

The logo is a dark blue tag with a white string and a white button. It contains the text "GIFT RESPONSIBLY CAMPAIGN" in white, bold, uppercase letters, and "Lottery Tickets Aren't Child's Play." in white, lowercase letters below it.

GIFT RESPONSIBLY CAMPAIGN

Lottery Tickets
Aren't Child's Play.

FACT SHEET

- **What is the Gift Responsibly Campaign?**

- The Campaign provides materials and messaging for lotteries and non-lottery organizations to communicate responsible gambling around the holidays and all year long.
- The Campaign began in 2003 to raise awareness about the risks of youth gambling. It educates communities on the risks of buying lottery tickets for children.
- In 2021, the campaign theme changed to a general Gift Responsibly message. While the campaign continues to focus on the holiday season, the name change enables lotteries to expand the responsible giving messaging for all the occasions where children might receive lottery tickets as gifts (e.g., birthdays, graduations, etc.).

- **Who can participate?**

- While the Campaign has been designed for lotteries, any organization that commits to help educate its stakeholders on the importance of gifting responsibly during the holiday season and all year long can participate!
- For the last three years, 100 percent of U.S. and Canadian lotteries participated in the Campaign, as well as a number of international lottery and non-lottery organizations.

- **How do we join the Campaign?**

- Sign up at <https://bit.ly/Gift-Responsibly-signup> and select a participation level.
- There are several levels of engagement for lotteries and other organizations, making it easier for organizations to commit to the level that's most suitable for them.

- **Why should my organization participate?**

- Early gambling experiences, including with lottery tickets, are a risk factor for later gambling problems.
- Some adults report giving lottery tickets to children as gifts, especially during the holiday season. Some people just don't know the risks!
- Many young people report their first gambling experience occurs around 9-11 years of age.
- More and more youth are exposed to the availability and accessibility of many forms of gambling at even younger ages and are tempted by the pressures to participate.
- Youth problem gambling is a growing public health concern. Even though gambling activities are legally restricted to adults, and laws for purchase, play, and redemption vary by state, province, and territory, there is clear evidence that underage youth continue to actively participate in gambling.

- **How prevalent is gambling with youth?**

- Approximately 60 percent of high-school aged adolescents report having gambled for money during the past year.
- Four to six percent of adolescents presently have a serious problem with gambling.
- Ten to 14 percent of adolescents are at-risk for developing a problem with gambling.
- Putting it into perspective, adult gambling disorder prevalence rates are about one to two percent of the population.
- While male adolescents gamble more frequently than females, female adolescents are more actively involved in lottery play.

Lottery tickets are not child's play.

Learn more at:

ncpgambling.org/programs-resources/programs/gift-responsibly-campaign-2021/
McGill Research Reports: youthgambling.com/