

# Maryland Sports Betting: Implications from a Policy, Prevention, and Treatment Perspective

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## Learning Objectives:

1. Consider the sports betting policies in Maryland and their potential impact on the community
2. Understand the relevance of specific features of sports betting to clinical practice
3. Understand problem gambling prevention strategies that can be implemented to encourage responsible gambling in Maryland.

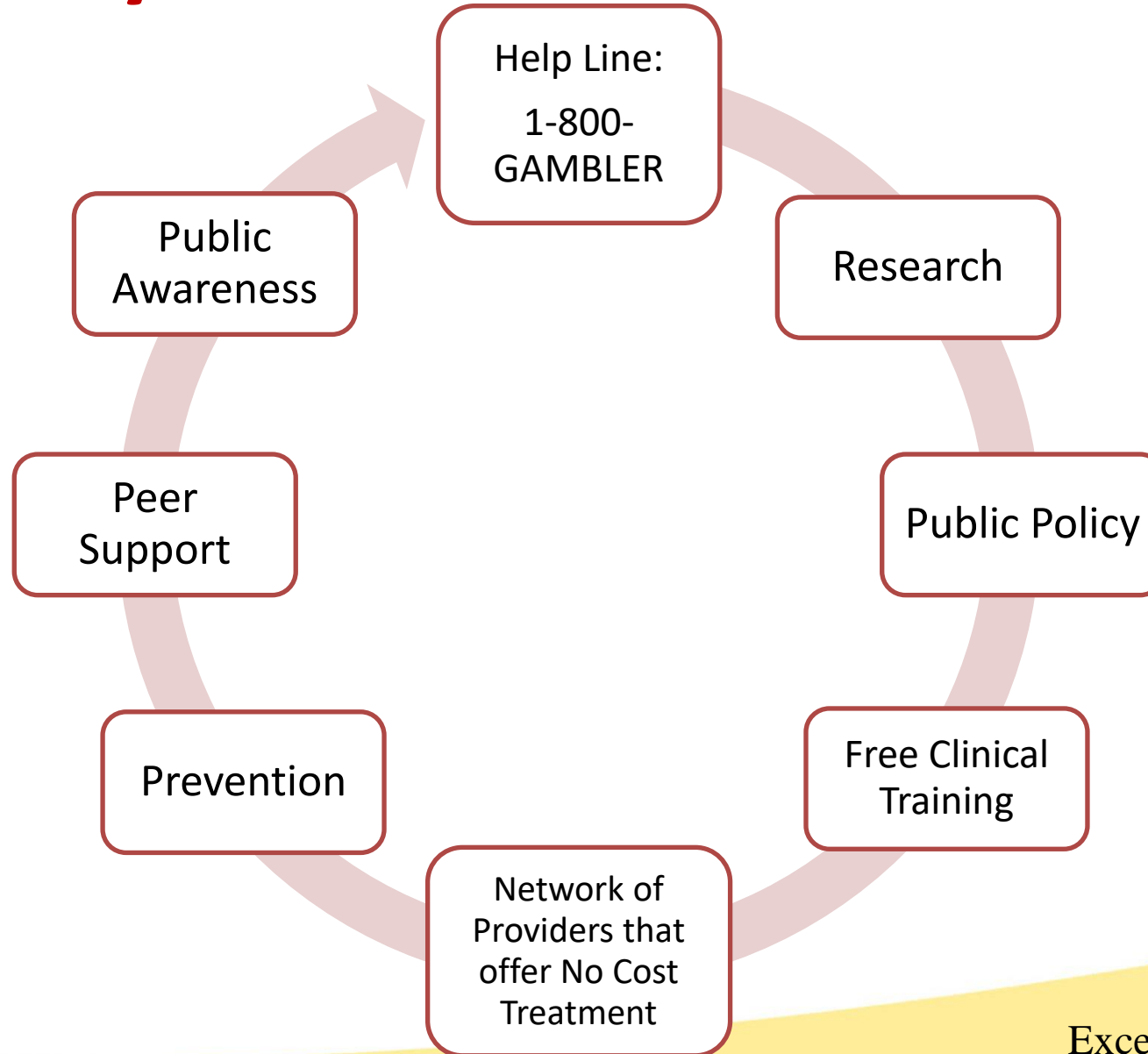


## Mission Statement

The Maryland Center of Excellence on Problem Gambling promotes **healthy and informed choices** regarding gambling and problem gambling through various key initiatives and partnerships.

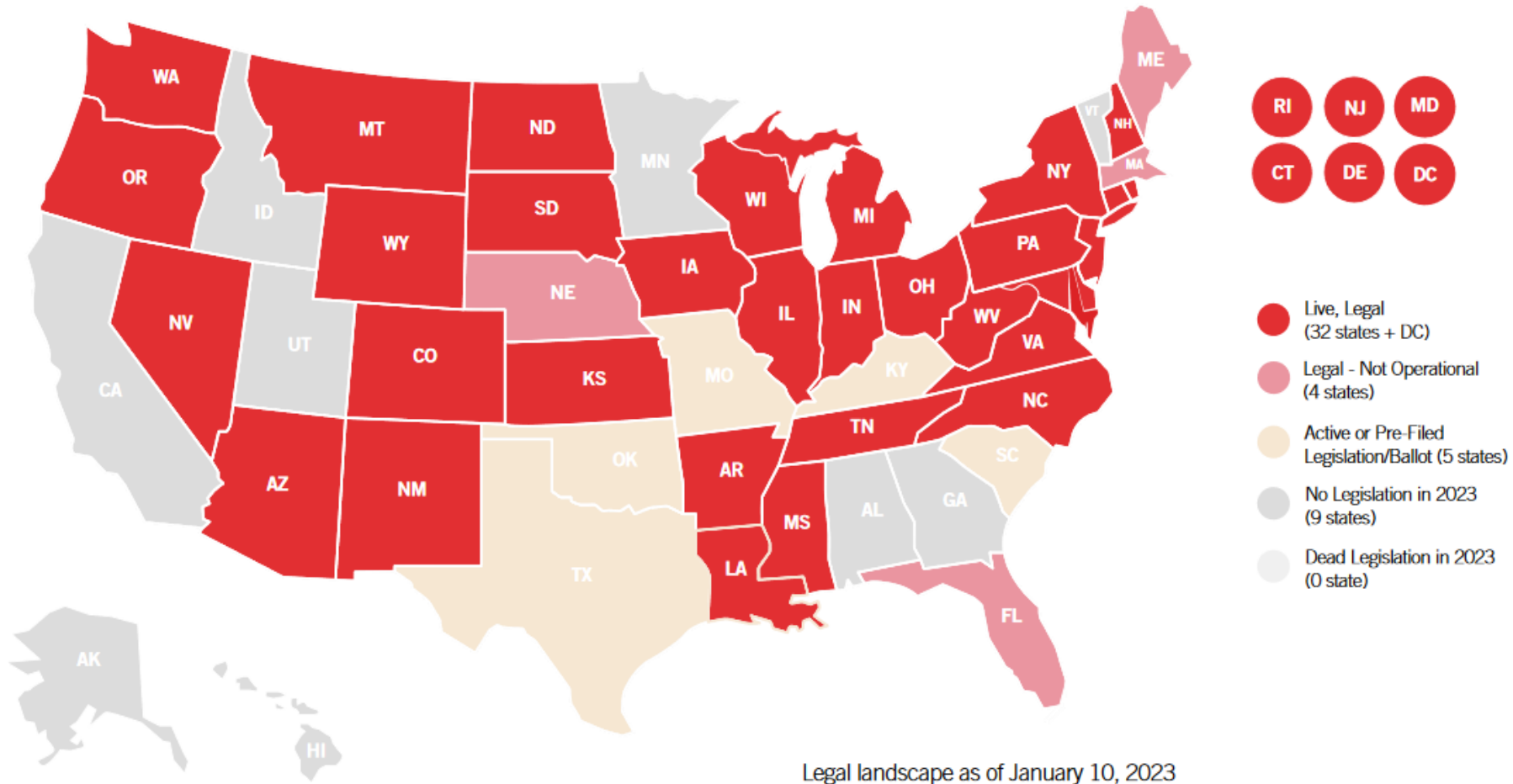
The Center works closely with appropriate state stakeholders and brings together experts from a variety of disciplines including psychiatry, medicine, epidemiology, social work, and law.

# Key Initiatives and Resources



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# Legal Sports Betting



Credit: American Gaming Association

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## Senate Bill 4 (2020)

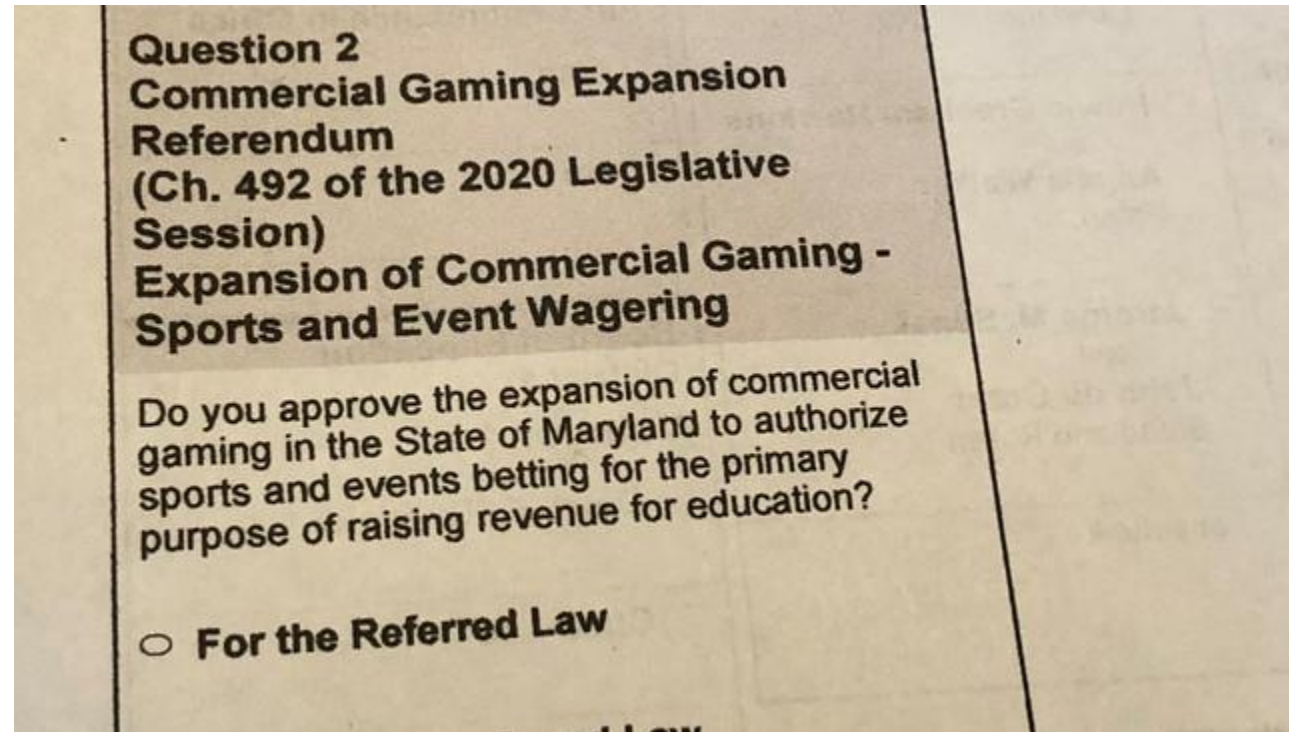
(a) Subject to subsection (b) of this section, the General Assembly may authorize, by law, the State Lottery and Gaming Control Commission to issue a license to offer sports and event wagering in the State.

(b) Legislation enacted by the General Assembly to implement the provisions of this Act shall include the criteria for eligible applications for a licensee and specifications of the permissible forms, means of conduct, and premises of wagering.

SECTION 2. AND BE IT FURTHER ENACTED, That, if the voters of this State adopt a referendum that authorizes sports and event wagering in the State, the State's share of revenues generated by sports and event wagering shall primarily be used for the funding of public education.



# 2020 Referendum





## House Bill 940 (2021)

(C) A WINNING WAGER ON A SPORTING EVENT THAT IS NOT CLAIMED BY THE WINNER WITHIN 182 DAYS AFTER THE WAGER IS WON SHALL:

(1) BECOME THE PROPERTY OF THE STATE; AND

(2) BE DISTRIBUTED TO ~~THE BLUEPRINT FOR MARYLAND'S FUTURE FUND ESTABLISHED UNDER § 5-219 OF THE EDUCATION ARTICLE~~ THE PROBLEM GAMBLING FUND ESTABLISHED UNDER § 9-1A-33 OF THIS TITLE.

(D) IF A SPORTS WAGERING LICENSEE RETURNS TO SUCCESSFUL PLAYERS MORE THAN THE AMOUNT OF MONEY WAGERED ~~ON ANY DAY~~ IN ANY MONTH, THE LICENSEE MAY SUBTRACT THAT AMOUNT FROM THE PROCEEDS OF UP TO ~~90~~ FOLLOWING DAYS THE THREE FOLLOWING MONTHS.





# Maryland Sports Betting Responsible Gambling Highlights

- Problem Gambling Fund
- Voluntary Exclusion Program
- Marketing and advertising requirements
- Prohibited wagers



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# Sports Betting: Clinical Considerations

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# Sports Betting: Some Emerging Clinical Issues

- Seeking help at younger ages (late 20's to mid 30's) and earlier in progression of disorder
- Prefer limited gambling and harm reduction strategies
- Often encouraged by partner, spouse or parents
- Importance of prevention and early intervention messaging
- Technology interventions like gamban, GamBlock, True Link Credit Card



# Being a Sports Fan, Self-Image and Betting

- Enjoyment of sports before betting or without betting
- Team/player identification
- Affect management
- Democracy and “fairness” of sports
- Betting for/against your team

# Why Do People Engage in In-Game Sports Betting

(Killick & Griffiths, 2021)

- Accessibility

*“On an app, it literally is just the case of pressing buttons and pressing place bet...so it’s as quick as your thumb could move”*

*““You could be out and about and think ‘there’s a couple of games later, I’ll just have a quick bet on it’ and then you’re away. You don’t have to scout around for a bookies or anything like that”*



# Why Do People Engage in In-Game Sports Betting

(Killick & Griffiths, 2021)

## Increase Excitement

*“With in-play, you’re more invested in it. You can place sports bets that are in the future and if you do that, I don’t know about other people, but I can place a bet over a span of a few days and then forget about it and come back to it and think ‘oh, it lost’. Whereas in-play you’re more invested in what you’re watching anyway. So it’s not very often you would place an in-play sports bet and not be watching the play happen. There’s a bit more of a thrill to it I guess”*

# Why Do People Engage in In-Game Sports Betting

(Killick & Griffiths, 2021)

Allows Use of Betting Skill and Knowledge

*“The ultimate goal is to beat the bookies, isn't it? So I guess when you play in-play you think ‘I've analysed this and there's loads of corners coming’, or God knows what. And you can make more of an educated guess. It makes you feel better about the gambling”*

# Why Do People Engage in In-Game Sports Betting

(Killick & Griffiths, 2021)

## Possible Monetary Gains of In-Play Betting

*“You can easily make more money in-play betting rather than pre-match betting because you know, with pre-match the odds are set at a certain price and that’s what the bookmakers offer. But in-play the price changes and that’s what a lot of people will look for. They’ll see whether they can get value. They’ll see where they can maybe make as much money as they can”*



# In-play Sports Betting

<https://www.youtube.com/watch?v=mQihBPd4gJ4>

# Women and Sports Betting

- 2019 – 32% of past year sports bettors were women (AGA)
- 2021
  - 4.6 million new female users joined sportsbook betting apps
  - Up 115% from previous year
  - Faster rate than men



# Factors Impacting Women and Sports Betting

- Specific marketing to women
- Legalization
- Mobile Betting
- Interest in Women's Sports (and women's sports partnering and sponsorship by sportsbooks)
- Changing Gender Roles

# Assessment Questions for Sports Betting

- What type of bets do you place?
  - Moneyline
  - Point Spread
  - Parlays
  - Over/Under
  - Futures
  - In game (prop) bets vs. pre-game bets



# Assessment Questions for Sports Betting

- Do you like to bet on underdog or favorite?
- What data/information do you consider in placing a bet?
- How much time do you spend studying odds, player/team stats etc?
- Do you use a betting/handicapping service?
- Do you bet on your favorite team/players?

# Maryland's No Cost Treatment

- The State provides Free Treatment services for individuals with a gambling problem and for individuals concerned about someone with a gambling disorder.
- Applies to Sports Betting – ages 18-35 most impacted
- Services can be accessed via the 1-800-GAMBLER, The Center (667-214-2120) or through an on-line Directory at: **Find a Counselor -**  
<https://helpmygamblingproblem.org/>
- To join the Directory, visit the Center's website:  
<https://www.mdproblemgambling.com/provider-referral-network/>



# References and Resources

- Killick EA & Griffiths MD (2021) Why do individuals engage in In-play sports betting: A qualitative interview sampling. *J of Gamb St*, 37, 221-240.
- Seely, M. (April 27,2022) “Wagering on Women.” <https://sportshandle.com/wager-women-sports-betting/>
- Gamban: [www.gamban.com](http://www.gamban.com)
- GamBlock: [www.gamblock.com](http://www.gamblock.com)
- True Link Credit Card: [www.truelinkfinancial.com](http://www.truelinkfinancial.com)



# Sports Betting: Prevention Considerations

# The Strategic Prevention Framework (SPF) Process



## **Assessment**

Profile population needs, resources, and readiness to address needs and gaps

## **Capacity**

Mobilize and/or build capacity to address needs

## **Planning**

Develop a Comprehensive Strategic Plan

## **Implementation**

Implement evidence-based prevention programs and activities

## **Evaluation**

Monitor, evaluate, sustain, and improve or replace those that fail

# Intervening Variables

- Retail Availability
- Social Availability
- Enforcement and Adjudication
- Social/Community Norms
- Promotion
- Pricing
- Low Perceived Risk

# Retail Availability

Availability of gambling in your community

How easy are gambling activities to access through casinos/businesses?

- ID systems
- Cutting off problem gamblers
- Industry training for employees
- Signage, safe gambling messages, tracking data





## Social Availability

Gambling/ sports betting activities available through families, friends, associates

- Parents allow sports betting at home?
- Can youth access sports betting on-line?
- College students drink alcohol or gamble at parties
- Gambling is promoted in the workplace





# Enforcement and Adjudication

The impact of law enforcement practices and judicial processes on underage gambling and problem gambling and mental health.

- Shortage of officers/ staffing to enforce laws around gambling
- No consequences for minors who bet on sports
- Gambling is not seen as a priority for law enforcement relative to other crimes
- Judges sentence those with gambling disorders to jail instead of treatment – Do they even ask about the root cause?

# Social and Community Norms

The acceptability or unacceptability of Gambling behaviors in a community.



- Gambling behaviors run in families.
- Youth gamble to feel grown up.
- The belief everyone gambles.
- Gambling can be accessed through the internet so it is acceptable.



# Pricing

The cost of gambling and the extent to which changes affect behaviors.

- Sports betting costs are low. Often first bets are free.
- Free play at casinos, hotel rooms, etc.





# Promotion



Attempts by gambling retailers and/or casinos to increase demand through marketing.

- Gambling ads, billboards, etc.
- Ads that appeal to youth.





# Low Perceived Risk

Beliefs about the likelihood of receiving a gambling-related violation or penalty or being harmed as a result the gambling behavior.

- Low perceived risk of getting arrested.
- Youth don't believe courts will punish them.
- Parents have few rules around gambling activities.
- Some believe gambling is not addictive like alcohol and drugs



**PENALTY**



# How do we prevent underage and problem sports betting?



# Target communication campaigns and education to those at greater risk for disordered gambling

- Veterans
- Minority Populations:
  - African Americans
  - Hispanics
  - Asian/Pacific Islander
  - Native Americans
- Those at risk of suicide
- Those with poor health or lacking access to quality healthcare
- Males
- College students/ Youth
- Less than HS education
- Lower socioeconomic status
- Those who use actively drugs or alcohol
- Those with mental health disorders
- Those in recovery
- Those experiencing domestic violence or child maltreatment

## **Integrating Mental Health, Substance Use, and Gambling Strategies Common Themes**

- Substance use disorders and gambling addictions run in families.
- Alcohol, substance misuse, and gambling addictions are sometimes used as maladaptive coping strategies for mental health disorders.
- Mental Health, alcohol, substance misuse, and gambling addictions often co-occur.
- Brain images of those with addictive disorders are similar regardless of the type of addiction.



## **Incorporate Sports Betting: The Center's Underage and Problem Gambling Prevention Strategies**

- Public Awareness Campaigns: Holiday's - Gift Responsibly, March is Problem Gambling Awareness Month, and May is Mental Health Awareness Month.
- Underage and Problem Gambling Prevention Special Population and Youth Grants (\$1,000-\$10,000), emphasis on college age.
- Work with the Maryland Lottery to promote underage and problem gambling prevention information to sports betting licensees and other stakeholders across the State.
- Conduct an underage and problem gambling prevention needs assessment for Maryland.

## **Sports Betting: Ways to Include Underage Gambling Prevention**

- Promote why you must be 21 to bet on sports.
- Make sure Marylanders young and old are aware that you can't bet on high school sports.
- Learn how age verification software works and see if prevention can be integrated.
- Emphasis on consequences of underage gambling: stop of play, account closure, forfeiture of winnings.



## **Sports Betting:**

### **Ways to Include Problem Gambling Prevention**

- Collaborate with licensees on responsible gambling training for employees.
- Include 1-800-GAMBLER at sports betting locations and pop-ups for on-line betting.
- Use of data to identify problem gambling betting behaviors.
- Use of data for research purposes.
- Refer VEP violators to treatment.
- Emphasize no impaired gambling.
- Work with licensees to decrease riskier complimentary incentives that encourage problem gambling.
- Use only cash, checks, and winnings to gamble. Avoid using credit cards or borrowing money.



## **Sports Betting: Promote the Following Responsible Play Tools**

- Bettors can set deposit limit on daily, weekly, monthly max amounts.
- Bettors can set loss limits on daily, weekly, monthly amounts. Can't place new bet until a designated amount of time passes.
- Bettors can limit amount wagered daily, weekly, or monthly.
- Set limits on time spent gambling. Some sites include timers.
- Know the odds of winning. Do not bet more than you can afford to lose.
- Promote Voluntary Exclusion Program for Sports betting.





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# Questions



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