

Gambling? Don't let it pull you in!

Hazard Awareness Campaign in Poland

European Regulators' Network on Communication
Odense, 24 March 2026

Project background

The Campaign was launched in October 2018:



- ✓ Initially under name „Hazard? Nie, dziękuję” („**Gambling? No, thank you**”).
- ✓ A few years ago the name was slightly changed to the current one, which is „Hazard? Nie daj się wciągnąć!” („**Gambling? Don't let it pull you in!**” /”**Don't get hooked**”).

A response to the rising risk of gambling addiction:







- ✓ High availability of illegal gaming machines.
- ✓ Growing popularity of online gambling platforms.
- ✓ Gap between relatively easy access and low public awareness of risks.

Furthermore, in 2017, Poland opened its betting market and authorized a state-owned company to operate an online casino.



- ✓ This made the launch of the campaign even more needed.

Objectives of the Campaign

	Raise Risk Awareness Increase knowledge about the hidden dangers of gambling , including psychological mechanisms and risks often ignored by young people.		Prevent addiction Proactive intervention to stop the development of gambling disorders – identifying early warning signs among youths.
	Legal education Highlighting the legal frames for gambling , including possible consequences of participating in illegal gambling.		Promote responsible behaviour Equip parents and teachers with practical knowledge to support youths in digital environment.

Preparation process

Summer planning	Official patronage	Communication	Coordination
<ul style="list-style-type: none">✓ Review of previous year's performance.✓ Updating the Project timeline.✓ Annual refresh of lessons materials and programme.	<ul style="list-style-type: none">✓ Obtaining patronage from Minister of Education.	<ul style="list-style-type: none">✓ Selection of schools.✓ Communication with teachers and local authorities.✓ Promoting the Action via local communication channels.	<ul style="list-style-type: none">✓ Coordinated by one of Fiscal Administrative Chamber.✓ Supervision by Ministry of Finance.
July – August	August	August – September	Throughout the year



The lesson programme is regularly updated to ensure its relevance to evolving trends and students' interests.

Video promoting material



Participation rules

Voluntary application

Schools express interest and apply to regional Revenue Administration Chambers.

School selection

Applications are reviewed before lessons are scheduled.

Target audience

Focused on high school students (tailored content).

How schools can join:

- ✓ Registration via email or the official website.
- ✓ Participation is free.
- ✓ Free educational materials.



Key stakeholders

Students (ages 13-18)

The Campaign targets **students of high schools**.
Young people are particularly vulnerable.

National Revenue Administration (NRA)

The Project leader responsible for **coordination, logistics organisation** of classes and financing.

Trainers

NRA experts responsible for **direct conduct of classes** with youths.

Schools, teachers and parents

Direct partners who host sessions and **extend education** into the school and home environment.



Trainers preparation

Core qualifications:

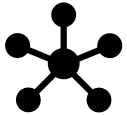
- ✓ **Authorisation** to work with minors.
- ✓ **Training** in psychology and pedagogy.
- ✓ **Knowledge** of legal frames for gambling.
- ✓ Prior **experience** in educational or youth environments (an advantage).



Continuous skill development ensures NRA trainers are equipped to handle the changing trends in digital age and youth behaviour.



Organisation and logistics



Regional Management → efficiency through decentralization:

- ✓ The Project is **decentralised and managed locally** by the Revenue Administration Chambers (RAC). One of the chambers acts as the **national coordinator**.
- ✓ There are 16 organisational units of the NRA, aligned with voivodeships, supervising regional fiscal and customs offices.



Logistics and Scheduling:

- ✓ Each RAC has **teams of trained professionals** who conduct the activities locally.
- ✓ The Chambers handle trainer **transport, resource distribution, and coordination** of lesson scheduling directly with the selected schools.



Regional Funding:

- ✓ There is no central budget.
- ✓ Costs, including trainer salaries and logistical expenses, are covered by the **individual budgets** of the respective RAC.

Structure of the lessons

- ✓ The Campaign moves away from traditional lectures.
- ✓ **Interactive methodology** designed to engage students through active participation.
- ✓ Workshops, presentations, video and teaching materials.
- ✓ Sessions are held with **teachers in attendance**.



Guided discussions

Open forums where students can share their perceptions



Real-life examples

Analysis of **actual gambling situations**, including gambling-like mechanisms



Practical case studies

Step by step examination of the „**slippery slope**” from fun to financial and social ruin



By discussing real scenarios, students develop critical thinking skills to recognize gambling traps.
Message: stay informed, make responsible choices, stay safe.

Topics covered

Why gambling is dangerous:

- ✓ **Key risks:** addiction, financial problems, social isolation, mental health issues.
- ✓ Understanding the **psychological mechanisms** of dependency and its impact.

Online gambling and gambling-like mechanisms:

- ✓ Particularly important in recent years.
- ✓ Risks associated with **Internet gambling**: easy access, attractive graphics and rewards, F2P traps, illegal websites.
- ✓ Explaining how „loot boxes” can mimic gambling mechanics and how to **identify such mechanics** in video games.

Legal framework:

- ✓ **Consequences** of participating in illegal gambling or working in unlicensed venues.



Message: gambling may seem like fun, but in reality it carries serious risks and consequences.

Evaluation process

Data collection

- ✓ **Direct gathering** of opinions and experiences following the sessions.
- ✓ **Questionnaires** for students and teachers.
- ✓ **Quarterly reports** by RCAs.
- ✓ **National summary** reports.

Impact analysis

- ✓ Processing of feedback to identify **strengths and areas for improvement**.
- ✓ Lessons **effectiveness**.
- ✓ Content **accessibility**.
- ✓ Material **quality** review.

Feedback loop

- ✓ Translating insights into actionable **updates** for the program's next iteration.
- ✓ Scenario refinement.
- ✓ Visual asset updates.
- ✓ Methodological tuning.



The campaign is regularly evaluated through reports and feedback. This helps improve the program and measure its effectiveness.

Practical challenges

Logistical coordination:

- ✓ Managing transport, scheduling with dozens of schools, and ensuring the availability of qualified trainers across diverse regions.

Financial constraints:

- ✓ Lack of centralised budget for the campaign.
- ✓ All costs, including Logistics and trainer compensation, are **covered by regional budgets** of Revenue Administration Chambers.

Long-term evaluation:

- ✓ **Difficulty in measuring the long-term impact** of educational sessions on students' future behaviour and addiction prevention.

Best practices

Interactive teaching:

- ✓ Moving away from lectures to **active discussions and practical case studies** that engage students' critical thinking.

Age-specific content:

- ✓ **Tailored content** to ensure the message is psychologically appropriate for the audience's maturity.

Trainer excellence:

- ✓ Involving **psychologists and addiction specialists** in the training of NRA experts to ensure high pedagogical standards.

Feedback integration:

- ✓ Systematically collecting and analysing opinions from teachers and students to **update lesson programme regularly**.

So far in the campaign:



2,000 schools



192,000 students



4,800 lessons



Education and awareness are key. By understanding the risks, young people can make better decisions and avoid harmful situations.

Pilot Programme: “Don’t Get Pulled In. TALK TO ME – #TokTuMi”

Launched in 2026 by Foundation of the state-owned company operating the state monopoly on gambling.

Duration: **5 months**, ending with an evaluation report and recommendations.

Target: approx. **10,000 high school students (grades 1–4)** across **38 schools in Poland**.

Aims:

- ✓ **Prevent** gambling and gambling-like risks **in the online environment** among youth.
- ✓ Help young people, parents, and teachers **recognise risks early and respond effectively**.
- ✓ Focus on **early prevention**—before addiction develops.
- ✓ Address the blurred lines between digital entertainment and gambling-like mechanisms (e.g. loot boxes, microtransactions, influencers).

Multi-level approach:

- ✓ Student **workshops** (456 online sessions, peer-support model).
- ✓ 9 online **teacher trainings** (addiction mechanisms, social media risks, intervention methods).
- ✓ Educational **materials for parents**.

Any Questions?



Thank you for your attention

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