



March Problem Gambling Awareness Month February 25, 2022

Presenters:

Jasmine Countess, Responsible Gaming Director, Maryland Lottery and Gaming Control Agency

Patrick Martin, Vice President, Regional Compliance, MGM National Harbor

Brenda McNelis, Regulatory Compliance Officer at Ocean Downs Casino Heather Eshleman, MPH, Prevention Manager, Maryland Center of Excellence on Problem Gambling



Objectives

- Learn the history of Problem Gambling Awareness Month (PGAM) and why it is important to raise awareness.
- Learn how the Maryland Lottery and Gaming Control Agency promotes PGAM and responsible gambling. Learn about the Maryland Alliance for Responsible Gambling (MARG).
- Learn how Maryland casinos, MGM and Ocean Downs, promote PGAM and responsible gambling.
- Learn how your organization can help promote PGAM through materials developed by the National Council on Problem Gambling and the Maryland Center of Excellence on Problem Gambling.



MARCH is PROBLEM GAMBLING AWARENESS MONTH (PGAM)

- A national grassroots campaign created and sponsored by the National Council on Problem Gambling (NCPG) (www.ncpgambling.org)
- 2022 is the 18th year for this event, the Center has been promoting PGAM since 2013
- Began as a way to engage the Gaming Industry (state Lottery and Gaming agencies) in a concentrated responsible gambling campaign
- Now expanded as a campaign for all mental health and behavioral health organizations nationally
- Focus is to bring awareness to communities about problem gambling and gambling addiction



Why is Raising Awareness During PGAM Important?

- A Gambling has risks and can become an addiction for some, similar to alcohol or drug addiction, disproportionately affecting those with mental illnesses, minorities, veterans, youth/young adults, etc.
- Approximately 2% of Maryland adults have a gambling problem.
- A Maryland residents need to know there are free resources for gambling help (1-800-GAMBLER, no cost treatment, free printed materials, prevention grants, etc.)
- A Gambling problems can be identified early through screening and/or self assessment tools.
- A Gambling has expanded in Maryland and in the United States at a rapid pace over the last 10-15 years.



Maryland Lottery and Gaming Control Agency

Jasmine Countess, Responsible Gaming Director



YOU'RE ALWAYS A WINNER WHEN YOU PLAY RESPONSIBLY.



For help, call **1-800-GAMBLER**



COMMITMENT

Responsible Gambling is an *integral* part of Maryland Lottery and Gaming's daily operations.



Responsible gambling (RG) policies affect <u>all</u> aspects of our business, from employee training to advertising and marketing. We also support research and public awareness of responsible gaming.



Promoting Problem Gambling Awareness Month

Strategies

- ✓ Social media messaging
- ✓ Revamped RG webpage
- ✓ State Proclamation
- Collaboration with the Maryland Alliance on Responsible Gambling



This March, have a conversation with someone who has been there...



For most, gambling can be fun. But for some, gambling can get out of control. Take the action to call and have a conversation with a *Peer Recovery Support Specialist* who can help you or a loved one navigate resources and remove barriers on the road to recovery from gambling problems.

If gambling is causing problems for you or anyone you know, call or text the Maryland Helpline 1-800-GAMBLER (1-800-426-2537) or scan the QR code below or visit www.helpmygamblingproblem.org



The Maryland Center of Excellence

ov Problem Gambling







Be a Low-Risk Player



Remember, Lottery games are for entertainment, not a way to make money;

In 2020, we revamped our play responsibly page to remind players to enjoy the games while being mindful of their play. This resulted in increased RG engagement!





By St. H. Satter of St. Sevention St. Sevention John C. Wolforston



Maryland Alliance on Responsible Gambling Collaboration

- Development of QR Code by Center of Excellence
 - Joint Press Release
- Discussion/sharing of NCPG social media messaging

If gambling is causing problems for you or anyone you know, call or text the Maryland Helpline 1-800-GAMBLER (1-800-426-2537) or scan the QR code below or visit www.helpmygamblingproblem.org



The Maryland Center of Excellence on Problem Gambling







QR Codes



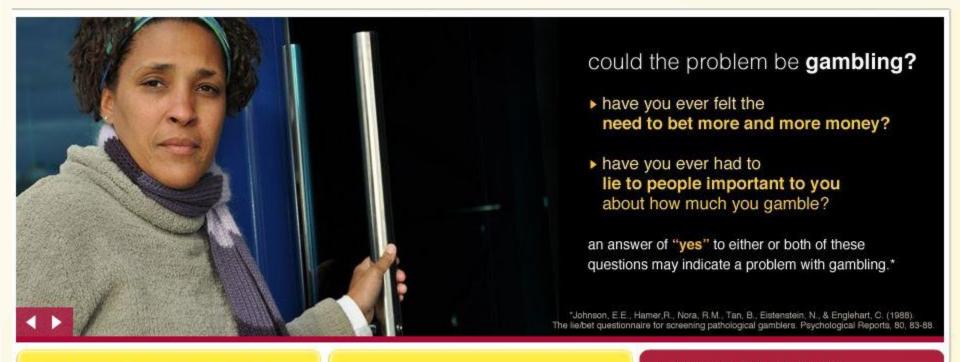


https://www.mdgamblinghelp.org/

https://helpmygamblingproblem.org/



Maryland Alliance on Responsible Gambling



voluntary exclusion program learn more and how to apply

counselor search >

we're here to help, please call

1-800-GAMBLER

https://www.mdgamblinghelp.org/



Comprehensive Promotion of Responsible Gambling

World Lottery Level III Certification, Responsible Gaming

- Research
- Advertising and Marketing
- Employee Program
- Player Education
- Retailer Program
- Treatment Referral
- Game Design
- Stakeholder Engagement





Ocean Downs Casino MGM National Harbor

Brenda McNelis, Regulatory Compliance Officer, Ocean Downs

Patrick Martin, Vice President, Regional Compliance, MGM National Harbor





Casinos' Perspective on Responsible Gaming

Ocean Downs: Brenda McNelis Regulatory Compliance Officer

MGM National Harbor:

Patrick Martin

VP of Regional Compliance





Employee training

Ocean Downs:

- New Hire Orientation for all employees on RG
- Annual refresher
- PGAM
- RGEW

• National Harbor:

- New Hire Orientation for all employees on RG and GameSense
- Annual refresher on both
- Advanced training for GameSense Ambassadors

Prominent RG Messaging



- On social media posts
- Front and Back of House signage
- Pamphlets



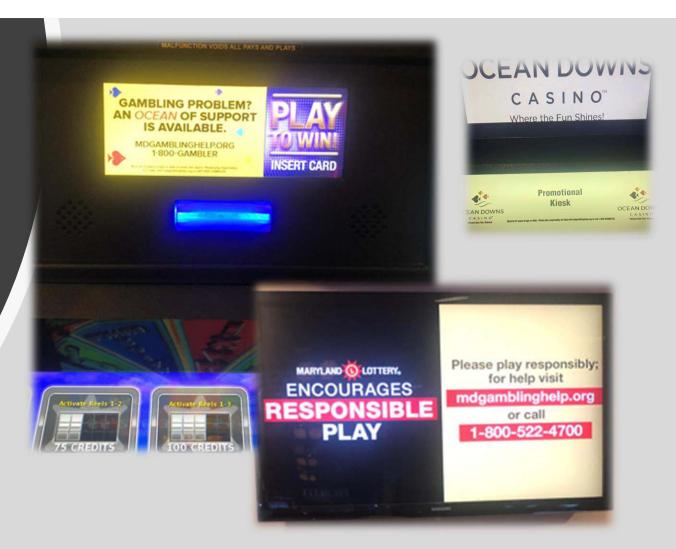
it's only a game gamble responsibly







Prominent RG Messaging: VLTs and Ticket Units

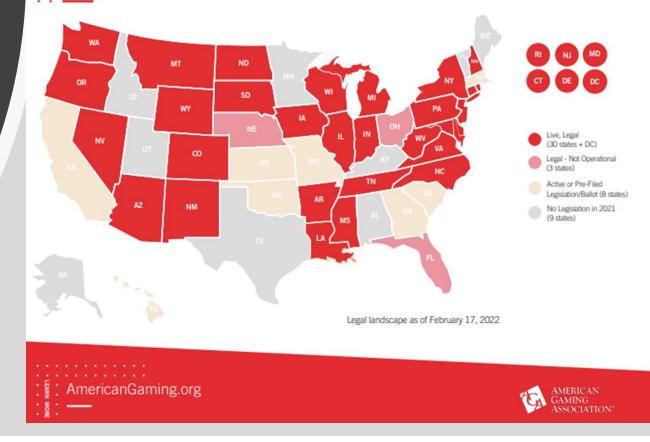


Enforcement of state exclusions

- Intercepted 431 people in 2021.
- Intercepted 290 in (partial year) 2020.
- State requires winnings to be confiscated and sent to treatment fund.
- Possible trespass charges is deterrent.

New Topic: Sports Wagering





Maryland Casino's Positive Economic Impact



: GAMING BY THE NUMBERS Maryland

Maryland is home to commercial gaming operators that support jobs for more than 15,000 Marylanders and \$962.2 million in tax revenue annually for all levels of government. Gaming tax revenue funds critical school construction projects and is essential to Maryland's public education system. State gaming taxes are also allocated to support small and minority-owned businesses in Maryland, as well as its horse racing industry.



Problem Gambling Awareness Month at Ocean Downs



- Displays BOH and FOH
- Blue Ribbon Lapel Pins
- Posters
- Digital Signage
- Balloons
- Lawn Stakes
- Weekly Facebook Posts
- Instagram
- BOH Peer Counselors







Problem Gambling Awareness Month Resources



• Team Activities/Games

- PGAM Word Search
- PGAM Scavenger Hunt
- RG Interactive Games
- Department Competition

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	BUDGET PLAN HELPLINE							RESPONSIBLE AWARENESS ENTERTAINMENT							FUN					
														PROBLEM SUPPORT						

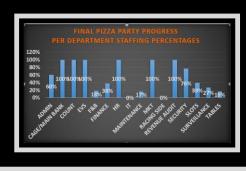
Problem Gambling Awareness Month Team Rewards



• Team Rewards

- PGAM Patrol Team Treats
- Cookies
- Pizza Party
- Gift Cards







amazon

Problem Gambling Awareness Month Resources



• Responsible Gambling Resources



https://www.mdproblemgambling.com



THE MARYLAND CENTER of EXCELLENCE on PROBLEM GAMBLING

National Council on Problem Gambling

https://www.ncpgambling.org/programs-resources/programs/pgam/ Call 1-800-522-4700 ncpgambling.org

Changing the Conversation with







Where we started



- Responsible gaming efforts were reactive
- Focus was on identifying problem gambling <u>not</u> responsible gambling
- We weren't studying our responsible gaming measures
- In many cases, employees were unsure how to act



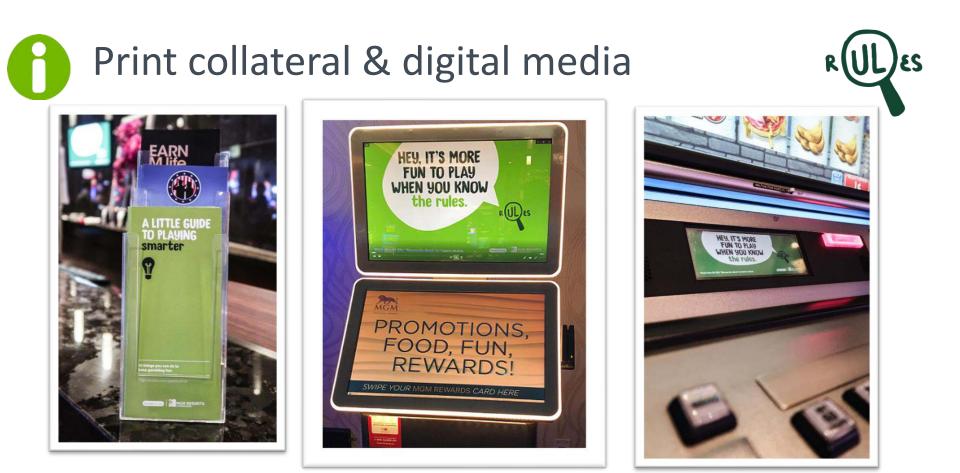


MGM Springfield: new approach















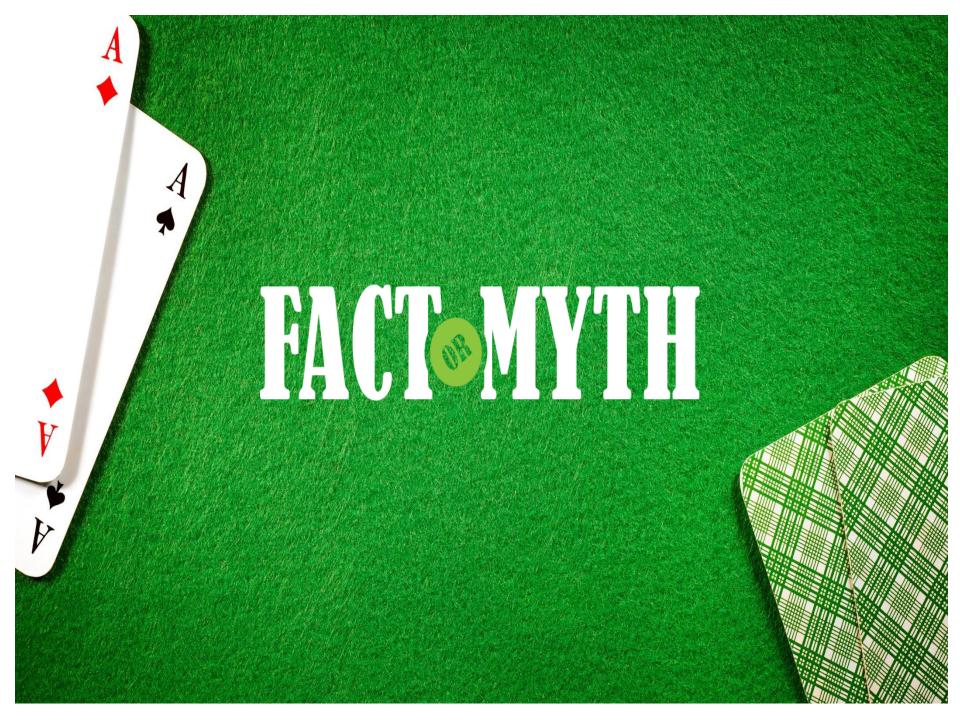












If I play long enough, eventually I can win back all the money I've lost.

RACE MAL

A

V V V





The longer you play the more money you're likely to lose. "Chasing losses" almost always leads to bigger losses. Holding my lucky rabbit's foot, crossing my fingers, or blowing on dice will improve my chances of winning.

A FACING

V V





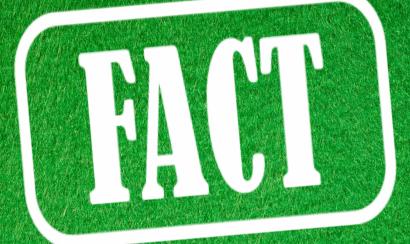
Lucky charms and rituals may be fun and help you enjoy the game more, but they won't increase your chances of winning. The outcome of any game is always random and always unknown. I'm an experienced card player so I may make better decisions and have a better chance of winning than a beginner.

R.C.S.M.H.

A

V V





While skill and experience may help to improve your odds in skill-based games such as poker, you still cannot control the cards you are dealt or how other players will play their cards. I've been playing one slot machine all evening and it hasn't paid out yet. It must be due for a win.

PACIES NUMBER

<u>A</u>'

V





All machines are programmed to pay out at random. Each spin is random and unaffected by prior results.

Presentation Complete

Thank you!

Questions?

MGM National Harbor: Patrick Martin VP of Regional Compliance





Ocean Downs: Brenda McNelis Regulatory

Compliance Officer

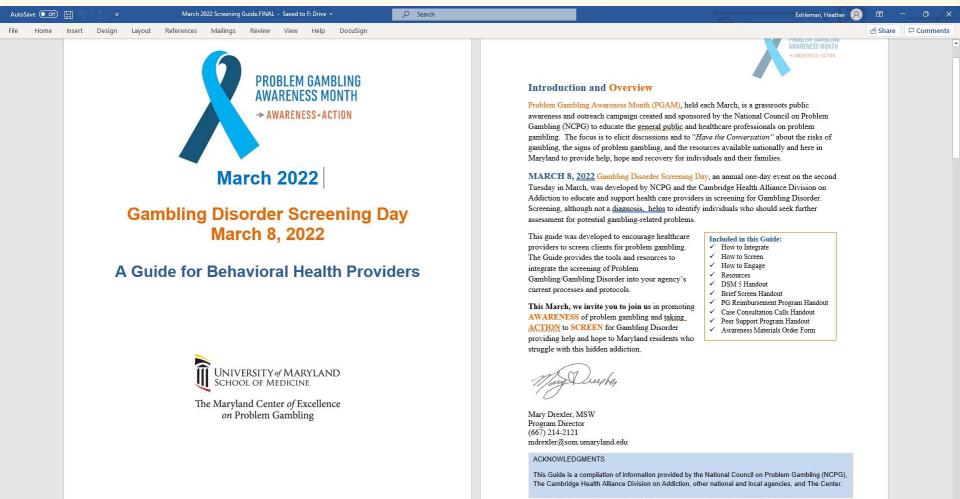


Problem Gambling Awareness Month Discussion of Two Guides:

- Problem Gambling Awareness Month: Gambling Disorder Screening Day: March 8, 2022
- Problem Gambling Awareness Month: A Guide for Behavioral Health Providers and Preventionists



March 2022 PGAM Screening Guide





MARCH 8th is Gambling Disorder Screening Day

- A One day event, always held on the second Tuesday in March
- Created by the National Council on Problem Gambling and the Cambridge Health Alliance Division on Addiction in Malden, Massachusetts at Harvard Medical School
- Purpose to educate and support health care providers in screening for gambling disorder
- Screening helps to identify individuals who need further assessment
- X Use the Gambling Disorder Screening Day guide, created by the Center for all the information you need to participate



Reasons to Participate in Gambling Disorder Screening Day (GDSD)

- Second year the Center has encouraged participation in GDSC
- X Can be healthcare, treatment, prevention, recovery support, etc. provider
- A Encouraging behavioral health providers because the individuals they work with are at greater risk of gambling disorder
- A Gambling behaviors may have an adverse impact on health and treatment outcomes
- X Untreated gambling problems can lead to increase treatment costs and service utilization.
- A Gambling may become an addiction
- A Gambling can be a relapse risk factor
- Problem gambling may worsen mental health problems
- X Untreated problem gambling behaviors affect the family through unpaid bills, housing instability, legal problems, domestic violence and child maltreatment



Goals of Screening

- Begin the conversation about gambling
- Begin to make connections between gambling and other major life areas
- Reduce the stigma of reaching out for problem gambling help
- A Encourage those to get further assessment, if needed



How to Participate in Gambling Disorder Screening Day (GDSD)

- Prepare:
 - X Use the flyer or one of your own to promote screening day.
 - Post on social media, send out an email contacts, add information to newsletters
 - & Get staff involved
- A On Screening Day :
 - Begin with conversation about gambling
 - Screen every client with the Brief Biosocial Gambling Screen
 - A Discuss the results
 - Provide additional resources, if needed
 - Contact Kristen Beall, LCSW-C, CAC-AD, Clinical Manager, for more information, krbeall@som.umaryland.edu



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What if Someone You Ask Declines Participation in the Screen?

Problem Gambling Self-Assessment

helpmygamblingproblem.org

Click here to begin the assessment.

For problem gambling

ASSESSMENT





This March:

Join the Center in promoting AWARENESS and taking ACTION! Use the Problem Gambling Awareness Month A Guide for Behavioral Health Providers and Preventionists



other National organizations, and the Center,

March 2022 PGAM Guide

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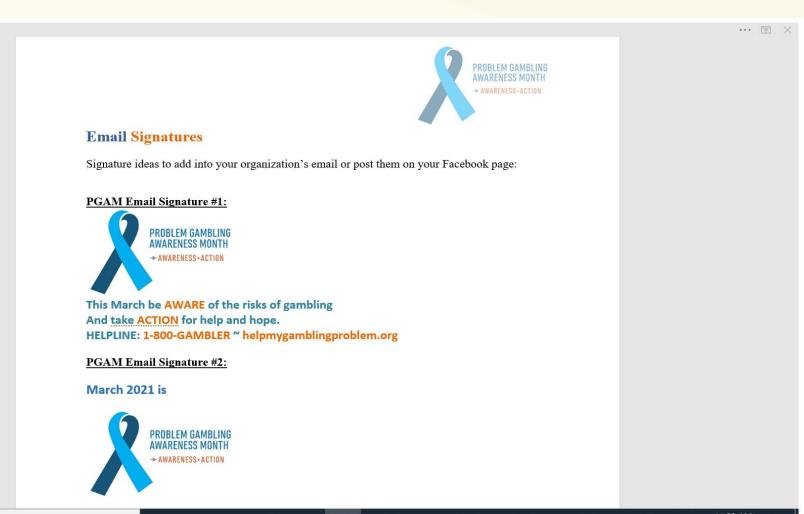
Sample Article/ Blog Post

outreach campaign established by the National Council on Problem Gambling to educate the general public and healthcare professionals about the warning signs of problem gambling and raise awareness about the help and resources available. For most, gambling can be fun. But for some, gambling can get out of control resulting in financial problems, legal issues, family/relationship conflict and even suicide attempts. Signs someone may have a gambling problem:		
 financial problems, legal issues, family/relationship conflict and even suicide attempts. Signs someone may have a gambling problem: Preoccupation with gambling. Secretive about his/her gambling habits, and defensive when confronted. Trying unsuccessfully to control, cut back, or stop gambling. Restless or irritable when not gambling. Gambling to escape problems. Trying to win back losses by more gambling. Lying to family and others about the extent of gambling. Jeopardizing or losing relationships, jobs, or career opportunities because of gambling. Relying on others to bail him or her out to relieve financial problems. Here are some tips to begin the conversation with your family, your co-workers and your community: Choose the right time. Ask open ended conversations, like: what do you like about gambling? Listen non-judgmentally to what the person is saying. If you know someone who is gambling problematically, it's important to have a non-judgmental and an open conversation: Let the person know you are concerned for them in a caring manner. Be specific about the behaviors you have seen. 	Sam	ple Article/Blog Post
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Resources and confidential help is available at no cost 24/7 through the Maryland Problem Gambling Helpline 1-800-GAMBLER: be connected to treatment provider offering "no cost" counseling; have a conversation with a Peer Support Specialist who has been there; and receive



PGAM Email Signatures





Center Social Media Accounts

- We invite you to engage and share with the Center's social media messaging in March:
- Like us on FACEBOOK or Share our posts
- Follow us on **TWITTER** then retweet or like
- Use #PGAM2022 on social media



Create Your Own Posts for Social Media

- Suggested Link: <u>helpmygamblingproblem.org</u>
- On or before March 8th to promote screening day. Example: "Tuesday, March 8th is National Screening Day for gambling disorder"
- On or after March 13th to raise awareness of NCAA Basketball brackets. Example: "Take the madness out of gambling – only gamble on basketball brackets that you can afford to lose"
- General posts to be used anytime in March. Example: "March is Problem Gambling Awareness Month"
- OR go to National Council on Problem Gambling, 31 Days of Social Media posts in English and Spanish: https://docs.google.com/document/d/1GbELxvHCyrUpkCNAz1KPuwwgV7 PC_fXa/edit



Promote Awareness PGAM 2021

- Post flyers or send them electronically to contacts
- Add PGAM logo on your website
- Request a proclamation announcing PGAM, NCPG sample found here: <u>https://docs.google.com/document/d/1AxJRKWbIQQInq0KEc</u> SDHzP1lpNwi7490/edit
- Issue a press release, NCPG sample: https://docs.google.com/document/d/1VYlv61xDwEt3zrdhuF 0-I22sr0ehR_YY/edit
- Order no cost materials for your organization.
- Use QR codes on your own materials, copy and paste from Jasmine's presentation or contact us.



Promote Awareness PGAM 2022 Flyers Available Electronically for Printing (included in the Awareness Guide)

This March, have a conversation with someone who has been there...

For most, gambling can be fun. But gambling can get out of control. Tak call and have a conversation with a *Support Specialist* who can help yo one navigate resources and remove road to recovery from gambling pro

If gambling is causing problems for y you know, call or text the Marylan 1-800-GAMBLER (1-800-426-2537) ar with a Peer Recovery Support S

This March, take the "madness" out of Gambling

The 2021 NCAA Basketball tournament begins on March 18th. Excitement is building, and many look forward to completing tournament brackets, whether sponsored by an organization or through friends.

For most, completing and "betting" on March basketball br competitive group activity. But for some, this activity may more problematic approach to gambling.

Here are a few tips to take the madness out of March Tourn

- Only gamble what you can afford to lose set a dollar lin within it!
- View tournament pools as a form of entertainment do gambling losses or view tournament pools as a way to mak
- Limit alcohol use when gambling.
- Participate as part of a fun group activity avoid gambl are alone or depressed.

If gambling is causing problems for you or any one call or text the Maryland Helpline 1-800-GAMBLER or visit helpmygamblingproblem.org

For some, gambling behavior can become a problem. And it's not just an individual problem, it affects the whole family.

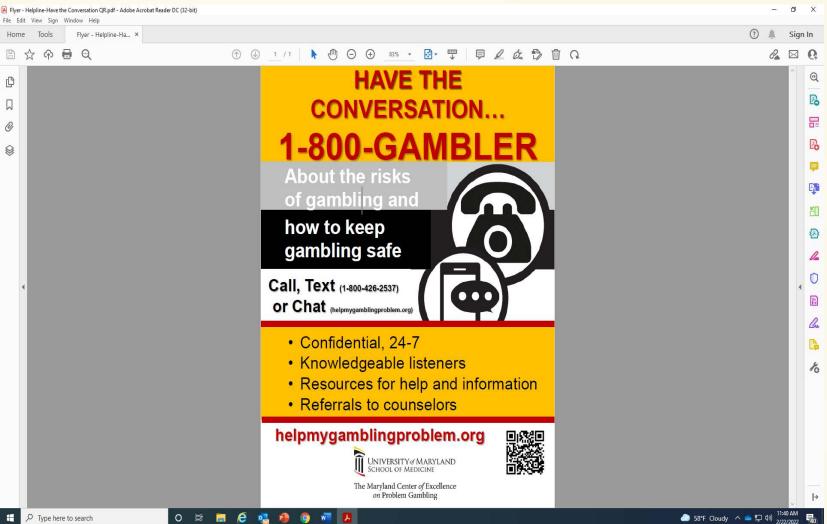


Be AWARE of the risks of gambling ~ Take ACTION for help and hope

If gambling is causing problems for you or any one you know, call or text the Maryland Helpline 1-800-GAMBLER (1-800-426-2537) or visit www.helpmygamblingproblem.org



Promote Awareness PGAM 2022





Promote Awareness PGAM 2022 Awareness Materials to Order at No Cost

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Additional Information Found on NCPG website

- https://www.ncpgambling.org/programs-resources/programs/pgam/
- A PGAM Toolkit
- X The 2022 PGAM theme is "Awareness + Action" and #PGAM2022
- K Frequently asked questions/ fact sheet
- Share PGAM events on the website and see events across Nation
- X Sample press release
- X Sample official proclamation
- Links to recommended videos and articles: http://158bvz3v7mohkq9oid5904e0-wpengine.netdna-ssl.com/wpcontent/uploads/2022/02/2022_Podcast_PG-Content.pdf
- Logos and graphics
- A Opportunities to attend other State's annual conferences virtually



