Frame 3. Action Pillars Proposed by LENAD III

Action Pillar	Main Recommendations
1. Change the narrative	Move beyond "responsible gambling" narrative; reinforce regulation and oversight Acknowledge structural asymmetries between platforms and users
2. Protect minors	Modernize age and identity verification mechanisms Prohibit advertising targeting children and adolescents Restrict use of influencers, athletes, and celebrities
3. Transparent information	Disclose real loss probabilities and gambling risks Require visual alerts modeled on anti-smoking campaigns Develop evidence-based educational campaigns
4. Invest in public policies	Create a public fund with resources from operators Finance independent research, prevention campaigns, and specialized mental health services

Source: The Authors.