

Reach Out to At-Risk Gamblers at the Right Time

The Healthy Bottom Line (HBL) Player Program is an independently tested evidence-based resource designed to actively support safer gambling by your customers. An essential part of that program is providing customers with the right information and tools to self-assess and manage their player journey.

- Six customizable brochures
- Valuable resource when interacting with players
- Brochures for various levels of gambling play
- Provides awareness and education
- Available in print and digital formats
- Available as singular product or as part of ALeRT's BETTOR Customer Care Program

Multi-Level Program Design

No matter where someone is in their customer journey, Healthy Bottom Line resources include practical materials and strategies to help players manage their gambling.

- Awareness and education
- Dispelling the myths of gambling
- Practical guidelines for less risky gambling
- Resources for players to self-assess
- Referrals for assistance for self or others

HBL Player Resources Include:

- Prevention: Staying on Track (How To Set and Keep a Budget)
- Self-Assessment: How Does Your Play Score?
- Self Management: Monthly Budget Planner (What is Your Gambling Limit?)
- Self Management: Payer Diary
- Assistance & Referral: Is It Still a Game?
- Is Someone You Care About Having Problems with Gambling?

Notes:

Scan Our QR Code:

View our websites, social media pages, company information, contact forms, videos, and more.

