



**Oregon State Lottery**

# **Responsible Gambling Code of Practice**

November 1, 2014

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## INTRODUCTION

### Our Approach

The Oregon State Lottery developed its Responsible Gambling Code of Practice using a combination of stakeholder interviews, research and analysis of best in class Codes of Practice from a variety of jurisdictions, and consultation with leading researchers in the responsible gambling and problem gambling fields.

The Oregon State Lottery's Code of Practice considers and acknowledges the specific business model of the Oregon State Lottery, which relies on a wide area network of retail outlets. The Lottery has modified best practices from other business models to best address our products and distribution channels.

We consider this Code of Practice to be dynamic and anticipate developing new practices in response to emerging research, evolutions in gaming technology, and emerging market trends. Once adopted, the Lottery will review the Responsible Gambling Code of Practice annually to ensure relevancy and consideration of current research and trends.

### Purpose

The Oregon State Lottery Responsible Gambling Code of Practice provides a proactive approach to the promotion of responsible gambling practices. The code includes details of how the Lottery plans to implement its values as well as guidance to staff on ethical standards and how to achieve them. The code provides a structure for Lottery employees and those who distribute and sell Lottery products to promote responsible gambling practices. Responsible gambling practices ensure that the Lottery's business is conducted in ways intended to minimize harm caused by gambling to individuals, families and communities.

### What is responsible gambling?

Responsible gambling is the provision of safe, socially responsible and supportive gambling environments where the potential for harm associated with gambling is minimized and people can make informed decisions about their participation in gambling. Responsible gambling is the result of the collective actions and shared ownership of the issue by individuals, communities, the gambling industry and government.

### What is problem gambling?

People take part in gambling because they enjoy it and obtain benefits from participating. For most people, gambling is generally a positive experience. However, for a minority, gambling is associated with difficulties of varying severity and duration. Experiencing severe difficulties with gambling is recognized as an addictive disorder similar to alcohol or nicotine dependence. While less severe, problem gambling is characterized by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, his or her family, or for the community.

### Gambling Offered by the Oregon State Lottery

The Oregon State Lottery offers different types of gambling across four key product lines. The practices set forth in the code will be applied as appropriate across these product lines.

- **Video Lottery<sup>SM</sup>**: Line and poker games offered through a wide-area network of over 2,300 on-premise (bar, tavern, restaurant, and deli-style) retailers
- **Instant games**: Offered at both on-premise and off-premise (convenience and grocery) retailers
- **Draw games**: Multi-state games including Powerball® and Mega Millions®, as well as Oregon specific games offered at both on-premise and off-premise retailers
- **Keno**: A monitor game offered at both on-premise and off-premise retailers

## Guiding Principles

The Oregon Lottery provides an entertainment option for Oregonians while lottery profits provide necessary funding for Oregon's infrastructure, job creation, education and environment. However, the Lottery recognizes that gambling can be done to excess and cause harm to individual players, their families and others in the community.

By law, the Lottery's customers are age 18 and above. While the Lottery respects its customers' autonomy and the right to make their own decisions regarding legal forms of entertainment, the Lottery's commitment is to provide information and tools that help its customers make informed choices and enjoy Lottery games in a responsible way.

The Lottery is committed to ensuring that players and their families know how to access treatment for problem gambling, and that they understand treatment is free, confidential, and effective. This includes a commitment to ensuring that ~~people from different cultural and linguistic communities~~ **diversity and cultural relevancy** -are considered in applicable provisions in the Code of Practice.

The Lottery will devote energy, funding and resources where these will have the most positive impact on the promotion of responsible gambling practices and awareness of problem gambling resources.

In addition to these guiding principles, the Oregon State Lottery recognizes important underlying values that inform our activities. These include a commitment to the communities in which it operates, engagement with the Responsible Gambling and Problem Gambling communities; measuring **and reporting its** performance and engaging in ongoing review and improvement.

## Outcomes

The Code of Practice aims to achieve the following outcomes:

- Ensure that individuals, communities, retailers, Oregon Lottery staff, the Oregon Lottery Commission, vendors, and government have a shared understanding of effective responsible gambling practices.
- Identify evidence-based best practices and apply these as appropriate to Oregon Lottery responsible gambling practices.
- Consider evidence-based best practices and apply these appropriately to new and emerging technologies.
- Assist players to make informed decisions about their gambling participation.
- Ensure that people adversely affected by gambling have knowledge of and access to timely, appropriate assistance and information.
- Help people adversely affected by gambling seek treatment.

## Accountability

The Oregon State Lottery is ~~responsible-accountable~~ for ensuring and communicating adherence to and progress on relevant practices contained in the Code of Practice. The Lottery will regularly evaluate and monitor the effectiveness of the Code of Practice **using both internal monitoring and independent assessments.**

**The Lottery will endeavor to achieve and maintain relevant, independent industry assessments and certifications for the responsible gambling and problem gambling resource awareness programs.**

**The Lottery will identify key performance metrics, establish performance goals, and report performance to goal annually.**

## Practices

The Responsible Gambling Code of Practice commits the Lottery to implement and adhere to responsible gambling practices, with a particular focus in the following areas:

- Investment in research
- Interaction with responsible gambling/problem gambling community
- Retailer engagement, communication, training, and physical environment
- Employee engagement, communication, and training
- Game and equipment features
- Informed player messaging
- Advertising and promotion

### Practice 1: Investment in Research

The Lottery will rely on research to inform all areas of the responsible gambling and problem gambling resource awareness efforts. Values informing the research efforts of the Lottery include ensuring the independence of investigators, including their interpretation of the results of research activities; providing adequate funding to support high-quality research efforts; and protecting the rights of human subjects.

Lottery will:

- 1.1 Consult with public health, and other subject matter experts to review and analyze evidence-based best practices and identify applications for the Lottery. This will be done through consultant engagements as well as participation in industry events and conferences.
- 1.2 Work cross-jurisdictionally to assess current responsible gambling programs and their applicability for the Oregon Lottery.
- 1.3 Work with gaming technology and equipment providers to review and analyze available and emerging technologies/equipment and opportunities and impact for responsible gambling practices.
- 1.4 Conduct focus group and other research to test messaging for marketing efforts.

- 1.5 Invest in research studies designed to gather data to inform responsible gambling programs and problem gambling resource awareness. This will include:
  - 1.5.1 Prevalence survey(s)
  - 1.5.2 Concept and message testing
  - 1.5.3 Awareness tracking
- ~~1.5.3~~1.6 Invest in research designed to evaluate effectiveness of responsible gambling and problem gambling resource awareness programs

## **Practice 2: Interaction with Responsible Gambling/Problem Gambling Community**

The importance of fully engaging the widest possible range of stakeholders in the responsible gambling/problem community is fundamental to the success of the all responsible gambling/problem initiatives. Values informing this engagement include identifying all likely stakeholders; opening channels of communication with stakeholders; fostering relationships with stakeholders; and providing regular opportunities for feedback from stakeholders in the development and fielding of Lottery products and outreach.

The Lottery has identified several key stakeholders in the Responsible Gambling Program, including the Oregon Health Authority, the Oregon Legislature, the Oregon Council on Problem Gambling, and the Oregon media.

Lottery will:

- 2.1 Maintain a visible presence with responsible gambling/problem gambling entities, to enable collaboration on goals and strategies relative to responsible gambling/problem gambling initiatives, including board membership on Oregon Council on Problem Gambling and work group membership with Oregon Health Authority, among others.
- 2.2 Include responsible gambling and problem gambling updates at monthly commission meetings.
- 2.3 Provide staff expertise and funding to Oregon Health Authority to enable the development, execution and distribution of tools designed to provide information and access to problem gambling treatment resources.
- 2.4 Leverage membership in the Oregon Council on Problem Gambling to spearhead the development of a shared agenda of activities and projects aimed at promoting responsible gambling.

## **Practice 3: Retailer Engagement, Training and Physical Environment**

Lottery products are sold at approximately 4,000 retailers statewide. Retailers operate a variety of business types, and the Lottery represents no more than 50 percent of a retailer's sales – and in most cases far less. Retailers operate under contracts, which cannot be prescriptive relative to total business

operations. All this considered, Lottery recognizes and promotes a shared responsibility with our retailers for the promotion of responsible gambling practices and awareness of problem gambling resources.

Values informing retailer engagement include a commitment to ongoing education of retailers and their staff not only about responsible gambling practices but also about providing a physical environment conducive to responsible play.

Lottery will:

- 3.1 Work with the Video Lottery Retailer Advisory panel to define the retailers' role in promotion of responsible gambling practices and problem gambling resource awareness.
- 3.2 Supply and require retailers to prominently display problem gambling resource materials including posters, pamphlets and stickers. Lottery will audit for compliance.
- 3.3 Supply and require retailers to provide materials and access to information that may be requested by customers including nature of games, game rules, odds or return to players.
- 3.4 Develop mechanisms to ensure appropriate and ongoing responsible gambling training is provided for staff who provide gambling products to customers. Lottery acknowledges the challenge associated with training frontline retail and service staff due to high turnover and low engagement and endeavors to improve outreach to this group.
  - 3.4.1 Contractually require key persons to receive training in responsible gambling as part of retailer onboarding.
  - 3.4.2 Encourage key persons to share training with line staff and provide resources and materials to assist with training.
  - 3.4.3 Collaborate with Oregon Liquor Control Commission and the Oregon Restaurant and Lodging Association to identify opportunities to leverage their existing server training resources.
  - 3.4.4 Engage with the National Association of State and Provincial Lotteries to integrate their newly developed training for traditional lottery products into Oregon Lottery training materials.
- 3.5 Communicate requirements and best practices relative to the retailer physical environment and player/retailer interaction.
  - 3.5.1 Minors are prohibited from designated gambling areas.
  - 3.5.2 Retailers are to follow Lottery line of sight guidelines.
  - 3.5.3 Retailers may not pay winnings above \$600.
  - 3.5.4 Retailers should not allow customers who are openly intoxicated to continue gambling.
  - 3.5.5 Retailers are encouraged to provide hospitality services and make players aware of the passage of time to encourage breaks in play.
  - 3.5.6 Retailers are prohibited from providing credit or lending money for the purposes of gambling.

## Practice 4: Employee Engagement

Ensuring that Lottery employees are engaged in the Responsible Gambling Program is critical to the success of the program. Values in forming employee engagement include educating employees about the importance of responsible gambling within Oregon Lottery culture, training employees in how to promote responsible gambling, and educating employees about problem gambling and available resources for assistance.

The Lottery will engage employees on a formal and informal basis consistently throughout the year and:

- 4.1 Include staff from a variety of functional areas in the development and annual review of the Code of Practice.
- 4.2 Include goals associated with responsible gambling initiatives in Lottery key performance measures.
- 4.3 Require yearly acknowledgment of the Code of Practice as part of the annual review process.
- 4.4 Communicate responsible gambling initiatives and results to the agency.
- 4.5 Include responsible gambling training in employee onboarding.
- 4.6 Include staff in the development of responsible gambling training.
- 4.7 Provide **all** staff with training designed to ensure knowledge and confidence in directing people to problem gambling resources for assistance. **Provide player and retailer facing staff with enhanced training support as appropriate.**

## Practice 5: Game and Equipment Features

The Lottery will apply evidence-based responsible gambling considerations to the features of lottery games, lottery products, and Lottery gaming equipment. Values informing selection of game and equipment features include ability to inform players about the games, ability to provide players with information about their play, ability to provide information on problem gambling resources and ability to offer opportunities for breaks in play. As new games and technologies become available, their performance will be evaluated in relation to these responsible gambling values.

- 5.1 Utilize available tools/features on current and new Video Lottery Terminals.
  - 5.1.1 Display visible clocks on video lottery terminal game screens.
  - 5.1.2 Offer the ability to display credits as dollars.
  - 5.1.3 Prominently display problem gambling helpline information.
  - 5.1.4 Prohibit ticket-in-ticket-out functionality.
- 5.2 Utilize available tools and features on instant, draw and monitor games and equipment.
  - 5.2.1 Prohibit use of cartoons and themes aimed at children on instant game tickets.
  - 5.2.2 Require *Lottery To Go* terminals to ask for age verification.

- 5.2.3 Include problem gambling helpline information on instant, draw and monitor game tickets.

## **Practice 6: Informed Player Messaging**

The Lottery is committed to providing players with the information they need to make informed choices about their lottery play and to supporting players in taking personal responsibility for their lottery play. This is best accomplished by integrating the responsible gambling messaging into a variety of communications and disseminating the information broadly.

Values informing player messaging include incorporation of empirical evidence of effective messaging and regular assessment of the impact of different messages on player behavior. As new gaming system technologies become available the Lottery will evaluate opportunities to further support informed decision making by providing players with information regarding their play via the Video Lottery terminals.

- 6.1 Develop robust web and video content, including risk assessments and “myth busters”.
- 6.2 Communicate responsible gambling practices broadly across all media channels.
- 6.4 Communicate odds and payouts in an easy-to-understand way.
- 6.5 Provide links to additional information including 1877mylimit.com on Lottery websites.
- 6.5 Participate in third party responsible gambling information programs such as the McGill Responsible Holiday Scratch-It campaigns.

## **Practice 7: Advertising and Promotion**

Responsible advertising and marketing includes avoiding marketing to vulnerable groups in the population, avoiding communications that appeal specifically to vulnerable groups (especially underage players) and accurately representing the odds of winning.

- 7.1 Seek subject matter expertise in the development of responsible and problem gambling advertising messages and concepts. Validate new creative concepts with responsible gambling community in development stages.
- 7.2 Dedicate sufficient budget to achieve reach and frequency necessary to achieve awareness goals for problem gambling resource awareness and responsible gambling advertising.
- 7.3 Use verification tools to minimize product and promotional advertising exposure to minors.
  - 7.3.1 Outdoor Advertising Association of America Codes for placement of outdoor advertising.
  - 7.3.2 COMSCORE, a media planning and analysis tool, to select and verify media with 70 percent or more of readership/viewership above 18.
  - 7.3.3 Age verification on Lottery websites.
- 7.4 Continue to use “age-gating” on the Lottery Second Chance website.

- 7.5 Test and refine responsible and problem gambling advertising to maintain highest level of efficiency and report results regularly and consistently.
- 7.6 Incorporate responsible gambling messages into product and promotional advertising, whenever appropriate.
- 7.7 Create advertising to effectively reach multi-cultural audiences culturally and linguistically.
- 7.8 Ensure that product advertising and promotional materials:
  - 7.8.1 Accurately represent the probability of winning a prize.
  - 7.8.2 Are not implicitly or explicitly directed at minors or disadvantaged groups