



— IF YOU GAMBLE —  
**GET SET  
BEFORE  
YOU BET**

**RESPONSIBLE GAMBLING  
STARTS HERE**



**GAMBLING PROBLEM? 1-800-589-9966 BEFOREYOU.BET.ORG**



— IF YOU GAMBLE —  
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**BUILD AWARENESS  
TO PREVENT PROBLEM  
GAMBLING & ENSURE  
RESPONSIBLE  
GAMBLING**



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**org**  
ohio for responsible  
gambling

# RESPONSIBLE GAMBLING STARTS HERE

KEEP GAMBLING  
FUN AND LOW RISK.



Assess your risk for problem gambling, learn about the warning signs, and find out how to keep gambling fun and responsible at [BeforeYouBet.org](http://BeforeYouBet.org).

GAMBLING PROBLEM? 1-800-589-9966 [BEFOREYOUBET.ORG](http://BEFOREYOUBET.ORG) 

## 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



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# **SIMPLE STEPS FOR RESPONSIBLE GAMBLING**



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# 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

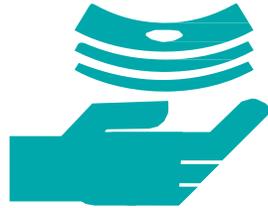


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# KNOW THE SIGNS

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



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# GAMBLING QUIZ RESULTS BEFOREYOUBET.ORG

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

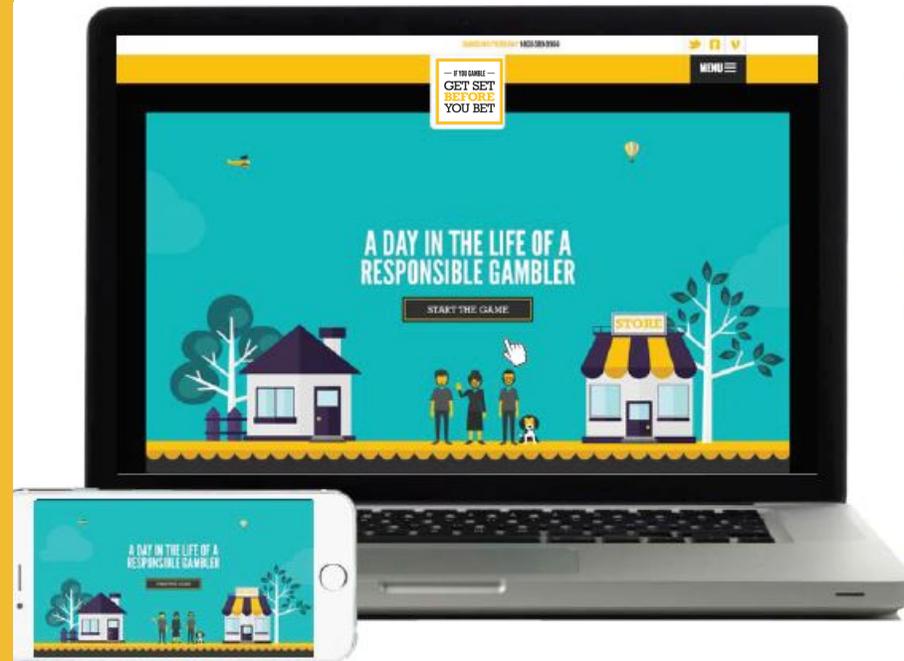


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# INTERACTIVE GAME MODULE

A Day in the Life of a Responsible Gambler



## Interactive Module

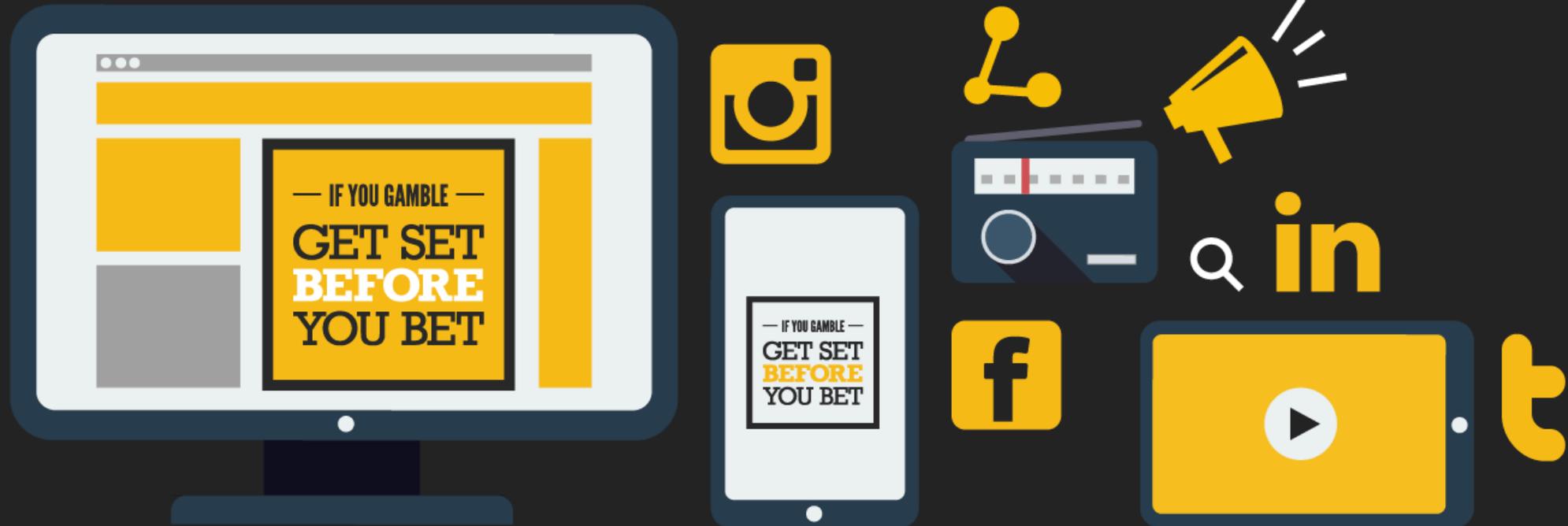


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# USE THE CAMPAIGN RESOURCES ON THE COMMUNITY TOOLKIT

Brand Assets, Videos, Social Media  
Ads, Print ads, Web Banners,  
Digital Awareness, & Radio Spots



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## NEED HELP FOR YOU OR A LOVED ONE?

- Visit [www.beforeyoubet.org](http://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



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# QUESTIONS?



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THANK YOU.

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