

September 25, 2024

Gaming Commission's Responsible Gaming Campaign Wins National Awards

Commission's "Small Risk & Big Gamble" campaign wins NASPL Responsible Gaming awards and NCPG's annual Gift Responsibly award

The New York State Gaming Commission's latest responsible gaming advertising campaign recently earned national recognition from lottery operators and problem gambling prevention advocates.

The Commission's "Small Risk & Big Gamble" campaign, produced by the New York Lottery's advertising partner McCann NY, took home three of the four responsible gaming award categories at the North American Association of State and Provincial Lotteries' (NASPL) [2024 Batchy awards](#). The Commission's campaign also won the National Council on Problem Gambling's annual [Gift Responsibly Campaign Award](#) this past July.

"New York is honored to be recognized by both lottery operators and problem gambling prevention advocates for our latest creative campaign promoting responsible gaming practices," said Commission Chair Brian O'Dwyer. "By illustrating everyday risks and how they relate to decisions about gambling, we are able to effectively deliver a simple but important message to a broad audience. I thank both NASPL and the National Council on Problem Gambling for recognizing the Commission's efforts to keep gaming fair and safe."

The "Small Risk & Big Gamble" campaign was awarded three Responsible Gaming Batchy awards at NASPL's annual conference last week in Kansas City, Mo: Radio, Digital/Social Media, and Coordinated Campaign.

The Gaming Commission also won the national Gift Responsibly Campaign Award at the National Council on Problem Gambling's Conference on Gambling Addiction & Responsible Gambling in San Diego in July. The award recognizes "outstanding public awareness material prepared by a Lottery to promote the responsible purchase of lottery products during the holiday season in support of the NCPG Gift Responsibly Campaign."

Examples of the award-winning campaign are below:

- [Sushi](#) Video (English)
- [Sushi](#) Video (Spanish)
- [Drool](#) Video (English)
- [Drool](#) Video (Spanish)
- [Go Long](#) Audio (English)
- [Go Long](#) Audio (Spanish)

The Commission has longstanding relationships with the [New York State Office of Addiction Services and Supports \(OASAS\)](#) and the [New York Council on Problem Gambling](#) via the Responsible Play Partnership (RPP). The RPP was formed to bring all stakeholders together to address problem gambling, including bridging the gap between gaming facility operators and problem gambling treatment providers. The RPP works to ensure that all gaming entities in the state comply with all rules and regulations and provide access to help for individuals who need services.

The [National Council on Problem Gambling](#) is the only national non-profit organization seeking to minimize the economic and social costs associated with gambling addiction.

[NASPL](#) advocates for state and provincial lottery organizations on matters of general lottery policy and leverage collaboration, communication, education, and information for the betterment of the industry.

Those seeking help can call New York State's free and confidential HOPEline 24/7 at 1-877-8-HOPENY (1-877-846-7369) or text HOPENY (467369).

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