



KNOW YOUR PLAY

UNIVERSITY TOOLKIT

Our Partners:



INTRODUCTION

As the popularity of sports betting continues to grow, it is increasingly important to equip students with the foundational knowledge to make responsible decisions. Know Your Play, presented by the Responsible Online Gaming Association (ROGA), is a free digital solution designed to provide students with trusted, non-judgmental education on responsible gaming, problem gambling, financial literacy, and mental health. Developed in partnership with EPIC Global Solutions, the Responsible Gambling Council, and Kindbridge Behavioral Health, KnowYourPlay.org offers brief, expert-delivered videos, and practical knowledge to support student well-being on:

Financial Literacy

Empowering students with budgeting basics and financial decision-making skills as they transition to greater independence.

Mental Health

Recognizing the impact of stress and mental health on overall student well-being, with practical management strategies.

Responsible Gaming

Creating awareness around responsible gaming principles for those who choose to wager.

Understanding Problem Gambling

Educating students on problem gambling behaviors, warning signs, and available resources for help.

By integrating Know Your Play into student life and academic programming, universities can play a pivotal role in fostering a healthier, more informed campus community. This toolkit provides the resources needed to seamlessly integrate Know Your Play into your institution's student engagement strategy. Inside, you'll find:

Promotional Assets

Customizable content and promotional materials to maximize awareness and participation.

Course Integration

Sample assignment to build into academic curriculum.

Faculty & Staff Guidance

Materials to help university leaders confidently support students on gaming-related topics.

PROMOTIONAL ASSETS

Know Your Play tackles some of today's most pressing issues among students in higher education - financial literacy, mental health, and responsible gaming. Here's how universities are promoting Know Your Play:

- Utilizing posters for on-campus posting in locker rooms, residence halls, and communal areas.
- Leveraging targeted distribution lists to connect with students in relevant social and academic groups.
- Using official social media channels to expand reach and effectively share Know Your Play content.



POSTERS



**IN A WORLD THAT
NEVER HITS PAUSE
KNOW YOUR PLAY**

Expert knowledge for college students to navigate responsible gaming, financial literacy, mental health and well-being.

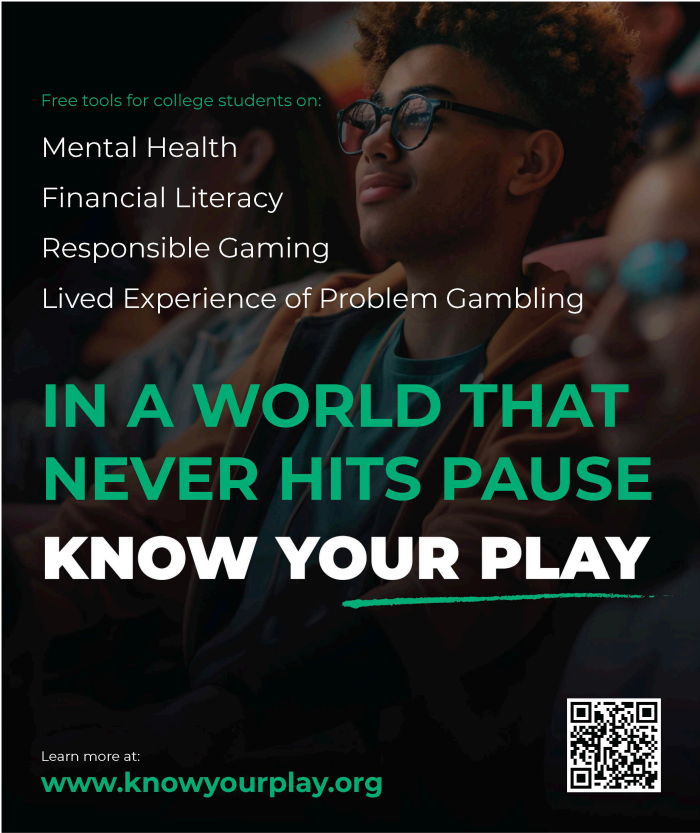
Learn more at:
www.knowyourplay.org



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Free tools for college students on:

- Mental Health
- Financial Literacy
- Responsible Gaming
- Lived Experience of Problem Gambling

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ANIMATED WEB BANNER

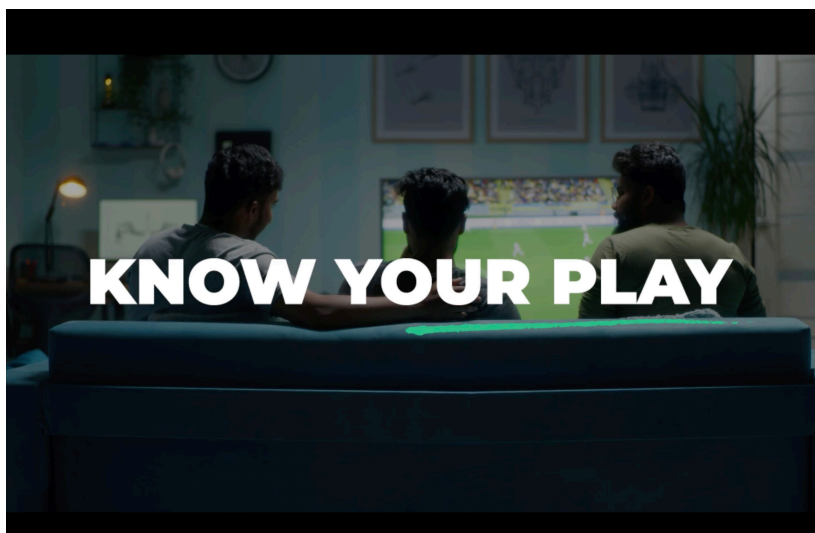


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NEVER HITS PAUSE**

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SOCIAL MEDIA SUPPORT



1080 x 1920 Instagram & Facebook stories
1080 x 1350 Instagram
1920 x 1080 Facebook, X, LinkedIn

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Accompanying copy examples - feel free to add your own emojis!

College life = new financial challenges. Do you know the basics of budgeting, and building healthy money habits? Learn how to make smarter financial choices at Know Your Play. #financialliteracy #mentalhealth #knowyourplay

Did you know gaming habits can impact your mental health? Learn how to manage stress, practice mindfulness, and find balance between gaming and school. Watch expert videos at Know Your Play. #mentalhealth #responsiblegaming #knowyourplay

Think you can beat the odds? The "illusion of control" makes you feel like you have more influence over gaming outcomes than you actually do. Learn the science behind gaming at Know Your Play. #responsiblegaming #knowyourplay

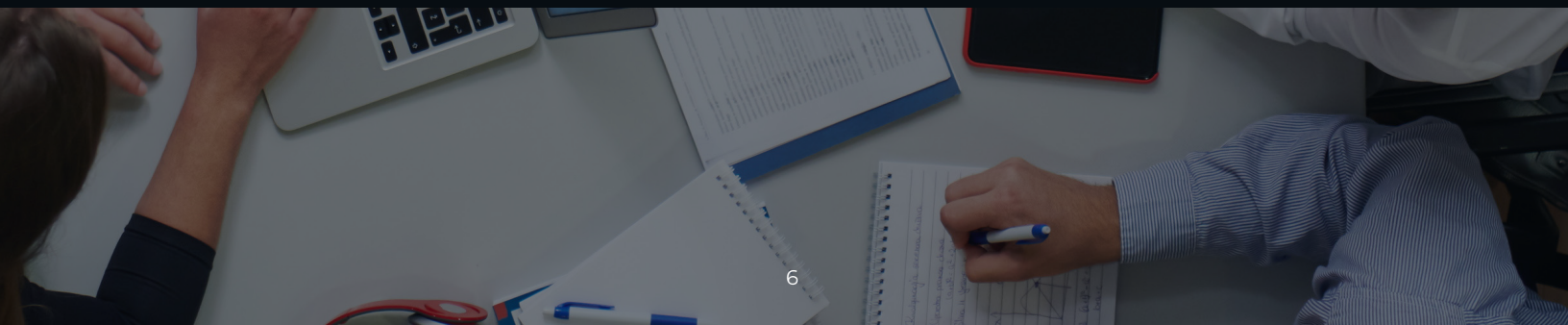
Unlock expert insights on gaming, mental health, and finances with exclusive content for college students. Use your school's access code or request one today at Know Your Play. #responsiblegaming #financialliteracy #knowyourplay

"At first, it was just for fun. Then I found myself chasing losses." Hear real stories from people who've experienced problem gambling and learned valuable lessons. Visit Know Your Play for powerful lived-experience insights. #responsiblegaming #knowyourplay



COURSE INTEGRATION

Know Your Play provides students with essential information on responsible gaming, mental health, and financial literacy, making it a valuable tool across multiple academic disciplines. Whether analyzing gaming behaviors, evaluating industry regulations, or exploring financial decision-making, students from various fields can engage with this content.



BUSINESS & SPORTS MANAGEMENT/ FINANCE

Relevant Topics

- Sports betting sponsorship in sports
- Student athlete rules on sports wagering
- Risk management
- Financial literacy

Sample Assignment: Policy Review

Analyze the NCAA's or a professional sports league's stance on sports wagering and propose improvements based on Know Your Play's principles.

Useful Links

The NCAA's "[Draw the Line](#)" initiative prioritizes student athlete education on the integrity of competition among students, effects of sports wagering, and online abuse and harassment of student athletes.

The NCAA's "[Sports Betting](#)" page outlines the organization stance on sports betting, highlighting the risks it poses to the integrity of college athletics and student athlete well-being. It provides educational resources, guidance on prohibited activities, and information on the potential consequences of violating gambling rules.



PSYCHOLOGY & BEHAVIORAL SCIENCE

Relevant Topics

- Cognitive biases in gaming
 - Addiction psychology
 - Decision-making theories
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Sample Assignment: Behavioral Analysis Report

Identify key psychological 'mind tricks' behind some gaming behaviors and propose evidence-based methods to reduce harm based on Know Your Play's principles.

Useful Links

[Kindbridge Behavioral Health](#) offers confidential counseling with experienced specialists. Kindbridge is a trusted resource that works with university students and student-athletes nationwide, providing tailored mental health support to those in need.

[The Responsible Gambling Council \(RGC\)](#) is an independent non-profit organization dedicated to the prevention of problem gambling for over 40 years. RGC operates internationally, offering the globally recognized RG Check accreditation program, RG Plus advisory and consultation services, and leading-edge research.

PUBLIC HEALTH & SOCIAL WORK

Relevant Topics

- Problem gambling as a public health issue
 - Resources for help with co-occurring behaviors
-

Sample Assignment: Awareness Campaign

Develop a campus-wide initiative using Know Your Play content to educate students on responsible gaming **OR** Develop a campaign to reduce stigma on problem gambling by framing it alongside other public health issues.

Useful Links

[The National Council on Problem Gambling](#) is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction. NCPG is neutral on legalized gambling.

The [1-800-GAMBLER](#) program run by the NCPG offers confidential support for individuals affected by problem gambling. It features a 24/7 helpline, access to treatment services, self-help tools, and information for loved ones and professionals. It further provides links to state-specific and local support organizations and resources.

CRIMINAL JUSTICE & LAW

Relevant Topics

- Gaming regulations and statutes
 - Consumer protection laws
 - Ethics
 - Enforcement
-

Sample Assignment:

Case Study:

Analyze and compare the legalized gaming frameworks of U.S. states, exploring regulations, licensing, consumer protections, and enforcement practices.

Useful Links

The [American Gaming Association \(AGA\)](#) is an industry association which provides an overview of state-specific gambling laws in the U.S., detailing various types of legalized gambling such as casinos and sports betting. It tracks state regulations, economic impacts, tax revenues, and legal developments across 47 states.

The [FBI's Crime and Corruption in Sport and Gaming \(CCSG\)](#) program was created to identify, combat, and disrupt the criminal activities that degrade the integrity of sport and erode public confidence in these institutions. The FBI is working in partnership with leagues, governing bodies, international law enforcement, and independent watchdog groups to identify illegal activity.

MEDIA & COMMUNICATIONS

Relevant Topics

- Media Influence
 - Public Health Communication,
 - Advertising in sports wagering
-

Sample Assignment:

Case Study

Examine how the media shapes public perceptions of sports wagering and assess the effectiveness of responsible gaming messaging and advertising.

Useful Links

The New Jersey Division of Gaming Enforcement (DGE) promotes responsible gaming to mitigate harm. Advertising best practices highlighted by the DGE include ensuring clear information on gaming risks, promoting responsible behavior, and avoiding misleading or excessive claims that could encourage unhealthy gaming habits. For more information, visit their [Responsible Gaming](#) page.



FACULTY & STAFF GUIDANCE

Higher education is an exciting new chapter, but it also comes with new challenges, risks, and pressures that can be difficult to manage for students, parents, and teachers alike. By understanding these influences and how they exist within the gambling landscape, parents and teachers can be proactive in mitigating risks for the young adults in their life.

WONDERING WHAT YOU CAN DO?

Understand levels of exposure that students may have with gaming

Look out for changes in students which may indicate exposure or a potential problem (irritability, preoccupation with sporting events or mobile devices, requests to borrow money)

Encourage the integration of university gaming policies and prevention initiatives including financial education, and support resources across campus

Have the Conversation

Sometimes, starting a conversation is a hard step. Trusted Voices: Conversations About Betting is designed to equip adults with tools and resources to talk to young people about gambling, including information on warning signs, risks and proxy betting. The program is led by retired NBA player Randy Livingston and his wife, basketball agent Anita Smith, who share their personal stories related to problem gambling, with the hope of preventing others from experiencing similar harms.

Remember, we all need a little support sometimes...

There is no shame in asking for help or seeking professional guidance. If you or someone you know is struggling with problems related to gambling, free and confidential help is available 24/7 by contacting the National Council on Problem Gambling Helpline

Call: 1-800-GAMBLER

Text: 800GAM

Chat: ncpgambling.org/help-treatment/chat/

Reach out to connect with local support. To search for resources by state, please visit:

<https://www.ncpgambling.org/help-treatment/help-by-state/>

Suicide and Crisis Support Lifeline

For 24/7 generalized crisis support related to mental health, alcohol or drug concerns, suicidal thoughts, or if you just need someone to talk to, contact the 988 Lifeline.

Call: 988

Text: 988

Chat: <https://988lifeline.org/>

The Veterans Crisis Line

For 24/7 support for veterans and their families.

Call: 988+1

Text: 838255

Chat: <https://www.veteranscrisisline.net/>

Telehealth Counseling Services

If you are seeking professional support for a gambling-related concern, [Kindbridge Behavioral Health](#) offers confidential counseling with experienced specialists. Kindbridge is a trusted resource that works with university students and student-athletes nationwide, providing tailored mental health support to those in need. [Schedule an appointment](#) today to begin getting the help you deserve in as little as 24 hours.

Interested in learning more?

For more information or for additional support in integrating Know Your Play throughout your campus community please contact info@knowyourplay.org

Exclusive content on Know Your Play is available to universities upon request for a custom access code. This content includes personal stories of gambling related harm, designed to complement core content. By gaining access to this exclusive content, universities can offer students targeted insights and resources that foster safer gambling practices and overall mental health awareness. If your institution is not already in receipt of an access code, please request one directly through the website or by emailing info@knowyourplay.org

This content goes beyond education - it offers practical, real-world applications for students entering careers in an era where legalized gaming is a major industry. By incorporating Know Your Play into coursework, students gain valuable insights and skills they can apply in professional settings.