

HOW TO USE THIS TOOLKIT

About the Toolkit

The State of Connecticut Department of Mental Health and Addiction Services has created the “Know the Risks” campaign in order to spread awareness about the warning signs of problem gambling and the resources available to those who may be struggling or at-risk.

The campaign aims to reach multicultural audiences throughout the state, with a special emphasis on populations most at-risk for problem gambling, including Black, Latino/a, Asian American, and LGBTQ+ audiences.

The toolkit items are available for all who would like to help spread the message of this campaign and reach key audiences in your existing networks. Instructions for how to use the toolkit follow below.

Downloadable Posters

To use, download the posters and print using your home or office printer.

These are designed to be printed on regular 8.5”x11” printer paper. Printing at a larger size may result in lower quality printing.

The posters can be displayed in waiting rooms, offices, community centers, or anywhere else that people at-risk for problem gambling may come across them. They are available in both English and Spanish.

Social Media Shareables

To use, download the images and upload to post on your organization’s social media pages.

These images can be posted on Instagram, Facebook, and LinkedIn. Please do not crop or change the size of the images, as they are already appropriately sized for these channels.

Text to include in your post copy is next to each image in the “Social Media Shareables” section, and can also be found in the “Know the Risks” Social Copy document.

