

For Immediate Release

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KDADS Unveils New Problem Gambling Public Awareness Campaign

TOPEKA – Kansas Department for Aging and Disability Services (KDADS) Secretary Shawn Sullivan unveiled Kansas’ new problem gambling public awareness campaign, “Know Your Limits,” at the state Capitol on Monday.

“There are now three state-owned casinos in Kansas, in addition to a number of other gambling venues,” Secretary Sullivan said. “We are reaching out to all Kansans to inform them about their risk of developing a gambling disorder. Irresponsible gambling can be enormously damaging to individuals and families.”

“This is the ambitious, comprehensive outreach campaign envisioned by the Legislature when it provided the funding, and we are extremely proud of this effort,” the Secretary said.

“People need to know that the state makes counseling and other services available to gamblers and their loved ones, and we are providing that information to them through multiple media.”

The campaign informs Kansans on how to identify the warning signs of problem gambling and how they can find help. It includes billboards and a 30-second television public service announcement (PSA) as well as radio spots, an updated website, print and digital ads, social media search-engine marketing and public relations support.

“Creating this advertising campaign has been a collaborative effort involving KDADS, the state Racing and Gaming Commission and our stakeholders and advocates,” Secretary Sullivan said. “We appreciate the work and support of the problem gambling task forces across the state, and would like to recognize our contractor, WhitworthBallou, for its outstanding performance on this project,” Secretary Sullivan said. More information about problem gambling is available at www.ksgamblinghelp.com or by calling the Kansas Problem Gambling Helpline 1-800-522-4700.

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In 2007 the Kansas Legislature established the Problem Gambling and Addictions Grant Fund. Kansas has created a network of 50 certified problem gambling counselors who are eligible to be reimbursed for counseling services across the state and has used another portion of the funding to provide addiction services to Kansans. According to the Kansas Problem Gambling Treatment Enrollment Survey for FY 2013, of the 118 Kansans who enrolled in treatment for problem gambling issues, nearly half (45 percent) said they also struggled with substance use issues.

NOTE: Also attached is information regarding co-occurring addictions and problem gambling.

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The Kansas Department for Aging and Disability Services mission is to foster an environment that promotes security, dignity and independence for all Kansans.