

# **From Engagement to Empowerment:**

**Raising Awareness in Massachusetts'  
Asian Community**

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**Massachusetts Council on  
Compulsive Gambling**



# Goal

- Provide an overview of what have been successful strategies in reaching out to and increasing public awareness among Asian residents in Massachusetts regarding the impact and warning signals of problem gambling.

# Objectives

- **Describe the Massachusetts Asian Initiative and the planned and implemented programs.**
- **Identify key messages to convey in reaching out to the Asian community.**



# **Mass. Council's Asian Initiative**

- **Develop and deliver culturally relevant services through service providers**
- **Provide access to the Council and its services**
- **Increase the awareness of problem gambling in the Asian community**



# The Challenges

- **Ambiguous definition & attitude**
- **Myth about gambling**
- **The Council is relatively unknown to the Asian community**
- **Limited resources**



# From Engagement

- Assemble advisory committees
- Focus group events
- Outreach efforts: field surveys, giveaways sponsorships at major cultural events
- Information via media outlets



# Chinese Newspaper AD Campaign: June through July 2007

“我一直希望有一天能贏大錢，就可以把所有問題解決掉。沒想到，我愈陷愈深。”

曾經沉迷於賭場的程先生有感而發：

“賭博不只是造成我金錢上的損失，還讓我賠上了我的房子，事業，和婚姻。”

在看到一篇有關麻州賭博問題諮詢會的報導後，程先生終於得到了他所需要的幫助。

如果您或您身旁的人，因為賭博問題不知如何是好，請速電中文保密專線：

**1-857-383-3557**

[www.masscompulsivegambling.org](http://www.masscompulsivegambling.org)

一人好賭，  
全家受苦。



 Massachusetts Council on  
Compulsive Gambling  
*We understand the problem. We can help.*

 麻州賭博問題諮詢會  
全心諒解，全力相助。

# MBTA Bi-lingual Ad Campaign: June through July 2007

## 一人好賭，全家受苦

曾因賭博喪失所有辛苦掙來的  
血汗錢嗎？

曾因賭博導致家庭破裂，婚姻  
失和嗎？

請撥中文保密專線：  
857-383-3557



麻州賭博問題諮詢會  
全心諒解，全力相助

## When you gamble too much, the whole family suffers

*Has gambling caused you to  
lose hard-earned money?*

*Has it harmed your family  
relationships?*

*Please call the confidential  
helpline: 1-800-426-1234*



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# To Empowerment

- **Capacity-building workshops**
- **Partnership with community-based organizations**
- **Volunteer recruitment**
- **Internship opportunity**



# Key messages

- **Gambling is not a risk-free activity**
- **It's a game of chance**
- **It impacts everyone in the community**
- **It's a health issue, not a moral issue**
- **It's a behavior disorder & it can be addictive**
- **It's treatable and recovery is possible**
- **Help is available; confidentiality is guaranteed**
- **Lie/Bet screening questions**

