



March Problem Gambling Awareness Month

February 17, 2023

Presenters:

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

Charles Dwaileebe, Director of Compliance, Live! 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 Live! Casino promote responsible gambling.
- 🎗️ Learn about the collaboration and responsible gambling strategies of the Maryland Alliance on Responsible Gambling (MARG).
- 🎗️ Learn about materials in the Center's Problem Gambling Awareness Month toolkit that you can use in your workplace and community to raise awareness of problem gambling and resources for help.

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)
- 🎗️ 2023 is the 19th 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?

- ⦿ 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%-6% of Maryland adults have a gambling problem (Tracy, et. al., 2017, 2020)
- ⦿ Maryland residents need to know there are free resources for gambling help (1-800-GAMBLER, no cost treatment, free printed materials, prevention grants, etc.)
- ⦿ Gambling problems can be identified early through screening and/or self assessment tools.
- ⦿ Gambling has expanded in Maryland and in the United States at a rapid pace over the last 10-15 years. Most recently with in-person and mobile sports betting.

Maryland Lottery and Gaming Control Agency

Jasmine Countess, Responsible Gaming Director



**YOU'RE ALWAYS A
WINNER WHEN YOU
PLAY RESPONSIBLY.**



PROBLEM GAMBLING
AWARENESS MONTH
→ HAVE THE CONVERSATION

For help, call

1-800-GAMBLER

SUSTAINED COMMITMENT

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

Responsible Play

Responsible gambling (RG) policies affect all 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
- ✓ State Proclamation
- ✓ Collaboration within the Maryland Alliance on Responsible Gambling



PROBLEM GAMBLING
AWARENESS MONTH

→ AWARENESS • ACTION

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





Tip #2: Know your odds

Be a low-risk player. It's easy to check the odds of winning Maryland Lottery games by reviewing the information on these games page links:

- ▶ [Powerball](#)
- ▶ [Mega Millions](#)
- ▶ [Cash4Life](#)
- ▶ [Multi-Match](#)
- ▶ [Pick 3 / 4 / 5](#)
- ▶ [Bonus Match 5](#)
- ▶ [Keno](#)
- ▶ [Racetrax](#)

The overall probability of winning a prize on each scratch-off and FAST PLAY game is available on the following links and the MD Lottery mobile app. That the overall probability refers to the game as a whole, so if a scratch-off has a probability of 1 in 3, it doesn't guarantee that you'll win a prize if you buy three tickets. It means that 1 out of every 3 tickets that were printed for the game is a winner. Winning tickets are randomly distributed.

- ▶ [FAST PLAY](#)
- ▶ [Scratch-Offs](#)

Our play responsibly page reminds players to be knowledgeable of the games while being mindful of their play.

Annual Proclamation of Problem Gambling Awareness Month



Maryland Alliance on Responsible Gambling Collaboration

- Development of QR Code by Center of Excellence
 - Joint Press Release
- Revamping RG materials

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**



QR Codes



<https://helpmygamblingproblem.org/>



<https://www.mdgamblinghelp.org/>



Maryland Alliance on Responsible Gambling

Get help now	Voluntary Exclusion Program	About MARG	Contact us
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Help with a gambling problem is available at NO COST to Maryland residents ...



<p><i>‘I need to talk to someone about my gambling now.’</i></p> <p>Call 1-800-GAMBLER (1-800-426-2537)</p>	<p><i>‘I’m trying to find a problem gambling counselor.’</i></p> <p>FIND A COUNSELOR</p>
<p><i>‘Someone I know has a gambling problem and I need guidance.’</i></p> <p>FIND ADVICE AND RESOURCES</p>	<p><i>‘I would like to opt out of gambling in Maryland.’</i></p> <p>VOLUNTARY EXCLUSION PROGRAM</p>

What is the Maryland Alliance for Responsible Gambling?



MARG
Maryland Alliance for Responsible Gambling

VALUES

Providing helpful information and support for Marylanders with gambling problems; coordinating and maximizing resources to address problem gambling in Maryland.



PAST

- Court staff training
- Mandated counseling for VEPs
- Language line for VEP participants
- Back-of-house trainings/education
- Collaborative Webinars



GOALS

- Continued collaboration
- Strategic coordination of resources to address gambling expansion
- More inclusion of representatives from various industries



FUTURE

- Collaborative court trainings?
- Coordinated messaging?
- Turns leading the Alliance in support of certain initiatives?
- What else?



PLEASE PLAY RESPONSIBLY
FOR HELP VISIT
MDGAMBLINGHELP.ORG OR
CALL 1-800-GAMBLER

Comprehensive Promotion of Responsible Gambling

World Lottery Level IV Certification, Responsible Gaming

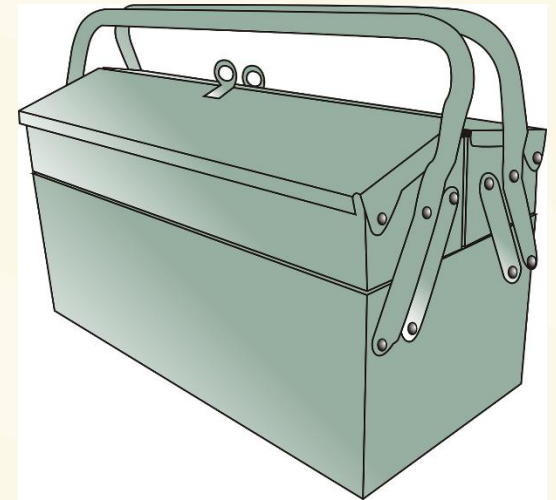
- Research
- Advertising and Marketing
- Employee Program
- Player Education
- Retailer Program
- Treatment Referral
- Game Design
- Stakeholder Engagement



Maryland Sports Wagering

RG Tools

- ✓ Free counseling/resources for MD residents
- ✓ State Voluntary Exclusion Program (self-ban program)
- ✓ Signage/messaging requirements
- ✓ In app limits setting e.g., deposit limits, wagering limits, spend limits, and cooling off periods. Some offer ability to directly exclude from specific platforms.
- ✓ Underage gaming prevention





Live!

CASINO • HOTEL[®]
MARYLAND

Live! Casino & Hotel on Responsible Gaming

- Charlie Dwaileebe, Director of Compliance





Live! Casino & Hotel

- **Responsible Gaming Key Topics**
 - Employee Training
 - Partnerships
 - Responsible Marketing
 - Self-Exclusion Enforcement
 - Companywide Self-Exclusion Policy
 - Sports Wagering
 - Economic Impact

Employee Training



- **Live! Casino & Hotel- Responsible Gaming Training**
 - New Hire Orientation
 - Annual refresher training
 - NCPG's Problem Gambling Awareness Month every March
 - AGA's Responsible Gaming Education Month every September



Responsible Gaming Exam

Training Acknowledgement Form

I, _____, acknowledge that I have received training on the Responsible Gaming Code of Conduct and the employee pledge agreement through the AGA. I further acknowledge that I have read and have had the opportunity to ask any questions about the Responsible Gaming policies and procedures and that I fully understand these policies and procedures as evidence by the Responsible Gaming exam. I further understand that my failure to abide by these regulations and Live! Casino policies and procedures may result in disciplinary action. I also agree to attend all future Responsible Gaming Compliance training as a condition of my continued employment.

Employee

Signature: _____

Date: _____

Department: _____

Job Title: _____

Employee #: _____

Witness

Signature: _____

Date: _____

Department: _____

Job Title: _____

Employee #: _____

Required Passing Score **80%**

Exam Score _____%

Coached Score _____% (Intl _____)

Coaching Comments:



- Live! is proud to be a member of The Maryland Alliance for Responsible Gambling
- Partner to issue an annual joint press release each year for Problem Gambling Awareness Month

Maryland Department
of Health and Mental
Hygiene

Maryland Lottery and
Gaming Control
Agency

Maryland Department
of Public Safety and
Correctional Services

Maryland State
Senate

Maryland Council on
Problem Gambling

The Maryland Center
for Excellence on
Problem Gambling

Maryland casinos (Maryland Live! Casino,
Hollywood Casino Perryville, The Casino at
Ocean Downs, MGM National Harbor, Rocky Gap
Casino Resort, Horseshoe Casino Baltimore)

Responsible Marketing



- RG messaging throughout the property
 - Interior and exterior digital signage
 - Slot Machines
 - ATM's
- RG materials are available in high traffic areas throughout the property
- QR codes with links to RG information are available throughout the property
- Include the gambling assistance message on all advertisements encouraging responsible play

Live

Live
CASINO

MARYLAND LOTTERIES
ENCOURAGES
**RESPONSIBLE
PLAY**

Please play responsibly;
for help visit
mdgamblinghelp.org
or call
1-800-GAMBLER



**GUARANTEED
TO HIT BY
\$100,000**

\$86,991.2!





Live! Casino integrates RG messaging throughout its properties

RG Messaging is displayed on ATM's, Sports Wagering Kiosks and Slot Machines

01

Live! utilizes its player tracking system to prevent self-exclusions from gaming

02

Live! follows its MLGCA approved RG Plan

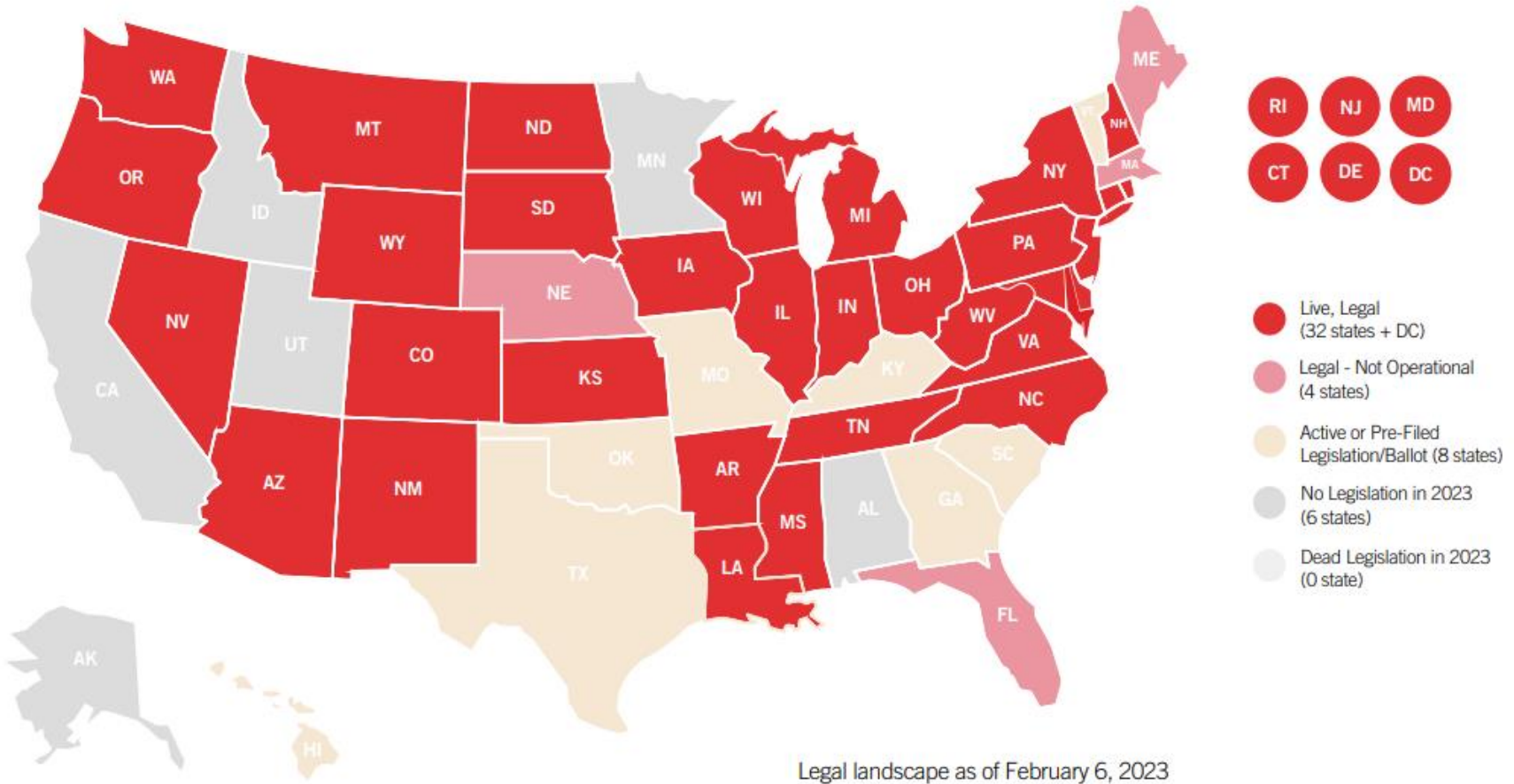
03

Live! has committed to honor self-exclusion lists in other jurisdictions where it's operating

Self-Exclusions



U.S. Legal Sports Betting



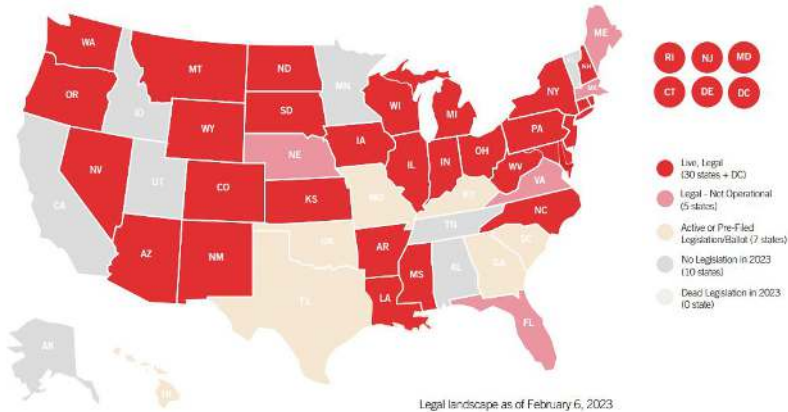
LEARN MORE

AmericanGaming.org

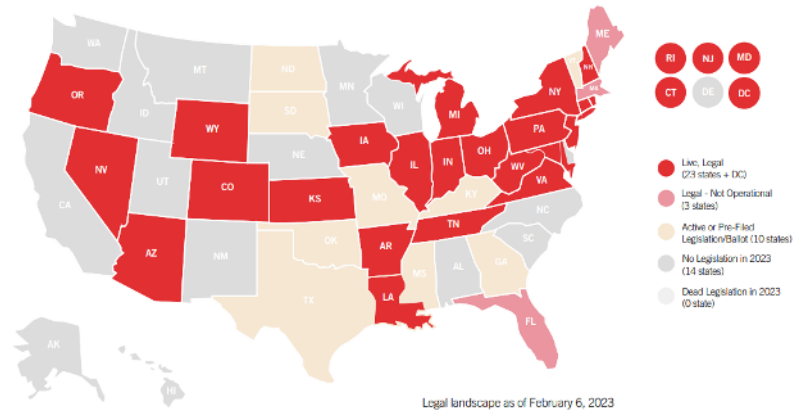


Mobile & Retail

U.S. Sports Betting: Retail



U.S. Sports Betting: Mobile



Maryland Casino's Positive Economic Impact



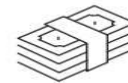
GAMING BY THE NUMBERS Maryland

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.

6
Casino Gaming Locations*



15,364
Jobs Supported



\$2.96 Billion
Annual Economic Impact



\$962.2 Million
Tax Impact

*All location data is as of Dec. 31, 2022.

Problem Gambling Awareness Month at Live!

- **BOH Displays**
- **TM events and giveaways**
- **Digital Signage**
- **Social Media Posts**
- **BOH Peer Counselors**



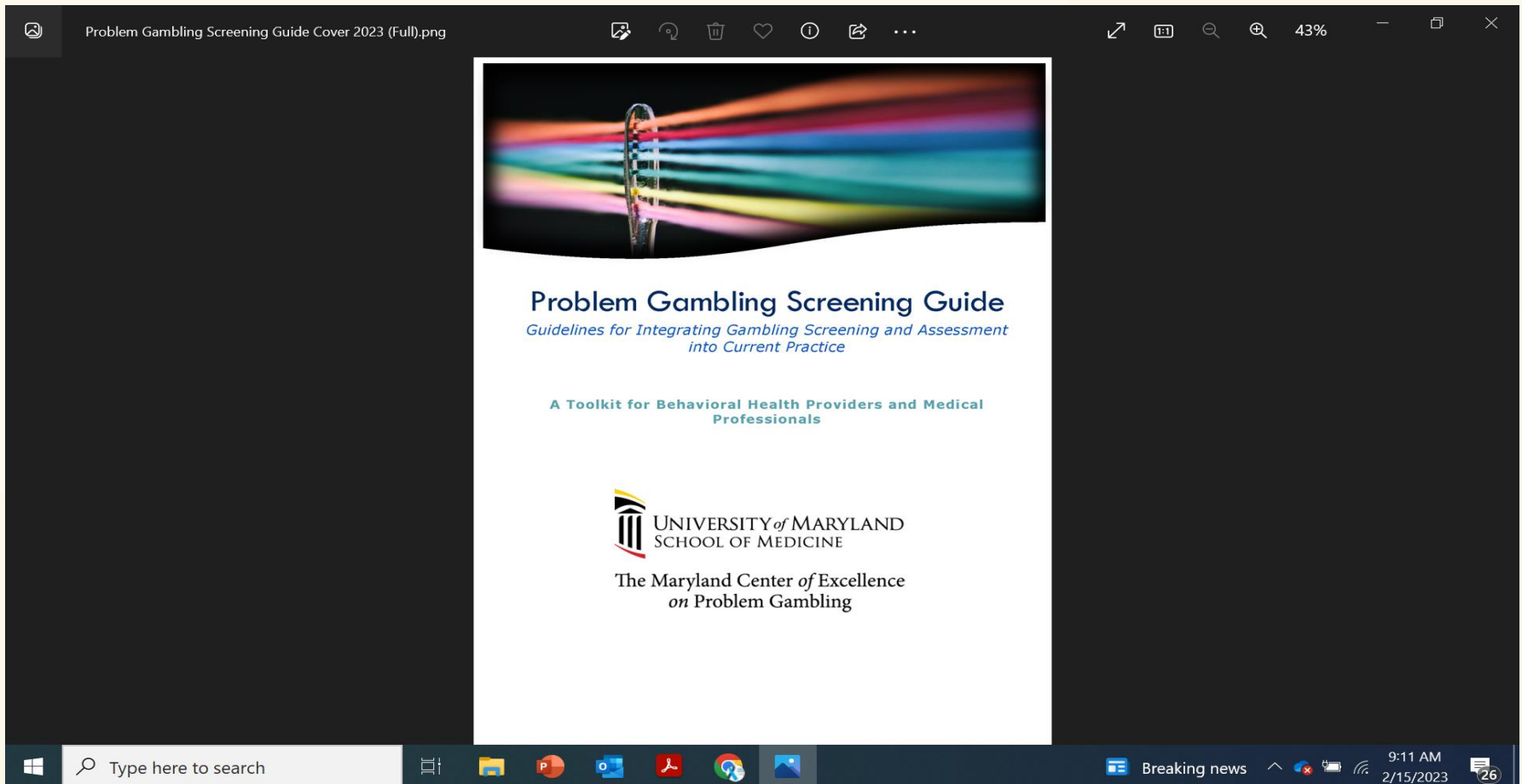
**PROBLEM GAMBLING
AWARENESS MONTH**

→ **AWARENESS+ACTION**

Problem Gambling Awareness Month Discussion of Two Guides:

- 🎗️ Problem Gambling Screening Guide: Guidelines for Integrating Gambling Screening and Assessment into Current Practice
- 🎗️ Problem Gambling Awareness Month: A Guide for Behavioral Health Providers and Preventionists

Problem Gambling Screening Guide



MARCH 14th is Gambling Disorder Screening Day

- 🎗️ 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. Link to NCPG screening guide: <https://www.divisiononaddiction.org/outreach-resources/gdsd/toolkit/resources>
- 🎗️ Purpose to educate and support health care providers in screening for gambling disorder
- 🎗️ Screening helps to identify individuals who need further assessment

Reasons to Participate in Gambling Disorder Screening Day (GDSD)

- ⌘ Third year the Center has encouraged participation in GDSC
- ⌘ Can be healthcare, treatment, prevention, recovery support, etc. provider
- ⌘ Encouraging behavioral health providers because the individuals they work with are at greater risk of gambling disorder
- ⌘ Untreated gambling problems can lead to more severe problems, increased treatment costs, and service utilization.
- ⌘ Gambling may become an addiction
- ⌘ Gambling can be a relapse risk factor
- ⌘ Problem gambling may worsen mental health problems
- ⌘ 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
- ⦿ Encourage those to get further assessment, if needed

How to Participate in Gambling Disorder Screening Day (GDSD)

Prepare:


-  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


On Screening Day :

-  Begin with conversation about gambling

-  Screen every client with the Brief Biosocial Gambling Screen

-  Discuss the results

-  Provide additional resources, if needed

-  Contact Kristen Beall, LCSW-C, CAC-AD, Clinical Manager, for more information, krbeall@som.umaryland.edu

March 14, 2022 Gambling Disorder Screening Day

Gambling problems
often go undetected.

A problem gambler will
affect 7-10 people
in their immediate circle.

People can become
addicted to gambling.

Recovery from gambling
problems is possible.



Problem gambling SCREENING can open the door to a conversation about someone's gambling activities and provide a direct connection to helpful resources like "no cost" treatment for Maryland residents.

FREE & CONFIDENTIAL SCREENING 24/7

Call or text the Maryland Helpline,

1-800-GAMBLER (1-800-426-2537)

scan the QR code below or visit: www.HelpMyGamblingProblem.org



The Maryland Center of Excellence
on Problem Gambling



PROBLEM GAMBLING
AWARENESS MONTH



Flyer - 2023 Screening Day.png



100%



Type here to search



Rain to stop



2:59 PM

2/16/2023



28

What if Someone You Ask Declines Participation in the Screen?

Problem Gambling Self-Assessment

helpmygamblingproblem.org

Click here to begin the assessment.

 **HELP** for problem gambling

ASSESSMENT





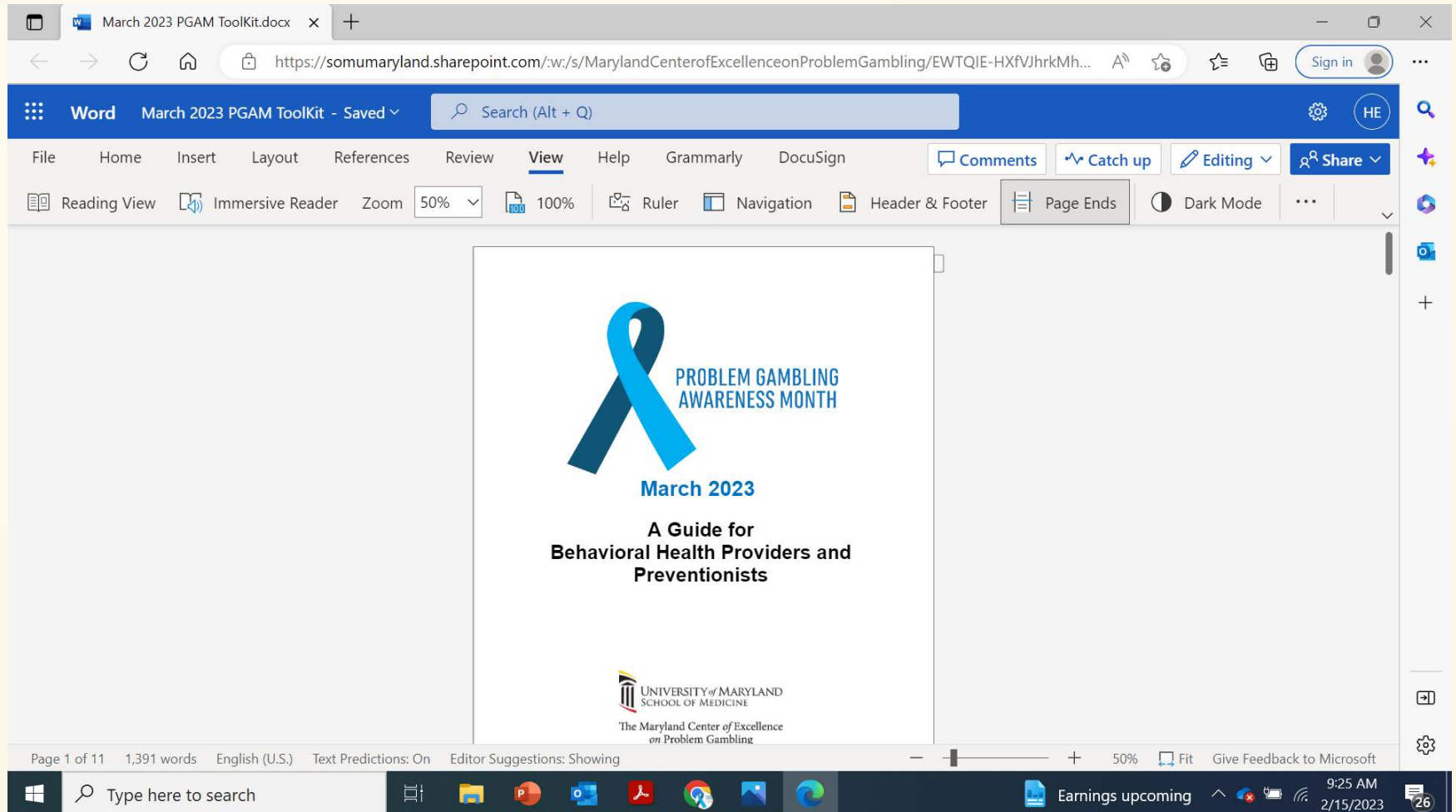
This March:

Join the Center in promoting PGAM!
Problem Gambling Awareness Month: A Guide for
Behavioral Health Providers and Preventionists



Special Thanks!!!!
Michael Kafes, Communications Manager

March 2023 PGAM Guide



The screenshot displays a Microsoft Word document titled "March 2023 PGAM Toolkit.docx" open in a web browser. The document is a cover page for "PROBLEM GAMBLING AWARENESS MONTH March 2023". The page features a large blue ribbon graphic on the left side. The text on the page reads: "PROBLEM GAMBLING AWARENESS MONTH", "March 2023", "A Guide for Behavioral Health Providers and Preventionists". At the bottom of the page, the logo for the "UNIVERSITY of MARYLAND SCHOOL OF MEDICINE" is visible, along with the text "The Maryland Center of Excellence on Problem Gambling". The Word ribbon is visible at the top, showing the "View" tab selected. The status bar at the bottom indicates "Page 1 of 11", "1,391 words", and "English (U.S.)". The system tray at the bottom shows the date and time as "9:25 AM 2/15/2023".

Two Sample Articles/ Blog Post

- **Did You Place a Mobile Bet on the Big Football Game? Will You Place a Bet on NCAA Tournament?**
- **From Claw Machines to Video Gaming to Sports Betting, Is It Possible to Eliminate Gambling Activities From Children and Teens?**
- **Older article on PGAM is still available by request**

PGAM Email Signatures



Email Signatures

Signature ideas to add into your organization's email or post them on your Facebook page:

PGAM Email Signature #1:



This March be **AWARE** of the risks of gambling
And take **ACTION** for help and hope.

HELPLINE: **1-800-GAMBLER** ~ helpmygamblingproblem.org

PGAM Email Signature #2:

March 2021 is



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 #PGAM2023 on social media

Social Media Posts


2023 PGAM Toolkit-Flyers.pdf - Adobe Acrobat Reader (32-bit)

File Edit View Sign Window Help


Home Tools 2023 PGAM Toolkit... x

12 / 19 102%


Posting Examples:



March is Problem Gambling Awareness Month. Learn more about this hidden addiction.
#PGAM2023 #MDCEPG #ProblemGambling
<https://www.mdproblemgambling.com/pgam-2023/>



Does your doctor ask you about your gambling? They should—screening helps. Tuesday, March 8th, is Gambling Disorder Screening Day – learn how to host your own Screening Day!
#PGAM2023 #MDCEPG #ProblemGambling #ScreeningDay #NoCostTreatment
<https://www.mdproblemgambling.com/gambling-disorder-screening-2023/>



It is estimated that 1 in 10 Americans will complete a tournament bracket and the median size of a wager on a game outcome was \$30. If you bet, are your wagers higher than the norm?
#PGAM2023 #ProblemGambling #MDCEPG #MarchMadness #NCAA
<https://www.mdproblemgambling.com/march-2023/>

Search tools

Export PDF

Adobe Export PDF

Convert PDF Files to Word or Excel Online

Select PDF File

2023 PGAM...Flyers.pdf x

Convert to

Microsoft Word (*.docx)

Document Language: English (U.S.) Change

Convert, edit and e-sign PDF forms & agreements

Free 7-Day Trial

Promote Awareness PGAM 2023

- Post flyers or send them electronically to contacts
- Add PGAM logo on your website
- Request a proclamation announcing PGAM, NCPG sample found here:
<https://docs.google.com/document/d/1AxJRKWbIQQInq0KEcSDHzP1lpNwi7490/edit>
- Issue a press release, NCPG sample:
https://docs.google.com/document/d/1VYlv61xDwEt3zrdhuF0-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 2023

Flyers Available Electronically for Printing

Flyer - 2023 PGAM.pdf - Adobe Acrobat Reader (32-bit)

File Edit View Sign Window Help

Home Tools Flyer - 2023 PGAM... x

45.8%

Gambling activities could become a problem

It's not just an individual problem
It affects the whole family



Be **AWARE** of the risks ~ Take a **BREAK** ~ Have a **PLAN**
If **gambling** is causing **problems** for you...
or anyone you know

Call or text the Maryland Helpline,
1-800-GAMBLER (1-800-426-2537)
scan the QR code below or visit
www.HelpMyGamblingProblem.org

 UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE
The Maryland Center of Excellence
on Problem Gambling

 PROBLEM GAMBLING
AWARENESS MONTH

Promote Awareness PGAM 2023

Flyer - 2023 HTC - Helpline.png

43%

**HAVE THE
CONVERSATION...
1-800-GAMBLER**


About the risks of
gambling and...

**How to keep
gambling safe**


**Call, Text (1-800-426-2537)
or Chat (HelpMyGamblingProblem.org)**

- Confidential, 24-7
- Knowledgeable listeners
- Resources for help and information
- Referrals to counselors

HelpMyGamblingProblem.org

 UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE

The Maryland Center of Excellence
on Problem Gambling



Promote Awareness PGAM 2023

Flyer - 2023 PGAM Peer.png

**This March
Take Action**

Talk about gambling
with **someone** who's
been there...
someone who can
help...



If you feel like your gambling is out of control,
talk to a **Peer Recovery Support Specialist**.
Peers can help you and your loved ones navigate
resources and remove barriers on the road to
recovery from gambling related problems.

**Call or text the Maryland Helpline
1-800-GAMBLER (1-800-426-2537)**
Scan the QR code below or visit
www.HelpMyGamblingProblem.org

 UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE
The Maryland Center of Excellence
on Problem Gambling

 PROBLEM GAMBLING
AWARENESS MONTH

Promote Awareness PGAM 2023

Flyer - 2023 March Basketball QR.png

This March, take the “madness” out of Sports Betting

The 2023 NCAA Basketball tournament begins on March 14th. 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 brackets is a fun, competitive group activity. But **for some**, this activity may be part of a more problematic approach to gambling.

Here are some tips to take the madness out of March Tournaments:

- **Only gamble what you can afford to lose** – set a limit and stay within it!
- **Don't chase your losses** – by wagering on tournaments to win back money.
- **Limit alcohol use** – alcohol can impair your ability to make healthy decisions.
- **Participate with friends** – avoid gambling when you are alone or depressed.
- **Take a break** – if you begin to feel intense anger, anxiety, or out of control.

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

 UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE
The Maryland Center of Excellence
on Problem Gambling

 PROBLEM GAMBLING
AWARENESS MONTH

Promote Awareness PGAM 2023 Awareness Materials to Order at No Cost

Public Awareness Materials - Order Form.revised February 2022.pdf - Adobe Acrobat Reader DC (32-bit)

File Edit View Sign Window Help

Home Tools Public Awareness ... x

75%

Public Awareness Materials - Order Form

The Maryland Center of Excellence on Problem Gambling offers a wide variety of materials at no cost for your organization and community to promote awareness of gambling risks; responsible gambling practices; signs of problem gambling/gambling addiction; and resources for treatment and recovery.

Please download and complete the following order form and submit the completed form by fax (410-799-4396) or by email (info@mdproblemgambling.com). Materials will be mailed within 5-7 business days.

For additional questions on the Center's Awareness initiatives, please contact **Mike Kafes, Communications Manager** at (667) 214-2120 or info@mdproblemgambling.com or visit www.mdproblemgambling.com.

Public Awareness Materials - Order Form

Recipient Mailing Address:

ATTN: (Name) _____

Email: _____

Phone Number: _____

Agency Name: _____

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Please add me to the Center's e-list for future communications (check the box to the right)

Materials Requested: *Limited Quantities

Quantity	Items	Quantity	Items
	Rack Card - Gambling and The Family		Small Card - Have the Conversation
	Rack Card - Signs		Small Card - Recovery Card
	Rack Card - If you think Gambling is a Solution		Small Turtle Low Risk-High Risk Cards Recovery Cards
	Rack Card - Peer Support, Individuals side one/Families side two		*11"x17" Poster - Only gamble what you can afford to lose (Young Adults)
	Tri-Fold Brochure - Resources/Recovery		*11"x17" Poster - Set a limit, Stay within it (Older Adults)
	Tri-Fold Brochure - Gambling Peer Recovery Support Specialist		*11"x17" Helpline - Gambling problem? We have a solution
*Documentary DVD: Maximum Five (5) Per Request			
	Understanding Joy: The Devastation of Gambling Addiction (20 minutes)		Opiate Use and Gambling (15 minutes)
	Gleam's Gamble: A Marine's Battle for Gambling Addiction Recovery (25 minutes)		Voices of Gambling Recovery (5 minutes)
	Flyers 8.5"x11"		

Flyers are available on a variety of topics, including monthly awareness campaigns. Please contact us at Info@mdproblemgambling.com or (667) 214-2120 for more information.

Additional Information Found on NCPG website

- 🎗 <https://www.ncpgambling.org/programs-resources/programs/pgam/>
- 🎗 PGAM Toolkit
- 🎗 #PGAM2023
- 🎗 Share PGAM events on the website and see events across Nation
- 🎗 Logos and graphics
- 🎗 Opportunities to attend other State's annual conferences virtually

Thank You

