

*“El Programa de la Comunidad
para La Comunidad”*



DH/Perfil Latino TV, Inc.

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Perfil Latino Among Nine New Problem Gambling Prevention Grant Recipients from the National Council on Problem Gambling (NCPG)

FOR IMMEDIATE RELEASE

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Millville, New Jersey – DH/Perfil Latino is pleased to announce that the organization has been awarded a \$40,000 grant from the National Council on Problem Gambling (NCPG) to launch a culturally and linguistically appropriate awareness campaign aimed at educating Hispanic families in Cumberland County, New Jersey, about the risks of youth gambling.

“We are extremely grateful for the generous support of the National Council on Problem Gambling,” says Dr. Harry Paraison, Executive Director of Perfil Latino. “Research shows that gambling often starts at a young age, and for Latinos, the risk is aggravated by socioeconomic factors such as poverty, environmental stressors, and mental health disparities. That is why our campaign is called 'Más Vale Prevenir que Curar' (It is better to prevent than to cure). Preventing gambling before it becomes an addiction is paramount to safeguarding the health and wellbeing of Hispanic families.”

"Effective prevention starts at the grassroots level," said Keith Whyte, Executive Director of the National Council on Problem Gambling. "NCPG Agility Grants are designed to support programs that meet the distinct needs of local communities. The 'Más Vale Prevenir que Curar' initiative by DH/Perfil Latino is a prime example of how problem gambling prevention programming can be crafted to be culturally relevant, enhancing educational impact and fostering deeper understanding and awareness within the community."

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This Problem Gambling Prevention Grant will have a direct and positive impact on Hispanic families by enabling us to develop culturally and linguistically tailored educational materials. We will train promotores (community health workers) to conduct educational sessions within the community, mobilize key community stakeholders working with Hispanic families to disseminate prevention information, and conduct extensive community outreach to educate about the risks of youth gambling and strategies to prevent it.

We extend our heartfelt thanks to the NCPG for their support in this crucial initiative.

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About the National Council on Problem Gambling (NCPG)

(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 or text 1-800-GAMBLER or visit www.1800gamblerchat.org. Help is available 24/7 – it is free and confidential.

About DH/Perfil Latino, Inc.

DH/Perfil Latino is the leading multicultural organization dedicated to improving the health, social, and economic opportunities of disadvantaged Hispanics in Southern New Jersey. Since 1997, Perfil Latino has identified needs, shared knowledge, raised awareness of social inequities, and empowered Latinos and their families in South Jersey to live healthy, successful lives. We serve the hard-to-reach Hispanic population through community trainings, promotores de salud outreach and education, events, presentations, and a culturally and linguistically appropriate television program broadcast weekly on Telemundo and Comcast.