



Media Placement Guidance

The Oregon Problem Gambling Prevention Project is aimed at reducing problem gambling among adults and youth in Oregon. Strategically placing the media provided can encourage reflection of gambling knowledge and behaviors, provide access to essential resources, and provide hope that people can and do overcome problem gambling. The following are descriptions of media and placement ideas to engage others.

Media	Description	Placement Ideas
30-second radio ad	Radio ad highlighting the importance of establishing personal guidelines for responsible gambling	<ul style="list-style-type: none"> Local radio stations Team meetings Public meetings Social media pages
30-second radio ad	Radio ad highlighting the importance of intervening with someone whose gambling concerns you	<ul style="list-style-type: none"> Local radio stations Team meetings Public meetings Social media pages
60-second video ad	A video discussing the importance of establishing guidelines for responsible gambling and accessing OPRG for additional information and access to services	<ul style="list-style-type: none"> Presentation slides Meetings TV stations Public screens (waiting rooms, lobbies, etc.) Social media pages
15-second video ad	Short video highlighting the norm that most Oregon adults think if people choose to gamble, they should establish guidelines for responsible gambling	<ul style="list-style-type: none"> Purchase online pre-roll opportunities that play prior to web videos Presentation slides Meetings TV stations Public screens (waiting rooms, lobbies, etc.) Social media pages
Responsible gambling rack card	4" x 9" card providing the guidelines for responsible gambling	<ul style="list-style-type: none"> Health fairs Community events Counter display at local businesses Takeaway from meetings/presentations
Posters	Four 11" x 17" posters highlighting messages to reduce problem gambling	<ul style="list-style-type: none"> Local businesses/organizations Schools Ads in local newspapers Ads in worksite or community newsletters