

Exploring the Spectrum:
Understanding the
Value & Practice of
Responsible Gambling



Agenda

- Introduction
- Understanding Gambling and Responsible Gambling
- Strategies for Promoting Responsible Gambling
- Role of Professionals in Promoting Responsible Gambling
- Activity
- Q&A

Introduction

- RG/PG professional experience - 5 years
 - Colorado Lottery
 - National Council on Problem Gambling
 - NY Council on Problem Gambling
- Addressing Addiction - 8 years
- Masters in Population Health Management - Johns Hopkins Bloomberg School of Public Health
- Dog Mom
- Plant lover
- *Self-appointed* Runner



Introduction

Who is in the room?

- Prevention
- Treatment
- Recovery
- Research
- Industry
- Community Stakeholder
- Other





Let's talk...

Be prepared: Engage in the learning, and bring an open mind

Be respectful: Listen actively, value other participants' contributions, and challenge ideas respectfully

Be constructive: Stay on topic, share relevant information, and ask for help

Be committed: Commit to action items and next steps

All forms of gambling have the potential to bring both positive and negative consequences to the customer.

The most ethical and economical way to minimize gambling-related harm is a comprehensive public health strategy that includes the full spectrum of services: research, prevention, intervention, treatment, and recovery.

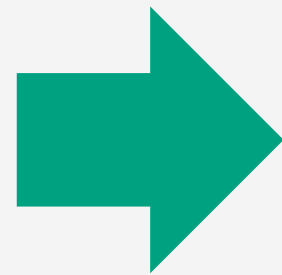
1. Understanding Gambling and Responsible Gambling



What is gambling?

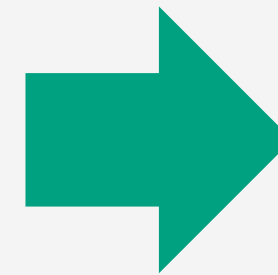
Risk

Risking something
of value



Chance

On a game
of chance



Reward

Seeking a
reward



Common Types of Gambling



Lottery

Casino

Sports Betting

Horse Racing

Bingo

Online Gambling

Responsible Gambling

Refers to **policies, practices, and behaviors** to ensure that gambling remains a **safe and enjoyable activity** for individuals who choose to participate.



RG is more than a philosophy
It is **INTENTIONAL** and **ACTIONABLE**

Problem Gambling

Anytime gambling activities are causing harm in one's life.

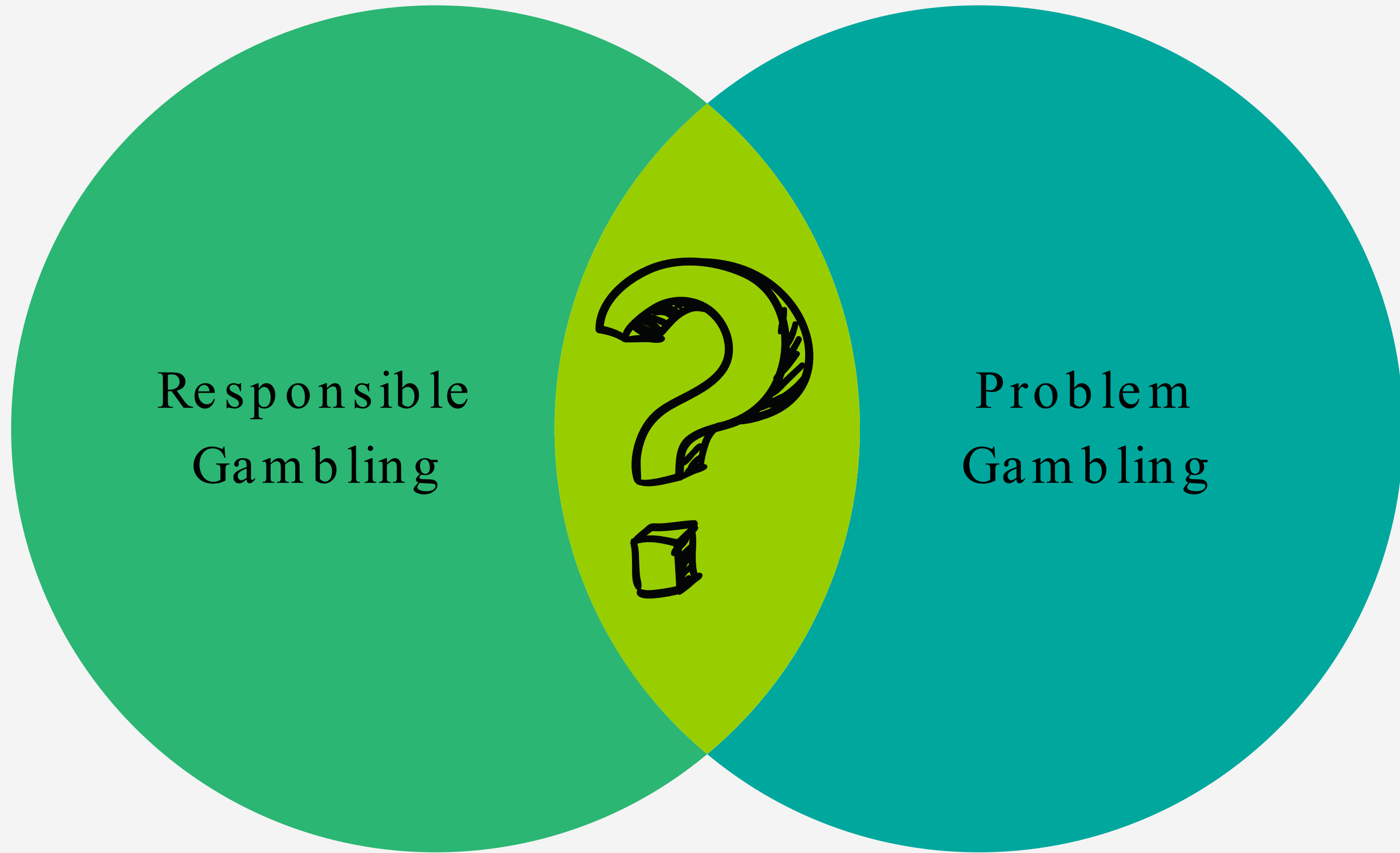
Gambling harm can have financial, social, emotional, physical, vocational, and medical impacts



Historically...



How do these work together?



Spectrum of gambling behavior

Non-Gambling
Social Gambling

At-Risk
Gambling

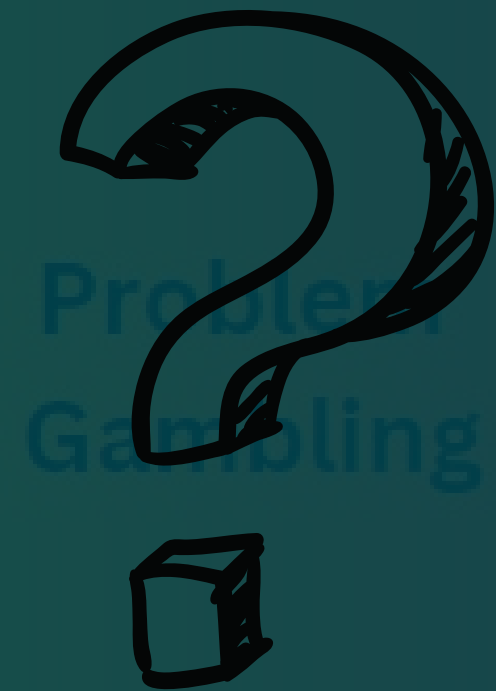
Problem
Gambling

Disordered
Gambling

Spectrum of gambling behavior

**Non-Gambling
Social Gambling**

**At-Risk
Gambling**



Problem
Gambling

Spectrum of gambling behavior

**Non-Gambling
Social Gambling**

**At-Risk
Gambling**

**Problem
Gambling**



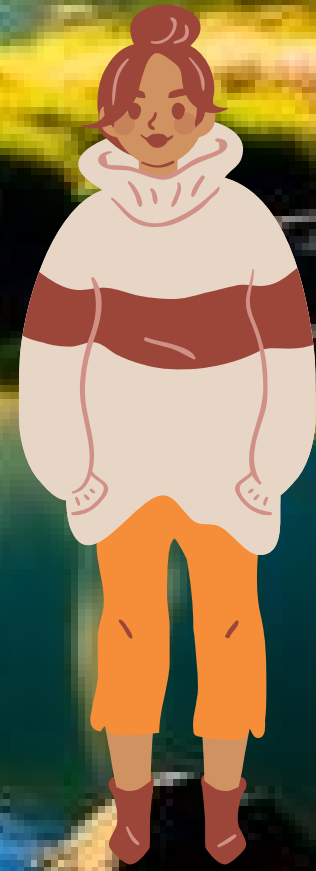
Let's talk upstream effects...



YOU



??



YOU



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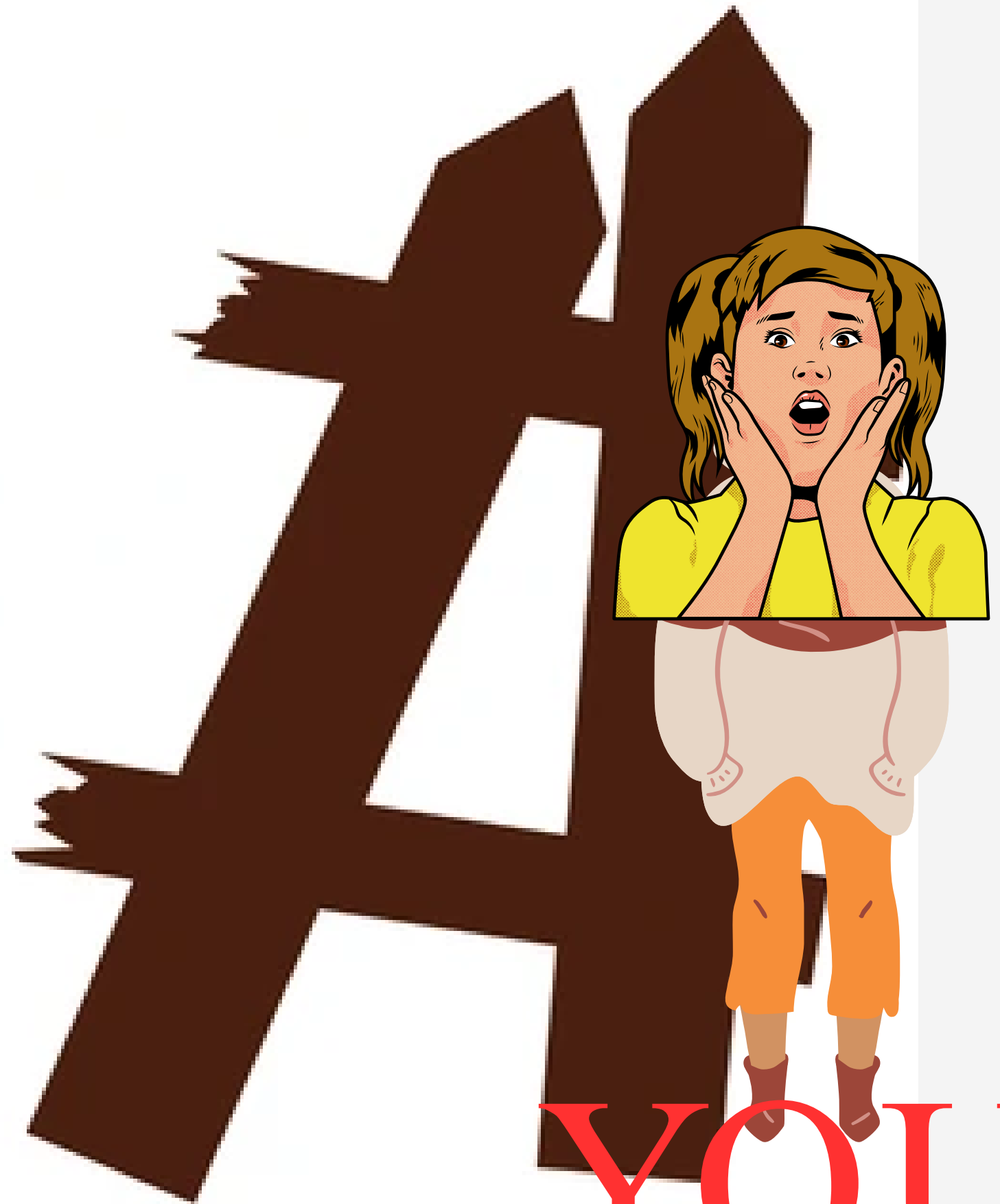
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WHO KEEPS
CHUCKING
THESE KIDS
IN THE RIVER?

????????

YOU





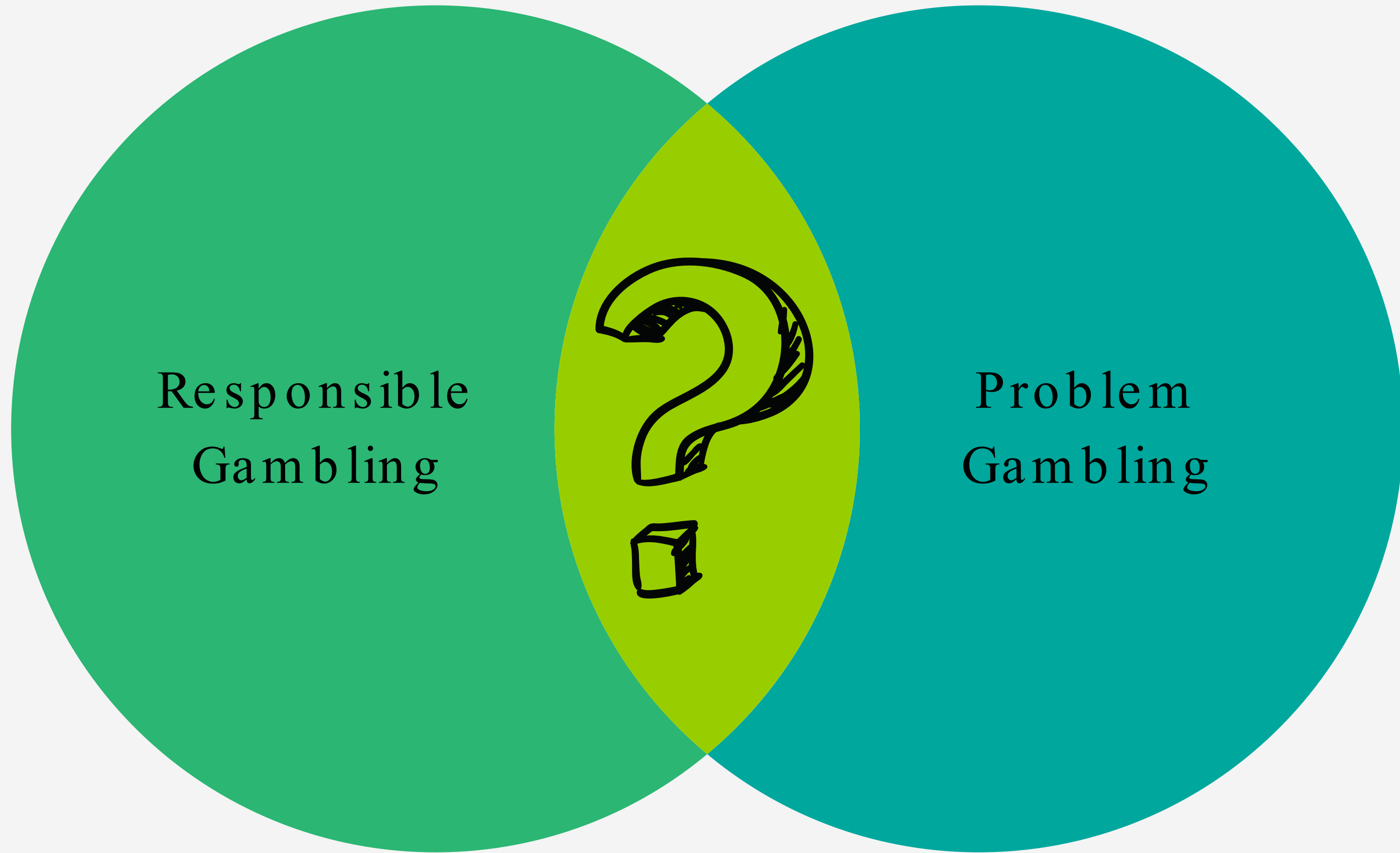
YOU



Risk and Protective Factors



How do these work together?



Data on Gambling Participation and Prevalence



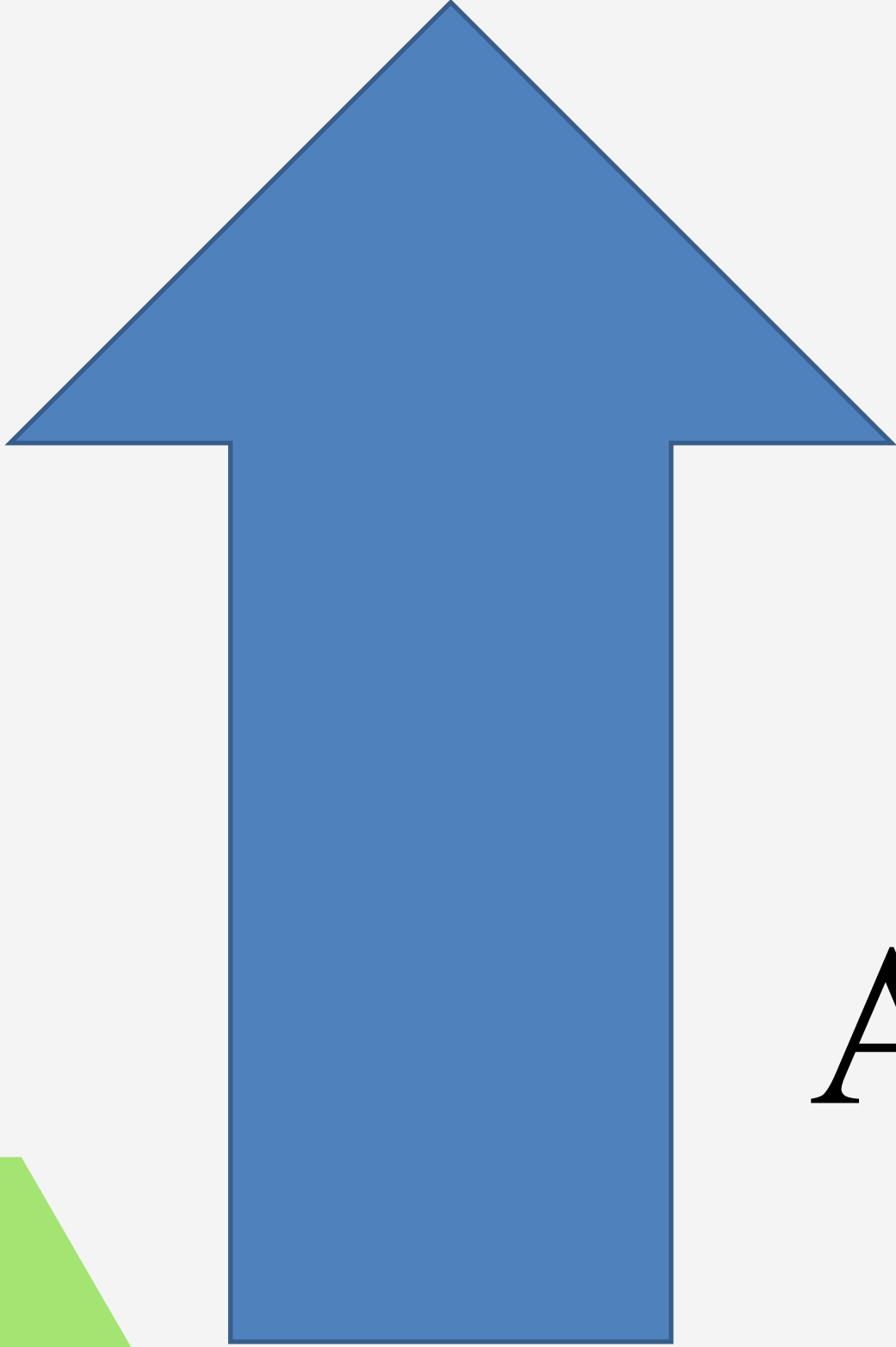
Trends



Gambling Participation Rates

- About 85% of U.S. adults have gambled at least once in their lives
- 60% having gambled within the past year
- Some form of legalized gambling is available in 48 states plus the District of Columbia

Trends



Access

Availability

Trends



Demographics

- 18 OR 21 +
- Participation varies widely, factors include age, gender, income level, and geographic location
- Younger adults and males typically report higher participation rates in gambling activities.

Prevalence of Problem Gambling



Data

- 2.5 million U.S. adults (1%) are estimated to meet the criteria for a severe gambling problem annually
- Another 5-8 million (2-3%) would be considered to have mild or moderate gambling problems

Prevalence of Problem Gambling



At-Risk Populations

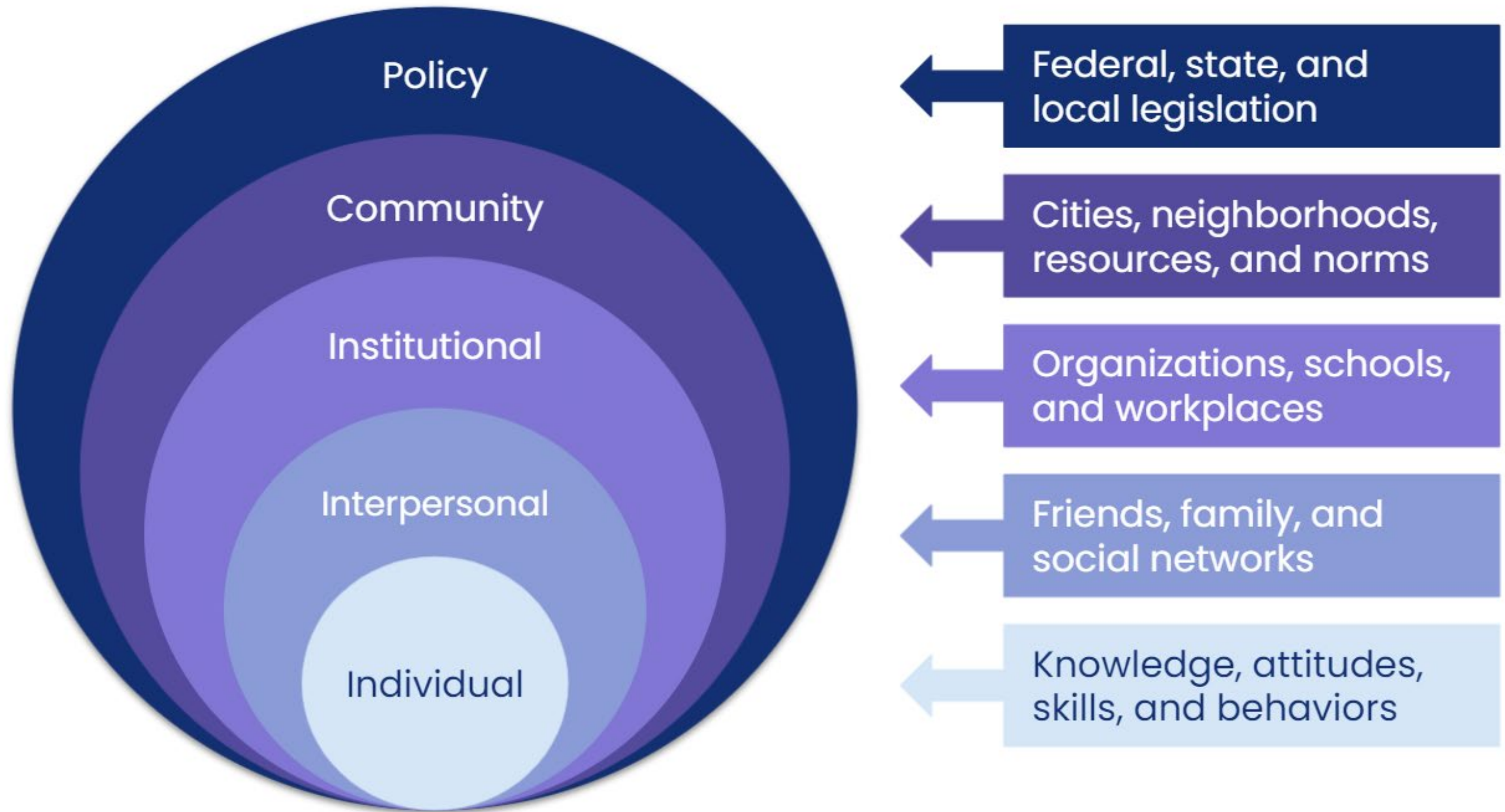
- Young adults
- Males
- Veterans
- Individuals with co-occurring disorders (MH, SUD, other addictions)
- Individuals with low SES

Prevalence of Problem Gambling

NOTE: Problem Gambling
does not discriminate and
can impact any person
of any gender, race, age,
and background.



Impacts of Gambling



Impacts of Gambling

- Financial Impacts
- Health and Well-Being
- Social Impacts
- Crime and Legal Impacts
- Vulnerable Populations
- Economic Contributions



Emerging Trends

COVID - 19

- Shift to online environment
- Economic and social stress
- Shift in reason for gambling activities

Technology and Online Gambling

- Mobile platforms
- Online gambling
- Accessible more than ever



Emerging Trends

Focus on Language

- WORDS MATTER
- Responsible gambling Vs. Player health Vs. Player safety Vs. Safer gambling
- Person-first language

Increased Emphasis on (Responsible) Gambling

- Increased funding
- Dedicated staff
- More interest



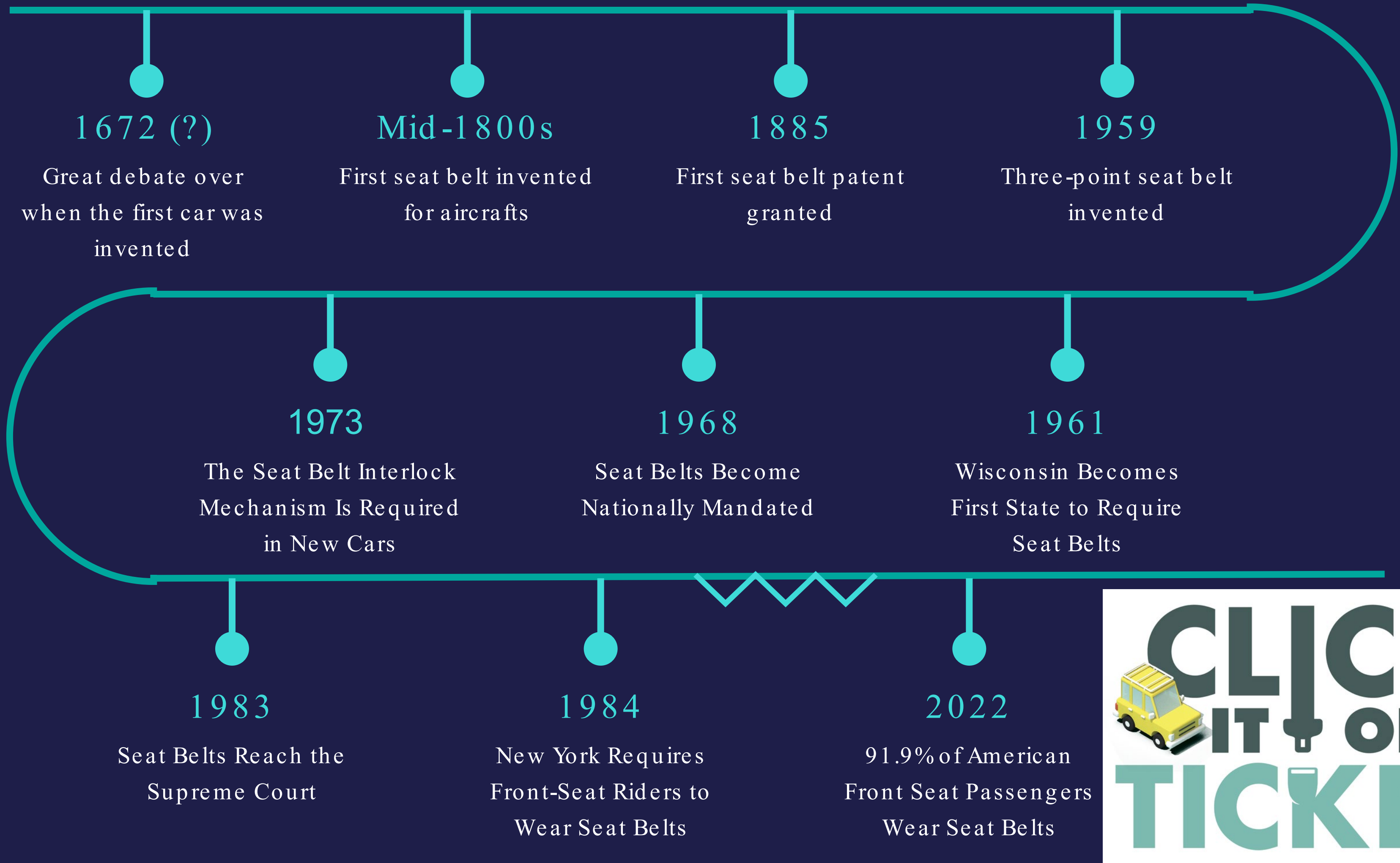


What role
does
responsible
gambling
play?



SEAT BELT PLEASE





Benefits of Seat Belt Usage



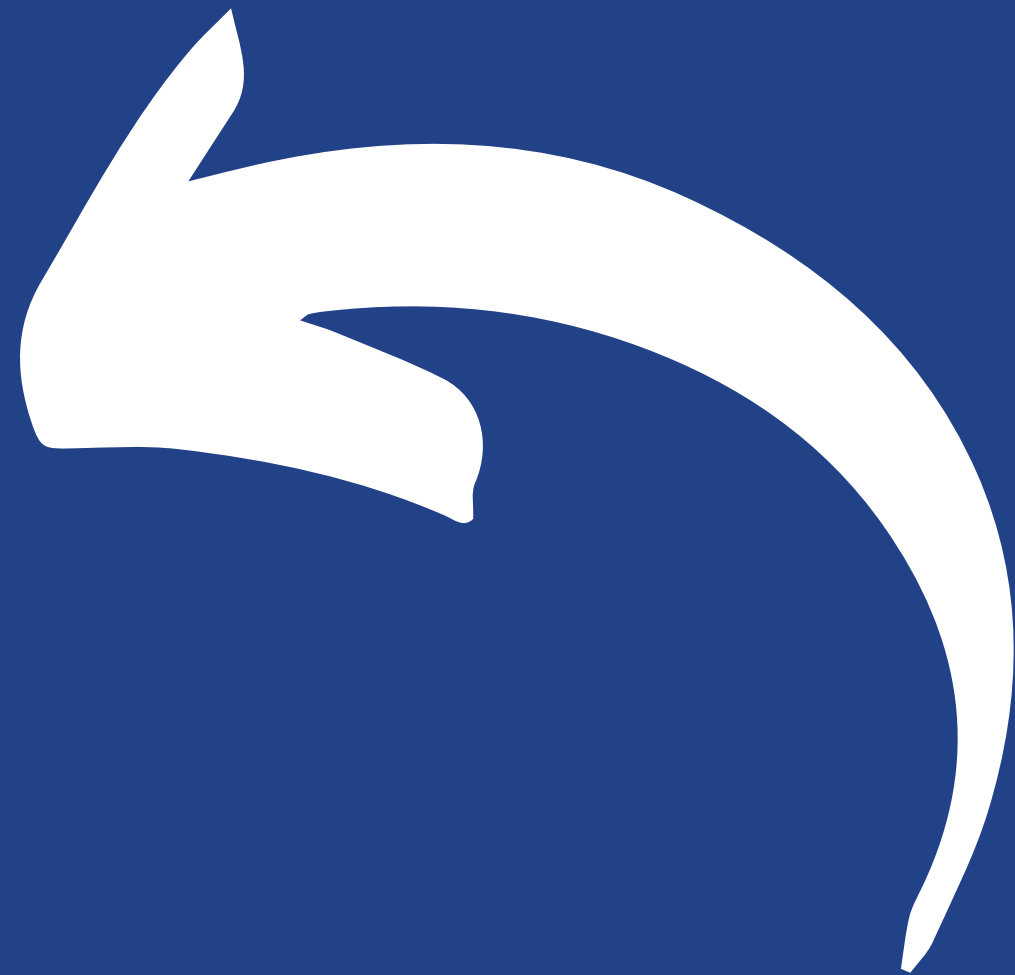
- Reduces risk of death
- Reduces risk of injury
- Preventing ejection
- Distributing impact force across the body
- Helping your body match vehicle speed

According to the National
Highway Traffic Safety
Administration, approx.

374,276

lives have been saved due to seat
belt usage between through 2017

Seat Belts =
Responsible
Gambling



2. Strategies for Promoting Responsible Gambling



Prevention Strategies

Education and Awareness Campaigns

Information Sharing:

- Clear information about the odds of winning, the rules of the games, and the potential risks associated with gambling

Public Awareness Campaigns:

- Efforts to educate the public about responsible gambling practices and the dangers of problem gambling



Prevention Strategies

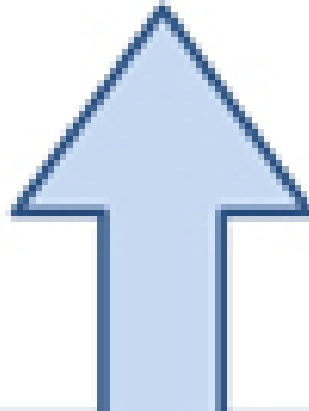
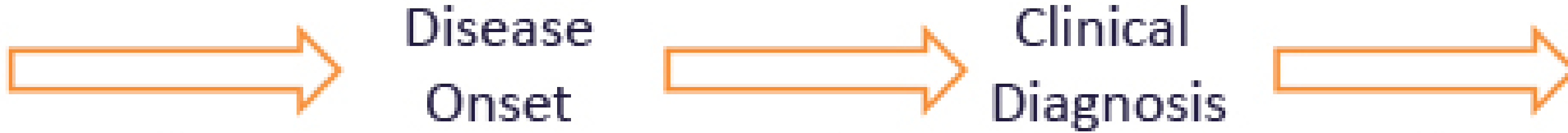
Education and Awareness Campaigns

Common messages:

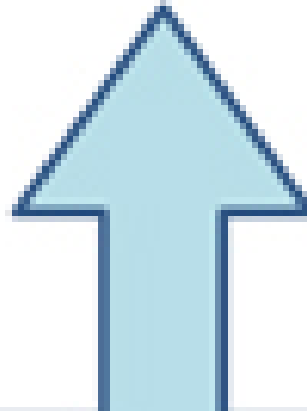
- Promoting RG tips/tools
- Correcting misconceptions
- Informing of the risks of gambling participation
- Helpline information to access help



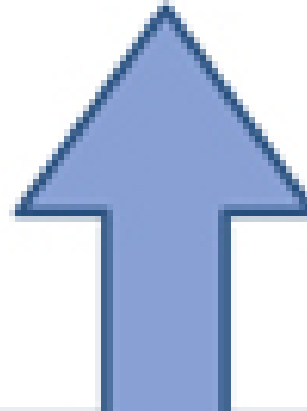
Levels of Prevention Strategies



Primary
- Avoid development of a disease
- Remove Risk Factor

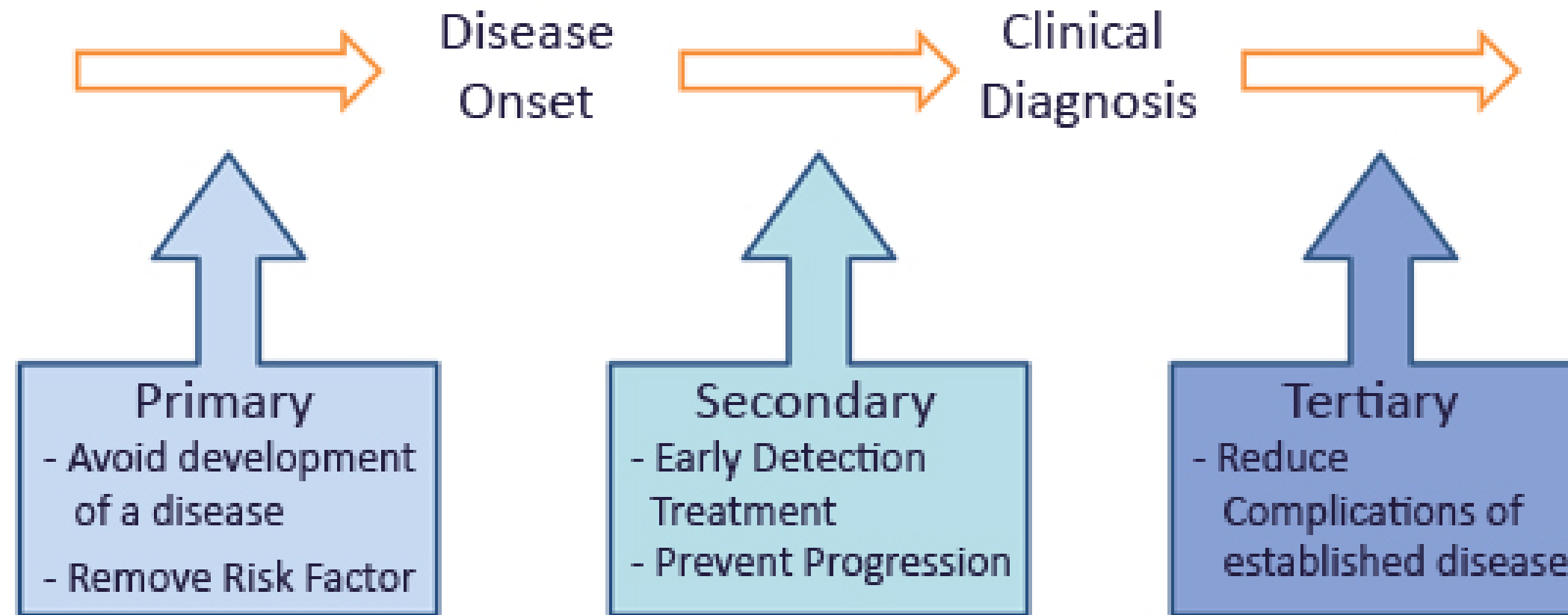


Secondary
- Early Detection
Treatment
- Prevent Progression



Tertiary
- Reduce
Complications of
established disease

Levels of Prevention Strategies



**Non-Gambling
Social Gambling**

**At-Risk
Gambling**

**Problem
Gambling**

**PUT YOUR
BENJAMINS ON
A BUDGET.**
Play it smart.



Go to the GameSense Info Center
for helpful gaming tips

gamesensema.com

GameSense

**Play Smart,
Gift Smart.**

LOTTERY IS NOT A KID'S GAME.

Play Smart

MUST BE 18 TO PLAY. Problem Gambling Helpline: 877-718-5543.
Play Smart™ term is a service mark of the Illinois Lottery licensed to the NOEL.



**PAUSE  BEFORE
YOU PLAY**

SPORTS ARE FAST. BETTING SHOULDN'T BE.

EDUCATION & RESOURCES

WATCH TV SPOT

**HAVE A
GAME PLAN**

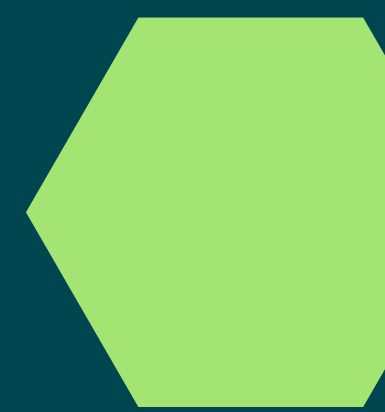
KEEP IT SOCIAL



HaveAGamePlan.org

Positive Play Messaging

- Remember, the lottery is just for fun. Play within your limits and enjoy the game!
- Knowing the odds can help you play smarter!
- Take breaks to keep the fun going. Balance is key!
- The lottery's all about chance. There's no sure win, so enjoy the unpredictability!
- Dream big with small bets. Sometimes the smallest plays bring the biggest joy!
- If the fun stops, it's okay to ask for help. Support is available if you need it.



Best Practices



Avoid:

Misleading / Over Promising

Suggest gambling to make money

Risk Free Bet / False Promises of Winning

Stigmatizing and Negative Language

Implication of Urgency

Targeting Vulnerable Populations

Depiction of- or Appeal to Minors

Failure to disclose conditions of promotion

Encouraging chasing losses/reinvest wins

Prevention Strategies

Next steps:

- Player segmentation
- Data utilization
- Targeted messaging based on play behavior
- Push notifications via online gambling
- Presence at promotional events



Prevention Strategies

Responsible Gambling Tools

Assist in helping players:

- maintain healthy behaviors and relationship with gambling
- minimize gambling-related harm
- track financial losses
- enhance well-being

A robust and intentional RG program demonstrates ethical practices by operators.



Prevention Strategies

Responsible Gambling Tools

Common tools:

- Budget limits
- Time limits
- Cool off periods
- Gambling activity statements
- Budget tools



Prevention Strategies

Responsible Gambling Tools

Growth Considerations:

- Personalized messaging
- Check-in if gambling activity increases
- Exclusion from certain products
- Game currency in cash
- No auto-play features
- No free games prior to log-in
- Tips to prevent underage gambling
- Input on messaging from active players & individuals with lived experience

Prevention Strategies

Self Exclusion Program

Self-exclusion programs empower individuals to take control of their gambling by allowing them to voluntarily ban themselves from gambling activities for a specified period.

This tool:

- helps prevent progression of problem gambling
- prevents further financial losses
- promote mental well-being by providing a necessary break and reducing access to gambling activities

Prevention Strategies

Self Exclusion Program

Self-exclusion can include

- time outs/cool off period (12 hours - 6 months)
- self-exclusion (6 months - lifetime)

Considerations should include

- Accessibility (online and in person)
- Communication about VSE should be supportive of breaks
- Exclusion at the product level
- Incremental options for exclusion
- Auto-removal from marketing/advertisements

Prevention Strategies

Self Exclusion Program

Growth Considerations:

- Upon sign-up, sending activity data to player where possible
- Connecting player to help resources
- Enforcement
- Reinstatement process requires customer initiation
- Reinstatement with a live person - review RG tips/resources



Intervention and Support

Identifying At-Risk Individuals

Early identification of players showing signs of problem gambling will assist in intervening and providing support.

Signs to consider:

- Financial distress, increasing frequency, borrowing money, or selling possessions to fund gambling.
- Preoccupation with gambling activities, spending increasing amounts of time gambling.
- Neglecting responsibilities at work, school, or home due to gambling

Intervention and Support

Identifying At-Risk Individuals

Consider:

- Transaction monitoring
- Time spent gambling
- Account changes
- Behavioral indicators
- Communication records



Resources for help

National Helpline: 1-800-GAMBLER

- Access to treatment services
- Access to recovery services
- Peer Support: GA/Gam-Anon/SMART Recovery/PSS
- Podcasts on addiction and/or recovery
- Budget tools / Aide for Financial Recovery



Anything to add to the list?

Note: Resources vary by state

3. Role of Professionals in Promoting Responsible Gambling




Professionals have a responsibility to alter the environment in which we are working in.

Every one of us play a role in Responsible Gambling.

Upstream impacts have downstream effects.






Public health adopts a comprehensive approach to responsible gambling, considering the **social determinants of health** and **addressing broader issues** such as poverty, social isolation, and mental health that can contribute to problem gambling.



Ensure that interventions are **equitable** and **accessible** to all population groups, particularly those most vulnerable to gambling-related harm.

Responsibilities of Gambling Operators



Ethical Marketing and Advertising Practices

- Truthful advertising
- Considerations of Target Audience
- Balanced Messaging
- Frequency and Placement
- Consistent Review of Marketing Code

Responsibilities of Gambling Operators



Ethical Game Design and Operation

- Risk Mitigation Strategy/Plan
- Adherence to Regulation and Licensing Requirements
- Fair Play
- Safe Environments

Responsibilities of Gambling Operators

Regulatory Compliance

- Adhering to Licensing Requirements
- Regulation Compliance
- Ongoing Monitoring and Evaluation
- Advocacy for Improvements

As profits increase, are we increasing funding for support services?



Responsibilities of Gambling Operators

Implementing and Enforcing Responsible Gambling Policies

- Employee Training Annually
- Responsible Gambling Materials Available at Venue/Online
- Full Integration of RG Philosophy
- Support from Leadership
- Safer Gambling Environments
- Program Evaluation
- Research
- Monitoring Trends



Stakeholder Collaboration



- Partnerships
- Data Collection – Quantitative and Qualitative
- Engagement Programs
- Support Provided for Loved Ones
- Community Health Needs Assessment
- Education/Awareness
- Public Participation

Stakeholder Collaboration



Responsibilities of Health and Social Care Providers

Screening

- Adding PG Screening Tools to Routine Screenings
 - BBGS, Lie/Bet, PGSI
- Awareness and Identification of Warning Signs
- Patient History
- Understanding Types of Gambling
- Access to Handouts/Materials
- Training Staff (even if brief education sessions)



Responsibilities of Health and Social Care Providers



Providing Referrals to Support

- National Helpline 1-800-GAMBLER
- Local Referral Networks
- Maintain Updated Records of Resources
- Counseling and Treatment (where available)
- Recovery Support

Responsibilities of Health and Social Care Providers

Fostering an Environment

- Nonjudgmental
- Reduce Stigma
- Encourage Individuals to Seek Support
- Promote Honesty
- Discuss Health Impacts with Individual
- Encourage Disclosure to Trusted Loved One
- Provide Education Where Accessible
- Encourage Community-Based Service Connection

Let's get to work...

- Review cards provided to each table
- What would be an appropriate RG response?



Reactive



Proactive



Responsible gambling initiatives are designed to prevent and reduce potential harms associated with gambling, promote consumer protection, improve community and consumer awareness and education, AND provide referrals to treatment and recovery resources



THANK YOU!



**Teamwork makes the dream work.
None of this is possible without all of you!**

Amanda Quintana
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