CAMPAIGN GOAL

To create awareness of problem gambling across communities in Ohio, so that influencers and gamblers can understand what responsible gambling looks like; recognize the signs of high-risk gambling and addiction; and know how to get help for loved ones.

HOW?

• Uses social norming science
• Developed as a public health campaign
• Targeted toward “influencers”
• Offers a “take the quiz” assessment
SIMPLE STEPS FOR RESPONSIBLE GAMBLING

GAMBLING PROBLEM? 1-800-589-9966 BEFOREYOUBET.ORG
TIPS FOR RESPONSIBLE GAMBLING

This Campaign is to Promote Healthy Tips to Help People Who Gamble, Do So Responsibly:

- Set Limits On How Much You Bet
- Keep Gambling A Social Activity
- Pay Your Bills Before Gambling
- Have Other Hobbies Outside Of Gambling
- Know The Risks Before You Bet
KNOW THE SIGNS

Recognize the warning signs of a problem gambler:

- Borrowing for gambling
- Lying about how much time or money is spent on gambling
- Hiding time spent gambling, or hiding bills and unpaid debts
- Restless or irritable when not gambling
- Spending a lot of time gambling, thinking about or planning to gamble
- Bragging about & exaggerating wins and minimizing losses
On average, of those who take the quiz:

- 17% - No risk of problem gambling
- 25% - Low level risk of problem gambling
- 27% - Moderate risk of problem gambling
- 31% - High risk of problem gambling
INTERACTIVE GAME MODULE

A Day in the Life of a Responsible Gambler

GAMBLING PROBLEM? 1-800-589-9966 BEFOREYOUBET.ORG
NEED HELP FOR YOU OR A LOVED ONE?

- Visit www.beforeyoubet.org & click on “Get Help” – LIVE CHAT available
- Call the Ohio Problem Gambling Helpline @ 1-800-589-9966
- Crisis Text Line at 741741
THANK YOU.

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