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What we'll cover

For too long responsible gaming has focused on a limited number of disparate activities without considering a broader public health approach to promoting safer play for all players.

This session will describe some of the driving forces behind the advancement and stagnation of responsible gaming.

This session will also provide examples of responsible gaming programs, including the widely recognized Massachusetts model to prevent and mitigate gambling harms.

Enjoy!

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RG vs. Revenue



Increasing tension between safer play and growing revenue. Especially true with sports wagering where profit margin is slim



Can you increase revenue and be an RG leader?

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Responsible Gaming vs Problem Gambling Massachusetts Responsible Gaming Framework

Responsible Gaming



The provision of gambling services designed to encourage players to maintain their gambling at a healthy level and minimize harm to consumers and the community.

McMillen, J., & McAllister, G. (2000, May). Responsible gambling: Legal and policy issues. In 3rd National Gambling Regulation Conference, Rex Hotel, Sydney (pp. 11-12).

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Responsible Gaming vs Problem Gambling Massachusetts Responsible Gaming Framework

Problem Gambling



Difficulty in limiting money and/or time spent on gambling, which leads to adverse consequences for the gambler, others or the community.

Neal, P. N., Delfabbro, P. H., & O'Neil, M. G. (2005). Problem gambling and harm: Towards a national definition

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What are Gambling-Related Harms?

• Gambling related-harms: Any initial or exacerbated adverse consequence due to an engagement with gambling that leads to a decrement to the health or wellbeing of any individual, family unit, community or population.

- ▶ Dimensions of Gambling Harm:
 - ▶ Financial
 - ▶ Work or study
 - ▶ Health
 - ▶ Emotional or psychological
 - ▶ Relationships
 - ▶ Cultural
 - ▶ Criminal activities

Langham, E., Thomas, H., Bennett, M. et al. Understanding gambling related harm: a proposed definition, conceptual framework, and taxonomy of harms. BMC Public Health 16, 80 (2016).

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Positive Play

knowledge, attitudes, beliefs, and behavior of players about gambling so that it remains a recreational activity and creates minimal risk of experiencing gambling-related harm. For example, only spending what is affordable to lose and sticking to personally allocated spend and time limits.

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Who is the target audience of RG efforts?

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The Gambling Continuum



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Pareto Principle

Pareto Principle – frequently used to describe revenue distribution whereby 80% of revenue comes from 20% of customers.

In the gambling industry it's even more pronounced

- Tom found that between 4.6% and 17.8% of players account for 80% of revenue and this group had significantly higher rates of PG (38%-67%)
- Deng and Lesch (2021) found the top 20% of players accounted for 90% of losses, and much more likely to self-exclude.

Tom, M.A., Lippincott, L.A., & Shallice, H. E. (2015). Does Pareto Rule Internet Gambling? Evidence Among the "Vital Few." In "Vital Many." The Journal of Gambling Business and Economics, 8(1), 73-100. <https://doi.org/10.1007/s10822-014-9281-7>

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Prevention Paradox

The **Prevention Paradox** is a lens with which to explore the distribution of the impacts of gambling in the population.

Researchers analyzed the relative prevalence of gambling harms among groups with different levels of gambling severity.

Prevention Paradox was supported in Massachusetts with approximately 70% of all harms arising from the lower severity groups.



Figure 1. Proportion of Harms Among Regular Gamblers by Gambling Severity Group

While almost all the individuals in the highest severity group reported one or more harms, any individual reporting one or more harms was far more likely to be in a lower severity group.

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Driving forces behind the advancement and stagnation of RG

Policy, Legislation, Research and Advocacy

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Indian Gaming Regulatory Act

Passed in 1988

Congress authorized American Indian Tribes to regulate and conduct gaming on Indian lands

The principal goal of the policy to promote tribal economic development, tribal self-sufficiency Of 574 Fed recognized tribes, roughly half operate casinos in 29 states

Led to huge expansion of tribal casinos and the legalization of state regulated riverboat and land-based casinos

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National Gambling Impact Study

- 1996--Commission charged to investigate and report on the impact of gambling on the U.S.
- Evaluated different issues, testimony from hundreds of individuals and organizations, and deliberated over a period of 2 years
- Report discusses available evidence and makes recommendations



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National Gambling Impact Study

- Commission funded a Gambling Impact and Behavior Study
 - National surveys (adults and adolescents via telephone and an intercept survey in gaming facilities);
 - 100-community statistical database;
 - 10 community case studies on the effects of casino openings
- Findings included that lotteries and casinos were the most common forms of gambling
- Estimated that approximately 2.5 million adults engaged in pathological gambling, 3 million engaged in problem gambling, 15 million at risk for problem gambling
- Availability of a casino within 50 miles (versus 50 to 250 miles) was associated with about double the prevalence of problem and pathological gamblers
- In communities proximate to newly opened casinos, "per capita income stays the same, indicating the communities reap more jobs, but not necessarily better jobs"
- "Wide perception among community leaders that indebtedness tends to increase as does youth crime, forgery and credit card theft, domestic violence, child neglect, problem gambling, and alcohol/drug offenses"

NIGS. Gambling Research, The Legal Aspects, and Characteristics of Gambling. Association (1998). Gambling Impact and Behavior Study: Report to the National Gambling Impact Study Commission. Available from: <https://www.nig.org/NGS%20Publication%2001%20Report%201998.pdf>

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National Gambling Impact Study

- National Gambling Impact Commission noted a "dearth of impartial, objective research" still exists
- Recommended "that gambling components, where appropriate, be added to existing federal research in the substance abuse and other mental health fields"
- Noted that, due to variations in how gambling viewed in different communities, gambling most appropriately addressed at state, tribal, and local levels vs. national level, with few exceptions such as internet gambling
- Commission also **recommended a pause in the expansion** for communities to assess costs and benefits
 - "Policymakers and the public should seek a comprehensive evaluation of gambling's impact so far and of the implications of future decisions to expand gambling. In fact, state and local versions of this Commission may be an appropriate mechanism to oversee such research" (p. 1-8)

National Gambling Impact Study Commission (1999). National Gambling Impact Study Commission Final Report. Available from: <https://govinfo.library.unt.edu/ngisc/reports/fullrpt.html>

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Casinos, Crime and Community Costs

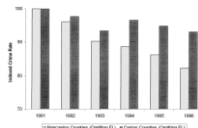
- Grinols and Mustard (2001), used FBI Uniform Crime report data, US Census Data, and casino information to examine all 3165 US counties between 1977 and 1996
- Issues with previous casino-crime literature: lack of attention to temporal effects, small sample sizes, some lack of examination of crime rates, rare control for other variables, lack of discussion of theory, bias in funding sources

Grinols, E. L., & Mustard, D. B. (2006). Casinos, crime, and community costs. *Review of Economics and Statistics*, 88(1), 28-45.

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Casinos, Crime and Community Costs

- Casinos increased all crimes except murder.
- Most offenses showed that the impact of casinos on crime increased over time, a pattern very consistent with the theories of how casinos affect crime.
- Between 5.5% and 30% of the different crimes in casino counties can be attributed to casinos
- Results indicative of crime being created in casino counties, rather than simply being shifted from one area to another



Grinols, E. L., & Mustard, D. B. (2006). Casinos, crime, and community costs. *Review of Economics and Statistics*, 88(1), 28-45.

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American Gaming Association

- Formed in 1995
- From the onset the AGA sought standardized responsible gaming practices and provide direction to the industry's outreach efforts.
- Challenge was to find an approach all "members" could agree on.
- Created Responsible Gaming Resource Guide and RG Certification Course
- Established RGEW



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American Gaming Association

- To promote responsible gaming
- Information to promote responsible gaming and where to find assistance, including a toll-free helpline number.
 - Strict policies on underage gambling
 - Advertising guidelines
 - Information generally explaining the probabilities of winning or losing at the various gambling games offered by the casino.
 - A policy providing opportunities for patrons to request the revocation of their privileges for specific services, incl VSE



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National Center on Responsible Gaming

- Formed in 1996
- largest source of funding for research on problem gambling in the US.
- Funding priorities:
 - meta-analyses of problem gambling prevalence,
 - surveys of casino employees,
 - neuroscience and genetics
 - youth gambling



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National Council on Problem Gambling

- **Founded in 1972**
- **Purpose:** To serve as the national advocate to mitigate gambling-related harm.
- **Mission:** To lead state and national stakeholders in the development of comprehensive policy and programs for all those affected by problem gambling.
- Engaged in RG discussions in 1998 (K. Whyte). Published first RG Resource in 2013/2014 (Public Survey of Online RG Regs)



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Professional and Amateur Sports Protection Act (PASPA)

- Hearings in 1991, it was passed in 1992.
- Senate Judiciary Committee "the harms it inflicts are felt beyond the borders of those States that sanction it."
- In May 2018 the Supreme Court struck the federal law banning gambling on sports.
- A green light for states to legalize sports wagering.
- Stems from a suit filed by NJ after it passed a constitutional amendment allowing SW.

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Reno Model: A science-based framework for responsible gaming

- Published in 2004
- Defines RG as policies and practices designed to prevent and reduce potential harms associated with gambling
- Focus on individual and community
- Recognizes the diverse stakeholders and calls for collaboration and establishment of a global body

A Science-Based Framework for Responsible Gambling: The Reno Model
 Alex Blaszynski
 University of Sydney & University of Queensland, Sydney
 Robert Labonté
 University of Laval, Quebec
 Howard J. Shaffer
 Harvard Medical School, Boston

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Inherent Assumptions Underlying RG Strategies

- 1) safe levels of gambling are possible
- 2) Gambling can provide a level of recreational, social and economic benefits to individuals and communities
- 3) However, a proportion of participants can suffer significant harm
- 4) Benefits must exceed the costs of gambling
- 5) Abstinence is viable and important, but not essential for indiv. Experiencing gambling harm
- 6) It's possible to return to safe levels of gambling

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Fundamental Principles

- 1) The ultimate decision to gamble resides with the individual and represents a choice
 - 2) To properly make this decision, individuals must have the opportunity to be informed
- **Calls for a strategic evidence-based framework**
 - **Calls for scientific research to guide the development of policies and practices**

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Voluntary Self-Exclusion

- Information about early origins is anecdotal; possibly began in the 1950s
 - Informal; early focus was equally on maintaining order and preserving entertainment value as gambling disorder (not yet recognized as mental health disorder)
- First government self-exclusion programs developed in Canada between 1989 and 2000
 - No research to support creation of these due to lack of resources for research
- US: First program developed in Missouri in 1995

Mullaly, K. (2010). The Emergence of Self-Exclusion Programs. In Evaluation Self-Exclusion as an Intervention for Disordered Gambling, volume 5 of increasing the Odds: A Series Devoted to Understanding Problem Gambling Disorders. National Center for Responsible Gambling.

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Voluntary Self-Exclusion

- Missouri Model
 - Based on principle that self-exclusion should be viewed as a tool to help acknowledge and take personal responsibility for gambling problems
 - Require person enrolling to acknowledge in writing that they have a gambling problem and commit to refraining from entering casinos in the jurisdiction
- Common elements of self-exclusion programs across jurisdictions:
 - Reducing external enticements to gamble—casinos prohibited from marketing to/cashing checks from self-excluded persons)
 - Taking away big prize—self-excluded persons ineligible to place wagers and must forfeit winnings (typically applies to any jackpots of more than \$1,200)
 - Consequences if discovered on a gaming property—generally illegal for self-excluded persons to be on gaming floor
- May also be used to connect people to treatment

Mullaly, K. (2010). The Emergence of Self-Exclusion Programs. In Evaluation Self-Exclusion as an Intervention for Disordered Gambling, volume 5 of Increasing the Odds: A Series Dedicated to Understanding Problem Gambling Disorders. National Center for Responsible Gambling.

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Voluntary Self-Exclusion

- Evolving issues in response to ongoing research: length of self-exclusion
- Important: conduct careful follow-up; funding for research to monitor safety and effectiveness

Mullaly, K. (2010). The Emergence of Self-Exclusion Programs. In Evaluation Self-Exclusion as an Intervention for Disordered Gambling, volume 5 of Increasing the Odds: A Series Dedicated to Understanding Problem Gambling Disorders. National Center for Responsible Gambling.

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Harrah's Operation Bet Smart



- 1989, Project 21
- 2003, first of it's kind corporate RG training program

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Changing the Channel on RG: GameSense

BetMGM becomes first US online operator to integrate BCLC's GameSense program

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Ontario Lottery Group – Play Smart



WANT TO LEARN MORE ABOUT BY PLAYTABLET TOOLS?

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Hardrock Casino Players Edge PLAYERSEDGE

WHAT IS PLAYERSEDGE?

PlayersEdge is a comprehensive education program for players who want to improve their casino experiences. It is designed to prevent and mitigate harmful gambling by promoting informed choices, positive play, and understanding of risks.

By exploring how casino games work, providing strategies to manage their play, and helping people reflect on how they gamble, PlayersEdge works to keep casino play fun. For those who need help, we provide information, assistance and referrals to self-exclusion and support services.

Our goal is to ensure players can gamble in a healthy way over the long-term.

Hard Rock International Unveils Groundbreaking PlayersEdge Program To Change Casino Culture
Brand launches first comprehensive gambling literacy and education program designed by a US-based gaming company, for North American and international markets

HARD ROCK INTERNATIONAL (NYSE: HRI) today announced the introduction of PlayersEdge, Hard Rock International's groundbreaking first-of-its-kind comprehensive gambling literacy and education program designed by a US-based gaming company, for North American and international markets.

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The Massachusetts Model

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Why does this matter?



VISION: An effective, sustainable, measurable, socially responsible and accountable approach to gambling

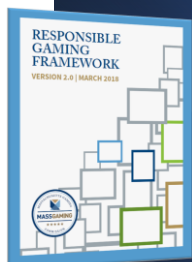


GOAL: Healthier communities in which individuals and families practice healthy behaviors related to gambling

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Massachusetts Responsible Gaming Framework

- **Provide** accurate information to promote positive play
- **Provide** patrons adversely affected with help
- **Create** a shared understanding of responsible gaming practices among individuals, the gambling industry and government



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RG Framework Strategies

-  Commit to corporate social responsibility
-  Support positive play
-  Promote public health and safety within the physical environment
-  Ensure responsible marketing
-  Manage high-risk financial transactions
-  Engage the community
-  Commit to continuous improvement and reporting

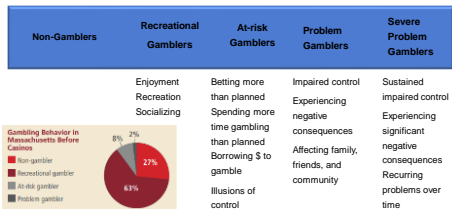
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THE MA MODEL



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THE GAMBLING CONTINUUM



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Stepped Care Approach

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GameSense

Promote a positive approach to play with patrons and peace of mind with the general public.

- A voice of reason offering facts for a clear perspective.
- Clarify myths and messages around gambling
- Help players understand the rules of the games
- Presented on multiple platforms.



Target Audience

Non-Gamblers	Recreational Gamblers	At-risk Gamblers	Problem Gamblers	Severe Problem Gamblers
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A first-of-its-kind budget-setting tool for slot machine play. This tool allows patrons the ability to monitor the amount of money they spend on electronic gaming machines.

Target Audience

Non-Gamblers	Recreational Gamblers	At-risk Gamblers	Problem Gamblers	Severe Problem Gamblers
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Lower-Risk Gambling Guidelines: Show how to lower the risks and harms associated with gambling:

- Gamble no more than 4 days per month.
- Avoid regularly gambling on more than 2 types of games
- Don't gamble more than 1% of monthly household income

Target Audience	Non-Gamblers	Recreational Gamblers	At-risk Gamblers	Problem Gamblers	Severe Problem Gamblers
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Voluntary Self-Exclusion

- Available to assist patrons who recognize that they have experienced a loss of control over their gambling and wish to invoke external controls
- An engaged approach
 - Primarily administered by GSAs
 - VSE Recovery Support Liaison
 - Reinstatement requirement

Target Audience	Non-Gamblers	Recreational Gamblers	At-risk Gamblers	Problem Gamblers	Severe Problem Gamblers
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Where we go from here...



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Right information, right person, right time

Leverage
Technology

General vs.
tailored
information

Active vs.
passive
interventions

Cooperative
vs. regulatory

RESEARCH
