

## *A Modern Approach to Responsible Gaming*

The way people engage with gaming is evolving—and so is our commitment to responsibility. Today's players want to feel informed, confident, and in control every time they play. *Play Smart from the Start* meets that moment with a proactive, approachable model that empowers players, supports sustainable engagement and focuses on keeping gambling fun.

This program is built on three core concepts:

- **Right State of Mind:** start every game with the right mindset—stay present, know your limits, and play on your terms.
- **Know the Game:** load up on knowledge to level up your play—know the rules, understand the odds, and bet with intention.
- **Act Intentionally:** Take a pause to stay in control—set a budget, take breaks, and stay aware, win or lose.

These are not rules or restrictions, they're habits rooted in comprehensive research and tested with current players. They aim to promote healthy play across all forms of legal gaming.

### *Raising the Standard for Industry Responsibility*

The legal and regulated U.S. gaming industry understands that responsible gaming isn't a side initiative—it's core to our future. *Play Smart from the Start* builds on this foundational commitment by offering:

- A scalable framework adaptable across casinos, sportsbooks, and digital platforms.
- Consumer-first messaging that resonates with everyday players—not just at-risk audiences.
- Alignment with policy around player protection, transparency and education.
- Tools and language that reflect modern entertainment expectations.

### *Evidence-Backed. Player-Tested. Industry-Driven.*

This program isn't theoretical. *Play Smart from the Start* is rooted in data and insights, including:

- Research on current player attitudes and behavior showing a clear desire for nonjudgmental, practical guidance.
- Industry-wide alignment through the American Gaming Association, with members spanning the commercial and tribal gaming sectors.

### *Want to Learn More?*

The American Gaming Association is committed to working with policymakers, regulators, and partners to ensure our approach supports your goals and the public interest. [Reach out](#) to request a briefing.