

Bet On Yourself Campaign Toolkit Guide



Dear Community Partner

Gambling has become more visible and more accessible in Kentucky in recent years—especially with the growth of mobile and online sports betting. For many Kentuckians, gambling remains a form of entertainment. At the same time, increased access means the need for increased resources surrounding healthy play.



To support Kentuckians in navigating this new landscape, the Kentucky Department for Behavioral Health, Developmental and Intellectual Disabilities (DBHDID) is launching *Bet On Yourself*, a statewide safe gambling awareness campaign. The campaign encourages people—especially young adult men ages 18–24—to check in on how gambling fits into their lives, build healthy play habits, and know where to find support if they want it.



All campaign materials are grounded in evidence-based best practices and were tested with Kentuckians to ensure the messages are relatable, respectful, and relevant.



As the state agency responsible for promoting mental health, substance use prevention, and overall behavioral health, DBHDID supports efforts that help people stay well and make informed choices. Encouraging healthy gambling habits aligns with the Department's broader mission to promote awareness and ensure that support is easy to access, judgment-free, and available when needed.



As a trusted organization in your community, you play a critical role in helping this campaign reach people where they live, learn, work, and gather. To support your efforts, DBHDID has developed a turnkey *Bet On Yourself* Campaign Toolkit that includes ready-to-use materials such as posters, flyers, rack cards, social media graphics, newsletter and SMS copy, and implementation guidance. All materials are designed to be flexible, easy to use, and adaptable to different settings—without requiring specialized training or additional resources.



Getting started is simple:

- Review the toolkit materials
- Choose the assets that work best for your setting
- Share them through your physical spaces, digital channels, or outreach efforts

By working together, we can help normalize conversations about gambling, encourage early check-ins, and connect people to support.

If you have questions, would like guidance on using the toolkit, or are interested in deeper engagement, please contact kyproblemgamblingassistance@ky.gov. Our team is available to support you every step of the way.

Thank you for your partnership and for the work you do to support the health and well-being of Kentuckians.

Sincerely,
Kentucky Department for Behavioral Health,
Developmental and Intellectual Disabilities
(DBHDID)

We invite you to participate in this campaign by selecting and sharing the materials that best fit your audience and capacity.



What You'll Find Inside

- 4 **How to Use *Bet On Yourself* Materials**
- 6 **Campaign Key Messages**
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- 9 **Step-by-Step Instructions for Using *Bet On Yourself* Campaign Assets**
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How to Use the *Bet On Yourself* Campaign Toolkit Guide

This guide is designed to make it easy for partners to use and share the campaign in ways that fit their community.

Gambling is becoming more visible and more accessible—especially for young adults. Most people gamble for fun, but for some, small changes can add up before they realize it. This campaign is focused on helping people recognize early signs, stay in control, and know where to turn for support.



Inside this toolkit, you'll find ready-to-use materials that:

-  Use plain, judgment-free language
-  Speak directly to young adults—especially men ages 18–24
-  Normalize gambling while clearly acknowledging risk
-  Encourage early check-ins and help-seeking without shame

-  You don't need to use everything at once. Partners are encouraged to choose the materials that best fit their setting—whether that's a campus, clinic, gaming hall, or community space—and share them in ways that feel natural and relevant.
-  This guide walks through the campaign background, key messages, and each toolkit item, with simple tips for when and how to use them. Our goal is to support you with flexible tools that spark conversation, raise awareness, and connect people to help early—before gambling becomes a bigger problem.



[You can find all campaign materials here](#)



Need help using the toolkit?

If you have questions about the materials, want help choosing the right assets, or need support with rollout, we're here to help. Email us at kyproblemgamblingassistance@ky.gov for support.



Key Messages: What to Say and Why It Matters

The key messages are the foundation of this campaign. They outline the core ideas we want people to take away—using clear, judgment-free language that reflects how young adults actually talk and think about gambling.

“

Consistency builds understanding over time.

These messages are designed to:



Normalize gambling as something many people do for fun



Acknowledge that gambling comes with risks



Help people recognize early warning signs



Encourage simple actions to limit risks



Make support feel approachable, not intimidating

How the key messages are used in the toolkit



You'll see these same key messages woven throughout all toolkit materials—including posters, flyers, rack cards, digital content, and outreach templates. While the wording may change slightly depending on the format or audience, the underlying messages stay consistent.



This consistency helps reinforce understanding over time. Someone might first see a poster, later read a flyer, and then come across a digital message, but each touchpoint builds on the same core ideas. That repetition helps messages feel familiar, credible, and easier to act on.



Provided materials must be used as is. If using the key messages in other ways or for other materials you create, you can adjust the messaging.



Using these key messages consistently helps ensure that, no matter where or how people encounter the campaign, they receive the same clear, supportive guidance—and know where to turn for help if they need it.

The key messages are evidence-based and written at a plain-language reading level so they can be easily understood, shared, and adapted across different settings.



Campaign Key Messages

Objective: Encourage individuals to contact the gambling helpline if they or someone they know needs help



Talk with someone you trust, or contact the gambling helpline for free, private support from people who understand.



Talking about gambling with someone you trust is normal. If you're worried about yourself or a friend, the helpline is there to help without judgment.



You don't have to be in crisis to talk about gambling. A quick call to the helpline can help you get answers, get support, or get back in control.



If you feel uncomfortable with the amount of time or money you are spending on gambling, or think you may have a problem, you are not alone. Others have been there, too, and there are people who can help you.



Thousands of people across the United States reach out to the gambling helpline every year for support when gambling starts to become a problem.



Help is available **24/7**. Call **1-800-MY-RESET** or text 800GAM.



You can call for yourself or someone you care about. Trained counselors are ready to help.



Reaching out early is a sign of strength and helps you take control before gambling becomes a bigger problem.



(For friends and family) If you're worried about someone's gambling, you don't have to handle it alone. Contact the gambling helpline for free, confidential support and guidance. Call **1-800-MY-RESET** or text **800GAM**



Audience Insights Cheat Sheet

This campaign is designed to prevent problem gambling by meeting people where they are — culturally, emotionally, and behaviorally. Different audiences interact with gambling in different ways. This cheat sheet summarizes who we're trying to reach, what's driving their behavior, and why they matter, so messaging stays relevant, respectful, and effective.

The goal isn't to stereotype — it's to stay grounded in evidence-based insights and design messaging that resonates without shaming, fear, or exaggeration.

Bet On Yourself Target Audiences

Primary Audience	What they think / feel / know	Why this audience matters
Young Men (18–24)	- Gambling feels normal, social, and skill-based - Betting apps feel similar to social media or gaming - Long-term consequences feel distant or irrelevant - Wins feel exciting; losses feel temporary or fixable - Early warning signs may be missed	- Men contact the gambling helpline ~3x more than women - Nationally, 10% of young men show gambling problems vs. 3% of all men - More than 10,000 college students are estimated to meet criteria for gambling addiction - Highest gambling participation, lowest risk awareness - Mobile betting + instant gratification increases risk escalation - Brain development and impulse control still maturing
Secondary Audiences	What they think / feel / know	Why this audience matters
Younger Individuals (Teens / Emerging Adults)	- Exposure to gambling-like mechanics through video and mobile games - Often underestimate financial and emotional risk	- 26.6% of KY 12th graders report gambling - 1.9% already report negative personal or financial effects - Early exposure increases risk of later problem behaviors
General Adult Population	- Many view gambling as entertainment, not a health issue - Often unaware of how common problem gambling is - May not know where to get help	- Pre-legalization, ~64,000 Kentuckians met criteria for gambling addiction - Up to 165,000 Kentuckians have exhibited problem gambling behaviors - Normalizing awareness supports prevention across the population
Individuals with Mental Health Concerns or Trauma	- Gambling may be used as coping, escape, or distraction - Losses can increase shame, stress, and isolation - May already feel overwhelmed or stigmatized	- High co-occurrence with mental health and substance use disorders - Early, compassionate intervention can reduce negative impacts of gambling
Rural & Low-Income Young Men	- Heavy exposure to mobile betting promotions - Fewer local support resources - Financial losses can escalate quickly	- Disproportionately targeted by digital gambling platforms - Prevention messaging can reduce long-term financial impact



Making this useful in practice

This audience cheat sheet is meant to guide how you use campaign materials — not to require you to create new ones.

All campaign messaging, visuals, and tools were developed using these insights. Partners and implementers do not need to rewrite or reinterpret content to “fit” an audience.

Use this information to:



Choose the right materials, not reinvent them. Select assets that best match the audience you’re reaching (e.g., young men, students, rural communities).



Frame conversations and outreach. This page can help staff, educators, or partners introduce materials in a way that feels relevant and supportive.



Guide placement and timing. Audience insights can inform where materials show up (campuses, workplaces, social media, community spaces) and when they’re most impactful.



Stay aligned with campaign intent. Refer back to this page if questions come up about tone, language, or why messaging avoids fear, shame, or extreme consequences.

STRONG



play starts
with a
clear head

How you feel matters when you gamble.

When you're stressed, tired, or buzzed, it's easier to lose track and make betting choices that can get you into trouble.

Betting on yourself means playing in a way that supports the rest of your life—not competes with it.

Strong players always check in.
See how at chfs.ky.gov/agencies/dbhdid/byk

TEAM KENTUCKY
CABINET FOR HEALTH AND FAMILY SERVICES

Gambling problem support:
Text 800GAM
Call 1-800-MY-RESET
Free and confidential.

BET ON YOURSELF.
chfs.ky.gov/agencies/dbhdid/byk

STRONG



players call
on their team

Betting on yourself means knowing when to loop in support—especially when play doesn't feel right.

Text 800GAM or call 1-800-MY-RESET
to talk with someone who understands.

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CABINET FOR HEALTH AND FAMILY SERVICES

Gambling problem support:
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Step-by-Step Instructions for Using *Bet On Yourself* Campaign Assets

Simple guidance to help you choose, place, and share materials with confidence.

This toolkit is designed to be flexible. You don't need to use every piece or follow a strict order. Choose the materials that make the most sense for your audience, space, and capacity. The steps below offer simple guidance for using each type of asset effectively.

Timing your posts around sports moments

Gambling activity often increases around major sporting events—especially when games are high-stakes, widely talked about, or tied to tradition. Sharing campaign content during these moments can make messages feel more relevant and easier to notice.

You don't need to post everything at once. Spacing content around key sports moments helps normalize check-ins, reinforce healthier habits, and point people to support when they're most likely to need it.



Below are suggested moments when gambling-related content may resonate most.

January–February

- NFL Playoffs & Super Bowl (early February)
- College basketball conference play heats up
- High school basketball tournament season

March–April

- March Madness (mid-March to early April)
- Gambling Disorder Screening Day (second Tuesday in March)
- National Problem Gambling Awareness Month (April)
- NBA regular season wrap-up

May

- Kentucky Derby (early May)
- NBA Playoffs begin

June

- NBA Finals
- Stanley Cup Finals

August–September

- College football kickoff
- NFL season start
- High school football season

October–November

- College football rivalry games
- NFL mid-season

December

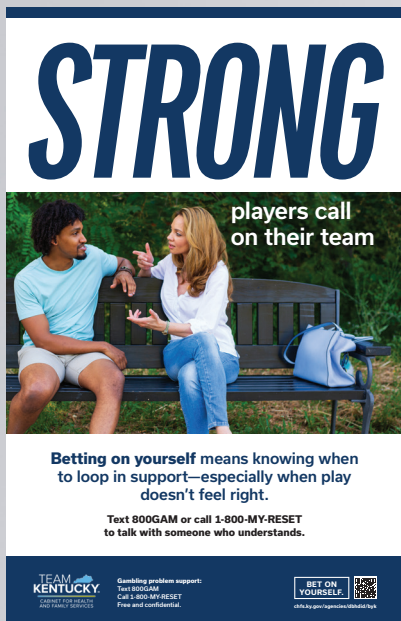
- Bowl games
- NFL playoff push
- Holidays (increased downtime and stress)

Remember: Campaign content doesn't have to reference a specific game to be effective. Posting around these moments—before, during, or right after—can be enough to make messages feel timely and relevant.



Using physical campaign materials (posters, rack cards, flyers)

1. Place materials where people already pause or pass through, such as:
 - a. Residence halls
 - b. Student centers
 - c. Clinics
 - d. Libraries
 - e. Restrooms
 - f. Break rooms
 - g. Community boards
2. Pair posters with take-home items like rack cards or flyers so people can grab information privately.
3. Refresh materials regularly (every few weeks) to keep them noticeable—especially during high-risk moments like major sporting events or campus transitions.
4. Include the campaign website or QR code whenever possible so people can learn more on their own.



[You can find all campaign materials here](#)



Using campaign social media posts

Social media content for the campaign has been developed at a universal size, so it should be usable on Facebook, Instagram, Snapchat or X. If you have an Instagram presence, we recommend posting there as this is a very popular platform for young men.

Materials can also be shared on other social media platforms.

1. **Post consistently, not all at once.** Spacing posts out helps messages feel familiar rather than overwhelming. We recommend one post per week. It is ok to repeat posts from previous weeks.
2. **Use the copy as written when possible** to keep messages consistent and judgment-free.
3. **Share posts during relevant moments**, such as major sports seasons, campus events, or awareness weeks.
4. **Link directly to the campaign website** so users can explore tools, signs, and support at their own pace.

Look out for your team.

Support is part of the game.
Bet on yourself.



TEAM KENTUCKY
CABINET FOR HEALTH AND FAMILY SERVICES

Need support?
Text 800GAM
or call 1-800-MY-RESET

BET ON YOURSELF.

[You can find all campaign materials here](#)



Using campaign social media posts

Bet on *yourself*.



Topic:
General

Post copy:

Taking care of yourself is winning big.

Get tips to keep play feeling right at BetOnYourselfKY.org.

Strong betting starts with a game plan.



Topic:
General

Post copy:

Most people bet on sports for fun.

Strong play means setting limits and sticking to them. Put your game plan together here: BetOnYourselfKY.org.

Support starts with the *team*.



Topic:
Concerned friend/family

Post copy:

Noticing changes in someone's betting—like mood shifts, missed plans, or keeping bets quiet? You don't have to coach this alone. Learn how to check in at BetOnYourselfKY.org.

Strong players know when to call timeouts.



Topic:
Tip

Post copy:

If betting feels heavy instead of fun, a quick timeout can help reset. That's part of playing strong. BetOnYourselfKY.org

Need an *assist*?

Call on the team at the Gambling Helpline. Text 800GAM or call 1-800-MY-RESET.



Topic:
Help line

Post copy:

When you need an assist, the Gambling Helpline offers free, private support by call or text.

Strong betting starts with a plan.



Topic:
Tip

Post copy:

Strong betting starts before the game. Decide how much time and money you're putting in—and stick with it. More tips at BetOnYourselfKY.org.

The Gambling Helpline

Free. Private. Always available. Text 800GAM or call 1-800-MY-RESET.



Topic:
Help line

Post copy:

Support isn't just for emergencies. You can reach out for yourself—or someone you care about. Text 800GAM or call 1-800-MY-RESET.

Every player needs a game plan. Make yours at BetOnYourselfKY.org



Topic:
Shareables for website

Post copy:

Gambling can be fun—especially when you've got a plan. Setting limits, taking breaks, and checking in now and then helps keep play where it belongs. Build your game plan at BetOnYourselfKY.org.



Using campaign newsletter

This toolkit includes **ready-to-use newsletter copy** that partners can copy and paste directly into their email platforms. The content is designed to be short, interest-driven, and easy to scan.

- 1. **Use the provided copy as written whenever possible** to keep messages consistent and judgment-free.
- 2. **Pair copy with campaign graphics**—any social or digital graphic can also be used in email.
- 3. **Link to the campaign website** so readers can learn more at their own pace.
- 4. **Repeat messages over time.** Sharing the campaign more than once helps normalize check-ins and support-seeking.

Partners may adapt tone or length as needed, but we recommend keeping the core message and link intact.

Format	Copy
Email	HEADLINE: Bet On Yourself BODY: Betting on yourself is about paying attention to how gambling fits into your life. Play should stay balanced and not crowd out the rest of your day. Sometimes that balance can shift—maybe betting feels heavier than usual, or happens more often than you planned. Noticing those moments early is a skill strong players have. Taking a quick pause or check-in when things feel off isn't a setback. It's how you keep play where it feels right. CTA: Check in, get tips, and keep the play fun at chfs.ky.gov/agencies/dbhdid/byk

[You can find all campaign materials here](#)



Priority Outreach Settings & Placement Ideas

Organizations You Can Engage for Campaign Outreach

1. EMPLOYERS & WORKPLACES

Workplaces reach large numbers of adults—especially men—during routine moments. Financial stress, sports culture, and mobile betting often intersect with work life.

Where to place materials:

- Break rooms and common areas
- HR or benefits portals
- Employee wellness newsletters
- Onsite health fairs or lunch-and-learns

Who to partner with:

- Large employers
- Trade and labor organizations
- Manufacturing, logistics, and construction employers
- Chambers of commerce

2. COLLEGES, UNIVERSITIES & TECHNICAL SCHOOLS

Young adults are at elevated risk, especially with app-based sports betting and peer influence.

Where to place materials:

- Student health and counseling centers
- Campus recreation and athletics facilities
- Orientation materials or first-year programming
- Residence halls
- Financial aid or student success offices

Who to partner with:

- Campus wellness teams
- Athletic departments
- Student organizations
- Community colleges and trade schools

3. WORKFORCE DEVELOPMENT & JOB TRAINING PROGRAMS

Young adults may be experiencing financial pressure, transitions, or instability—factors linked to increased gambling risk.

Where to place materials:

- Career centers and training classrooms
- Program intake packets
- Financial literacy or life-skills workshops
- Case manager offices

Who to partner with:

- Workforce boards
- Job Corps and apprenticeship programs
- Reentry and second-chance employment programs

4. COMMUNITY HEALTH & BEHAVIORAL HEALTH SETTINGS

Gambling concerns often co-occur with mental health and substance use challenges, but may go unspoken.

Where to place materials:

- Waiting rooms
- Intake or screening packets
- Resource boards
- Peer support spaces

Who to partner with:

- Community mental health centers
- Substance use treatment providers
- Peer recovery organizations
- Crisis and support hotlines

5. RETAIL & COMMUNITY-BASED LOCATIONS

These are everyday spaces where people already see gambling-related messages—this campaign offers balance and awareness.

Where to place materials:

- Convenience stores and gas stations
- Lottery retailers
- Bars and sports-oriented venues (where appropriate)
- Community centers, libraries, and gyms

Who to partner with:

- Retail associations
- Local businesses
- Parks and recreation departments



Outreach execution checklist:

A step-by-step guide for partners

Use this checklist to move from planning to placement in a clear, manageable way. Partners can complete all steps or adapt them based on capacity and existing relationships.

PHASE 1: PREPARE & ALIGN

☐ Review the campaign goals and key messages

Confirm understanding of the campaign's harm-reduction approach and judgment-free tone.

☐ Select 2–3 outreach settings to start

Choose locations where the message will feel natural and trusted (e.g., employers, campuses, workforce programs).

☐ Confirm internal buy-in

Brief staff, leadership, or outreach teams so everyone understands why this campaign matters and how to talk about it.

PHASE 2: IDENTIFY & ENGAGE PLACEMENT PARTNERS

☐ List specific organizations or sites within each setting

Examples:

- Employers or job sites
- Campus offices or student programs
- Training centers or community hubs

☐ Identify a point of contact

Look for HR managers, wellness coordinators, student services staff, or program directors.

☐ Frame the outreach ask

Position the campaign as:

- Preventive and supportive
- Easy to implement
- Relevant to their audience's well-being

☐ Share sample materials or a brief overview

Help partners quickly see how the materials would show up in their space.

PHASE 3: PLAN PLACEMENT & TIMING

☐ Confirm where materials will be placed

Examples:

- Physical spaces (break rooms, waiting areas, bulletin boards)
- Digital channels (newsletters, portals, social feeds)
- Events or trainings

☐ Choose timing or key moments

Consider high-relevance periods such as:

- Major sporting events
- Orientation or onboarding
- Financial literacy or wellness campaigns

PHASE 4: SUPPORT & ACTIVATE

☐ Provide partners with brief talking points

Equip staff with simple language to introduce the materials if questions come up. (Talking points have been provided in this campaign toolkit.)

☐ Encourage low-pressure sharing

Remind partners that materials don't need to be "presented"—visibility alone can make a difference.

☐ Offer support for customization (if applicable)

Help adapt placement or messaging while keeping it aligned with campaign best practices.

PHASE 5: CHECK IN & SUSTAIN

☐ Follow up after placement

Ask what's working, what's visible, and what could be adjusted.

☐ Refresh or rotate materials as needed

Avoid message fatigue by changing locations or formats over time.

☐ Document placements and lessons learned

Track where materials were placed and note what resonated for future outreach.

☐ Identify opportunities to expand

Use early successes to introduce the campaign to additional organizations or settings.



TIPS FOR SUCCESS



Start small.

Build momentum with a few trusted partners.



Make it easy.

Provide materials, talking points, and support.



Stay consistent.

Small, regular refreshes keep the message visible and relevant.



[You can find all campaign materials here.](#)



If you have questions, would like guidance on using the toolkit, or are interested in deeper engagement, please contact kyproblemgamblingassistance@ky.gov.

Our team is available to support you every step of the way.

