



# BEYOND THE BET

DBHDS 

**Campaign Toolkit**

JULY 2025



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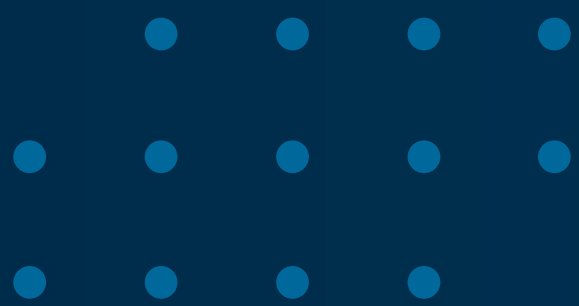
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# 01

## Campaign Background





# Overview

Beyond the Bet campaign is an initiative created by the Department of Behavioral Health and Developmental Services (DBHDS), Omni Institute, and workgroup members that consisted of various prevention staff from Community Service Boards (CSBs) across the state. Please note that if you are a CSB that is receiving problem gambling funds, disseminating this campaign is **required**.

The campaign is for the general public, with a specific focus on young adults, aiming to raise awareness about the risks and realities of sports betting. As legalized sports betting grows and gambling becomes more commonplace in online environments, this initiative promotes thoughtful and informed decisions by highlighting protective factors and advocating for responsible gaming and gambling, steering clear of fear-based messaging and stigma.

“Beyond the Bet” delivers relatable and visually compelling messages to help young adults and the general public to recognize that gambling comes with real risks. The campaign avoids scare tactics and instead emphasizes empowering young people with tools and insights to make wise choices for themselves and their futures.

Thank you to all the prevention staff from the following CSBs that helped shape the campaign.

- Blue Ridge Behavioral Healthcare
- Chesterfield
- Colonial Behavioral Health
- Crossroads
- Danville-Pittsylvania
- District 19
- Eastern Shore
- Goochland Powhatan
- Highlands
- Horizon Behavioral Health
- Middle Peninsula-Northern Neck Behavioral Health
- Piedmont
- Portsmouth Behavioral Health Services
- Prince William County
- Rappahannock Area
- Virginia Beach Human Services

# Target Audience

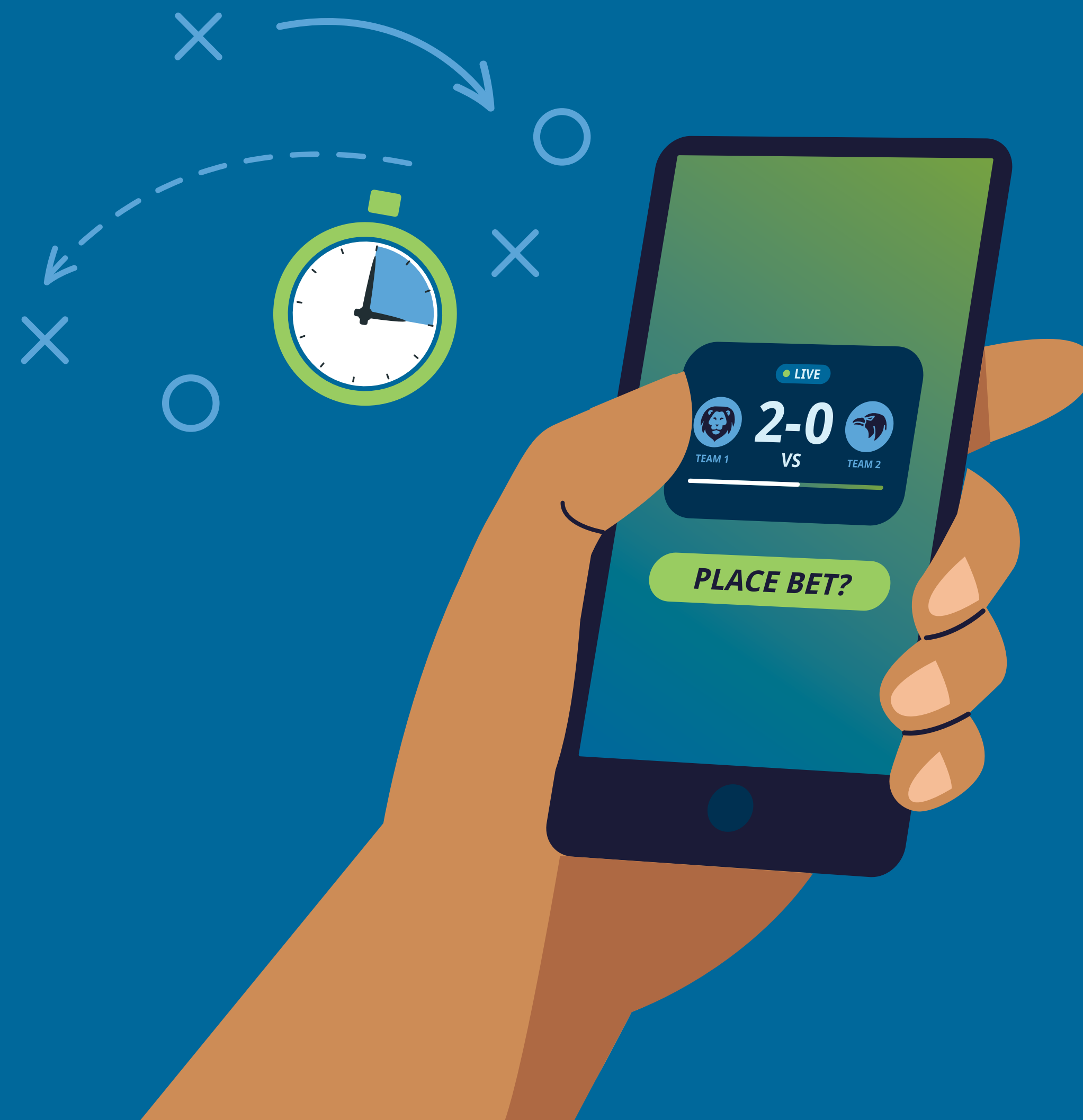
Although young adults are the focus of the campaign, it can be shared with the general public. The workgroup of CSBs determined that young adults should be the focus of the campaign as they are in a transitional life stage, often legally eligible to bet and gamble, as they face new financial independence. Many are also navigating college, entry-level jobs, or early career instability contexts where gambling might appear as a quick fix or thrilling escape.

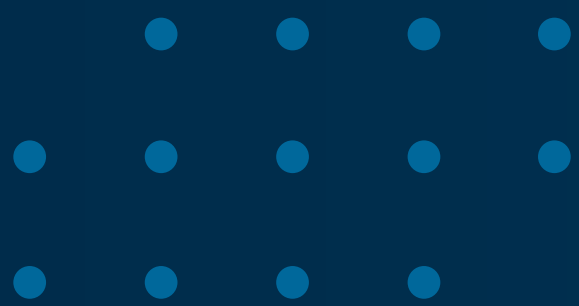
The messaging objectives focus on enhancing financial literacy and fostering long-term decision-making, while also advocating for responsible gaming and gambling as an essential element of adult independence. These goals aim to dispel the misconception that betting serves as a reliable income source. By showcasing significant, real-life accomplishments like graduating or buying a first car, the messaging emphasizes these successes as valuable investments.



# Tone & Style

The campaign adopts a clear, non-judgmental tone that authentically resonates with youth and young adults in Virginia. Instead of using scare tactics and steering people away from gambling, it focuses on gambling alternatives and safer gambling.





# 02

## Campaign Branding





# Logo

To maintain a consistent and professional appearance across all platforms and materials, please adhere to the following DBHDS branding guidelines regarding logo usage and color application when developing or modifying assets for the Beyond the Bet campaign.

The Beyond the Bet logo features a bold, modern design that aligns with the campaign's clear and direct messaging style. It consists of the campaign name presented in all caps using Helvetica font for substantial visual impact.

The words "BEYOND" and "BET" appear in bright white, representing clarity and honesty. "THE" is emphasized in a vivid green, capturing attention for the connective phrase and enhancing the campaign's message of looking beyond the superficial attractions of gambling. Following "THE" are three green arrows pointing forward, indicating progress towards the future, growth, and making wise choices. This visual identity is intentionally clean, energetic, and action-oriented, appealing to young adults while remaining credible for institutional and public use.

**BEYOND**   
**THE BET**

The **primary logo** should be displayed on all public-facing campaign materials, including social media graphics, billboards, bus advertisements, and print materials. You can find the logos [here](#).



# Logo Usage

The Beyond the Bet logo is a central element of the campaign's identity. It should be used consistently to reinforce brand recognition. The logo must remain unaltered or edited in any manner, including keeping the acronym attached to the arrow design.



BEYOND >>>  
THE BET



BEYOND >>>  
THE BET



BEYOND >>>  
THE BET



Use the full-color logo whenever possible over dark backgrounds to ensure readability.

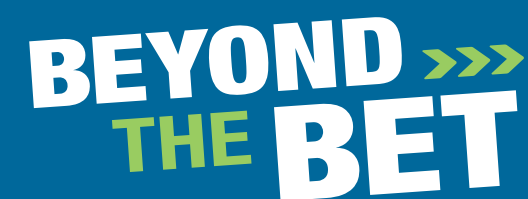


Maintain a clear space around the logo equal to the height of the "B" to avoid visual clutter.

## Alt Text for Accessibility

Alternative text to use for describing the logo on screens. "White text reads 'BEYOND' and 'BET', green text reads 'THE' with three green arrows pointing right, all on a blue background." This version ensures that users relying on screen readers will understand the structure and visual symbolism of the logo.

# Logo Usage



 Do not stretch, warp, rotate, or crop the logo.



 Do not alter the colors of the logo.



 Do not add shadows, glows, or other effects.



 Do not place the logo over complex images or patterns that reduce legibility.



 Do not place white text directly on a white background, as it will become invisible



 Do not recolor the arrows or the word "THE" to anything outside of the logo.



 Do not place white text directly on a white background, as it will become invisible

# Co-branding

To ensure a unified and credible campaign presence across Virginia, all materials used by CSBs/organizations should feature both the:

- DBHDS logo, and
- Beyond the Bet campaign logo
- Optional: CSB logo placement

The DBHDS and Beyond the Bet logo dual-logo strategy strengthens the message's credibility and demonstrates its alignment with the statewide prevention strategy. Both logos must appear on all printed and digital campaign materials, including:

- Social media posts
- Bus and billboard advertisements
- Flyers or posters
- Educational handouts such as brochures, rack cards, and wallet cards

**BEYOND**   
**THE BET**

DBHDS 

# Co-branding

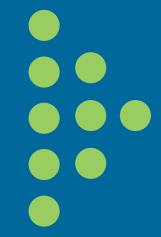
The Beyond the Bet logo should serve as the primary campaign identifier and be given prominence. The DBHDS logo should appear as an endorsement mark, positioned proportionally next to the optional CSB/organization specific logo. Logos must remain proportional to one another; do not scale one disproportionately larger than the other.

- ✓ Maintain adequate clear space around both logos.
- ✓ Only place CSB logos in designated areas, indicated as “LOGO HERE”.
- ✓ Do not place logos over complex images, busy patterns, or color gradients that affect legibility.

## Avoid:

- ✗ Replacing the campaign logo with a CSB-specific logo.
- ✗ Modifying or integrating either logo into another symbol or graphic.
- ✗ Using only the DBHDS logo or CSB-specific logo without including the Beyond the Bet campaign identity.





# Color Palette

Color plays a vital role in creating a strong, recognizable identity for the “Beyond the Bet” campaign. The campaign employs a core set of logo colors and approved secondary colors derived from the DBHDS brand guidelines. These colors contribute to ensuring visual consistency, legibility, and emotional resonance across all materials.

## Primary

These are the foundational colors used in the Beyond the Bet logo. They should appear prominently in all branded materials. Use these colors for logo applications, call-to-action elements, and campaign-specific icons or graphics.



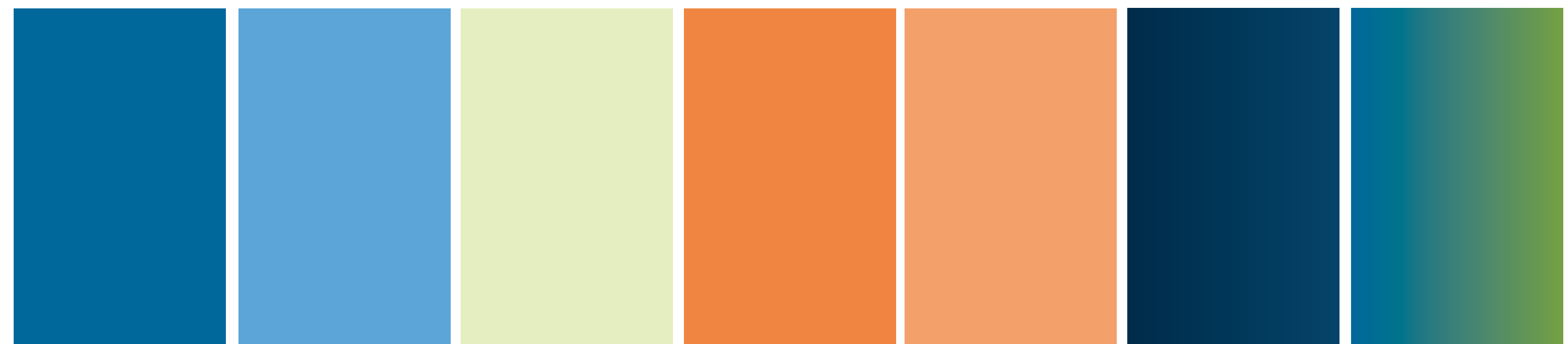
**RGB:** 27, 27, 55  
**CMYK:** 91, 87, 47, 57  
**Hex:** #1a1a37

**RGB:** 153, 204, 97  
**CMYK:** 44, 0, 81, 0  
**Hex:** #99cb61

**RGB:** 255, 255, 255  
**CMYK:** 0, 0, 0, 0  
**Hex:** #ffffff

## Secondary

These colors can be used to complement the primary brand palette. They are ideal for charts, accents, infographics, backgrounds, or visual segmentation.



**RGB:** 0, 104, 155  
**CMYK:** 100, 56, 19, 2  
**Hex:** #00679a

**RGB:** 91, 165, 216  
**CMYK:** 60, 20, 0, 2  
**Hex:** #5ba4d7

**RGB:** 91, 165, 216  
**CMYK:** 11, 0, 31, 0  
**Hex:** #5ba4d7

**RGB:** 240, 133, 65  
**CMYK:** 2, 58, 83, 0  
**Hex:** #ef8540

**RGB:** 232, 164, 116  
**CMYK:** 7, 40, 58, 0  
**Hex:** #e8a474

**RGB:** 0, 53, 86  
**CMYK:** 100, 75, 35, 40  
**Hex:** #003556

**RGB:** 0, 104, 155  
**CMYK:** 100, 56, 19, 2  
**Hex:** #00679a

**RGB:** 6, 68, 105  
**CMYK:** 100, 75, 35, 22  
**Hex:** #064469

**RGB:** 117, 161, 66  
**CMYK:** 62, 21, 100, 0  
**Hex:** #75a142





# Typography

**Headline - Helvetica Bold**

**SUBHEAD - Helvetica Neue Condensed BOLD**

Body - Helvetica Regular

HELVETICA BOLD

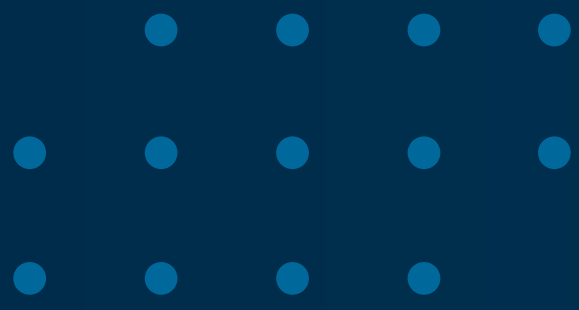
**AaBbCcDdEeFfGgHhIiJjKkL  
MmNnOoPpQqRrSsTtUuVv  
wXxYyZz123456789**

HELVETICA NEUE CONDENSED BOLD

**AaBbCcDdEeFfGgHhIiJjKkL  
MmNnOoPpQqRrSsTtUuVv  
wXxYyZz123456789**

HELVETICA REGULAR

AaBbCcDdEeFfGgHhIiJjKkL  
MmNnOoPpQqRrSsTtUuVv  
wXxYyZz123456789



# 03

## Campaign Elements







# Key Messaging

The campaign uses several distinct but complementary messages, each tailored for social media, billboards, and bus advertisements, with a focus on illustrative imagery. Informational brochures, wallet cards, and rack cards are also available to supplement the campaign. Campaign messages include:

## 01 “It’s a Game, Not a Paycheck”

Emphasizes that sports betting should remain entertainment, not a financial strategy.

## 02 “Don’t Let Bets Become Debts”

Highlights the financial consequences of unchecked betting habits.

## 03 “Big Risks ≠ Big Rewards”

Challenges the myth of guaranteed wins, even with high-risk bets.

## 04 “Bet on Your Team Self” and “Bet on Your Team Future”

Reframes betting as a metaphor for investing in long-term goals rather than short-term gains.



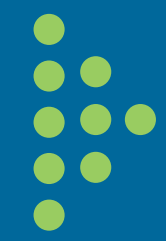
# Content Usage

- All of the content is available in box.com in [this folder](#). If you do not have access, please email [omnisupport@omni.org](mailto:omnisupport@omni.org) for access. If you are not a CSB, please include your organization name, role, and plan for dissemination in your message.
- You can share these materials electronically through social media, newsletters, blogs, and throughout the community
- Print materials, such as wallet cards, rack cards, flyers, and brochures can be disseminated at community events, at your CSB/organization, or shared with community partners for them to distribute.

- Use the hashtags listed on the social media post options when sharing these resources out. It's a great way to follow threads posted around problem gambling in Virginia. You are required to use #beyondthebet, but can use the additional hashtag options for each message to supplement your post

For social media posts, you can use the images and any messaging options provided. You may also add the following sentence at the end of each post to guide individuals to your organization.

- If betting is affecting your life, reach out to XXX for help.



# Social Media

## It's a Game, Not a Paycheck

### Post Options

#### Message:

Although sports betting may feel like a fast way to earn money, there are financial risks. Start creating healthy, financial habits that teach you how to budget and save money. When you stop counting on “luck,” your future self and your wallet will thank you.

#### Call to Action:

Create a monthly budget for yourself— prioritize paying for your bills and groceries first. This will help you build that healthy financial habit of spending money on what’s important, and then using the rest on extracurricular activities, versus the other way around.

#### Hashtag Options:

#beyondthebet (required)

#bigrisksdontequalbigrewards

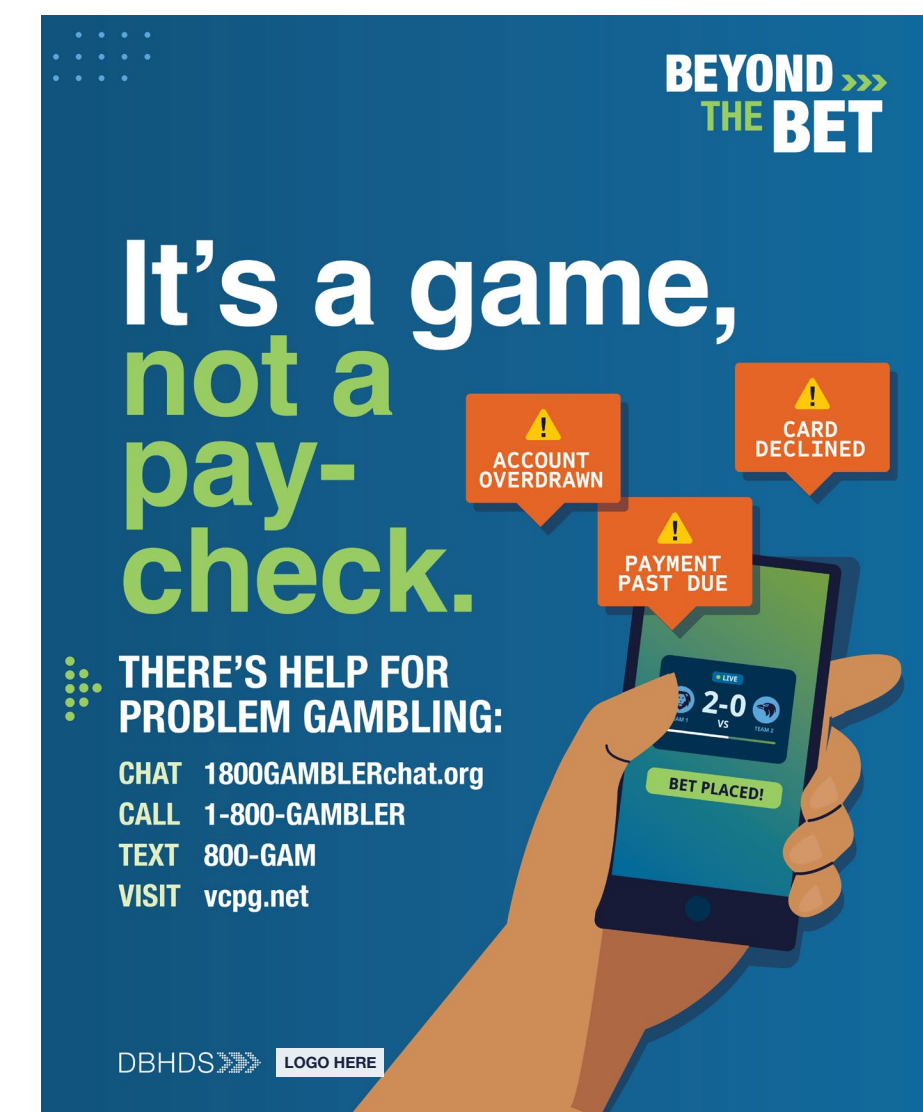
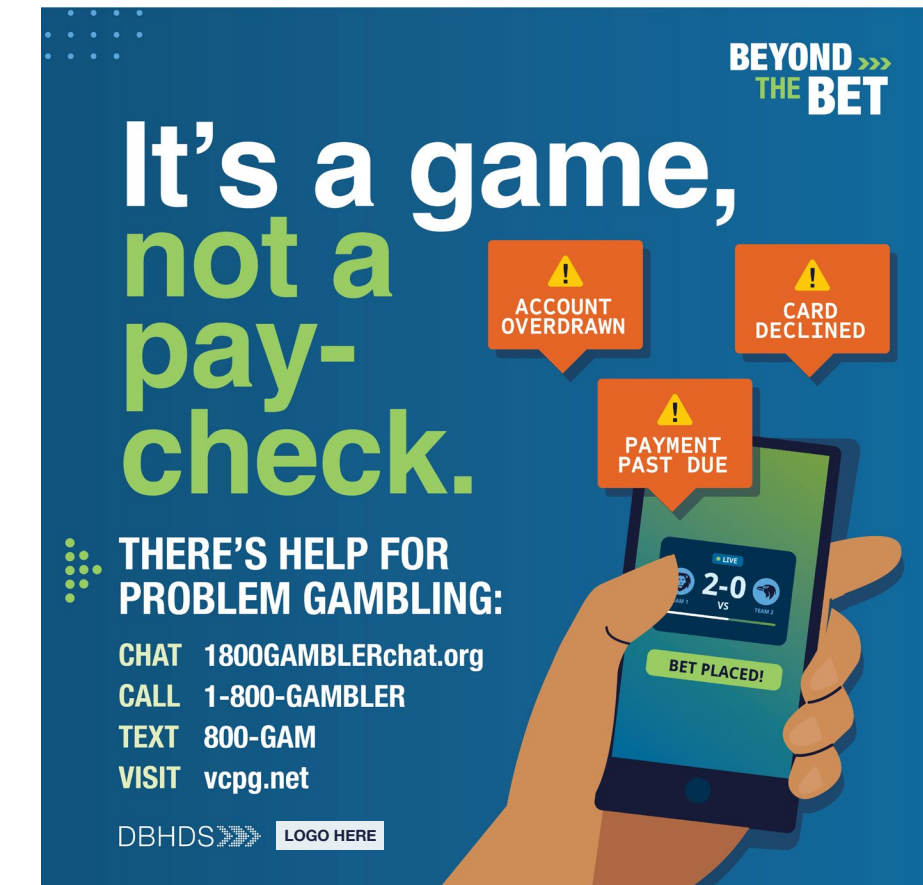
#risksdontequalrewards

#vaproblemgambling

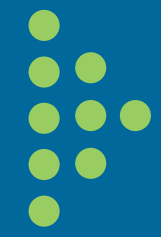
#healthyfinancialhabits

#spendsmart

#investinyourfuture







# Social Media

## Big Risks ≠ Big Rewards

### Post Options

#### Message:

Risking money on sports bets doesn't equal big rewards. Instead of gambling with your money and risking a loss, start investing it to support your future (paying school tuition, paying off student loans, paying your bills on time, etc.). Making smart decisions with your money will have a lasting positive impact on yourself and your future.

#### Call to Action:

Take risks in life, not on sports betting. Apply for a new job or learn new skills or hobbies. Focus on developing healthier ways to earn money consistently (e.g., through employment). Use that steady income to invest in enjoyable activities. Having an income you can rely on, instead of one that's based on chance, will allow you to participate in activities that are fun and beneficial to your health.

#### Hashtag Options:

#beyondthebet (required)

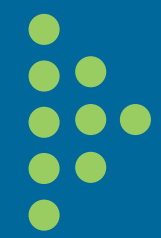
#itsagamenotapaycheck

#vaproblemgambling

#healthyfinancialhabits

#spendsmart





# Social Media

## Don't Let Bets Become Debts

### Post Options

#### Message:

When you're gambling your hard earned money on sports bets, you risk not having enough money to pay your bills. Your money should support your life, not hold you back and cause stress. Focus on learning how to budget your money and prioritize spending it on necessities first.

#### Call to Action:

Do you budget? If not, you can start by tracking your daily spending and set a limit for yourself. This will help you realize where you're spending your money and will help you find areas to improve your spending. Look for ways to cut back on spending to make sure you have enough money for necessities. For example, once you reach your betting limit on gaming and gambling, cut yourself off. Share your goals with friends so they can help support you and develop healthy financial habits.

#### Hashtag Options:

#beyondthebet (required)

#dontletbetsbecomedebts

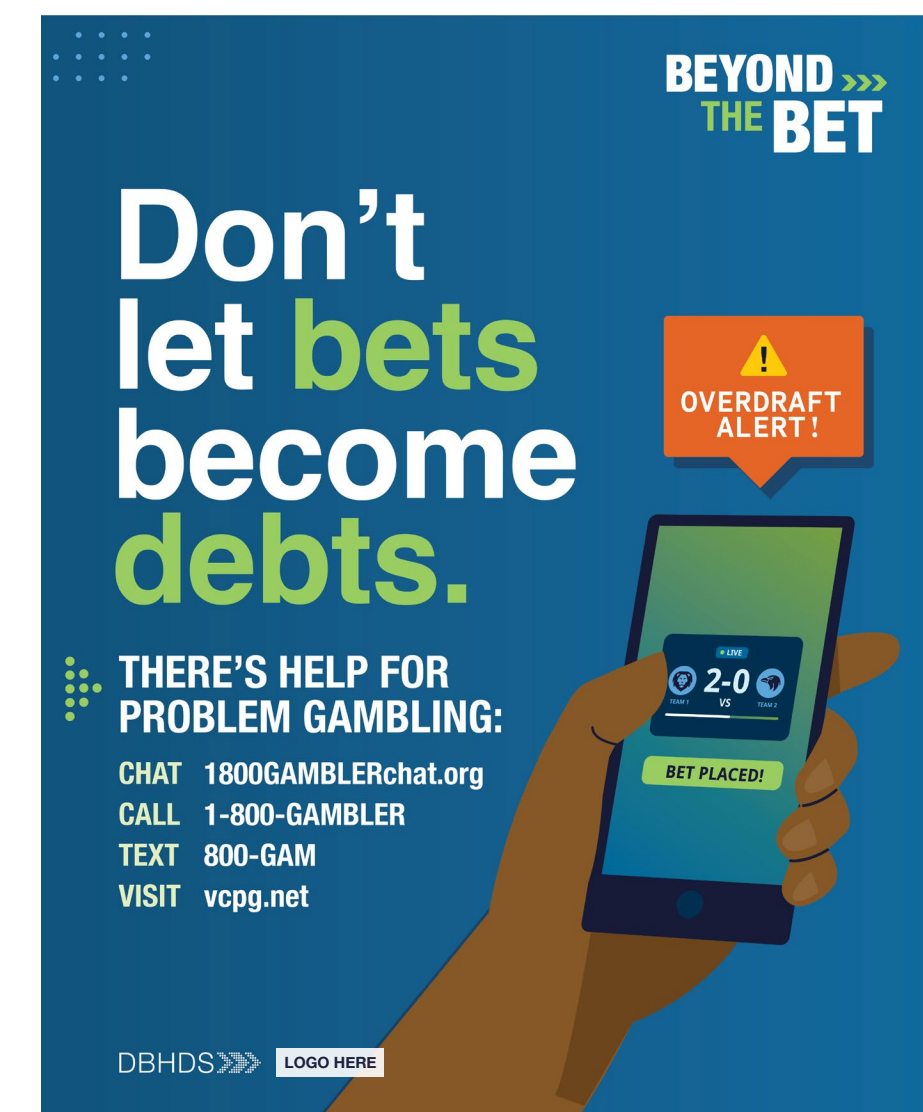
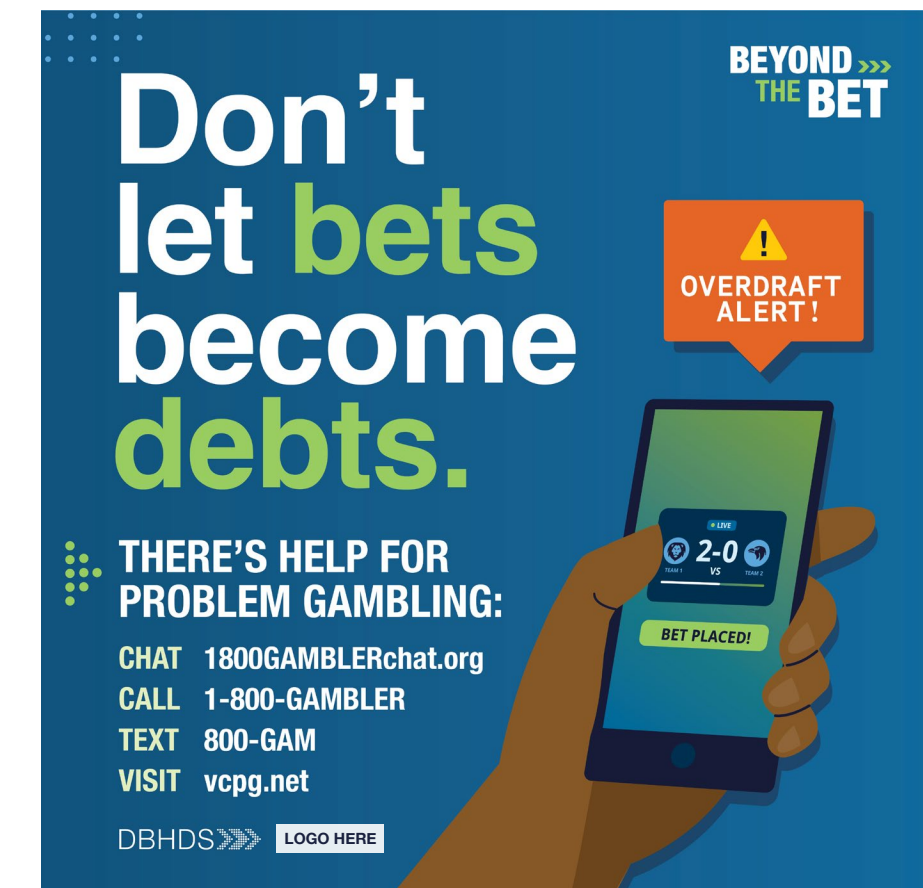
#beyondthebet

#vaproblemgambling

#healthyfinancialhabits

#spendsmart

#learntobudget







# Social Media

## Bet on Your Team Self

### Post Options

#### Message:

The most rewarding bet you will make is betting on yourself. Start investing in your future by taking care of your well-being. Make sure you have a steady income, pay your bills on time, and learn to budget your money in healthy ways. Having financial stability gives you a sense of security and brings you closer to your goals. A secure future with a stable income is worth more than a bet that could jeopardize it all.

#### Call to Action:

Set 3-5 financial goals that you want to achieve this year. Actively working towards goals will help you stay on track and focus on your future. Prevent distractions, like spending on sports bets by setting goals. Achieving them allows you to create actionable steps that keep you on track and allow you to recognize what's important and beneficial for your future.

#### Hashtag Options:

#beyondthebet (required)

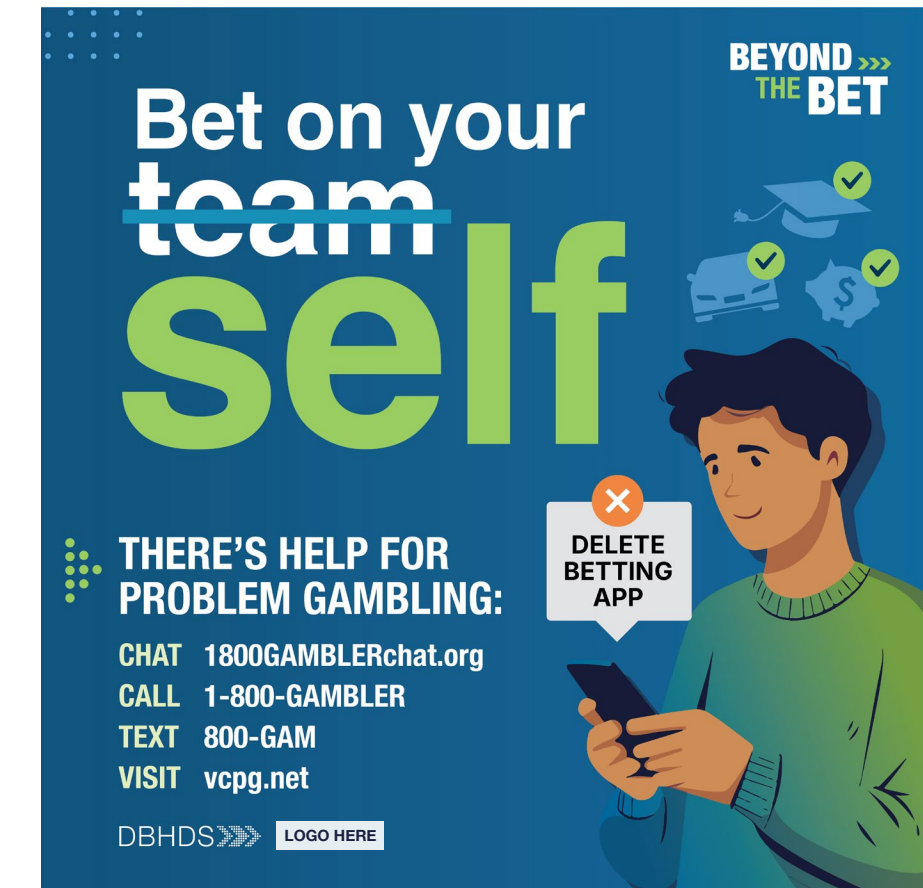
#betonyourself

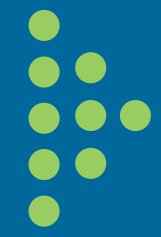
#betonyourfuture

#vaproblemgambling

#investinyourfuture

#setgoals

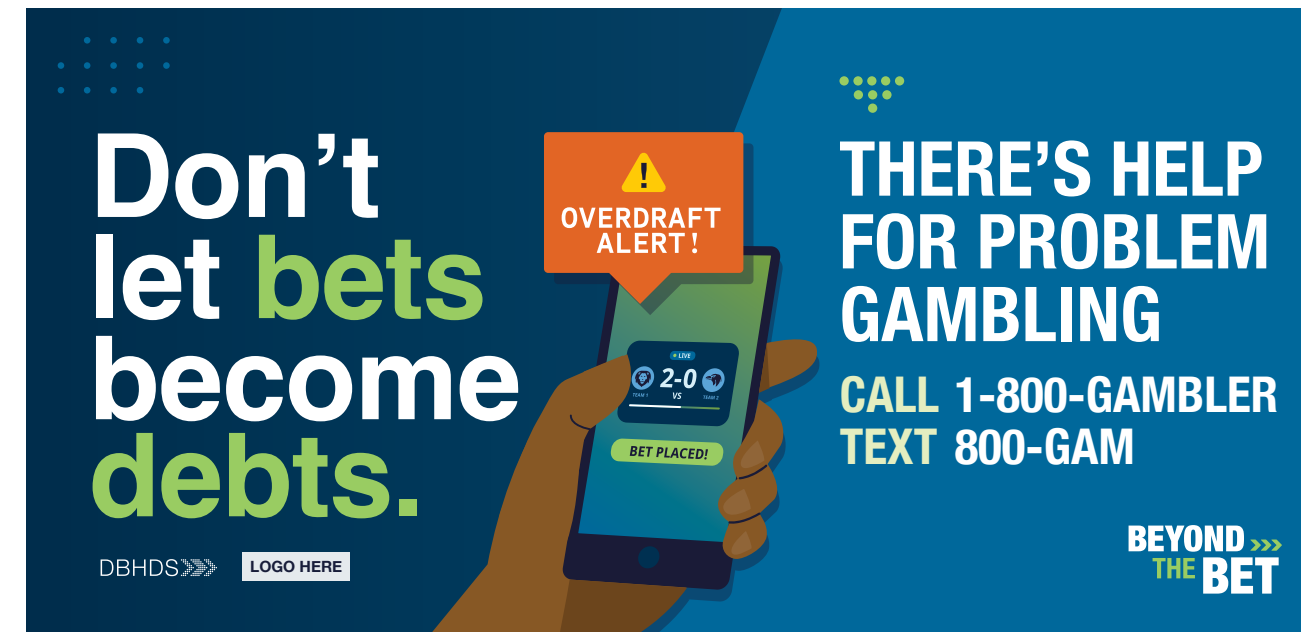




# Billboards

Billboards are available in 12'x30', 10'6"x22'9", and 8'x20' dimensions. Click [here](#) to download the images.

Optional CSB/organization logo placement: In the space to the right of the DBHDS logo.







# Internal Bus Board

Internal bus boards are available in 18"x36", 21" x 11.25", 21" x 11", and 11" x 28". Click [here](#) to download the images.

Optional CSB/organization logo placement: In the space to the right of the DBHDS logo.

**Don't let bets become debts.**

OVERDRAFT ALERT!

**THERE'S HELP FOR PROBLEM GAMBLING**

CHAT 1800GAMBLERchat.org  
CALL 1-800-GAMBLER  
TEXT 800-GAM  
VISIT vcpq.net

BEYOND THE BET

DBHDS LOGO HERE

**Bet on your team self**

**THERE'S HELP FOR PROBLEM GAMBLING**

CHAT 1800GAMBLERchat.org  
CALL 1-800-GAMBLER  
TEXT 800-GAM  
VISIT vcpq.net

BEYOND THE BET

DBHDS LOGO HERE

**Bet on your team future**

**THERE'S HELP FOR PROBLEM GAMBLING**

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TEXT 800-GAM  
VISIT vcpq.net

BEYOND THE BET

DBHDS LOGO HERE

**It's a game, not a pay-check.**

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BEYOND THE BET

DBHDS LOGO HERE

**Big risks ≠ big rewards.**

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TEXT 800-GAM  
VISIT vcpq.net

BEYOND THE BET

DBHDS LOGO HERE



# External Bus Board

External back bus board is available in 83"x73" Click [here](#) to download the images.

Optional CSB/organization logo placement: In the space to the right of the DBHDS logo.





# Flyers

For flyers, use the standard 8.5x11” size. Click [here](#) to download the images.

Optional CSB/organization logo placement: In the space above the DBHDS logo.



## Don't let bets become debts.

Sports betting can be fun, but the real win is playing responsibly. Don't let a hobby become a problem.

**IF YOU ARE GOING TO BET, REMEMBER:**

- ✓ **SET A BUDGET.** Only bet what you can afford to lose.
- ✓ **SET A TIME LIMIT.** Don't let betting take over your day.
- ✓ **TAKE BREAKS.** Get up to take a walk or eat food. Balance betting with other activities you enjoy.
- ✓ **NEVER CHASE LOSSES.** Accept losses, it's part of the game.
- ✓ **KNOW THE REALITY.** Betting is not a good way to make money. The house usually wins, or the gambling industry wouldn't be a multi-billion-dollar industry.
- ✓ **KEEP YOUR HEAD CLEAR.** Don't gamble while under the influence of alcohol or other substances.
- ✓ **SEEK HELP IF NEEDED.** You're not alone. Millions of Americans struggle with their gambling habits. Support is available.

**Need Support?**  
If betting is affecting your life, reach out for help. Support is confidential, free, and available 24/7.  
CHAT 1800GAMBLERchat.org  
CALL 1-800-GAMBLER  
TEXT 800-GAM  
VISIT vcpq.net

**BEYOND THE BET**  **LOGO HERE**



## Big risks ≠ big rewards.

Sports betting is all about the thrill—but don't let a risk take over your life.

**IF YOU ARE GOING TO BET, REMEMBER:**

- ✓ **SET A BUDGET.** Only bet what you can afford to lose.
- ✓ **SET A TIME LIMIT.** Don't let betting take over your day.
- ✓ **TAKE BREAKS.** Get up to take a walk or eat food. Balance betting with other activities you enjoy.
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**Need Support?**  
If betting is affecting your life, reach out for help. Support is confidential, free, and available 24/7.  
CHAT 1800GAMBLERchat.org  
CALL 1-800-GAMBLER  
TEXT 800-GAM  
VISIT vcpq.net

**BEYOND THE BET**  **LOGO HERE**

Responsible gaming starts with YOU. Keep the game fun, keep your head clear, and always bet responsibly.



# Brochures

For brochures, use the standard 8.5"x11" size fold into three parts. Click [here](#) to download the image.

Optional CSB/organization logo placement: In the space to the left of the DBHDS logo





# Rack Card

The rack card is available in the standard 9"x4" size. The rack card is available in English and in Spanish. Click [here](#) to download the image in English or in Spanish.

Optional CSB/organization logo placement: In the space to the right of the DBHDS logo.

## Responsible Sports Betting Tips and Resources



**GAMBLING** is when you bet on something uncertain, hoping to win more than you put in.

**SPORTS BETTING** is a form of gambling that involves wagering on sports.

### Know the Facts

**SPORTS BETTING:** The number of adults doing this has grown in the U.S. due to mobile and online technology. Being able to bet instantly and on the go, can make it easier for people to develop gambling problems.

**PROBLEM GAMBLING:** This is a serious issue that can affect anyone. In fact, millions of Americans struggle with problem gambling. It's not just about how often you gamble but how it impacts your life overall.

**CONSEQUENCES OF GAMBLING:** If not kept in check, gambling can lead to problems with money, mental or emotional health, and relationships.

**YOUTH INVOLVEMENT:** Young people are more likely to take big risks and act on impulse. With youth being more exposed to more gambling ads and promotions, they may be more likely to gamble and develop gambling problems later in life.

**ADULT GAMBLERS:** Adults who have placed a sports bet in the past year are twice as likely to show signs of problematic gambling compared to those who placed a bet, but not on sports.

**Identify the Warning Signs**

Continuing to bet after losing money thinking that you will win your money back, otherwise known as **chasing losses**.

Having **financial problems** such as not paying your bills, making late payments, or owing money to friends or family.

**Neglecting responsibilities** such as having trouble or missing work or school.

Not focusing on friends and family when you need to, leading to **relationship issues**.

Feeling anxious, irritable, or other **changes in mood** when you're not gaming or gambling.

**Lying** about the time or money you spend on bets or **hiding** your bets.

### Tips for Betting Responsibly

**SET A BUDGET.** Only bet what you can afford to lose.

**SET A TIME LIMIT.** Don't let betting take over your day.

**TAKE BREAKS.** Get up to take a walk or eat food. Balance betting with other activities you enjoy.

**KNOW THE REALITY.** Betting is not a good way to make money. The house usually wins.

**NEVER CHASE LOSSES.** Accept losses, it's part of the game.

**KEEP YOUR HEAD CLEAR.** Don't gamble while under the influence of alcohol or other substances.

**SEEK HELP IF NEEDED.** You're not alone. Millions of Americans struggle with their gambling habits.

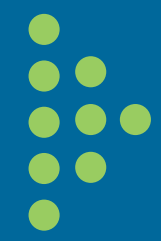
### Find Support & Resources

**CALL** 1-800-GAMBLER  
**TEXT** 800-GAM  
**CHAT** 1800GAMBLERchat.org  
**VISIT** VCPG.NET

Support is confidential, free, and available 24/7.  
Information is for informational purposes only and subject to change.

**BEYOND THE BET** | DBHDS | LOGO HERE





# Wallet Card

The wallet card is available in the standard 3.37"x2.125" size. Click [here](#) to download the image.

Optional CSB/organization logo placement: In the space above the DBHDS logo.

**Bet on yourself, not just your team.**

**BEYOND THE BET** | LOGO HERE | DBHDS

**Support is confidential, free, and available 24/7.**

**CHAT**  
1800GamblerChat.org

**CALL**  
1-800-GAMBLER

**TEXT**  
800-GAM

**VISIT**  
VCPG.NET

**Responsible Gambling Tips**

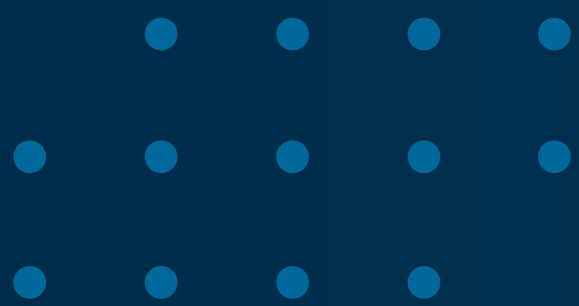
- SET A BUDGET.** Only bet what you can afford to lose.
- SET A TIME LIMIT.** Don't let betting take over your day.
- TAKE BREAKS.** Get up to take a walk or eat food. Balance betting with other activities you enjoy.
- KEEP YOUR HEAD CLEAR.** Don't gamble while under the influence of alcohol or other substances.
- KNOW THE REALITY.** Betting is not a good way to make money. The house usually wins.
- NEVER CHASE LOSSES.** Accept losses, it's part of the game.
- SEEK HELP IF NEEDED.** You're not alone. Millions of Americans struggle with their gambling habits. Support is available.

**Identify the Warning Signs**

- Chasing losses** by continuing to bet after losing thinking you will win your money back.
- Financial problems** such as not paying bills, late payments, or owing money due to gambling.
- Neglecting responsibilities** such as having trouble or missing work or school.
- Not focusing on friends and family when you need to, leading to **relationship issues**.
- Feeling anxious, irritable, or other **changes in mood** when you're not gaming or gambling.
- Lying** about the time or money you spend on bets or **hiding** your bets.

**Sports Betting in Virginia**

- Includes betting on pro sports, college sports, and events.
- Legal for adults 21+** — online and mobile apps allowed.
- Always check for licensed platforms before placing a bet.
- Ads may make it seem easy — **but every bet is a risk.**



# 04

## Data Entry Guidance







# Data Entry Guidance (CSBs Only)

Before disseminating the Beyond the Bet Media Campaign, please follow the steps below:

- Copy the Beyond the Bet Media Campaign from the Reference Data Entry Plan in box.com and paste it into your CSB's Evaluation Roadmap Data Entry Plan Tab.
- Add in the start of the campaign, funding sources, and counties it will be disseminated.
- Ensure the Beyond the Bet Campaign addresses the Problem Gambling problem area in your Prevalence & Outcome Data, Risk & Protective Factor Data, DEP, and Logic Model tabs.
- Identify a short-term measurement outcome for the year to document in the Annual Targets tab. Your assigned Omni TA can help you identify metrics; inform them when your plan is ready for review.
- Add this campaign in PBPS with the information in your DEP and Annual Targets tab.

For questions on these directions, please contact [OMNIsupport@omni.org](mailto:OMNIsupport@omni.org)

When your Beyond the Bet Media Campaign is set up in your Evaluation Roadmap, PBPS Plan Channel, and these have been reviewed by Omni, you may begin to enter data.

- Depending on your CSB's implementation of the campaign, follow the guidance below:
- Social media reach/impressions tracking: Enter one activity per month with the total reach for that campaign's messaging across all social media platforms.
- For materials handed out in the community or at events: Enter one activity per event or distribution of materials.
- For large-scale dissemination like billboards: Enter one activity for the entire time that the specific message is being publicized.
- In your activity description, please include applicable details such as:
  - 1) How you disseminated the information
  - 2) What audience was targeted
  - 3) What date range you are reporting for (i.e., if you are reporting on a billboard that ran from July 2025 to October 2025)