

# News You Can Use

Your monthly resource for news and information about behavioral health and intellectual/developmental disabilities in western North Carolina and beyond

## Smoky joins state in problem gambling campaign

It's no surprise that uncontrollable problem gamblers may have other addictions or mental health concerns. The good news is that help is available. North Carolinians – especially young adults – are increasingly likely to encounter that message thanks to a partnership between Smoky and the N.C. Division of Mental Health, Developmental Disabilities and Substance Abuse Services.

Smoky contributed \$300,000 to fund this year's problem gambling awareness campaign, which includes radio ads in English and Spanish and digital and interactive ads on Pandora, Hulu, Spotify and YouTube. The campaign, a project of the N.C. Problem Gambling Program, aims to let people know that help is available at no cost.

Smith Worth, the Problem Gambling Program administrator, said individuals struggling with addiction are much more likely than others to have a gambling



problem. And gambling can worsen drug or alcohol use, she said. "Financial issues are really a trigger for someone to lapse back into substance abuse."

Smoky also funded the program's 2015 campaign, which reached more than 3 million North Carolinians and promoted the N.C. Problem Gambling Helpline. Learn more about [the state program online](#).