



Prevention
Action Alliance

Prevention Action Alliance Joins 2025 Too Young to Bet Campaign to Raise Awareness of Youth Gambling Risks

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(Columbus, Ohio) – Prevention Action Alliance (PAA) is proud to announce its commitment as a Community Partner of the 2025 Too Young to Bet Campaign, a newly-introduced participation options for the annual Gift Responsibly Campaign.

Through this partnership, PAA joins lotteries and community organizations across North America and around the world in raising awareness about the risks of underage gambling. The campaign is organized by the [National Council on Problem Gambling](#) (NCPG) and supported by the [North American Association of State and Provincial Lotteries](#) (NASPL). By participating, PAA reinforces its ongoing commitment to prevention education and the promotion of healthy, safe communities across Ohio.

Research shows that the earlier a child is exposed to or participates in gambling, the greater their risk of developing a gambling problem either immediately or later in life. Many adults may introduce gambling activities, such as sports betting or scratch-off tickets, without understanding the potential risks. Early exposure can influence a child's perception of gambling as a safe or acceptable activity, increasing the likelihood of future harmful behaviors.

“Raising awareness helps prevent harm before it starts,” said Fran Gerbig, Executive Director of Prevention Action Alliance. “What feels like a harmless holiday gift—such as a lottery ticket—can actually normalize gambling for children, increasing their risk for problem gambling and other harmful behaviors as they grow older.”

PAA has signed on to the 2025 Too Young to Bet Campaign as a Community Partner. During the month of December, PAA will promote awareness about the risks of underage gambling via social media and email outreach.

“Youth gambling is a growing risk that too often goes overlooked. The Too Young to Bet Campaign plays a vital role in helping families and communities understand the importance of keeping gambling products out of kids’ hands,” said Derek Longmeier, President of NCPG’s Board of Directors. “We’re grateful to Prevention Action Alliance for joining this effort and working to expand education and awareness to protect young people from gambling-related harm.”

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About Prevention Action Alliance

Prevention Action Alliance is a statewide non-profit organization focused on preventing substance misuse and promoting mental health and wellness. The organization supports Ohio communities by providing education, resources, and advocacy opportunities that strengthen prevention efforts. Its programs and initiatives include the Ohio Youth-Led Prevention Network, The G.A.P. Network, Know! Prevention Tips, the Coalition Learning and Development Center, and the Statewide Prevention Coalition Association. More information is available at www.preventionactionalliance.org.

About the National Council on Problem Gambling

The National Council on Problem Gambling (NCPG) is neutral on legalized gambling. Based in Washington DC, NCPG is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction. If you or someone you know may have a gambling problem, contact the National Problem Gambling Helpline™, which offers hope and help without stigma or shame. Call 1-800-522-4700, text 800GAM, or visit www.ncpgambling.org/chat. Help is available 24/7 – it is free and confidential.