

Three State of Michigan Agencies One Shared Goal



**MICHIGAN
LOTTERY**™





**MICHIGAN
LOTTERY™**

Responsible Gaming

Keesha Garrett

Corporate Responsibility Director

Office of Compliance and Legal Affairs

Our Mission

The Michigan Lottery strives

- To maximize net revenues to supplement state K-12 public education programs.
- To provide fun and entertaining games of chance.
- To operate all games and bureau functions with nothing less than total integrity.



Lottery Products

- ▶ Instant Tickets
- ▶ Pull Tabs
- ▶ Draw Games (Mega Millions, Powerball, Lucky for Life, Lotto 47, Fantasy 5, Daily 3, Daily 4, Poker Lotto, Keno and Club Keno)
- ▶ Fast Cash
- ▶ Online Digital- iLottery



What is Responsible Gaming?



Responsible gaming is a commitment to providing gambling services in a responsible manner such that the harm of gambling to society is minimized.

Being aware of the risk involved in gambling allows one to manage one's gambling behavior by:

- Balancing gambling with other activities;
- Setting a limit to the frequency and time spent on gambling; and
- Setting a budget for gambling.

Source: National Council on Problem Gambling

Why Do We Have a Responsible Gaming Program?



THE MCCAULEY-TRAXLER-LAW-BOWMAN-MCNEELY LOTTERY ACT



The Lottery shall produce the maximum amount of net revenues for the
state

consonant with the general welfare of the people."

- To ensure gambling operations are carried out in a socially acceptable manner to ensure the sustainability of the industry.
- To practice corporate social responsibility by creating a gaming environment that is safe for patrons and the public.
- To raise awareness regarding problem gambling behavior and the negative effects of problem gambling, including financial, relationship, and social problems.

Lottery Responsible Gaming Program

- ▶ \$1 Million per year to help fund problem gambling services in Michigan
- ▶ Responsible Gaming Manager
- ▶ Industry Memberships
- ▶ Responsible Gaming Certifications



Lottery's Responsible Gaming Program



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Accreditations

- NASPL-NCPG Responsible Gambling Verification Program
- Internet Compliance Assessment Program (iCap)

NASPL-NCPG Responsible Gambling Verification Program



- Planning
- Employee Training
- Retailer Training
- Public Education and Awareness
- Product Oversight
- Research and Evaluation
- Advertisement



Internet Compliance Assessment Program (iCap)



**MICHIGAN
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- Policy
- Staff Training
- Informed Decision
- Assisting Players
- Self Exclusion
- Advertisement and Promotion
- Game Site Features
- Research
- Payment



Lottery's Responsible Gaming Program



In 2023 we had 196,095
total visits to the RG
webpage

The screenshot shows the Michigan Lottery's Responsible Gaming (RG) webpage. At the top, there's a navigation bar with links for GAMES, RESOURCES, PROMOTIONS, RESPONSIBLE GAMING (highlighted), and ABOUT US. Below the navigation bar, the main heading is "RESPONSIBLE GAMING". A prominent banner for "PROBLEM GAMBLING AWARENESS MONTH" features the Michigan Lottery logo, a blue ribbon, and the tagline "EVERY STORY MATTERS". Below the banner, the section "PLAY RESPONSIBLY: KEEPING IT FUN AND SAFE" provides contact information for confidential support: Call (800-270-7117), Text (248-648-3363), and Live Chat. It also lists available languages for the Responsible Gaming Brochure: English, Spanish, and Arabic. A paragraph titled "Our Responsible Gaming Policy: A Commitment to Our Players and Michigan" explains the lottery's commitment to responsible gaming and its support for problem gambling treatment. Below this, a section titled "RESPONSIBLE GAMING RESOURCES" displays a grid of buttons linking to various resources: ONLINE GAMING SAFEGUARDS AND TOOLS, UNDERSTANDING ODDS, TIPS FOR BETTING RESPONSIBLY, PROBLEM GAMBLING, COMMON LOTTERY MYTHS, PROTECTING MINORS, and CONFIDENTIAL HELP AND SUPPORT.

RESPONSIBLE GAMING

PROBLEM GAMBLING AWARENESS MONTH
→ EVERY STORY MATTERS

PLAY RESPONSIBLY: KEEPING IT FUN AND SAFE

Michigan Problem Gambling Support: Confidential, one-on-one support to any Michigan resident seeking help for a gambling problem.

- Call: 800-270-7117
- Text: 248-648-3363
- Live Chat
- Responsible Gaming Brochure: [English](#), [Spanish](#), [Arabic](#).

Our Responsible Gaming Policy: A Commitment to Our Players and Michigan

Michigan Lottery games are designed to be fun and exciting entertainment. While millions of players enjoy our games responsibly each year, some individuals display signs of problem gambling behavior. For those individuals, the Michigan Lottery is committed to providing tools, information, and assistance finding help. As part of that effort, the Michigan Lottery provides \$1 million each year to the Michigan Department of Health and Human Services to support statewide education and treatment programs for problem gambling.

Responsible gaming has been an integral part of the Michigan Lottery since it was established in 1972. That commitment extends to our online presence. Please review this page for information about how to use our online tools, information about responsible gaming, and contact information for seeking confidential help.

Please select from the following list for more information:

RESPONSIBLE GAMING RESOURCES

- ONLINE GAMING SAFEGUARDS AND TOOLS
- UNDERSTANDING ODDS
- TIPS FOR BETTING RESPONSIBLY
- PROBLEM GAMBLING
- COMMON LOTTERY MYTHS
- PROTECTING MINORS
- CONFIDENTIAL HELP AND SUPPORT

Lottery's Online Responsible Gaming Program



- Cool Off
- Deposit Limits
- Play History
- Loss Limits
- Self-Exclusion



Cool Off

A Positive Play feature that allows a player to take a pause from Michigan Lottery's online gaming. The Cool Off period prevents a player from placing any bets or depositing funds during a set period. The player will still be able to make changes to their account and withdraw funds. Cool Off may be set by the player through the Responsible Gaming Tools section in My Account or with the help of a Michigan Lottery Support Center Representative upon request.

[Go to Cool Off](#)



Deposit Limits

A Positive Play feature that allows the player to set daily and weekly deposit limits. A default \$505 weekly limit is set at registration. A player can raise or lower the deposit limit at any time. Lowering a deposit limit will take immediate effect, but a player who chooses to raise their deposit limit must wait 48 hours for such a change to take place. Deposit Limits may be set by the player through the Responsible Gaming Tools section in "My Account" or with the help of a Michigan Lottery Support Center Representative upon request.

[Go to Deposit Limits](#)



Loss Limit Tool

A Positive Play feature that provides a player with the ability to control their total losses per day, effective for 24 hours starting at midnight each day. A player can set a dollar limit for the amount they can lose in a day. A player will not be allowed to lose more than the limit they set plus any amount of money they won that day. A player can access features within their account but cannot wager again until midnight of the following day. Daily Loss Limits may be set by the player through the Responsible Gaming Tools section in "My Account" or with the help of a Michigan Lottery Support Center Representative upon request.

[Go to Loss Limit](#)



Play History

Players can monitor the time and money they spend on Michigan Lottery's online gaming through their personalized account histories. Each account history provides a full overview of the games played, the amount wagered on each game, wins and losses, and deposited and withdrawn funds. Players can access their account histories in the 'My Account' section of the site.

[Go to Play History](#)



Self-Exclusion

A Positive Play feature that allows a player to close their account for a selected exclusion period. During the exclusion period a player's account will not be reopened for any reason. The player will not be able to access their account to make changes or withdraw funds. Exclusions may be set by the player through the Responsible Gaming Tools section in "My Account" or with the help of a Michigan Lottery Support Center Representative upon request.

[Go to Self-Exclusion](#)

Lottery's Responsible Gaming Program



**MICHIGAN
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Self-Exclude Tool
Responsible Gaming

WATCH NOW

Self-Exclusion

A Positive Play feature that allows a player to close their account for a selected exclusion period. During the exclusion period a player's account will not be reopened for any reason. The player will not be able to access their account to make changes or withdraw funds. Exclusions may be set by the player through the Responsible Gaming Tools section in "My Account" or with the help of a Michigan Lottery Support Center Representative upon request.

[Go to Self-Exclusion](#)

Lottery's Responsible Gaming Program



**MICHIGAN
LOTTERY™**

Cool-Off Tool
Responsible Gaming

WATCH NOW

Cool Off

A Positive Play feature that allows a player to take a pause from Michigan Lottery's online gaming. The Cool Off period prevents a player from placing any bets or depositing funds during a set period. The player will still be able to make changes to their account and withdraw funds. Cool Off may be set by the player through the Responsible Gaming Tools section in My Account or with the help of a Michigan Lottery Support Center Representative upon request.

[Go to Cool Off](#)

The Michigan Lottery's online services

Lottery's Responsible Gaming Program



Responsible Gaming Resources at Retail

- RG Brochure
- RG Terminal Messages
- RG Trained Retailers
- RG Trained District Sales Representatives
- RG Messaging on all printed product

TERMINAL SIGN-ON MESSAGE			
<p>-Copy is limited to 26-characters per line (including spaces) and 39-lines.</p> <p>-Length of message may be impacted by new product launches; identifying a schedule for message can help identify any possible limitations.</p>			
LINE COUNT	COPY	CHARACTER COUNT	CHARACTER
1		0	26
2		0	26
3	March is Problem	17	26
4	Gambling Awareness Month	24	26
5		0	26
6	A "Play Responsibly"	20	26
7	button is now available	23	26
8	on the terminal homescreen	26	26
9	for people with questions	25	26
10	about problem gambling.	23	26
11		0	26
12	Free, confidential	18	26
13	help is available 24/7	22	26
14	by calling	10	26
15	1-800-270-7117	14	26
16		0	26
17		0	26
18		0	26
19		0	26
20		0	26
21		0	26
22		0	26
23		0	26
24		0	26
25		0	26
26		0	26

Check if you're a winner! Uncover the barcode found in the game play area on the front of the ticket and scan it with the Michigan Lottery Mobile App or at any Lottery Ticket Checker to see if you have a winning ticket.

PRIZES MUST BE CLAIMED BY SEPTEMBER 5, 2024.

Instant prizes of \$5, \$10, \$20, \$50, \$100 and \$500 may be paid by any Lottery retailer. Winners of \$2,000 and \$500,000 must call the Lottery Player Relations Office at (517) 373-1237 to claim their prize.

Approximate overall odds are 1 in 4.00. Michigan Lottery accepts credit and debit.

All tickets, transactions and winners are subject to Lottery rules, directives and state law and any prospective and uniform changes thereof. Liability for void ticket is limited to replacement of ticket or refund of retail sales price. This ticket is a bearer instrument. Printed in Michigan.

Odds of winning a prize and the number of winning tickets produced are established before ticket sales begin, and will change as prizes are won. Tickets may continue to be sold after all top prizes have been claimed. Visit MichiganLottery.com for remaining prizes.



COMMON GAMBLING MYTHS

MYTH: Playing certain days of the week will increase my chances of winning.

FACT: The chances of winning on any day are exactly the same as the day before. Gambling games are random, so playing every day makes no difference.

MYTH: If I keep gambling, my luck will change and I'll win back the money I've lost.

FACT: Continuing to gamble with the hopes of winning back lost money is referred to as "chasing losses" and does not increase your chances of winning. Each time you place a bet, the odds are no more in your favor than they were the last time.

RESOURCES

Michigan Problem Gambling Helpline
1-800-270-7117

Michigan Association on Problem Gambling (MAPG)
www.michapg.com

National Council on Problem Gambling
1-800-522-4700
www.ncpgambling.org

Gamblers Anonymous
www.gamblersanonymous.org

GAM-ANON
www.gam-anon.org

KEEPING IT FUN
Play Responsibly

MICHIGAN LOTTERY CARES

MICHIGAN LOTTERY

MAPG MICHIGAN ASSOCIATION ON PROBLEM GAMBLING

MDHHS Michigan Department of Health & Human Services

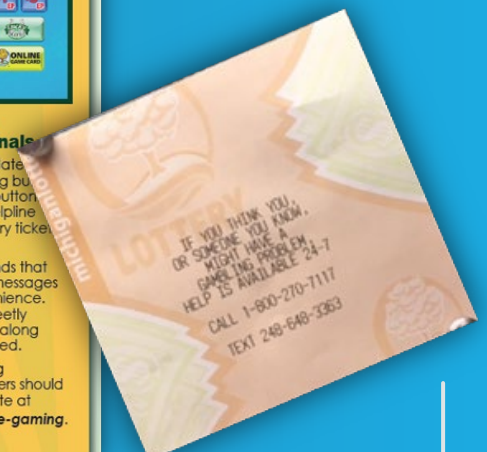
RESponsible Gaming.
Help is available 24/7. Call 1-800-270-7117

New Problem Gambling Button On Lottery Terminals

Lottery terminals have been updated to include a new problem gambling button on the homescreen. When the button is pressed, problem gambling helpline information will print out on Lottery ticket stock.

The Michigan Lottery recommends that retailers print-out several of the messages for player reference and convenience. The messages can also be discreetly printed and provided to players along with any Lottery wagers purchased.

For additional problem gambling information and resources, retailers should visit the Michigan Lottery's website at michiganlottery.com/responsible-gaming.



Lottery's Responsible Gaming Program



**MICHIGAN
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Public Awareness Campaigns

- **Problem Gambling Awareness Month (National Council on Problem Gambling)- March**
- **Responsible Gaming Education Month (American Gaming Association)- September**
- **Gift Responsibly Holiday Campaign (National Council on Problem Gambling)- November and December**



Lottery's Responsible Gaming Program



**MICHIGAN
LOTTERY**

Public Service Announcement
"Do You Wonder?"

AGENCY: SMZ

CLIENT: MICHIGAN LOTTERY

TITLE: RESPONSIBLE GAMING PSA - MYTH 1

AD-ID: ML0-3588-T24H

LENGTH: :30

VIDEO: 1920x1080

AUDIO: Stereo

RATE: 23.98

DATE: 03/01/24

Switch
POST

225 E HUDSON - ROYAL OAK MI 48067
248-629-7979

Knowing Your Limits is Always the Best Bet!



THANK YOU!



Michigan Gaming Control Board

Our Mission

The Michigan Gaming Control Board Shall
Ensure The Conduct Of Fair And Honest
Gaming To Protect The Interests Of The
Citizens Of The State Of Michigan

Sandra Johnson

Manager, Responsible Gaming

Sarah Rye

Department Specialist, Responsible Gaming



Michigan Gaming Control Board

What We Do



➤ **The Board is composed of five members and an executive director appointed by the Governor**

- Gaming Control & Revenue Act
- Traxler-McCauley-Law-Bowman Bingo Act 382 of 1972
- Horse Racing Law of 1995
- Lawful Internet Gaming Act
- Lawful Sports Betting Act
- Fantasy Contests Consumer Protection Act

➤ **Licensing and Regulation**

- Detroit commercial casino gaming operations
- Online gaming and sports betting operators, platform providers and suppliers
- Pari-mutuel horse racing
- Casino-style charitable gaming
- Audits tribal gaming compact agreement compliance

➤ **Investigations**

- Patron Disputes
- Violations of the various gaming acts
- Investigates illegal gambling activities

Responsible Gaming Section

What We Do



- ***Don't Regret The Bet Campaign***
- **Outreach Events**
- **Community Resources**
- **Speaking Engagements**
- **Voluntary Self-Exclusion Programs**
- **Problem Gambling Diversion Program**

Outreach

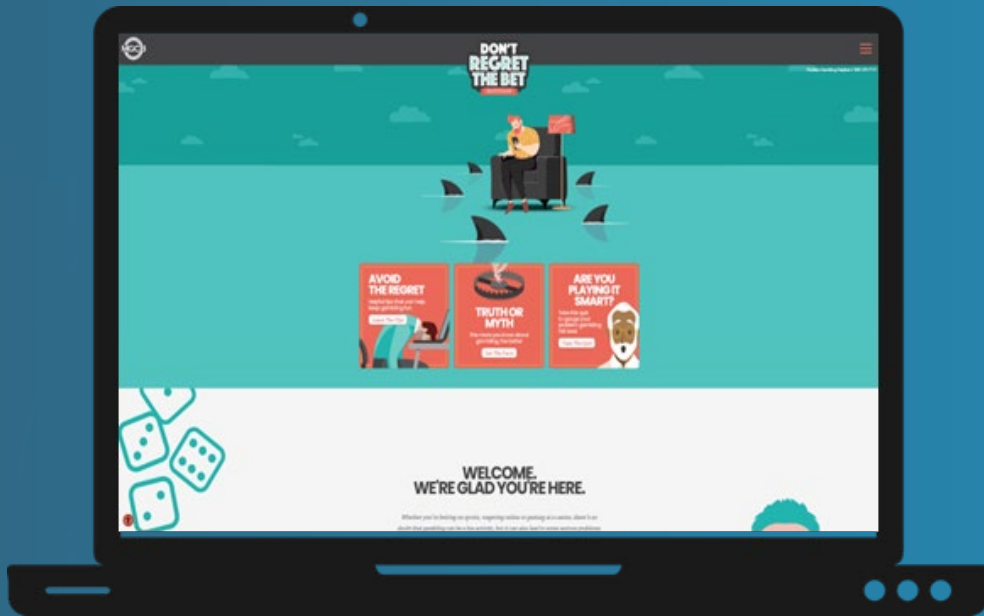
Community Resources

- DontRegretTheBet.org
- Michigan.gov/mgcb
- Presentations and partnerships
- *Double Down Michigan* podcast
- March is Problem Gambling Awareness Month
- September is Responsible Gaming Education Month



Outreach

Websites



>115,000 People have visited the new website
>141,000 visits to the new website



michigan.gov/mgcb



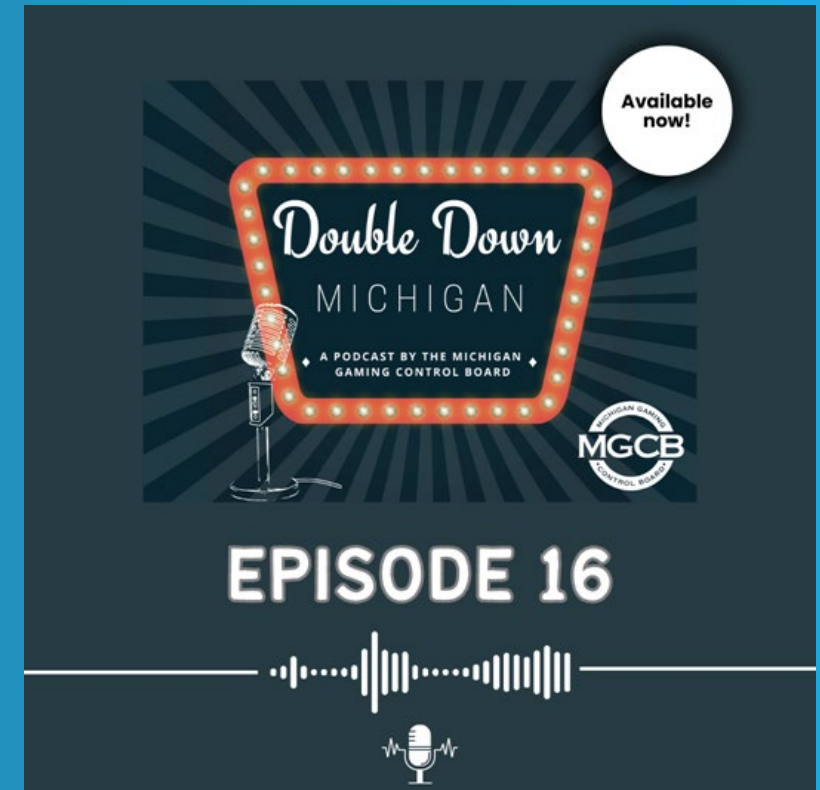
DontRegretTheBet.org

Outreach



Podcast

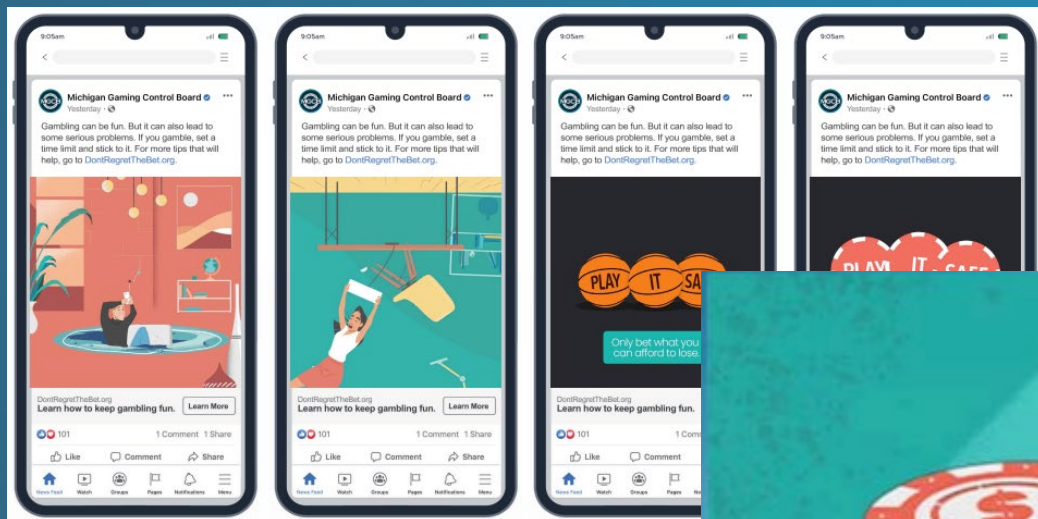
- Host Executive Director Henry Williams discusses responsible gaming, industry news, gaming legislation in our state, current trends and more.
- Features special guests from the gaming industry so you can get the inside scoop.
- Access on Buzzsprout, Apple Podcasts, Spotify, Amazon Music, iHeart Radio, and more.



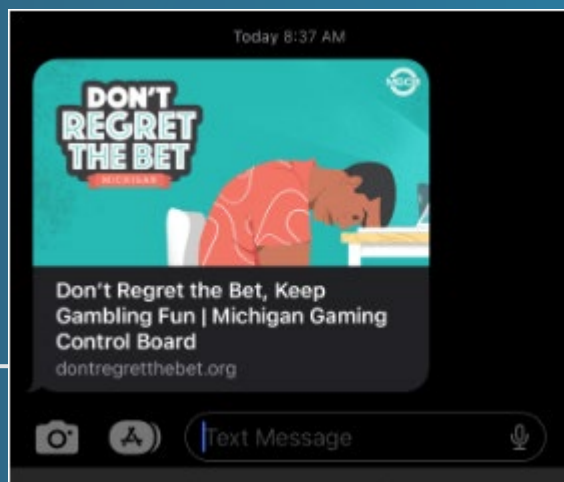
LISTEN ON



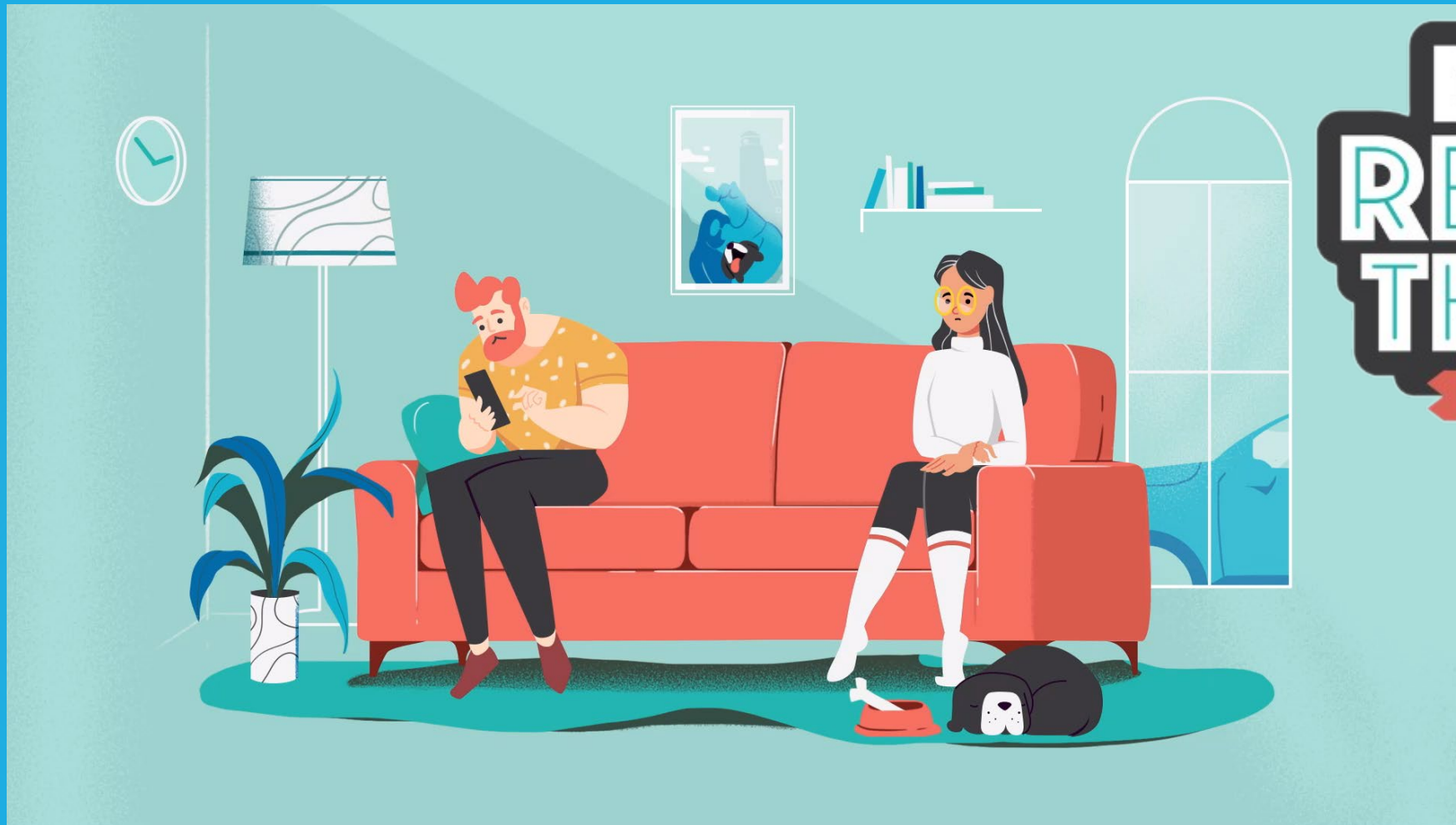
Media Campaign



- 100 million impressions through its digital tactics
- Statewide Behavior Targeting social campaign has a 3.37% CTR
- Socials have been engaged with over 663,000 times

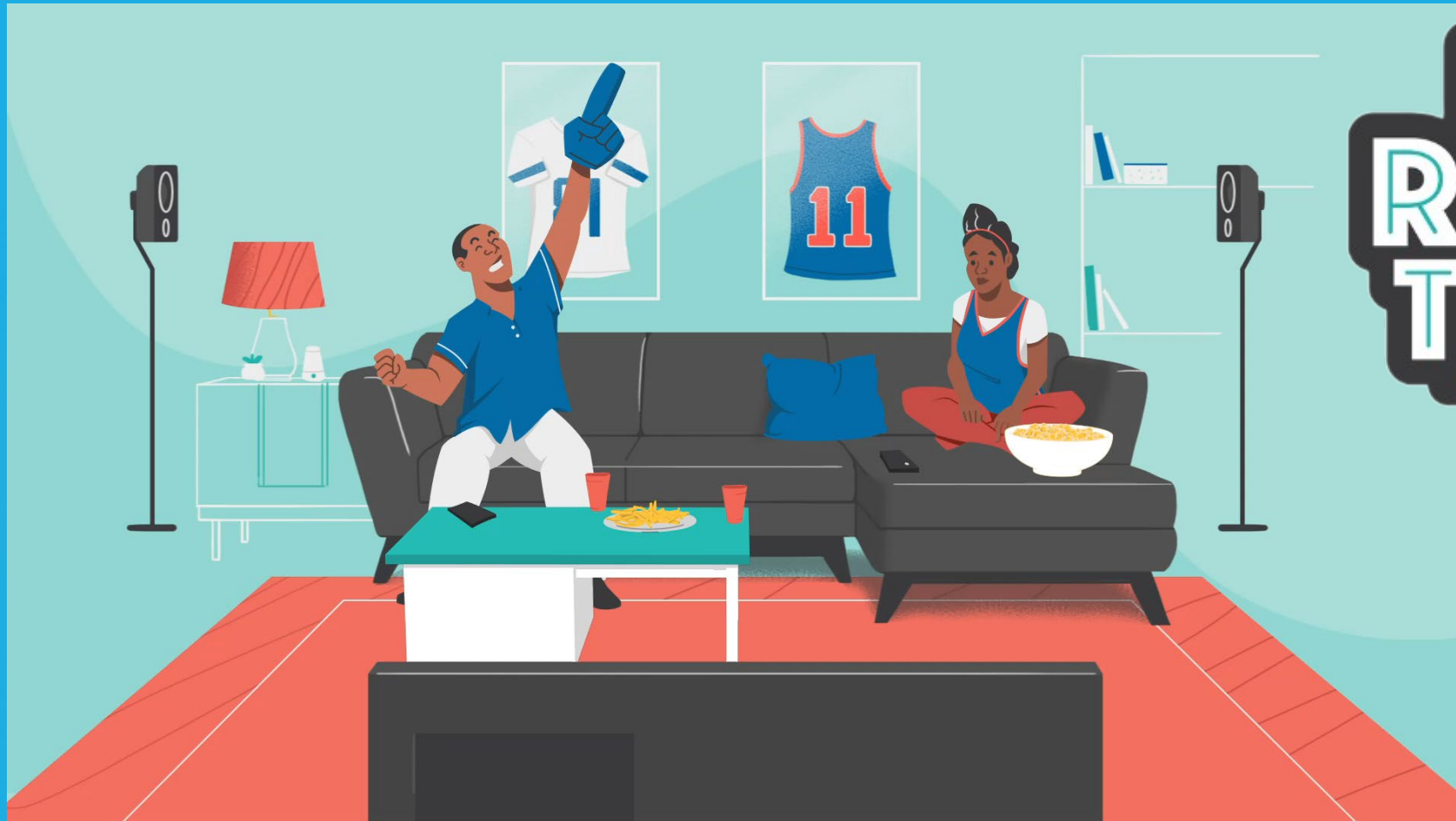


Commercials (TV & Social Media)



**DON'T
REGRET
THE BET**
MICHIGAN

Commercials (TV & Social Media)



**DON'T
REGRET
THE BET**
MICHIGAN



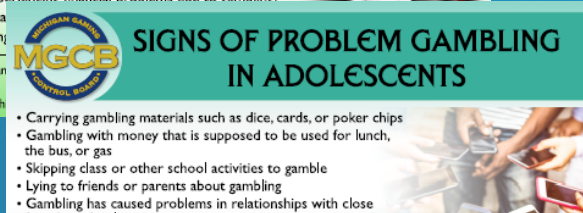
Media Campaign

The “Don’t Regret the Bet” campaign received national and international acclaim

- **PRNEWS Digital Awards First Place:** Facebook Platform Presence
- **AVA Digital Platinum Award:** Digital Marketing Campaign
- **AVA Digital Platinum Award:** Creativity in Website Design
- **dotCOMM Platinum Award:** Website Elements/Microsite
- **dotCOMM Platinum Award:** Digital Marketing Campaign
- **MarCom Platinum Award:** Integrated Marketing
- **Viddy Platinum Award:** Integrated Marketing
- Shorty Awards finalist in the Social Good Campaign category



Request a package of Responsible Gaming Resources



Online Responsible Gaming Tools

Did you know?

While most gambling doesn't hurt anyone, some people do become "hooked" on gambling and can't stop betting. For those who want to exercise control over their gambling, the online gaming and sports betting providers offer several options on their sites.



Time Limits:

- Customers can opt into a time management system that allows you to limit your daily, weekly, and/or monthly time on the site; after exceeding this time you are prevented from further play.
- Online gaming and sports betting sites offer reminders during your session of time spent on the site and the amounts spent; these can be done every 15, 30 or 45 minutes.



Spending Limits:

- Deposit** - limit the total dollar amount that can be deposited to your account on a daily, weekly, and/or monthly basis.
- Total Wager** - limit the total dollar amount allowed per wager on a daily, weekly, and/or monthly basis.
- Maximum Single Wager** - limit the total dollar amount per line on each wager allowed on a daily, weekly, and/or monthly basis.



"Cooling off Period"

- Many platform providers allow customers to temporarily suspend their account from further gaming; suspensions span from days to weeks and cannot be reversed.
- During the suspension, customers are unable to re-open their account until the scheduled re-opening date.

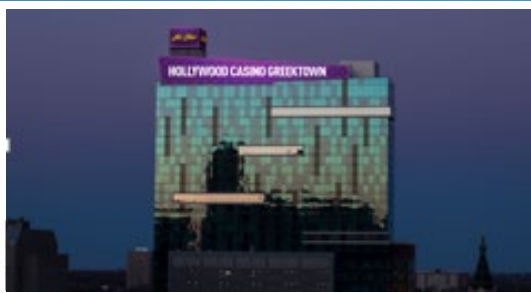
For more tips to game responsibly, ways to recognize signs of problem gaming, and resources for help go to www.michigan.gov/mgcb

1-800-
GAMBLER
Coming
Soon!

PDF's downloadable from our website or via email request mgcb-rgd@michigan.gov



MotorCity Casino



Hollywood Casino at Greektown



MGM Grand Detroit Casino



Voluntary Self-Exclusion

What programs are available in Michigan?

Michigan Voluntary Self-Exclusion Programs

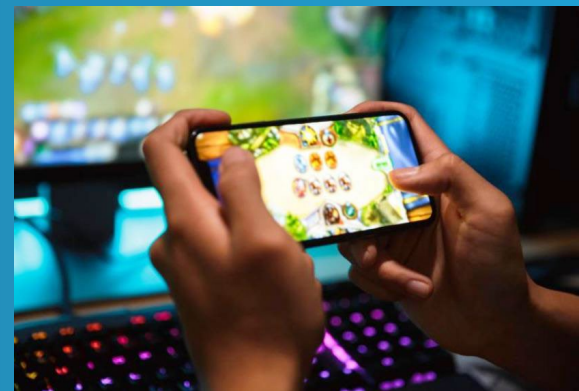
Disassociated Persons List

Commercial Casinos



Responsible Gaming Database

Online Gambling and Sports Betting sites

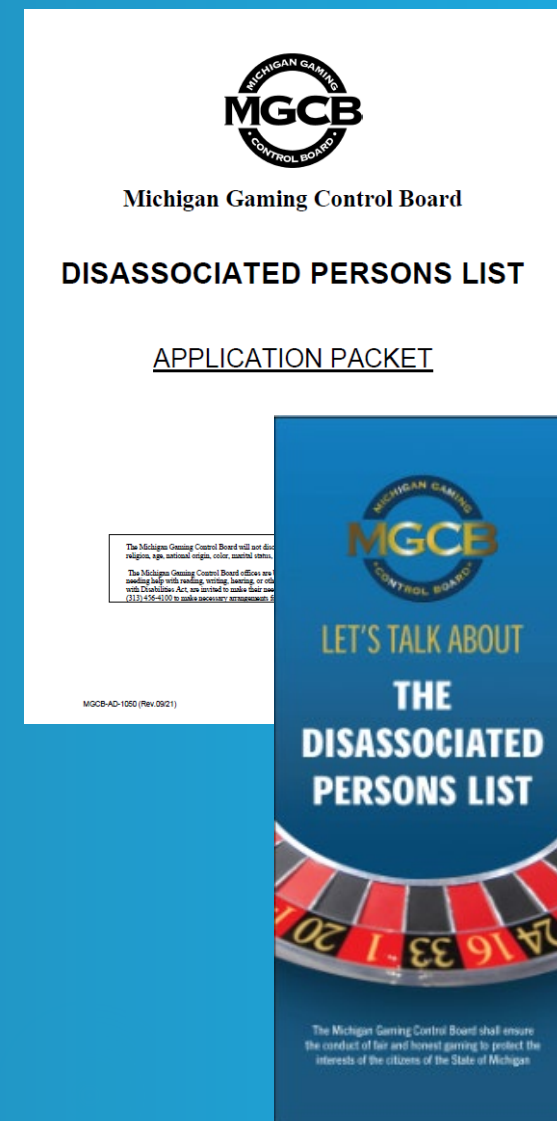




Disassociated Persons List (DPL)

Facts

- Voluntary self-exclusion from gambling at Detroit casinos
- May not enter or be present on casino gaming floor for any reason
- Permitted in the hotel and conference areas
- Consequences for violating the terms and conditions:
 - *Criminal trespassing, which is punishable by imprisonment for not more than one year, a fine of not more than \$1,000 or both*
 - *Winnings are confiscated*
- Confidential program, not open for public inspection
- DPL does not cover tribal casinos, applicant will need to contact individual tribal casino properties for information on self-exclusion.
- Lifetime program. After 5 years on the list, applicant is eligible to apply for removal.



Disassociated Persons List

Placement on the DPL

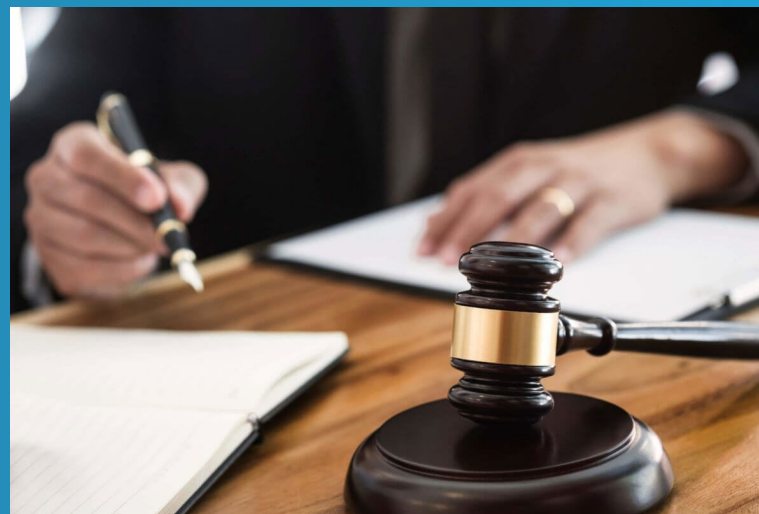
- Appointments only
- ID verification
- Appointment session is video recorded
- Comprehensive review of application
- Applicant picture and information is electronically sent to the Detroit casinos upon completion of appointment
- Provided counseling information and responsible gaming literature



Disassociated Persons List

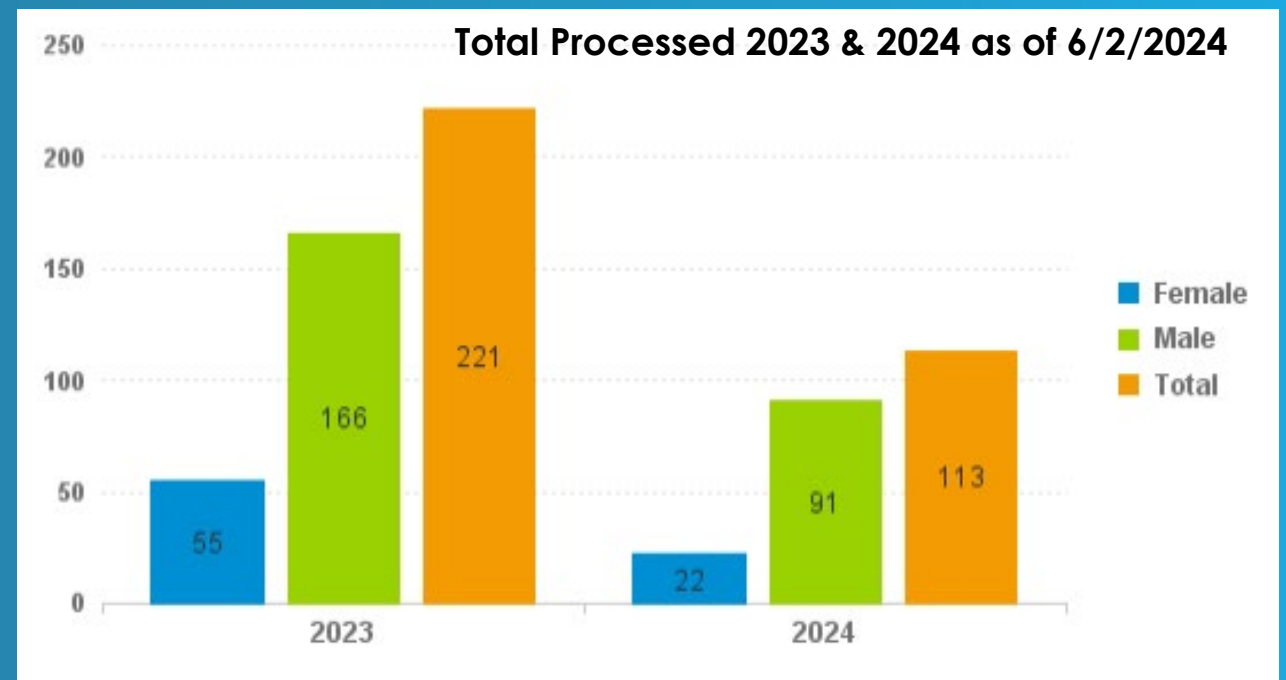
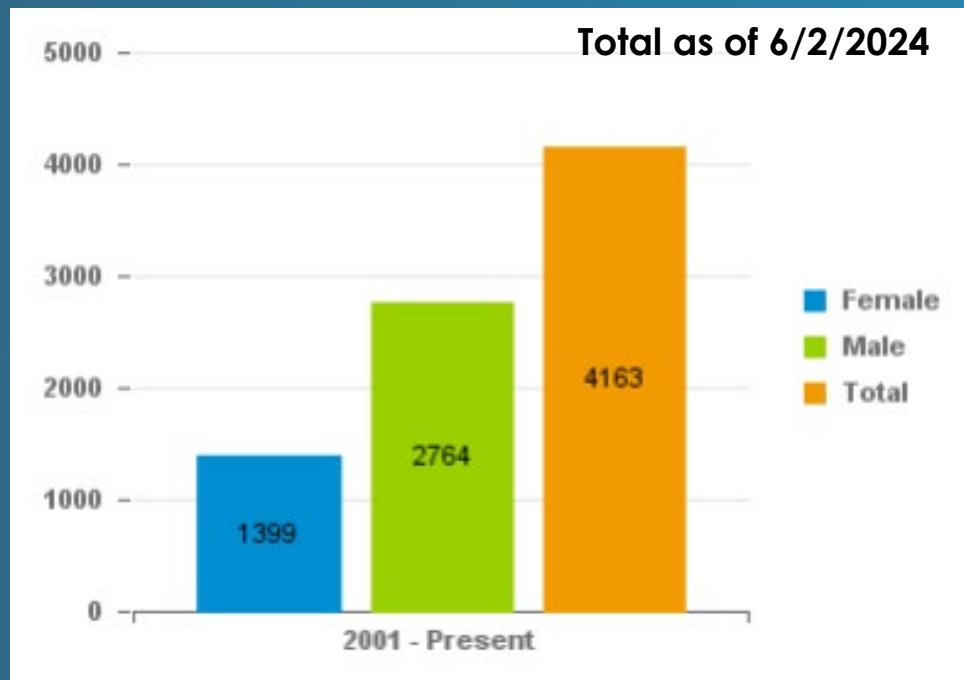
Problem Gambling **Diversion** Program

- ✓ Coordinated effort between MGCB, Attorney General, MI State Police, and DHHS
- ✓ Provides treatment to offenders of the DPL in lieu of criminal trespassing charges
- ✓ Only eligible after the first offense
- ✓ 12 sessions in 6 months



Disassociated Persons List

Statistics



Disassociated Persons List

Request for Removal

- ✓ Public Act 225 of 2020
- ✓ Eligible only after 5 years
- ✓ Application available online
- ✓ Processing time
- ✓ Same process if they wish to return to DPL



MICHIGAN GAMING CONTROL BOARD

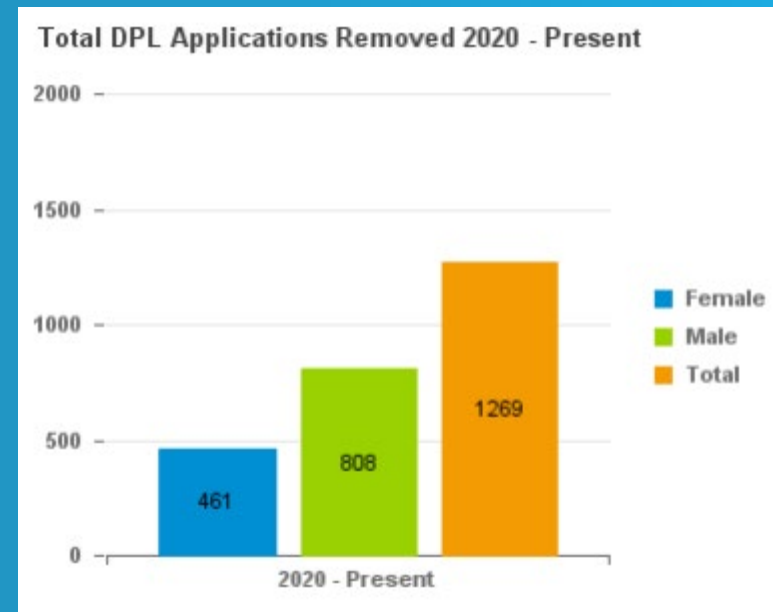
**DISASSOCIATED PERSONS LIST
REQUEST FOR REMOVAL FORM**

The Michigan Gaming Control Board will not discriminate against any individual or group because of race, sex, religion, age, national origin, color, marital status, disability, or political beliefs.

The Michigan Gaming Control Board offices are barrier-free and accessible to persons with special needs. Persons needing help with reading, writing, hearing, or other special accommodations or assistance, under the Americans with Disabilities Act, are invited to make their needs known to the Michigan Gaming Control Board at (313) 456-4300 to make necessary arrangements for such special accommodations or assistance.

MGCB-AD-2000 (Rev. 9/21)

1-800-270-7117
The Michigan Gaming Control Board



The first Removal Application was approved on 11/19/2020. Since then, over 100 applicants have requested to be placed BACK on the DPL.



Responsible Gaming Database

Responsible Gaming Database prohibits establishing any online gaming or sports betting accounts or participating in online gaming and/or sports betting with all providers authorized in Michigan for one year or five years.

Responsible Gaming Database (RGD)

Facts

- Voluntary self-exclusion from online gaming and online sports betting in Michigan
- Includes all 15 licensed online operators; associated with commercial casinos and tribal casino online platforms
- Application and verification
- 1-year or 5-year options
- Automatic removal when the time expires
- Confidential program
- Over 930 people listed in the RGD



DPL

Vs.

RGD



- ❖ Exclusion from in-person gambling
- ❖ In-person appointment
- ❖ Criminal trespassing charge



- ❖ Immediately in affect
- ❖ Lifetime. Eligible for removal after 5 years



- ❖ Exclusion from online gambling
- ❖ Email, mail or drop off application
- ❖ No criminal consequence



- ❖ Application processing time
- ❖ 1-year or 5-year exclusion



*Gambling in any form is for
entertainment purposes only.
Remember – play it smart.*

Don't regret the bet!



THANK YOU!

Gambling Disorder Helpline, Treatment, Prevention and Outreach Services

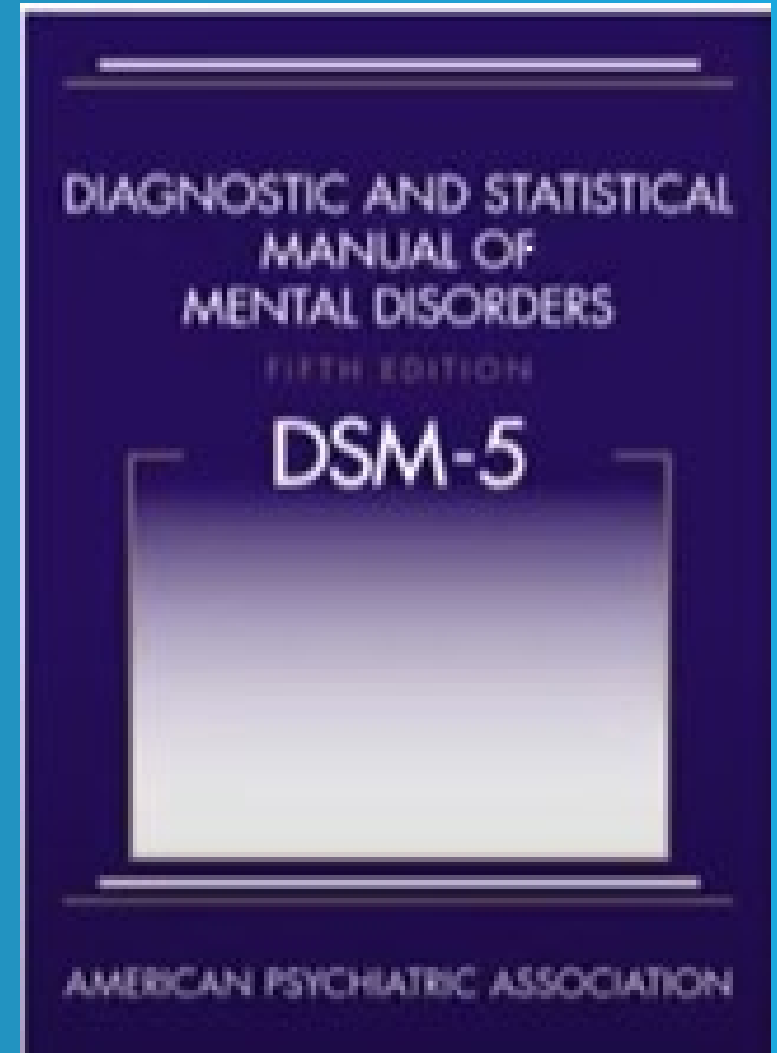


Alia S. Lucas
Gambling Disorder Program Specialist
MI Dept of Health and Human Services

What is Gambling Disorder

Persistent, recurrent problematic gambling behavior with clinically significant impairment.

- Needs to gamble with more money to achieve desired excitement
- Is restless when attempting to stop
- Repeated unsuccessful attempts to quit
- Preoccupied with gambling
- Chases losses
- Lies about gambling
- Jeopardizes relationships, career, education
- Relies on others for financial relief



Public Act 70 of 1997 states...

- ▶ The Compulsive Gaming Prevention Act governs use of the Compulsive Gaming Prevention Fund (CGPF)
- ▶ Comprised of contributions from the MI State Lottery (MSL) and MI Gaming Control Board (MGCB)
- ▶ Funds support the toll-free compulsive gambling helpline and problem gambling treatment, prevention, education, training, research, and evaluation
- ▶ MDHHS authorizes the distribution of funds after consultation with the MSL and MGCB
- ▶ Collaborative approval for funding changes



Michigan Department of Health and Human Service

How Do We Serve?



➤ **Gambling Disorder Helpline Services**

- Implemented Through Contract Agreement
- Accessible Via Call, Chat, and Text
- 24-Hour Accessibility

➤ **Gambling Disorder Treatment/Resource Referral**

- Outpatient treatment Services and Residential treatment pilot
- Family, youth and young adult treatment services
- GA, GAMANON and Self-Exclusion referrals

➤ **Gambling Disorder Outreach, Prevention and Education**

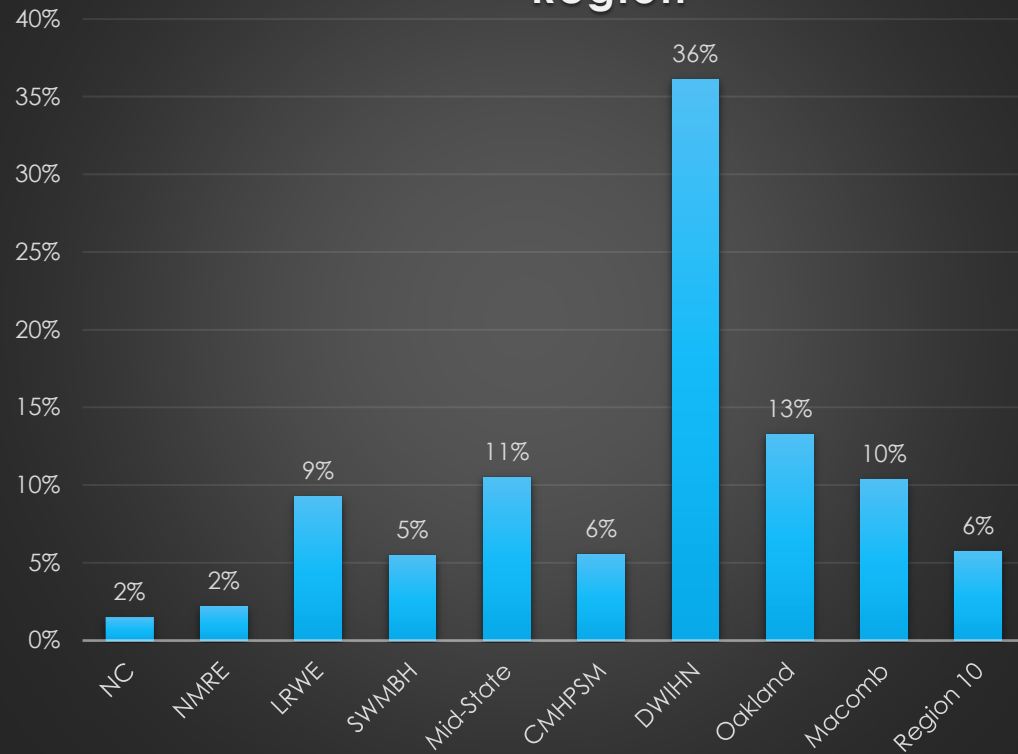
- Gambling Disorder Prevention Coordinators
- Community and Industry Partner Training
- Awareness and Promotion to Underserved Communities

MI Problem Gambling Helpline What happens when you call, text, or chat.....

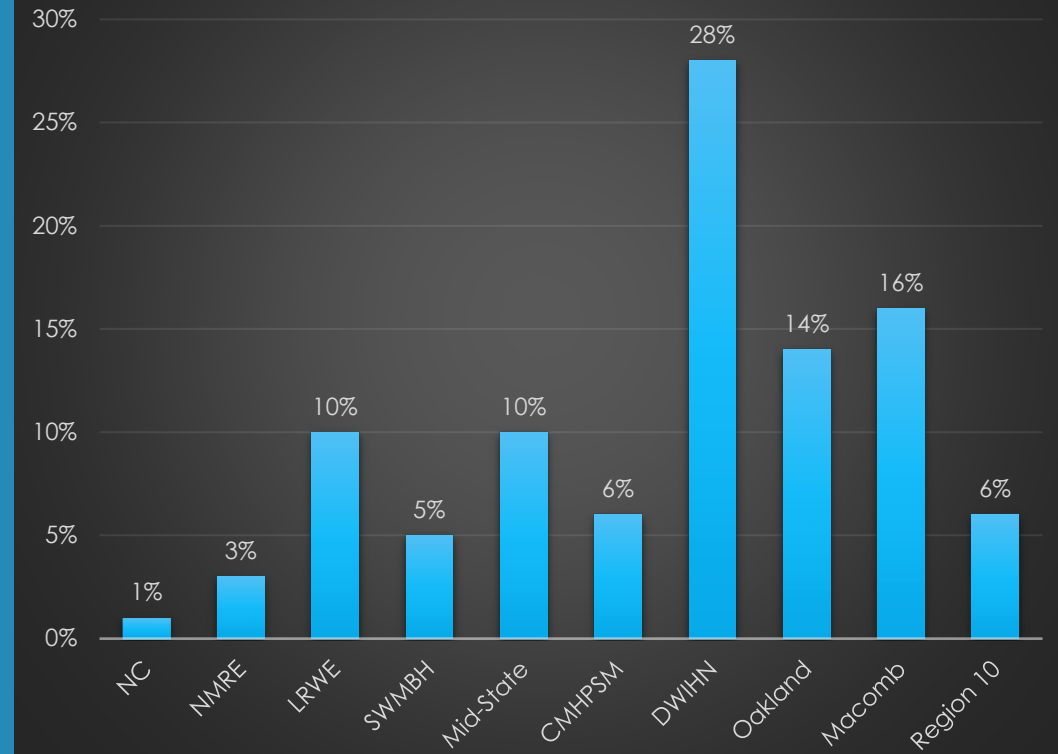
- ▶ Crisis Intervention
 - ▶ *Provided by Master Level Clinicians*
- ▶ NODS Assessment
- ▶ Treatment Referral
 - *37 Gambling Disorder trained clinicians state-wide*
 - *Up to 12 outpatient treatment sessions per referral*
- ▶ Resource Referral

FY23 Helpline/Outpatient Treatment Data

Average GD Helpline Calls By PIHP Region



Average GD Admissions By PIHP Region



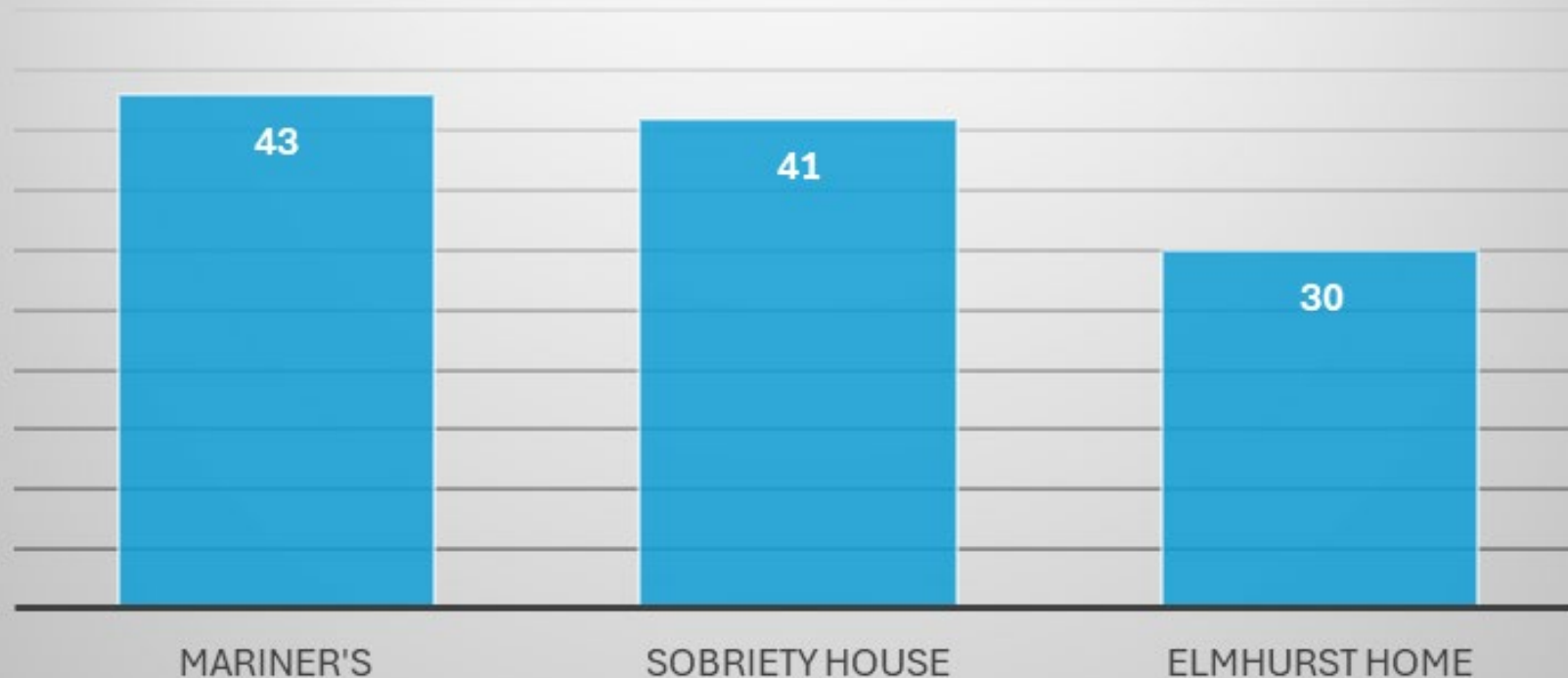
MI Gambling Disorder Residential Treatment Pilot

- ▶ Services provided from FY19-FY23
- ▶ 3 Detroit Area Treatment Providers
- ▶ 30 Day Length of Stay
- ▶ 114 Treatment Admissions
- ▶ Services provided to men and women included
 - ▶ Intake/assessment,
 - ▶ Individual, family and group therapy,
 - ▶ Peer support services transitional supports,
 - ▶ Outpatient treatment referral
 - ▶ Gamblers' Anonymous Referral
 - ▶ Resource Referral



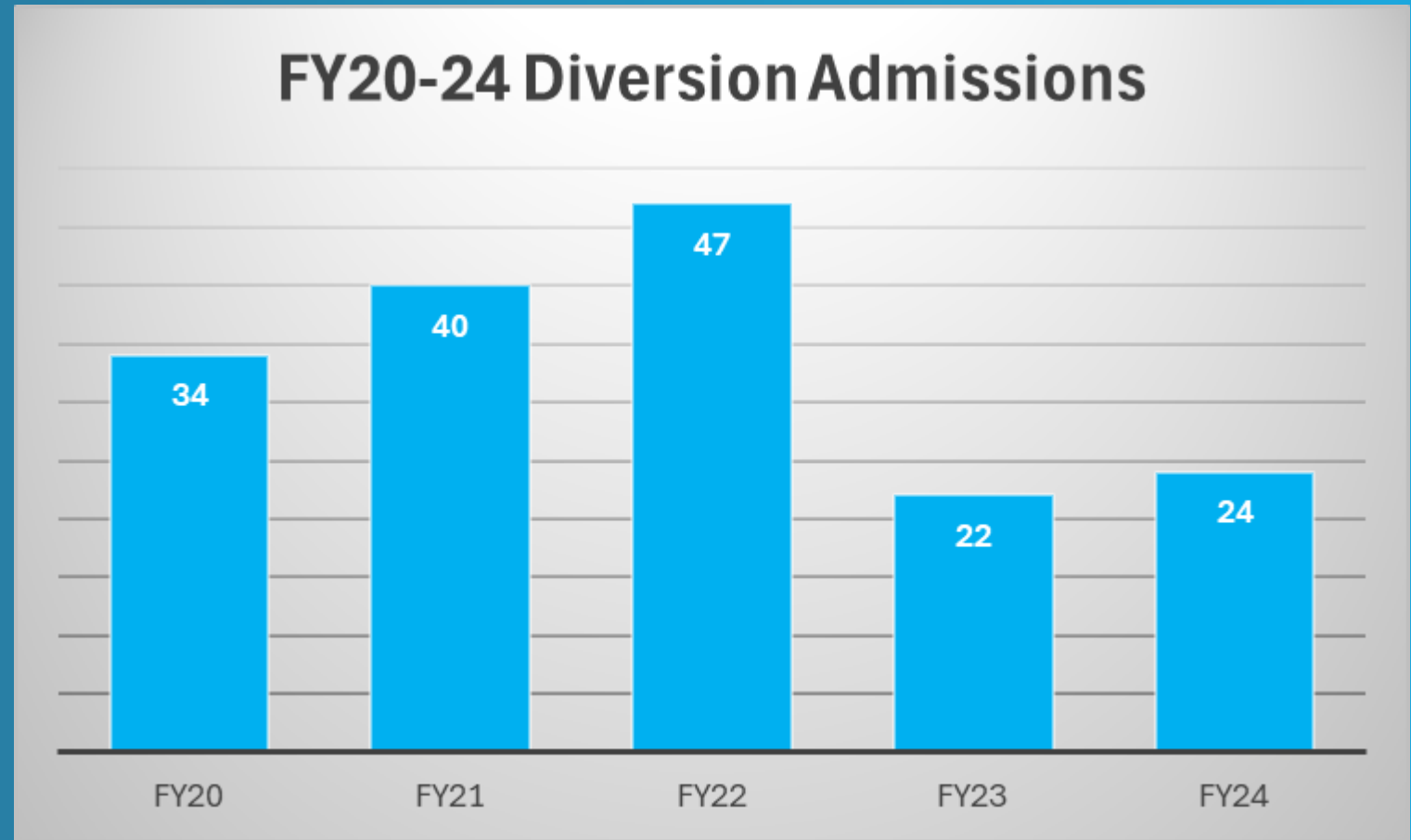
FY23 GD Residential Pilot Admissions

FY20 -23 Residential Treatment Admissions



MI GD Diversion Treatment Program

- Developed by MGCB, MI Dept. of Attorney General (AG), MI State Police (MSP), and MDHHS
- Available for first time offenders
- 12 Tx sessions in six months
- Designated Tx panel
- Administrative and programmatic oversight by MDHHS



Gambling Disorder Prevention Coordinators

➤ Seven GD Prevention Coordinators (GDPC) Designated to...

- Increase GD awareness
- Promote GD education among youth, adult and underserved populations
- Promote GD help-line and treatment services

➤ GDPC Prevention efforts

- GD Education
- Tribal Gambling Education
- Youth Gambling Education
- GD Focused Media Campaigns
- EMR inclusion of NODS during SUD intake

➤ Collective Outreach Efforts Have Resulted In:

- 366,278 People Reached
- 727 GD educated youth
- 7,168 Completed NODS Assessments
- Multi-county media campaign with more than 5M impressions, 3, 486 clicks, and 204,818 engagement



Community MH Partnership of SW MI (CMHPSM)



- Provided Stacked Deck, youth GD prevention training to all regional GD Prevention Coordinators
- NODS Clip implemented at SUD intakes
- Consistent compliance rate of 98.6%
- Increased identification of at-risk clients and GD helpline referral
- Media campaign development targeting school age youth

Inter-Tribal Council of Michigan (ITC)

- Presented to 5th -12 grade students, school staff, parent committees and BH conference participants
- 1,278 individuals reached
- Multi-county billboard campaign
- PSA ran across a variety of television and streaming services
- Recovery testimonial shared in training materials and presentations





PROBLEM GAMBLING FY'23 MEDIA RECAP

FY23 GD Media Campaign Overview

MEDIA OVERVIEW



OBJECTIVE:

- General: To urge people with a gambling problem and family of problem gamblers to call the helpline or visit the website for more information.
- Gamers + Parents: To educate gamers and parents about how online gambling can evolve into a gambling problem.
- Symposium: To encourage people with a gambling problem to attend the symposium.



TARGET AUDIENCE:

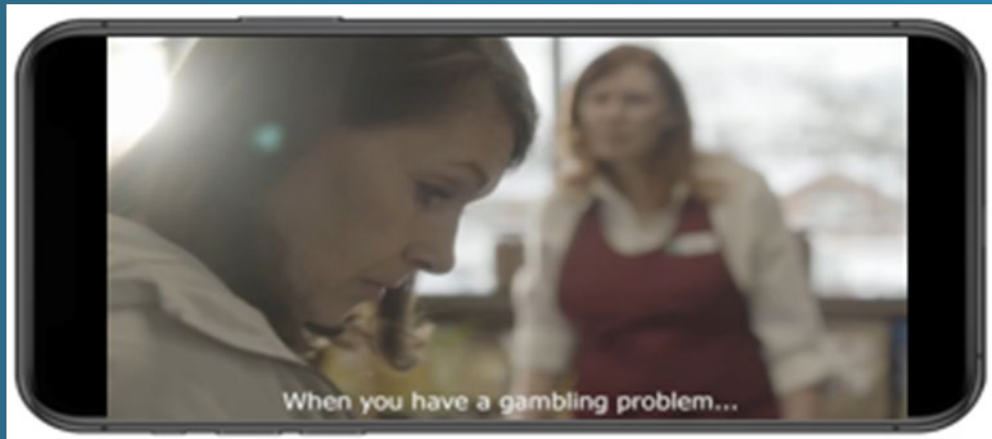
- General: A21-64 who are problem gamblers and loved ones
- People who participate in online sports gambling
- Gamers + Parents: P13-21 who are at risk to participate in online gambling and their parents
- Symposium: Professionals who work with problem gamblers and others who suffer from addiction






GEOGRAPHY:


Statewide

FY23 GD Media Campaign Creatives




FY23 GD Media Campaign Creatives

Michigan Department of Health and Human Services   

Sponsored · 




New ways to gamble can make it harder for recovering problem gamblers to keep their eye on the ball. But we can help.





It can be hard for problem gamblers to reach their recovery goals.


michigan.gov/problemgambli...
Gambling Helpline: 1-800-270-7117

[Learn more](#)

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Research has shown that youth and young adults who are avid online gamers

[Learn more](#)


   

michiganhhs Research shows youth and young adults who are avid gamers are at higher risk of proble... more

Michigan Department of Health and Human Services   




Sponsored · 

A gambling problem can become a money problem. But with help, those who are struggling can win their life back.





michigan.gov/problemgambli...
Help for problem gamblers
Free, confidential counsel...

[Learn more](#)


 Like  Comment  Share

Instagram




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**DO MORE
TO HELP
PROBLEM GAMBLERS.**



[Learn more](#)

michiganhhs Learn what you can do to promote advocacy, awareness, & assistance for problem... more

FY23 GD Media Campaign Performance

MEDIA GROUP

BALLY SPORTS

MAB TV

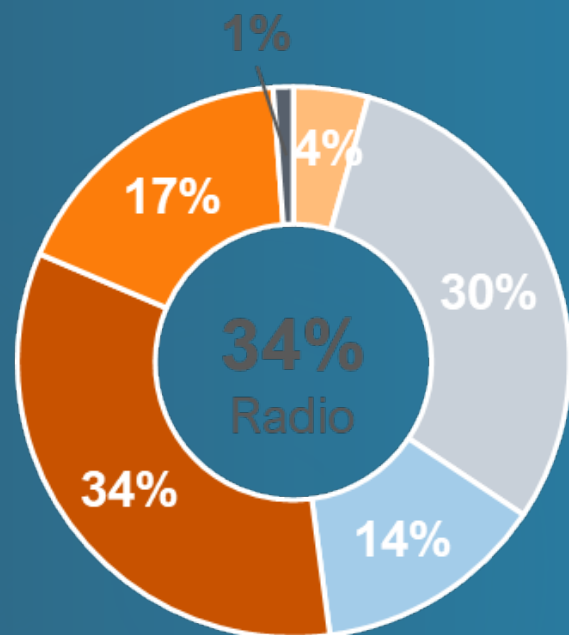
MOBILE

RADIO

SEARCH

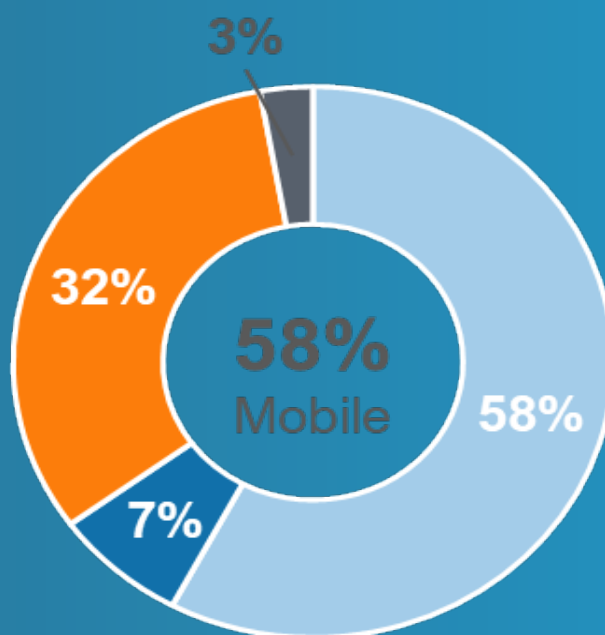
SOCIAL

YOUTUBE



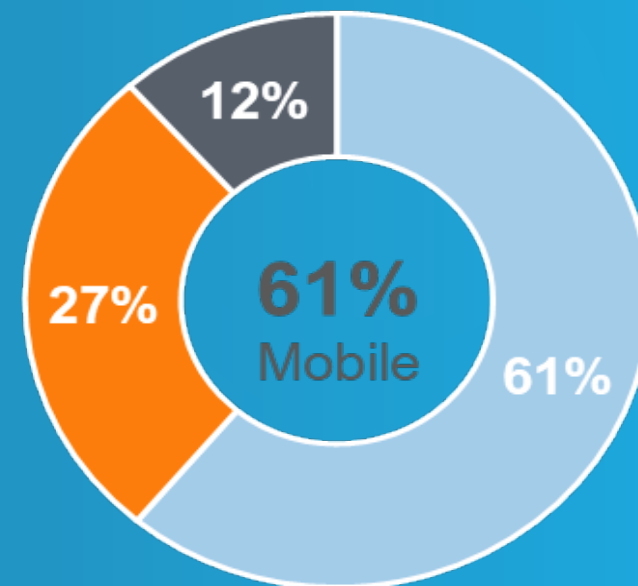
IMPRESSIONS

47,910,735



CLICKS

26,211



VIDEO VIEWS

3,056,992

Michigan Department of Health and Human Services Webpage

- ▶ Treatment
- ▶ Prevention
- ▶ Gambling Disorder Studies and Surveys
- ▶ Annual Reports Gamble Responsibly
- ▶ Gambling Disorder Related Resources
- ▶ 223,494 views during FY23

The screenshot displays the MDHHS website's 'Problem Gambling' page. At the top, a navigation bar includes links for Assistance Programs, Adult & Children's Services, Safety & Injury Prevention, Keeping Michigan Healthy, Doing Business with MDHHS, and Inside MDHHS. The main heading 'Problem Gambling' is prominently displayed. Below this, a breadcrumb trail shows the path: Home > Keeping Michigan Healthy > Adult Behavioral Health & Developmental Disability > Problem Gambling. A key message states that the Michigan Problem Gambling Helpline (1-800-270-7107) is open for crisis intervention and referral to treatment, even during the COVID-19 crisis, with trained counselors available 24 hours a day, seven days a week. A link for 'Gambling Treatment Providers' is provided. The page also features a section on Gambling Disorder Services, administered by the Behavioral Health and Developmental Disabilities Administration, which are contractually provided by various Health Management Systems of America (HMSA) entities. A video player shows a woman's profile. To the right, a poster for the 'MDHHS ADVOCACY, AWARENESS & ASSISTANCE' symposium is displayed, scheduled for March 13, 2024, at the Diamond Center at Suburban Collection Showplace. A list of related topics is provided at the bottom, including Treatment, Prevention, Gambling Disorder Studies & Surveys, Annual Reports, Gamble Responsibly, and Gambling Disorder Related Resources. The footer contains social media links, a sign-up for email updates, a link to apply for MDHHS jobs, a link to submit a FOIA request, and a link to Michigan.gov/Vote.

Health & Human Services

Assistance Programs | Adult & Children's Services | Safety & Injury Prevention | Keeping Michigan Healthy | Doing Business with MDHHS | Inside MDHHS

Problem Gambling

Home > Keeping Michigan Healthy > Adult Behavioral Health & Developmental Disability > Problem Gambling

The Michigan Problem Gambling Helpline, 1-800-270-7107, is open for crisis intervention and referral to treatment - even during the COVID-19 crisis. Trained and experienced counselors are available 24 hours a day, seven days a week by phone or virtually to provide immediate help to address issues related to gambling disorder, including screening services and referrals to treatment or support groups.
[Gambling Treatment Providers](#)

Gambling Disorder Services, administered by the Behavioral Health and Developmental Disabilities Administration, are contractually provided by Health Management Systems of America (HMSA), NorthCare Network, Northern Michigan Regional Entity (NMRE), Lakeshore Regional Entity (LRE), Southwest Michigan Behavioral Health (SWMBH), Mid-State Behavioral Health (MSBH), Community Mental Health Partner of Southeast Michigan (CMHPSEM) and the Detroit-Wayne Mental Health Authority (DWMHMA).

The Gambling Disorder Help-line, facilitated by HMSA, is strictly confidential. Counselors provide immediate help to address issues related to gambling disorder, including screening services and referrals to treatment or support groups. Counseling services are available to individuals and families affected by Gambling Disorder.

Prevention and Outreach efforts educate and promote Gambling Disorder awareness and are coordinated by Prepaid Inpatient Health Plans throughout the State of Michigan.

MDHHS ADVOCACY, AWARENESS & ASSISTANCE

Please join us on March 13, 2024 for the Problem Gambling Symposium at the Diamond Center at Suburban Collection Showplace

46000 Grand River Ave.
Novi, MI 48374
[Click here to register!](#)

Treatment

Prevention

Gambling Disorder Studies & Surveys

Annual Reports

Gamble Responsibly

Gambling Disorder Related Resources

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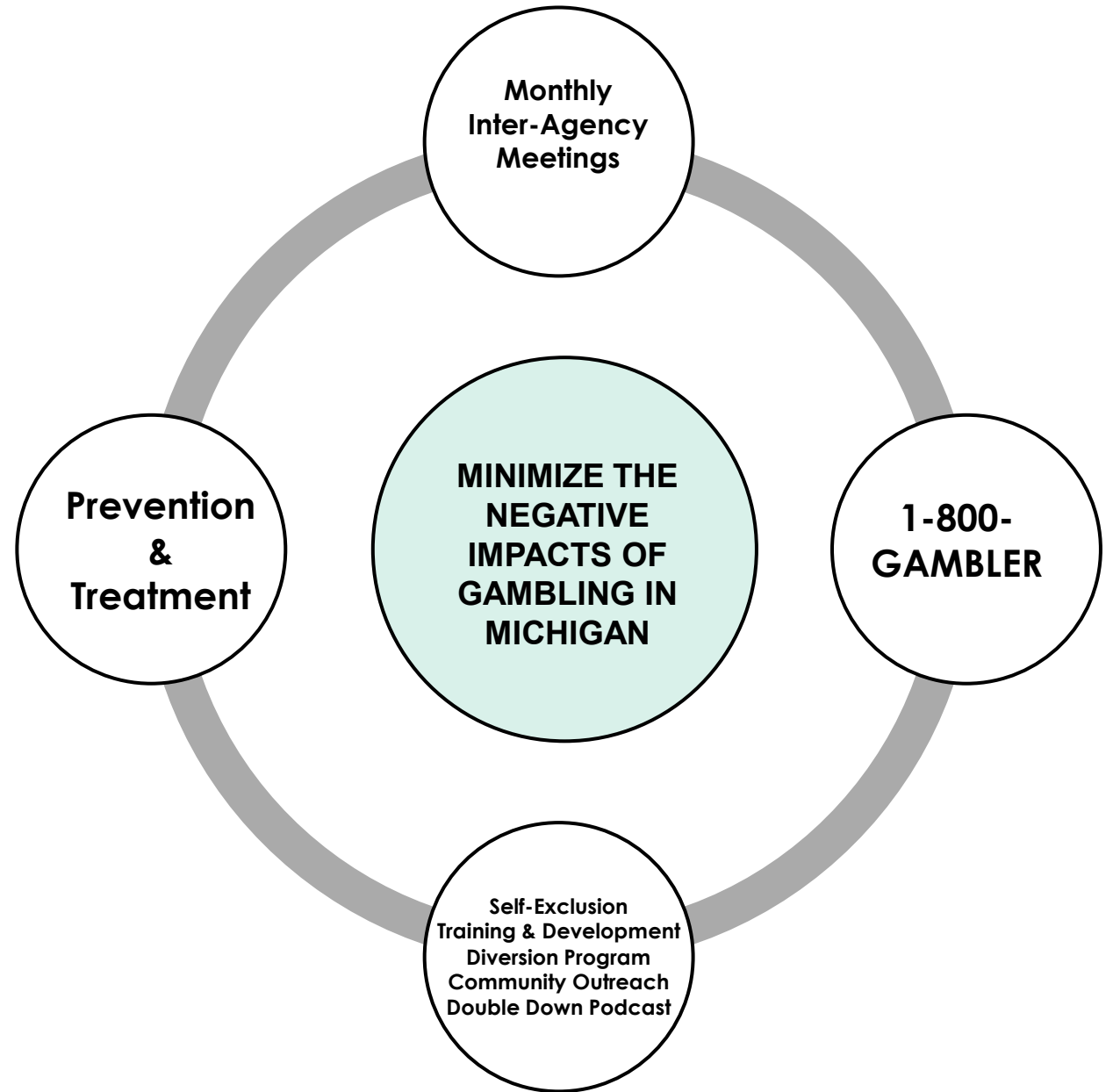
Get personalized voter information on early voting and other topics.

[Michigan.gov/Vote](#)

One Shared Goal



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Keesha Garrett, Corporate Responsibility Director

517-914-7550

garrettk10@michigan.gov

www.Michigan.gov/msl

www.MichiganLottery.com

Responsible Gaming Helpline Text- 248-648-3363



Sandra Johnson, Responsible Gaming Section Manager

johnsons56@Michigan.gov 313-456-4202

Sarah Rye, Department Specialist

ryes@michigan.gov 313-456-2377

Responsible Gaming Section: 888-223-3044

www.michigan.gov/mgcb www.DontRegretTheBet.org



Alia Lucas, Program Specialist

517-241-1768

lucasa3@michigan.gov

www.michigan.gov/mdhhs/keep-mi-healthy/mentalhealth/gambling

Problem Gambling Helpline 800-270-7117

Problem Gambling Helpline Text/Chat 877-535-1199

Questions?