



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

Lori Rugle, PhD, ICGC-II/BACC, ICGD

Blair Inniss, JD, Government Relations Manager

Heather Eshleman, MPH, Prevention Manager



Learning Objectives:

1. Consider the sports betting policies in Maryland and their potential impact on the community.
2. Understand problem gambling prevention strategies that can be implemented to encourage responsible gambling in Maryland.
3. Understand the evidenced-based problem gambling screening tools and treatment strategies relevant to individuals with problem gambling behaviors due to sports betting.



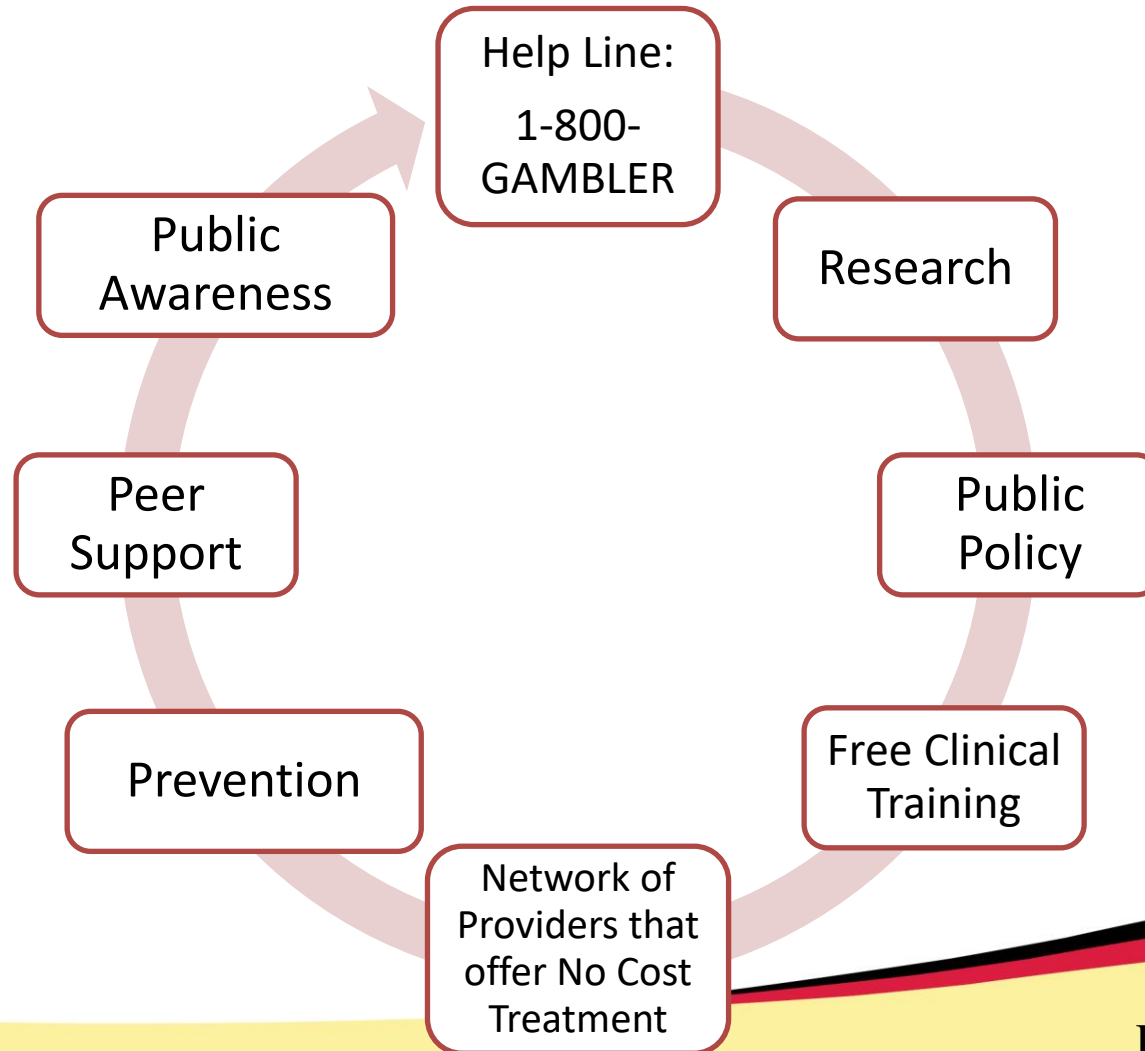
Mission Statement

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

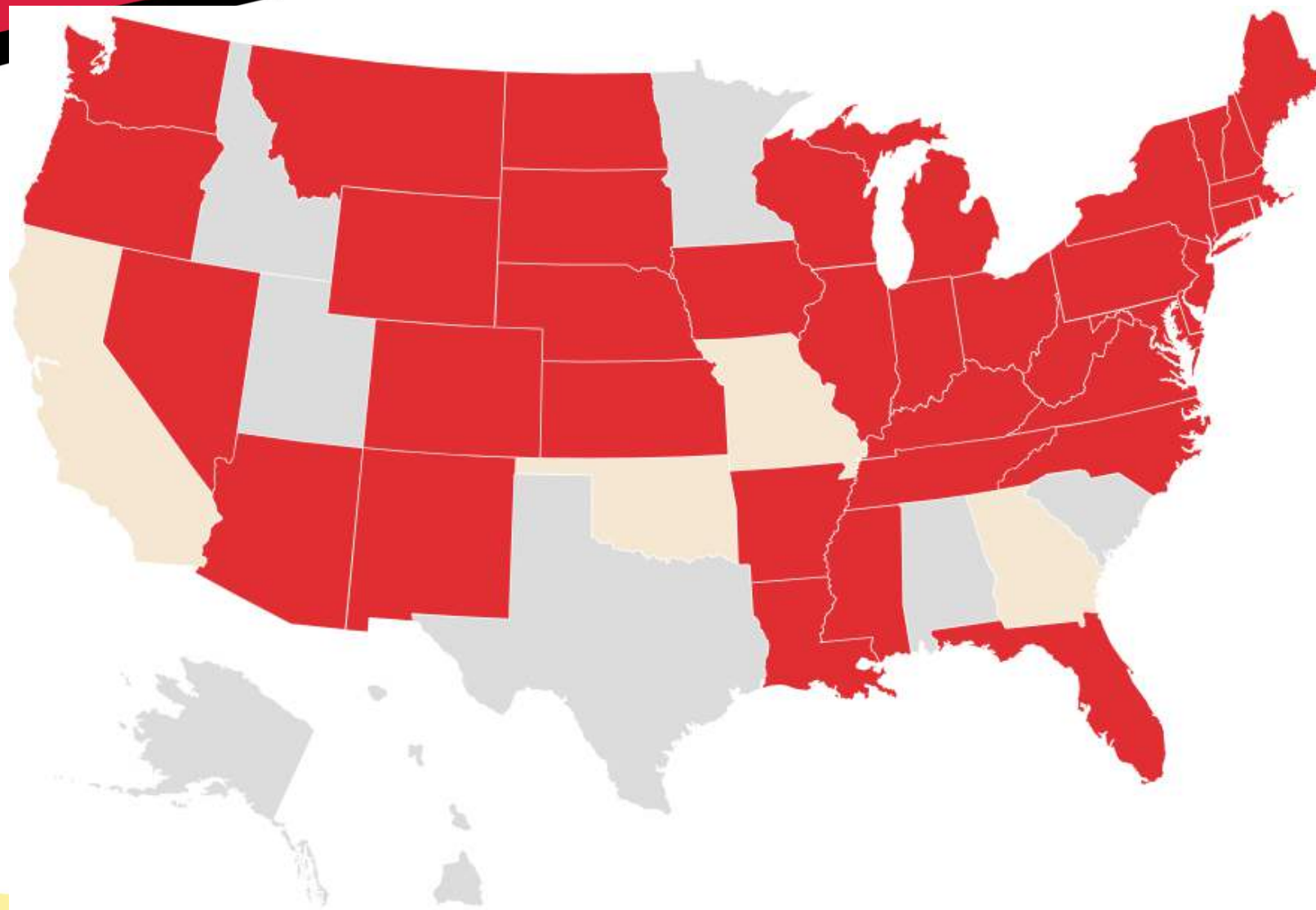




Problem Gambling and Public Health








Legal Sports Betting in the United States



SPORTS BETTING ACTIVITY

Legal Landscape as of January 11, 2024

-  Live, Legal* (38 States + DC)
-  Legal, Not Yet Operational** (0 States)
-  Active Legislation/Ballot Initiative*** (4 States)
-  No Legislation (8 States)
-  Dead Legislation (0 States)

The Maryland Center of
Excellence on Problem Gambling

Maryland Sports Betting

- Referendum to allow sports betting passed 11/20
- In-person sports betting available 12/21
- Mobile/online sports betting available 11/22
- 12 licensed online sportsbooks and 11 daily fantasy sports operators
- 13 in-person sports betting retail locations
- FY23 nearly \$2.9 billion wagered and \$2.5 billion paid in prizes to players
- Revenue to state \$25.3 million

Maryland Scope of Sports Betting

- ✓ Based on Statewide Prevalence of Gambling in Maryland Surveys
 - ✓ FY 22 90% adults had gambled in lifetime
 - ✓ 30.1% of adults who ever gambled had bet on sports
 - ✓ Percentage of those meeting criteria for disordered gambling higher for sports betting than other forms of gambling
 - ✓ Traditional fantasy sports – 12.2%
 - ✓ Daily fantasy sports – 15.6%
 - ✓ Online sports – 20.8%

Maryland Polling Data

(Goucher College Poll, 2023)

- Men (25%) more likely to bet on sports than women (20%)
- Younger age group (18-34) more like to place bet on sports (>33%) than those 35 – 55 (25%) and over 55 (10%)
- 25% without college degree likely to place bet compared to 20% with college degree
- 32% of Black respondents like to bet on sports; 18% Caucasian; 27% other racial groups

In the News

University of Maryland, PointsBet part company in wake of sports betting controversies

By Capital News Service // Michael Charles // May 11, 2023 // 7 Minute Read



Iowa and Iowa State Athletes Were Busted for Betting. But Why Were They the Only Ones?

The Hawkeyes and Cyclones square off Saturday, in a game deeply affected by the scandal.

Alabama fires baseball coach after report of suspicious bets

The Maryland Center of
Excellence on Problem Gambling



Sports Betting: Clinical Considerations



Sports Betting and Problem Gambling

After video-lottery terminals, **sports betting** is the second most frequently associated gambling activity with problem gambling in national prevalence studies.

(international review of 28 studies, 41.2%)

(Mercier et al., 2018)

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



in-play/prop betting

placing a bet (or
multiple bets)
once the sport
event has begun

Research has shown that in-play betting has a higher association than traditional betting with impulsive and/or problem gambling. (Lopez-Gonzales et al., 2018; Hing et al., 2016)



In-play betting has changed sports betting

from discontinuous, low-
event frequency
(e.g., betting once a week
on whether a team would
win or lose)

to a continuous form of
gambling with high-event
frequency
in which dozens of bets (if
not more) can take place
within the length of a game

Convergence of Skill (Knowledge) and Chance

- Contributes to erroneous cognitive distortions
- Increase belief that personal skills and knowledge significantly contribute to predicting gambling outcomes
- Proliferation of sports analytics

The screenshot shows the ESPN MLB website's "MLB Player Batting Postseason Stats 2023" page. The page features a navigation bar with ESPN and various sports links, and a main menu with options like Home, Playoffs, Scores, Schedule, Standings, Stats, Teams, Daily Lines, Depth Charts, Fantasy Baseball, Players, Transactions, Trade Deadline, Draft, and More. The main content area is titled "MLB Player Batting Postseason Stats 2023" and includes filters for "2023 Postseason", "All Positions", and "All MLB". A "Team Statist" button is also present. The table below lists player statistics for the 2023 postseason, sorted by batting average.

Batting			Pitching				Fielding											
RK	NAME	POS	GP	AB	R	H	AVG	2B	3B	HR	RBI	TB	BB	K	SB	OBP	SLG	OPS
1	Yordan Alvarez HOU	LF	1	3	3	2	.667	0	0	2	3	8	1	1	0	.750	2.667	3.417
1	Anthony Santander BAL	RF	1	3	2	2	.667	0	0	1	1	5	1	0	0	.750	1.667	2.417
1	Evan Carter TEX	CF	3	6	3	4	.667	3	0	1	3	10	5	1	1	.833	1.667	2.500
4	Willy Adames MIL	SS	2	7	0	4	.571	1	0	0	1	5	1	2	0	.625	.714	1.339
5	Christian Yelich MIL	LF	2	8	2	4	.500	1	0	0	0	5	2	1	1	.600	.625	1.225
5	Josh Bell MIA	1B	2	8	1	4	.500	2	0	0	1	6	0	1	0	.500	.750	1.250
5	Will Smith LAD	C	1	4	0	2	.500	0	1	0	2	4	0	0	0	.500	1.000	1.500
5	Bo Bichette TOR	SS	2	8	1	4	.500	0	0	0	0	4	0	2	0	.500	.500	1.000
5	Corbin Carroll ARI	LF	3	12	5	6	.500	1	0	2	4	13	2	1	0	.571	1.083	1.655
10	Carlos Correa MIN	SS	3	11	0	5	.455	1	0	0	1	6	0	2	0	.500	.545	1.045
10	Corey Seager TEX	SS	3	11	2	5	.455	3	0	0	2	8	4	2	0	.600	.727	1.327
10	Trea Turner PHI	SS	3	11	1	5	.455	2	0	0	1	7	1	1	4	.500	.636	1.136
13	Tommy Pham ARI	LF	3	13	5	5	.385	0	0	1	1	8	1	3	1	.429	.615	1.044
14	Bryce Harper PHI	DH	3	8	4	3	.375	0	0	1	1	6	4	3	1	.583	.750	1.333
14	Mark Canha MIL	LF	2	8	0	3	.375	0	0	0	0	3	0	2	0	.444	.375	.819



Why Do People Engage in In-Play Sports Betting

(Killlick & 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-Play Sports Betting

(Killlick & 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-Play Sports Betting

(Killlick & 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-Play 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"

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 and what do you like about that type of bet?
 - Moneyline
 - Point Spread
 - Parlays
 - Over/Under
 - Futures
 - In game (prop) bets vs. pre-game bets

<https://www.washingtonpost.com/sports/2022/08/29/sports-gambling-for-beginners/>

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 service
- Do you bet on your favorite team/players



Other 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

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/>





Sports Betting: Prevention and Harm Reduction



NCPG Responsible Gambling Principles for Sports Gambling Legislation and MD Application

- ✓ Require sports betting operators to implement responsible gaming programs
- ✓ Assign regulatory agency – Maryland Lottery and Gaming Control Agency (MLGCA)
- ✓ Conduct surveys of the prevalence of gambling addiction prior to expansion and at regular periods thereafter
- ✓ Include dedicated funds to prevent and treat gambling addiction



NCPG Responsible Gambling Principles for Sports Gambling Legislation and MD Application

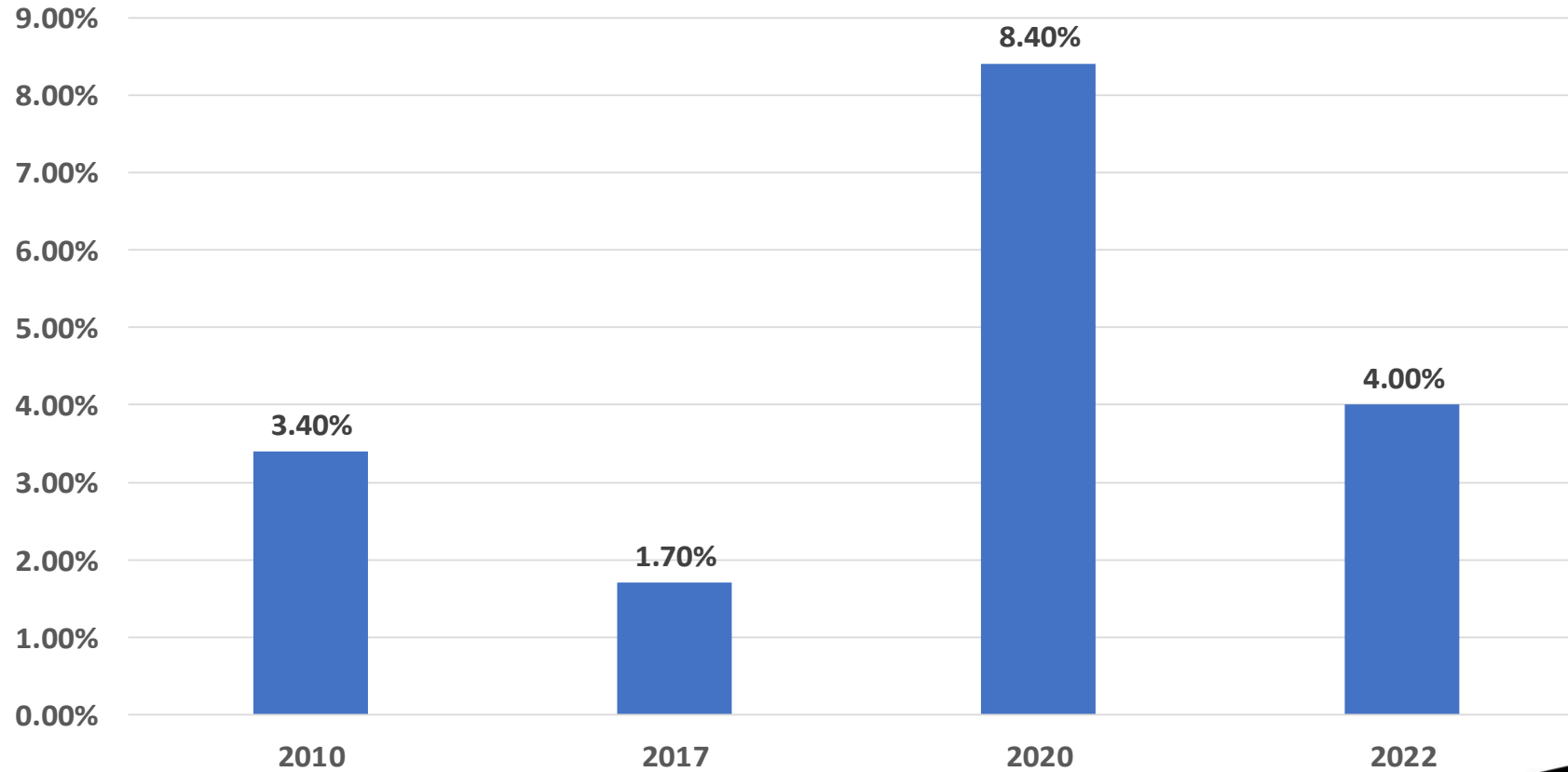
- Include dedicated funds to prevent and treat gambling addiction
 - No funding directed from sports betting revenue
 - Funding from expired prizes to the problem gambling fund –
 - \$2.1 million in FY23



NCPG Responsible Gambling Principles for Sports Gambling Legislation and MD Application

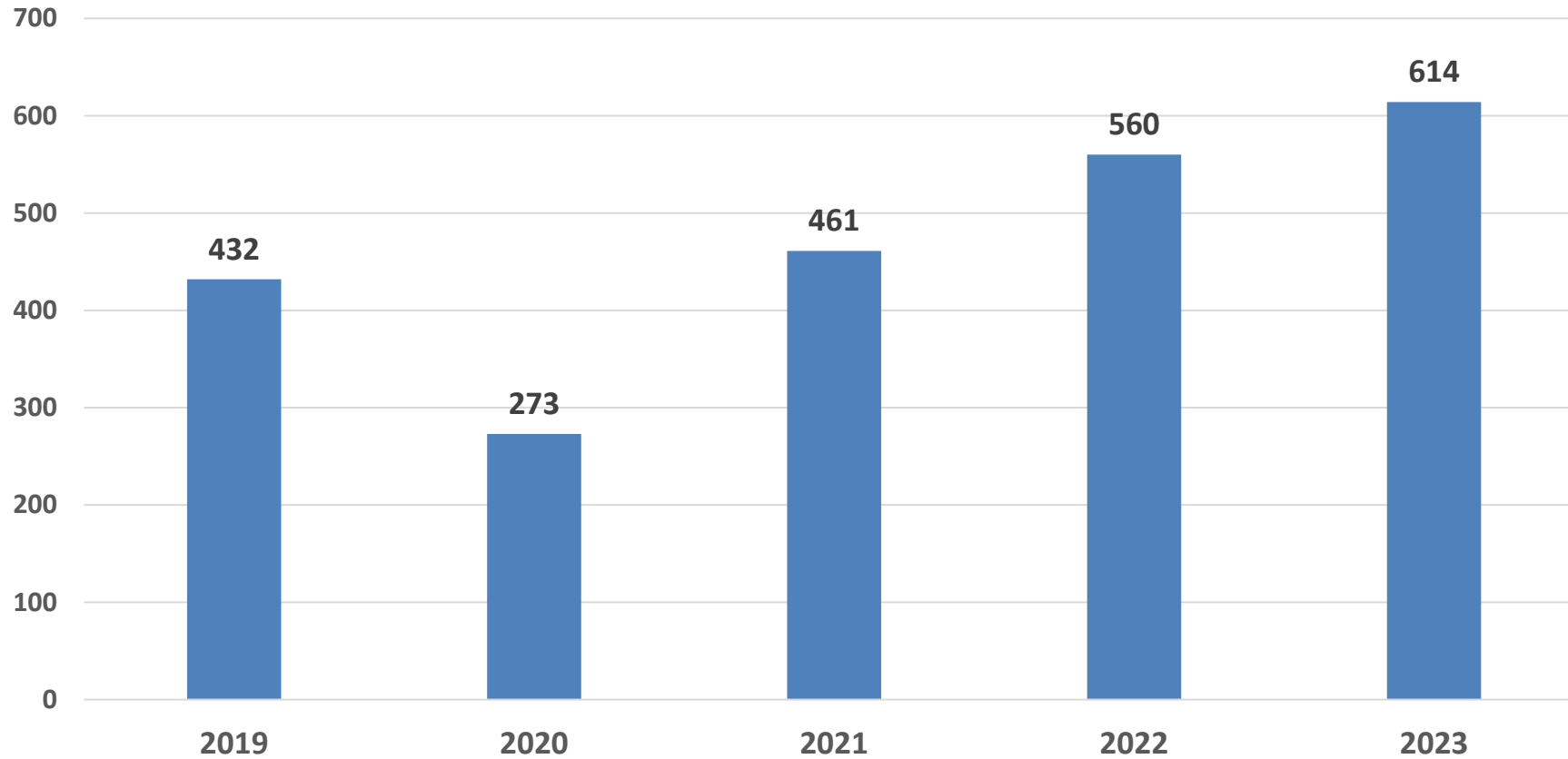
- ✓ Conduct surveys of the prevalence of gambling addiction prior to expansion and at regular periods thereafter
 - ✓ Maryland conducts surveys every 2 years

Percentage of Maryland Disordered Gamblers Over the Years 2010-2022 (Tracy, 2022)

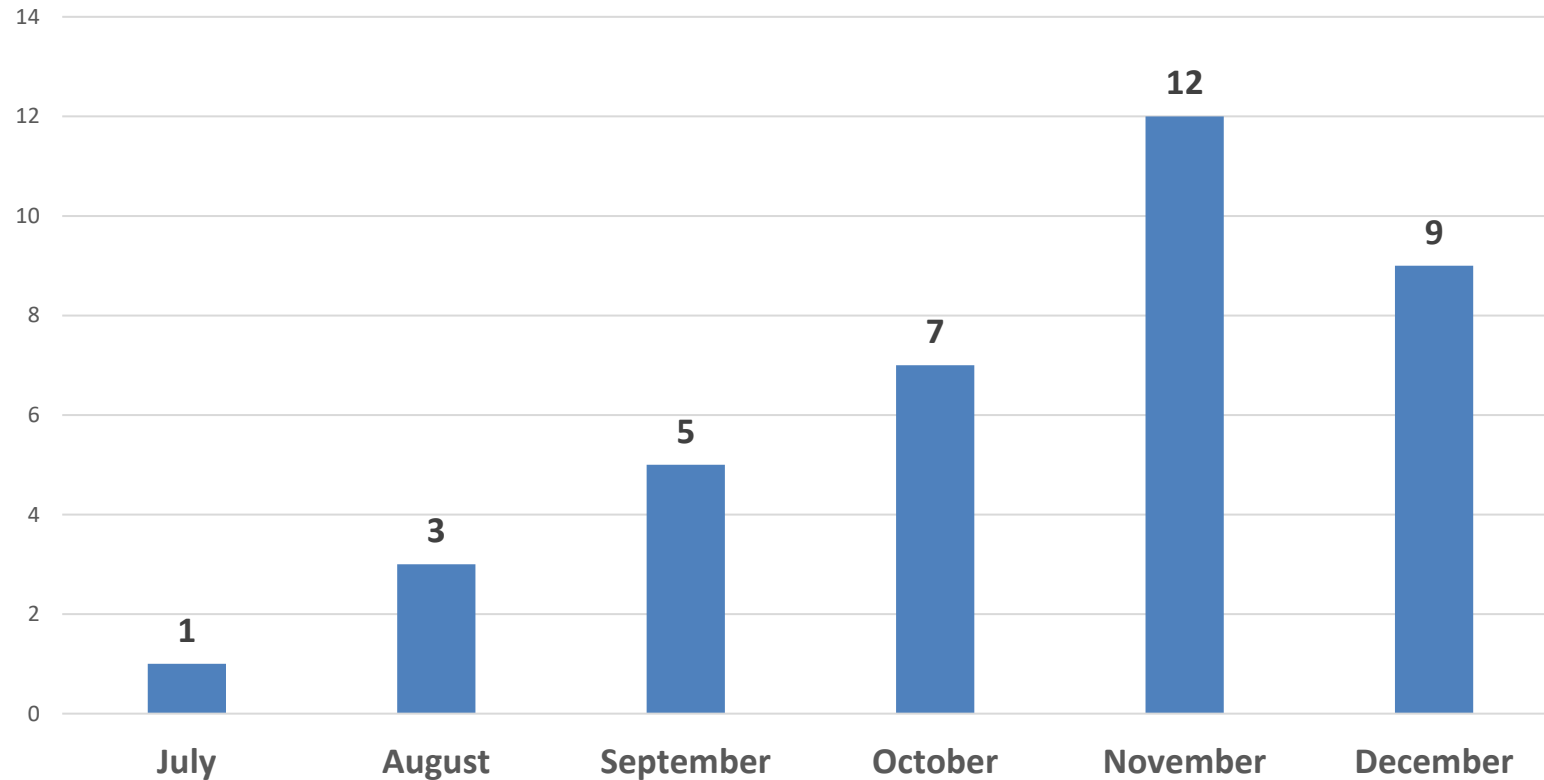




Number of Helpline Calls Calendar Years 2019 - 2023



Helpline Callers for Internet Sports Betting Problem July 2023 - December 2023





NCPG Responsible Gambling Principles for Sports Gambling Legislation and MD Application

- ✓ Require sports betting operators to implement responsible gaming programs
 - ✓ Deposit Limits
 - ✓ Wager limits
 - ✓ Time limits
 - ✓ Cooling off period (3 days - 4 weeks)
 - ✓ Self-exclusion (3 months – 5 years on sportsbook websites; Maryland VEP 2 years and lifetime)



Intervening Variables/ Risk and Protective Factors

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



Target campaigns and education to those at greater risk for sports betting and disordered gambling

- Males
- College students/ Youth/Parents
- Athletes and student athletes
- Sports fans
- Those who frequently use drugs or alcohol
- Those with mental health disorders
- Those in recovery
- Minority and Disadvantaged Populations:
 - African Americans
- Those in psychological distress



Sports Betting: Ways to Include Underage Gambling Prevention

- Promote why you must be 21 to bet on 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.
- Use of underage compliance checks.
- Conduct youth focus groups.





Sports Betting: Ways to Include Problem Gambling Prevention and Harm Reduction

- Promote increasing awareness of and ease of access to limit setting and other responsible gambling features on websites and at locations
- 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.
- Use of compliance checks to assist those in distress from gambling.
- Refer VEP violators to treatment.
- Emphasize no impaired gambling.
- Work with licensees on responsible advertising and promotions.

Incorporate Sports Betting: The Center's Problem Gambling Prevention Strategies

- Public Awareness Campaigns: Holiday's - Gift Responsibly, March is Problem Gambling Awareness Month, and May is Mental Health Awareness Month.
- Increase the number of providers/ community organizations throughout the State to integrate screening for problem gambling.
- Underage and Problem Gambling Prevention Special Population and Youth Grants (\$1,000-\$10,000)
- Work with the Maryland Lottery to promote underage and problem gambling prevention information to the gaming industry across the State.



Integrating Mental Health, Substance Use, and Gambling Awareness and Prevention Strategies

- Make the impact and risks of sports betting an ongoing topic of conversation in existing prevention, early intervention and treatment programs.
- Talk about the impact of sports betting/gambling on health, recovery and well-being.
- Ask – Use Screening, Brief Intervention and Referral to Treatment (SBIRT) strategy to begin the conversation.



UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE



The Maryland Center of
Excellence on Problem Gambling



UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE

Questions



The Maryland Center of
Excellence on Problem Gambling