



Victorian Responsible Gambling Foundation

Gambling Harm Awareness Week 2023

Promotional toolkit

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Introduction

This promotional toolkit contains all you need to know about how to support Gambling Harm Awareness Week 2023. It is designed for any individuals or organisations who would like to support the week and promote the campaign through their own networks.

The toolkit outlines the range of promotional materials available including social media assets, web banners, posters, how-to guides, and other resources to help promote the campaign.

What is Gambling Harm Awareness Week?

Gambling Harm Awareness Week is from **16 to 22 October 2023**. This annual event is an opportunity to raise awareness of gambling harm within the Victorian community and encourage open discussions about how gambling affects individuals, families, and the community.

Theme and messaging

Each year, the Foundation focuses on a different aspect of the theme *Talk. Share. Support.* in our communications to the community. This year, the focus is on how to have a conversation with someone who is or may be experiencing gambling harm.

The aim of this year's campaign is to encourage conversations with people who are experiencing gambling harm and to support them to get back on track.

Key messages

- Gambling can have negative consequences for the person gambling and those around them.
- Gambling harm is often hidden, and the effects not spoken about because it can be a sensitive issue that makes people feel uncomfortable.
- Talking more openly about gambling harm helps to breakdown stigma and supports help seeking.
- If you're concerned about someone's gambling, having a conversation with them about their gambling could make all the difference.
- [Gambler's Help](#) offer a range of practical information to support family and friends to have a conversation with someone close to them who is experiencing gambling harm.
- During Gambling Harm Awareness Week 2023, communities are encouraged to *Talk. Share. Support.*

Why is having a conversation important?

Having a conversation with a friend or family member about their gambling can be uncomfortable, but it could make all the difference to their wellbeing. It's human nature to avoid awkward conversations and it can be difficult to know where to start.

Our campaign this year is all about how to start a conversation about gambling, with practical tips for planning a conversation, and useful conversation starters.

Conversation tips

Set aside time to chat in a quiet, comfortable place where others won't overhear.

Approach the issue with care and sensitivity – seek advice from [Gambler's Help](#).

Be patient:

- if they're not ready to talk, let it go and try again another time
- reassure them that you are available to talk if/when they are ready
- suggest they speak to other friends/family/professionals if they would prefer.

Encourage them to speak freely:

- listen without judging or interrupting
- maintain open, positive body language
- ask open-ended questions, like 'How did that affect you?'

Offer support and guidance:

- provide them with information about help resources and services
- ask them how you can best support them.

Check in regularly to see how they're going and offer further support.

Visit gamblershelp.com.au for more information and support options.

Quick facts about gambling harm in Victoria

- The social cost of gambling harm to the Victorian community is estimated to be \$7 billion.
- More than half-a-million Victorians experience some form of harm every year from their gambling activities.
- 85 per cent of gambling harm in Victoria is experienced by people who are at low or moderate risk of gambling in a problematic way.
- For each individual who experiences severe gambling harm, up to six other people may be affected – especially family and friends.
- Common signs of gambling harm include stress, irritability, difficulty sleeping or concentrating, drinking or smoking more than usual, not spending as much time with family or friends, frequently borrowing money, intermittent periods of having lots of cash and no cash, an intense interest in sporting odds, and using multiple betting apps.
- Many people experience emotional effects from gambling, like stress, regret and guilt, no matter how much or how often they gamble. These effects can start off small and build up, causing stress in their lives.

Quick guide:

How to support Gambling Harm Awareness Week

You can support the week by sharing the campaign assets with your networks to reach as many Victorians as possible. By encouraging your contacts to share the campaign, together we can help build awareness of gambling harm. Find the full list of resources and more on the [GHAW webpage](#).



Host your own Gambling Harm Awareness Week event. [Email](#) the details of your event to us and we will promote it on the [GHAW community events calendar](#).



Display a Gambling Harm Awareness Week **poster** in your workplace or community space.



Listen to and share our **podcast** episodes on how to have a conversation about gambling harm. [[link](#)]



Add a Gambling Harm Awareness Week **e-signature** to your emails or display a banner on your website or social media profile.



Attend a Gambling Harm Awareness Week event. You can find an event in your local area by checking the [GHAW community events calendar](#).



Follow, share, and comment on Gambling Harm Awareness Week **social media** using the hashtags **#GHAW2023** and **#TalkShareSupport**.



Use our customisable template to create a **media release** or adapt it to a **news article** on your website.



Watch and share our **videos** featuring stories of lived experience.

Resources for Gambling Harm Awareness Week 2023

Explore the range of downloadable resources and make a plan to promote, share, and display them, leading up to and during, Gambling Harm Awareness Week.

Posters in A3 and A4

All posters are available to download and print in A3 or A4 size. Display posters in your workplace or community space to get people thinking and talking about gambling harm.

[\[DOWNLOAD\]](#)




Poster - Conversation tips

Preview	Poster title	Description
	<p>Worried about someone who gambles? Conversation tips</p>	<p>Conversation starter tips that can be used when trying to initiate a conversation about gambling harm.</p>

Posters - early signs of gambling harm

	<p>Early signs of gambling harm: Pokies scenario</p>	<p>This poster encourages action by suggesting an alternative activity to going to the pokies.</p>
	<p>Early signs of gambling harm: Sports betting scenario</p>	<p>This poster outlines how to have a conversation with someone who may be experiencing issues with sports betting.</p>
	<p>Early signs of gambling harm: checking in scenario</p>	<p>This poster shows a scenario where friends or family are encouraged to check in on a person's wellbeing.</p>

Posters - severe harm from gambling

Preview	Poster title	Description
 <p>Worried about someone who gambles? Signs of severe gambling harm are visible when someone's gambling causes harm to their health, relationships, finances, or legal status. If you think gambling is negatively affecting someone close to you, having your concerns with them may help them realise the risks and seek support.</p> <p>Conversation tips</p> <ul style="list-style-type: none"> Express your concern in a non-judgmental way. Use 'I' statements to share your feelings. Listen to their perspective. Offer support and resources. Encourage them to seek help. Be patient and persistent. Set boundaries for yourself. Take care of your own mental health. <p>What you might say</p> <ul style="list-style-type: none"> "I've noticed that you seem stressed lately. Are you okay?" "I'm worried about you because you seem to be spending a lot of money on gambling. Is there anything you can do to stop?" "I know it's hard to stop, but I think you should try to take a break. It might help you feel better." "I can help you find some resources if you need them." "I'm not trying to control you, but I'm concerned about your health and relationships. Can we talk about this?" "I'm not trying to control you, but I'm concerned about your health and relationships. Can we talk about this?" <p>gamblerhelp.com.au 1800 858 858</p>	<p>Severe signs of gambling harm: Pokies scenario</p>	<p>Help start a conversation with someone you are worried about and encourage them to focus on other activities instead of pokies.</p>
 <p>Worried about someone who gambles? Signs of severe gambling harm are visible when someone's gambling causes harm to their health, relationships, finances, or legal status. If you think gambling is negatively affecting someone close to you, having your concerns with them may help them realise the risks and seek support.</p> <p>Conversation tips</p> <ul style="list-style-type: none"> Express your concern in a non-judgmental way. Use 'I' statements to share your feelings. Listen to their perspective. Offer support and resources. Encourage them to seek help. Be patient and persistent. Set boundaries for yourself. Take care of your own mental health. <p>What you might say</p> <ul style="list-style-type: none"> "I've noticed that you seem stressed lately. Are you okay?" "I'm worried about you because you seem to be spending a lot of money on gambling. Is there anything you can do to stop?" "I know it's hard to stop, but I think you should try to take a break. It might help you feel better." "I can help you find some resources if you need them." "I'm not trying to control you, but I'm concerned about your health and relationships. Can we talk about this?" "I'm not trying to control you, but I'm concerned about your health and relationships. Can we talk about this?" <p>gamblerhelp.com.au 1800 858 858</p>	<p>Severe signs of gambling harm: Sports betting scenario</p>	<p>Help start a conversation with someone are worried about and encourage them to focus on other activities instead of sports betting.</p>
 <p>Worried about someone who gambles? Signs of severe gambling harm are visible when someone's gambling causes harm to their health, relationships, finances, or legal status. If you think gambling is negatively affecting someone close to you, having your concerns with them may help them realise the risks and seek support.</p> <p>Conversation tips</p> <ul style="list-style-type: none"> Express your concern in a non-judgmental way. Use 'I' statements to share your feelings. Listen to their perspective. Offer support and resources. Encourage them to seek help. Be patient and persistent. Set boundaries for yourself. Take care of your own mental health. <p>What you might say</p> <ul style="list-style-type: none"> "I've noticed that you seem stressed lately. Are you okay?" "I'm worried about you because you seem to be spending a lot of money on gambling. Is there anything you can do to stop?" "I know it's hard to stop, but I think you should try to take a break. It might help you feel better." "I can help you find some resources if you need them." "I'm not trying to control you, but I'm concerned about your health and relationships. Can we talk about this?" "I'm not trying to control you, but I'm concerned about your health and relationships. Can we talk about this?" <p>gamblerhelp.com.au 1800 858 858</p>	<p>Severe signs of gambling harm: Checking in scenario</p>	<p>This poster depicts a conversation where someone is concerned about a family member or friends' financial position and encourages them to seek support.</p>

E-signatures and web banners

- This is a perfect way to promote the week to internal and external contacts. Download [here](#).

Resources in languages other than English

- Tips posters are available to download in Vietnamese, Arabic, traditional and simplified Chinese. Download [here](#).

Resources for First Nations Communities

- Resources designed for First Nations communities including social tiles, posters on how to have a conversation and pocket cards. Download [here](#).




Videos

Watch and share videos featuring stories of lived experience from members of the Foundation’s Lived Experience Advisory Committee and members of ReSPIN Speakers Bureau.

The six videos, in various lengths, focus on tips to have a conversation with someone who may be struggling with gambling harm and the best way to start a conversation.

You will find the videos on our [website](#) and the [Gambling Harm Awareness Week 2023 YouTube channel](#).

Suggested social media post:

Video	Caption
	<p>This Gambling Harm Awareness Week we are encouraging you to have a conversation with someone who may be struggling with gambling harm.</p> <p>Hear from members of the community with lived experience as they outline some helpful tips to initiate these conversations.</p> <p>#GHAW2023 #TalkShareSupport</p>

Podcasts

Download and share episodes of our podcast series featuring the Foundation’s Lived Experience Committee member Nicholas Bloom and hosted by Dr Anastasia Hronis, a clinical psychologist who regularly writes for the [Let’s talk gambling](#) section of the Gambler’s Help website.

You will find the videos on our [website](#) and the [Gambling Harm Awareness Week 2023 YouTube channel](#).

Suggested social media post:

Episode title	Caption
Let’s talk gambling – how to have a conversation	<p>Tune into the latest episode of ‘Let’s talk gambling’ to hear from clinical psychologist Dr Anastasia Hronis and Lived Experience Committee member Nicholas Bloom.</p> <p>The duo discusses how to have a conversation with someone who may be struggling with gambling harm and highlight some useful ways to approach the chat in a sensitive and non-judgemental way. #GHAW2023 #TalkShareSupport</p> <p>Listen now!</p>





Social media tiles

A range of social media assets are available to download to help you promote Gambling Harm Awareness Week in your channels including Facebook, Instagram, LinkedIn and Twitter/X.

You can find our social media assets on our [website](#).

Suggested social media posts:

Social tile	Caption
	<p>This Gambling Harm Awareness Week, we're encouraging you to start a conversation with someone close to you, who may be experiencing gambling harm.</p> <p>Swipe to check out some tools to help initiate that conversation. #GHAW2023 #TalkShareSupport</p>
	<p>Wondering how to have a conversation with someone whose gambling may be negatively affecting them?</p> <p>Step one: set aside time to chat with them in a quiet place, where you're both comfortable and won't be distracted. #GHAW2023 #TalkShareSupport</p>

Social media tips

To get the most out of your social media activities, you should:

- post regularly before and during the week
- schedule posts at high traffic times (lunch time or after work)
- link your posts back to the <https://responsiblegambling.vic.gov.au/harmweek>
- Tag us on Facebook @vicrgf, Twitter/X @vicrgf and Instagram @responsiblegambling and use the hashtags #GHAW2023 and #TalkShareSupport

Media release

A customisable media release template is available for your organisation to share with local news outlets, or to adapt as a news article on your website. If you would like to use this template, please contact us at harmweek@responsiblegambling.vic.gov.au.

If you'd prefer to create your own media release or news article, please refer to our key messages to ensure consistency with the campaign.



Tips for engaging the media

If you want to get media coverage of your organisation's event, here are some handy tips.

Local print media includes daily newspapers, online newspapers, and free weekly community papers. You can get your information into the newspaper via a media release, a story or interview that the journalist prepares, a letter to the editor or by contributing to a column.

Local broadcast media includes regional TV and radio (commercial and community) channels.

Engaging local media

Determine a local 'angle' – create a 'hook' for an interesting story – what's new/unusual/going to happen, who will be there and why.

Create a photo opportunity – arrange a local personality, community leader/group or someone else who is relevant to the event to do something interesting. Provide media with information to support the photos. Note participants do not have to be spokespeople.

Make initial contact with the local newspaper and/or radio station – consider which presenter or reporter may be most interested in your event. Call them a week or two beforehand to tell them about the event using key points you have prepared earlier to capture their attention.

Write a media alert – this should include the date, time, venue and other details about the event, including the name and phone number of someone they can speak to about it, any photo opportunities and specific areas of interest.

Follow up – after you've spoken to the reporter, email your media alert to them and give them a reminder call the day before the event.

Write a media release – this is for you to provide to media on the day of the event. We have prepared key messages that you can tailor to your community and include in the release, which should also include quotes from a spokesperson that a journalist can incorporate into their story (in case they do not interview the spokesperson themselves). See [Media release](#) on page 8.

Appoint a spokesperson – the spokesperson will need to know the details of the event, the key messages, some attention-grabbing facts/statistics and a brief anecdote to that personalises the issue. They should practice what they want to say in advance, ensuring they keep information brief and to the point. And they should be readily available to take media calls.

Need more help or advice?

Email the Gambling Harm Awareness Week team at harmweek@responsiblegambling.vic.gov.au.



Key contacts

General enquiries

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Thank you for supporting Gambling Harm Awareness Week 2023.