



COMMUNITY TOOLKIT CASE STUDIES

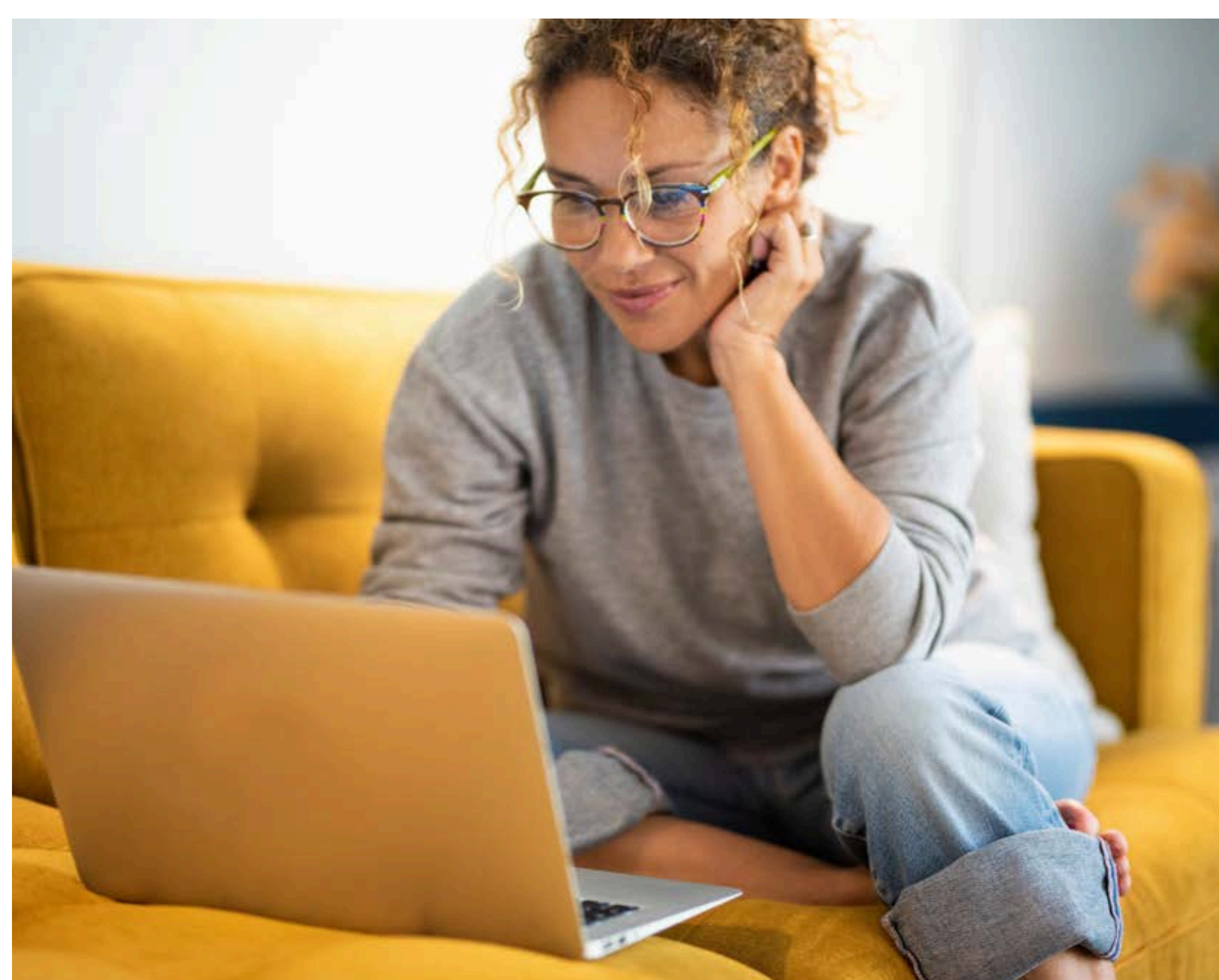
ZEPF CENTER

Campaign Community Outreach

- In addition to standard media placements of billboards and distribution of campaign materials at traditional outreach events, the Zepf Center has integrated the Pause Before You Play (PBYP) campaign into a variety of community-facing and education-based settings. For example, PBYP materials have been incorporated into high-traffic outreach environments such as sporting events, University of Toledo and Bowling Green State University campus events, and community health fairs where staff use info/rack cards, buttons, and branded giveaways to initiate brief, non-stigmatizing conversations about problem gambling prevention.
- The PBYP campaign has also been embedded directly into prevention and education presentations delivered to counselors, prevention professionals, educators, college students and general community members. In these settings, PBYP materials are used not only as physical handouts, but as discussion tools to demonstrate how brief interventions and harm-reduction messaging can be introduced in everyday practice.
- Additionally, PBYP-branded items (including interactive or novelty materials like buttons and NCAA Basketball Championship Tournament brackets) have been used as engagement tools during seasonal or event-based outreach, helping to create natural entry points for conversations about gambling awareness, limits, and safer play behaviors. This has allowed Zepf Center to connect prevention messaging to culturally relevant moments when gambling interest is already heightened.

Campaign Social Media

- The Zepf Center has also leveraged their social media platforms to bring the PBYP campaign to their followers and have utilized co-branded social media posts and PSA videos to do so, resulting in high engagement rates.



PAUSE BEFORE YOU PLAY CAMPAIGN TACTICS USED

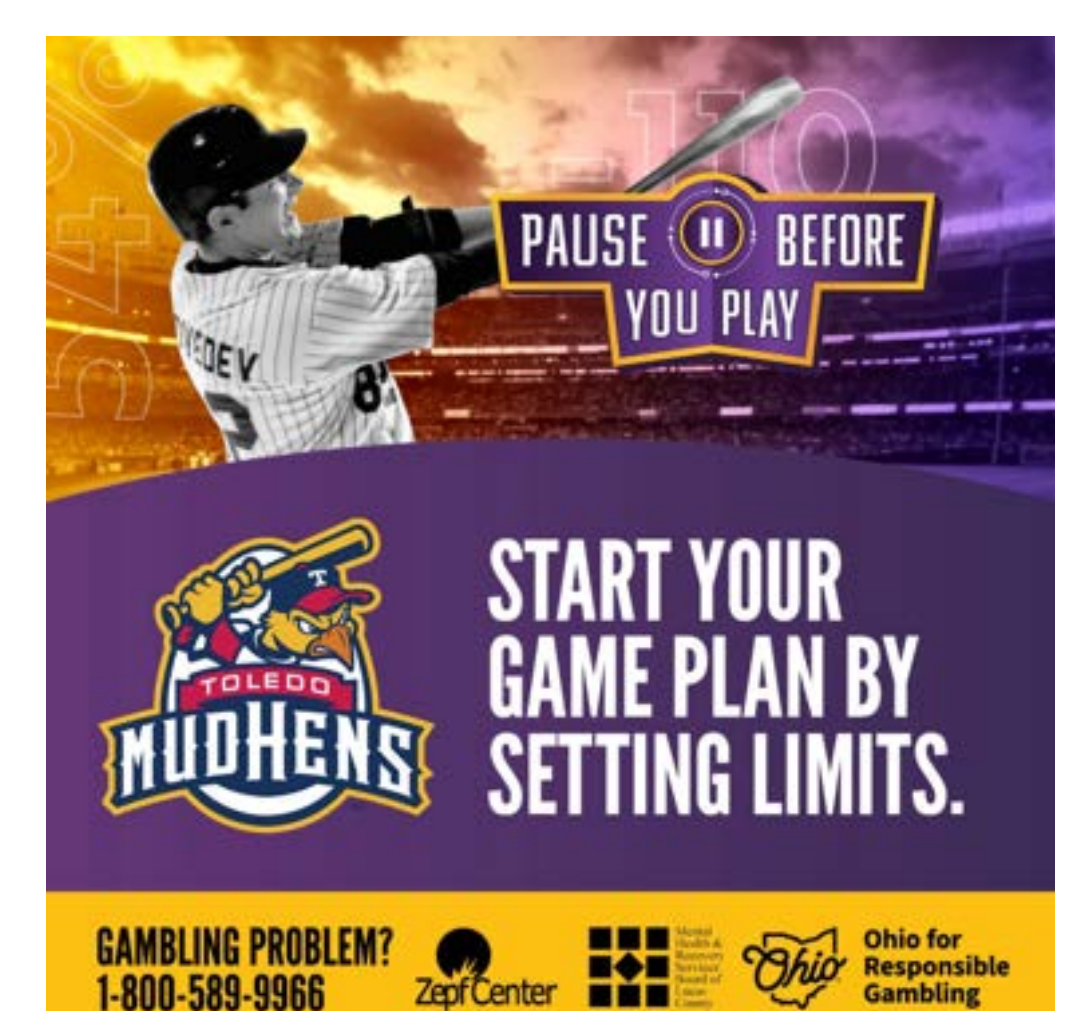
- Billboards
- PSA Videos
- Handouts/Info Cards
- Custom Buttons
- Social Media Posts
- Giveaway Items



ZEPF CENTER (CONT.)

"Zepf Center's Gambling Treatment and Prevention Programs have successfully utilized the Pause Before You Play toolkit at sporting events and community outreach efforts across the region, because it helps to make conversations about gambling awareness easy, engaging, and meaningful. The materials create natural, approachable entry points for discussing risk, healthy limits, and knowing when to stop, helping individuals and families make more informed decisions. The co-branding process has also been seamless. The Pause Before You Play team is responsive, collaborative, and open to creative ideas, allowing us to bring engaging materials like custom buttons and March Madness brackets to life. This flexibility makes the toolkit both impactful and easy to adopt, while also helping elevate visibility for participating organizations."

-Manager of Gambling Prevention, Zepf Center





ENVISION PARTNERSHIPS

Campaign Community & Social Media Outreach

- Envision Partnerships utilizes social marketing and traditional advertising campaigns as a prevention tool to increase awareness and connect our community to resources. The materials that are made available through the PBYP Community Toolkits have been updated and expanded through the years. The updates are based on the needs of the different communities in Ohio by engaging with different stakeholders to make it relevant, accessible, and applicable. Envision Partnerships has also requested changes for campaign assets to better reflect our target populations. One example is that Envision Partnerships wanted images that included a boy and a girl participating in the two most popular sports in our community- and the PBYP team updated the billboard imagery to reflect those sports.



"Envision Partnerships partners with several suppliers, from radio- both commercial and public- stations, streaming TV services, billboards, newspapers, and magazines. The Pause Before You Play team has helped us time and again to get the materials formatted for whichever medium is needed and the process is always pleasurable. The most important feedback we receive is when our community tells us that they had an impact from one of our awareness campaigns. We conducted a Community Readiness Assessment recently and our interviewees had noticed our logo with the problem gambling awareness campaigns and specifically, they remembered the Ohio Problem Gambling Helpline number."

-Chief Operations Officer, Envision Partnership



MONTGOMERY COUNTY ALCOHOL, DRUG ADDICTION, & MENTAL HEALTH SERVICES

Campaign Community & Social Media Outreach

- Montgomery County Alcohol, Drug Addiction, and Mental Health Services (ADAMHS) has utilized various print and digital resources from the *Pause Before You Play* (PBYP) campaign and most recently used the [College Student Toolkit](#) to co-brand and customize the informational handout and posters to be distributed at three different colleges and universities in the community. The PBYP campaign and the customization in offers, allows for easy integration of awareness and prevention-based messaging into existing outreach strategies and partnerships with other community organizations like colleges and universities.

"The flexibility of the Pause Before You Play community toolkits has been a game-changer for our prevention efforts in Montgomery County. Problem gambling doesn't look the same for everyone, having access to targeted toolkits, from sports betting to college students to online gaming, and has allowed us to address specific needs within our community.

By utilizing the custom assets offered by the campaign, we seamlessly integrated Montgomery County ADAMHS branding and local resources directly into an evidenced-backed, statewide campaign. It eliminated the burden of building an outreach strategy from scratch, allowing us to deploy professional, high-impact assets that resonate deeply with Dayton-area residents and immediately connect at-risk individuals to local support systems."

**-Program Coordinator, Prevention and Early Intervention,
Montgomery County ADAMHS**

