

Providing insight into gambling risk and harm

Resources to Help Players Manage their Gambling

Provide professional encouragement to safeguard your patrons from risky play patterns that may develop into long-term issues. With six different brochures, each brochure is customized and branded for each operator to provide information that is relevant and meaningful to their customers. Materials are available in both print and digital formats.



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

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

- → Available in print and digital formats
- Available as singular product or as part of ALeRT's BETTOR Customer Care Program

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:

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

