



# Behind the Scenes: Connecting Lived Experience with Lottery Media

MARYLAND CENTER OF EXCELLENCE ON PROBLEM GAMBLING

MARYLAND LOTTERY & GAMING CONTROL AGENCY

# Who are we?



Carin Miller – Peer Recovery Specialist

Rural Populations Video



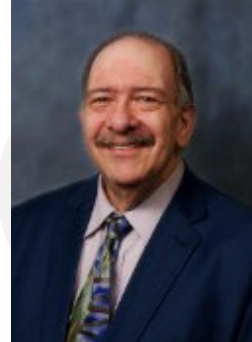
William Hinman – Peer Recovery Specialist/Supervisor

Youth Populations Video



Jasmine Countess –  
Director, Responsible Gambling

Video Advisor



Kenneth Wolfson – Peer Recovery Specialist

Senior Populations Video



Jim Nowlin – Peer Recovery Specialist

Military Populations Video



# Our Agencies



The Maryland Lottery and Gaming Control Agency's core mission is to generate revenue to support good causes in Maryland, including education, public health, public safety and the environment.



UNIVERSITY of MARYLAND  
SCHOOL OF MEDICINE

THE MARYLAND CENTER OF EXCELLENCE  
ON PROBLEM GAMBLING

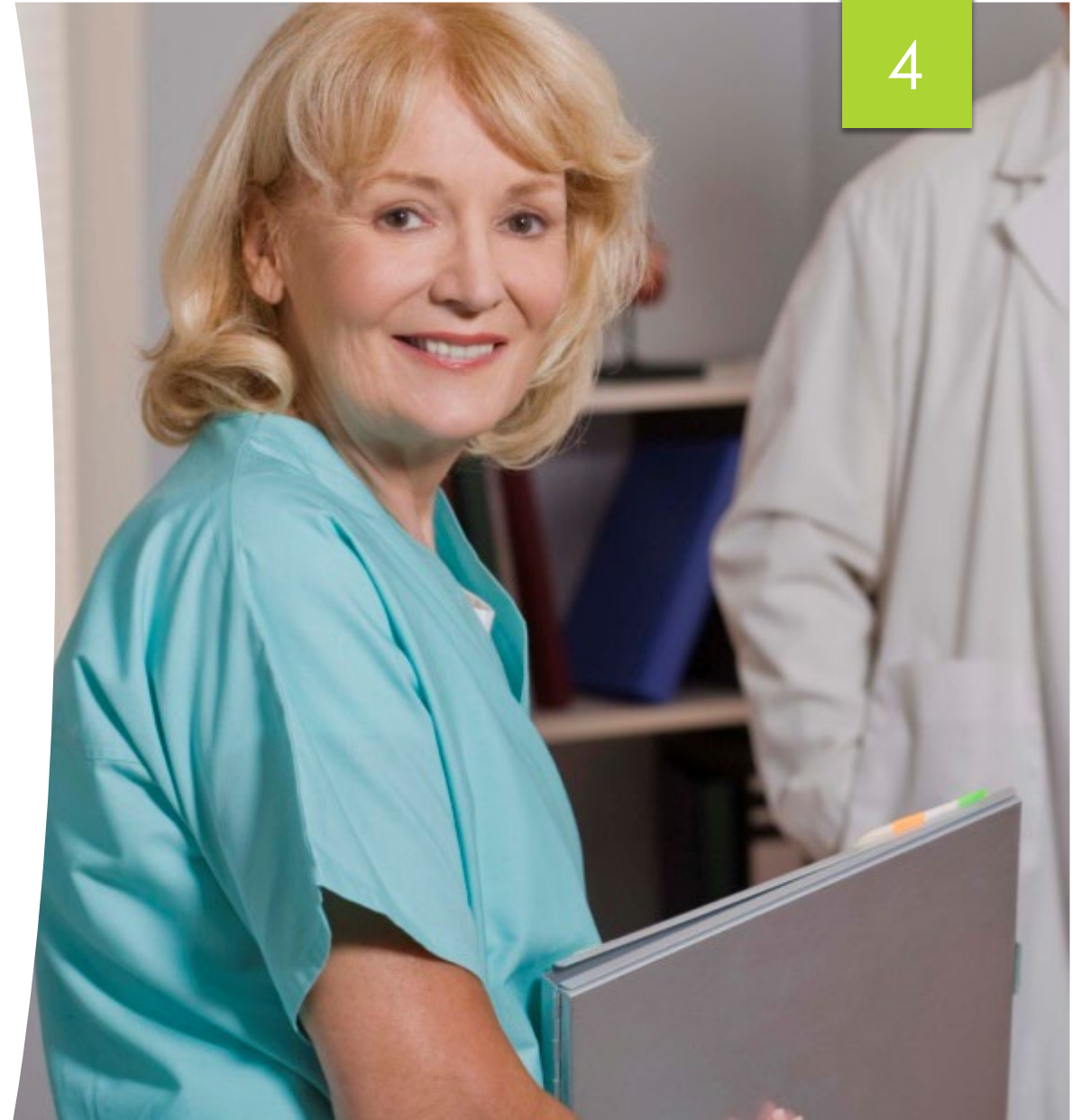
The Center promotes healthy and informed choices regarding gambling and problem gambling through public awareness, training and education, prevention, technical assistance to the behavioral health care system, peer recovery support, research and public policy.

# High Risk Groups

A group of individuals who, due to specific characteristics or exposures, are more likely to be affected by a particular health problem or hazard.

Risk factors:

- Age
- Gender
- Socioeconomic status
- Co-occurring disorders
- Major life changes
- Trauma/Grief/Loss
- Genetics or family history
- Early exposure to gambling



# Audience Questions

- Who are some of the **high risk groups** in your state?
- Who are some **key stakeholders** you can **collaborate with** to address these high risk groups?



# Behind-the-Scenes Challenges



Design Concepts



Scripting



Language



Visuals



Production

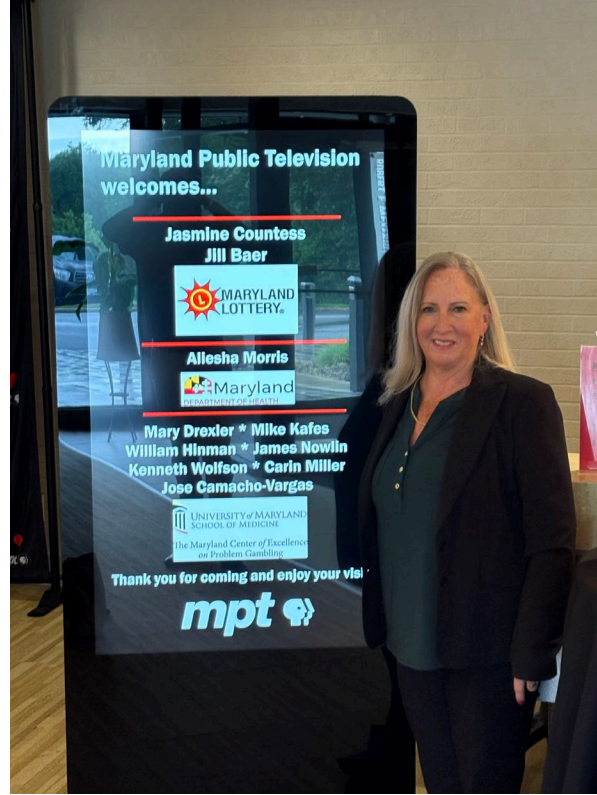
- **Design Concepts:** selecting themes/shapes/typography/animations appropriate for the subject
- **Scripting:** using effective strategies to approach each at-risk group
- **Language:** giving insight to production staff about language, and reviewing the videos to ensure proper terms were used
- **Visuals:** selecting visuals, such as colors and setting, appropriate for the videos
- **Production:** ensuring the delivery and overall message is clear and compelling

## Mindful Gambling Videos

# Filming Day







# Youth

<https://vimeo.com/1098282093?fl=pl&fe=sh>

<https://www.mdlottery.com/about-us/responsible-play/>



# Rural Populations

<https://vimeo.com/1098281737?fl=pl&fe=sh>

<https://www.mdlottery.com/about-us/responsible-play/>



# Seniors

<https://vimeo.com/1098282005?fl=pl&fe=sh>

<https://www.mdlottery.com/about-us/responsible-play/>

# Military

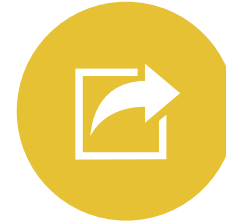
<https://vimeo.com/1098281891?fl=pl&fe=sh>

<https://www.mdlottery.com/about-us/responsible-play/>

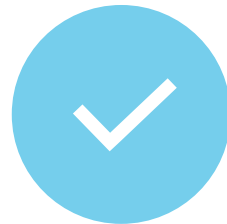
# Our Partnership



Maryland Alliance  
for Responsible  
Gambling



Awareness  
Activities,  
Presentations,  
Webinars, Resource  
Tables, Community  
Events



Voluntary Exclusion  
Program



General Referrals



# The Value of Peer Support

**Cheerleader**

**Advocate**

**Role Model**

**"Outstanding  
explanation of  
problem  
gambling."**

**"I realize I  
am not  
alone!"**

**"Very engaging  
conversation.  
Reminded me I am  
glad the gambling  
bug never got ahold  
of me"**

# Maryland Peer Stats

**281** New Help Seekers served in  
FY 2025

**613** Total Help Seekers Served

**25%** of Helpline Calls were  
transferred directly to a Peer



**In FY2025** 86.8% of Helpline  
callers (560) accepted one or  
more referrals including **41.9%**  
(270) to Peer Support

# Audience Questions



How do you feel about collaboration?

Let's brainstorm easy ways to collaborate



What are your challenges? What's working/not working?



Do you have peer support in your state? If not, how can you advocate for peer support in your state?



How do you respond when someone reaches out for help?



Thank you!