.00%	0	0 USD	
betting websites usa	Broad match	Search - Gambler Keywords	Ad group 1	1	0	0	0.00%	0	0 USD	
gambling addiction resources	Broad match	Search - Gambler Keywords	Ad group 1	1	0	0	0.00%	0	0 USD	
ga near me	Broad match	Search - Gambling Help Keywords	Ad group 1	1	0	0	0.00%	0	0 USD	
99 of gamblers quit before they hit big	Broad match	Search - Gambling Help Keywords	Ad group 1	1	0	0	0.00%	0	0 USD	
Total: Account				479,078	2.38	7,605	1.59%	0.15	1140.81 USD	
Total: Performance Max				278,068	1.24	4,597	1.65%	0.08	344.83 USD	
Total: Search				201,010	3.96	3,008	1.50%	0.26	795.97 USD	
Total: Keywords in your account				200,148	3.91	2,960	1.48%	0.26	782.78 USD	
Total: Search keywords on display network				171,764	1.93	1,772	1.03%	0.19	331.87 USD	
Total: Your keywords				28,384	15.88	1,187	4.18%	0.38	450.72 USD	
Total: Enabled keywords				28,382	15.88	1,187	4.18%	0.38	450.72 USD	
Total: All Max landing page matches				862	15.53	49	5.68%	0.27	13.38 USD	

Google Ads – Conversions Report

Campaign report								
July 1, 2025 - December 26, 2025								
Conversion action	Campaign status	Campaign	Optimization score	Campaign type	Conversions	Conv. rate	Cost / conv.	Bid strategy type
Calls from ads	Enabled	Performance Max - 05.10.24	100	Performance Max	3	--	0	Maximize Conversions (Target CPA)
Page view (gamblinghelp.org)	Enabled	Performance Max - 05.10.24	100	Performance Max	5,435.66	--	0	Maximize Conversions (Target CPA)
Calls from ads	Enabled	Search - Gambler Keywords	100	Search	2	--	0	Maximize Conversions (Target CPA)
Page view (gamblinghelp.org)	Enabled	Search - Gambler Keywords	100	Search	372.33	--	0	Maximize Conversions (Target CPA)
Calls from ads	Enabled	Search - Gambling Help Keywords	92.8	Search	21	--	0	Maximize Conversion Value
Page view (gamblinghelp.org)	Enabled	Search - Gambling Help Keywords	92.8	Search	3,314.08	--	0	Maximize Conversion Value
Total: Campaigns		--	--	--	9148.07	119.68%	0.12	--

FCCG HelpLine & Website Promotions - Partner Agency Weblinks & Impressions

- The FCCG ended the first half of the 2025-2026 fiscal year (July-December) with a total of 159 partner agency website links on third party websites, earning 1,098 additional campaign impressions and helping to raise awareness about the 888-ADMIT-IT HelpLine and FCCG initiatives among Floridians browsing the web. A number of new partner agency website links were established during the year. It should be noted that since FCCG cannot control the content on third party websites or their availability, partner agency website links are monitored throughout the year and are removed from the count and list if no longer active.
 - Partner Agency Website Links include the following organizations, which represent state government agencies, educational institutions, senior service providers, youth service providers, the gambling industry, and others:

July-December 2025 Partner Agency Weblinks:

1. 104.5 WOKV Jacksonville (x2)
2. 1x2.pro
3. 211 Charlotte County
4. 610 WIOD News Radio
5. ABC Action News Tampa Bay
6. Action Network
7. Ambrosia Behavioral Health
8. Alliance for Healthy Communities
9. Area Agency on Aging of Broward County
10. Axios Tampa Bay
11. Barron's
12. BENZINGA
13. Birches Health
14. Bonus.com
15. Calder Casino
16. Card House Port St. Lucie
17. Casino.org
18. Casino Reports
19. CBS 12 News West Palm Beach
20. CBS NEWS Miami
21. CBS Sports (x2)
22. CBS Tampa (10 Tampa Bay/WTSP) – Crime
23. CBS Tampa (10 Tampa Bay/WTSP) – Local
24. Central Florida Public Media
25. Club 52 Melbourne
26. Covers
27. Daytona Beach News Journal (x2)
28. Daytona Beach Racing and Card Club
29. Esports Insider
30. FanDuel
31. FanDuel RG Help Website
32. FantasyPros (x22)
33. Fin Channel
34. Florida Bet

35. Florida Certification Board
36. Florida Family Voice (formerly Florida Family Policy Council)
37. Florida Lawyers Assistance
38. Florida Politics
39. Focus Gaming News
40. Fox 13 News Tampa Bay
41. Fox 30 News Jacksonville
42. Fox 35 News Orlando
43. Fox News 4 Now
44. Fox Sports Radio (x8)
45. Gambling.com
46. Gambling Industry News
47. Gambling News
48. GamblingAddictionHotline.org
49. Gaming Today
50. Govern1
51. Group Victory
52. Gulfstream Park Casino
53. Harrah's Pompano Beach
54. Harrah's Pompano Poker
55. Hialeah Park Casino
56. Hoodline
57. iHeart Radio (x2)
58. Inside Bitcoins
59. Legal Sports Betting (LSB)
60. LINES
61. Lineups.com
62. LKLD Now
63. LottoExpert.net
64. Magic City Casino
65. Naples Daily News
66. National Basketball Association (NBA)
67. National Council on Problem Gambling
68. NBC Miami News 6 South Florida (x2)
69. NBC Universal
70. Next.io
71. Newsweek
72. NGA Gator Productions
73. OcalaBets
74. ODAAT Gambling Awareness
75. OddsSeeker.com
76. One Degree
77. OnlineCasinoRatings.org
78. Orange City Racing and Card Club
79. Palm Beach Daily News
80. Palm Beach Kennel Club
81. Peace Therapy, LLC
82. Pensacola News Journal
83. PGRI Public Gaming
84. Pimlico
85. Play FL (x3)
86. Play USA (x2)

87. PR Newswire
88. Props
89. R/Gambling Reddit
90. R/OnlineGambling Reddit
91. ReadWrite.com
92. Resorts World Bimini
93. Rounder Life Media
94. Sarasota Magazine
95. Seminole Brighton Bay Hotel & Casino
96. Seminole Casino Classic
97. Seminole Casino Coconut Creek
98. Seminole Casino Hotel Immokalee
99. Seminole County Chamber
100. Seminole Gaming (SeminoleHardRock.com)
101. Seminole Gaming Players Edge
102. Seminole Hard Rock Bet
103. Seminole Hard Rock Bet Responsible Gaming Website
104. Seminole Hard Rock Hotel & Casino Hollywood
105. Seminole Hard Rock Hotel & Casino Tampa
106. Seminole Hard Rock Tampa Poker
107. Senior Resource Alliance
108. South Florida Reporter
109. South Florida Sun Sentinel (x4)
110. Spectrum News 13
111. SportsCasting
112. Sports Digest
113. SportsHandle
114. Spotify Podcast – Gambling Mad with Norman Chad
115. Suncoast Searchlight
116. Sweepstakescasino.net
117. Tampa Bay Downs
118. Tampa Bay Times
119. TC Palm (x3)
120. Telemundo 31 Orlando
121. The Big Easy Casino
122. The Casino @ Dania Beach
123. The Florida Channel
124. The Florida Council on Aging
125. The Florida Department of Children and Families
126. The Florida Department of Elder Affairs
127. The Florida Department of the Lottery
128. The Florida Times-Union
129. The Independent Florida Alligator (x2)
130. The Lakeland Ledger
131. The Palm Beach Post (x2)
132. The Reporter
133. The Sports Geek
134. The University of North Florida Sports Medicine Program
135. The University of Tampa Students Advocating Gambling Addiction
136. Treasure Coast News
137. United Way of Northeast Florida (211)
138. United Way of Volusia-Flagler Counties (211)

139. Unity by Hard Rock
140. Univision 23 – Miami/Ft. Lauderdale (x4)
141. USBets.com
142. Vegas Slots Online
143. WBBH-TV (Gulf Coast News ABC NBC)
144. WEAR ABC 3 News, Pensacola
145. WFLA Tampa Bay News Channel 8
146. WFXR Fox
147. William Hill Sports Book
148. WJNO Radio
149. WJXT News 4 JAX (x2)
150. WKMG-TV News 6 Orlando (x5)
151. WLRN South Florida
152. World Sports Network
153. WPTV 5 West Palm Beach (x4)
154. Yahoo Life
155. Yahoo News
156. Yardbarker
157. Yellow Pages
158. YouTube – Solutionaries Page
159. YouTube – WBBH-TV (Gulf Coast News ABC NBC) Channel

- Total year-to-date website promotion impressions from 159 FCCG partner agency weblinks was 1,098 for the July 1 – December 31, 2025 time period. See chart below:

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTAL
Hits/Visits Partner Agency Websites													
Florida Dept of Children & Families	190	193	197	213	160	145							1,098
Monthly Subtotal - Partner Agency Website Hits/Visits	190	193	197	213	160	145	0	0	0	0	0	0	1,098
Total Partner Agencies	139	143	150	158	158	159							159

- Over the past five (5) fiscal years, since FY 2020, the FCCG has achieved 37,848 total website promotion impressions from an average of 109 partner agency weblinks per year. See chart below:

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: Total Partner Agencies	38	38	38	38	38	38	38	40	42	43	43	45	45
FY 2021/2022: Total Partner Agencies	55	49	36	100	75	70	95	93	92	90	72	109	109
FY 2022/2023: Total Partner Agencies	63	67	67	68	73	73	75	76	80	81	81	82	82
FY 2023/2024: Total Partner Agencies	82	88	91	92	92	95	97	114	118	124	116	118	124
FY 2024/2025: Total Partner Agencies	119	122	128	131	133	135	129	128	128	128	129	130	135
FY 2025/2026: Total Partner Agencies	139	143	150	158	158	159							159
Total Average # of Partner Agencies by Month	83	85	85	98	95	95	87	90	92	93	88	97	109
Total Average # of Partner Agencies by Month	83	85	85	98	95	95	87	90	92	93	88	97	109
Partner Agency Website Hits/Visits/Impressions													
	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: Florida Dept of Children & Families Partner Agency	32	56	47	62	44	40	54	62	63	66	4	1	531
FY 2021/2022: Florida Dept of Children & Families Impressions	55	49	36	43	45	40	62	53	44	61	47	74	609
FY 2022/2023: Florida Dept of Children & Families Impressions	76	30	54	43	46	29	41	41	1	1	1	1	364
FY 2023/2024: Florida Dept of Children & Families Impressions	125	154	116	167	121	171	280	294	183	226	290	266	2,393
FY 2024/2025: Florida Dept of Children & Families Impressions	300	190	65	194	102	115	161	294	183	226	290	266	2,386
FY 2025/2026: Florida Dept of Children & Families Impressions	190	193	197	213	160	145							1,098
Total Florida Dept of Children & Families Impressions	778	672	515	722	518	540	598	744	474	580	632	608	7,381
	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
Broward 211 Partner Agency	N/A	N/A	N/A	57	30	30	33	40	48	29	25	35	327
FY 2021/2022: Broward 211 Impressions	1,298	891	1,146	1,101	1,080	1,032	1,133	748	743	950	771	1,295	12,188
FY 2022/2023: Broward 211 Impressions	1,072	736	896	1,279	1,746	2,014	1,460	1,589	2,918	1,842	2,400	N/A	17,952
FY 2023/2024: Broward 211 Impressions	2,370	1,627	2,042	2,437	2,856	3,076	2,626	2,377	3,709	2,821	3,196	1,330	30,467
Total Broward 211 Impressions	3,148	2,299	2,557	3,159	3,374	3,616	3,224	3,121	4,183	3,401	3,828	1,938	37,848
Monthly Subtotal - Partner Agency Website Hits/Visits/Impressions	3,148	2,299	2,557	3,159	3,374	3,616	3,224	3,121	4,183	3,401	3,828	1,938	37,848

FCCG HelpLine & Website Promotions - Search Engine Optimization (SEO)

During the first six months of the 2025–2026 fiscal year, the FCCG undertook a comprehensive Search Engine Optimization (SEO) strategy for its gamblinghelp.org website, in part leveraging the AISEO Pro WordPress plugin to maximize visibility, engagement, and authority in search results. The organization's SEO efforts were structured around key performance metrics, each carefully monitored to ensure measurable progress and sustained impact, achieving a total of 1,395,106 website promotion impressions during the July 1 – December 31, 2025 period.

FCCG tracks its SEO efforts with Google Search Console, using the following metrics: Average Monthly Position, Total Monthly Impressions, Total Monthly Clicks, Monthly Click-Through-Rate (CTR), Total Monthly Number of New Backlinks, and Total Monthly Number of New Referring Domains.

- A central focus was improving the **Average Monthly Position**, which reflects the ranking of gamblinghelp.org pages in search engine results. Higher positions directly correlate with increased visibility and credibility, making it more likely that individuals seeking help will find FCCG's website. AISEO Pro's advanced keyword optimization, on-page analysis, and content scoring tools were used to refine page titles, meta descriptions, and structured data, ensuring that the site consistently aligned with search engine algorithms and user intent.
- The FCCG also prioritized **Total Monthly Impressions**, which measure how often the site appeared in search results. By expanding keyword coverage, optimizing content for long-tail queries, and ensuring technical SEO compliance through AISEO's site audit features, the organization broadened its reach to audiences searching for gambling-related support and information. This metric served as a barometer for overall visibility and the effectiveness of content distribution strategies.
- Equally important was the growth in **Total Monthly Clicks**, representing the number of users who actively visited gamblinghelp.org after seeing it in search results. Clicks are the tangible outcome of impressions, and FCCG worked to maximize them by crafting compelling meta descriptions, improving page load speed, and ensuring mobile responsiveness. AISEO Pro's real-time content analysis and readability scoring helped tailor messaging to resonate with diverse audiences, increasing the likelihood of engagement.
- The **Monthly Click-Through-Rate (CTR)** was tracked as a measure of efficiency, showing the percentage of impressions that converted into clicks. A higher CTR indicates that search listings are persuasive and relevant. FCCG improved CTR by using AISEO's optimization suggestions to align content with user search behavior. This metric provided insight into how well the site's search presence translated into actual user interest.
- To strengthen domain authority and credibility, FCCG emphasized the acquisition of **New Backlinks** each month. Backlinks from reputable sources signal trustworthiness to search engines and improve rankings. Through outreach campaigns, partnerships, and content syndication, FCCG secured links from news providers, the gambling industry, and community resources, among others.
- Closely related, the **Monthly Number of New Referring Domains** was monitored to measure the diversity of external sites linking to gamblinghelp.org. A wide range of referring domains enhances credibility and reduces reliance on a limited set of sources. FCCG's Google Search Console analytics dashboard provided detailed reporting on referring domains, helping FCCG identify opportunities for further outreach and collaboration.

- FCCG's SEO activities during the 2025–2026 fiscal year were marked by a disciplined approach to improving visibility, engagement, and authority. These efforts ensured that gamblinghelp.org remained a trusted, accessible, and highly visible resource for individuals seeking problem gambling support and information in Florida.
- Throughout the first six (6) months of the 2025/2026 fiscal year, the FCCG's most popular website content (excluding the homepage for the website) included FCCG's webpage on Self-Exclusion resources, which itself earned 22,308 impressions and 418 clicks, and general information about the FCCG and problem gambling across related webpages and blog posts.

July 1, 2025 – December 31 2025 – Top 10 Website Pages by Impressions & Totals

Top pages	Clicks	Impressions	CTR	Position
https://gamblinghelp.org/	2493	529842	0.47%	14.24
https://gamblinghelp.org/selfexclusion/	418	22308	1.87%	20.94
https://www.gamblinghelp.org/	247	8789	2.81%	12.54
https://gamblinghelp.org/the-stages-of-gambling-addiction/	162	10019	1.62%	10.83
https://gamblinghelp.org/setting-boundaries-for-a-more-secure-way-of-life/	119	2733	4.35%	4.53
https://gamblinghelp.org/how-to-heal-from-grief-and-loss-while-living-with-gambling-addiction/	108	4120	2.62%	10.37
https://gamblinghelp.org/a-breakup-letter-to-gambling-addiction/	108	2055	5.26%	16.32
https://gamblinghelp.org/prevention/	106	31826	0.33%	10.60
https://gamblinghelp.org/leadership/	81	1935	4.19%	10.37
https://gamblinghelp.org/aboutus/	80	40071	0.20%	10.01
July 2025 - December 2025 Total Clicks, Total Impressions, Monthly Click-Through Rate (CTR), & Average Monthly Position	5,988	1,395,106	0.64%	20.60

- During the months of July through December 2025, FCCG's SEO performance for gamblinghelp.org reflected an Average Monthly Position of 20.60 across all searches, generating 1,395,106 Impressions and 5,988 Clicks, with a CTR of 0.64%. Efforts to strengthen authority added 2,321 New Backlinks and 1,204 New Referring Domains throughout this time, reinforcing visibility and credibility. Together, these results highlight the effectiveness of ongoing optimization strategies and improvements in SEO performance.

2025-2026 Fiscal Year - ONLINE OUTREACH YTD Summary Chart by Month - SEARCH ENGINE OPTIMIZATION CAMPAIGN													
Search Engine Optimization (SEO) Campaign													
Search Engine Optimization (SEO)	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
AVERAGE MONTHLY: Position	31.65	29.42	18.86	10.42	13.91	19.32							20.60
TOTAL MONTHLY: Impressions	182,862	315,177	274,437	214,505	223,813	184,312							1,395,106
TOTAL MONTHLY: Clicks	805	898	1,183	1,162	1,068	872							5,988
MONTHLY: Click-Through Rate (CTR)	0.48%	0.42%	0.62%	1.06%	0.85%	0.43%							0.64%
TOTAL MONTHLY: Number of New Backlinks	944	277	352	470	132	146							2,321
TOTAL MONTHLY: Number of New Referring Domains	1	920	89	116	27	51							1,204

- Since July 1, 2020, and over the course of the past five (5) fiscal years, the FCCG has achieved a total of 3,612,965 Search Engine Optimization (SEO) Impressions, reflecting an overall increase of 691% in SEO impressions during the July 1, 2025 – December 31, 2025 period, when comparing data from the same 6 month period during the 2020 fiscal year (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period Fiscal Year: July, 2025 - June, 2026													
Search Engine Optimization	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: Search Engine Optimization (SEO) Impressions	19,136	70,350	0	17,684	43,541	25,748	15,760	37,993	24,602	25,963	24,602	2,741	308,120
FY 2021/2022: Search Engine Optimization (SEO) Impressions	0	0	0	11,376	15,714	18,324	10,623	728	7,859	11,192	3,567	10,755	90,138
FY 2022/2023: Search Engine Optimization (SEO) Impressions	15,192	21,539	28,406	30,114	37,555	38,949	12,657	11,224	4,033	4,330	6,753	6,035	216,787
FY 2023/2024: Search Engine Optimization (SEO) Impressions	20,746	16,795	25,593	44,105	29,170	31,607	31,676	33,944	57,413	53,315	43,770	45,190	433,324
FY 2024/2025: Search Engine Optimization (SEO) Impressions	61,072	63,113	79,108	78,838	100,159	105,907	106,453	95,574	101,589	119,204	132,653	125,820	1,169,490
FY 2025/2026: Search Engine Optimization (SEO) Impressions	182,862	315,177	274,437	214,505	223,813	184,312							1,395,106
TOTAL FCCG Search Engine Optimization Impressions	299,008	486,974	407,544	396,622	449,952	404,847	177,169	179,463	195,496	214,004	211,345	190,541	3,612,965

FCCG HelpLine & Website Promotions – Social Media Impressions

From July to December 2025, the FCCG maintained a consistent and organic presence across multiple social media platforms to strategically reach Floridians affected by problem gambling. By posting regularly and tailoring content to each platform's unique audience and culture, FCCG advanced its mission to connect individuals with its gamblinghelp.org website and promote the 888-ADMIT-IT HelpLine. This approach prioritized visibility, trust-building, and relevance—ensuring that people encountered support resources in the digital spaces they already use. Details about social media platforms used, strategies, and monthly activity follow.

- **Facebook and Instagram** served as key channels for reaching individuals and families impacted by gambling problems. These platforms support visual storytelling and community engagement, making them ideal for sharing relatable messages, educational content, and reminders about confidential help. FCCG's presence here helped normalize help-seeking and positioned the HelpLine as a compassionate, accessible resource. Instagram's visual-first format also allowed FCCG to connect with younger adults and family members through wellness-oriented posts and supportive messaging. FCCG created its Facebook Page on October 17, 2010. FCCG created its Instagram Profile on February 16, 2018.

FCCG Facebook Page (<https://www.facebook.com/888AdmitIt>) – Screenshots

The screenshot displays the Facebook profile of the Florida Council On Compulsive Gambling (FCCG). The cover photo features a hand holding a phone with the text "CALL / TEXT 888-ADMIT-IT" and "24/7, Confidential, and Multilingual Problem Gambling HelpLine". The profile picture is the FCCG logo. The page has 6K followers and 86 following. The "About" tab is selected, showing the page's mission: "Increasing awareness about gambling addiction & furnishing support to persons in need of assistance." It lists the page as the "Addiction Resources Center" with a P.O. Box in Sanford, FL, and provides contact information including a phone number, email, and website. A "Photos" section shows a car with a "888-ADMIT-IT" sign on its roof. The "About" section also includes a "Page transparency" area with the page ID 111678008896039, creation date of 17 October 2010, and admin info stating that the page can have multiple admins.

Instagram

Log In

Sign Up



florida.gamblinghelp

Florida Gambling Help | 888-ADMIT-IT®

664 posts 380 followers 207 following

Nonprofit organization

24/7 Confidential Multilingual Gambling Helpline

Call/Text: 888-ADMIT-IT (236-4848)

... more



Blog Posts



Testimonials



FCCG APP



Your activity



Interactions

Review and delete likes, comments, and your other interactions.



Photos and videos

View, archive or delete photos and videos you've shared.



Account history

Review changes you've made to your account since you created it.



Ad activity

See which ads you've interacted with recently.



Name

You changed your name to **1-888-ADMIT-IT** 7y



Phone

You changed your phone number to **+18882364848** 7y



Password

You changed your password 7y



Account created

You created your account on **February 16, 2018** 7y



Messaging

You started using Messenger on Instagram. 55y

- During the months of July through December, 2025, the FCCG posted a total of 62 times to Facebook and Instagram, achieving a total of 1,614 impressions. The FCCG's Facebook Page and Instagram Profile were visited a total of 688 times during this six (6) month period. See chart below:

2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - FACEBOOK/INSTAGRAM													
Social Media Campaign: Facebook/Instagram													
SOCIAL MEDIA FACEBOOK INSTAGRAM	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Organic Posts	8	6	20	6	8	14							62
TOTAL MONTHLY: Organic Impressions	520	191	357	176	155	215							1,614
TOTAL MONTHLY: Page/Profile Visits	68	132	127	170	130	61							688
TOTAL MONTHLY: IMPRESSIONS	588	323	484	346	285	276	0	0	0	0	0	0	2,302

- Since July 1, 2020, and over the course of the past five (5) fiscal years, the FCCG has achieved 16,360,864 Facebook and Instagram Impressions (see chart below). The FCCG's activity and presence on these social media platforms helps to raise awareness about problem gambling and provide immediate access to the 888-ADMIT-IT HelpLine.

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
Facebook & Instagram	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: Facebook & Instagram Impressions	261,811	294,775	277,144	123,734	251,673	155,945	119,066	367,613	54,198	228,450	153,207	386,886	2,674,502
FY 2021/2022: Facebook & Instagram Impressions	1,013	138,909	142,117	460,797	141,059	519,879	961,597	752	735,486	1,485,903	1,290,615	696,026	6,574,153
FY 2022/2023: Facebook & Instagram Impressions	1,549	35,990	1,266	996	922	3,212	4,659	83,313	2,090	1,199	1,054	1,395	137,645
FY 2023/2024: Facebook & Instagram Impressions	4,342	1,699	553,516	695,586	758,243	782,188	1,090,746	908,314	0	863,933	685,745	620,640	6,964,952
FY 2024/2025: Facebook & Instagram Impressions	381	619	609	1,029	666	699	664	510	751	612	375	395	7,310
FY 2025/2026: Facebook & Instagram Impressions	588	323	484	346	285	276							2,302
TOTAL FCCG Facebook & Instagram Impressions	269,684	472,315	975,136	1,282,488	1,152,848	1,462,199	2,176,732	1,360,502	792,525	2,580,097	2,130,996	1,705,342	16,360,864

- **X (formerly Twitter)** enables FCCG to maintain a steady stream of updates, insights, and reminders that aligned with timely events and public conversations. Its fast-paced nature made it effective for reaching users during moments of heightened gambling activity—such as sports seasons or holidays—while also engaging professionals and advocates who follow public health and responsible gambling topics. FCCG’s consistent posting helped reinforce its credibility and kept gamblinghelp.org top-of-mind for those seeking immediate support or sharing resources. FCCG created its X (formerly Twitter) Profile on August 12, 2009.

FCCG X (formerly Twitter) Profile (<https://x.com/FLCouncil>) – Screenshots

- During the months of July through December, 2025, the FCCG posted a total of 31 times to X, achieving a total of 462 HelpLine and website impressions. See chart below:

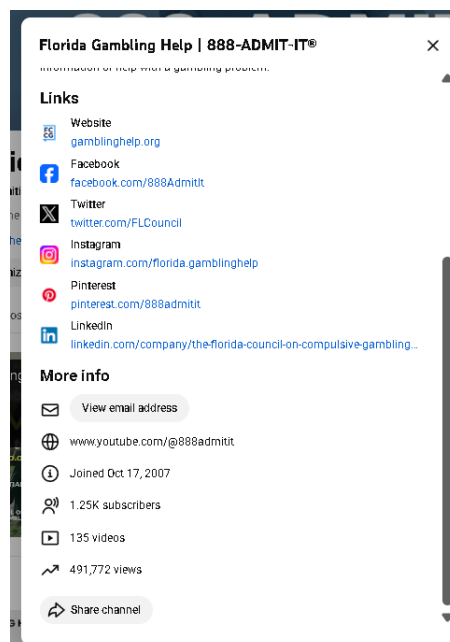
2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - X													
Social Media Campaign: X													
SOCIAL MEDIA X (FORMERLY TWITTER)	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Organic Posts	4	3	10	3	4	7							31
TOTAL MONTHLY: Organic Impressions	82	70	129	31	69	81							462
TOTAL MONTHLY: IMPRESSIONS	82	70	129	31	69	81	0	0	0	0	0	0	462

- Since July 1, 2020, and over the course of the past five (5) fiscal years, the FCCG has achieved 3,435,533 total website promotion impressions from its X platform (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
X	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: X Impressions	237,822	77,301	68,781	61,889	44,880	44,795	86,862	155,751	83,013	119,221	371,535	68,359	1,420,209
FY 2021/2022: X Impressions	3,812	218,870	281,020	300,164	74,509	126,999	207,295	66,691	210,949	177,189	85,359	71,096	1,823,953
FY 2022/2023: X Impressions	396	58,796	285	225	310	224	678	125,830	150	95	227	285	187,501
FY 2023/2024: X Impressions	358	132	349	240	343	138	156	159	0	207	164	81	2,327
FY 2024/2025: X Impressions	27	145	114	101	131	117	47	59	91	143	39	67	1,081
FY 2025/2026: X Impressions	82	70	129	31	69	81							462
TOTAL FCCG X Impressions	242,497	355,314	350,678	362,650	120,242	172,354	295,038	348,490	294,203	296,855	457,324	139,888	3,435,533

- **YouTube** provides a platform for deeper engagement through video content that could educate, inform, and destigmatize problem gambling. FCCG's presence here helped reach individuals who prefer visual learning or were searching for answers in moments of crisis. Videos about the 888-ADMIT-IT HelpLine and FCCG's programs and resources offered a more immersive way to understand the HelpLine's services and encouraged viewers to take the next step toward help. FCCG also utilized YouTube's Community Posts feature to share timely updates, reinforce key messages from video content, and maintain ongoing visibility with subscribers who engage more with written posts than long-form videos. FCCG created its YouTube Channel on October 17, 2007.

FCCG YouTube Channel (<https://www.youtube.com/@888admitit>) – Screenshots



- **YouTube Activity – New Video – July 2025**

On July 21, 2025, FCCG posted 1 new video to its YouTube Channel, titled “Need Help Getting to Problem Gambling Recovery? 888-ADMIT-IT!” The new video was shot in the parking garage at Harrah’s Pompano Beach and showed a Yellow Cab taxi featuring FCCG’s taxi top ad promoting the 888-ADMIT-IT HelpLine number. The video concluded with animations showing the FCCG’s logo and logo graphics, in addition to the Yellow Cab logo.

Video link: <https://www.youtube.com/watch?v=A8eCsYjPVqE>

- **YouTube Activity – New Video – November 2025**

On November 12, 2025, FCCG published a new 2-Minute Content Video to its YouTube Channel and gamblinghelp.org website. The script for the narration was designed to provide basic problem gambling awareness information for viewers about how gambling can become a problem, the impacts it can cause, and how to get help. The video featured narration, inspirational music, and clips chosen to reflect each of the topics discussed. Information on resources available through the 888-ADMIT-IT Helpline for anyone impacted by a gambling problem were also provided in this short clip, reminding viewers that recovery is possible and that seeking help is the first step. This video can be viewed by visiting the following page on the FCCG’s website: <https://gamblinghelp.org/how-gambling-can-become-an-addiction/> and on the FCCG’s YouTube Channel, at the following link.

Video link: <https://www.youtube.com/watch?v=iDPHa6idHrI>

- **YouTube Activity – New Video – December 2025**

On December 9, 2025, FCCG published a new 2-Minute Content Video to its YouTube Channel and gamblinghelp.org website. The script for the narration was designed to provide basic problem gambling awareness information for viewers about the signs of problem gambling, the stages of problem gambling progression, and how to get help. The video featured narration, inspirational music, and clips chosen to reflect each of the topics discussed. Information on resources available through the 888-ADMIT-IT Helpline for anyone impacted by a gambling problem were also provided in this short clip, reminding viewers that recovery is possible and that seeking help is the first step. This video can be viewed by visiting the following page on the FCCG’s website: <https://gamblinghelp.org/the-stages-of-gambling-addiction/> and on the FCCG’s YouTube Channel, at the following link.

Video link: <https://www.youtube.com/watch?v=OXS3rEMRr4Y>

- During the months of July through December 2025, FCCG's YouTube Channel has achieved a total of 235,565 Impressions, 19,167 Views, and a Click-Through Rate of 4.13%, while attracting 69 New Subscribers. The FCCG's activity and presence on the platform helps to raise awareness about problem gambling and provide access to the 888-ADMIT-IT HelpLine to YouTube users. See chart below:

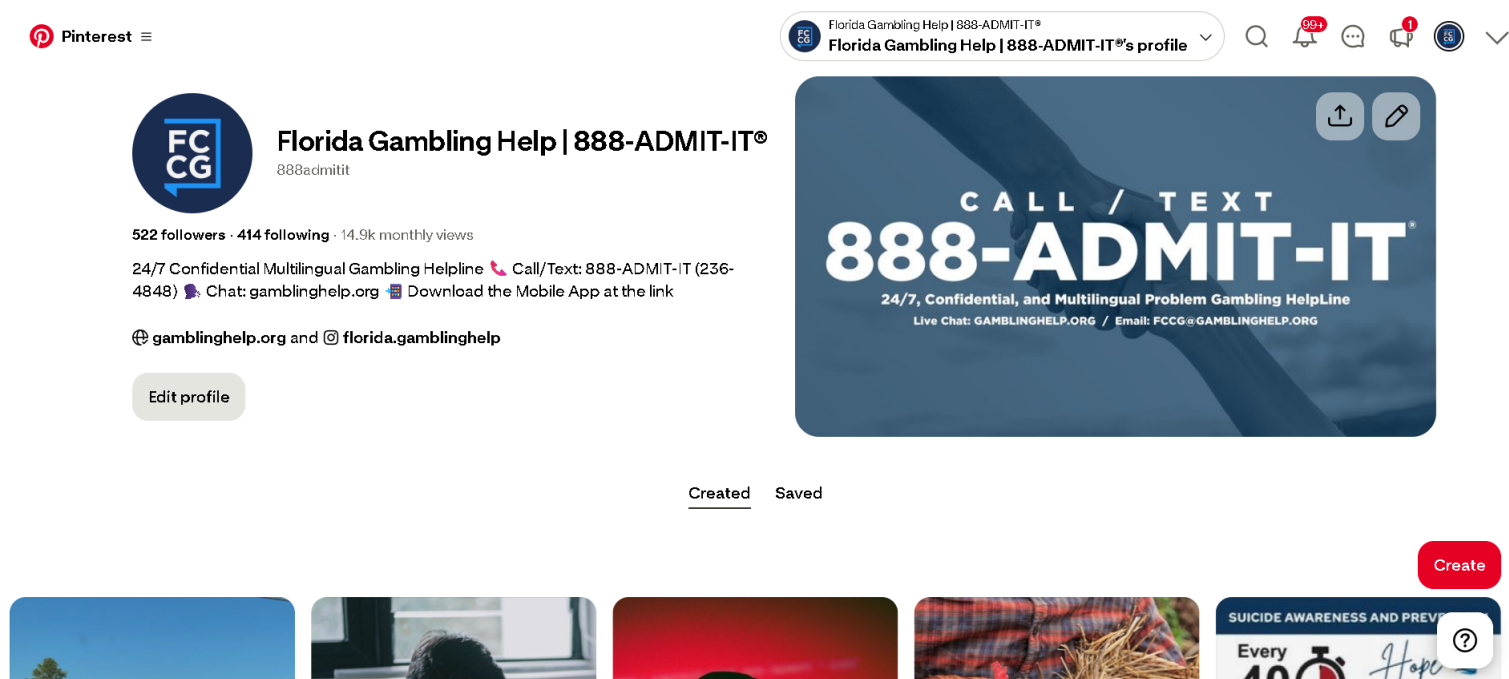
2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - YOUTUBE													
Social Media Campaign: YouTube													
SOCIAL MEDIA YOUTUBE ANALYTICS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2025	Totals
TOTAL MONTHLY: Impressions	27,026	24,700	36,827	56,947	54,482	35,583							235,565
TOTAL MONTHLY: Views	2,476	2,139	3,041	4,510	4,197	2,804							19,167
TOTAL MONTHLY: Click Through Rate	4.25%	4.24%	4.49%	4.21%	3.97%	3.63%							4.13%
TOTAL MONTHLY: New Subscribers	10	11	10	18	8	12							69
SOCIAL MEDIA YOUTUBE NEW VIDEOS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2025	
TOTAL MONTHLY: New Videos	1	0	0	0	1	1							3
DATE New Video Posted	7/21/2025	N/A	N/A	N/A	11/12/2025	12/9/2025							N/A
New Video TITLE	Need Help Getting to Problem Gambling Recovery? 888-ADMIT-IT!	N/A	N/A	N/A	What has problem gambling taken from you?	Do you know the signs of problem gambling?							N/A
New Video URL	https://youtu.be/A8eCsYjPVqE	N/A	N/A	N/A	https://youtu.be/IDPHaGidHrI	https://youtu.be/OXS3rEMRr4Y							N/A

- Since July 1, 2020, and over the course of the past five (5) fiscal years, the FCCG has achieved 6,063,424 total website promotion impressions from its YouTube platform (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
YouTube	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: YouTube Impressions	89,633	130,950	12,681	239,802	537,893	205,691	263,415	159,034	226,949	118,756	52,365	32,093	2,069,262
FY 2021/2022: YouTube Impressions	22,312	157,080	175,600	117,990	108,899	192,628	210,290	170,337	203,917	584,887	227,914	249,706	2,421,560
FY 2022/2023: YouTube Impressions	23,137	14,505	15,300	17,953	22,674	23,665	31,510	36,111	29,942	33,945	30,078	26,318	305,138
FY 2023/2024: YouTube Impressions	25,999	40,213	47,342	47,087	32,185	39,197	60,506	54,358	0	62,725	67,150	70,768	547,530
FY 2024/2025: YouTube Impressions	55,948	47,207	36,186	53,490	60,480	33,390	29,792	26,849	37,978	43,841	34,631	24,577	484,369
FY 2025/2026: YouTube Impressions	27,026	24,700	36,827	56,947	54,482	35,583							235,565
TOTAL FCCG YouTube Impressions	244,055	414,655	323,936	533,269	816,613	530,154	595,513	446,689	498,786	844,154	412,138	403,462	6,063,424

- **Pinterest** offers a unique opportunity to reach loved ones—particularly women—who may be searching for mental health, relationship, or self-care content. FCCG’s presence on Pinterest allowed its messaging to be discovered organically within broader wellness and family support contexts, helping concerned family members recognize signs of problem gambling and access resources discreetly. FCCG created its Pinterest Profile on October 16, 2013.

FCCG Pinterest Profile (<https://www.pinterest.com/888admitit/>) – Screenshots



- During the months of July through December 2025, the FCCG posted a total of 23 Pins to Pinterest, helping its profile achieve a total of 82,212 HelpLine and Website Promotion Impressions, 1,849 Pin Clicks, and 254 Pin Saves. The FCCG's activity and presence on the Pinterest platform helps to raise awareness about problem gambling and provide access to the 888-ADMIT-IT HelpLine to Pinterest users.

2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - PINTEREST													
Social Media Campaign: Pinterest													
SOCIAL MEDIA PINTEREST	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Pins	4	3	6	3	3	4							23
TOTAL MONTHLY: Impressions	13,020	10,853	12,723	14,476	16,971	14,169							82,212
TOTAL MONTHLY: Pin Clicks	244	244	293	330	423	315							1,849
TOTAL MONTHLY: Pin Saves	38	46	48	46	53	23							254

- Since July 1, 2020, and over the course of the past five (5) fiscal years, the FCCG has achieved 1,056,446 total website promotion impressions from its Pinterest platform (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
Pinterest	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: Pinterest Impressions	8,765	21,529	18,490	23,470	54,712	33,240	18,056	14,781	22,001	25,804	24,372	18,810	284,030
FY 2021/2022: Pinterest Impressions	7,113	18,486	5,812	12,202	5,244	9,251	8,753	15,422	13,187	14,749	21,305	23,291	154,815
FY 2022/2023: Pinterest Impressions	22,987	17,260	16,279	8,060	11,695	7,034	9,110	6,456	18,983	21,677	14,942	12,714	167,197
FY 2023/2024: Pinterest Impressions	14,605	14,399	18,216	17,864	17,382	17,527	24,343	15,682	0	15,103	24,253	18,768	198,142
FY 2024/2025: Pinterest Impressions	18,899	18,766	18,039	18,109	15,146	9,597	9,345	8,065	12,104	12,664	15,782	13,534	170,050
FY 2025/2026: Pinterest Impressions	13,020	10,853	12,723	14,476	16,971	14,169							82,212
TOTAL FCCG Pinterest Impressions	85,389	101,293	89,559	94,181	121,150	90,818	69,607	60,406	66,275	89,997	100,654	87,117	1,056,446

- **LinkedIn** was used to engage professionals in the healthcare, education, and gambling industries, while also reaching community organizations and leaders around Florida. FCCG's consistent posting here helped raise awareness among those in positions to refer individuals to the HelpLine or incorporate responsible gambling education into their work. By maintaining a credible and informative presence, FCCG reinforced its role as a trusted partner in prevention and support. FCCG used its Company Page in tandem with its Executive Director's Profile to enhance exposures. FCCG's Executive Director created her LinkedIn Profile on July 12, 2007. FCCG created its LinkedIn Company Page on July 15, 2022 (Note: Company Page creation date is not visible on the LinkedIn website; date is approximate based on FCCG internal records as per screenshot of email below).

FCCG LinkedIn – Executive Director Profile (<https://www.linkedin.com/in/jennifer-kruse-8506884/>) – Screenshots

CALL / TEXT 888-ADMIT-IT
24/7, Confidential, and Multilingual Problem Gambling HelpLine
Live Chat: GAMBLINGHELP.ORG / Email: FCCG@GAMBLINGHELP.ORG

Jennifer Kruse ✓ Add verification badge
Executive Director at The Florida Council on Compulsive Gambling, Inc.
Gambling Problem? Call or text the 24/7, Confidential, and Multilingual 888-ADMIT-IT (236-4848) HelpLine.
Sanford, Florida, United States · [Contact info](#)
[Learn More: 888-ADMIT-IT®](#)
1,065 followers · 500+ connections

[Open to](#) [Add profile section](#) [Add custom button](#) [Resources](#)

Show recruiters you're open to work — you control who sees this. [Get started](#)

Share that you're hiring and attract qualified candidates. [Get started](#)

Profile language
English

Public profile & URL
www.linkedin.com/in/jennifer-kruse-8506884

Premium
Who your viewers also viewed
Private to you
Jaime Costello ✓ 1st
Problem Gambling Expert - Public Health Professional -...

← Back

Manage my activity
Manage the data permissions that you've given to LinkedIn

May 24, 2018
We updated our Terms of Service

July 19, 2017
You opted in to emails containing updates, promotions, and more

June 13, 2017
We updated our Terms of Service

July 12, 2007
You joined LinkedIn

← Previous 1 2 3 4 5 6 7 8 9 10

- During the months of July through December 2025, the FCCG made a total of 50 Posts to its LinkedIn Pages – 21 posts on the Executive Director Profile and 29 posts on the Company Page, while achieving a total of 7,220 combined LinkedIn page Impressions. The FCCG's activity and presence on the LinkedIn platform helps to raise awareness about problem gambling and provide access to the 888-ADMIT-IT HelpLine among professionals. See chart below:

2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - LINKEDIN													
Social Media Campaign: LinkedIn													
SOCIAL MEDIA LINKEDIN Executive Director Page	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Posts	3	3	5	4	3	3							21
TOTAL MONTHLY: Impressions	854	711	1,491	1,174	645	613							5,488
SOCIAL MEDIA LINKEDIN FCCG COMPANY PAGE	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Posts	3	3	9	3	4	7							29
TOTAL MONTHLY: Impressions	97	295	464	295	302	279							1,732
TOTAL COMBINED MONTHLY: Posts	6	6	14	7	7	10	0	0	0	0	0	0	50
TOTAL COMBINED MONTHLY: Impressions	951	1,006	1,955	1,469	947	892	0	0	0	0	0	0	7,220

- Since July 1, 2020, and over the course of the past five (5) fiscal years, the FCCG has achieved 179,063 total website promotion impressions from its LinkedIn platform (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
LinkedIn	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2020/2021: LinkedIn Impressions	6,600	6,600	9,936	10,803	9,948	7,488	4,992	8,390	11,774	9,284	7,623	8,520	101,958
FY 2021/2022: LinkedIn Impressions	626	418	1,486	378	1,154	561	665	443	527	327	604	0	7,189
FY 2022/2023: LinkedIn Impressions	268	926	1,585	622	2,032	3,125	2,386	3,542	3,571	2,958	3,256	3,032	27,303
FY 2023/2024: LinkedIn Impressions	2,293	0	2,888	1,554	3,128	2,239	4,461	2,782	0	2,027	331	510	22,213
FY 2024/2025: LinkedIn Impressions	599	646	1,212	1,231	1,188	724	1,288	1,416	1,488	1,350	1,225	813	13,180
FY 2025/2026: LinkedIn Impressions	951	1,006	1,955	1,469	947	892							7,220
TOTAL FCCG LinkedIn Impressions	11,337	9,596	19,062	16,057	18,397	15,029	13,792	16,573	17,360	15,946	13,039	12,875	179,063

- **Reddit** allowed FCCG to be present in anonymous, peer-driven spaces where individuals often seek advice or share personal experiences. By posting here and maintaining visibility, FCCG reached users who may not engage with traditional outreach but are open to support when it's presented in a nonjudgmental, community-based format. This presence helped normalize help-seeking and offered a pathway to gamblinghelp.org for users who value privacy and authenticity. FCCG created its Reddit Profile on May 7, 2021.

FCCG Reddit Profile (<https://www.reddit.com/user/888-ADMIT-IT/>) – Screenshot

The screenshot displays the Reddit profile for 'FCCG | 888-ADMIT-IT®'. The profile header includes the user's name, a bio stating 'Florida's 24/7, Confidential, & Multilingual Problem Gambling HelpLine', and a 'Follow' button. Statistics show 15 posts, 119 contributions, and 4 years active on Reddit. Social links for Facebook, FLCouncil, Florida Gambling Help, and YouTube are listed. A trophy case highlights 'Four-Year Club' and 'Verified Email'. The profile also shows a 'Join' button for the 'r/problemgambling' subreddit.

Profile Header:

- Search: u/888-ADMIT-IT
- Profile: FCCG | 888-ADMIT-IT® (u/888-ADMIT-IT)
- Overview | Posts | Comments
- Follow
- 15 posts, 119 contributions, 4 y Reddit Age
- Social Links: Facebook, FLCouncil, florida.gamblinghelp, YouTube, Pinterest
- Trophy Case: Four-Year Club, Verified Email
- Reddit Rules, Privacy Policy, User Agreement, Accessibility
- Reddit, Inc. © 2025. All rights reserved.

Post 1:

- u/888-ADMIT-IT • 6 days ago
- Gambling Problem? Call or text 888-ADMIT-IT!**
- [removed]
- Sorry, this post was removed by Reddit's filters.
- 1 upvote, 0 comments, Share

Post 2:

- u/888-ADMIT-IT • 20 days ago
- Problem Gambling and Self-Esteem: How to Break the Cycle of Shame and Risk**
- Problem gambling can trap those who suffer in a painful cycle of shame and self-doubt. Many find themselves doing things they never thought they would -- hiding losses, lying to loved ones, or chasing "just one more win." Breaking the cycle starts with honesty, self-compassion, and reaching out for support. The 888-ADMIT-IT HelpLine is available 24/7, confidential, and free. Gambling problem? Call or text 888-ADMIT-IT. <https://gamblinghelp.org/problem-gambling-and-self-esteem-how-to-break-the-cycle-of-shame-and-risk/>
- 1 upvote, 0 comments, Share

Post 3:

- r/problemgambling • 28 days ago
- WEB LETTER: Which Came First, the Depression or the Gambling?**
- Ever wondered whether depression leads to problem gambling, or if it's the other way around? For many, the two are closely linked, creating a powerful cycle that affects mental health, finances, and relationships. Acknowledging the issue is the first step toward recovery. If this sounds familiar, reach out -- confidential help is available 24/7. Gambling problem? Call or text 888-ADMIT-IT in Florida. <https://gamblinghelp.org/which-came-first-the-depression-or-the-gambling/>
- 2 upvotes, 0 comments, Share

- During the months of July through December 2025, the FCCG made a total of 22 Posts to its Reddit page and achieved a total of 9,214 Impressions. The FCCG's activity and presence on the Reddit platform helps to raise awareness about problem gambling and provide access to the 888-ADMIT-IT HelpLine among Redditors. See chart below:

2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - REDDIT													
Social Media Campaign: Reddit													
SOCIAL MEDIA REDDIT	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2025	Totals
TOTAL MONTHLY: Posts	4	3	5	3	4	3							22
TOTAL MONTHLY: Impressions	102	113	4,014	1,682	1,814	1,489							9,214

- Since July 1, 2021, and over the course of the past four (4) fiscal years, the FCCG has achieved 388,691 total HelpLine and website promotion impressions from its Reddit platform (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period Fiscal Year: July, 2025 - June, 2026													
Reddit	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2021/2022: Reddit Impressions	0	150,243	0	34,678	138,249	38,196	6,845	0	0	0	0	0	368,211
FY 2023/2024: Reddit Impressions	3,346	0	0	18	53	64	81	84	149	172	168	95	4,230
FY 2024/2025: Reddit Impressions	15	331	209	47	2,614	2,530	96	585	24	131	400	54	7,036
FY 2025/2026: Reddit Impressions	102	113	4,014	1,682	1,814	1,489							9,214
TOTAL FCCG Reddit Impressions	3,463	150,687	4,223	36,425	142,730	42,279	7,022	669	173	303	568	149	388,691

- **Google My Business** was utilized by FCCG to ensure that information appeared in local search results when Floridians looked for gambling help online. Maintaining an active presence here helped reinforce the legitimacy and accessibility of the HelpLine, especially for mobile users searching in moments of urgency. This platform also supported FCCG’s broader goal of being discoverable across all digital touchpoints. FCCG began posting updates to its Google My Business Profile on August 1, 2022. (Note: Account creation dates are not visible on Google My Business, but FCCG has had a Profile since at least September 21, 2018.)

FCCG Google My Business Profile (<https://share.google/5IEv4O7cTnBG14UfP>) – Screenshots

The screenshot shows a Google search for "florida council on compulsive gambling". The search results include a knowledge panel on the left and a detailed business listing on the right.

Knowledge Panel (Left):

- 888-ADMIT-IT**
https://gamblinghelp.org
- Gambling Problem? Call or Text 888-ADMIT-IT for Help & Hope.**
Thousands contact the 888-ADMIT-IT (236-4848) HelpLine each year for free problem gambling services & resources from The Florida Council on Compulsive ...
- About Us**
The Florida Council on Compulsive Gambling, Inc ...
- Counseling Services**
The FCCG only refers help seekers (problem gamblers and ...
- Meet the FCCG's Leadership ...**
As Executive Director for the Florida Council on Compulsive ...
- Responsible Gambling and ...**
Most individuals who gamble do so for pleasure and without ...
- Media Contact Page for the ...**
We are here to assist journalists, editors, and media ...
- [More results from gamblinghelp.org »](#)
- National Council on Problem Gambling**
https://www.ncpgambling.org › ... › Help by State

Business Listing (Right):

The Florida Council on Compulsive Gambling: 24/7, Confidential, & Multilingual 888-ADMIT-IT Problem Gambling HelpLine

5.0 ★★★★★ 2 Google reviews
Non-profit organization in Sanford, Florida

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

Address: 121 E 1st St, Sanford, FL 32771
Phone: (888) 236-4848
Hours: Open 24 hours · [More hours](#)
[Suggest an edit](#) · [Own this business?](#)

First Post on Google My Business Profile – August 1, 2022

The screenshot shows the first post on the FCCG Google My Business profile, dated August 1, 2022. The post features a calendar graphic for August with motivational messages.

Post Content:

Plan ahead! Staying organized can help you stay focused in your healing process.

Free resources are available by calling the 24/7 Confidential and Multilingual Problem Gambling HelpLine at 888-ADMIT-IT (236-4848).

[Learn more](#)

- During the months of July through December 2025, the FCCG made a total of 21 Posts to its Google My Business profile and achieved a total of 4,667 Business Profile Views (Impressions). FCCG's profile appeared alongside the results in 1,001 different Google searches throughout this period, generating a total of 145 Calls to the 888-ADMIT-IT HelpLine, via click-to-call links and buttons, and 254 clicks to visit FCCG's gamblinghelp.org website, via links embedded in the profile and posts. The FCCG's activity and presence on the platform helped raise awareness about problem gambling and the 888-ADMIT-IT HelpLine among Floridians searching Google for help with a gambling problem, among other related queries. See chart below:

2025-2026 Fiscal Year - SOCIAL MEDIA YTD Summary Chart by Month - GOOGLE MY BUSINESS													
Social Media Campaign: Google My Business													
SOCIAL MEDIA GOOGLE MY BUSINESS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Posts	3	3	5	3	4	3							21
TOTAL MONTHLY: Business Profile Views (Impressions)	512	761	771	1,006	935	682							4,667
TOTAL MONTHLY: Searches Showing Business Profile	66	185	197	272	195	86							1,001
TOTAL MONTHLY: Calls	16	20	44	36	14	15							145
TOTAL MONTHLY: Website Clicks	40	40	49	51	43	31							254

- Since July 1, 2023, and over the course of the past three (3) fiscal years, the FCCG has achieved 16,508 total HelpLine and website promotion impressions from its Google My Business platform (see chart below).

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period Fiscal Year: July, 2025 - June, 2026													
Google My Business	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2023/2024: Google My Business Impressions	455	447	360	412	2,078	394	498	528	0	394	352	266	6,184
FY 2024/2025: Google My Business Impressions	332	392	362	309	363	416	542	522	545	534	712	628	5,657
FY 2025/2026: Google My Business Impressions	512	761	771	1,006	935	682							4,667
TOTAL FCCG Google My Business Impressions	1,299	1,600	1,493	1,727	3,376	1,492	1,040	1,050	545	928	1,064	894	16,508

- See chart below for total HelpLine & Website Promotion Services by platform for the period July 1, 2020 through December 31, 2025:

Task a. Core Service #1 - HELP SERVICES													
iv. Performance Measure – Website Promotion Service: The FCCG shall increase awareness about problem gambling through website promotions, Internet links, pay-per-click services, and partner agency website links to the FCCG's website during each Fiscal Year.													
Fiscal Year Comparison Period: 2020 - 2026 - TOTAL Monthly Website Promotions Hits/Visits/Impressions By Fiscal Period													
Fiscal Year: July, 2025 - June, 2026													
TOTAL - Task a. Monthly Website Promotions Impressions	7,150,838	10,460,559	12,278,561	16,664,454	16,850,805	16,167,393	16,711,684	15,426,750	18,729,751	19,492,896	16,607,229	15,373,883	181,914,803

- END OF HELP SERVICES SECTION -

Core Service #2 – ADVERTISING SERVICES

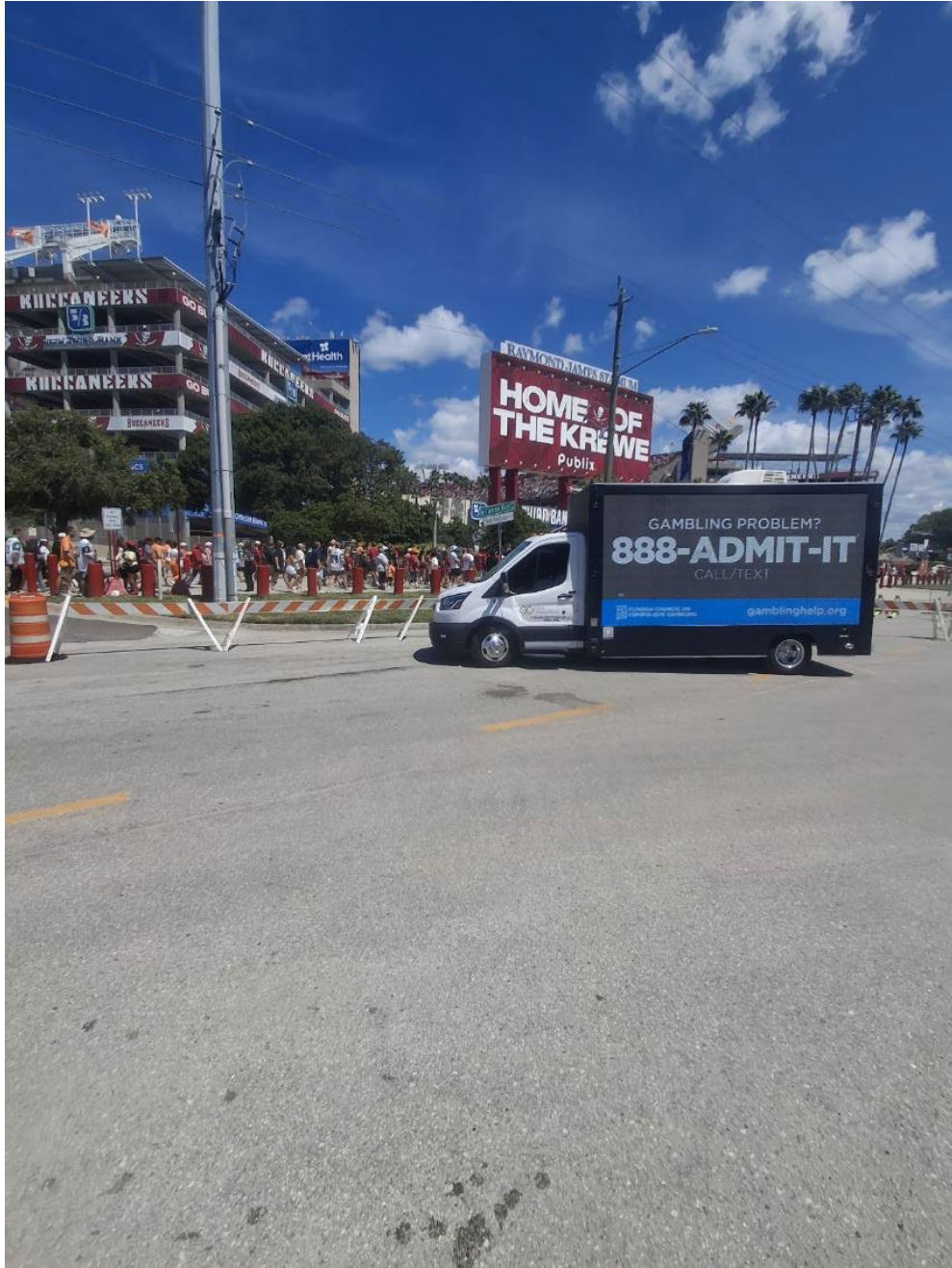
- The FCCG provides advertising services to promote and encourage responsible gambling practices and to publicize its problem gambling telephone HelpLine 888-ADMIT-IT. Advertising services provided by the FCCG include both public outside advertising campaigns as well as advertising services inside the designated slot machine gambling areas of the licensee's facilities, to the extent permissible. Advertising services shall include billboards publicizing the HelpLine, and participation in Problem Gambling Awareness Month in the state of Florida.
- The FCCG's advertising campaign has been conducted throughout the state of Florida for decades via widespread promotion of Florida's only Problem Gambling HelpLine, 888-ADMIT-IT, utilizing a myriad of outreach methods. Various platforms utilized over the years include billboards, transit, radio and television ads, online interactive campaigns, other non-traditional campaigns, and targeted internet/mobile advertising tactics, all designed to promote the 888-ADMIT-IT HelpLine and reach target populations. The FCCG, in partnership with Florida's 8 FGCC licensed slot-gambling facilities as well as the Seminole Tribe of Florida, through its 6 Florida land-based casinos, has also promoted the 888-ADMIT-IT HelpLine for the past two decades, inside gambling facilities through signage, brochures, promotional and collateral items, and employee training, as discussed in detail in the Slot Facility Services Task c. section below. These partnerships enable maximization of outreach efforts on a statewide level and provide necessary access to problem gambling supports through the 888-ADMIT-IT HelpLine for Floridians in need.

FCCG Non-Traditional Advertising Services – Mobile Billboards:

The FCCG launched its Mobile Billboards Campaign to raise awareness of the 24/7 multilingual 888-ADMIT-IT Problem Gambling HelpLine among online and mobile sports bettors at Tampa Bay Buccaneers home games during the 2025 NFL Season. While the campaign primarily targets fans actively engaging in sports betting due to its increased accessibility in Florida, it also reaches loved ones who may be affected by someone else's gambling, as well as attendees participating in other forms of gambling.

- The FCCG's Mobile Billboards Campaign placed digital billboard trucks advertising the 24/7, multilingual 888-ADMIT-IT Problem Gambling HelpLine at seven (7) Tampa Bay Buccaneers home games during the 2025 NFL Season between the months of July and December 2025. The primary goal of the campaign is to maximize awareness of the 888-ADMIT-IT HelpLine among a large, diverse audience, by ensuring the number is highly visible to the tens of thousands of attendees and passersby surrounding Raymond James Stadium during these games.
- Digital billboard trucks are strategically circulated through areas of heaviest foot and vehicle traffic on game days, taking advantage of the high energy, excitement, and gathering of fans unique to NFL events. Their dynamic, large-format displays, make the 888-ADMIT-IT HelpLine number hard to miss, serving as a direct reminder that support for a gambling problem is always available for anyone in need.
- This advertising is also especially relevant for game day attendees given the widespread availability of online mobile sports betting in Florida, which is likely to be top of mind for many fans during NFL games. By promoting the 888-ADMIT-IT number prominently outside the stadium, anyone experiencing gambling-related distress or recognizing a need for support – whether while betting or watching others do so – knows where to turn for immediate, discrete assistance, regardless of their location or situation.
- During the period July 1 through December 31, 2025, a total of 595,000 exposures to the 888-ADMIT-IT HelpLine and gamblinghelp.org website were achieved from the FCCG's mobile billboard advertising campaign, with these non-traditional out-of-home advertisements featured at seven (7) different Tampa Bay Buccaneers home games during this time. See campaign specifics on the following pages below.

Buccaneers Home Game Mobile Billboard Advertising	Jul-25		Aug-25				Sep-25				Oct-25				Nov-25				Dec-25				Jan-26				Feb-26				Mar-26				Apr-26				May-26				Jun-26								
	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
September 2025 Buccaneers Home Games																																																			
Buccaneers Home Game - 09/21/2025 Tampa Bay Bucs - vs. - New York Jets 5 Hours of Advertising @ each Bucs Home Game Average of 85,000 impressions per Bucs Game																																																			
Buccaneers Home Game - 09/28/2025 Tampa Bay Bucs - vs. - Philadelphia Eagles 5 Hours of Advertising @ each Bucs Home Game Average of 85,000 impressions per Bucs Game																																																			
September 2025 Totals																																																			
October 2025 Buccaneers Home Game																																																			
Buccaneers Home Game - 10/12/2025 Tampa Bay Bucs - vs. - San Francisco 49ers 5 Hours of Advertising @ each Bucs Home Game																																																			
October 2025 Totals																																																			
November 2025 Buccaneers Home Games																																																			
Buccaneers Home Game - 11/9/2025 Tampa Bay Bucs - vs. - New England Patriots 5 Hours of Advertising @ each Bucs Home Game																																																			
Buccaneers Home Game - 11/30/2025 Tampa Bay Bucs - vs. - Arizona Cardinals 5 Hours of Advertising @ each Bucs Home Game Average of 85,000 impressions per Bucs Game																																																			
November 2025 Totals																																																			
December 2025 Buccaneers Home Games																																																			
Buccaneers Home Game - 12/7/2025 Tampa Bay Bucs - vs. - New Orlean Saints 5 Hours of Advertising @ each Bucs Home Game Average of 85,000 impressions per Bucs Game																																																			
Buccaneers Home Game - 12/11/2025 Tampa Bay Bucs - vs. - Atlanta Falcons 5 Hours of Advertising @ each Bucs Home Game Average of 85,000 impressions per Bucs Game																																																			
December 2025 Totals																																																			



➤ The FCCG continues to utilize transit non-traditional outdoor advertising during the months of July through December 2025, to increase awareness of the 24-hour 888-ADMIT-IT HelpLine number across the state. There has been additional value added this year, with recent deregulation of taxis in Florida allowing Broward County taxi's to now pick up passengers in Miami-Dade and Palm Beach Counties, thereby increasing potential exposure of the FCCG's HelpLine ads in south Florida. Historically they were only allowed to drop passengers off in these surrounding counties. Additionally, the FCCG has been provided 15 comp panels in Tallahassee this July, reminding Leon County residents and visitors that problem gambling help and hope continue to be available through the 888-ADMIT-IT HelpLine.

- A total of one hundred and thirty-five (135) taxi-top ads were posted on two hundred and ninety-five (295) taxi-cabs throughout the months of July through December 2025, in Broward, Miami-Dade, and Leon counties. Overall outreach efforts from this method of awareness exceed 27,546,000 exposures to the 888-ADMIT-IT HelpLine through the July 1, 2025 – December 31, 2025 taxi-top advertising campaign.
- Outreach efforts from FCCG non-traditional taxi-top advertising beginning in the 2020/2021 fiscal year, exceed 396,176,500 total exposures to the 888-ADMIT-IT HelpLine for these past five (5) fiscal years.
- See campaign specifics for the current July 1-December 31, 2025 period below, and on the following pages:

87



November 4, 2025 – Tallahassee (Leon County) Taxi Picture:



FCCG Other Advertising Services – Problem Gambling Awareness Month (PGAM):

The history of Problem Gambling Awareness Month (PGAM) is marked by its establishment in 2003 by the National Council on Problem Gambling (NCPG). The campaign aims to increase public awareness about problem gambling and promote prevention, treatment, and recovery services.

As the designated Affiliate Member of the National Council on Problem Gambling for the state of Florida, the Florida Council on Compulsive Gambling participates in promotion of National Problem Gambling Awareness Month in the state during the month of March each year. Affiliate members are nonprofit agencies that support the purpose, mission, and goals of NCPG, and serve as the designated representative of NCPG in their respective state. Each NCPG Affiliate must have its principal office in its home state and must be legally qualified therein and under applicable federal law as a nonprofit entity. **There may be no more than one Affiliate from each state.**

2025 Problem Gambling Awareness Month (PGAM) Campaign Summary

PGAM is March 1 - March 31, 2025	
2025 PGAM Theme	"Shine the Light on Problem Gambling: 888-ADMIT-IT Reveals the Route to Recovery"
2025 PGAM Activities	Partnerships, Mayoral Proclamations, PGAM Microsite, Other Identified Outreach Methods

- Problem Gambling Awareness Month (PGAM) is a national grassroots advocacy campaign that occurs each year in March, and provides the opportunity for heightened problem gambling awareness, both in the state of Florida and across the country. During each annual PGAM campaign, the FCCG leverages the national spotlight on gambling addiction to provide widespread education and awareness about the disorder and resources available for help through the 888-ADMIT-IT HelpLine.

For 2025, the FCCG centered its PGAM Campaign around the new theme: "***Shine the Light on Problem Gambling: 888-ADMIT-IT Reveals the Route to Recovery***". FCCG updated its PGAM Microsite with new themed graphics and copy, launched a new interactive game for general population and industry use, created a new online PSA video for the campaign, created a new online video highlighting the impacts of sports betting legalization in Florida, updated its Gambling Disorder Screening Day Toolkit, partnered with gambling industry operators, received PGAM proclamations from several Florida municipalities, and posted to its blog and social media profiles with campaign messaging.

This year's PGAM campaign theme was inspired by contacts to the HelpLine. Most times, gamblers and loved ones reaching out for help do not know where to begin with addressing a gambling problem. Even if help seekers have an idea like starting counseling or finding a Gamblers Anonymous meeting to join, they do not realize the plethora of free resource referrals that FCCG maintains which specifically address the impacts of problem gambling.

Overall, PGAM 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 barriers to treatment, and provide support for individuals and families impacted by gambling-related harm. FCCG's PGAM campaign in Florida expands on this by increasing awareness of the 888-ADMIT-IT HelpLine and the diverse resources for help available. With the free resource referrals available through the HelpLine, Floridians in need can find the route to recovery.

- During the 2025 PGAM campaign, the FCCG obtained **87,543 PGAM total campaign impressions**, increasing exposure to the 888-ADMIT-IT HelpLine and gamblinghelp.org website through the 2025 PGAM activities discussed below.

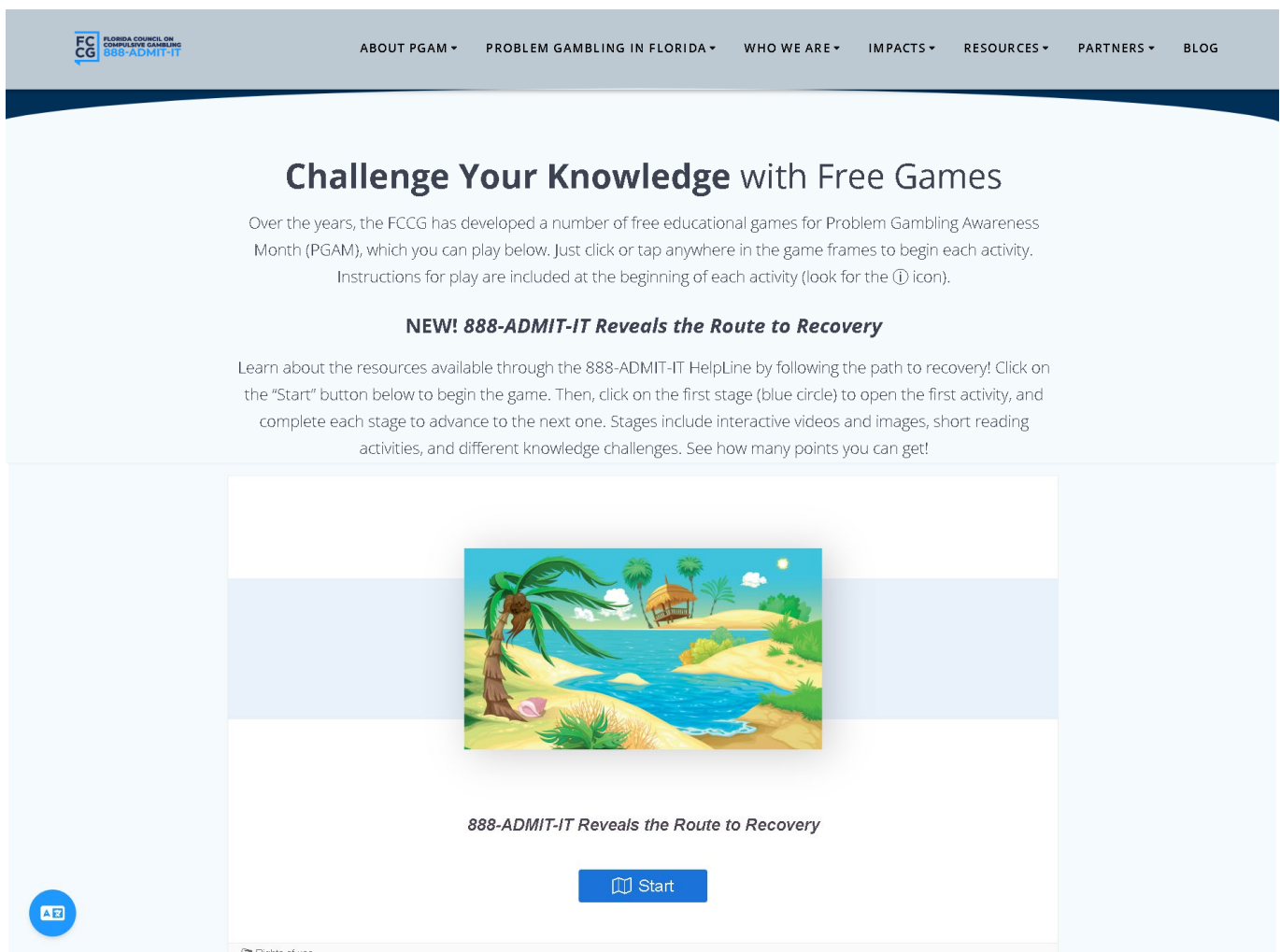
NEW 2025 PGAM Campaign Webpage (Microsite):

- **Visit the FCCG's 2025 PGAM Microsite:** <https://gamblinghelp.org/pgam>
- This year, FCCG again built its 2025 PGAM Microsite on its main gamblinghelp.org domain, a strategy resulting in significant SEO benefits. Additionally, the FCCG kept its historic namesake problemgamblingawarenessmonth.org domain active as a redirect and promotional tool for the Microsite, which also helps capture past-year visitors who may have bookmarked the old URL or people who may have heard about the campaign from a past-year promotion.
- Remaining true to the format, the 2025 PGAM Microsite is self-contained and features independent navigation from the FCCG's main website. This approach helps direct visitors to all of the relevant information about the campaign and creates a powerful, centralized promotional foundation for the PGAM campaign in 2025 and beyond. For its 2025 campaign, the FCCG updated or created the following pages (described in detail in the following sections) to target key audiences and thank supporters:
 - **UPDATED 2025 PGAM Gambling Industry Page:**
<https://gamblinghelp.org/pgam/rgppp>
 - **UPDATED 2025 PGAM Treatment Providers Page:**
<https://gamblinghelp.org/pgam/treatmentproviders>
 - **NEW 2025 PGAM Supporters Page:**
<https://gamblinghelp.org/pgam/2025-problem-gambling-awareness-month-pgam-supporters/>
- The PGAM Microsite remains active throughout the year to provide campaign specific information and resources for visitors, such as training opportunities for mental health and other professionals, interactive quizzes, PGAM partnership specifics, and many other informational resources, including educational videos for gamblers and loved ones, and problem gambling specific resources available for help through the 888-ADMIT-IT HelpLine. This microsite is used to promote PGAM for each annual campaign and remains accessible to help build awareness for this yearly awareness event.
- During the 2025 PGAM Campaign, the FCCG's PGAM Microsite and other PGAM-related pages received a total of 34,750 Views.
- Additionally, the PGAM Microsite and PGAM-related pages achieved 16,117 Entries and 14,841 Exits during the 2025 PGAM Campaign. Entries and Exits are already counted in total Views (they are not additional impressions), but are important for understanding the success of the campaign. An Entry page is the first page a new FCCG website visitor requests. In other words, Entries on the FCCG's PGAM Microsite and other PGAM-related pages show that these visitors went to the FCCG website as a result of the PGAM campaign. An Exit page is the last page a visitor views before leaving the FCCG website. Entry and Exit numbers are included in the "Viewed" number but do not make up 100% of the Viewed number, because they do not count views of PGAM pages in the middle of a visitor session (a PGAM page was not the first or last page viewed during the session). See chart on following page.

2025 PGAM Campaign TOTAL - gamblinghelp.org Website - PGAM Pages	Viewed	Entry	Exit
July 2024	1,816	908	827
August 2024	1,437	682	574
September 2024	2,614	1,216	1,162
October 2024	2,728	1,341	1,302
November 2024	3,025	1,438	1,349
December 2024	3,283	1,506	1,424
January 2025	2,927	1,424	1,339
February 2025	3,418	1,399	1,314
March 2025	3,323	1,587	1,423
April 2025	2,720	1,248	1,152
May 2025	4,137	1,870	1,672
June 2025	3,322	1,498	1,303
TOTAL	34,750	16,117	14,841

2025 PGAM Campaign – NEW Interactive Educational Game:

- New for the 2025 PGAM Campaign, the FCCG created [888-ADMIT-IT Reveals the Route to Recovery](#), an interactive and educational game based on the 2025 campaign theme. This game was produced for use by the general population and gambling industry employees (see 2025 PGAM Microsite “Gambling Industry Page” sections below) as an educational tool. The new fully interactive game challenges viewers to “follow the path to recovery” from problem gambling by completing a series of 15 stages by navigating the game map. Stages include interactive videos and images, short reading activities, and different knowledge challenges about problem gambling, the 888-ADMIT-IT HelpLine, and resources available in Florida for problem gambling. The game is playable on desktop and mobile devices for any Microsite visitor, without the need to create an account, register, or provide any personal information. Additionally, the game provides educational feedback during play, and features audio and sound effects to enhance the player’s experience.
- See screenshot of game below.



2025 PGAM Campaign – NEW Sports Betting Impacts Video

- New for the 2025 PGAM Campaign, the FCCG developed a comprehensive "infographic" style video titled ***Problem Gambling Impacts of Sports Betting Legalization in Florida: 888-ADMIT-IT HelpLine Data***, helping viewers learn about the impact of legalized sports betting in Florida and related problem gambling impacts as seen on the HelpLine. All of the most notable findings and trends from the HelpLine appear in the 19+ minute video, which features a series of animated, colorful graphics set to music. The video can be viewed on the PGAM Microsite at the following URL: <https://gamblinghelp.org/pgam/#annual-helpline-report> and also appears on the FCCG's YouTube Channel.

2025 PGAM Campaign – NEW PSA Video

- New for the 2025 PGAM Campaign, the FCCG produced one (1) 30-second PGAM PSA Video in English to raise awareness about the impacts of problem gambling and the availability of the 888-ADMIT-IT HelpLine for Floridians. This video was published to FCCG's YouTube Channel and embedded on PGAM Microsite pages. The video is centered around the campaign theme, ***"Shine the Light on Problem Gambling: 888-ADMIT-IT Reveals the Route to Recovery"***, and features imagery depicting the challenge for those in need of knowing where to turn for help with this hidden addiction. In the first half of the video, scenes of frustrated gamblers and loved ones are interspersed with scenes of hikers in the woods who had lost the trail. Different gambling types are reflected to broaden the appeal of the messaging, including sports betting, online gambling, slot machines, and card games. As the video progresses and the narration turns hopeful, imagery shows hikers coming back to the path. The video concludes by displaying the 888-ADMIT-IT HelpLine number in large type, along with the gamblinghelp.org website URL, as the hiker reaches the summit in a victorious pose.

Where to Find and Watch the 2025 PGAM PSA Video

FCCG's Website (2025 PGAM PSA – 30-Second – English)

- PGAM Microsite General Population Main Page: <https://gamblinghelp.org/pgam/>
- PGAM Microsite Gambling Industry (RGPPP) Landing Page: <https://gamblinghelp.org/pgam/rgppp/>
- PGAM Microsite Treatment Providers Landing Page: <https://gamblinghelp.org/pgam/treatmentproviders>

FCCG's YouTube Channel

- 2025 PGAM PSA – 30-Second – English: <https://www.youtube.com/watch?v=C3hPvzhKibE>

2025 PGAM Campaign – Digital Outreach and Awareness

A total of 52,675 PGAM Campaign Impressions were achieved during the 2025 PGAM Campaign, via the FCCG’s Digital Outreach and Awareness efforts. Monthly summary specifics are outlined by each outreach method utilized in the chart below:

March 2025 - Problem Gambling Awareness Month (PGAM) - DIGITAL AWARENESS CAMPAIGN													
Social Media Campaign - Pinterest - 2025 PGAM CAMPAIGN													
PINTEREST PGAM IMPRESSIONS	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
TOTAL MONTHLY: Pins	0	0	0	0	0	0	0	0	3	0	0	0	3
TOTAL MONTHLY: Impressions	0	0	0	0	0	0	0	0	12,104	0	0	0	12,104
Total Monthly Impressions	0	0	0	0	0	0	0	0	12,104	0	0	0	12,104
Social Media Campaign - YouTube - 2025 PGAM CAMPAIGN													
YOUTUBE PGAM IMPRESSIONS	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
TOTAL MONTHLY: Impressions	0	0	0	0	0	0	0	0	37,978	0	0	0	37,978
TOTAL MONTHLY: Views	0	0	0	0	0	0	0	0	3,764	0	0	0	3,764
MONTHLY: Click-Through Rate (CTR)	0	0	0	0	0	0	0	0	4.6%	0	0	0	0
TOTAL MONTHLY: Number of New Subscribers	0	0	0	0	0	0	0	0	16	0	0	0	16
Total Monthly Impressions	0	0	0	0	0	0	0	0	37,978	0	0	0	37,978
Social Media Campaign - X - 2025 PGAM CAMPAIGN													
X (formerly Twitter) PGAM IMPRESSIONS	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
TOTAL MONTHLY: Organic Posts	0	0	0	0	0	0	0	0	4	0	0	0	4
TOTAL MONTHLY: Impressions	0	0	0	0	0	0	0	0	59	0	0	0	59
Total Monthly Impressions	0	0	0	0	0	0	0	0	59	0	0	0	59
Social Media Campaign - LinkedIn - 2025 PGAM CAMPAIGN													
LINKEDIN PGAM IMPRESSIONS	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
TOTAL MONTHLY: Posts	0	0	0	0	0	0	0	0	9	0	0	0	9
TOTAL MONTHLY: Impressions	0	0	0	0	0	0	0	0	1,386	0	0	0	1,386
Total Monthly Impressions	0	0	0	0	0	0	0	0	1,386	0	0	0	1,386
Social Media Campaign - Google My Business - 2025 PGAM CAMPAIGN													
GOOGLE MY BUSINESS PGAM IMPRESSIONS	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
TOTAL MONTHLY: Posts	0	0	0	0	0	0	0	0	5	0	0	0	5
TOTAL MONTHLY: Business Profile Views (Impressions)	0	0	0	0	0	0	0	0	545	0	0	0	545
TOTAL MONTHLY: Searches Showing Business Profile	0	0	0	0	0	0	0	0	65	0	0	0	65
TOTAL MONTHLY: Calls	0	0	0	0	0	0	0	0	19	0	0	0	19
TOTAL MONTHLY: Website Clicks	0	0	0	0	0	0	0	0	36	0	0	0	36
Total Monthly Impressions	0	0	0	0	0	0	0	0	545	0	0	0	545
Social Media Campaign - Facebook & Instagram - 2025 PGAM CAMPAIGN													
FACEBOOK/INSTAGRAM PGAM IMPRESSIONS	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
TOTAL MONTHLY: Organic Posts	0	0	0	0	0	0	0	0	12	0	0	0	12
TOTAL MONTHLY: Organic Impressions	0	0	0	0	0	0	0	0	603	0	0	0	603
Total Monthly Impressions	0	0	0	0	0	0	0	0	603	0	0	0	603
March 2025 - Problem Gambling Awareness Month (PGAM) - DIGITAL AWARENESS CAMPAIGN IMPRESSIONS													
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
Total YTD Digital/Social Media Impressions by Month	0	0	0	0	0	0	0	0	52,675	0	0	0	52,675

2025 PGAM Campaign – NEW PGAM Partners

- Each year, the FCCG publishes a page on its PGAM Microsite featuring all of the organizations and individuals who participated in the campaign, helping raise awareness with diverse audiences throughout the state. For 2025, FCCG created a new PGAM Microsite Partners Page, which is updated throughout the campaign. The page features a large image slideshow, displaying all partner submitted photos and graphics as part of PGAM outreach.



Extending a “Thank You” to All PGAM Supporters

Problem Gambling Awareness Month (PGAM) is a grassroots campaign that depends on the participation of state Affiliates, organizational and individual members, state health agencies, gambling companies, recovery groups and a wide range of healthcare organizations and providers.

Thank you to this year’s PGAM partners for joining us in raising awareness! See the full list of 2025 PGAM supporters below. Interested in becoming a partner for PGAM? Email us at pgam@gamblinghelp.org.

— GAMBLING INDUSTRY —

- Seminole Gaming
- PlayersEdge
- Hard Rock Bet
- Seminole Casino Brighton
- Seminole Casino Coconut Creek
- Seminole Casino Hotel Immokalee
- Seminole Classic Casino
- Seminole Hard Rock Casino Hollywood
- Seminole Hard Rock Casino Tampa
- Calder Casino
- Resorts World Bimini
- Sanford Orlando Racebook and Sportsbar

— MAYORAL PROCLAMATIONS —

- City of Belleair Bluffs
- City of Palm Beach Gardens
- Town of Juno Beach

[View 2024 PGAM Supporters](#)

- As illustrated in the sections above, a total of 87,543 total 2025 PGAM Campaign Impressions were achieved this year through the FCCG’s various outreach and awareness activities conducted.

Total 2025 PGAM Campaign Impressions	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	YTD TOTALS
Annual PGAM Impressions by Month	1,816	1,437	2,614	2,728	3,025	3,283	2,927	3,425	56,108	2,721	4,137	3,322	87,543

2026 Problem Gambling Awareness Month (PGAM) Campaign Summary

Problem Gambling Awareness Month (PGAM) is a national grassroots advocacy campaign that occurs each year in March, and provides the opportunity for heightened problem gambling awareness, both in the State of Florida and across the country. During each annual PGAM campaign, the FCCG leverages the national spotlight on gambling addiction to provide widespread education and awareness about the disorder and resources available for help through the 888-ADMIT-IT HelpLine.

- While the FCCG's 2026 PGAM awareness campaign theme had not yet been developed as of this writing, the **FCCG's PGAM Microsite** at <https://gamblinghelp.org/pgam> (built for PGAM 2025) has continued to earn impressions and raise awareness about the annual campaign, while offering educational materials and interactive activities for Floridians.
- The FCCG's **Problem Gambling Awareness Month (PGAM) Microsite** highlights the annual national campaign held each March to raise awareness about gambling addiction, often referred to as the "hidden addiction" due to its lack of visible physical symptoms. The site emphasizes that problem gambling can lead to depression, anxiety, financial devastation, strained relationships, and even suicidal ideation, underscoring the importance of early recognition and intervention.
- At the heart of the PGAM Microsite is the **888-ADMIT-IT HelpLine**, which is confidential, multilingual, and available 24/7. The site explains that the HelpLine is the gateway to a wide range of free services unique to Florida, including referrals to certified treatment providers, self-help literature, financial and legal resources, peer support programs, and specialized training for professionals. By documenting the impacts of gambling disorder and offering immediate access to tailored resources, the microsite positions the HelpLine as a lifeline for both gamblers and their loved ones.
- The PGAM Microsite also provides **interactive educational tools**, such as games, knowledge challenges, and links to FCCG's self-assessment quizzes designed to help users recognize the signs of problem gambling. These activities make awareness efforts more engaging and accessible, encouraging Floridians to learn about the risks and take proactive steps toward prevention or recovery. Additionally, the site showcases **first-hand accounts and stories** that illustrate the human toll of gambling addiction, helping to reduce stigma and encourage individuals to seek help.
- Another key feature is the **Facts About Problem Gambling** section, which presents statistics on gambling disorder in Florida, including the rising number of HelpLine contacts since the expansion of online sports betting. This evidence-based approach reinforces the urgency of the issue and demonstrates FCCG's commitment to transparency and public health advocacy.
- The microsite also highlights **partnership opportunities**, inviting community organizations, local governments, and gambling operators to join FCCG in amplifying awareness during PGAM. By fostering collaboration, the campaign ensures that messaging about problem gambling reaches diverse audiences across the state.

- During the months of July through December 2025, the FCCG has obtained **13,789 total 2026 PGAM year-to-date campaign impressions**, increasing exposure to the 888-ADMIT-IT HelpLine and gamblinghelp.org website through the 2026 PGAM activities conducted this year.
- During the month of July 2025, the FCCG’s PGAM Microsite earned 3,557 impressions.
 - During the month of August 2025, the FCCG’S PGAM Microsite earned 2,504 impressions.
 - During the month of September 2025, the FCCG’s PGAM Microsite earned 2,083 impressions.
 - During the month of October 2025, the FCCG’s PGAM Microsite earned 2,288 impressions.
 - During the month of November 2025, the FCCG’s PGAM Microsite earned 1,802 impressions.
 - During the month of December 2025, the FCCG’s PGAM Microsite earned 1,555 impressions.

Total 2026 PGAM Impressions	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	YTD TOTALS
Annual PGAM Impressions by Month	3,557	2,504	2,083	2,288	1,802	1,555	13,789

2020-2025 Problem Gambling Awareness Month (PGAM) FCCG Theme's

- As mentioned above, each year for Problem Gambling Awareness Month (PGAM), the FCCG develops a specific campaign theme based upon identified problem gambling needs amongst Florida citizens and trends identified through 888-ADMIT-IT HelpLine data. The FCCG then develops new, innovative and theme-specific PGAM campaign assets for use by partners and others during this heightened awareness month.

Examples of different FCCG PGAM Campaign themes and initiatives from the 2020 through the 2025 fiscal years, are provided below:

Examples of 2020-2025 PGAM Campaign Themes & Initiatives – Screenshot #1



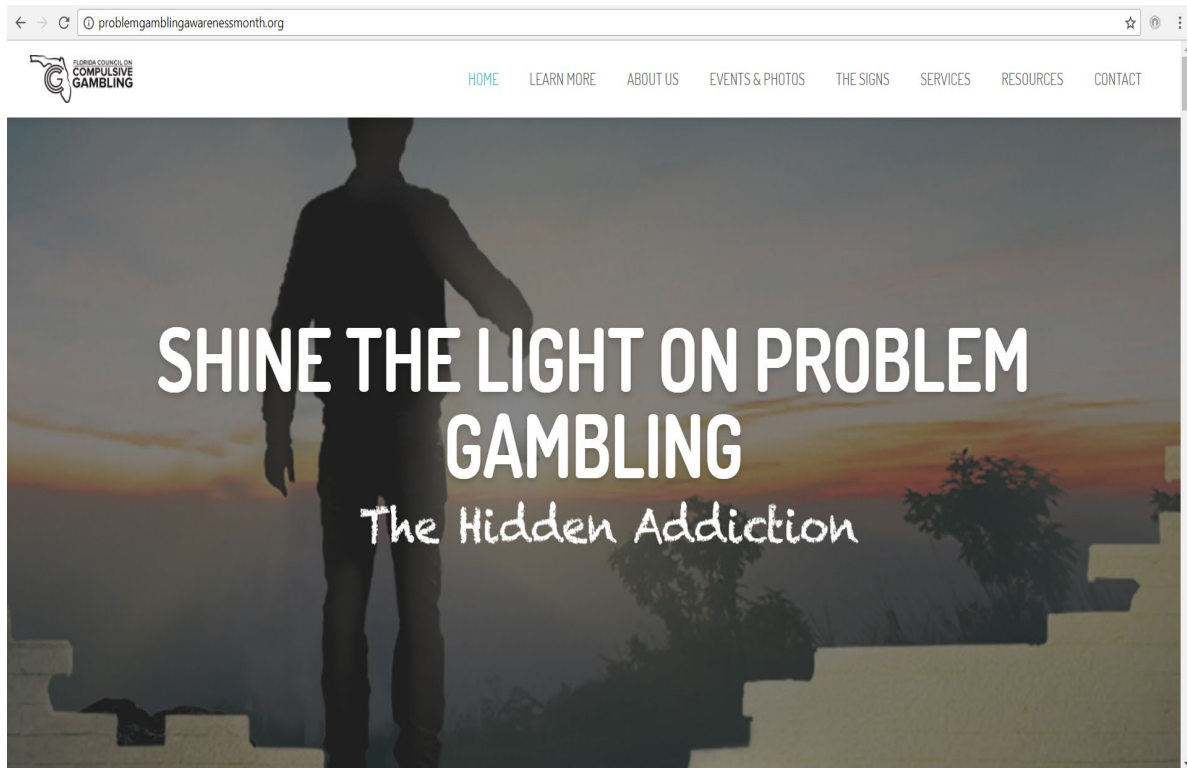
Examples of 2020-2025 PGAM Campaign Themes & Initiatives – Screenshot #2



Examples of 2020-2025 PGAM Campaign Themes & Initiatives – Screenshot #3



Examples of 2020-2025 PGAM Campaign Themes & Initiatives – Screenshot #4



Examples of 2020-2025 PGAM Campaign Themes & Initiatives – Screenshot #5



SHINE THE LIGHT ON PROBLEM GAMBLING:

888-ADMIT-IT Reveals the Route to Recovery



When gambling becomes a problem, it's not easy to see a solution. Problem gambling is known as the hidden addiction. Unlike other addictions, individuals suffering from problem gambling do not display physical signs. Impacted



2020-2025 Problem Gambling Awareness Month (PGAM) Impressions

- Outreach efforts from various FCCG Problem Gambling Awareness Month (PGAM) activities beginning in the 2020 fiscal year and continuing through December 31, 2025, have yielded a total of 28,751,786 exposures to the 888-ADMIT-IT HelpLine to date.
 - See PGAM campaign impressions specifics by year illustrated in the chart below:

Task b. Core Service #2 - ADVERTISING SERVICES													
ii. Performance Measure – Problem Gambling Awareness Month (PGAM): #3. The FCCG shall record annual PGAM impressions in a summary chart to reflect the total number of PGAM impressions achieved each fiscal year.													
Annual YTD - Total Problem Gambling Awareness Month (PGAM) Impressions By Month & By Fiscal Period Fiscal Year: July 1, 2025 - June 30, 2026													
	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2019/2020: YTD Total PGAM Impressions	74	89	125	113	109	88	400	867,561	2,725,575	410	903	102	3,595,549
FY 2020/2021: YTD Total PGAM Impressions	79	70	101	104	104	95	1,131	8,408	5,355,106	2,130,789	128	92	7,496,207
FY 2021/2022: YTD Total PGAM Impressions	50,263	49,811	43,085	37,567	42,350	80,155	96,462	1,064,352	5,900,799	321,063	320,114	174,311	8,180,332
FY 2022/2023: YTD Total PGAM Impressions	64,340	37,214	8,963	33,929	46,044	53,738	38,292	102,176	5,123,235	313,766	36,232	31,017	5,888,946
FY 2023/2024: YTD Total PGAM Impressions	31,583	27,932	11,617	2,550	3,047	2,394	2,440	54,606	3,332,667	15,870	2,374	2,340	3,489,420
FY 2024/2025: YTD Total PGAM Impressions	1,816	1,437	2,614	2,728	3,025	3,283	2,927	3,425	56,108	2,721	4,137	3,322	87,543
FY 2025/2026: YTD Total PGAM Impressions	3,557	2,504	2,083	2,288	1,802	1,555							13,789
TOTAL YTD: 2020 - 2026 - TOTAL ANNUAL PROBLEM GAMBLING AWARENESS MONTH MPRESSIONS ACHIEVED:													28,751,786

FCCG Other Advertising Services – Monthly Awareness Event Outreach Campaigns Responsible Gaming Education Month:

2025 Responsible Gaming Education Month (RGEM) Campaign Summary:

- FCCG is leading the charge this September with its 2025 Responsible Gaming Education Month (RGEM) campaign, introducing a new theme for this year: ***Play Smart from the Start. Can't Walk Away? Your Best Play is to CALL or TEXT 888-ADMIT-IT.*** The FCCG's RGEM campaign is designed to empower players with the tools to make informed decisions while raising awareness about the 888-ADMIT-IT Problem Gambling HelpLine. The primary purpose of FCCG's RGEM campaign is to shed light on problem gambling while encouraging responsible gambling, and bring awareness and access to help for individuals, families, and communities in need.
- The American Gaming Association (AGA) leads the RGEM campaign nationwide, highlighting the industry's responsible gaming education efforts. Together with industry partners, the AGA seeks to promote gaming literacy and consumer education, elevate employee training, and advance operators' understanding of responsible gambling. RGEM also serves as a reminder that help, hope, and resources exist for those who suffer from problem gambling. For 2025, AGA launched "*Play Smart from the Start*", a new, research-backed messaging platform built to meet the mindset of today's players – savvy, mobile, and looking for entertainment on their terms. It encourages players to make informed choices and develop habits that keep gaming fun—before every bet, every time. Industry leaders are urged to integrate "*Play Smart from the Start*" to help strengthen trust, boost player satisfaction, and reinforce their commitment to player-first entertainment.
- Starting in July and building towards September, the FCCG launched its **2025 Responsible Gaming Education Month (RGEM) campaign** for Florida gambling industry operators and patrons for this nationally celebrated awareness month. This year, the FCCG expanded the RGEM campaign and reached out to Florida's 6 Seminole tribal facilities, 1 Miccosukee tribal facility, 8 slot-licensed pari-mutuel facilities, and 19 non-slot pari-mutuel operators, including card rooms, racetracks, and jai-alai facilities, by offering FCCG inclusion in this year's campaign through the display of 2025 RGEM online digital and social media graphics and by displaying and distributing FCCG signature 2025 RGEM brochures and collaterals throughout facilities and to patrons and team members, during the month of September and beyond. The FCCG also provided 2025 RGEM campaign assets to Resorts World Bimini in the Bahamas and supplied RGEM digital banners and social media graphics for their use as well.
 - This year, the FCCG generated a total of **87,158 total 2025 RGEM campaign impressions** from the various outreach and awareness efforts illustrated throughout this report.

2025 RGEM Signature Brochure:

- The FCCG's 2025 RGEM campaign includes a new 2025 RGEM brochure for distribution to both casino patrons and employees at Florida gambling facilities (both slot-licensed and non-slot-licensed). This year's brochure, designed double sided in English and Spanish, features the **888-ADMIT HelpLine** number, encourages patrons to "**Play Smart from the Start**", contrasts the key elements of *responsible gambling* with the signs of *problem gambling*, and promotes 24/7 access to confidential and multilingual help and hope through the 888-ADMIT-IT HelpLine, which is featured in large font at the bottom of the brochure. Those who "**Can't Walk Away?**" are encouraged to make their "**Best Play**" and call or text the HelpLine. Further, the brochure enables ongoing exposures and access to supports inside Florida gambling facilities for those in need of help or assistance with a gambling problem. (See Screenshot of 2025 RGEM Signature Brochure on following page).

We Support Responsible Gaming Education Month

PLAY SMART FROM THE START

Gambling can be a safe and fun recreational activity when it is approached with caution and control.

PLAY SMART FROM THE START

Know the risks, the rewards, and the warning signs of a gambling problem to keep it fun!

Problem gambling is the risk you take if you play without a plan.

STICK TO THE SCRIPT

Know your limit, stay within it, and know where and how to get help when gambling is no longer a game.

PLAYING SMART...

- Only Bet What You Can Afford to Lose
- Understand the Odds
- Play for Fun
- Take Breaks in Play
- Know When to Walk Away



PROBLEM GAMBLING...

- Borrowing Money to Gamble
- Believing You Can Beat the Odds
- Gambling to Escape Life Problems
- Chasing Your Losses

CAN'T WALK AWAY?

Your Best Play is to CALL or TEXT...

888-ADMIT-IT®

24/7, Confidential, & Multilingual Problem Gambling HelpLine

GamblingHelp.org

FC FLORIDA COUNCIL ON
CG COMPULSIVE GAMBLING

Apoyamos El Mes de la Educación Para El Juego Responsable

JUEGA CON INTELIGENCIA DESDE EL PRINCIPIO

El juego puede ser una actividad recreativa segura y divertida cuando se practica con precaución y control.

JUEGA CON INTELIGENCIA DESDE EL PRINCIPIO

Conoce los riesgos, las recompensas y las señales de advertencia de un problema con el juego para que siga siendo divertido.

El juego problemático es el riesgo que corres si juegas sin un plan.

SEGUIR EL PLAN

Conoce tu límite, mantente dentro de él, y conoce dónde y cómo obtener ayuda cuando el juego deja de ser solo un juego.

JUGAR CON INTELIGENCIA...

- Solo Apuesta lo que Puedas Permitirte Perder
- Entiende las Probabilidades
- Juega por Diversión
- Tómate Descansos al Jugar
- Sabe Cuando Retirarte



JUEGO PROBLEMÁTICO...

- Pedir Dinero Prestado para Jugar
- Creer que Puedes Vencer las Probabilidades
- Jugar para Escapar de los Problemas de la Vida
- Intentar Recuperar tus Pérdidas

¿NO PUEDES ESCAPAR?

Tu mejor JUGADA es LLAMAR o ENVIAR UN MENSAJE DE TEXTO...

888-ADMIT-IT®

Línea de Ayuda 24/7, Confidencial, y Multilingüe para Problemas de Juego

GamblingHelp.org

FC FLORIDA COUNCIL ON
CG COMPULSIVE GAMBLING

2025 RGEM Digital Banners:

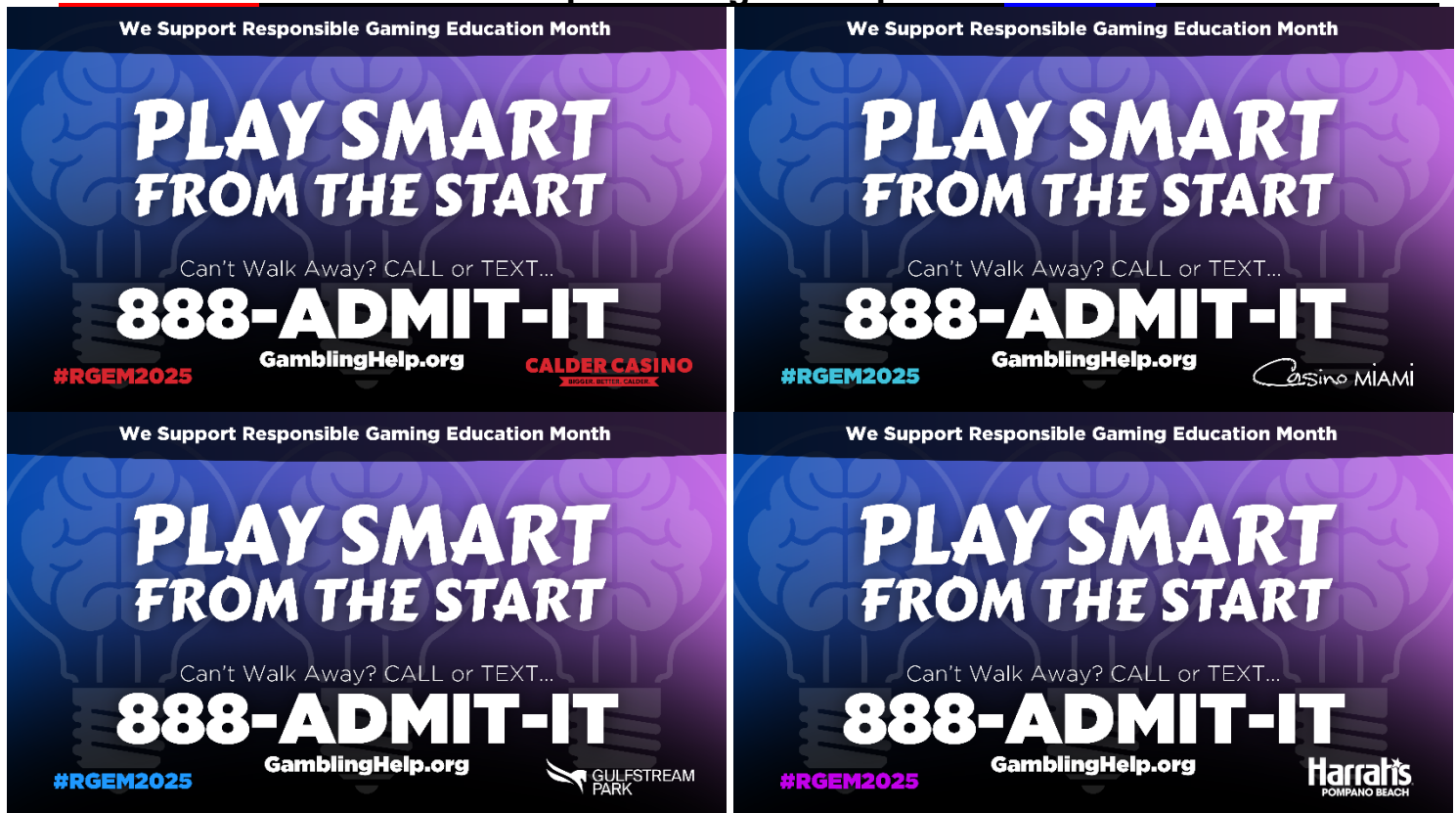
- Campaign assets this year also included **2025 RGEM digital banners** for display throughout the casino floor (e.g., on TVs, slot machines, ATMs, and ticket redemption machines), for promotion to employees back of the house (e.g., in employee break rooms, cafeterias, human resources and other executive offices, etc.), and for use online, by posting on facility websites and sharing on social media platforms, along with the official campaign hashtag, **#RGEM2025**. During the month of August, the FCCG provided Resorts World Bimini in The Bahamas (on August 4, 2025), the Seminole Tribal gambling facilities in Florida (on August 8, 2025), and each of the 8 FGCC slot-licensed pari-mutuel gambling facilities in Broward and Miami-Dade Counties (August 11, 2025) with casino-logo-specific digital graphics featuring the 888-ADMIT-IT HelpLine and the 2025 RGEM campaign slogan. Also on August 11, 2025, RGEM Digital Banners were sent to 1 Miccosukee tribal facility and 19 non-slot pari-mutuel operators around Florida, including card rooms, racetracks, and jai-alai facilities.

2025 RGEM Digital Banner Graphics:

- The illustration for the **2025 RGEM Campaign digital banners** goes along with the brochure and the overall layout of the designs, encouraging patrons to ***“Play Smart from the Start”*** for responsible gambling while featuring and raising awareness about the **888-ADMIT-IT HelpLine** for anyone in need of assistance. The digital banner was designed and provided to the facilities in two sizes, one in standard size and one optimized for social media use. For Resorts World Bimini, the FCCG customized the graphics in the casino’s brand colors and also created four additional sizes to fit the operator’s slot machine displays and website.

Examples of each facility’s 2025 RGEM digital graphic as provided by the FCCG follows.

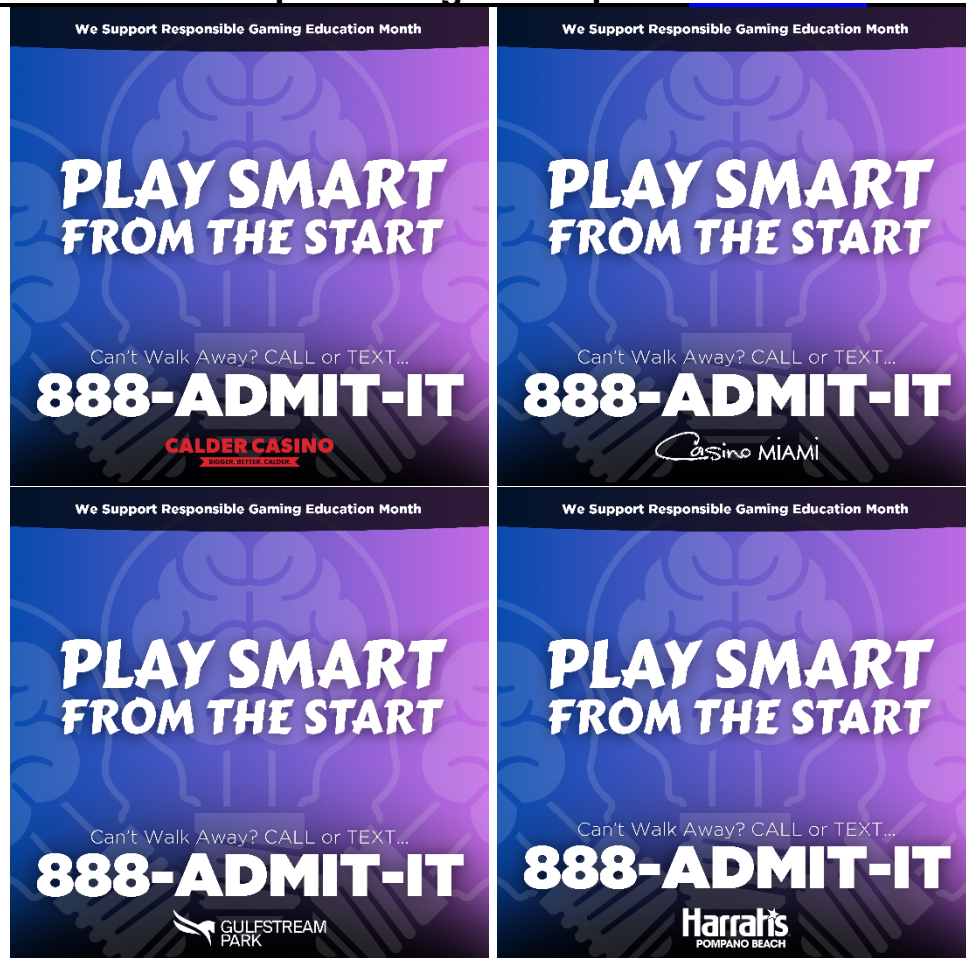
2025 RGEM CASINO LOGO-Specific Digital Graphics - Racinos – Standard Size:



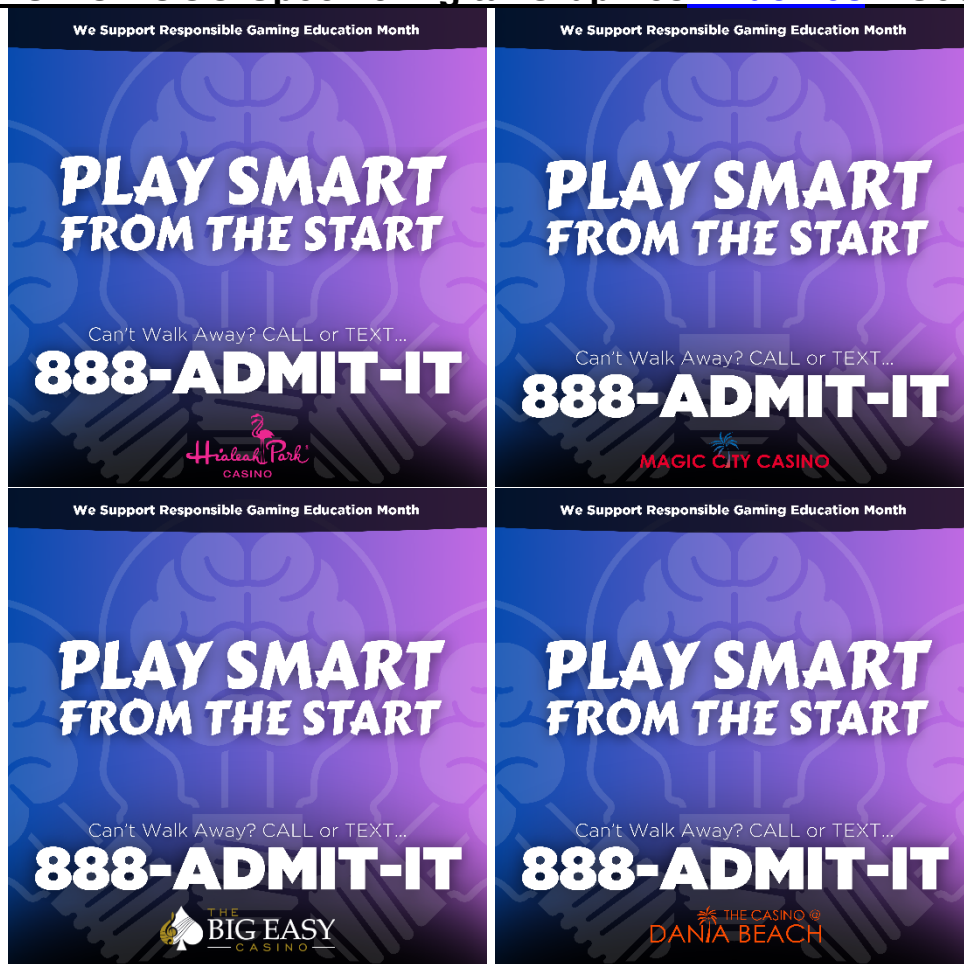
2025 RGEM CASINO LOGO-Specific Digital Graphics - Racinos – Standard Size:



2025 RGEM CASINO LOGO-Specific Digital Graphics - Racinos – Social Media Size:



2025 RGEM CASINO LOGO-Specific Digital Graphics - Racinos – Social Media Size:



2025 RGEM Signature Collateral Item:

- To accompany campaign literature and messaging this year, the FCCG also developed a Signature Collateral item for the **2025 RGEM** campaign, **Light-Up LED Light Bulb Keychains** featuring the campaign tagline ***“Play Smart from the Start”*** and the **888-ADMIT-IT** HelpLine number. This collateral provides safety for users through full LED illumination of the light bulb, while at the same time ***“Shining the Light”*** on the 888-ADMIT-IT HelpLine and serving as a useful takeaway. (See Screenshot of 2025 RGEM Signature Collateral below).



2025 RGEM Campaign Microsite & 2025 RGEM Toolkit:

- On July 23, 2025, the FCCG updated its **Responsible Gaming Education Month (RGEM) Microsite** at <https://gamblinghelp.org/rgem> to serve as a hub for resources and information, and to promote the annual campaign theme year-round. Like the FCCG's PGAM Microsite, the 2025 RGEM Campaign Microsite is self-contained and features independent navigation from the FCCG's main website. This approach helps direct visitors to all of the relevant information about the campaign and ensures that messaging is channeled to relevant audiences such as industry members as well as recreational gamblers – a particular challenge for an organization promoting both problem gambling help and responsible gambling. Visually, the Microsite followed the themed design of the brochure and digital banners, encouraging patrons to **"Play Smart from the Start"** for responsible gambling. For 2025, Microsite copy was also anchored by a new concept this year: **"The Three C's of RG" – Clarity, Caution, and Control** – that form the foundation of responsible gambling during RGEM and beyond, helping make core principles memorable.
- The RGEM Microsite will remain active throughout the year to provide campaign specific information and resources for visitors, such as responsible and problem gambling information and resources, interactive educational activities for gambling industry employees and patrons, and the FCCG's RGEM Toolkit for gambling facilities, policymakers, and other organizations, launched in 2024 and updated for 2025. This Microsite is used to promote RGEM for each annual campaign and remains accessible to help build awareness for this yearly awareness event.

2025 RGEM Campaign – NEW Interactive Educational Game:


- **FCCG's new "Play Smart Planner" tool**, developed for RGEM this year and hosted on the RGEM Microsite at <https://gamblinghelp.org/rgem/#rgem-educational-activities>, is free to use and guides users through responsible gambling information and activities in the creation of a personalized "Play Smart Plan," which can be downloaded or saved at the end. Throughout, users are asked to reflect on their own gambling experiences and challenges while making personal responsible gambling goals. The FCCG's Play Smart Planner provides a free responsible gambling utility for Florida gamblers and gambling facilities, while reinforcing the 888-ADMIT-IT HelpLine for those in need of problem gambling supports. In addition to the Play Smart Planner, there are 5 other interactive and educational games on the Microsite, which are free to play.
- See screenshot on next page.

2025 RGEM – Play Smart Planner – Screenshot

Play Smart Planner

- ☒ Create Your Play Smart Plan
- ☐ Understand Your Gambling Habits
- ☐ Discover Play Smart Strategies
- ☐ Learn the Signs of Problem Gambling
- ☐ Identify Pitfalls, Temptations, and Coping Strategies
- ☐ Create Your Play Smart Goals
- ☐ Rate Your Progress on Play Smart Goals
- ☐ Download Your Play Smart Plan

Create Your Play Smart Plan [More Information](#)



The Three C's – Clarity, Caution, and Control – form the foundation of responsible gambling during RGEM. Together, these principles guide smart choices from the very start.

- **Clarity** means understanding your reasons for gambling, the rules of the games you play, and the potential risks involved.
- **Caution** means recognizing triggers and setting safe limits before you gamble to avoid emotional or financial harm.
- **Control** means sticking to your personal plan and knowing when to stop — regardless of wins or losses.

If you're looking to gamble responsibly, this tool offers a safe, judgment-free space to reflect, set boundaries, and stay in control. This free interactive activity helps you create a personalized plan based on your habits, motivations, and goals.

You'll be able to download it at the end without needing to sign up, create an account, or share personal details. Everything is completely anonymous.

Throughout, you can click the "More Information" link in the top right for instructions on using this tool and completing each section.

[<](#) [>](#)

2025 RESPONSIBLE GAMING EDUCATION MONTH: TOOLKIT INSTRUCTIONS

PLAY SMART FROM THE START

September 1st marks the onset of Responsible Gaming Education Month (RGEM) here in Florida and across the United States. The Florida Council on Compulsive Gambling (FCCG) is excited to share new materials and opportunities with you to increase awareness about problem gambling. Our 2025 RGEM Toolkit includes...

2025 RGEM BROCHURE (ENGLISH & SPANISH)

The FCCG's 2025 RGEM Brochure features the 888-ADMIT-IT HelpLine number, encourages readers to "Play Smart from the Start", contrasts the key elements of responsible gambling with the signs of problem gambling, and promotes 24/7 access to confidential and multilingual help and hope. This brochure can be used together with other general information you may be supplying through your organization.

2025 RGEM DIGITAL BANNERS

The FCCG's 2025 RGEM digital and social media banners are also included in the Toolkit. During September, use these banners on your website and social media platforms (see below) to raise awareness about the importance of responsible gambling and the 888-ADMIT-IT Problem Gambling HelpLine for Florida.

2025 RGEM SOCIAL MEDIA GUIDE

The FCCG's 2025 RGEM Social Media Guide provides you with sample posts you can use on your organization's Facebook, Instagram, X (formerly Twitter), and LinkedIn accounts throughout the month of September. Simply copy and paste the text for each post to use directly on these platforms. Each post includes the official campaign hashtag, #RGEM2025, and also a link to the FCCG's RGEM webpage for anyone seeking more information about responsible gambling or resources for problem gambling available through the 888-ADMIT-IT HelpLine.

If your organization is in Florida and found this Toolkit useful, we would like to promote your efforts as part of our 2025 RGEM campaign! Email us at fccg@gamblinghelp.org with information about any special events you planned around RGEM, photos, or links to your website and social media pages promoting RGEM!

THANK YOU!

2025 RESPONSIBLE GAMING EDUCATION MONTH: SOCIAL MEDIA GUIDE

PLAY SMART FROM THE START

Not sure how to come up with content to promote RGEM? The Florida Council on Compulsive Gambling has you covered with sample social media posts that also raise awareness about the 888-ADMIT-IT Problem Gambling HelpLine, which you can use together with the digital banners in this Toolkit.

Sample Posts for Facebook & LinkedIn

Thousands reach out to the 888-ADMIT-IT HelpLine each year. For Responsible Gaming Education Month, make sure you know the difference between having fun and needing help. Learn more at <https://gamblinghelp.org/rgem>. #RGEM2025

Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine.

Do you know the difference between responsible gambling and problem gambling? September is Responsible Gaming Education Month and a great reminder to stay informed. Learn more at <https://gamblinghelp.org/rgem>. #RGEM2025

Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine.

Responsible gambling means not betting more than you can afford, and knowing when to walk away. Discover more about the differences between responsible gambling and problem gambling for Responsible Gaming Education Month: <https://gamblinghelp.org/rgem>. #RGEM2025

Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine.

For Responsible Gaming Education Month, understand the difference between responsible gambling and problem gambling. Learn more at <https://gamblinghelp.org/rgem>. #RGEM2025

Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine.

Knowing when to walk away is key to Responsible Gaming Education Month. If you can't, it might be time to seek help. Explore responsible gambling habits and the signs of problem gambling at <https://gamblinghelp.org/rgem>. #RGEM2025

Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine.

#RGEM2025

Sample Posts for Instagram

September is Responsible Gaming Education Month. Remember to go in with a plan and stick to it. Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine. #RGEM2025

For Responsible Gaming Education Month, know that help is available should gambling become a problem. Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine. #RGEM2025

Responsible vs. Problem Gambling: Know the difference. This September, educate yourself during RGEM. Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine. #RGEM2025

September is Responsible Gaming Education Month! If gambling is no longer fun, it might be a problem. Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine. #RGEM2025

This Responsible Gaming Education Month, know that there's no shame in reaching out for help! Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine. #RGEM2025

Sample Posts for X (Twitter)

Discover the differences between responsible gambling & problem gambling for Responsible Gaming Education Month: <https://gamblinghelp.org/rgem>. Can't Walk Away? Call/Text the 888-ADMIT-IT HelpLine. #RGEM2025

Do you know the difference between responsible gambling & problem gambling? September is Responsible Gaming Education Month. Learn more at <https://gamblinghelp.org/rgem>. Can't Walk Away? Call/Text the 888-ADMIT-IT HelpLine. #RGEM2025

Knowing when to walk away is key to Responsible Gaming Education Month. If you can't, it might be time to seek help. Learn more at <https://gamblinghelp.org/rgem>. Can't Walk Away? Call or Text the 888-ADMIT-IT HelpLine. #RGEM2025

For Responsible Gaming Education Month, understand the difference between responsible gambling & problem gambling. Learn more at <https://gamblinghelp.org/rgem>. Can't Walk Away? Call/Text the 888-ADMIT-IT HelpLine. #RGEM2025

For Responsible Gaming Education Month, make sure you know the difference between having fun and needing help. Learn more at <https://gamblinghelp.org/rgem>. Can't Walk Away? Call/Text the 888-ADMIT-IT HelpLine. #RGEM2025

THANK YOU!

**Follow the FCCG on
Social Media**

**Subscribe to the
FCCG Blog**

Can't Walk Away? Your Best Play is to CALL or TEXT...

888-ADMIT-IT

GamblingHelp.org

**FC
CG** FLORIDA COUNCIL ON
COMPULSIVE GAMBLING



2025 RGEM Campaign Web Letter E-Blast

- On September 2, 2025, the FCCG distributed an e-blast to a total of 31,255 subscribers across 4 targeted messages, including the general population and media contacts, Florida legislators, Florida mental health treatment providers, and Florida gambling industry contacts, announcing the Responsible Gaming Education Month (RGEM) Campaign and featuring the content of its 2025 RGEM Campaign Kickoff Web Letter (see below). The e-blast helped promote and draw attention to the campaign with relevant consumer and professional audiences across the Sunshine State while also raising awareness about the free, confidential, and multilingual 888-ADMIT-IT HelpLine for when gambling is no longer a game. A screenshot follows.

Gambling Problem? Call or text 888-ADMIT-IT. [View Mail in Browser.](#)



**FLORIDA COUNCIL ON
COMPULSIVE GAMBLING
888-ADMIT-IT®**

**WEB LETTER: For Responsible Gaming Education
Month (RGEM), Play Smart from the Start**



Each September, Responsible Gaming Education Month (RGEM) brings together advocates, operators, and communities to promote gambling literacy and consumer education. Led nationally by the American Gaming Association and supported in the Sunshine State by the Florida Council on Compulsive Gambling (FCCG), this year's theme—Play Smart from the Start—encourages anyone who chooses to gamble to understand the risks, set personal limits, and make informed choices from day one.

VISIT RGEM MICROSITE

2025 RGEM FCCG Social Media Outreach

- During the month of **September 2025**, the FCCG focused its social media outreach efforts on the **2025 Responsible Gaming Education Month (RGEM) Campaign**, promoting its RGEM Microsite and RGEM Toolkit to inspire interest and participation from Florida organizations and individuals. FCCG made a total of **33 social media posts** related to the **2025 RGEM Campaign** during the month, generating **56,903 total campaign impressions**. See 2025 RGEM Social Media Campaign Summary Chart below:

2025 Responsible Gaming Education Month (RGEM) - SOCIAL MEDIA - ONLINE OUTREACH AWARENESS CAMPAIGN													
SOCIAL MEDIA - Facebook/Instagram Summary - 2025 RGEM Campaign													
FACEBOOK/INSTAGRAM	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
TOTAL MONTHLY: Organic Posts	0	0	20	0	0	0	0	0	0	0	0	0	20
TOTAL MONTHLY: Organic Impressions	0	0	357	0	0	0	0	0	0	0	0	0	357
TOTAL MONTHLY: Page/Profile Visits	0	0	127	0	0	0	0	0	0	0	0	0	127
Total Impressions	0	0	484	0	0	0	0	0	0	0	0	0	484
SOCIAL MEDIA - X Summary - 2025 RGEM Campaign													
X (Formerly Twitter)	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
TOTAL MONTHLY: Organic Posts	0	0	10	0	0	0	0	0	0	0	0	0	10
TOTAL MONTHLY: Impressions	0	0	129	0	0	0	0	0	0	0	0	0	129
Total Impressions	0	0	129	0	0	0	0	0	0	0	0	0	129
SOCIAL MEDIA - YouTube Summary - 2025 RGEM Campaign													
YOUTUBE	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
TOTAL MONTHLY: Impressions	0	0	36,827	0	0	0	0	0	0	0	0	0	36,827
TOTAL MONTHLY: Views	0	0	3,041	0	0	0	0	0	0	0	0	0	3,041
MONTHLY: Click-Through Rate (CTR)	0.00%	0.00%	4.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%
TOTAL MONTHLY: Number of New Subscribers	0	0	10	0	0	0	0	0	0	0	0	0	10
Total Impressions	0	0	36,827	0	0	0	0	0	0	0	0	0	36,827
SOCIAL MEDIA - Pinterest Summary - 2025 RGEM Campaign													
PINTEREST	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
TOTAL MONTHLY: Pins	0	0	6	0	0	0	0	0	0	0	0	0	6
TOTAL MONTHLY: Impressions	0	0	12,723	0	0	0	0	0	0	0	0	0	12,723
Total Impressions	0	0	12,723	0	0	0	0	0	0	0	0	0	12,723
SOCIAL MEDIA - LinkedIn Summary - 2025 RGEM Campaign													
LINKEDIN	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
TOTAL MONTHLY: Posts	0	0	14	0	0	0	0	0	0	0	0	0	14
TOTAL MONTHLY: Impressions	0	0	1,955	0	0	0	0	0	0	0	0	0	1,955
Total Impressions	0	0	1,955	0	0	0	0	0	0	0	0	0	1,955
SOCIAL MEDIA - Reddit Summary - 2025 RGEM Campaign													
REDDIT	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
TOTAL MONTHLY: Posts	0	0	5	0	0	0	0	0	0	0	0	0	5
TOTAL MONTHLY: Impressions	0	0	4,014	0	0	0	0	0	0	0	0	0	4,014
Total Impressions	0	0	4,014	0	0	0	0	0	0	0	0	0	4,014
SOCIAL MEDIA - Google My Business Summary - 2025 RGEM Campaign													
GOOGLE MY BUSINESS	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	Totals
TOTAL MONTHLY: Posts	0	0	5	0	0	0	0	0	0	0	0	0	5
TOTAL MONTHLY: Business Profile Views (Impressions)	0	0	771	0	0	0	0	0	0	0	0	0	771
TOTAL MONTHLY: Searches Showing Business Profile	0	0	197	0	0	0	0	0	0	0	0	0	197
TOTAL MONTHLY: Calls	0	0	44	0	0	0	0	0	0	0	0	0	44
TOTAL MONTHLY: Website Clicks	0	0	49	0	0	0	0	0	0	0	0	0	49
Total Impressions	0	0	771	0	0	0	0	0	0	0	0	0	771
2025-2026 FISCAL YEAR - TOTAL SOCIAL MEDIA - YTD CAMPAIGN IMPRESSIONS													
	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
Total YTD Impressions by Month	0	0	56,903	0	0	0	0	0	0	0	0	0	56,903

FCCG Other Advertising Services – Monthly Awareness Event

Outreach Campaigns Gift Responsibly Campaign:

The **Gift Responsibly Campaign** is a long-standing national initiative led by the National Council on Problem Gambling (NCPG) to raise awareness about the risks of underage gambling, particularly during the holiday season when lottery products are commonly purchased as gifts. The campaign emphasizes that gambling is an adult activity and that gifting lottery tickets or other gambling-related items to minors can contribute to early exposure, increased risk-taking, and potential gambling problems later in life.

As the designated Affiliate Member of the National Council on Problem Gambling for the state of Florida, the Florida Council on Compulsive Gambling (FCCG) participates annually in the Gift Responsibly Campaign to help protect youth and educate adults about the dangers of underage gambling.

The Gift Responsibly Campaign is a national awareness effort that takes place each year during the holiday season. It provides an important opportunity to remind the public that lottery tickets and other gambling-related gifts are not appropriate for children. In Florida, the FCCG uses this campaign to highlight the risks associated with early gambling exposure and to promote the 888-ADMIT-IT HelpLine as a resource for individuals and families affected by gambling-related problems.

For 2025, the FCCG centered its Gift Responsibly Campaign around the new tagline: **“Gifting Lottery Tickets is Gambling with Their Future.”** This theme underscored the long-term consequences that early gambling exposure can have on youth and reinforced the importance of making safe, age-appropriate choices during holiday gift-giving.

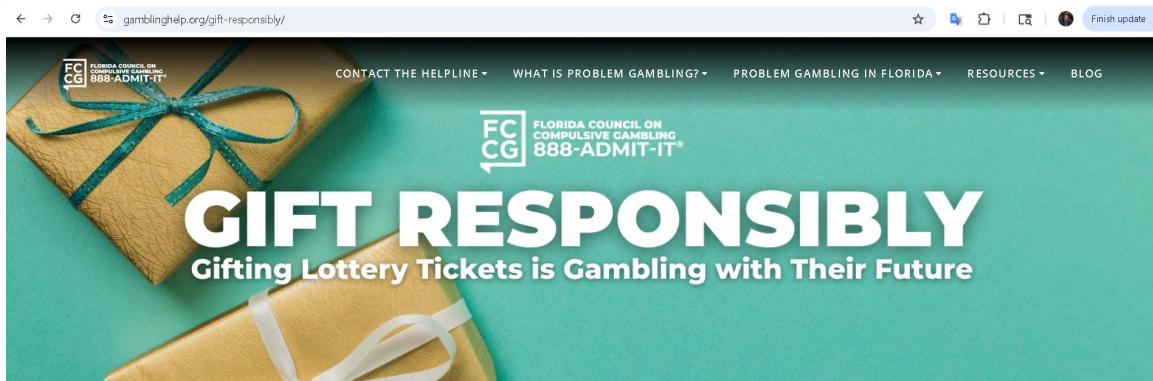
To support the 2025 campaign, the FCCG developed campaign-specific digital graphics, including a free, downloadable Social Media Graphic designed to encourage broad participation and message sharing. The FCCG also updated its Gift Responsibly Campaign landing page (screenshots follow) with refreshed copy featuring the 2025 tagline, new graphics, and easy access to campaign materials. Serving as the central hub for the initiative, the landing page offered downloadable resources such as the FCCG’s 2025 Campaign Press Release (distributed via e-blast to media and general population contacts on December 1, 2025), the FCCG’s 2025 Responsible Gifting Guide (providing facts about underage gambling, guidance on which gifts to avoid for minors, and safe, meaningful alternatives), and the 2025 Social Media Graphic featuring the official campaign hashtag: **#GiftResponsibly**.

In addition, the FCCG leveraged its Monthly Web Letter for December – distributed via e-blast to Florida general population subscribers on December 8, 2025 – to further promote the Gift Responsibly Campaign and drive traffic to the updated landing page. This outreach helped reinforce the campaign’s core message and encouraged Floridians to make informed, responsible choices during the holiday season. The FCCG further incorporated its Gift Responsibly Campaign messaging into the December CARE TEAM Newsletter distributed to Florida gambling facility employees on December 11, 2025.

Overall, the Gift Responsibly Campaign seeks to prevent youth gambling by increasing public understanding of the risks associated with gifting gambling products to minors. The FCCG’s 2025 efforts expanded this mission in Florida by providing accessible educational materials, promoting responsible gifting practices, and raising awareness of the 888-ADMIT-IT HelpLine as the confidential, multilingual resource for those impacted by gambling-related harm in Florida. Through these efforts, the FCCG continues its commitment to protecting youth, supporting families, and fostering safer communities across the state.

2025 Gift Responsibly Campaign Landing Page

<https://gamblinghelp.org/gift-responsibly/>



Gift Responsibly This Holiday Season: Gifting Lottery Tickets is Gambling with Their Future



This holiday season, the Florida Council on Compulsive Gambling (FCCG) is encouraging families to give with care—choosing gifts that bring joy without exposing

children to the risks of gambling. Through our **Gift Responsibly Campaign**, we're raising awareness about the dangers of youth gambling and promoting responsible gifting habits that protect kids' well-being.

This initiative is part of the National Safe Toys and Gift Awareness Month and aims to educate about the dangers of gifting lottery tickets to youth. The Gift Responsibly Campaign was founded in the early 2000s by the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University.

Why Gambling-Related Gifts Don't Belong Under the Tree

While lottery tickets may seem like a harmless stocking stuffer, research shows that early exposure to gambling can increase the likelihood of developing problem gambling later in life. And it's not just lottery tickets—other gambling-themed gifts can also send the wrong message to children, including:

- Scratch-off tickets marketed with bright colors and "fun" graphics, or which feature characters or brands which may be familiar to youth (such as "Monopoly", "Jaws", "Uno", "Jeopardy", "The Game of Life", "The Price is Right", etc.)
- Casino-style toys or board games that mimic slot machines, roulette, or poker
- Sports betting gift cards or fantasy sports credits
- Online gaming gift cards that can be used for gambling-style apps or simulated betting games
- Video games featuring **loot boxes**, which encourage players to spend money for a chance at random rewards. These mechanics mirror gambling behavior by combining risk, chance, and reward, and can normalize gambling-like habits in young players.

Even when presented as "just for fun," these gifts normalize gambling behaviors and blur the line between play and risk.

Learn More & Take Action



The **Gift Responsibly Campaign** urges parents, caregivers, and loved ones to leave gambling-related items off children's gift lists. Instead, choose presents that inspire creativity, learning, and positive experiences.

[Download Campaign Press Release](#)

Download the Responsible Gifting Guide

Download our **FREE Responsible Gifting Guide** to see the facts about underage gambling and discover safe, meaningful alternatives for holiday giving.

[Download Responsible Gifting Guide](#)

Join the Movement

By embracing responsible gifting, you're helping ensure that every child's holiday is filled with joy, not risk. Share this message with friends and family, and help spread awareness by posting on social media with the hashtag **#GiftResponsibly**. Feel free to save and post with our Gift Responsibly Campaign social media graphic, which you can download by clicking the button below!

[Download Social Media Graphic](#)

Together, we can make this season one of celebration, care, and responsible choices for all.

Problem Gambling Help is Just a Call or Text Away

If you are concerned about your own, your child's, or another loved one's gambling or risk for problem gambling, confidential and multilingual help, hope, and information are available 24/7 by calling or texting the 888-ADMIT-IT Problem Gambling Helpline for Florida. The Helpline may also be reached through live chat on the FCCG's website at gamblinghelp.org, by email (fccg@gamblinghelp.org) or by connecting with the FCCG on social media, such as [Facebook](#) and [X \(formerly Twitter\)](#).

2025 Gift Responsibly Campaign Landing Page (Cont.):

Florida prevalence research revealed 18.5% of adolescents ages 13-17 reported purchasing lottery tickets in their lifetime and 12.5% within the past year.	Lifetime participation in gambling was almost 70% among Florida residents, ages 13 to 17.
Over 40% reported gambling in the past year and 11.5% identified as weekly gamblers.	Adolescent problem gamblers also had much higher rates of alcohol, drug, and tobacco use.



1. Shapira, N. A., Ferguson, M. A., Frost-Pineda, K., & Gold, M. S. (2002). Gambling and Problem Gambling Prevalence among Adolescents in Florida.

Questions or concerns? Call or text 888-ADMIT-IT today.

Call/Text 888-ADMIT-IT

Name *

First Name

Last Name

Phone

(201) 555-0123

Email *

Email

Select Your State *

Select Your State

Message

Type your message here.

Privacy Policy *

☐

By using this form, I agree to the FCCG's [Privacy Policy](#). For immediate and anonymous assistance, please contact the [888-ADMIT-IT HelpLine](#) instead of using this form.

☐

I'm not a robot

reCAPTCHA

Privacy - Terms

Submit

2025 Gift Responsibly Campaign Digital Graphics:

Landing Page Header Banner (1920x575):



Full-Size Banner (1920x1080):



2025 Gift Responsibly Campaign – Downloadable Social Media Graphic (1080x1080):

The downloadable Gift Responsibly Campaign Social Media Graphic was designed to help individuals, families, and community partners easily share the 2025 campaign message – “Gifting Lottery Tickets is Gambling with Their Future” – across social platforms, amplifying awareness about the risks of gifting lottery tickets and other gambling-related items to minors. Optimized at 1080×1080 for maximum clarity and compatibility across major social media channels, the graphic encouraged broad public engagement through the official campaign hashtag #GiftResponsibly. A screenshot follows.



2025 Gift Responsibly Campaign – Downloadable Responsible Gifting Guide:

- The FCCG’s Responsible Gifting Guide, developed as part of the 2025 Gift Responsibly Campaign, served as an educational resource designed to help families make safe, age-appropriate holiday gift choices while reinforcing the campaign’s core message, “Gifting Lottery Tickets is Gambling with Their Future.” The guide explained why responsible gifting matters by highlighting research showing that early exposure to gambling increases the likelihood of developing gambling problems later in life, and it emphasized the FCCG’s role in helping families avoid gifts that normalize gambling. It outlined specific items to avoid, including lottery tickets, casino-style toys, sports-betting or fantasy-sports credits, online gaming cards linked to gambling-style apps, and video games with loot boxes. The guide also presented key Florida adolescent gambling statistics, underscoring the prevalence of underage gambling and its association with higher rates of alcohol, drug, and tobacco use. To support safer choices, the guide offered a wide range of creative, educational, experiential, and memory-building gift alternatives that promote healthy development without exposing children to gambling mechanics. Finally, it encouraged readers to share the campaign message, talk openly with children about gambling risks, and use the 24/7, confidential, multilingual 888-ADMIT-IT HelpLine for support, reinforcing the guide’s role as a central tool in advancing the 2025 Gift Responsibly Campaign’s prevention and awareness goals. Screenshots follow.

(See Screenshots Below)



Responsible Gifting Guide

Why Responsible Gifting Matters

The holidays are a time for celebration, connection, and joy. But some seemingly harmless gifts—like lottery tickets or gambling-themed games—can unintentionally expose children to risks. Research shows that early exposure to gambling increases the likelihood of developing problem gambling behaviors later in life.

That's why the Florida Council on Compulsive Gambling (FCCG) participates in the Gift Responsibly Campaign: to help families choose gifts that inspire creativity, learning, and positive experiences, while avoiding items that normalize gambling.

Gifts to Avoid

Even when marketed as “fun” or “just for play,” these gifts can encourage gambling-like behaviors in children:

- Lottery tickets, including scratch-offs
- Casino-style toys or board games (slot machines, roulette, poker sets)
- Sports betting gift cards or fantasy sports credits
- Online gaming gift cards that can be used for gambling-style apps or simulated betting games
- Video games with loot boxes – These mechanics encourage players to spend money for a chance at random rewards. Loot boxes mimic gambling by combining risk, chance, and reward, and can normalize gambling-like habits in young players.





Why It Matters

The Gift Responsibly Campaign strongly urges parents, family members, and caregivers to leave lottery tickets off children's gift lists, and helps to raise awareness of the dangers of youth gambling.

To help understand the risks of gifting lottery products to children, consider these alarming statistics that speak to the inherent dangers and consequences associated with youth gambling. Despite the legal gambling age of 18, Florida prevalence research revealed 18.5% of adolescents ages 13-17 reported purchasing lottery tickets in their lifetime and 12.5% within the past year.

In addition, the study found [1]:

- Lifetime participation in gambling was almost 70% among Florida residents, ages 13 to 17.
- Over 40% reported gambling in the past year and 11.5% identified as weekly gamblers.
- Adolescent problem gamblers also had much higher rates of alcohol, drug, and tobacco use.

It is our role as caregivers to have open conversations and talk about the risks of gambling and most importantly, choose age-appropriate, non-gambling-related gifts for children. **Call or text the 24/7, Confidential, and Multilingual 888-ADMIT-IT HelpLine for problem gambling help, hope, and information. Learn more and access live chat on our website at gamblinghelp.org.**

References:

1. Shapira, N. A., Ferguson, M. A., Frost-Pineda, K., & Gold, M. S. (2002). Gambling and Problem Gambling Prevalence among Adolescents in Florida.





Safer, Exciting Alternatives

Instead of gambling-related gifts, consider options that spark imagination, build skills, and create lasting memories:

Creative & Educational

- Art kits, craft supplies, or DIY projects
- Science experiment kits or STEM toys
- Musical instruments or beginner lessons
- Books tailored to a child's interests

Active & Experiential

- Sports equipment (basketball, soccer ball, jump rope)
- Dance, martial arts, or swim class vouchers
- Family passes to museums, zoos, or aquariums
- Outdoor adventure gear (roller skates, camping supplies)

Tech & Entertainment (Safe Choices)

- Puzzle games or strategy board games
- Coding kits or robotics sets
- Subscription boxes for crafts, science, or reading
- Age-appropriate video games without gambling mechanics

Memory-Making Experiences

- Tickets to a live show, concert, or sporting event
- Family game night bundles (classic board games, card games without gambling themes)
- Cooking or baking kits for kids
- Personalized gifts (photo books, custom puzzles, engraved keepsakes)






Help Spread the Word!

- Download and share this guide with friends, family, and community partners.
- Talk openly with children about the risks of gambling and why certain gifts aren't appropriate.
- Spread awareness by posting on social media with the hashtag #GiftResponsibly.



2025 Gift Responsibly Campaign Press Release

- Issued on December 1, 2025, via E-Blast (see below), the FCCG's 2025 Gift Responsibly Campaign Press Release, "For Kids, Choose Gifts That Build Dreams – Not Problem Gambling Risk", announced the initiative and communicated the campaign's core message by urging parents and adults to avoid gifting lottery tickets and scratch-offs to children during the holiday season, emphasizing that such products are legally restricted to adults and linked to increased risk for future gambling problems. In joining with the National Council on Problem Gambling and McGill University's International Centre for Youth Gambling Problems and High-Risk Behaviors for this annual awareness effort, the release highlighted alarming Florida statistics showing high rates of adolescent gambling participation, weekly gambling, and associated substance use, as well as national data demonstrating widespread youth gambling and the growing prevalence of online gambling among minors. The release also warned that other gambling-related gifts – such as casino-style toys, loot-box-based video games, and sports-betting or fantasy-sports credits – can normalize gambling concepts for children. Featuring a statement from FCCG Executive Director Jennifer Kruse, the release encouraged adults to choose gifts that support healthy development rather than expose youth to gambling risks. Readers were directed to the FCCG's Gift Responsibly Campaign landing page to download the Responsible Gifting Guide and Social Media Graphic. It concluded by promoting the 24/7, confidential, multilingual 888-ADMIT-IT HelpLine for anyone concerned about gambling-related harm, underscoring the FCCG's mission to raise awareness and provide support statewide. A screenshot follows.



For Kids, Choose Gifts That Build Dreams – Not Problem Gambling Risk

SANFORD, Fla. – The Florida Council on Compulsive Gambling (FCCG) is urging parents and adults to avoid gifting lottery tickets and scratch-offs to children this holiday season, in partnership with the National Council on Problem Gambling (NCPG) and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University.

The Gift Responsibly Campaign, held during National Safe Toys and Gifts Awareness Month in December, highlights the serious risks of gifting lottery products to youth. Research shows a direct relationship between receiving lottery tickets and scratch-offs during childhood and risky, problematic gambling later in life. Lottery gambling in Florida is restricted to adults by law for a reason, and as new gambling products become more accessible, underage gambling remains a growing concern.

To understand the risks, consider these alarming statistics. Despite the legal gambling age of 18, Florida prevalence research reveals that [1]:

- 18.5% of adolescents ages 13-17 reported purchasing lottery tickets in their lifetime, and 12.5% did so within the past year.
- Lifetime participation in gambling was nearly 70% among Florida residents ages 13 to 17, with over 40% reporting gambling in the past year and 11.5% identifying as weekly gamblers.
- Adolescent problem gamblers also had much higher rates of alcohol, drug, and tobacco use.

Nationally, many young people report their first gambling experience occurs around ages 9-11. According to the NCPG [2]:

- Globally, 17.9% of youth under 18 have gambled in the past 12 months, and an estimated 159.6 million youth under 18 have gambled on commercial forms of gambling, which are largely age-restricted, in the past 12 months.
- Among youth under 18, online gambling is the second most prevalent form of gambling activity.
- Young males aged 25 and under are more likely to meet the criteria for problem gambling than young females.

Lottery tickets aren't the only risky gifts for kids. Casino-style toys and board games like candy slot machines and poker sets, online gaming gift cards usable for casino-style games, video games with loot boxes, and sports betting gift cards or fantasy sports credits to use on an adult's account all expose youth to gambling concepts. These experiences can normalize gambling at an early age and increase the risk for future gambling problems, making it essential for adults to be wary of gift choices.

"The choices we make this holiday season can have a powerful impact on a child's understanding of money, risk, and healthy habits. Let's honor their future by choosing gifts that build dreams – not problem gambling risk," said Jennifer Kruse, Executive Director of the FCCG.

For more information and to download the FCCG's 2025 Gift Responsibly Guide and campaign social media graphic for free, visit gamblinghelp.org/gift-responsibly.

If you are concerned about your own, your child's, or another loved one's gambling or risk for problem gambling, confidential and multilingual help, hope, and information are available 24/7 by calling or texting the 888-ADMIT-IT Problem Gambling HelpLine in Florida. Visit the FCCG's website at gamblinghelp.org to learn more.

The Florida Council on Compulsive Gambling, Inc. is a not-for-profit 501(c)(3) independent corporation whose primary mission is to increase public awareness about problem and compulsive gambling and to advocate for and provide services and supports to individuals in need of assistance for a gambling problem. The FCCG maintains a neutral stance on the issue of legalized gambling while also seeking to assist citizens in need of problem-gambling-specific supports.

1. Shapira, N. A., Ferguson, M. A., Frost-Pineda, K., & Gold, M. S. (2002). Gambling and Problem Gambling Prevalence among Adolescents in Florida.

2. National Council on Problem Gambling. Gift Responsibility / Too Young to Bet Campaign. National Council on Problem Gambling. <https://www.ncpgambling.com/responsible-gambling/gift-responsibly-campaign/>. Accessed 7 Nov. 2025.

Florida Council on Compulsive Gambling, Inc.
P.O. Box 2309 Sanford, FL 32772
www.GamblingHelp.org
888-ADMIT-IT (888-236-4848)

2025 Gift Responsibly Campaign Press Release E-Blast

- On December 1, 2025, the FCCG distributed an e-blast to a total of **48,592 Florida general population subscribers and media contacts**, announcing the Gift Responsibly Campaign and featuring the content of its 2025 Gift Responsibly Campaign Press Release (see above). The e-blast helped promote and draw attention to the campaign with relevant consumer and professional audiences across the Sunshine State while also raising awareness about the free, confidential, and multilingual 888-ADMIT-IT HelpLine for when gambling is no longer a game. A screenshot follows.



FOR IMMEDIATE RELEASE: December 1, 2025
CONTACT: Jennifer Kruse, (407) 865-6200

For Kids, Choose Gifts That Build Dreams – Not Problem Gambling Risk

SANFORD, Fla. – The Florida Council on Compulsive Gambling (FCCG) is urging parents and adults to avoid gifting lottery tickets and scratch-offs to children this holiday season, in partnership with the National Council on Problem Gambling (NCPG) and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University.

The Gift Responsibly Campaign, held during National Safe Toys and Gifts Awareness Month in December, highlights the serious risks of gifting lottery products to youth. Research shows a direct relationship between receiving lottery tickets and scratch-offs during childhood and risky, problematic gambling later in life. Lottery gambling in Florida is restricted to adults by law for a reason, and as new gambling products become more accessible, underage gambling remains a growing concern.

To understand the risks, consider these alarming statistics. Despite the legal gambling age of 18, Florida prevalence research reveals that [1]:

- 18.5% of adolescents ages 13-17 reported purchasing lottery tickets in their lifetime, and 12.5% did so within the past year.
- Lifetime participation in gambling was nearly 70% among Florida residents ages 13 to 17, with over 40% reporting gambling in the past year and 11.5% identifying as weekly gamblers.
- Adolescent problem gamblers also had much higher rates of alcohol, drug, and tobacco use.

Nationally, many young people report their first gambling experience occurs around ages 9-11. According to the NCPG [2]:

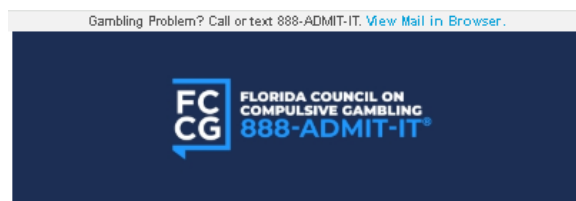
- Globally, 17.9% of youth under 18 have gambled in the past 12 months, and an estimated 159.6 million youth under 18 have gambled on commercial forms of gambling, which are largely age-restricted, in the past 12 months.
- Among youth under 18, online gambling is the second most prevalent form of gambling activity.
- Young males aged 25 and under are more likely to meet the criteria for problem gambling than young females.

Lottery tickets aren't the only risky gifts for kids. Casino-style toys and board games like candy slot machines and poker sets, online gaming gift cards usable for casino-style games, video games with loot boxes, and sports betting gift cards or fantasy sports credits to use on an adult's account all expose youth to gambling concepts. These experiences can normalize gambling at an early age and increase the risk for future gambling problems, making it essential for adults to be wary of gift choices.

"The choices we make this holiday season can have a powerful impact on a child's understanding of money, risk, and healthy habits. Let's honor their future by choosing gifts that build dreams – not problem gambling risk," said Jennifer Kruse, Executive Director of the FCCG.

2025 Gift Responsibly Campaign Web Letter E-Blast

- On December 8, 2025, the FCCG distributed an e-blast to a total of **56,969 Florida general population subscribers**, announcing the Gift Responsibly Campaign and featuring the content of its December 2025 Web Letter. The FCCG's December 2025 Web Letter, *How Gifting Responsibly Helps Prevent Gambling Harm*, served as a key outreach component of the 2025 Gift Responsibly Campaign by reinforcing the year's tagline, "Gifting Lottery Tickets is Gambling with Their Future," and educating Floridians about the risks of underage gambling during the holiday season. The Web Letter highlighted the origins of the Gift Responsibly Campaign, explained Florida's legal gambling age requirements, and emphasized how early exposure – driven by peer influence, social media, and sports betting visibility – can increase the likelihood of developing gambling problems later in life. It encouraged readers to participate by sharing the campaign hashtag #GiftResponsibly and directed them to the updated campaign landing page to download the 2025 Social Media Graphic and Responsible Gifting Guide. The Web Letter also broadened the message by noting that lottery gifts can also trigger harm for adults struggling with gambling addiction, and it addressed the heightened mental-health challenges common during the holiday season. By promoting responsible gifting practices and reminding readers of the 24/7, confidential, multilingual support available through 888-ADMIT-IT, the Web Letter strengthened the campaign's reach and impact across Florida. A screenshot follows.



WEB LETTER: How Gifting Responsibly Helps Prevent Gambling Harm



The holidays are here again, and for problem gamblers, this season can bring added stress—especially when money is already tight for food, family, and gifts. With the rising cost of everything from groceries to gas, it's even more challenging to make ends meet. Help us raise awareness that help and hope for problem gambling in Florida continue to be available 24/7 throughout the holidays, by calling or texting the 888-ADMIT-IT HelpLine.

Did you know? Each December, we join the Gift Responsibly Campaign to raise awareness about the risks associated with gifting lottery tickets and other gambling-related gifts to minors. It's an important initiative during this time of year, and you can help spread the word.

[Read our December Web Letter](#) to learn more about why the holidays can be especially challenging when there's a gambling problem in the family, why lottery tickets and other gambling-related gifts should be avoided for youth, and to download our free Responsible Gifting Guide and Gift Responsibly Campaign social media graphic (pictured below).

READ THE WEB LETTER

2025 Gift Responsibly Campaign FCCG Social Media Outreach

- During the month of **December 2025**, the FCCG focused its social media outreach efforts on the **2025 Gift Responsibly Campaign**, promoting its Campaign Landing Page, Gift Responsibly Guide, and Social Media Graphic to inspire interest and participation from Florida organizations and individuals. FCCG made a total of **41 social media posts** related to the **Gift Responsibly Campaign** during the month, generating **53,111 total campaign impressions**.

- **END OF ADVERTISING SERVICES SECTION** -

Core Service #3 – SLOT MACHINE GAMBLING FACILITY EMPLOYEE TRAINING SERVICES









- The FCCG's Comprehensive Best Practices "Responsible Gambling & Player Protection Program" (RGPPP) includes responsible gambling signage and training, and outlines appropriate strategies for aiding individuals with a gambling problem, as well as family members or other loved ones, and assists in guiding industry in establishing policies that discourage problem gambling (e.g. lack of immediate credit, check cashing provisions, self-exclusion policies, etc.). It includes step-by-step instructions for program implementation including design of all collateral materials, the provision of ongoing management and employee training, information for ancillary service personnel, and a follow-up and outcome evaluation survey. In addition, it allows for an employee assistance component if desired. The FCCG's RGPPP contains all applicable components, including HelpLine signage, a Facility Manual, a Train-the-Trainer Manual with participant handouts, and also offers important insight regarding hands-on case situations. Most importantly it provides access to problem gambling help in Florida for patrons in need through the FCCG's 24/7, confidential, multilingual 888-ADMIT-IT HelpLine.
- FCCG has served as an oversight body with this program for the State of Florida since the introduction of slot machines in Broward and Miami-Dade Counties in 2007, by way of ensuring facility adherence to responsible gambling industry best-practices guidelines through the provision of gambling facility employee responsible gaming trainings and conducting ongoing routine facility site visits, as well as by tracking and maintaining training completion records to document statutory compliance for all participating FGCC slot-licensed gambling facilities.
- **The FCCG offered slot machine gambling facility training services have continued to provide employee education on responsible gambling in accordance with the requirements of Sections 551.104(4)(i)5., and 551.118(1), F.S. throughout the years. FCCG training services are routinely updated to reflect current research and field trends, as well as illustrate up to date problem gambling HelpLine information for the state of Florida.**

FCCG Slot Machine Gambling Facility Employee Training Services – RGPPP Online Training Program

- The FCCG offers an Online Responsible Gambling and Player Protection Program (RGPPP) Training Module for all newly hired employees at FGCC slot-licensed gambling facilities. The training covers topics addressing what problem gambling is, warning signs to look for, how to appropriately respond as a gambling industry employee if a problem gambler is identified, or if approached by a family member or other loved one, identification of vulnerable populations within the player population, and knowledge of facility specific self-exclusion programs, as well as problem gambling resources available through the 888-ADMIT-IT HelpLine. In addition, the FCCG administers an "End of Session Test" which requires a score of 80% or better for successful completion of the new-hire training program, and which documents, what we consider to be, adequate baseline knowledge of this issue. Certificates of successful training completion for all participants meeting minimum mandatory online new-hire responsible gambling training requirements are also provided by the FCCG to facility management on a monthly basis.
- This online training module fulfills the legislative requirement to have all new employees trained on the issue of problem gambling within their first 30 days of hire.

Online RGPPP New Hire Training Offerings:

- Each year, the FCCG offers its online new-hire responsible gambling training services to all eight (8) FGCC slot machine licensed Florida gambling facilities, available on-demand in both English and Spanish, with associated testing measures in place to ensure adequate employee knowledge upon hire of compulsive or addictive gambling, and the resources available for help through the 888-ADMIT-IT HelpLine.
- Since fiscal year 2020, and continuing through June 30, 2024, the FCCG has provided 432 total offerings of its online new-hire RGPPP training module to each of the 8 slot-licensed pari-mutuel gambling facilities in Miami-Dade and Broward Counties. These electronic offerings provide the opportunity for gambling industry employee education on problem and disordered gambling for industry employees to obtain within their first 30 days of hire. Please see chart below for specifics by year:

Task c. Core Service #3 - SLOT MACHINE GAMBLING FACILITY EMPLOYEE TRAINING SERVICES							
i. Performance Measure – <u>RGPPP Online New-Hire RGPPP Training Program</u> : The FCCG offers an online training program for gambling facility employees, available on-demand in English and Spanish, to ensure adequate knowledge of compulsive gambling and access to the 888-ADMIT-IT HelpLine for individuals in need of problem gambling supports.							
Fiscal Years 2020 - 2024: ANNUAL Total Online New-Hire RGPPP Training Program Offerings by Fiscal Year January 1, 2020 - June 30, 2024							
State of Florida Slot-Licensed Gambling Facility (Name & Address)		Fiscal Year 2019/2020 - # of Times Online RGPPP Training Offered by Facility	Fiscal Year 2020/2021 - # of Online RGPPP Training Offered by Facility	Fiscal Year 2021/2022 - # of Online RGPPP Training Offered by Facility	Fiscal Year 2022/2023 - # of Online RGPPP Training Offered by Facility	Fiscal Year 2023/2024 - # of Online RGPPP Training Offered by Facility	Totals by Facility - 2020-2024
Calder Casino 21001 NW 27th Ave Miami Gardens, FL 33056		6	12	12	12	12	54
The Casino @ Dania Beach 301 E Dania Beach Blvd Dania Beach, FL 33004		6	12	12	12	12	54
Casino Miami 3500 NW 37th Ave Miami, FL 33142		6	12	12	12	12	54
Gulfstream Park Casino 901 S Federal Hwy Hallandale Beach, FL 33009		6	12	12	12	12	54
Hialeah Park Racing & Casino 100 E. 32nd Street Hialeah, FL 33013		6	12	12	12	12	54
Isle Casino Racing Pompano Park **Name Change 12/1/2022 Harrah's Pompano Beach 777 Isle of Capri Circle Pompano Beach, FL 33069		6	12	12	12	12	54
Magic City Casino 450 NW 37th Ave Miami, FL 33125		6	12	12	12	12	54
The Big Easy Casino 831 N Federal Hwy Hallandale Beach, FL 33009		6	12	12	12	12	54
Total # of Times Online New-Hire RGPPP Training Offered By Fiscal Year		48	96	96	96	96	432

Online RGPPP New Hire Training Enrollments:

- During the 2024/2025 fiscal year when the Florida Gaming Control Commission allowed Florida's Gambling Addiction Prevention Program to lapse, the FCCG continued to provide this necessary training program for State of Florida slot-licensed gambling facility employees through the month of April 2025 (despite a lack in funding received for this or any of the other services the FCCG continued to provide).
- During the 2025 fiscal year, a total of three-hundred and ninety-two (392) new-hire employees (285 in English and 107 in Spanish) from six (6) of the eight (8) FGCC slot-licensed gambling facilities in Broward and Miami-Dade Counties, enrolled in the FCCG's online new-hire RGPPP employee training program. Online training enrollment specifics for the 2025 fiscal year-to-date are presented in the chart below:

2024/2025 Online New-Hire RGPPP Training Module Enrollments																							
YTD TOTALS By Month: Online New-Hire RGPPP Training Module ENROLLMENTS by Casino - English & Spanish																							
Fiscal Year: 2024/2025																							
FGCC Slot-Licensed Racino's	Jul-24		Aug-24		Sep-24		Oct-24		Nov-24		Dec-24		Jan-25		Feb-25		Mar-25		Apr-25		YTD Total English Enrollments by Racino	YTD Total Spanish Enrollments by Racino	YTD TOTAL Enrollments by Racino
	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments	English Enrollments	Spanish Enrollments			
Calder Casino	6	0	3	0	11	0	7	0	3	0	3	0	5	0	6	0	4	0	1	0	49	0	49
Casino Miami	0	3	4	3	2	4	4	7	6	1	3	0	2	4	2	1	6	2	5	11	34	36	70
The Casino @ Dania Beach	12	1	8	1	11	2	10	1	20	1	12	1	14	2	9	3	4	0	16	4	116	16	132
Gulfstream Park Casino	1	0	3	0	1	0	8	0	4	0	2	0	11	0	5	1	1	0	2	0	38	1	39
Hialeah Park Casino	3	0	0	4	1	2	3	4	0	0	0	0	2	6	2	3	6	4	5	5	22	28	50
Harrah's Pompano Beach	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Magic City Casino	2	2	0	0	2	2	2	0	2	5	2	4	5	3	4	4	5	2	2	4	26	26	52
The Big Easy Casino	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total YTD Online New-Hire RGPPP Casino Training Enrollments 2024/2025	24	6	18	8	28	10	34	12	35	7	22	5	39	15	28	12	26	8	31	24	285	107	392

Online RGPPP New Hire Training Completions:

- During the 2025 fiscal year, a total of three-hundred and eighty-two (382) new-hire employees (277 in English and 105 in Spanish) have successfully completed the FCCG's online new-hire RGPPP employee training program. This represents an 26% increase in new-hire employee training completions from Florida's FGCC slot-licensed gambling facilities when comparing employee new-hire training completions from the 2020 fiscal year with those from the 2025 fiscal year.
- Online new-hire employee RGPPP training completion specifics for each year of the 2020 through 2025 fiscal year period, by facility, by language, totaling 2,268 completions in English and 761 completions in Spanish, are presented in the chart below:

Online New-Hire RGPPP Training Module Completions 2020 - 2025 Fiscal Year Totals by Language & Facility			
2020 - 2025 Fiscal Years Totals # Employees Trained with Online New-Hire RGPPP Training Module by Facility			
	English	Spanish	2020-2025 YTD Totals by Facility
Calder Casino	461	0	461
Casino Miami	338	212	550
The Casino @ Dania Beach	710	106	816
Gulfstream Park Casino	179	3	182
Hialeah Park Casino	194	83	277
*Harrah's Pompano Beach Name Change from Isle December 2022	0	0	0
Magic City Casino	383	357	740
The Big Easy Casino	3	0	3
2020 - 2025 Fiscal Year Totals	2,268	761	3,029









Online RGPPP New Hire Training Completions – Participant Scores:

- Passing scores on the Online New-Hire RGPPP Training Module Post-Test are required in order to be considered as having successfully completed the FCCG's online training module. A total of three-thousand and twenty-nine (3,029) casino employee participants in the FCCG's on-demand "Online New-Hire Responsible Gambling Training Module" from the 2020 fiscal year through the 2025 fiscal year, received a passing score of 80% or better, with specifics as follows:
 - One-thousand four-hundred and five (1,405) employees scored 100%; Nine-hundred and seventy (970) employees scored 90%; and six-hundred and fifty-four (654) employees scored 80% overall. Online new-hire employee RGPPP training completion specifics for each year of the 2020 through 2025 fiscal year period, by score, are presented in the chart below:










Annual Summary Data YTD:			
2020 - 2025 Fiscal Years			
Online RGPPP Training Module Scores			
YTD Totals by Scores & Module			
Fiscal Years: 2020 - 2025			
Score	Total # Scored English	Total # Scored Spanish	YTD Totals by Score
100%	1,119	286	1,405
90%	704	266	970
80%	445	209	654
YTD Totals By Language	2,268	761	3,029

Online RGPPP New Hire Training Certificates Provided:

- Certificates of successful training completion for all participants meeting minimum mandatory online new-hire responsible gambling training requirements are provided to facility management by the FCCG on a monthly basis, to all of the participating gambling facilities.
- During the course of the 2025 fiscal year, all 382 participants successfully completing the FCCG's online new-hire RGPPP training module received a Certificate of Completion, with specifics surrounding certificate provision to slot-machine gambling facility management by month during the 2025 fiscal year, provided as follows:

Task c. Core Service #3 - SLOT MACHINE GAMBLING FACILITY EMPLOYEE TRAINING SERVICES												
i. Performance Measure – RGPPP Online New-Hire Training Program: The FCCG offers an online new-hire RGPPP training program for gambling facility employees, available on-demand in English and Spanish, to ensure their adequate knowledge of compulsive gambling and knowledge of problem gambling supports available through the 888-ADMIT-IT HelpLine for all new hire employees within thirty (30) calendar days of employment. The FCCG provides gambling facility management with certificates of completion for all employees successfully completing the online RGPPP training program.												
Fiscal Year 2024/2025: Monthly Online New-Hire RGPPP Training Program Certificates Provided July 1, 2024 - June 30, 2025												
State of Florida Slot-Licensed Gambling Facility (Name & Address)	July 2024 - Date Online New-Hire RGPPP Certificates Provided	August 2024 - Date Online New- Hire RGPPP Certificates Provided	September 2024 - Date Online New- Hire RGPPP Certificates Provided	October 2024 - Date Online New- Hire RGPPP Certificates Provided	November 2024 - Date Online New- Hire RGPPP Certificates Provided	December 2024 - Date Online New- Hire RGPPP Certificates Provided	January 2025 - Date Online New- Hire RGPPP Certificates Provided	February 2025 - Date Online New- Hire RGPPP Certificates Provided	March 2025 - Date Online New- Hire RGPPP Certificates Provided	April 2025 - Date Online New-Hire RGPPP Certificates Provided	YTD Totals by Facility - 2024/2025	
Calder Casino 21001 NW 27th Ave Miami Gardens, FL 33056		8/1/2024	9/2/2024	10/2/2024	11/1/2024	12/3/2024	1/9/2025	2/13/2025	3/11/2025	4/3/2025	5/7/2025	10
The Casino @ Dania Beach 301 E Dania Beach Blvd Dania Beach, FL 33004		8/1/2024	9/2/2024	10/2/2024	11/1/2024	12/3/2024	1/9/2025	2/13/2025	3/11/2025	4/3/2025	5/7/2025	10
Casino Miami 3500 NW 37th Ave Miami, FL 33142		8/1/2024	9/2/2024	10/2/2024	11/1/2024	12/3/2024	1/9/2025	2/13/2025	3/11/2025	4/3/2025	5/7/2025	10
Gulfstream Park Casino 901 S Federal Hwy Hallandale Beach, FL 33009		8/1/2024	9/2/2024	10/2/2024	11/1/2024	12/3/2024	1/9/2025	2/13/2025	3/11/2025	4/3/2025	5/7/2025	10
Hialeah Park Casino 100 E. 32nd Street Hialeah, FL 33013		8/1/2024	9/2/2024	10/2/2024	11/1/2024	12/3/2024	2/13/2025	3/11/2025	4/3/2025	5/7/2025		9
Harrah's Pompano Beach 777 Isle of Capri Circle Pompano Beach, FL 33069												0
Magic City Casino 450 NW 37th Ave Miami, FL 33125		8/1/2024	9/2/2024	10/2/2024	11/1/2024	12/3/2024	1/9/2025	2/13/2025	3/11/2025	4/3/2025	5/7/2025	10
The Big Easy Casino 831 N Federal Hwy Hallandale Beach, FL 33009												0
Total # of Times Online New-Hire RGPPP Training Certificates Provided By Month: 24/25 Fiscal Year	6	6	6	6	6	5	6	6	6	6	6	59

- During the 2020-2025 fiscal comparison period, all three-thousand and twenty-nine (3,029) participants successfully completing the FCCG's online new-hire responsible gambling training module at the time of hire, received a Certificate of Completion, through three-hundred and ninety-three (393) certificate provisions to six (6) of the eight (8) slot-licensed gambling facilities in Broward and Miami-Dade Counties during this time, with specifics as follows:

Task c. Core Service #3 - SLOT MACHINE GAMBLING FACILITY EMPLOYEE TRAINING SERVICES								
i. Performance Measure – RGPPP Online New-Hire Training Program : The FCCG offers an online new-hire RGPPP training program for gambling facility employees, available on-demand in English and Spanish, to ensure their adequate knowledge of compulsive gambling and knowledge of problem gambling supports available through the 888-ADMIT-IT HelpLine for all new hire employees within thirty (30) calendar days of employment. The FCCG provides gambling facility management with certificates of completion for all employees successfully completing the online RGPPP training program.								
FISCAL YEARS 2020 - 2025: ANNUAL Total RGPPP Online New-Hire Training Program Certificates Provided by Fiscal Year January 1, 2020 - June 30, 2025								
State of Florida Slot-Licensed Gambling Facility (Name & Address)		Fiscal Year 2019/2020 # of Times Online New-Hire RGPPP Certificates Provided by Facility	Fiscal Year 2020/2021 - # of Online New-Hire RGPPP Certificates Provided by Facility	Fiscal Year 2021/2022 # of Online New-Hire RGPPP Certificates Provided by Facility	Fiscal Year 2022/2023 - # of Online New- Hire RGPPP Certificates Provided by Facility	Fiscal Year 2023/2024 # of Online New-Hire RGPPP Certificates Provided by Facility	Fiscal Year 2024/2025 - # of Online New-Hire RGPPP Certificates Provided by Facility	Totals by Facility 2020-2025
Calder Casino 21001 NW 27th Ave Miami Gardens, FL 33056		3	22	15	12	12	10	74
The Casino @ Dania Beach 301 E Dania Beach Blvd Dania Beach, FL 33004		3	19	15	12	12	10	71
Casino Miami 3500 NW 37th Ave Miami, FL 33142		5	20	16	12	12	10	75
Gulfstream Park Casino 901 S Federal Hwy Hallandale Beach, FL 33009		2	10	15	11	8	10	56
Hialeah Park Racing & Casino 100 E. 32nd Street Hialeah, FL 33013		0	1	10	12	12	9	44
Isle Casino Racing Pompano Park **Name Change 12/1/2022		0	0	0	0	0	0	0
Harrah's Pompano Beach 777 Isle of Capri Circle Pompano Beach, FL 33069		0	0	0	0	0	0	0
Magic City Casino 450 NW 37th Ave Miami, FL 33125		3	21	15	12	12	10	73
The Big Easy Casino 831 N Federal Hwy Hallandale Beach, FL 33009		0	0	0	0	0	0	0
Total # of Times Online New-Hire RGPPP Training Certificates Provided By Fiscal Year		16	93	86	71	68	59	393

FCCG Slot Machine Gambling Facility Employee Training Services **– RGPPP Annual Refresher Training Program**

RGPPP Annual Refresher Training Program – Training Content:

- The FCCG's Annual Refresher RGPPP training is specifically designed to educate gaming staff about problem gambling and to ensure they are equipped to identify and help a patron who may be having a problem due to gambling. This training is provided in accordance with the guidelines contained in Florida Statute 551; to train employees on responsible gambling and provide the necessary tools to recognize problem gambling situations and implement responsible gambling programs, practices, and solutions.

The FCCG's Annual Refresher Responsible Gaming and Player Protection Employee Training Program includes required training content and materials on the following topics:

- (a) Characteristics and symptoms of compulsive gambling behavior;
 - (b) Identification of vulnerable populations, including women, low-income patrons, the elderly and persons who abuse drugs and alcohol;
 - (c) Techniques to be employed where a compulsive gambling problem is identified or suspected; and
 - (d) Assistance and referral programs, including specific resources and training on how to discuss compulsive gambling with a patron and give advice concerning access to available services.
- Each year, a new Annual Refresher RGPPP training program curriculum is created by the FCCG that includes the statutorily required training content and topics, presented in fresh, innovative ways, along with new content that is developed based upon employee and facility feedback from previous years trainings, along with current problem gambling needs and related trends identified through Florida-specific 888-ADMIT-IT HelpLine data.

Training Goals:

- The goal of the FCCG's Annual Refresher Responsible Gambling Training Program is to increase the knowledge of the gambling facility's management team, employee base and ancillary personnel, of what gambling disorder is, and how the facility Responsible Gambling and Player Protection Program (RGPPP) provides resources for guests in need of assistance.
- This training is provided in accordance with the guidelines contained in Florida Statute 551; to train employees on responsible gambling and provide the necessary tools to recognize problem gambling situations and implement responsible gambling programs, practices, and solutions.
- At the completion of the training participants will demonstrate increased knowledge, skills and awareness of gambling disorder through the Training Objectives illustrated below:

Training Objectives:

- Recognize the presence and types of gambling available within Florida.
- Recognize the role and importance of the facility Responsible Gambling Program, as well as its importance in organizational culture, and how we can promote better understanding and implementation of responsible gambling practices through clearly defined policy and guidelines, research, issue analysis, and information sharing.

- Learn about the various ways facility guests in need of problem gambling assistance can access 888-ADMIT-IT resources and supports, such as through live chat on the FCCG website (gamblinghelp.org), by email (fccg@gamblinghelp.org), through the FCCG Mobile App, Social Media Sites, or via text message (321-978-0555), so that regardless of one's comfort level in connecting to a traditional telephone HelpLine, there are multiple options available for access to problem gambling help.
- Obtain awareness about services and programs offered through the 888-ADMIT-IT HelpLine, such as population specific literature, A Chance for Change Recovery Workbooks, the Online Program for Problem Gamblers (OPPG), financial and legal supports, peer connect and counseling referrals, as well as prevention, education and other outreach programs provided by the FCCG.
- Understand the specific resources available through the HelpLine for loved ones, like spouses, significant others, family members and friends. Through the 888-ADMIT-IT HelpLine loved one's can receive resources that can help them take control of their life and get help, independent of the gambler's willingness to acknowledge or stop the gambling behavior, which is important for industry employees to know so that they are armed with appropriate resources to provide during any guest interactions that may arise with loved ones.
- Understand the difference between risk and harm, as it relates to problem gambling.
- Acknowledge the importance of protections available through employee provided education about informed consent, so that players are aware that gambling is an activity that is supposed to be fun, and that while the majority of people are going to play without incident, there is a risk there that playing could potentially lead to harm. This information that's provided helps players make informed decisions about what that harm might look like, and whether or not they should even play. Player education about how the games work, the odds of winning, and strategies to manage play, is just as important as gambling facility employee training on what a gambling problem is, warning signs, and how to respond to a guest in distress.
- Understand problem gambling as a progressive disorder and learn about the different stages of progression from no gambling, to casual social gambling, to serious social gambling, to at-risk gambling, all the way to a full-fledged gambling disorder (which can happen in any order or in some instances, in no order at all!).
- Learn how problem gamblers progress through different phases and what those phases look like, including the winning phase, the losing phase, the desperation phase, and the hopelessness phase.
- Recognize problem gambling warning signs amongst patrons (visual and verbal), and understand employee roles as per facility operating procedures for responding to a guest exhibiting these signs. Various Case Scenario's are provided.
- Learn "how to have the conversation" (according to Facility SOP's) if problem gambling warning signs are observed and guest interaction is unavoidable.
 - ✓ Ask questions when appropriate to understand the situation
 - ✓ Be curious about the experience your patrons are having
 - ✓ Listen with empathy, compassion, in a non-judgmental way
 - ✓ Be knowledgeable about available resources including simple things like gambling literacy, player education, and definitely the 888-ADMIT-IT HelpLine
 - ✓ Ask patrons if they would like to know more or be provided with resources
 - ✓ Remember, your role is not to diagnosis people with a gambling disorder or fix their problem.

- Learn about the correlation between continuous forms of gambling and higher levels of problem gambling prevalence, and how encouraging breaks in play to enjoy other facility amenities when problem gambling signs are identified, serves as a positive responsible gaming tool for authorized employees.
- Learn what problem and compulsive gambling is and is not, through various myths and facts exposed.
- Understand the associated problem gambling risk factors, such as cultural, genetic, community, medical, and financial factors, all which can increase the probability that someone may be more vulnerable to developing a problem with gambling.
- Learn about additional risks and potential harms from problem gambling on identified “vulnerable populations” (ie. women, low-income patrons, elderly, and drug and alcohol abusers).
- Gain insight about distinguishing characteristics between compulsive gambling and substance abuse, including both the similarities and differences amongst these addictions.
- Understand the Self-Exclusion process, designated employee roles, length of time options, and how to provide resources such as the FCCG Self-Exclusion folders.
- Discuss gambling facility employee impacts and available resources for help, as studies show that employees in the gambling industry (racetracks, casinos, lottery vendors, etc.) have a higher percentage of gambling problems than the general population does, and casino staff are also often affected emotionally from witnessing the progression of compulsive gambling in the player population.
- Learn about risk factors for different types of gambling and how elements of speed and length of play can influence the development of gambling problems.










RGPPP Annual Refresher Training Program – Training Format:

- As our entire world pivoted to the internet for education, entertainment, and telework activities in 2020, due to the COVID-19 pandemic, the FCCG was pleased to follow suit with its RGPPP Annual Refresher Training Program by providing The Casino @ Dania Beach and Magic City Casino with the first ever “online version” of the previously planned “Live” Responsible Gaming & Player Protection Program Annual Refresher Training that was scheduled to occur at both facilities during the month of March, 2020. The English RGPPP training was originally provided to both facilities on April 9, 2020, and the Spanish RGPPP training was provided on April 16, 2020. Both trainings remained fully accessible to facility employees for the duration of the 2019/2020 fiscal year, and also for the first several months into the 2020/2021 fiscal year to best accommodate original COVID related casino closures, employee furloughs, and additional unexpected facility re-closures occurring in Miami-Dade County at the beginning of July 2020.
- All required training components were modified by the FCCG, from hard copy into an online format, so that participants were able to complete this course as soon as facility management deemed appropriate, even prior to COVID-19 re-opening if that was the preference. Training participants (i.e. casino employees) can access this training anytime, on-demand, at the direction of management. The FCCG’s 2020 “Live” RGPPP training was also formatted so that employees were able to complete this training on their mobile devices, including smartphones and tablets for additional convenience.

- Each state-of-Florida slot-licensed gambling facility receives a unique training link and facility specific password from the FCCG, which allows them to access the training specific to their facility in their language of preference, English or Spanish. Everything required in order to document successful course completion is found through this link; the Pre/Post-Test Questions, the Training Evaluation, and the CARE TEAM Newsletter sign-up form.
- Employees must enter their names and complete all questions on the Pre-Test prior to being able to access the training content. After completing the Pre-Test and arriving at the landing page for the training video, participants are required to enter their password for access. At the completion of the training video they are required to proceed to the Post-Test and Course Evaluation, both of which are needed in order to receive course credit and a Certificate of Completion from the FCCG.
- Beginning in the 2020 fiscal year and continuing through the end of the 2024 fiscal year, the FCCG provided facility access for all of the state of Florida slot-licensed gambling facilities to the online learning module containing each year's new Annual Refresher Responsible Gaming and Player Protection Program Training in an on-demand format.

RGPPP Annual Refresher Training Offerings:

- Each year, the FCCG offers its annual refresher responsible gambling training services to all eight (8) FGCC slot machine licensed Florida gambling facilities in Broward and Miami-Dade Counties. A total of one-hundred and seventy-one (171) FCCG Annual Refresher Responsible Gambling & Player Protection Program Training offerings have been made to all eight (8) FGCC slot-licensed gambling facilities, throughout each fiscal year of the current comparison period (2020-2024). Specifics by fiscal year, of FCCG Annual Refresher Responsible Gambling & Player Protection Program Training offerings, for each year of the current Contract Period, are provided as follows:

Task c. Core Service #3 - SLOT MACHINE GAMBLING FACILITY EMPLOYEE TRAINING SERVICES							
ii. Performance Measure – RGPPP Annual Refresher Training Program: The FCCG offers an Annual Refresher RGPPP Training Program for State of Florida licensed slot machine gambling facility employees regarding identifying compulsive or addictive gambling and offering information for assistance.							
Fiscal Period 2020 - 2024: Annual YTD RGPPP Annual Refresher Training Program Offerings by Facility							
State of Florida Slot-Licensed Gambling Facilities (Name & Address)		FY: 2019-2020 Total # of Annual Refresher RGPPP Training's Offered by Facility	FY: 2020-2021 Total # of Annual Refresher RGPPP Training's Offered by Facility	FY: 2021-2022 Total # of Annual Refresher RGPPP Training's Offered by Facility	FY: 2022-2023 Total # of Annual Refresher RGPPP Training's Offered by Facility	FY: 2023-2024 Total # of Annual Refresher RGPPP Training's Offered by Facility	Totals: 2020-2024 Annual Refresher RGPPP Training's Offered by Facility
Calder Casino 21001 NW 27th Ave Miami Gardens, FL 33056		2	6	3	4	4	19
The Casino @ Dania Beach 301 E Dania Beach Blvd Dania Beach, FL 33004		8	4	4	6	2	24
Casino Miami 3500 NW 37th Ave Miami, FL 33142		1	5	6	4	5	21
Gulfstream Park Casino 901 S Federal Hwy Hallandale Beach, FL 33009		3	4	6	9	3	25
Hialeah Park Racing & Casino 100 E. 32nd Street Hialeah, FL 33013		1	5	7	2	5	20
Isle Casino Racing Pompano Park 777 Isle of Capri Circle Pompano Beach, FL 33069		2	3	3	3	1	12
Harrah's Pompano Beach 777 Isle of Capri Circle Pompano Beach, FL 33069							
Magic City Casino 450 NW 37th Ave Miami, FL 33125		7	2	3	3	5	20
The Big Easy Casino 831 N Federal Hwy Hallandale Beach, FL 33009		3	8	5	6	8	30
Total # of Annual Refresher RGPPP Training Offerings By Year By Facility		27	37	37	37	33	171

RGPPP Annual Refresher Training Completions:

- During the 2020-2024 comparison period, the FCCG provided a new Annual Refresher Responsible Gambling Training Curriculum each year through the provision of a total of **two-hundred and sixty-eight (268) total Annual Refresher Training Sessions**, to a total of **nine-thousand, three-hundred and seventy-nine (9,379) employees** at all of the eight (8) slot-licensed gambling facilities in Broward and Miami-Dade Counties. Annual Refresher Training Completion specifics by facility and by training language for each fiscal year of the current comparison period (2020-2024) are provided below as follows:

July 1, 2019 - June 30, 2024				
2020 - 2024 Annual Refresher RGPPP Training - COMPLETIONS # Employees COMPLETED by Facility & by Language				
	# of Live Training Sessions	# of Employees Trained: English	# of Employees Trained: Spanish	Annual Total Trained by Language by Facility
Calder Casino	45	1,172	1	1,173
Casino Miami	41	667	287	954
The Casino @ Dania Beach	52	918	71	989
Gulfstream Park Casino	27	918	0	918
Hialeah Park Casino	37	1,430	5	1,435
Harrah's Pompano Beach	15	178	0	178
Magic City Casino	17	1,193	740	1,933
The Big Easy Casino	34	1,799	0	1,799
2020 - 2024 RGPPP Annual Refresher Totals	268	8,275	1,104	9,379

RGPPP Annual Refresher Training Completions – Participant Scores:

- During months when Annual Refresher trainings are conducted, the FCCG evaluates and measures the effectiveness and satisfaction of each training through the administration of a pre/post-test, as well as a program evaluation, to each employee participating in the training. Each year several new pre and post-test questions are developed around the updated course training material and facts about problem gambling based on current social science research and updated identified problem gambling trends.
- During the period of 2020 through the 2024 fiscal years, employee training participants' scores improved between pre-test (average score at baseline of 3.52), and post-test (average scores of 4.71), after receiving the FCCG's Annual Refresher RGPPP training. These scores indicate that employees showed significantly higher test scores after completing the course than at baseline. To further emphasize improvements related to the training, on average, employees responded correctly to an average of 66.3% of the questions prior to the training, and afterwards, increased their scores substantially to an average of 88.8%. We can interpret these results to support the notion that state of Florida slot-licensed gambling facility employees benefited from participation in the FCCG's Annual Refresher Responsible Gambling & Player Protection Program Training in their knowledge and understanding about compulsive and addictive gambling, as well as in their perception of responsible gambling policies and practices.
- RGPPP Annual Refresher Training Completion Participant Scores, for all of the 9,379 employee training participant completions during the 2020 through 2024 fiscal years, are illustrated in the chart below, averaged by month and by testing measure (i.e. pre-test scores and post-test scores) for each month of the current comparison period of 2020 through 2024:

2020 - 2024 RGPPP ANNUAL REFRESHER TRAINING YTD TEST AVERAGES				
2020 - 2024 Years Comparison by Month	Pre-Test Raw Score	Post-Test Raw Score	Pre-Test %	Post-Test %
July	3.11	4.71	58.6	90.0
August	4.25	5.20	78.7	94.9
September	2.16	4.75	36.1	85.8
October	2.95	4.12	54.8	75.9
November	4.04	4.87	73.2	88.9
December	3.55	4.79	68.0	91.2
January	3.66	4.66	70.5	88.9
February	3.63	4.82	70.0	92.6
March	3.52	4.83	67.0	91.9
April	3.67	4.70	70.6	90.4
May	3.89	4.58	74.6	88.7
June	3.84	4.51	73.3	86.9
YTD Averages:	3.52	4.71	66.3	88.8

RGPPP Annual Refresher Training Program – CARE TEAM Sign-Ups:

- The FCCG CARE TEAM Newsletter is a quarterly electronic publication distributed to gambling industry employees. It contains responsible gaming tips, insights, humor, and interactive activities providing relevant topic-specific information and news to gaming facility employee subscribers who are interested in receiving additional problem gambling information between annual trainings. Each year during the RGPPP Annual Refresher Training Program, the FCCG provides gambling industry employees with an opportunity to sign-up for the CARE TEAM Newsletter. It is important to note that the FCCG's CARE Team Newsletter was developed more than a decade ago and many long-term gambling facility employees have already "signed-up" to receive the newsletter in previous fiscal years. The following information relates only to 2020 through 2024 CARE TEAM Newsletter "new" employee sign-up's by facility. Additionally, CARE TEAM Newsletter publication and distribution information is not included here as it is provided in Core Service #4 – Community Outreach Services.
- During the current comparison period beginning in the 2020 fiscal, and continuing through the 2024 fiscal year, the FCCG received a total of one-thousand, two-hundred and nine (1,209) CARE Team Newsletter subscriber requests from employees at RGPPP Annual Refresher Training participating gambling facilities:
 - **Calder Casino** – 104 total CARE Team Newsletter subscriber requests 2020 - 2024
 - **Casino Miami** - 134 Total CARE Team Newsletter subscriber requests 2020 - 2024
 - **The Casino @ Dania Beach** - 152 Total CARE Team Newsletter subscriber requests 2020-2024
 - **Gulfstream Park Casino** – 141 Total CARE Team Newsletter subscriber requests 2020 - 2024
 - **Hialeah Park Casino** – 226 Total CARE Team Newsletter subscriber requests 2020 - 2024
 - **Harrah's Pompano Beach** – 27 Total CARE Team Newsletter subscriber requests 2020 - 2024
 - **Magic City Casino** – 289 Total CARE Team Newsletter subscriber requests 2020 - 2024
 - **The Big Easy Casino** – 136 Total CARE Team Newsletter subscriber requests 2020 – 2024

July 1, 2019 - June 30, 2024						
2020 - 2024 Annual Refresher RGPPP Training Program # Employee CARE Team Newsletter Sign-Up's by Facility						
	# of CARE Team Sign-Up's FY 2020	# of CARE Team Sign-Up's FY 2021	# of CARE Team Sign-Up's FY 2022	# of CARE Team Sign-Up's FY 2023	# of CARE Team Sign-Up's FY 2024	TOTAL CARE Team Newsletter Sign-Up's by Facility
Calder Casino	15	11	24	29	25	104
Casino Miami	45	19	16	25	29	134
The Casino @ Dania Beach	42	21	17	32	40	152
Gulfstream Park Casino	27	56	26	32	0	141
Hialeah Park Casino	62	21	40	38	65	226
Harrah's Pompano Beach	2	5	5	6	9	27
Magic City Casino	134	17	43	43	52	289
The Big Easy Casino	34	17	29	23	33	136
2020 - 2024 CARE Team Sign-Up Totals	361	167	200	228	253	1,209

RGPPP Annual Refresher Training Program – 2020-2024 Summary:

July 1, 2019 - June 30, 2024

Fiscal Years 2020 - 2024: Cumulative Annual Refresher RGPPP Training Summary by Month

	July	August	September	October	November	December	January	February	March	April	May	June	2020-2024 Totals
# of Annual Refresher Training Sessions	18	7	5	24	18	21	25	35	30	39	25	21	268
# of Employees Trained: English	382	64	166	679	617	995	968	1,329	1,384	649	658	384	8,275
# of Employees Trained: Spanish	2	4	2	0	1	0	1	212	443	216	195	28	1,104
Pre-Test % Average	58.6%	78.7%	36.1%	54.8%	73.2%	68.0%	70.5%	70.0%	67.0%	70.6%	74.6%	73.3%	66.3%
Post-Test % Average	90.0%	94.9%	85.8%	75.9%	88.9%	91.2%	88.9%	92.6%	91.9%	90.4%	88.7%	86.9%	88.8%

FCCG Slot Machine Gambling Facility Employee Training Services

– RGPPP Site Visits:

Florida law (Section 551.114, Florida Statutes) requires all slot machine licensed facilities to post warning signs of the risks and dangers of gambling, the odds of winning, and the toll-free telephone number patrons can call for information and referral services regarding problem or compulsive gambling. Site visits are performed to ensure facility compliance with the above referenced Statute as well as to determine whether slot-licensed gambling facilities are following select requirements of the FCCG's Responsible Gaming and Player Protection Program (RGPPP).

The following information relates to the current comparison time period of fiscal years 2020 through 2024 only, when the FCCG was under Contract with the Florida Gaming Control Commission for the provision of these services.

- Site visits play a fundamental role in the FCCG's ability to monitor and assess, on an ongoing basis, how a gaming industry operator is performing in the different areas of the RGPPP. Conducting the onsite review unannounced further allows the FCCG to gain true insight as to what may be happening at the facility at typical times throughout the course of any given day. This information helps the FCCG customize its RGPPP components and enhances the program, specific to individual facility needs. Site visit findings also provide meaningful information in helping to decipher the necessary topics or additional focal points to be included in the employee training programs.
- Following the FCCG's preliminary site visit, an attempt is made to meet with the facility RGPPP manager, to discuss the findings. This contact is subsequently followed-up with site-visit specifics, provided by the FCCG in writing, for easy reference. Following the facility meeting or discussion, the FCCG then subsequently returns to the facility to confirm that all applicable RGPPP enhancements and/or corrections were made. The FCCG also reports all site visit findings to the Florida Gaming Control Commission through its monthly comprehensive reporting package that is submitted after both the initial and the subsequent facility site visits.

Please see the information below for FCCG RGPPP site-visit specifics from the 2020 through 2024 fiscal years.

- Through routine and ongoing facility site visits to date, the FCCG has identified current challenges with consistency and uniformity, in both policy and facility adherence, to RGPPP guidelines and consumer protections designed for player protections under Florida statute.
- ✓ **Notable Challenges Identified Through Routine FCCG Site Visits at Slot-Licensed Gambling Facility's & Reported throughout the current 2020-2024 Contract Period:**
 - ❑ Only Slot-Licensed Racino's have a requirement to publicize/promote, and make the 888-ADMIT-IT Problem Gambling HelpLine accessible to patrons and employees;
 - ❑ No requirement for placement of 888-ADMIT-T HelpLine signage and brochures or minimum quantity mandates;
 - ❑ Font size/specs are not defined for placement of 888-ADMIT-IT HelpLine Number on facility ads or special promotions;
 - ❑ Employee knowledge of the 888-ADMIT-IT HelpLine Number and Self-Exclusion Program specifics varies depending on how the gambling facility administers new-hire training.

- During the 2020-2024 current comparison period, a total of thirty-five (35) RGPPP site visits were conducted by the FCCG at all of the eight (8) slot-licensed gambling facilities in Broward and Miami-Dade Counties, with specifics for each year of this time period provided as follows:

*Note, there were no site visits conducted during the 2020/2021 fiscal year due to state of Florida travel restrictions resulting from COVID.

2020 - 2024 Responsible Gaming & Player Protection Program (RGPPP) # of Site Visits by Facility							
	Locations of Site Visits	# of RGPPP Site Visits FY 2020	# of RGPPP Site Visits FY 2021	# of RGPPP Site Visits FY 2022	# of RGPPP Site Visits FY 2023	# of RGPPP Site Visits FY 2024	TOTAL # of RGPPP Site Visits by Facility
Calder Casino	21001 NW 27th Ave Miami Gardens, FL 33056	1	0	1	1	1	4
Casino Miami	3500 NW 37th Ave Miami, FL 33142	2	0	1	1	1	5
The Casino @ Dania Beach	301 E Dania Beach Blvd Dania Beach, FL 33004	1	0	1	1	1	4
Gulfstream Park Casino	901 S Federal Hwy Hallandale Beach, FL 33009	2	0	1	1	1	5
Hialeah Park Casino	100 E. 32nd Street Hialeah, FL 33013	2	0	1	1	1	5
Harrah's Pompano Beach	777 Isle of Capri Circle Pompano Beach, FL 33069	1	0	1	1	1	4
Magic City Casino	450 NW 37th Ave Miami, FL 33125	1	0	1	1	1	4
The Big Easy Casino	831 N Federal Hwy Hallandale Beach, FL 33009	1	0	1	1	1	4
2020 - 2024 RGPPP Site Visit Totals		11	0	8	8	8	35

888-ADMIT-IT HelpLine Signage Throughout the State of Florida at Gambling Facilities
(most of which have been posted for many years)

Wall Plaque at Harrah's Pompano Beach:



Wall Plaque at Hialeah Park Casino:



Wall Plaque at Calder Casino:



Calder Casino - Wall Signage, Brochures, & Other Facility Promotions:



The Casino @ Dania Beach - Wall Signage, Brochures, & Other Facility Promotions:



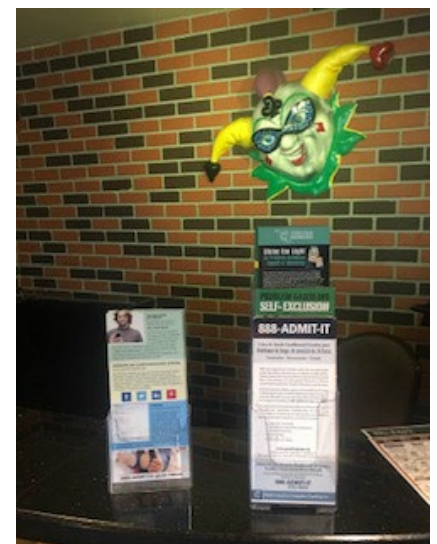
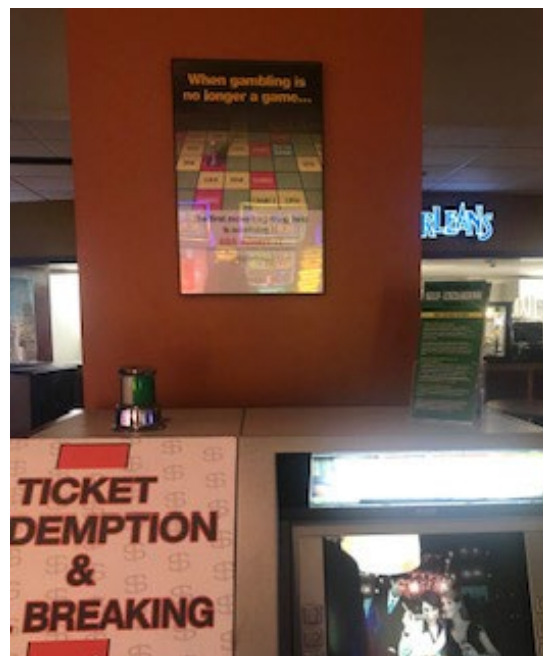
Magic City Casino - Wall Signage, Brochures, & Other Facility Promotions:



Hialeah Park Casino – ATM Signage, Brochures, & Other Facility Promotions:



The Big Easy Casino - Wall Signage, Brochures, & Other Facility Promotions:

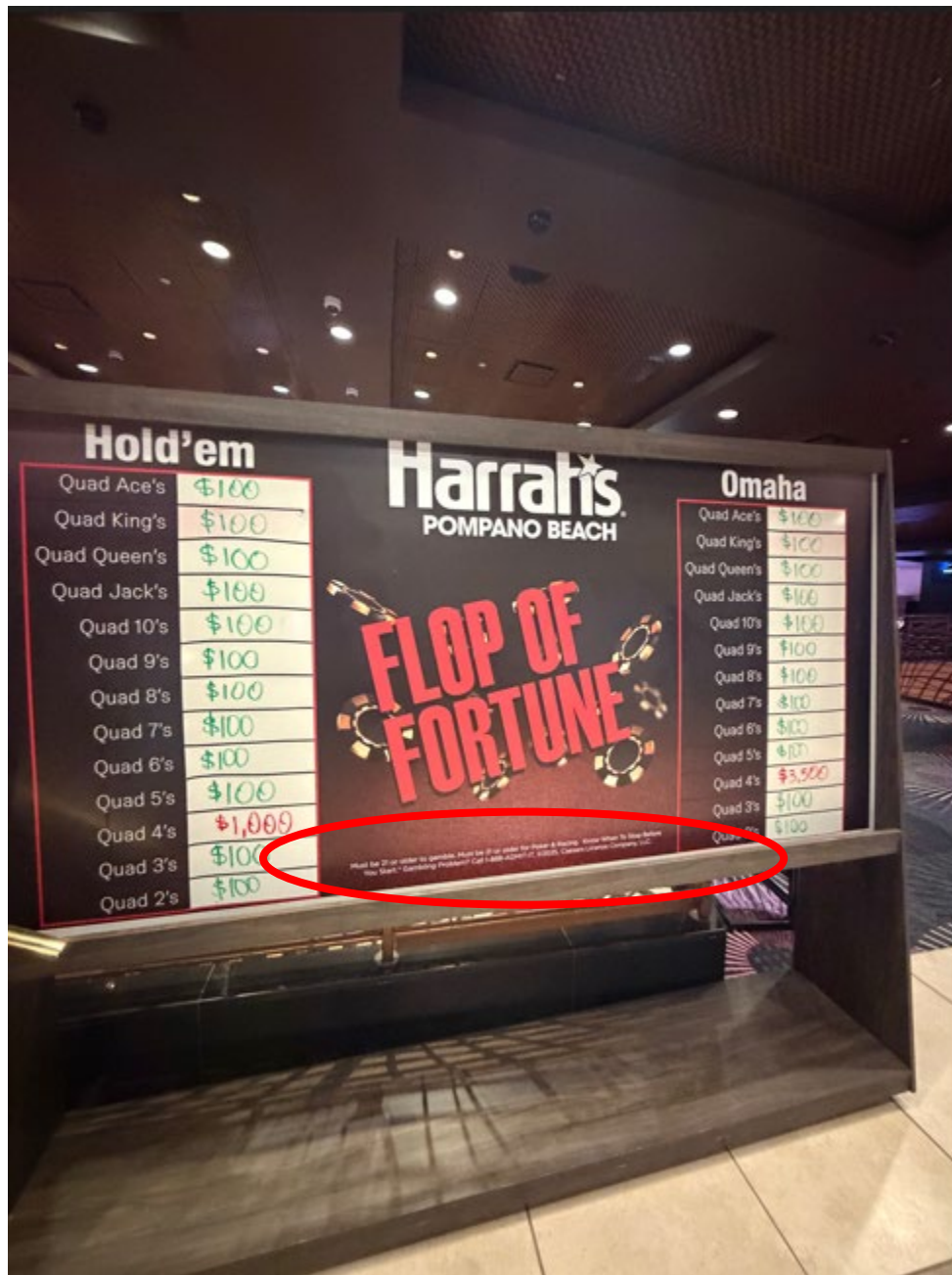


Harrah's Pompano Beach - Wall Signage, Brochures, & Other Facility Promotions:



Harrah's Pompano Beach – 888-ADMIT-IT HelpLine Sticker – March 19, 2025







Must be 21 or older to gamble. Must be 21 or older for Poker & Racing. Know When To Stop Before You Start.* Gambling Problem? Call 1-888-ADMIT-IT. ©2025, Caesars License Company, LLC.

The image shows a promotional sign for Harrah's Casino Pompano Beach. At the top, the casino's name and logo are displayed, along with a 'Poker Room' badge. The main theme is Thanksgiving, with a date range of Nov. 26-27th and two time slots: 8AM - 1PM and 8PM - 12AM. The central promotion is 'Flop of Fortune', which adds \$15,000 to the Hold'em jackpot and \$7,500 to the Omaha jackpot. A red circle highlights the bottom section of the sign, which contains fine print and the casino's tagline.

Harrah's
CASINO
POMPANO BEACH
A CAESARS REWARDS DESTINATION

WORLD SERIES POKER
POKER ROOM

Thanksgiving Nov. 26-27th

8AM - 1PM 8PM - 12AM


Normal FoF rules apply. One Jackpot per promotional period.
FoF amount resets to the normal amount at the end of each promotional period.

FLOP OF FORTUNE
HOLD'EM \$15,000 ADDED
OMAHA \$7,500 ADDED
TO JACKPOT!!!

The Premier Poker and Vegas Style Games Destination of South Florida
Must be 21 or older to gamble. Must be 21 or older for Poker & Mutuels. Know When To Stop Before You Start & Gambling Problem? Call 1-800-527-0871. ©2025 Caesars Entertainment, LLC.

Harrah's CASINO POMPANO BEACH

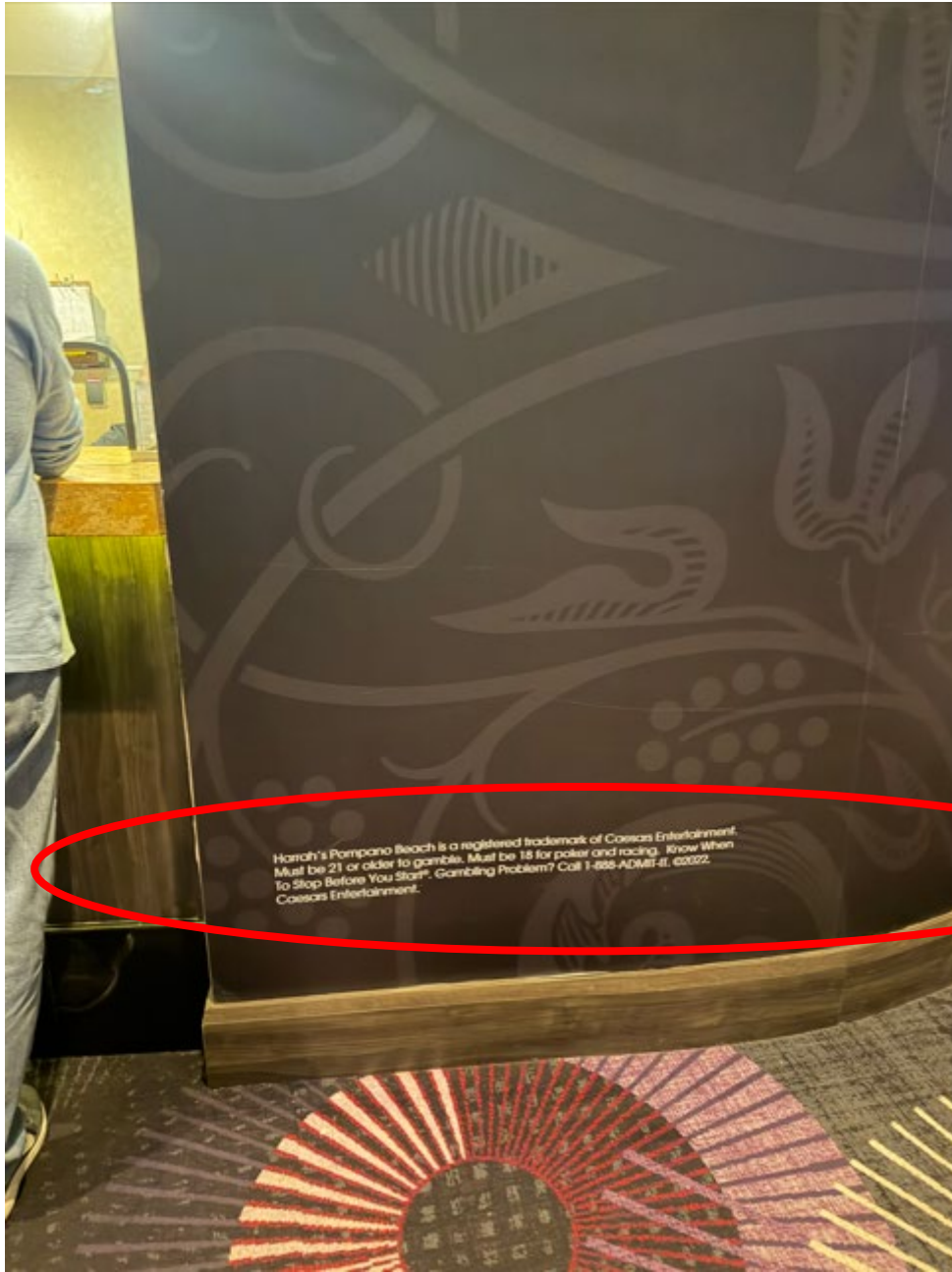
\$60 MILLION GTD SUPER MAIN EVENT



PUNCH YOUR TICKET TO PARADISE IN POMPANO

SUNDAY NOV 30 3PM	\$3,000 Buy in	Satellite to the \$26,000 Super Main & 1K Cash	5 Seats GTD
SUNDAY NOV 30 12PM	\$500 Buy in	Satellite to the \$3,000 Main	10 seats GTD
SATURDAY NOV 29 6PM	\$500 Buy in	Satellite to the \$3,000 Main	10 seats GTD
SATURDAY NOV 29 12PM	\$500 Buy in	<small>Satellite 1K Package(1K package to Circuit Championship Mystery Bounty NLH - \$50K GTD</small>	10 seats GTD
FRIDAY NOV 28 6PM	\$500 Buy in	Satellite to the \$3,000 Main	10 seats GTD
FRIDAY NOV 28 12PM	\$500 Buy in	Satellite to the \$3,000 Main	10 seats GTD
SUNDAY NOV 23 12PM	\$500 Buy in	Satellite to the \$3,000 Main	5 Seats GTD
SATURDAY NOV 22 12PM	\$500 Buy in	Satellite to the \$3,000 Main	5 Seats GTD

Must be 21 or older to gamble. Must be 21 or older for Poker & Racing. Know When To Stop Before You Start.* Gambling Problem? Call 1-888-ADMIT-IT. ©2025, Caesars License Company, LLC



Gulfstream Park Casino – ATM 888-ADMIT-IT HELPLINE SIGNAGE:



Casino Miami - Wall Signage, Brochures, & Other Facility Promotions:



- END of Slot Machine Gambling Facility Services –

Core Service #4 – COMMUNITY OUTREACH SERVICES

The compulsive gambling prevention program shall also include online outreach as well as collateral materials provided to educate patrons about compulsive gambling and inform them of local and statewide resources available to compulsive gamblers and their families. Population-specific educational materials, produced in hard copy and electronic formats, will be distributed to community stakeholders in the public, nonprofit, and private sectors for the benefit of populations affected by and/or at-risk of compulsive or addictive gambling.

- On a statewide level, Floridians have become keenly aware of alcohol and substance abuse issues during recent years due to increased attention on programs and messages designed to educate the public, treat addicts and affected parties. Yet, due to a low public profile and the absence of noticeable physical symptoms by suffering persons, compulsive gamblers go largely undetected until the disease is in advanced stages. The FCCG works to bridge this gap with its community outreach services.
- The FCCG's primary mission is to disseminate information, educate the public and advocate on behalf of persons affected by gambling problems. In keeping with this philosophy, the FCCG's community outreach services remain research driven and focused on awareness and education, to alert the public to the associated issues involved with problem gambling (i.e. behavior patterns, personal and family-related consequences, community and societal implications, treatment approaches, etc.), as well as to provide knowledge of the 888-ADMIT-IT HelpLine for available problem gambling related services in Florida.

FCCG Community Outreach Services – Population-Specific Materials Distribution

Problem gambling is a disease that does not discriminate. It affects individuals of all ages, religions, nationalities, backgrounds and cultures. The FCCG collects data and conducts ongoing research in the state of Florida to better understand “the many faces of problem gambling.” The FCCG has also invested time, energy, and money throughout the past three (3) decades, to ascertain how best to raise awareness about problem gambling among Florida’s culturally diverse population. More specifically, the FCCG has targeted and conducted research with populations in areas throughout the state who have been regarded as “high risk” for gambling problems. In order to meet the identified needs, the FCCG has secured key stakeholders from target communities to help develop culturally appropriate problem gambling prevention education and awareness materials. These specifically-tailored problem gambling programs have been designed and developed by the FCCG throughout the years to meet the needs of diverse populations in varying environments throughout the state of Florida, with prevention as a key focus. These programs are what comprise the vast array of FCCG “Population-Specific Materials”.

Population-Specific Print, Digital/Media & Collateral Materials Distribution:

- The FCCG provides Floridians with population-specific problem gambling awareness materials, such as brochures, fact sheets, bookmarks, workbooks, toolkits, research, posters, collaterals, and other additional items, in English and in Spanish (and in Creole in certain instances), in a variety of formats, such as hard-copy, digital pdf, as video or audio files and sometimes on flash drives, all featuring the 888-ADMIT-IT HelpLine, as a means of providing necessary access to problem gambling supports for anyone in need. FCCG population-specific print and collateral materials, all designed for long-term intended use and featuring the 888-ADMIT-IT HelpLine, are provided to HelpLine contacts, state of Florida slot-licensed gambling facilities, financial organizations, legal groups, partner agencies, and others, including attendees at various conferences and events taking place throughout the state.

It is important to note that all population specific materials distribution reported in this section is exclusive of any signature PGAM print or collateral materials distributed and reported above in Core Service #2 - “Advertising Services”, in the PGAM deliverable.

➤ Throughout the period of July 1, 2025 through December 31, 2025, the FCCG has distributed a total of **38,549 population specific problem gambling materials** to individuals seeking problem gambling help or information through the 888-ADMIT-IT HelpLine, text, or live chat, through participation in various conferences, trainings, forums, and events, and to gambling operators and other organizations, professionals, and service providers throughout Florida, to increase awareness of problem gambling and provide access to supports through promotion of the 888-ADMIT-IT HelpLine. Examples of target audiences receiving FCCG population specific materials featuring 888-ADMIT-IT are as follows:

- **Florida Help Seekers** - (Problem Gamblers & Loved One's)
- **Florida Gambling Facility Operators:**
 - FGCC Slot-Licensed Pari-Mutuel Gambling Facilities
 - Cardrooms/Racetracks/Jai-Alai Pari-Mutuel Gambling Facilities (no slots)
 - Tribal Casinos
- **Other Community Partners & Organizations**

July 1, 2025 - December 31, 2025 Population-Specific Materials YTD TOTAL Population-Specific Materials Distribution				
	Print Materials Featuring 888- ADMIT-IT	Population Specific Toolkits/Media Distributed	Collateral Materials Featuring 888- ADMIT-IT	2025/2026 Annual Totals
HelpLine Materials	0	10,475	0	10,475
RGPPP Materials	16,000	0	10,000	26,000
Other Outreach Materials	1,350	4	720	2,074
YTD TOTAL POPULATION-SPECIFIC MATERIALS DISTRIBUTED	17,350	10,479	10,720	38,549

Population-Specific Materials – Florida Help Seeker “HelpLine Literature Packets” Distribution:

The FCCG provides a wide array of written materials to help seekers that are both population and problem gambling specific as well as general in nature. **FCCG HelpLine Literature Packets**, provided to gamblers, loved ones, and senior gamblers through the 888-ADMIT-IT HelpLine, are available in multiple languages, in a variety of formats, and include items such as Brochures, Bookmarks, Fact Sheets, Flyers, G.A. Booklets, and Newsletters. FCCG HelpLine Literature packets provide population specific information about problem gambling for individuals seeking help with a gambling problem, their own or someone else's, based upon their unique circumstances and situation as divulged through contact to the FCCG's 888-ADMIT-IT HelpLine.

Additional components of **FCCG HelpLine Literature Packets** for **Gamblers, Loved Ones, and Senior Gamblers**, are the **Financial Debt and Budgeting Toolkit** and the **A Chance for Change Recovery Workbook Series**, ©2004, revised 2010, 2018, 2022, 2023, Florida Council on Compulsive Gambling, Inc., as detailed below:

FCCG's Financial Debt & Budgeting Toolkit “Budget Tool”:

- Problem gamblers often get into debt with family, friends, jobs, credit companies and others as a result of their gambling. Gambling related debts and severe financial problems are often primary reasons that problem gamblers and their loved ones seek help. Once their emergency financial needs are addressed, they then need to assess their overall gambling-related financial situation in order to rebuild and/or restore their finances in a sustainable way. The FCCG's Financial Debt and Budgeting Toolkit and Guide helps gamblers and their loved ones identify and collect necessary financial information regarding their income, assets, living expenses and outstanding debts, including a current detailed list of all creditors, so that a realistic plan can be put into place that provides for both basic needs and for debt resolution. Utilization of the FCCG's Budget Toolkit can help problem gamblers and affected others develop goals and measures to sustain a budget and help ensure long-term positive financial sustainability.

FCCG's “A Chance for Change” Recovery Workbooks Series:

- The Florida Council on Compulsive Gambling (FCCG) has developed and produced a seven-part series of self-help recovery workbooks targeting problem gamblers, loved ones and senior compulsive gamblers. Titled “**A Chance for Change**,” the workbooks are designed to act as a self-help program for persons suffering from the adverse effects of problem and compulsive gambling. The FCCG's “**A Chance for Change**” Recovery Workbook Series, closely examines how persons can escape the grips of problem and compulsive gambling through such strategies as creating and maintaining a plan for positive change, dealing with financial and legal problems, and taking charge of one's life.
- The overall goal of the FCCG's “**A Chance of Change**” Recovery Workbook Series Program is to help persons experiencing gambling related difficulties to eliminate self-defeating negative behaviors, to think clearly and to make better decisions that can lead to a healthier lifestyle. Within each workbook series, the FCCG's “**A Chance for Change**” program covers topics including, but not limited to getting started, assessing one's state of mind, triggers and boundary setting, managing finances, gaining a handle on legal related issues, navigating new terrain and keeping the focus. Each of the three series consists of seven workbooks, with specific workbook series available for Compulsive Gamblers, Loved Ones of Compulsive Gamblers, and Senior Compulsive Gamblers.

- Throughout the first six (6) months of the 2025/2026 fiscal year, a total of 10,475 population specific print/toolkit/media and other items featuring the 888-ADMIT-IT HelpLine were distributed to individuals seeking help for a gambling problem. Specifics for helpline population specific materials distribution (exclusive of the FCCG's *A Chance for Change* Recovery Workbooks which are contained in all FCCG HelpLine Packets but reported separately in the next deliverable below) are illustrated in the chart below:

July 1, 2025 - December 31, 2025 HelpLine Literature Packets YTD HELPLINE - Population Specific Materials Distribution				
	Print Materials Featuring 888- ADMIT-IT	Population Specific Toolkits/Media Distributed	Collateral Materials Featuring 888-ADMIT-IT	2025/2026 Annual Totals
July 2025 HelpLine Materials Distribution	0	1,873	0	1,873
August 2025 HelpLine Materials Distribution	0	1,424	0	1,424
September 2025 HelpLine Materials Distribution	0	1,720	0	1,720
October 2025 HelpLine Materials Distribution	0	2,071	0	2,071
November 2025 HelpLine Materials Distribution	0	1,971	0	1,971
December 2025 HelpLine Materials Distribution	0	1,416	0	1,416
YTD TOTALS	0	10,475	0	10,475

Population-Specific Materials – Florida Gambling Facility Operator “RGPPP Materials” Distribution:

As outlined in Florida Statute, the “Compulsive or Addictive Gambling Prevention Program” shall include, but is not limited to, the following elements: (provided to all state of Florida Slot-Licensed Gambling Facilities)

- (b) **Printed materials to educate patrons about compulsive gambling and inform them of local and state-wide resources available to compulsive gamblers and their families. The materials can include signs and posters located inside the premises and brochures discussing compulsive gambling issues and sources of treatment and information. A plan shall also specify sources of the printed materials and proposed distribution methods;**

Gambling Facility Signage Should Include:

- ✓ Player Education about Compulsive Gambling
- ✓ Odds of Winning
- ✓ Self-Exclusion Program Information
- ✓ Problem Gambling HelpLine Number

Rulemaking Authority 551.103(1), 551.122 FS. Law Implemented 551.103

The FCCG has developed a comprehensive Responsible Gaming and Players Protection Program (RGPPP) over the years, consisting of employee training, management approaches, and recommended facility signage and HelpLine promotion. The following section outlines the primary population-specific RGPPP materials developed and provided by the FCCG (in English and Spanish and in some instances Creole) for community outreach efforts occurring inside and surrounding Florida gambling facilities, as well as the rationale for the selection and the methods for dissemination of these items. For purposes of clarification, “RGPPP Population-Specific Materials” and/or print or collateral items or materials, refers to any item associated with a RGPPP that is intended to increase patron, employee or gambling facility management awareness of problem gambling and the 888-ADMIT-IT HelpLine, through a variety of means.

- The FCCG remains committed to working with gambling operators to establish and/or strengthen existing Responsible Gaming and Player Protection Programs (RGPPP’s). A component of any RGPPP is providing problem gambling education and awareness to gambling industry employees, management, and facility guests, by providing knowledge of, and access to, available problem-gambling resources and supports. **One way the FCCG delivers this service is through the provision of “Responsible Gaming & Player Protection - Population-Specific Materials” to Florida gambling industry operators.**
- The approach is not to prohibit gambling, but to put into place programs to minimize the negative impacts it will have on a percentage of gamblers who are unable to gamble with control. FCCG’s “RGPPP Population-Specific Materials” are one component of its comprehensive and robust “Responsible Gaming & Player Protection Program”, serving as a valuable program asset to help increase facility employee and customer awareness that gambling *can* be a problem, and that there **is** help available for those in need of assistance. This is another essential factor, because gambling addiction is a diagnosable and treatable disorder for those who seek help. In order to seek help, however, they must first know that help exists!

- Examples of some of the FCCG’s **“RGPPP Population-Specific Materials”** include, but are not limited to, the following:
 - ✓ Posters & Other Signage
 - ✓ Brochures & Placards
 - ✓ ATM Stickers (HelpLine & EveriSTeP)
 - ✓ Online/Digital Advertisements Featuring the HelpLine
 - ✓ HelpLine Business Cards
 - ✓ Self-Exclusion Folders
 - ✓ New Hire Kits
 - ✓ Other RGPPP Population-Specific Materials (Employee & Patron Specific)
 - ✓ Other Awareness Month & Special Promotions Materials (PGAM, RGEM, etc.)

- The FCCG supports Florida’s self-exclusion programs through gambling operator provision of **“Self-Exclusion Folders”**, containing problem gambling literature featuring the 888-ADMIT-IT HelpLine for security personnel to provide to guests completing or inquiring about the self-exclusion process. **FCCG Self-Exclusion Folders** were designed as a discreet way for casino employees to provide guests with pre-packaged content featuring important facility-specific self-exclusion program information along with information about problem gambling and the 888-ADMIT-IT HelpLine for guests that need it most. Contents include brochures and flyers containing important information about what self-exclusion is and how to get connected with the 24/7, Confidential, and Multilingual 888-ADMIT-IT Problem Gambling HelpLine for additional problem gambling resources and supports. Self-Exclusion Folders are provided by the FCCG to Florida’s Gambling Operators in both English and Spanish to accommodate Florida’s diverse population.

- The FCCG has also developed **“New Hire Kits”** for gambling facility management to provide to each incoming new-hire employee during their orientation process. The purpose of these kits is to provide tangible items featuring the 888-ADMIT-IT HelpLine to new employees of the gambling industry, in effort to familiarize them during their onboarding process with compulsive gambling information and ways to connect with the 888-ADMIT-IT HelpLine for available resources for help. **FCCG New Hire Kits** are provided throughout the year in both English and Spanish with facility specific contents and information, to each of the 8 FGCC slot-licensed pari-mutuel facilities in Broward and Miami-Dade Counties. New Hire Kits also each include a “sample” FCCG Self-Exclusion Folder, to ensure employee familiarity with its contents and purpose, as well as to provide important information about facility-specific self-exclusion program policies and procedures during the onboarding process.
 - **During the first six (6) months of the 2025/2026 fiscal year**, the FCCG continued to promote the 888-ADMIT-IT HelpLine number and available programs and resources through RGPPP Population-Specific Materials Distribution to Florida’s gambling operators. **A total of 26,000 RGPPP Population-Specific Materials** featuring the 888-ADMIT-IT HelpLine were distributed amongst the **eight (8) licensed pari-mutual slot facilities in Broward and Miami-Dade counties and to twenty-one (21) other state of Florida gambling facility operators** during the July 1, 2025 through December 31, 2025 period, through the various outreach activities discussed in further detail on the pages below.

RGPPP Population Specific Materials - 2025 RGEM Signature Brochure:

- The FCCG's 2025 RGEM campaign includes a new 2025 RGEM brochure for distribution to both casino patrons and employees at Florida gambling facilities (both slot-licensed and non-slot-licensed). This year's brochure, designed double sided in English and Spanish, features the **888-ADMIT HelpLine** number, encourages patrons to **"Play Smart from the Start"**, contrasts the key elements of *responsible gambling* with the signs of *problem gambling*, and promotes 24/7 access to confidential and multilingual help and hope through the 888-ADMIT-IT HelpLine, which is featured in large font at the bottom of the brochure. Those who **"Can't Walk Away?"** are encouraged to make their **"Best Play"** and call or text the HelpLine. Further, the brochure enables ongoing exposures and access to supports inside Florida gambling facilities for those in need of help or assistance with a gambling problem.
 - **On August 19, 2025**, the FCCG began shipping (shipping dates varied by facility) quantities of its 2025 RGEM Signature Brochure to **1 Miccosukee tribal facility, 8 slot-licensed pari-mutuel facilities, and 19 non-slot licensed pari-mutuel gambling operators**, including card rooms, racetracks, and jai-alai facilities. Brochures were delivered in August and the during first week of September.
- A total of **15,000** of the FCCG's **2025 RGEM Signature Brochures** were distributed during the month of August 2025 as follows:
- **625** RGEM 2025 Signature Brochures to each of the **8 Racino's** (5,000 total)
 - **500** RGEM 2025 Signature Brochures to each of the **19 Pari-Mutuel Gambling Operators** (9,500 total)
 - **500** RGEM 2025 Signature Brochures to the **Miccosukee Casino & Resort Miami** (500 Total)
- Additionally, the FCCG created alternative versions of the **2025 RGEM brochure** for **Resorts World Bimini** (double-sided English only) and for general year-round use (double-sided English and double-sided Spanish), which featured expanded copy encouraging gamblers to **"Remember the Three C's of RG": Clarity, Caution and Control"**. **On August 19, 2025**, the FCCG shipped **1,000** of its **2025 RGEM Signature Brochure for Resorts World Bimini** to the operator for distribution onsite.

2025 RGEM Signature Brochure – Florida Gambling Operators – E/S:



RGPPP Population Specific Materials - 2025 RGEM Signature Collateral Item:

- To accompany campaign literature and messaging this year, the FCCG also developed a Signature Collateral item for the **2025 RGEM** campaign, **Light-Up LED Light Bulb Keychains** featuring the campaign tagline ***“Play Smart from the Start”*** and the **888-ADMIT-IT** HelpLine number. This collateral provides safety for users through full LED illumination of the light bulb, while at the same time ***“Shining the Light”*** on the 888-ADMIT-IT HelpLine and serving as a useful takeaway. (See Screenshot of 2025 RGEM Signature Collateral on following pages).
- **On August 27, 2025**, the FCCG began shipping (shipping dates varied by facility) quantities of its **2025 RGEM Signature Collateral Item** to **1 Miccosukee tribal facility, 8 slot-licensed pari-mutuel facilities, and 19 non-slot licensed pari-mutuel gambling operators**, including card rooms, racetracks, and jai-alai facilities. Collateral items were delivered during the first week of September.

A total of **10,000** of the FCCG’s **2025 RGEM Signature Collaterals** were distributed during the month of August 2025 as follows:

- **625** RGEM 2025 Signature Collaterals to each of the **8 Racino’s** (5,000 total)
- **250** RGEM 2025 Signature Collaterals to each of the **19 Pari-Mutuel Gambling Operators** (4,750 total)
- **250** RGEM 2025 Signature Collaterals to the **Miccosukee Casino & Resort Miami** (250Total)

2025 RGEM Signature Collateral Item:





July 1, 2025 - December 31, 2025

8 State of Florida Slot-Licensed Racino's
YTD RGPPP Population-Specific Materials Distribution

	Print Materials Featuring 888- ADMIT-IT	Population Specific Toolkits/Media Distributed	Collateral Materials Featuring 888-ADMIT-IT	2025/2026 Annual Totals
Calder Casino	625	0	625	1,250
Casino Miami	625	0	625	1,250
The Casino @ Dania Beach	625	0	625	1,250
Gulfstream Park Casino	625	0	625	1,250
Hialeah Park Casino	625	0	625	1,250
Harrah's Pompano Beach	625	0	625	1,250
Magic City Casino	625	0	625	1,250
Big Easy Casino	625	0	625	1,250
YTD TOTALS	5,000	0	5,000	10,000

July 1, 2025 - December 31, 2025

Tribal Casino's/Cardrooms, Jai-Alai's & Racetrack Pari-Mutuels
YTD RGPPP Population-Specific Materials Distribution
All Other Florida Gambling Facilities (Non-Racino)

	Print Materials Featuring 888- ADMIT-IT	Population Specific Toolkits/Media Distributed	Collateral Materials Featuring 888-ADMIT-IT	2025/2026 Annual Totals
Other Florida Cardrooms/Racetracks/Jai-Alai Pari-Mutuel Gambling Facilities	9,500	0	4,750	14,250
Florida Tribal Casinos	500	0	250	750
Resorts World Casino	1,000	0	0	1,000
YTD TOTALS	11,000	0	5,000	16,000

Population-Specific Materials – Conferences, Trainings & Events “Other Outreach Materials” Distribution:

- Throughout the first six (6) months of the 2025/2026 fiscal year, the FCCG continued to collaborate with various organizations, key stakeholders, and other agencies and engaged in related outreach activities in order to promote its programs and services and the 888-ADMIT-IT HelpLine to diverse audiences. **A total of 2,074 “Other Outreach” Population-Specific Print, Collateral, and Electronic Digital/Media items** featuring the 888-ADMIT-IT HelpLine were distributed during the time period of July 1, 2025 through December 31, 2025. Specifics are illustrated in the chart below:

July 1, 2025 - December 31, 2025 Conferences, Trainings, & Other Outreach Events or Activities YTD Other Outreach Population Specific Materials Distribution				
	Print Materials Featuring 888- ADMIT-IT	Population Specific Toolkits/Media Distributed	Collateral Materials Featuring 888-ADMIT-IT	2025/2026 Annual Totals
7/17/2025- Port Orange Regional Library Health Fair (Volusia County) - " Don't Gamble with Your Health " - SENIORS (Community Outreach Services)	1,350	0	720	2,070
9/24/2025- Hellenic Gaming Commission (Greece) - Youth Materials Request - YOUTH (Community Outreach Services)	0	4	0	4
YTD TOTALS	1,350	4	720	2,074

- **Beginning in the 2020 fiscal year, and continuing through December 31, 2025,** the FCCG has distributed a total of **716,690 Population-Specific Materials** featuring the 888-ADMIT-IT HelpLine, through this component of its comprehensive **Community Outreach Services Campaign**. See chart below for cumulative Population-Specific Materials Dissemination specifics:

2020 - 2026 Fiscal Years Totals Population-Specific Materials YTD TOTAL Population-Specific Materials Distribution				
	Print Materials Featuring 888- ADMIT-IT	Population Specific Toolkits/Media Distributed	Collateral Materials Featuring 888- ADMIT-IT	TOTALS
HelpLine Materials	33,240	157,716	0	190,956
RGPPP Materials	133,814	0	300,505	434,319
Other Outreach Materials	29,978	146	61,291	91,415
YTD TOTAL POPULATION-SPECIFIC MATERIALS DISTRIBUTED	197,032	157,862	361,796	716,690

FCCG Community Outreach Services – A Chance for Change

Self-Help Recovery Workbooks Distribution:

- The Florida Council on Compulsive Gambling (FCCG) has developed and produced a seven-part series of self-help recovery workbooks targeting problem gamblers, loved ones and senior compulsive gamblers. Titled “A Chance for Change,” the workbooks are designed to act as a self-help support program for individuals suffering from the adverse effects of problem and compulsive gambling. The FCCG’s A Chance for Change workbooks, are designed to closely examine how to escape the grips of problem and compulsive gambling through such strategies as creating and maintaining a plan for positive change, dealing with financial and legal problems, and taking charge of one’s life. Within each workbook series, the FCCG’s “A Chance for Change” program covers topics including, but not limited to, getting started, assessing one’s state of mind, triggers and boundary setting, managing finances, gaining a handle on legal related issues, navigating new terrain and keeping the focus. Each of the three series consists of seven workbooks, available in English and Spanish and in multiple formats, with workbook specifics for Gamblers, Loved Ones, and Senior Gamblers. Workbooks may be utilized independently or in conjunction with support groups, professional counseling, or part of a law enforcement restitution program.
- During the July 1 through December 31, 2025 period, the FCCG continued to offer workbooks to all HelpLine contacts in need of such supports, as well as to professionals servicing the targeted population, distributing a total of **739** of the FCCG’s **“A Chance for Change” self-help recovery workbooks for gamblers, loved ones and older adult gamblers** to individuals seeking problem gambling help or information in the state of Florida throughout this time period. See chart below.

Task d. Core Service #4 - COMMUNITY OUTREACH SERVICES

ii. Performance Measure – “A Chance for Change” Workbooks Distribution: 2.The FCCG shall distribute three hundred and fifty (350) “A Chance for Change” self-help program recovery workbooks (in hard copy or electronically) for gamblers, loved ones, and older adult gamblers, in English or in Spanish, during each fiscal year.

Fiscal Year 2025/2026: Annual “A Chance for Change” Workbook Distribution Details

“A Chance for Change” Workbook Series	Language	Format	# of Items in Series	July, 2025	August, 2025	September, 2025	October, 2025	November, 2025	December, 2025	January, 2026	February, 2026	March, 2026	April, 2026	May, 2026	June, 2026	YTD TOTALS
Gambler Series	English	Hard Copy Print	7 Books	0	0	0	0	0	0							0
Gambler Series	Spanish	Hard Copy Print	7 Books	0	0	0	0	0	0							0
Loved Ones Series	English	Hard Copy Print	7 Books	0	0	0	0	0	0							0
Loved Ones Series	Spanish	Hard Copy Print	7 Books	0	0	0	0	0	0							0
Seniors Series	English	Hard Copy Print	7 Books	0	0	0	0	0	0							0
Seniors Series	Spanish	Hard Copy Print	7 Books	0	0	0	0	0	0							0
Gambler Series	English	Digital PDF	1 Digital PDF	53	47	48	63	61	49							321
Gambler Series	Spanish	Digital PDF	1 Digital PDF	3	10	8	8	5	6							40
Gambler Series	English	PDF/Disc	1 CD PDF	0	0	0	0	0	0							0
Gambler Series	Spanish	PDF/Disc	1 CD PDF	0	0	0	0	0	0							0
Loved Ones Series	English	Digital PDF	1 Digital PDF	19	12	20	22	26	13							112
Loved Ones Series	Spanish	Digital PDF	1 Digital PDF	2	4	2	3	3	1							15
Loved Ones Series	English	PDF/Disc	1 CD PDF	0	0	0	0	0	0							0
Loved Ones Series	Spanish	PDF/Disc	1 CD PDF	0	0	0	0	0	0							0
Seniors Series	English	Digital PDF	1 Digital PDF	8	2	5	7	3	1							26
Seniors Series	Spanish	Digital PDF	1 Digital PDF	0	1	0	0	0	0							1
Seniors Series	English	PDF/Disc	1 CD PDF	0	0	0	0	0	0							0
Seniors Series	Spanish	PDF/Disc	1 CD PDF	0	0	0	0	0	0							0
Gambler Series	English	Digital AUDIO	7 Digital Audio Files	42	14	56	35	42	21							210
Gambler Series	English	Audio CD	7 Audio CD's	0	0	0	0	0	0							0
Loved Ones Series	English	Digital AUDIO	7 Digital Audio Files	0	0	7	7	0	0							14
Loved Ones Series	English	Audio CD	7 Audio CD's	0	0	0	0	0	0							0
Seniors Series	English	Digital AUDIO	7 Digital Audio Files	0	0	0	0	0	0							0
Seniors Series	English	Audio CD	7 Audio CD's	0	0	0	0	0	0							0
Monthly Totals				127	90	146	145	140	91	0	0	0	0	0	0	739

- Throughout the course of the current **2020-2026 Fiscal Years**, the FCCG has distributed a total of **10,581** of the **“A Chance for Change” self-help recovery workbooks for gamblers, loved ones and older adult gamblers** to individuals seeking problem gambling help or information in the state of Florida. See Chart below:

Task d. Core Service #4 - COMMUNITY OUTREACH SERVICES

ii. Performance Measure – “A Chance for Change” Workbooks Distribution: 2.The FCCG shall distribute three hundred and fifty (350) “A Chance for Change” self-help program recovery workbooks (in hard copy or electronically) for gamblers, loved ones, and older adult gamblers, in English or in Spanish, during each fiscal year.

2020 - 2026 Annual YTD: Monthly “A Chance for Change” Workbook Distribution By Fiscal Period
July, 2025 - June, 2026

	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2019/2020: YTD Total “A Chance for Change” Workbooks Distribution	206	236	213	240	242	192	213	163	70	25	34	103	1,937
FY 2020/2021: YTD Total “A Chance for Change” Workbooks Distribution	121	73	167	176	102	170	182	219	303	214	171	137	2,035
FY 2021/2022: YTD Total “A Chance for Change” Workbooks Distribution	161	144	292	165	102	106	122	115	301	135	124	122	1,889
FY 2022/2023: YTD Total “A Chance for Change” Workbooks Distribution	100	109	109	84	63	55	81	62	74	93	126	96	1,052
FY 2023/2024: YTD Total “A Chance for Change” Workbooks Distribution	107	101	83	123	104	91	111	99	109	107	99	100	1,234
FY 2024/2025: YTD Total “A Chance for Change” Workbooks Distribution	106	87	113	141	165	169	215	173	162	141	119	104	1,695
FY 2025/2026: YTD Total “A Chance for Change” Workbooks Distribution	127	90	146	145	140	91							739

TOTAL YTD 2020-2026 FISCAL: # “A Chance for Change Workbooks” DISTRIBUTED BY FCCG AS OF DECEMBER 31, 2025:

10,581

FCCG Community Outreach Services – Online Monthly Web Letter Distribution:

- The FCCG conducts **online outreach services to increase community awareness and establish strategic partnerships at a statewide level. This is done through the establishment of partner agency provided web links to the FCCG website, increasing awareness of the HelpLine and directing viewers to the www.gamblinghelp.org website (see “Core Service #1 – Help Services – Website Promotion Services” section of the report for partnership details).** With the cooperation of strategic partnerships, executions are limitless and can increase awareness of problem gambling and the 888-ADMIT-IT HelpLine.
- The FCCG continues to find the Internet to be a primary resource for people who are looking for a place to get help for gambling problems for either themselves or their loved ones. Therefore, significant resources have been placed throughout the years through a variety of online public awareness and outreach efforts, to ensure that access to help through the 888-ADMIT-IT HelpLine and FCCG website (gamblinghelp.org) is easy to find and available. Routine online posting of electronic communications such as Web Letters and Blog Posts assist with this strategy.
- The FCCG produces and distributes an electronic informational and educational monthly newsletter (“Web Letter”) for individuals in need of help or information regarding a gambling problem, the gambling industry, general consumers, professionals, and others. These Web Letters provide recipients with timely electronic news updates on current and relevant issues relating to problem gambling as well as education, information, and awareness to Floridians about the FCCG, its programs and services, and the confidential 24-hour problem gambling HelpLine, 888-ADMIT-IT. Such ongoing efforts throughout the past two+ decades, have contributed to the widespread “branding” of the 888-ADMIT-IT HelpLine among Floridians as THE official resource and one-stop clearinghouse for assistance and information with a gambling problem.
- The FCCG strategically selects monthly Web Letter topics to align with nationally recognized awareness events and timely social causes. This approach allows the organization to contextualize problem gambling within broader public health and societal frameworks, fostering relevance and engagement among diverse audiences. Each Web Letter is then crafted to highlight how gambling-related harms intersect with the “awareness” topics for the month – whether addressing mental health, financial literacy, substance use, or family dynamics, just as examples. By leveraging the visibility of these awareness campaigns, the FCCG amplifies its educational outreach, drawing connections between problem gambling and issues already in the public spotlight.
- For its distribution strategy, the FCCG posts monthly Web Letters to the main page and blog page of its website at gamblinghelp.org, magnifying reach by combining high visibility with long-term discoverability. The main page serves as a dynamic entry point, drawing attention to fresh updates and guiding visitors toward deeper engagement. Featuring new content here ensures it’s seen by a broad audience, including those who may not actively browse blog archives. Meanwhile, publishing to the blog page creates a permanent, searchable record that supports ongoing access, indexing by search engines, and integration with other newsletters or social media feeds. Together, this dual placement maximizes exposure – capturing immediate interest while sustaining relevance over time. To compliment online postings, FCCG also selects Web Letters for targeted e-blasts, helping to increase exposures for specific content while raising awareness about the issue of problem gambling and the 888-ADMIT-IT HelpLine among the general population and other specialized audiences in Florida.
- Summary year-to-date Online Monthly Web Letter specifics for the first half of the 2025-2026 fiscal year (July-December 2025) are provided in chronological order, by month, on the following pages below:

July 2025 – Monthly Web Letter:

- On July 25, 2025, the FCCG posted its Online Monthly Web Letter “National Parents’ Day and Problem Gambling: How to Spot the Warning Signs in Kids” to the main page of the FCCG’s website at gamblinghelp.org, and also to the blog page at gamblinghelp.org/blog. The Online Monthly Web Letter can be accessed via the FCCG’s website by visiting the following link:
<https://gamblinghelp.org/national-parents-day-and-problem-gambling-how-to-spot-the-warning-signs-in-kids/>

Screenshot – July 2025 Web Letter

National Parents’ Day and Problem Gambling: How to Spot the Warning Signs in Kids

by The Florida Council on Compulsive Gambling, Inc.
in 888-ADMIT-IT, Problem Gambling Awareness, Youth on July 25, 2025

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Many adults may not realize that children can start gambling at a very young age. Nowadays, with most children receiving smartphones around the ages of 10 to 11, this not only exposes them to social media

August 2025 – Monthly Web Letter:

- On August 1, 2025, the FCCG posted its Online Monthly Web Letter “Problem Gambling Doesn’t Stop for Back-to-School Prep, but Help is Available” to the main page of the FCCG’s website at gamblinghelp.org, and also to the blog page at gamblinghelp.org/blog. The Online Monthly Web Letter can be accessed via the FCCG’s website by visiting the following link:
<https://gamblinghelp.org/problem-gambling-doesnt-stop-for-back-to-school-prep-but-help-is-available/>

Screenshot – August 2025 Web Letter

Problem Gambling Doesn’t Stop for Back-to-School Prep, but Help is Available

by The Florida Council on Compulsive Gambling, Inc.
in [888-ADMIT-IT](#), Problem Gambling Awareness, Youth on August 1, 2025

0 0



As we know, gambling disorders require money to sustain. Overspending beyond our means can create serious issues in many areas of life. For those with families, it can severely damage relationships and strain household finances. The time and energy spent chasing the urge to gamble often come at the

September 2025 – Monthly Web Letter:

- On September 1, 2025, the FCCG posted its Online Monthly Web Letter “For Responsible Gaming Education Month (RGEM), Play Smart from the Start” to the main page of the FCCG’s website at gamblinghelp.org, and also to the blog page at gamblinghelp.org/blog. The Online Monthly Web Letter can be accessed via the FCCG’s website by visiting the following link:
<https://gamblinghelp.org/for-responsible-gaming-education-month-rgem-play-smart-from-the-start/>
- The September Web Letter announced the Responsible Gaming Education Month (RGEM) Campaign and is titled “**WEB LETTER: For Responsible Gaming Education Month (RGEM), Play Smart from the Start**”. The Web Letter featured RGEM-campaign themed graphics, encouraged those who chose to gamble to “**Play Smart from the Start**” for responsible gambling, and introduced “The Three C’s of RG: Clarity, Caution, and Control”. This memorable framework helps Floridians identify responsible gambling habits including only betting what you can afford to lose, understanding the odds, playing for fun, taking breaks in play, and knowing when to walk away. Further, the signs of problem gambling were contrasted with responsible gambling practices, and information about the dangers of problem gambling was shared. For anyone worried about his or her gambling, the 888-ADMIT-IT HelpLine was promoted. Links to the FCCG’s RGEM Microsite were embedded throughout the Web Letter, helping draw attention to the RGEM Toolkit and interactive educational activities, including the new Play Smart Planner. The FCCG’s 2025 RGEM Signature Brochure and Signature Collateral Item sent to Florida gambling facilities were also promoted and pictured to reinforce the campaign. Screenshots and Web Letter text follow.

Screenshot – September 2025 Web Letter

WEB LETTER: For Responsible Gaming Education Month (RGEM), Play Smart from the Start

by The Florida Council on Compulsive Gambling, Inc.
in 888-ADMIT-IT, Education, Problem Gambling Awareness, Responsible Gambling, Web Letters
on September 1, 2025

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Each September, Responsible Gaming Education Month (RGEM) brings together advocates, operators, and communities to promote gambling literacy and consumer education. Led nationally by the American Gaming Association and supported in the Sunshine State by the Florida Council on Compulsive Gambling (FCCG), this year's theme—Play Smart from the Start—encourages anyone who chooses to gamble to understand the risks, set personal limits, and make informed choices from day one.

- On September 2, 2025, the FCCG distributed its Online Monthly Web Letter, “For Responsible Gaming Education Month (RGEM), Play Smart from the Start”, to a total of 31,255 subscribers via Informz in four (4) separate e-blasts to the following target groups:
- On September 2, 2025, the FCCG distributed an e-blast to a total of 31,255 subscribers across 4 targeted messages, including the general population and media contacts, Florida legislators, Florida mental health treatment providers, and Florida gambling industry contacts, announcing the Responsible Gaming Education Month (RGEM) Campaign and featuring the content of its 2025 RGEM Campaign Kickoff Web Letter. The e-blast helped promote and draw attention to the campaign with relevant consumer and professional audiences across the Sunshine State while also raising awareness about the free, confidential, and multilingual 888-ADMIT-IT HelpLine for when gambling is no longer a game. A screenshot follows.

September 2025 WEB LETTER E-Blast – Screenshot #1



October 2025 – Monthly Web Letter:

- On October 10, 2025, the FCCG posted its Online Monthly Web Letter “Which Came First, the Depression or the Gambling?” to the main page of the FCCG’s website at gamblinghelp.org, and also to the blog page at gamblinghelp.org/blog. The Online Monthly Web Letter can be accessed via the FCCG’s website by visiting the following link: <https://gamblinghelp.org/which-came-first-the-depression-or-the-gambling/>

Screenshot – October 2025 Web Letter

WEB LETTER: Which Came First, the Depression or the Gambling?

by The Florida Council on Compulsive Gambling, Inc.
in 888-ADMIT-IT, Mental Health, Problem Gambling Awareness, Substance Abuse, Web Letters
on October 10, 2025

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National Depression and Mental Health Awareness and Screening Month is recognized every October. The event raises awareness about depression, encourage screening for signs and symptoms, and connect individuals with support for mental health challenges – including disordered gambling and substance use. It’s a reminder that help is available, and that recognizing the need for support is a vital first step toward recovery and well-being.

- On October 10, 2025, the FCCG distributed its Online Monthly Web Letter, “Which Came First, the Depression or the Gambling?”, via Informz in an e-blast:
- On October 10, 2025, the FCCG distributed its Online Monthly Web Letter, “Which Came First, the Depression or the Gambling?”, via Informz to 55,259 General Population subscribers. For the general population in Florida, the FCCG’s October Web Letter “Which Came First, the Depression or the Gambling?” is relevant as it raises awareness about the dual dangers of mood disorders and gambling problems, encourages readers to recognize these warning signs in themselves or others, and underscores that free, confidential help is available statewide through the 888-ADMIT-IT HelpLine for anyone who may need support or guidance. The letter explores the complex relationship between depression and gambling addiction, highlighting how each may trigger or worsen the other. It shares screening questions for depression, discusses signs that gambling might be used as an unhealthy coping mechanism, and presents new data on the severe mental health impacts among Florida residents who use illegal gambling establishments – including high rates of depression, anxiety, and suicidal thoughts.

October 2025 Web Letter E-Blast – Screenshot #1



November 2025 – Monthly Web Letter:

- For Veterans Day on November 11, 2025, the FCCG posted its Online Monthly Web Letter “How to Help a Veteran Battling Gambling Addiction” to the main page of the FCCG’s website at gamblinghelp.org, and also to the blog page at gamblinghelp.org/blog. The Online Monthly Web Letter can be accessed via the FCCG’s website by visiting the following link:
<https://gamblinghelp.org/how-to-help-a-veteran-battling-gambling-addiction/>

Screenshot – November 2025 Web Letter

WEB LETTER: How to Help a Veteran Battling Gambling Addiction

by The Florida Council on Compulsive Gambling, Inc.
in 888-ADMIT-IT, Problem Gambling Awareness, Veterans and Military, Web Letters
on November 11, 2025

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As we honor and thank those who have served and sacrificed for our country this Veterans Day, it's important to recognize the many layers of their experiences. When veterans return home and transition out of military service, they often find that while their surroundings may look the same, they themselves have changed. Supporting veterans means understanding that caregiving can take many forms – physical, emotional, and social – especially through connections with fellow service members. **It also includes understanding how veterans can be impacted by problem gambling.**

- On November 11, 2025, the FCCG distributed its Online Monthly Web Letter, “How to Help a Veteran Battling Gambling Addiction”, via Informz in an e-blast:
- On November 11, 2025, the FCCG distributed its Online Monthly Web Letter, “How to Help a Veteran Battling Gambling Addiction”, via Informz to 52,025 General Population subscribers. For the general population in Florida, the FCCG’s November Web Letter raised awareness about how veterans are at a higher risk for the development of a gambling problem. It also informed readers about how the 888-ADMIT-IT HelpLine has Population Specific problem gambling resources for veterans, active military personnel, military family members, and professionals serving these populations, including FCCG’s military program. Other resources useful for veterans experiencing problem gamblers and caregivers were also discussed.

November 2025 Web Letter E-Blast – Screenshot #1

Gambling Problem? Call or text 888-ADMIT-IT. [View Mail in Browser.](#)



WEB LETTER: How to Help a Veteran Battling Gambling Addiction



As we honor and thank those who have served and sacrificed for our country this Veterans Day, it's important to recognize the many layers of their experiences. Supporting veterans means understanding that caregiving can take many forms – physical, emotional, and social – especially through connections with fellow service members. It also includes understanding how veterans can be impacted by problem gambling.

[Read our November Web Letter](#) to learn why veterans are at a higher risk for development of a gambling problem, and what you can do to help a veteran or military family you may know which is struggling from the impacts of gambling addiction.

READ THE WEB LETTER

December 2025 – Monthly Web Letter:

- On December 8, 2025, the FCCG posted its Online Monthly Web Letter “How Gifting Responsibly Helps Prevent Gambling Harm” to the main page of the FCCG’s website at gamblinghelp.org, and also to the blog page at gamblinghelp.org/blog. The Online Monthly Web Letter can be accessed via the FCCG’s website by visiting the following link: <https://gamblinghelp.org/web-letter-how-gifting-responsibly-helps-prevent-gambling-harm/>

Screenshot – December 2025 Web Letter

WEB LETTER: How Gifting Responsibly Helps Prevent Gambling Harm

by The Florida Council on Compulsive Gambling, Inc.
in [888-ADMIT-IT](#), [Holidays](#), [Problem Gambling Awareness](#), [Web Letters](#), [Youth](#) on December 8, 2025

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The holidays are here again, and for problem gamblers, this season can bring added stress—especially when money is already tight for food, family, and gifts. With the rising cost of everything from groceries to gas, it’s even more challenging to make ends meet. Each December, we join the [Gift Responsibly Campaign](#) to raise awareness about the risks associated with gifting lottery tickets and other gambling-related gifts to minors.

- On December 8, 2025, the FCCG distributed its Online Monthly Web Letter, “How Gifting Responsibly Helps Prevent Gambling Harm”, via Informz in an e-blast:
- On December 8, 2025, the FCCG distributed an e-blast to a total of 56,969 Florida general population subscribers, announcing the Gift Responsibly Campaign and featuring the content of its December 2025 Web Letter. The FCCG’s December 2025 Web Letter, “How Gifting Responsibly Helps Prevent Gambling Harm”, served as a key outreach component of the 2025 Gift Responsibly Campaign by reinforcing the year’s tagline, “Gifting Lottery Tickets is Gambling with Their Future,” and educating Floridians about the risks of underage gambling during the holiday season. The Web Letter highlighted the origins of the Gift Responsibly Campaign, explained Florida’s legal gambling age requirements, and emphasized how early exposure – driven by peer influence, social media, and sports betting visibility – can increase the likelihood of developing gambling problems later in life. It encouraged readers to participate by sharing the campaign hashtag #GiftResponsibly and directed them to the updated campaign landing page to download the 2025 Social Media Graphic and Responsible Gifting Guide. The Web Letter also broadened the message by noting that lottery gifts can also trigger harm for adults struggling with gambling addiction, and it addressed the heightened mental-health challenges common during the holiday season. By promoting responsible gifting practices and reminding readers of the 24/7, confidential, multilingual support available through 888-ADMIT-IT, the Web Letter strengthened the campaign’s reach and impact across Florida. A screenshot follows.

December 2025 Web Letter E-Blast – Screenshot #1



Online Monthly Web Letter Impressions Summary:

- During the course of the July 1 – December 31, 2025 time period, the FCCG produced and posted a total of six (6) Web Letters to its gamblinghelp.org website. Four (4) of the Web Letters were also distributed to subscribers via targeted awareness e-blasts, earning a total of 195,508 impressions for the 888-ADMIT-IT HelpLine. Specifics follow:

Monthly Web Letters - FCCG Website Posting - 2025-2026 Fiscal Year													
Monthly WEB LETTERS - FCCG	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	YTD TOTALS
Webletters: Total # of Monthly Webletters	1	1	1	1	1	1							6
WEB LINK for Each Monthly Web Letter	https://gamblinghelp.org/national-parents-day-and-problem-gambling-how-to-spot-the-warning-signs-in-kids/	https://gamblinghelp.org/problem-gambling-doesnt-stop-for-back-to-school-prep-but-help-is-available/	https://gamblinghelp.org/for-responsible-gaming-education-month-rgem-play-smart-from-the-start/	https://gamblinghelp.org/which-came-first-the-depression-or-the-gambling/	https://gamblinghelp.org/how-to-help-a-veteran-battling-gambling-addiction/	https://gamblinghelp.org/web-letter-how-gifting-responsibly-helps-prevent-gambling-harm/							N/A
TITLE of Each Monthly Web Letter	National Parents' Day and Problem Gambling: How to Spot the Warning Signs in Kids	Problem Gambling Doesn't Stop for Back-to-School Prep, but Help is Available	WEB LETTER: For Responsible Gaming Education Month (RGEM), Play Smart from the Start	WEB LETTER: Which Came First, the Depression or the Gambling?	WEB LETTER: How to Help a Veteran Battling Gambling Addiction	WEB LETTER: How Gifting Responsibly Helps Prevent Gambling Harm							N/A
Date Posted on FCCG's Website:	7/25/2025	8/1/2025	9/1/2025	10/10/2025	11/11/2025	12/8/2025							N/A
Monthly Web Letters - FCCG E-Blast Distribution - 2025-2026 Fiscal Year													
Monthly WEB LETTERS - FCCG	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	YTD TOTALS
Date E-BLAST of Web Letter Sent	N/A	N/A	9/2/2025	10/10/2025	11/11/2025	12/8/2025							N/A
Total Impressions of Each Monthly Web Letter E-Blast	0	0	31,255	55,259	52,025	56,969							195,508

- During the 2020-2025 fiscal comparison period, the FCCG has produced and posted a total of seventy-eight (78) Web Letters, all with varying topics and current problem-gambling-related news and information, to its gamblinghelp.org website. Sixty-six (66) of these Web Letters were also distributed to subscribers via targeted awareness e-blasts, earning a total of 3,681,071 impressions for the 888-ADMIT-IT HelpLine. Specifics by year are presented in the chart below:

Task d. Core Service #4 - COMMUNITY OUTREACH SERVICES													
iii. Performance Measure – Online Monthly Web Letter Distribution: The FCCG produces twelve (12) editions of its web letter throughout each fiscal year, providing awareness of the FCCG's toll-free problem gambling helpline telephone number 888-ADMIT-IT and related services. The FCCG's informational web letter shall vary, in topic and content, each issue.													
Fiscal Years: 2020 - 2026: Online Monthly Web Letter Distribution By Fiscal Period July, 2025 - December 31, 2025													
	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2019/2020: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1	1	1	1	1	1	1	12
FY 2019/2020: YTD Total Online Monthly Web Letter Impressions	54,162	54,613	55,978	52,498	54,271	57,301	52,284	53,174	47,477	54,045	54,125	408,711	998,639
FY 2020/2021: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1	1	1	1	1	1	1	12
FY 2020/2021: YTD Total Online Monthly Web Letter Impressions	55,034	33,649	36,412	49,013	41,543	34,547	50,497	52,554	53,832	52,411	47,904	54,567	561,963
FY 2021/2022: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1	1	1	1	1	1	1	12
FY 2021/2022: YTD Total Online Monthly Web Letter Impressions	52,010	53,584	57,135	53,106	52,057	39,576	50,115	48,889	51,879	53,584	53,329	53,284	618,548
FY 2022/2023: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1	1	1	1	1	1	1	12
FY 2022/2023: YTD Total Online Monthly Web Letter Impressions	50,993	52,279	52,118	51,956	51,716	51,506	51,213	51,018	53,299	50,873	56,096	58,916	631,983
FY 2023/2024: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1	1	1	1	1	1	1	12
FY 2023/2024: YTD Total Online Monthly Web Letter Impressions	54,624	50,559	51,731	51,742	51,809	48,647	49,795	54,932	51,385	50,218	51,587	51,503	618,532
FY 2024/2025: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1	1	1	1	1	1	1	12
FY 2024/2025: YTD Total Online Monthly Web Letter Impressions	0	0	55,380	0	0	0	0	518	0	0	0	0	55,898
FY 2025/2026: YTD Total Online Monthly Web Letters Produced	1	1	1	1	1	1							6
FY 2025/2026: YTD Total Online Monthly Web Letter Impressions	0	0	31,255	55,259	52,025	56,969							195,508
TOTAL YTD 2020-2026 FISCAL YEARS: # ONLINE WEB LETTERS DISTRIBUTED BY FCCG AS OF DECEMBER 31, 2025:													78
TOTAL YTD 2020-2026 FISCAL YEARS: ONLINE WEB LETTER IMPRESSIONS ACHIEVED AS OF DECEMBER 31, 2025:													3,681,071

FCCG Community Outreach Services – Quarterly CARE TEAM Newsletter Distribution:

- The FCCG uses the CARE TEAM Newsletter as a dedicated communication for Florida’s gambling industry employees, recognizing that staff are often in a unique position to observe, respond to, and prevent gambling-related harm among patrons and coworkers. Strategic content planning ensures the newsletter effectively raises awareness about resources like the 888-ADMIT-IT HelpLine and directs staff to educational materials and intervention tools readily available through the FCCG’s online platforms.
- Each CARE TEAM Newsletter is crafted to provide timely updates, practical guidance, and real-world strategies for promoting responsible gambling and addressing problem gambling in the workplace. By curating content that includes actionable tips, new outreach tools, interactive activities, and reminders about the 24-hour, confidential 888-ADMIT-IT HelpLine, the CARE TEAM newsletter helps ensure that frontline casino staff can confidently recognize signs of gambling distress, start constructive conversations, and connect those in need with appropriate supports.
- The FCCG aligns CARE TEAM Newsletter themes with national awareness months and high-impact public health observances, framing gambling problems within ongoing discussions about mental health, suicide prevention, financial harm, and family well-being. This deliberate timing heightens relevance, reinforces outreach messages, and overlaps with industry and community priorities, amplifying both engagement and effectiveness. Through this alignment, the CARE TEAM Newsletter helps position responsible gambling practices and problem gambling knowledge as an essential parts of overall workplace wellness in Florida’s gambling venues.
- The newsletter distribution strategy is focused exclusively on targeted e-blasts, ensuring that each new CARE TEAM edition is delivered directly to gambling facility venues and their employees throughout the state of Florida. By using email communications, the FCCG maximizes timely reach and guarantees that critical guidance, resources, and responsible gambling updates are received and accessible for staff reference, training, and ongoing development.
 - Summary year-to-date specifics for the all FCCG CARE Team Newsletters developed and disseminated throughout first half of the 2025-2026 fiscal year (July 1, 2025 -December 31, 2025), is provided in chronological order by month on the following pages below:

September 2025 – Quarterly CARE TEAM Newsletter:

On September 4, 2025, the FCCG distributed the September edition of its Quarterly CARE TEAM Newsletter, “For Responsible Gaming Education Month (RGEM), Play Smart from the Start”, via Informz in one (1) e-blast to forty-nine (49) Florida gambling industry employees.

- Targeted to Florida gambling industry contacts, the Newsletter introduced FCCG’s Responsible Gaming Education Month (RGEM) Campaign and how it applies to gambling operators. Actionable takeaways were provided for facility leadership, communications and marketing teams, and all other employees. The e-blast encouraged readers to visit the FCCG’s RGEM Microsite to learn more about the campaign, download the RGEM Toolkit, and interact with six interactive and educational activities. As part of the activities, FCCG announced its new “Play Smart Planner”, which is a free responsible gambling utility for patrons, which can also be used as a learning tool for facility team members. The Newsletter also informed readers about the FCCG’s new concept: “The Three C’s” – Clarity, Caution, and Control – that form the foundation of responsible gambling during RGEM, helping make core principles memorable.

September 2025 CARE TEAM Newsletter E-Blast – Screenshot:

Help & Hope for Problem Gambling: Call or Text 888-ADMIT-IT. [View e-mail in browser.](#)



Read the September CARE TEAM Newsletter



For Responsible Gaming Education Month (RGEM), Play Smart from the Start

“Responsible Gaming Education Month (RGEM) isn’t just a campaign – it’s a commitment to amplifying awareness, empowering patrons and employees, and reinforcing the message that problem gambling prevention starts with education. The impacts of gambling addiction can be devastating, and RGEM is an annual reminder of the preparation that makes prevention possible.”

– Jennifer Kruse, FCCG Executive Director

Every September, the Florida Council on Compulsive Gambling (FCCG) joins with the American Gaming Association in advancing gambling literacy, enhancing consumer education, strengthening employee training, and collaborating with partners to encourage responsible gambling practices for RGEM.

FCCG is leading the charge this September with its 2025 RGEM campaign, introducing a new theme for this year: *Play Smart from the Start. Can’t Walk Away? Your Best Play is to CALL or TEXT 888-ADMIT-IT.* The FCCG’s RGEM campaign is designed to empower players with the tools to make informed decisions while raising awareness about the 888-ADMIT-IT Problem Gambling HelpLine. The effort builds on the American Gaming Association’s national RGEM initiative, which introduced the Play Smart from the Start platform to align with today’s players – savvy, mobile, and entertainment-driven – encouraging responsible habits before every bet, every time.

As part of RGEM and our ongoing education efforts, the FCCG has long advocated for gambling industry operators and employers statewide to implement employee training and

December 2025 – Quarterly CARE TEAM Newsletter:

On December 11, 2025, the FCCG distributed the December edition of its Quarterly CARE TEAM Newsletter, “Not-So-Happy Holidays: How Problem Gambling Steals Seasonal Joy”, via Informz through one (1) e-blast sent to three-hundred and thirty-nine (339) Florida gambling industry employees.

- The **December 2025 CARE TEAM Newsletter** featured content from the FCCG’s “Gift Responsibly Campaign” highlighting casino employees as essential partners in harm reduction during this high-risk season and emphasizing how holiday-related stressors – such as financial strain, family pressure, and seasonal anxiety – can worsen gambling problems for vulnerable patrons. The newsletter aims to reinforce facility employees’ role in noticing changes in behavior on the casino floor and offering a clear action step when they see someone in distress, which is to connect guests in need of help to the 888-ADMIT-IT HelpLine for confidential, 24/7 problem gambling support.

December 2025 CARE TEAM Newsletter E-Blast – Screenshot:



- During the course of the July 1, 2025 – December 31, 2025 time period, FCCG produced and distributed a total of two (2) Quarterly CARE TEAM Newsletters for Florida gambling industry employee subscribers via awareness e-blasts, earning a total of three-hundred and eighty-eight (388) impressions for the 888-ADMIT-IT HelpLine and FCCG’s Responsible Gambling & Player Protection Program (RGPPP) messaging. See chart below for July – December 2025 specifics:

Monthly Quarterly CARE TEAM Newsletters - FCCG Production - 2025-2026 Fiscal Year													
Quarterly CARE TEAM NEWSLETTERS - FCCG	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	YTD TOTALS
CARE TEAM Newsletters: Total # of Quarterly CARE Team Newsletters	0	0	1	0	0	1	0	0	0	0	0	0	2
THEME of Each Quarterly CARE Team Newsletter	N/A	N/A	Responsible Gaming Education Month (RGEM) Campaign	N/A	N/A	Gift Responsibility Campaign	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Monthly Quarterly CARE TEAM Newsletters - FCCG E-Blast Distribution - 2025-2026 Fiscal Year													
Quarterly CARE TEAM NEWSLETTERS - FCCG	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	YTD TOTALS
Date E-BLAST of CARE Team Newsletter Sent	N/A	N/A	9/4/2025	N/A	N/A	12/11/2025	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Impressions of Each Quarterly CARE Team Newsletter E-Blast	N/A	N/A	49	N/A	N/A	339	N/A	N/A	N/A	N/A	N/A	N/A	388

- Throughout the course of the current **2020-2025 Comparison Period**, the FCCG has produced a total of **twenty-seven (27) new CARE TEAM Newsletter's** yielding a **total of 24,366 impressions** and providing necessary access to Florida's problem gambling supports through the FCCG's 888-ADMIT-IT HelpLine and gamblinghelp.org website to Florida gambling industry employees. See Chart below:

Task d. Core Service #4 - COMMUNITY OUTREACH SERVICES													
iv. Performance Measure – <u>Quarterly CARE TEAM Newsletter Distribution</u> : The FCCG produces and distributes quarterly editions of its CARE TEAM newsletter, to provide problem gambling related news and information to training participants and subscribers (gambling facility employees who are enrolled in the RGPPP), who are interested in receiving additional information on the issue of responsible gambling.													
Fiscal Years: 2020 - 2024 - Quarterly CARE TEAM Newsletter Distribution By Fiscal Period July 1, 2025 - December 31, 2025													
	July	August	September	October	November	December	January	February	March	April	May	June	Fiscal Period Total YTD:
FY 2019/2020: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1	0	0	1	0	0	1	4
FY 2019/2020: YTD Total CARE TEAM Newsletter Distribution by Month	200	0	942	0	0	949	0	0	954	0	0	1,045	4,090
FY 2020/2021: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1	0	0	1	0	0	1	4
FY 2020/2021: YTD Total CARE TEAM Newsletter Distribution by Month	0	0	571	0	0	798	0	0	1,147	0	0	1,163	3,679
FY 2021/2022: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1	0	0	1	0	0	1	4
FY 2021/2022: YTD Total CARE TEAM Newsletter Distribution by Month	0	0	1,162	0	0	842	0	0	1,234	0	0	1,296	4,534
FY 2022/2023: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1	0	0	1	0	0	1	4
FY 2022/2023: YTD Total CARE TEAM Newsletter Distribution by Month	0	0	1,295	0	0	1,437	0	0	1,599	0	0	1,464	5,795
FY 2023/2024: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1	0	0	1	0	0	1	4
FY 2023/2024: YTD Total CARE TEAM Newsletter Distribution by Month	0	0	1,349	0	0	1,351	0	0	1,485	0	0	1,494	5,679
FY 2024/2025: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1	0	0	2	0	0	1	5
FY 2024/2025: YTD Total CARE TEAM Newsletter Distribution by Month	0	0	0	0	0	0	0	0	107	0	0	94	201
FY 2025/2026: YTD Total CARE TEAM Newsletters Produced by Month	0	0	1	0	0	1							2
FY 2025/2026: YTD Total CARE TEAM Newsletter Distribution by Month	0	0	49	0	0	339							388
TOTAL YTD 2020-2026 FISCAL YEARS: # CARE TEAM NEWSLETTERS DISTRIBUTED AS OF DECEMBER 31, 2025:													27
TOTAL YTD 2020-2026 FISCAL YEARS: CARE TEAM NEWSLETTER IMPRESSIONS ACHIEVED AS OF DECEMBER 31, 2025:													24,366

- END OF 4 CORE SERVICES DELIVERABLES -