

Reaching Parents Before Youth Gambling Becomes a Problem

Client: Massachusetts Office of Problem Gambling Services (OPGS)

EXECUTIVE SUMMARY

The Massachusetts Office of Problem Gambling Services (OPGS) sought an effective way to educate youth and parents about the risks of youth gambling while encouraging meaningful conversations around prevention. All Points Media identified a network of family-friendly venues to maximize the impressions amongst parents and their children to provide information and resources for gambling awareness. The custom Family-Focused network was designed to reach parents and guardians in their everyday routine and provide a reminder to inform children about mobile betting and gambling.

CHALLENGE

- Legalized gambling is increasingly accessible
 - Youth exposure to gambling-related messaging and behavior continues to rise
 - Where can you place a message to feel natural but impactful
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AUDIENCE

- Parents and guardians
- Youth and teens
- Teachers, administrators, and leadership in youth activities.

STRATEGY

- Reach adults in their everyday routine
 - Family-friendly venues and environments
 - Provide impactful information and spark conversation
 - Place signage in prominent areas where families regularly congregate.
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WHY IT WORKS

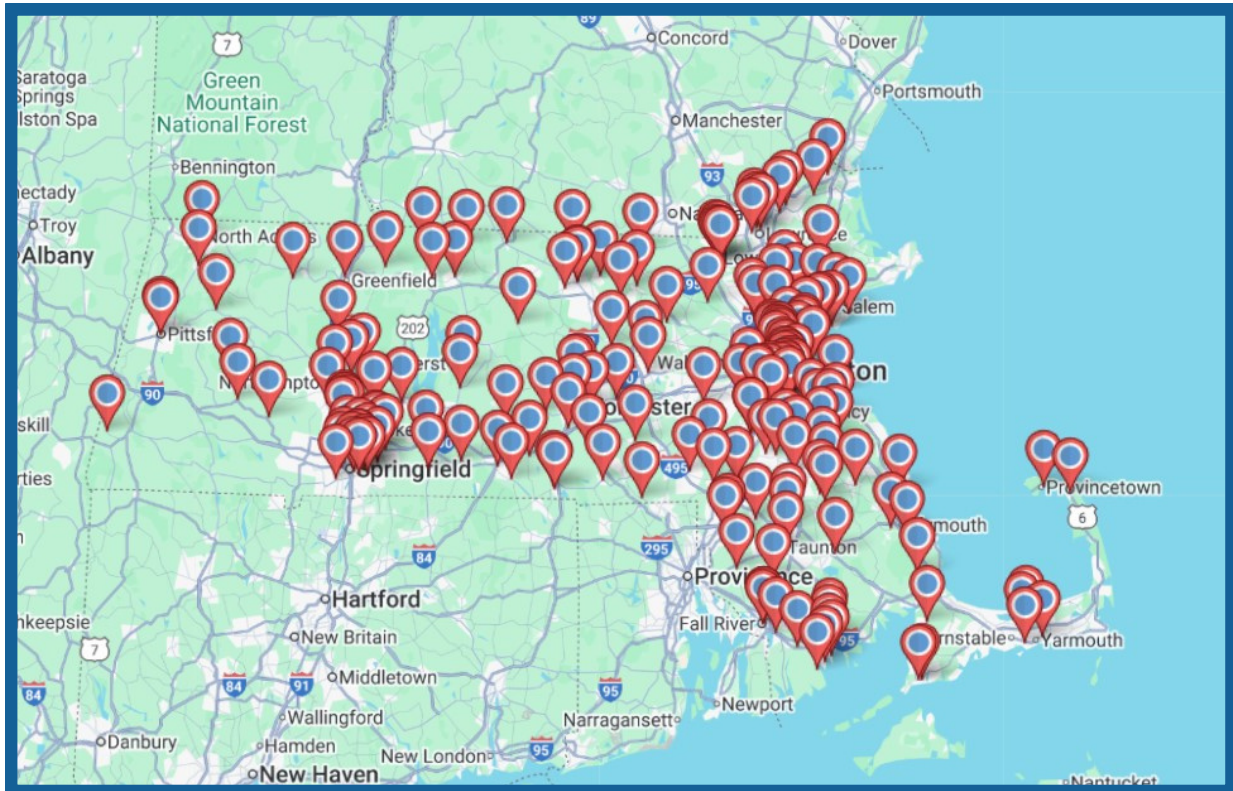
- Audience-first network design
- Reaches adults and caretakers during basic routine events
- Customize venue selection based on visitor behavior
- Create powerful and impactful conversations surrounding gambling

CAMPAIGN RESULTS

- 52 Grocers and 148 Family Network
- 8 Weeks Paid 8 Weeks Added Value
- 24.8 Million Total Impressions
- 12.4 Added Value Impressions
- \$130,000 Added Value

AUDIENCE REACHED

- Parents & Guardians
- Youth & Teens
- Community-Leaders
 - Teachers, Employers, Peers



SOLUTION

The Massachusetts Office of Problem Gambling Services (OPGS) campaign successfully connected with parents and guardians throughout the state, generating conversations about youth gambling while creating engagement that feels natural and relevant.

The 16-week alternative campaign featured eye-catching **Self-Standing Banners** positioned in prominent areas in over **150 venues**, where families regularly congregate. Using creative messaging to emphasize healthy alternatives, this campaign encouraged parents to address the topic of youth gambling early.

This campaign provided the client with additional value in impression exposure and campaign investment with **12,400,000 added value impressions** and **\$130,000 in added value cost**.

REACTIONS

“I appreciated seeing information that spoke directly to parents. It showed me that prevention really starts with awareness.” - Page’s Groceries & Liquor

“This poster reminded me to talk with my kids about the risks of gambling before it becomes a problem.” - Lynn County Library



KEY TAKEAWAY

Through its partnership with the Massachusetts Office of Problem Gambling Services, All Points Media executed a statewide awareness campaign that reached families where they live, shop, learn, and gather.

By reaching parents where they shop, learn, and participate in community life, OPGS delivered prevention messaging in environments built on trust. Rather than waiting until gambling behavior becomes a problem, the campaign encouraged conversations before habits were formed

CONCLUSION

The Massachusetts Office of Problem Gambling Services successfully leveraged All Points Media's Community-based network connecting with parents, guardians and youth. This campaign with community venues remains one of the most effective ways to deliver public health messaging to families, creating awareness and encouraging action in trusted everyday environments.