Since 1999 1 percent of Lottery revenue - over $92 million dollars - has been dedicated to funding problem gambling prevention and treatment services. This places Oregon 2nd in the nation in per capita spending on problem gambling.* In addition to this legislatively mandated funding, the Oregon Lottery® invests over $3 million annually to implement a comprehensive responsible gambling program guided by our Responsible Gambling Code of Practice. This report details significant impacts resulting from this investment for fiscal year 2017.

*Source #8

Our Goals

While there are dozens of anticipated outputs and outcomes associated with the implementation of the Responsible Gambling Code of Practice, our overarching goals are really very simple. The Lottery will devote energy, funding and resources where they will have the most positive impact on the promotion of responsible gambling practices and awareness of problem gambling resources. Our efforts are devoted to:

Providing information and tools to help players make informed choices and enjoy Lottery games in a responsible way.

Creating awareness of the help and resources for those affected by problem gambling. We aim to ensure that people affected by gambling issues know how to access help and that they understand treatment is free, confidential, and it works.

What We Measure

The Oregon Lottery is accountable for ensuring and communicating progress on relevant practices contained in the Code of Practice. Using a combination of internal monitoring and independent assessments, we report on both annual measures and key accomplishments specific to a given year. Our annual measurements look at year-over-year trends, while our key accomplishments measure a discrete set of non-repeatable activities.
Awareness That Free Treatment is Available

The Lottery runs an integrated, ongoing marketing campaign promoting the availability of free, confidential, professional help that works. This includes multi-cultural broadcast and digital advertising, search engine marketing, website content, collateral, billboards and other out-of-home marketing.

Ability to Name at Least One Responsible Gambling Practice

The Lottery promotes responsible gambling practices in both marketing dedicated campaigns and in conjunction with Lottery product marketing. This includes broadcast and digital advertising, collateral and web content.

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>of adult</td>
<td>of adult</td>
<td>of players</td>
</tr>
<tr>
<td>Oregonians</td>
<td>Oregonians</td>
<td>n=1000</td>
</tr>
<tr>
<td>of players</td>
<td>84%</td>
<td>81%</td>
</tr>
<tr>
<td></td>
<td>of players</td>
<td>n=27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment</td>
<td>65%</td>
<td>82%</td>
</tr>
<tr>
<td>FREE,</td>
<td>of adult</td>
<td>of players</td>
</tr>
<tr>
<td>CONFIDENTIAL</td>
<td>Oregonians</td>
<td>n=934</td>
</tr>
<tr>
<td>&amp; it works</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td>of players</td>
<td>n=368</td>
</tr>
</tbody>
</table>

Source: 1 & 2

Treatment is FREE, CONFIDENTIAL & it works

1-877-MY-LIMIT  cpbg.org

UNDERSTAND HOW THE GAMES WORK
BEFORE YOU PLAY
SET A TIME LIMIT
STICK TO A BUDGET
KEEP YOUR ENTERTAINMENT ENTERTAINING
LOTTERY GAMES SHOULD NOT BE PLAYED FOR INVESTMENT PURPOSES
Directing People to Help and Information on OPGR.org

The Lottery implements an ongoing digital and search marketing campaign designed to drive people to the Oregon Problem Gambling Resource website (opgr.org) for information on help and resources available for people affected by gambling. The chart to the right reflects monthly page views for both the English site opgr.org and the Spanish language site opgr.esp.

Directing People to Help and Information on GamTalk.org

The Lottery implements an ongoing digital and search marketing campaign designed to drive people to GamTalk.org an online community for people with gambling issues. The chart to the right reflects monthly page views for Oregonians visiting the site. These numbers are noteworthy as the Oregon Lottery is the only entity that uses paid media to drive site traffic.

Calls to the Helpline 1.877.MyLimit

The Lottery promotes the Helpline number, 1.877.MyLimit in all responsible and problem gambling advertising and collateral. Additionally 1.877.MyLimit is featured on Lottery games and equipment including stickers on Video Lottery Terminals and printed information on ticket stock and “how to play” brochures.
During fiscal year 17 the Lottery focused efforts on building and launching a series of comprehensive training programs called Responsible Gambling & You.

The first program in the series was for retailer staff in locations which offer Video Lottery. The Lottery developed the training with industry experts using input from retailer staff including executives, managers, bartenders and waitstaff. The training was delivered as a 30-minute, online, interactive module. Lottery sales staff visited retailers to encourage participation.

The Lottery fielded a post training survey to understand the relevance and utility of the training for participating retailers.

In fiscal year 18 the Lottery will expand retailer training to include specific training for retailers who sell “traditional” Lottery products like Scratch-its™ and Powerball®.

Video Lottery Retailer Staff Completing Training

<table>
<thead>
<tr>
<th>INDEPENDENTS</th>
<th>CHAINS</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>99.5%</td>
<td>100%</td>
<td>99.5%</td>
</tr>
<tr>
<td>n = 2250</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Percentage of Retail Locations Completed

- **Independents**: 3050
- **Chains**: 775
- **Total**: 3825

Total Number of Retailer Staff Completed

- **Independents**: 1.5
- **Chains**: 3.3
- **Total**: 1.7

Average Employees per Location

Source #7

<table>
<thead>
<tr>
<th>Source</th>
<th>2017</th>
<th>2016</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Promoting responsible gambling is a responsibility Lottery and retailers share equally.</td>
<td>Retailers should do more to promote responsible gambling than display the materials the Lottery provides.</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>2017</td>
<td>78%</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

n = 168

Source #3
Following the successful launch of Responsible Gambling & You for Video Lottery retailers, the Lottery launched a training program for Lottery employees. This 40-minute online, interactive module was developed by industry experts and informed by Lottery staff from a variety of functional areas. Every Lottery employee was required to complete the training.

The Lottery fielded a post training survey to understand the relevance and utility of the training for employees.

In fiscal year 18 the Lottery will expand employee training to include job specific training for staff who regularly interact with retailers and players.

**Lottery Employee Training**

**TESTIMONIALS**

“This training elaborated on many of the tools that I already use in the field, but I believe that the training will help me dig deeper into the understanding and importance of RG.”

“It’s more top of mind while discussing strategic planning and how to grow our business.”

“I showed a player the resources available instead of just saying ‘sorry you’re going through that’.”

**90%**

Know how to access resources and support for problem gambling.

**89%**

know what to do if a customer asks them for help about a gambling problem.

**63%**

feel more confident about discussing responsible gambling and problem gambling than before the training.

**59%**

agree the training provided information relevant to their role at work.

**80%**

agree the training was informative.

**75%**

integrate RG policies and procedures into their day to day work responsibilities.

**38%**

report having interactions with someone outside the Lottery where they either promoted RG or helped someone with a gambling concern.

A Print Version of the Video Lottery Responsible Gambling Training is Available in 7 Languages!

- English - **Play Responsibly**
- Spanish - **Juege con responsabilidad**
- Russian - **Играйте ответственно**
- Chinese simplified - **负责任地玩**
- Chinese traditional - **負責任地玩**
- Vietnamese - **chơi có trách nhiệm**
- Korean - **책임감 있는 플레이**
- Arabic - **تثقيفكم بأمان**

**Oregon Lottery Employee Training Effectiveness**

n = 153

Source #4
Glossary of Terms

**Business Year (BY)** – January through December

**Fiscal Year (FY)** – Oregon Lottery’s fiscal year is from July 1st to June 30th.

**RG** - Responsible Gambling (RG) is the provision of gambling services in a way that seeks to minimize the harm to customers and the community associated with gambling.

**PG** - Problem gambling (PG) is an impulse to gamble despite harmful negative consequences or a desire to stop.

**Pageviews** - Per Google, a pageview is an instance of a page being loaded or reloaded in a browser. Pageviews is a metric of the total number of pages viewed.

**Video Lottery** - Games conducted through Video Lottery game terminals that are monitored by a central computer system. Games include: video poker games, video line games and any other lottery game designated by the Oregon Lottery Commission as a Video Lottery game.

Source Citations

5. Google Analytics.