



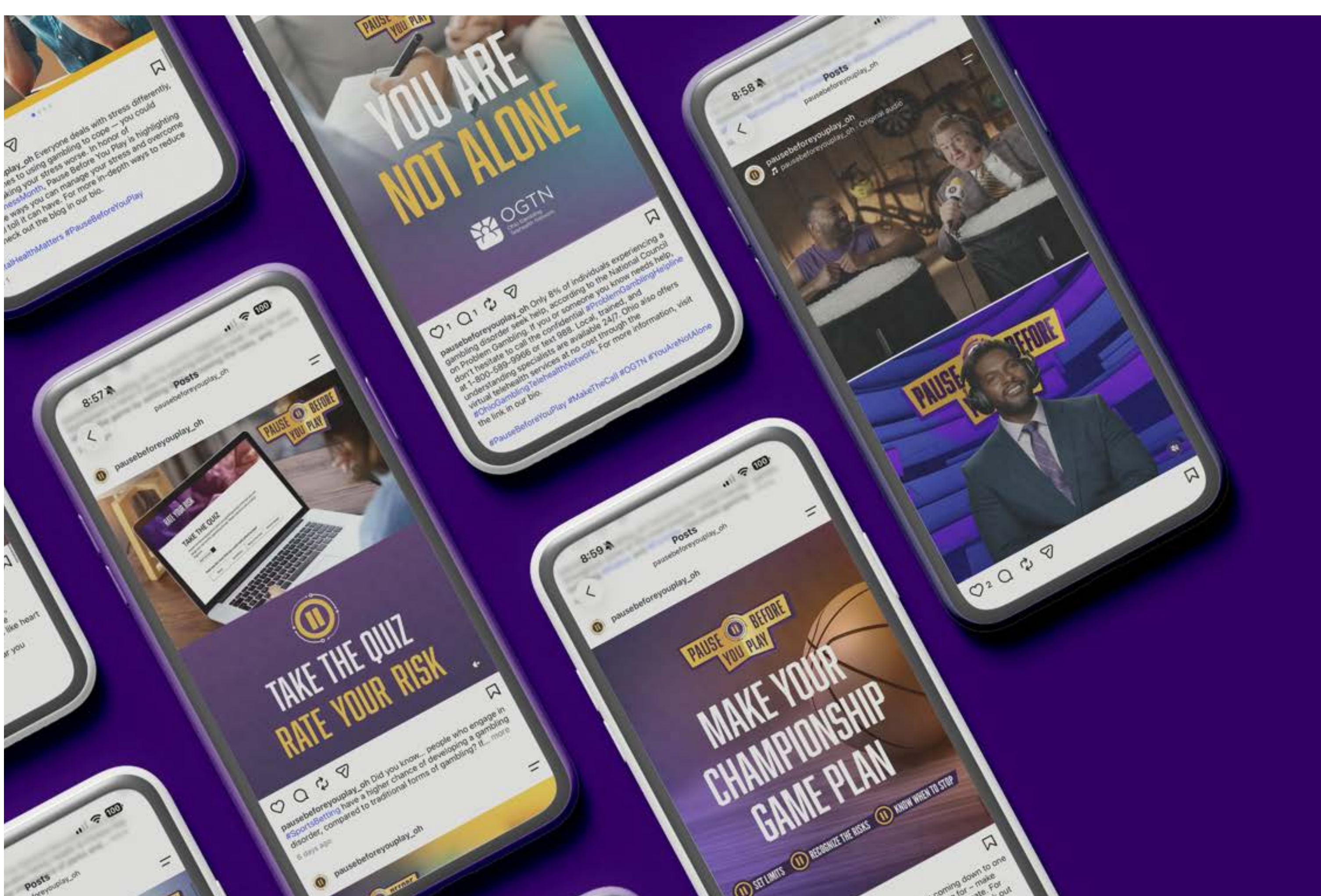
PAUSE BEFORE YOU PLAY OUTREACH AND ADVERTISING: IDEAS FOR **SMALLER BUDGETS** (\$0 - \$1,000)

Thank you for participating in Ohio for Responsible Gambling's campaign, titled *Pause Before You Play*. If you're working with a smaller budget, here are ways to maximize your impact with simple, low- to no-cost strategies to share and amplify the *Pause Before You Play* campaign in your community, workplace, and networks.

DIGITAL & CREATIVE USE

Online outreach through social media and other digital tactics are cost effective tools for reaching certain audiences. See the [Guide to Advertising and Outreach](#) for more information about what materials best suit your audience.

- **Leverage free social media platforms** and community Facebook groups.
 - Learn about each platform and how to incorporate campaign messaging in the [Social Media Platforms Overview](#) document.
 - Follow and reshare posts from *Pause Before You Play* on [Facebook](#), [Instagram](#), [X](#), or [LinkedIn](#).
- **Create short, simple videos or reels** using campaign graphics.
 - These could be animated text or slides.
- **Turn key messages into polls or questions** on social media to spark engagement.
 - Use questions that encourage discussion and interaction rather than responses that end the conversation quickly.
- **Add digital assets to organizational websites**, newsletters, or email lists.
 - Consider placing materials in high-traffic sections such as homepages, event pages, or recurring communications rather than areas with limited visibility.

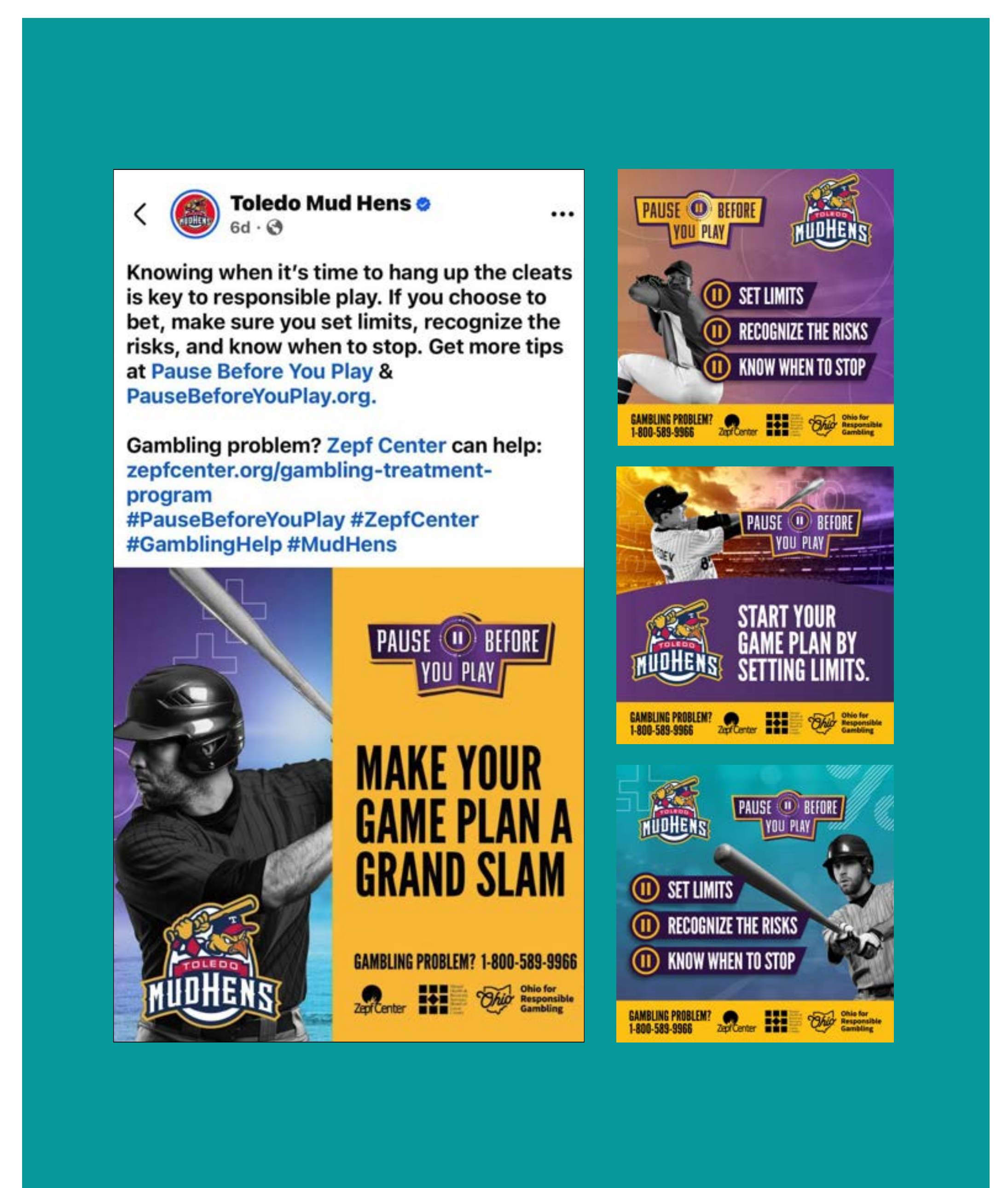




COMMUNITY-BASED VISIBILITY

Depending on your audience, the following options are great ways to reach both specific and broad audiences. For help understanding audiences, use the [Campaign Advertising and Outreach Overview](#).

- **Table tents or small signage at local businesses** (coffee shops, barbershops, waiting rooms, laundromats).
 - Consider locations where individuals naturally spend time waiting, sitting, or returning regularly.
 - Ask partners where materials are most likely to be noticed rather than placing them wherever space is available.
- **Distribute flyers or handouts on bulletin boards** in libraries, grocery stores, rec centers, faith-based organizations, and apartment complexes.
 - Check whether locations have posting requirements or approval processes before distribution.
 - Refresh or replace materials periodically so they do not blend into existing bulletin board clutter.
- **Target high-risk areas** such as college campuses, jails/prisons, veterans organizations, lottery retailers, businesses near sporting arenas or casinos, etc.
 - Consider using environmental scans and local community data to help identify locations that may have increased relevance or opportunities for outreach.
 - Consider community-specific patterns rather than assuming the same locations will be appropriate across all regions.
- **Ask partners to co-brand and re-share** (coalitions, ADAMHS boards, healthcare providers, etc.).
 - Partnering with organizations may help increase visibility and expand budget capacity while sharing outreach efforts and maximizing available resources.
 - Consider organizations that already have established trust and regular communication with intended audiences.





WORKPLACE AND ORGANIZATIONAL INTEGRATION

If you would like to reach individuals within a workplace or organization, here are effective low-cost options that can be added to existing resources or printed from an office printer.

- **Add campaign messaging to email signatures** for staff or partners.
 - Include direct links, QR codes, or brief calls-to-action that make it easy for individuals to access additional information or resources.
- **Print and post materials in common areas**, break rooms, and restrooms.
 - Place in areas where individuals naturally pause or spend time rather than locations that are quickly passed through.
- **Incorporate resources into HR wellness initiatives** or Employee Assistance Program communications.
 - Connect messaging to existing wellness, mental health, or employee support efforts when appropriate.

EVENTS AND ENGAGEMENT

If your organization is planning to promote at an event, the following options can help spread campaign messaging.

- **Bring materials to tabling events** you're already attending (health fairs, conferences, etc.).
 - Consider ways to create interaction rather than relying only on printed materials or swag.
 - Think beyond traditional tabling approaches by incorporating questions, brief activities, games, or conversation starters to encourage engagement and create meaningful interactions.
- **Use QR codes and short links** to connect print to digital resources.
 - Consider where QR codes are being placed and whether individuals realistically have time or opportunity to scan them.
 - Consider using trackable links or QR codes when possible to help identify engagement and outreach patterns.
- **Add campaign materials to event welcome bags** or registration packets.
 - Consider pairing materials with an interactive component, giveaway item, or conversation opportunity to increase the likelihood that materials are noticed and used.





STARTING OUTREACH AND ADVERTISING

Once you have selected how you would like to begin campaign advertising and outreach, look through the *Pause Before You Play* [community toolkits](#) and select the assets that work best for your goals.

Not sure what materials to use? View the [Guide to Advertising and Outreach](#) to help you get started and the [Best Practices Guide](#) for tips on effective advertising.

NEED PRINTED MATERIALS?

Request no-cost printed materials from the Department of Behavioral Health and co-brand your organization's logo and contact info on labels from an office supply store. For customized materials, email info@pausebeforeyouplay.org and print directly from an office printer.

GENERAL PLANNING CONSIDERATIONS

See the [Communications Plan](#) worksheet for a step-by-step guide to help you start spreading *Pause Before You Play* campaign messaging.

- Consider how the strategy supports long-term awareness rather than one-time exposure.
- Consider whether activities can be sustained, reused, or adapted over time.
- Think beyond visibility: awareness is important, but engagement and connection to resources also matter.

CONSIDER:

- Plan for evaluation early. Ask individuals how they heard about your organization (ex: "*How did you hear about us?*") to help identify which outreach strategies are increasing awareness and engagement.
- Use available data points (referrals, website activity, calls, event participation, and feedback related to specific outreach efforts such as billboards, digital ads, or events) to better understand which investments are creating meaningful reach and engagement.

NEEDING ADDITIONAL SUPPORT?

Email info@pausebeforeyouplay.org with questions or request a no-cost consultation to discuss your goals, budget, and campaign needs.



Check out our [Moderate Budget](#) and [Larger Budget](#) documents to get additional ideas!