



The CMD Framework

A State-Level Partnership Model by Collectors MD

Helping organizations address gambling-adjacent harm in modern collectible, digital, and speculative environments

What Is The CMD Framework?

The **CMD Framework** is a structured partnership model that allows state councils, coalitions, treatment providers, prevention organizations, and other public health aligned entities to bring the [Collectors MD framework](#) into their local ecosystem without having to build a response from scratch.

At its core, The CMD Framework is designed to help organizations better understand and respond to the growing overlap between **gambling-related harm** and **modern, gambling-adjacent behaviors** - particularly those showing up in spaces like:

- Trading cards & box breaking
- Live-selling livestream commerce
- Blind boxes / mystery products
- Physical and digital collectibles / speculative assets
- Digital gaming environments
- Prediction markets
- Day trading / crypto-adjacent compulsive behavior
- Other reward-based, high-stimulation consumer environments

Many of these behaviors may not be formally labeled as “gambling”, but they often contain many of the same **psychological, behavioral, and structural risk factors** - especially for individuals already vulnerable to impulsivity, addiction, financial stress, or compulsive behavior.

The CMD Framework gives partners a way to respond to that reality in a way that is credible, modern, and community-informed.

Why This Matters

A growing number of individuals and families are experiencing harm in environments that don’t always fit neatly into traditional treatment, prevention, or public health frameworks.

That creates a major challenge for organizations:

- The **language is different**
- The **platforms are different**
- The **cultural entry points are different**
- And the **warning signs are often harder to identify**

Someone may not present saying they have a gambling problem.

They may say they are struggling with:

- Sports card / TCG breaks
- Compulsive overspending on collectibles
- Live auctions and livestream buying
- Repack chasing
- Mystery drops and rapid product releases
- Excessive gaming
- Day trading and high-risk speculative “investing” (including stocks, crypto, NFTs, and prediction markets)
- Compulsive online spending
- Constant high-risk, reward-driven engagement

The CMD Framework helps partners meet people where they actually are - not just where traditional systems expect them to be.

What Partners Receive

The CMD Framework is not just a logo-sharing or referral agreement.

It is a **localized implementation model** that gives organizations access to a tested, mission-aligned framework they can deploy in their own region.

A Partnership May Include:

1) Branded Support Programming

Access to a proven support model rooted in lived experience, education, and harm reduction - including the ability to co-host or co-facilitate programming designed for individuals impacted by gambling-adjacent behaviors.

2) Educational & Awareness Materials

Ready-made and customizable resources to help your organization better explain:

- What “gambling-adjacent” means
- How these behaviors show up
- Why they are often misunderstood
- How they affect individuals, families, and communities

3) Messaging & Rollout Support

Guidance on how to talk about this issue in a way that is:

- Clinically appropriate
- Public-health aligned
- Culturally relevant
- Non-alienating to the populations you are trying to reach

4) Strategic Consultation

Ongoing collaboration around implementation, positioning, opportunities for awareness, and how to build a stronger response within your existing ecosystem.

5) Access to the Collectors MD Framework

Partners benefit from the work Collectors MD has already done to build:

- Language
- Community trust
- Educational framing
- Lived-experience credibility
- Public-facing awareness tools
- Support pathways
- A more nuanced way of discussing harm in modern consumer environments
- Intentional collecting (harm-reduction) budgeting tools

The CMD Framework In Action

Adopted by PGCC as *Unboxed: Powered By Collectors MD*

A strong example of The CMD Framework in practice is its adoption by the [Problem Gambling Coalition of Colorado \(PGCC\)](#) through a branded implementation called *Unboxed: Powered By Collectors MD*.

Through this partnership, PGCC is able to localize and deploy the Collectors MD model within its own ecosystem rather than having to build a response to gambling-adjacent harm from the ground up. The result is a state-level initiative that combines **Collectors MD's lived experience, language, educational framing, and support structure** with **PGCC's public health leadership, regional reach, and prevention infrastructure**.

This partnership demonstrates how The CMD Framework can be adapted to fit the needs of a specific state or organization while still preserving the core integrity of the model.

Through an implementation like *Unboxed: Powered By Collectors MD*, a partner is able to:

- Launch a credible, community-informed initiative under a localized banner
- Address gambling-adjacent behaviors using language and tools that resonate in the real world
- Expand support pathways for individuals and families impacted by emerging behavioral harm
- Strengthen prevention, awareness, and referral efforts without reinventing the wheel
- Build on an existing framework that is already designed for this issue

In other words, **The CMD Framework is the engine**, and *Unboxed: Powered By Collectors MD* is one example of how that engine can be activated at the state level through a mission-aligned partner.

This structure allows organizations to retain local relevance while benefiting from a tested framework that is already rooted in **harm reduction, lived experience, community trust, and modern behavioral awareness**.