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**(Neb.)-New Nebraska Campaign Urges Responsible Gambling**



By: Jeremy Anderson Posted at: 11/26/2012 06:51 AM

LINCOLN, Neb. (AP) - Nebraska is launching a new campaign to help residents understand their limits when it comes to gambling.

The Department of Health and Human Services has launched a new website to encourage responsible gambling, and to help identify signs of a problem.

Scot Adams, director of the state's behavioral health division, says knowing the difference between low-risk behavior and a potential problem is the first defense against problem gambling.

Maya Chilese, who manages a state gamblers assistance program, says an estimated 55,000 Nebraskans may engage in problem behaviors without realizing it.

The Division of Behavioral Health supports a 24-hour Problem Gambling Helpline, which can provide immediate support and referrals to local providers. The number is 1-800-GAMBLER (1-800-426-2537).