Show Me the REAL Odds

PARTNER MESSAGING GUIDE



YOUR ROLE IN THE CAMPAIGN

By sharing consistent, supportive messages, you can help people recognize the signs of gambling-related harm and connect with trusted information and support.

HOW TO SHARE THE CAMPAIGN

- **Lead with support, not judgment**
- **Keep it honest and relatable**
- **Encourage conversation**
- **Share trusted resources**

BRING IT INTO YOUR COMMUNITY

Use campaign materials at events, in public spaces, and anywhere you connect with the people you serve.

KEEP THE MESSAGE CONSISTENT

Use campaign materials and messaging guidance so people see the same supportive, recognizable message.

YOUR ROLE: AMPLIFY + CONNECT

We provide the campaign materials. You help put them in front of the people who need to see them.

ACCESS YOUR CAMPAIGN MATERIALS
Find ready-to-share graphics, expert insights, videos, and more.
showmetherealodds.org

MISSOURI PROBLEM GAMBLING HOTLINE
1-888-BETSOFF
(1-888-238-7633)

Scan to access partner resources