



Print this. Pin it where you can see it. Read it before your next shift.

A job aid — not a training module. It assumes you've completed both All Employees modules and passed them. Anything unfamiliar here? Revisit the relevant module first.

1 What Playbook IS — and IS NOT

PLAYBOOK	PLAYBOOK IS
A content and media brand	A clinical resource
The educational layer of the experience	A regulatory checkbox
Built like marketing, not compliance	Anti-gambling, paternalistic, or a substitute for professional help

One sentence: Playbook is a content and media brand — the educational and awareness layer that helps players understand how gambling actually works.

2 The four concepts that drive everything

CONCEPT	ONE-LINE DEFINITION
Engagement Gap	Why traditional RG content fails — invisible, clinical, generic, disconnected from the brand. Industry's problem.
Knowledge Gap	What players are missing — game mechanics, house edges, strategy, real risks, available tools. Player's problem.
Informed Choice Model	Four premises: most players are fine, gambling is entertainment, difficulty comes from missing info, responsibility is shared.
Two Pillars	Open — “No fine print” (transparency). Social — “Worth sharing” (content built to travel).

The filter: Does this make things more transparent? Does this make people want to share it? If neither — it's not Playbook content.

3 The two tiers — context, not topic

	(95%)	(5%)
What	Entertainment literacy	Support and crisis
Tone	Confident, informative, sometimes witty	Warm, direct, no humor
When	Player is browsing, playing, curious	Player is seeking help, in distress
Sounds like	A friend who knows the game	A calm, steady presence

Same helpline number, different emotional register depending on where it appears. The four-question checklist — what is the player

doing right now / what state are they in / what do we want them to do / would humor feel okay here — decides the tier. When in doubt, go warmer.

4 Top 10 stigma-free language swaps

#	DON'T USE	USE INSTEAD
1	Problem gambler	Player
2	Responsible gambling	Set a budget / Know the odds
3	Gambler	Player
4	Gambling addiction	Difficulty with gambling
5	Self-exclude (in Tier 1)	Take a break / Pause your account
6	Intervention	Feature / Tool
7	Reality check	Session reminder
8	You should	You can
9	WARNING	Heads up
10	Odds are against you	The house edge is [specific number]

The principle: put the person before the condition. Describe behaviors, not people. Offer options, not mandates.

5 When to escalate to Tier 2

Stop what you're doing and shift to Tier 2 if the player shows any of these:

- Emotional distress — crying, despair, angry outbursts directed inward
- Financial crisis — can't pay bills, mentions debt, asks to borrow money
- “I can't stop” or “I don't know what to do”
- **Any mention of self-harm or hopelessness — activate the crisis protocol immediately**

When in doubt, go warmer. It is always safe to be kind. It is never safe to be glib.

Helpline: 1-800-522-4700 — free, confidential, 24/7.

6 Glossary — quick definitions

- **Stigma-free language:** word choices that describe behaviors, not people. “Player,” not “problem gambler.”
- **Person-first language:** the broader principle behind stigma-free swaps — the person comes before any condition or label.
- **Open pillar:** Playbook's transparency commitment. Tagline: *No fine print.*
- **Social pillar:** Playbook's shareability commitment. Tagline: *Worth sharing.*
- **Tier 1:** the default voice — confident, informative, sometimes witty. ~95% of content.
- **Tier 2:** the support voice — warm, direct, no humor. ~5% of content.