



'Tis the Season for Gifting Responsibly

Avoid Underage Lottery Play and Engage in Responsible Gambling

Heather Eshleman, MPH, Prevention Manager
Jasmine Countess, Responsible Gaming Director

November 17, 2023



LEARNING OBJECTIVES



Understand how underage lottery play can affect future gambling behaviors in children.



Recognize and implement tips for responsible gambling and problem gambling prevention during this season of “giving.”



2023 Gift Responsibly Campaign
For Responsible Gambling and Problem Gambling Prevention

Utilize resources and tools for awareness within the **2023 Holiday Awareness Guide.**



RESPONSIBLE GAMBLING HOLIDAY LOTTERY CAMPAIGN



- ❄️ Began in 2007, a collaboration between International Centre for Youth Gambling Problems and High-Risk Behaviors and National Council on Problem Gambling
- ❄️ Since 2018, 100% of US and Canadian Lotteries have participated
- ❄️ Participants in this annual Campaign now include International Lotteries and other Organizations worldwide.
- ❄️ Changing to a year-round promotion, limiting the use of the word “holiday”.



National Council on Problem Gambling (NCPG) Key Campaign Messages

Many young people report their first gambling experience occurs around 9-11 years of age.



Gift Resp_Instagram Fact_10 years of age.png

10-14% of adolescents are at-risk for developing a problem with gambling.

4-6% of adolescents presently have a serious problem with gambling.



Gift Resp_Instagram Fact_10-14% of adolescents.png

Children who have early exposure to gambling experiences, including lottery tickets are 4x more likely to develop a gambling problem.



Gift Resp_Instagram Fact_Children early exposure.png

Approximately 60% of high-school-aged adolescents report having gambled for money in the last year.



Gift Resp_Instagram Fact_Approximately 60% .png

INSTAGRAM: FACT POSTS

INSTAGRAM: FACT POSTS



LET'S POLL

Be honest – We're not judging

1) Have you started any holiday shopping?

2) Have you ever given a Lottery Ticket as a holiday gift?

3) Have you ever given a Lottery Ticket as a holiday gift/stocking stuffer to a child under 18?

WHY FOCUS ON YOUTH GAMBLING?



- ❄️ Lottery is the most widespread form of gambling in the US
- ❄️ Lottery sales are illegal for minors in all states, law varies
- ❄️ Youth report first gambling experience between 9 and 11 years old
- ❄️ Those who gamble by age 12, including the use of lottery tickets, are 4 times more likely to become problem gamblers (Felsher, et al., 2010)
- ❄️ Family endorsement or perceived family endorsement is linked to underage gambling (Zhei, et al., 2021)

WHY FOCUS ON YOUTH GAMBLING?



- ❄️ Lottery scratch tickets have been shown to present a possible gateway to other gambling
- ❄️ Males and minority youth at greater risk
- ❄️ 4% of Maryland adults are problem gamblers, so the percentage of youth problem gamblers is higher than 4%.



MARYLAND YOUTH GAMBLING FACTS

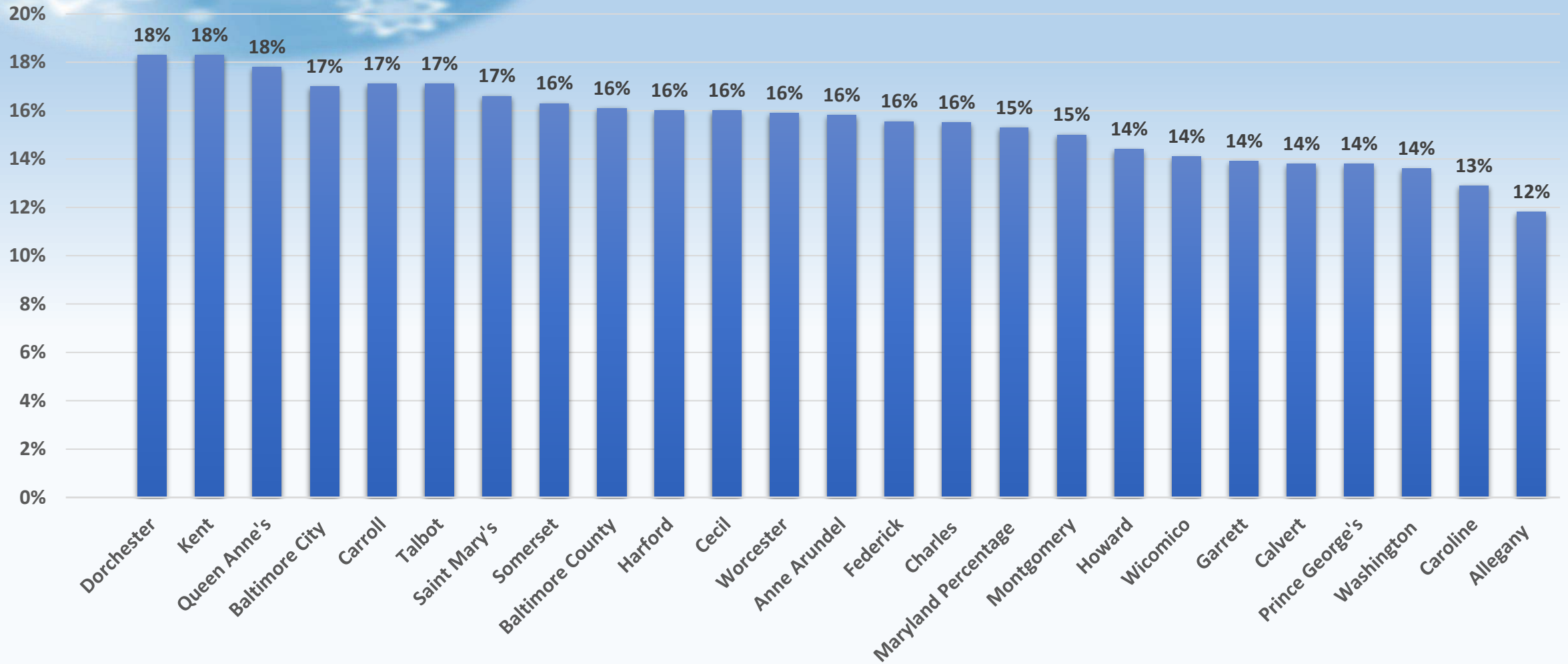
- ❄️ You must be 21 to enter a casino. Fine up to \$5,000 for casino. \$100-\$1,000 for youth.
- ❄️ You must be 18 to bet on horse races. Fine up to \$2,500 to track.
- ❄️ You must be 18 to buy a lottery ticket. Merchant can be fined \$2,500 for selling to a minor. No charge for parents purchasing.
- ❄️ You must be 18 to play fantasy sports in Maryland.
- ❄️ 16 of 24 Maryland counties do not have school policies on gambling on school property.
- ❄️ No gambling addiction education in school curriculums.



Youth and Sports Betting

- ❄ Sports betting in Maryland is for those 21 and over.
- ❄ No betting on high school sports.
- ❄ For on-line sports betting, use of age verification software.
- ❄ Promotion not to target youth or other vulnerable populations.
- ❄ Any intercepted funds from underage persons are confiscated by the operator.
- ❄ Sports betting legalization has led to an increase in calls for help and youth and young adult gambling.

Percentage of Maryland High School Students Reporting Gambling by County (YRBS, 2021-2022)





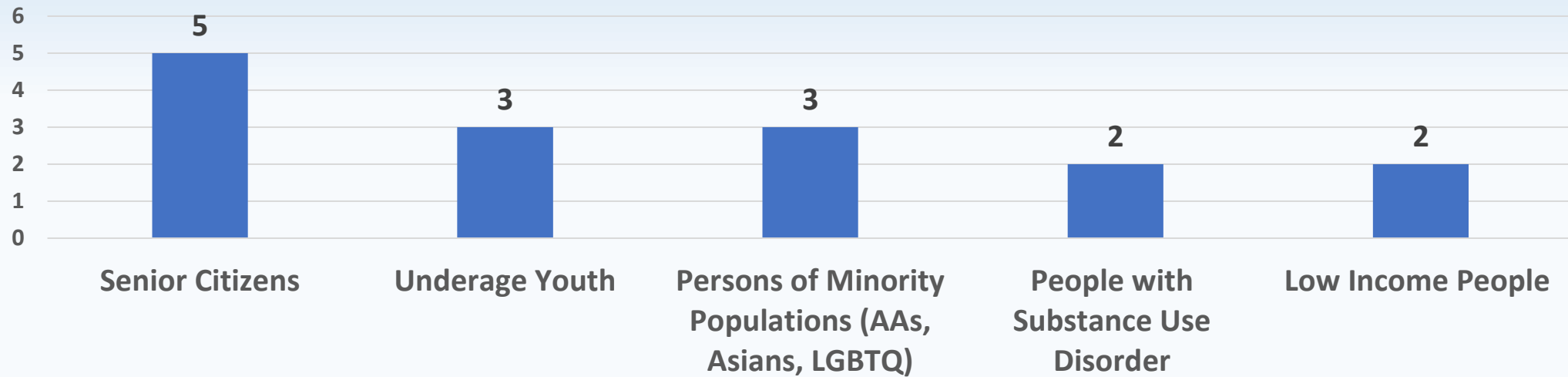
2022 Underage and Problem Gambling Prevention Needs Assessment

Conducted 7 youth focus groups across the State:
middle school through college age



Youth are saying

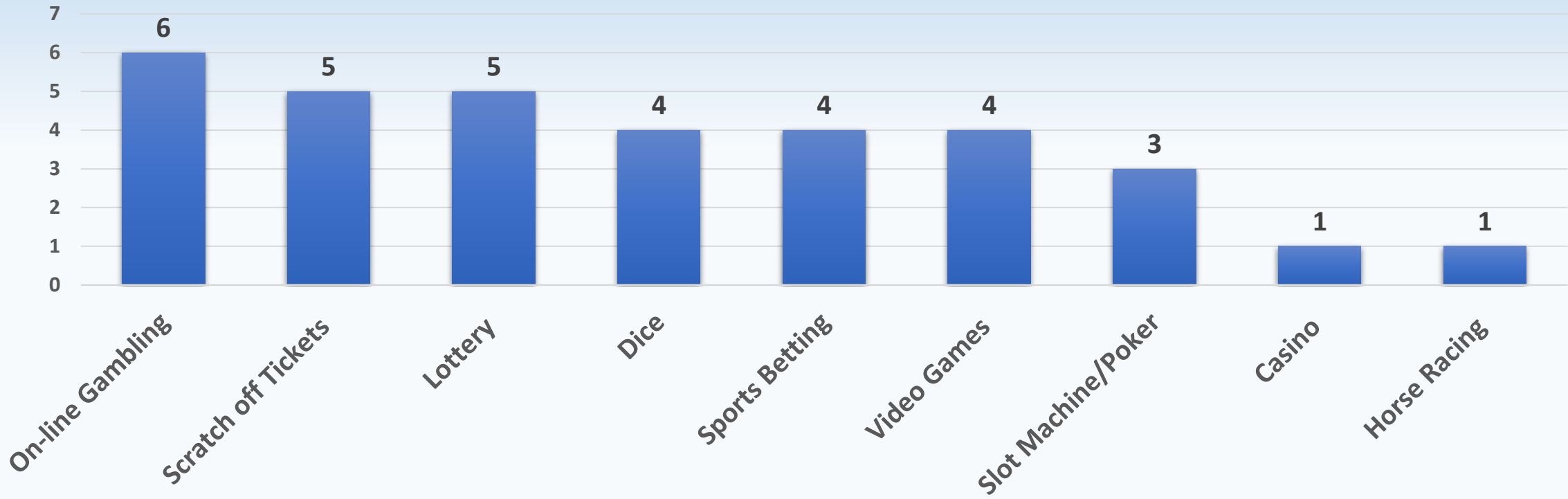
Focus Groups Youth Participants
Responses on People That Are More Likely to Gamble
(2022)





Youth are saying

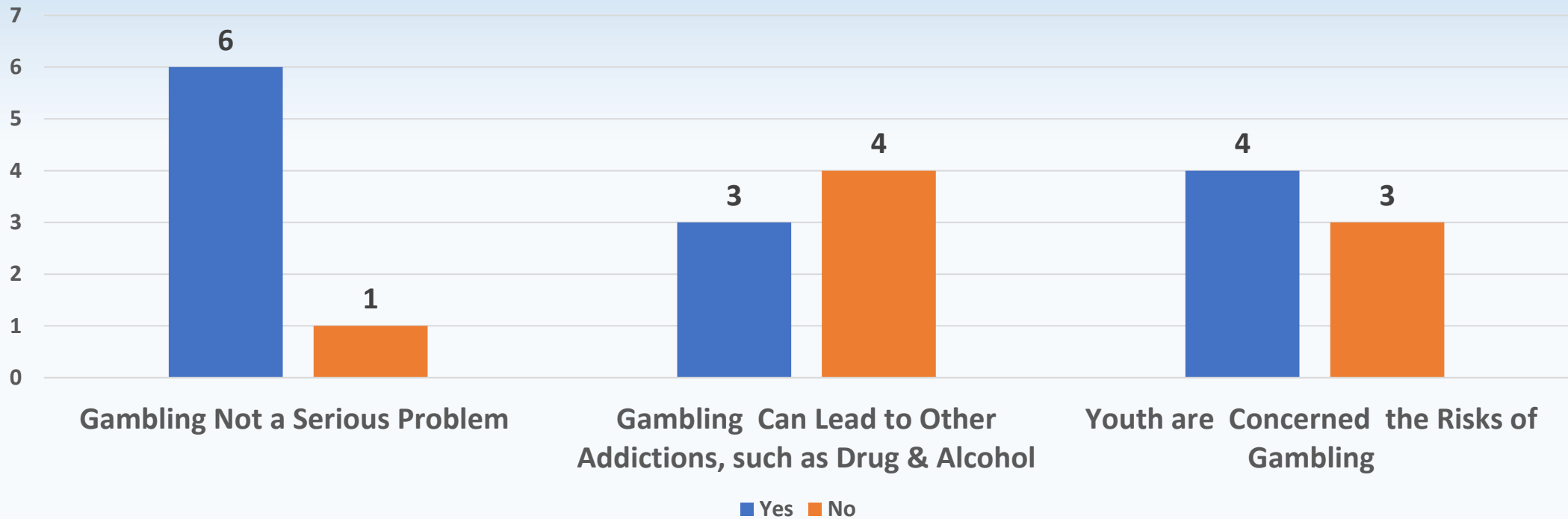
Of 7 Focus Groups, Youth Participants
Responses on Types of Gambling Activities
(2022)





Youth are saying

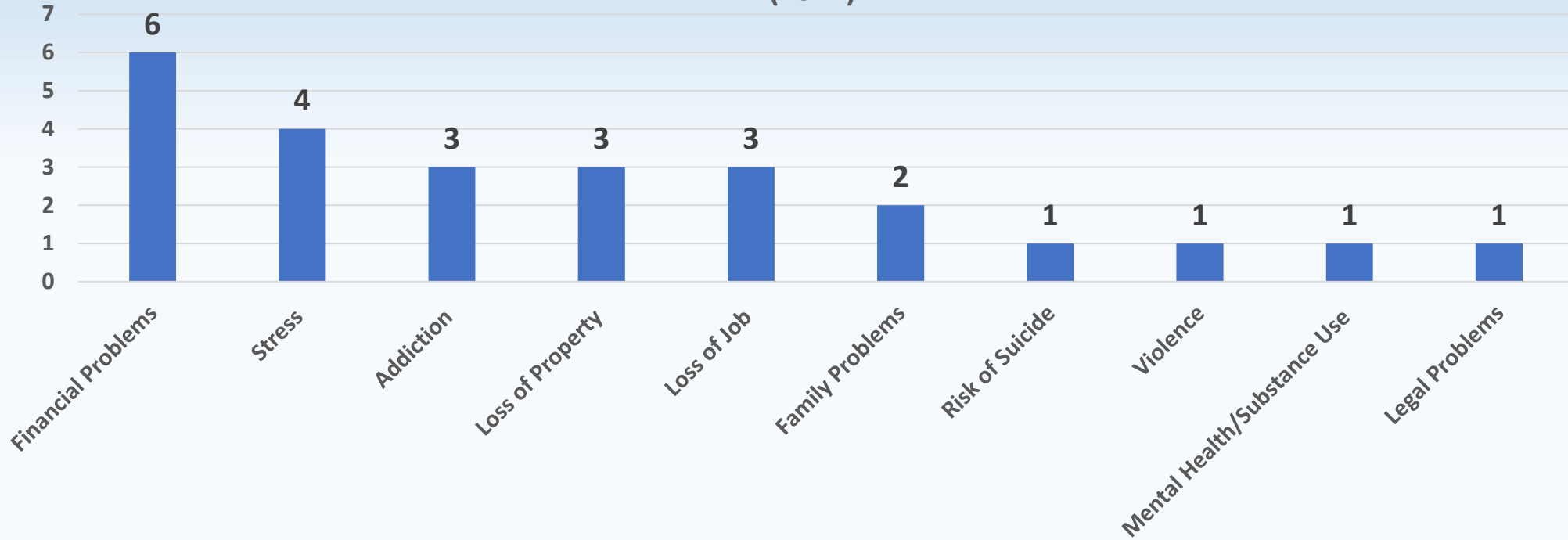
Maryland Youth Perceived Risk on Gambling Behavior
(Focus Groups, 2022)





Youth are saying

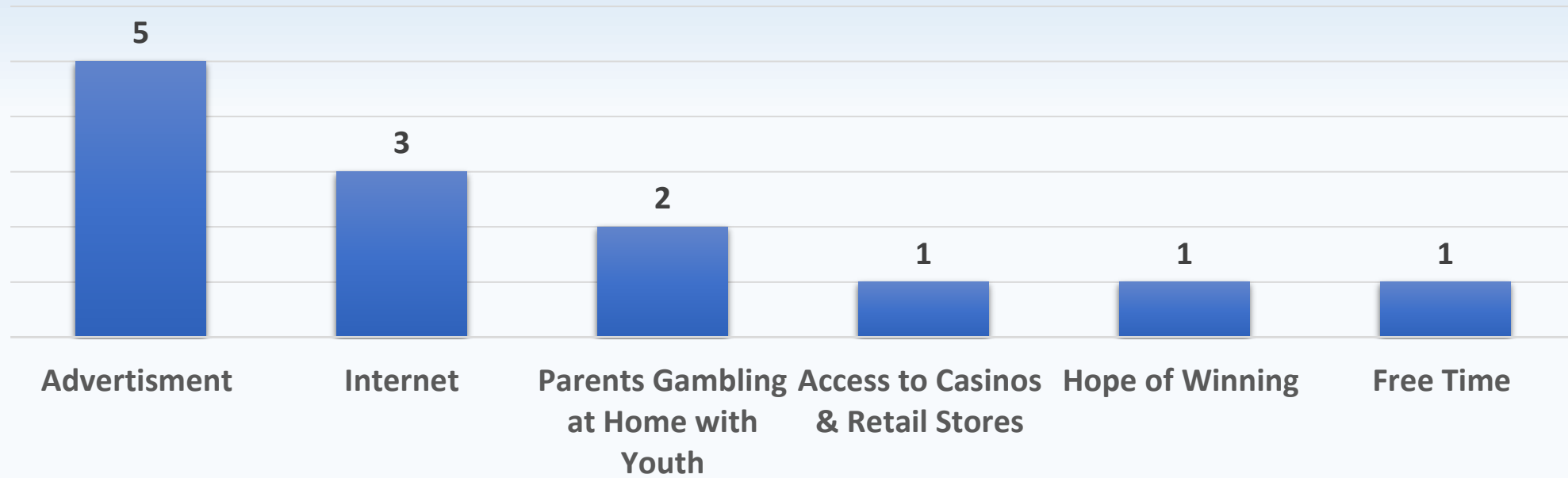
Focus Groups Youth Participants
Responses on Gambling Potential Harm
(2022)






Youth are saying

Focus Groups Youth Participants
Responses on Reasons for Gambling
(2022)





Maryland Smart Choices Students, Baltimore City 6th-12th Graders Reporting the Following Activities One Time (Parham et al., 2019)





LET'S POLL

Be honest – We're not judging

1

Do you know of a youth in your life, either a family member or at work who has gambled?

2

Have you seen youth that gamble experience negative consequences?

MARYLAND LOTTERY FACTS



- ❄️ There are around 4,400 lottery retailers in MD
- ❄️ Here are the odds of some lottery games:
 - ❄️ Powerball: odds of jackpot 1 in 292,201,338; or small prize of \$4, 1 in 38
 - ❄️ Mega Millions: odds of jackpot 1 in 302,575,350; or small prize \$2, 1 in 37
 - ❄️ Scratch Offs: depends on value of ticket; \$20 ticket top prize \$1,000,000, probability of 1 in 3 of winning small prize, designated number of top prizes
 - ❄️ Pick 3/ Pick 4: Pick 3 probably is 1:1,000 with the top prize of \$500 for a \$1 play; Pick 4 probability is 1:10,000 with the top prize of \$5,000 for a \$1 play
 - ❄️ Multi-Match[®]: Overall probability of winning a prize is 1. in 8.5



Retailer Compliance

Retailer Compliance Checks

- Are scrolling RG messages and/or brochures visible to patrons?
- Are retailers carding those who appear to be under the age of 18?
- Does the retailer know how to print the RG message from their terminals?
- Do retailers know how to view the RG training?





Retailer Training

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER-DECEMBER 2023

'TIS THE SEASON: GIFTING & SELLING RESPONSIBLY

WE'RE KICKING OFF our holiday scratch-off season with a reminder about gifting — and selling — responsibly.

According to the National Council on Problem Gambling (NCPG), research shows that those exposed to gambling during childhood are more likely to develop a gambling problem later in life. Many young people are first exposed to gambling through a Lottery game "given by an adult who is likely unaware of the associated risks," according to the NCPG.

The Maryland Lottery promotes responsible gifting and responsible selling all year. We again will join NCPG and the International Centre for Youth Gambling Problems and High-Risk Behaviors in the annual international Gift Responsibly Campaign.

Retailers and store employees play key roles in keeping Lottery games out of the hands of those under age 18. If a customer mentions buying multiple games for stocking stuffers or a college party, we encourage you and your employees to remind them not to share the tickets with minors.

If you're not sure about the age of a customer who is attempting to buy Lottery tickets, ask them for identification just as you would if you were selling alcohol or cigarettes. Remember, state law prohibits the sale of Lottery tickets to minors. Thank you for selling responsibly!



Raj Patel, owner of 8 Days a Week Liquor in Parkville, sells games to Ravens fans at the Sept. 24 game.

GIFT RESPONSIBLY
Lottery Tickets Aren't Child's Play



Lottery Employee Training

Lottery employee training includes:

- ✓ The signs of problem gambling
- ✓ How to help someone exhibiting signs of a gambling problem
- ✓ Tips for a positive playing experience
- ✓ Where to find resources for help

YOUR ROLE IN PROMOTING RESPONSIBLE GAMING

- ★ FAMILIARIZE YOURSELF WITH THE CONCEPTS OF POSITIVE PLAY, SUCH AS LIMIT SETTING AND GAMBLING IN A GOOD MOOD.
- ★ RECOGNIZE THE SIGNS OF A PROBLEM
- ★ KNOW HOW TO DIRECT PATRONS TO RESOURCES, SHOULD THEY NEED THEM.
- ★ USE TIPS FOR HELP REDUCING THE STIGMAS ASSOCIATED WITH MENTAL ILLNESS.





The Maryland Alliance on Responsible Gambling



A committee of legislative, state, and local mental health entities who convene to further positive gambling initiatives in the state.

If you or any member of your family is struggling with gambling addiction, confidential advice and counseling are available for Maryland residents at no cost, regardless of insurance coverage, financial status or ability to pay.

[Find a Counselor Now](#)

[Problem Gambling Resources](#)

[Self Assessment](#)

[Voluntary Exclusion Program](#)

Play Responsibly Site



Feeling stressed? Don't play.

Stay positive. Don't play the lottery when you're highly stressed, depressed, or troubled in any way.



These are games of chance—not skill.

There are no special methods, secrets, or abilities that will make you better at playing the lottery. Winning is a matter of random chance and purely the luck of the draw.

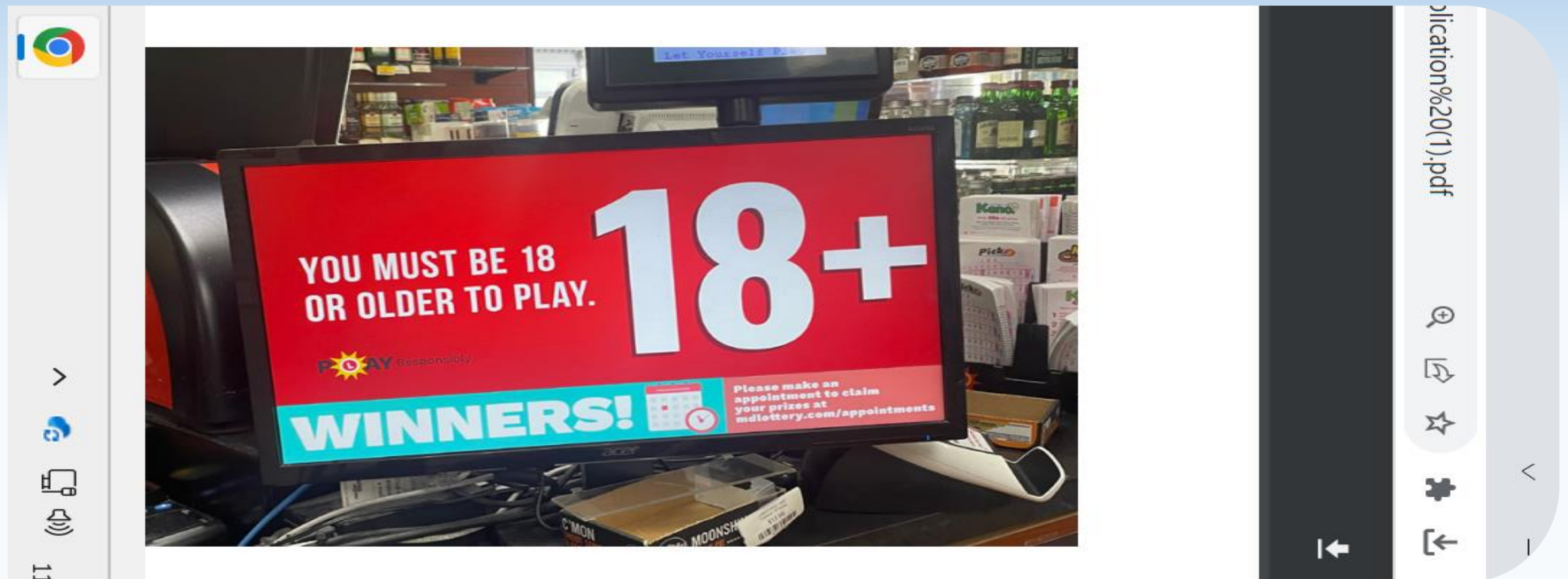


Environmental Scans (n=55) Lottery Retailers Positive Findings

- Lottery vending machines had 1-800-GAMBLER on screen and minimum age rotated on monitor.
- Lottery in Motion (LIMs) rotated signage stating you must be 18+ to play lottery.
- Lottery vending machines can be remotely locked if someone looks underage (Ocean City example).
- Retailers reported they are carding those that look young.



Lottery in Motion (LIM) Signage





Suggestions for Underage Prevention Strategies

- More underage signage
- Encourage retailers to card those that look underage
- Find ways for retailers to monitor vending machines when busy
- Convenience store locations are key because underage youth are not allowed/ don't frequent liquor stores and bars as frequently.
- Collaborate with tobacco and alcohol retailers for signage, similar to Delaware.



Coordination of Underage Signage





NEGATIVE CONSEQUENCES OF YOUTH GAMBLING

- ❄️ Losing things of value
- ❄️ Owing others
- ❄️ Getting into fights
- ❄️ Trouble with parents, police, people owed money
- ❄️ Declining grades
- ❄️ Feeling pressured to lie or steal
- ❄️ Not getting along with or hurting people you love
- ❄️ More likely to smoke
- ❄️ More likely to engage in other forms of gambling



HOW GAMBLING AFFECTS YOUTH MENTAL HEALTH

- ❄️ Loss of interest in activities
- ❄️ Not wanting to spend time with family and friends
- ❄️ Feeling that you can't control behavior
- ❄️ Feeling irritable when you can't gamble
- ❄️ Changes in mood such as feeling lonely, depressed, anxious, and/or stuck
- ❄️ Gambling addiction



TIPS FOR YOUTH

- ❄️ Focus on school
- ❄️ Make friends with those who don't gamble or use alcohol or drugs or other risky behaviors
- ❄️ Develop positive ways to cope with stress such as exercise, mindfulness, prayer, talking to friends and parents
- ❄️ Get enough sleep
- ❄️ Eat healthy
- ❄️ Participate in sports, art, music, and other positive hobbies



TIPS FOR YOUTH

- ❄️ Learn to earn or save money in positive ways
- ❄️ Develop a new skill that makes you feel good
- ❄️ Find outdoor activities
- ❄️ Spend quality time with loved ones
- ❄️ Find positive activities that give you comfort
- ❄️ Take breaks from social media
- ❄️ Reach out for help and support when you need it



TIPS FOR PARENTS

- ❄️ Talk to your children about the risks of gambling, similar to conversations about alcohol and drugs
- ❄️ Teach your children about budgeting money and odds of winning when people gamble
- ❄️ Do not facilitate underage gambling. Parental approval (even if only perceived) is linked to underage gambling.
- ❄️ Be a good role model
- ❄️ Encourage wellness for your children including healthy eating, sleeping, and exercise



SAFE GAMBLING TIPS FOR THOSE OF LEGAL AGE

- ❄️ Set a budget for spending
- ❄️ Play for fun, when it starts to worry you, stop
- ❄️ Avoid high stakes games for large amounts of money
- ❄️ Structure your playing time
- ❄️ Don't gamble alone
- ❄️ Don't gamble if you are depressed or using it as a way to solve problems
- ❄️ Don't borrow money to gamble
- ❄️ Have a plan for the money you win
- ❄️ Don't use drugs or drink alcohol while gambling



RESOURCES FOR HELP

- ❄️ Helpline: 1-800-GAMBLER
- ❄️ Help Seeker Website: helpmygamblingproblem.org
- ❄️ Center's Main Website: mdproblemgambling.com
- ❄️ No Cost Treatment: Call **1-800-GAMBLER** and ask for a referral to a provider
- ❄️ Peer Support: Call **1-800-GAMBLER** and ask to speak to a Peer
- ❄️ Gamblers Anonymous – www.gamblersanonymous.org
- ❄️ SMART Recovery – www.smartrecovery.org
- ❄️ Voluntary Exclusion Program: Jasmine Countess, responsible.gaming@Maryland.gov or 410-230-8798



HOW YOU CAN PARTICIPATE IN THE RESPONSIBLE GAMBLING WORLDWIDE HOLIDAY CAMPAIGN

GIFT 
RESPONSIBLY
Lottery Tickets Aren't Child's Play

Sign up **TODAY** as a Non-Lottery Participant and access the complete Tool Kit.

 <https://www.ncpgambling.org>





HOW YOU CAN PARTICIPATE IN THE RESPONSIBLE GAMBLING WORLDWIDE HOLIDAY CAMPAIGN

GIFT  RESPONSIBLY
 Lottery Tickets Aren't Child's Play



*Gift Responsibly
 Lottery tickets
 aren't child's play*



GIFT  RESPONSIBLY





HOW YOU CAN PARTICIPATE IN THE RESPONSIBLE GAMBLING WORLDWIDE HOLIDAY CAMPAIGN



GIFT ◆◆◆
RESPONSIBLY,
Lottery Tickets Aren't Child's Play



GIFT RESPONSIBLY,
Lottery Tickets Aren't Child's Play





HOW YOU CAN PROMOTE RESPONSIBLE GAMBLING AWARENESS THIS HOLIDAY



An Awareness Toolkit to Promote Responsible Gambling & Prevent Underage Gambling

For Behavioral Health Providers & Preventionists 2023 Edition



To print: this guide was designed to be printed double sided, long edge.

ACKNOWLEDGMENTS:

This Guide is a compilation of information provided by the Maryland Lottery and Gaming Control Agency, the National Council on Problem Gambling (NCPG), NCPG Affiliates, additional Organizations across the country, and the Center.

The 2023 Holiday Awareness Campaign Guide will be emailed to all Center contacts.



HOW YOU CAN PROMOTE RESPONSIBLE GAMBLING AWARENESS THIS HOLIDAY

Post Flyers and Posters:

GIFT RESPONSIBLY
Lottery Tickets Aren't Child's Play.

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

Lottery Tickets Aren't Child's play

- 🎀 This holiday gift responsibly
- 🎀 Give a child a gift, not a ticket
- 🎀 Have the conversation with your family about the risks of gambling

If you or a family member is gambling problematically, 

call or text the Maryland Problem Gambling Helpline

1-800-GAMBLER (1-800-426-2537)
or visit HelpMyGamblingProblem.org



HOW YOU CAN PROMOTE RESPONSIBLE GAMBLING AWARENESS THIS HOLIDAY

Post Flyers and Posters:

GIFT RESPONSIBLY
Lottery Tickets Aren't Child's Play.

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

This holiday, gift responsibly
Give a child a gift, not a
Lottery ticket

Children who gamble by age
12 are 4 times more likely to
become problem gamblers

Have the conversation with your whole
family about the risks of gambling

If you or a family member is gambling problematically,
call or text the **Maryland Problem Gambling Helpline**
1-800-GAMBLER (1-800-426-2537)
or visit HelpMyGamblingProblem.org



HOW YOU CAN PROMOTE RESPONSIBLE GAMBLING AWARENESS THIS HOLIDAY

Create Banners/posts and links on your organizations' website



- ❄️ helpmygamblingproblem.org
- ❄️ Maryland Problem Gambling Helpline
1-800-GAMBLER



HOW YOU CAN PROMOTE UNDERAGE GAMBLING AWARENESS THIS HOLIDAY

Share, Like, Follow, Retweet from the Center's social media accounts



 Sample blog posts

 Sample social media posts

<https://www.facebook.com/MDCEPG/>

<https://twitter.com/MDCEPG>

<https://www.instagram.com/mdcepg/>

HOW YOU CAN PROMOTE RESPONSIBLE GAMBLING AWARENESS THIS HOLIDAY

Order Awareness Materials from the Center

The Maryland Center of Excellence on PROBLEM GAMBLING

Gambling and the Family

Problem gambling is not just an individual problem, but can disrupt entire families. Help is available and recovery is possible for families who are dealing with a gambling addiction.

Warning signs there may be a problem:

- Preoccupation with gambling
- Unexplained debt or other financial problems
- Unaccounted for mood changes
- Isolation and withdrawal from family
- Secrecy about bills, bank statements, financial data
- Missing personal items such as phone, other valuables
- Borrowing of money from family or employer.

Low Risk Gambling Is Done:

- As a form of recreation, not to make money or make us for previous losses.
- With limits on time, frequency, and duration.
- In a social setting with others, not alone.
- With money you can afford to lose.

High Risk Gambling – Situations When You Are:

- Coping with grief, loneliness, anger or depression.
- Under financial pressure and stress.
- Recovering from mental health or substance use disorders.
- Using alcohol or other drugs.
- Under legal age to gamble.

Call 1-800-GAMBLER
IT'S FREE AND CONFIDENTIAL

Low Risk Gambling Is Done:

- As a form of recreation, not to make money or make us for previous losses.
- With limits on time, frequency, and duration.
- In a social setting with others, not alone.
- With money you can afford to lose.

High Risk Gambling – Situations When You Are:

- Coping with grief, loneliness, anger or depression.
- Under financial pressure and stress.
- Recovering from mental health or substance use disorders.
- Using alcohol or other drugs.
- Under legal age to gamble.

Maryland Problem Gambling Helpline – 1-800-GAMBLER

No Cost Treatment Now Available for Anyone Wanting Help for a Gambling Problem

Counseling for gambling problems at no cost to Maryland residents is now available for anyone seeking help regardless of insurance coverage, financial status, or ability to pay.

Funding through the Problem Gambling Fund managed by the Maryland Department of Health's Behavioral Health Administration supports this effort to remove the barriers to treatment for anyone with a gambling disorder.

You can receive help for a gambling problem without adding any additional financial burden to your life.

Call, text or chat today for a list of counselors approved to provide no cost treatment for you or someone you know.

If you or any one you know is gambling problematically or struggling with gambling addiction, call, text or chat 1-800-GAMBLER (1-800-426-2537) or visit www.helpmygamblingproblem.org



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 email (dgaspar@som.umaryland.edu) or by fax (410-799-4396). Materials will be mailed within 5-7 business days.

For additional questions on the Center's Awareness initiatives, please contact: Donna Gaspar, Communications Manager at 667-214-2120 or dgaspar@som.umaryland.edu.



Public Awareness Materials – Order Form

Mailing Address:

ATTN: (Name)

Email:

Phone Number:

Agency Name:

Address 1:

Address 2:

City, State: **Zip:**

Materials Requested:	
Quantity	Item:
<input type="text"/>	Rack Card – Gambling and The Family
<input type="text"/>	Rack Card – Signs
<input type="text"/>	Rack Card – If you think Gambling is a Solution
<input type="text"/>	Rack Card – Peer Support, Individuals side one/Families side two
<input type="text"/>	Tri-Fold Brochure - Resources/Recovery
<input type="text"/>	Tri-Fold Brochure – Gambling Peer Recovery Support Specialist
<input type="text"/>	Small Card - Have the Conversation
<input type="text"/>	Small Card - Recovery Card
<input type="text"/>	Small Turtle Low Risk-High Risk Cards Recovery Cards
Documentary DVDs:	
<input type="text"/>	Understanding Joy: The Devastation of Gambling Addiction
<input type="text"/>	Glenn's Gamble: A Marine's Battle for Gambling Addiction Recovery
<input type="text"/>	Opiate Use and Gambling

Mdproblemgambling.com



The Maryland Center of Excellence on Problem Gambling





Questions?



THANK YOU! HAPPY HOLIDAYS!



Heather Eshleman, MPH, Prevention Manager

heshleman@som.umaryland.edu ~ (667) 214-2128

Jasmine Countess, Responsible Gaming Director

Jasmine.countess@maryland.gov ~ (410) 230-8798