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Responsible Play Partnership Reminds Gamblers that Fun Comes First

“When time is up, it’s time to go.”

“Set a spend limit. If you max out, walk away.”

New York’s Responsible Play Partnership is offering these and other practical tips to gamblers of legal age and others who may be gambling for reasons other than entertainment. The recommendations are part of a new public service campaign from the New York State Gaming Commission (Commission) who, together with the New York State Office of Addiction Services and Supports (OASAS) and the New York Council on Problem Gambling (Council), comprise New York’s Responsible Play Partnership (RPP). This new player-focused version of the popular “Responsible Gifting is Always a Bright Idea” campaign that launched last fall, supports the RPP’s goal to advance New York’s long-term commitment to preventing and treating compulsive gambling.

Commission Executive Director Robert Williams said, “The new advocacy campaign recognizes that gambling is a form of entertainment that should be pursued responsibly. As both a gaming regulator and operator, we want people to make responsible, informed choices and understand how setting time and spending limits can enhance the overall experience.”

Other guidance offered in the campaign counsels players to avoid chasing losses and reminds them that gambling is not a reliable source of income and should not lead them into debt.

Council Executive Director Jim Maney said, "Responsible gambling practices on both the part of the gaming industry, as well as individuals, are an important part of any prevention effort to reduce harm. We applaud the campaign for bringing attention to the fact that safety is important when it comes to preventing problems with gambling."

Elements of the Responsible Play PSA collaboration include [TV](#) and [radio](#) plus general market out-of-home, [retail](#), and social media. The campaign will run from mid-January to March when the RPP will launch another PSA initiative to spotlight the importance of National Problem Gambling Awareness Month.

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