Too Young to Bet Campaign Guidelines

The Too Young to Bet Campaign raises awareness about the risks of youth gambling and educates communities on the importance of keeping gambling activities separate from children. Public education campaigns, like the Too Young to Bet Campaign, play an important role in changing social norms and providing basic facts and education. The following guidelines highlight the educational components of the Campaign and explains how to avoid triggering, stigmatizing, and demeaning language or imagery.

Campaign Guidelines:

- Use #TooYoungToBet or #TYTB when posting about the Campaign on social media.
- The Too Young to Bet Campaign is not a pro or anti-gambling initiative, rather it is designed to support responsible gambling practices.
- Campaign features non-judgmental, non-stigmatizing, and non-demeaning language.
- Campaign graphics may not feature any type of gambling related imagery.
- Participants may not combine sales messaging with Campaign materials; the focus of all materials should be on education and awareness, not products.
- Children can be featured in campaign graphics so long as they are NOT depicted in conjunction with gambling imagery or participating in gambling activities.
- The Too Young to Bet Campaign materials can be used year-round.
- Organizations are free to use the provided materials or create their own.