Playbook in 60 Seconds

JOB AID · V1.2.1
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TIER 1 + 2

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 elements: clear, practical information; meaningful choices; accessible support; shared responsibility.
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

What	Everyday play	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 routine voice — confident, informative, sometimes witty.
- **Tier 2**: the support voice — warm, direct, no humor.

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