



Prevention Showcase

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UMATILLA COUNTY

~77,000 residents

66% White

27% Hispanic

4% American Indian & Alaskan Native

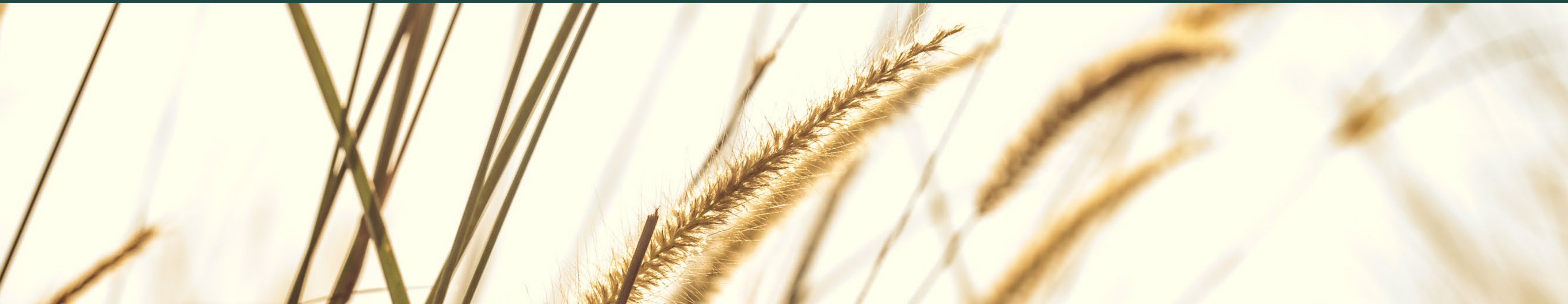
1% Black or African American

1/3 of residents live in rural areas



Community Readiness to change: Problem Gambling

A 2018 -2019 Community
Readiness Assessment revealed
low community knowledge of
problem gambling and prevention
efforts.



Reflect Resource Renew

Three steps to address concerns about gambling. Visit **OPGR.org** for more information.

THE PROJECT

Increase awareness on problem gambling and available resources.

Many Oregon counties participating

Utilizing tools:

- Press releases
- Public presentation
- Workshops
- Stigma videos
- Radio, video & print media

BEING RESOURCEFUL

Billboard - Teamwork!

Radio - Modifying the script

Social Media - Video slideshows

Next step: utilizing radio audio for Facebook
Ads



SHOUT OUT!

MICHAEL KEULER

JESSICA PALMA

HALEY HUECKMAN

KRYSTAL SMITH

LISA WEIGUM

ROXANN JONES

PAIGE HOSFORD



Thank you for your work on creating a cohesive design throughout Oregon!

Understanding what your community is ready for.

We don't need to reinvent the wheel with every project.

Small modifications can make a big impact.

SUMMARY

QUESTIONS?

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