'Tis the Season for Gifting Responsibly

Avoid Underage Lottery Play and Engage in Responsible Gambling

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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."









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) What is your favorite part of the holiday season?
- 2) Have you started any holiday shopping?
- 3) Have you ever gifted a lottery ticket to anyone?







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 experience gambling harm (Felsher, et al., 2010)
- *Family acceptance or perceived family approval 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
- *5.7% of Maryland adults are in the problem gambling category, so the percentage of youth problem gambling is higher than 5.7%.







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.
- *As of last legislative session, there is now addiction education in school curriculums.

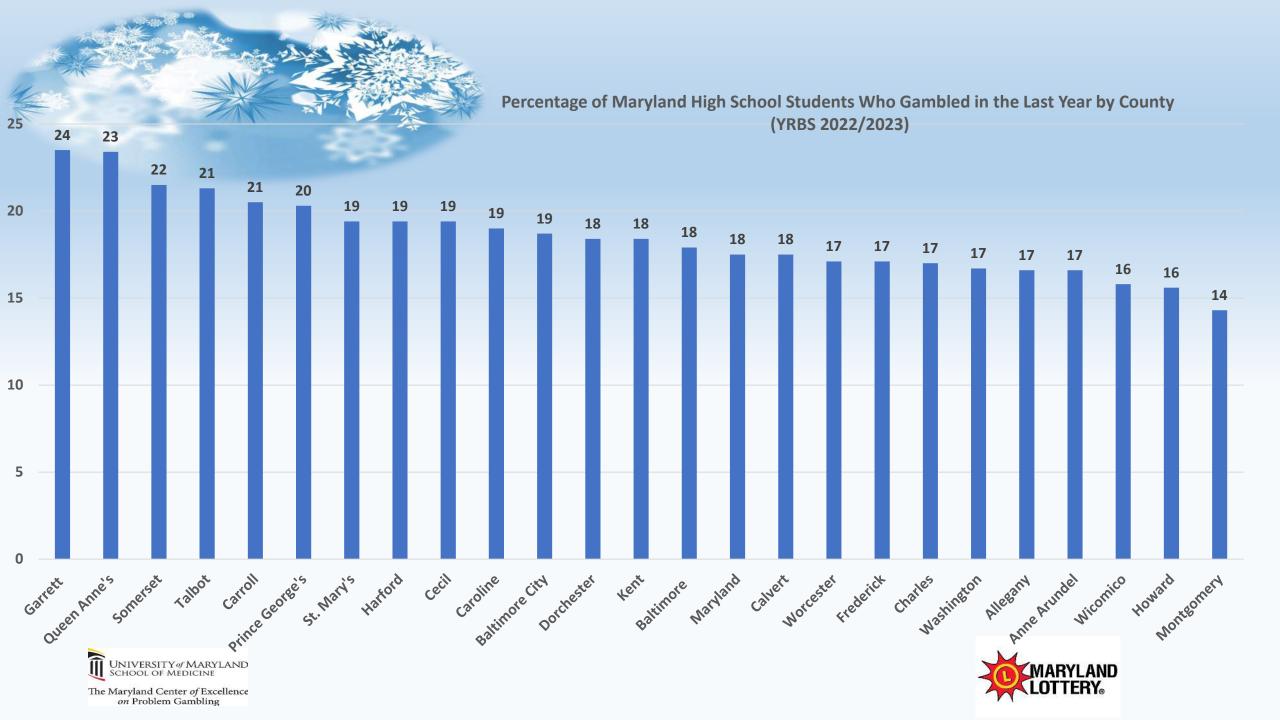


Youth and Sports Betting

- 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.









2022 Underage and Problem Gambling Prevention Needs Assessment

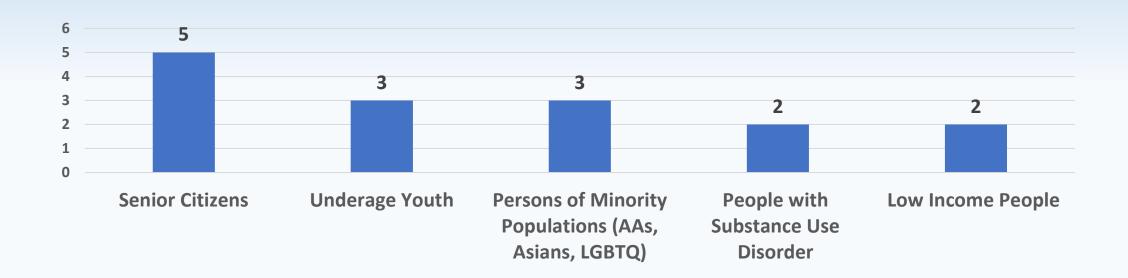
Conducted 7 youth focus groups across the State: middle school through college age







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

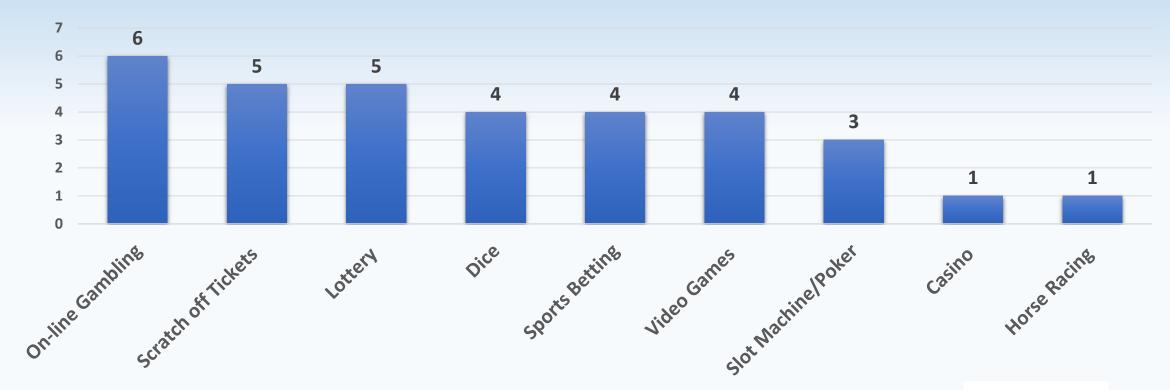








Of 7 Focus Groups, Youth Participants
Responses on Types of Gambling Activities
(2022)

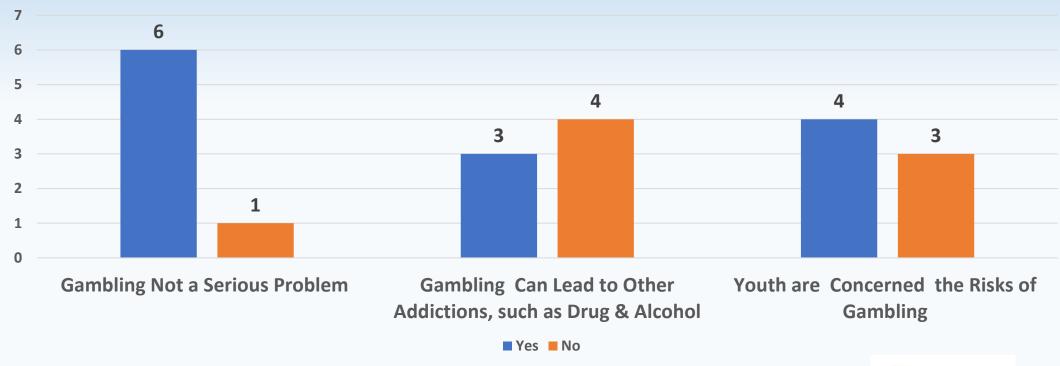








Maryland Youth Perceived Risk on Gambling Behavior (Focus Groups,2022)

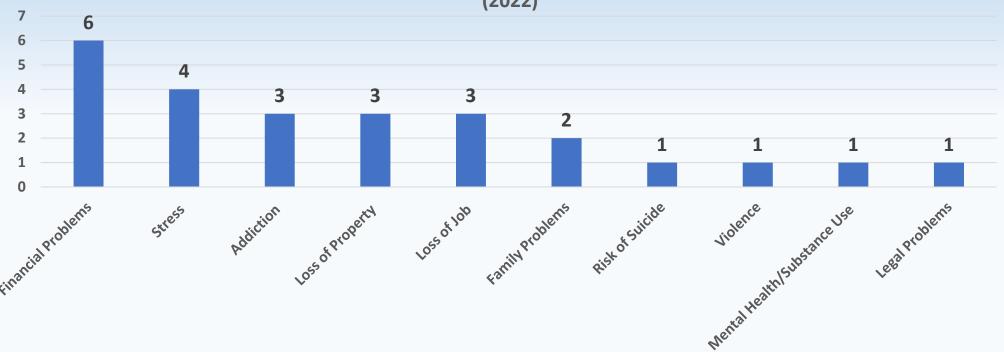








Focus Groups Youth Participants
Responses on Gambling Potential Harm
(2022)









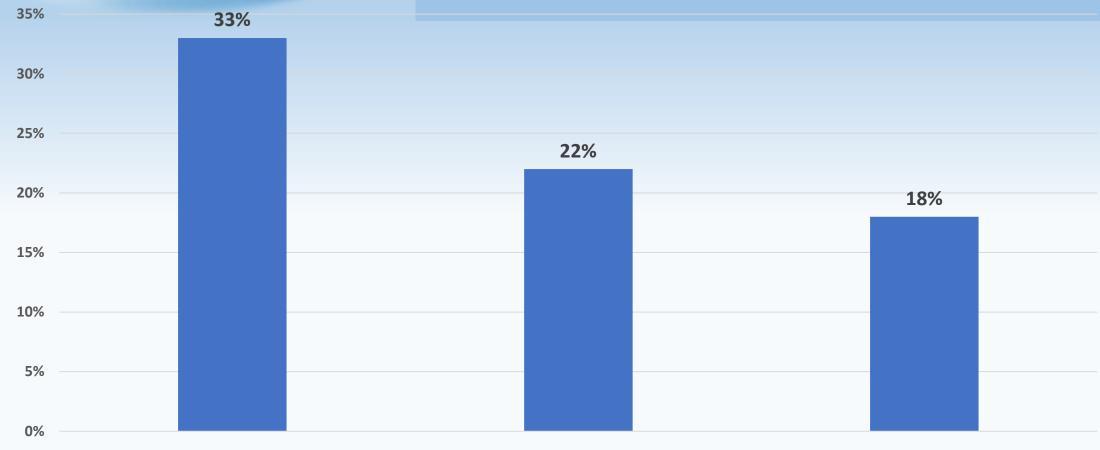
Focus Groups Youth Participants
Responses on Reasons for Gambling
(2022)







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



Received Lottery Tickets as a Gift

Played and Bet Money on Dice Games

Bet Money on Games of Skill







LET'S POLL Be honest – We're not judging



Have you ever gifted a lottery ticket to a minor?



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







MARYLAND LOTTERY FACTS

- * There are around 4,300 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 290,472,336; or small prize \$5, 1 in 35
 - *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 Program - Compliance



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











Lottery in Motion (LIM) Signage











Retailer Program - Education



Refreshed Responsible Play Page Separates Lottery Facts From Myths

By Seth Elkin, Managing Director of Communications

The Maryland Lottery recently refreshed the Responsible Play page of <u>mdlottery.com</u> with an emphasis on player education.

The page is loaded with great information for your customers and for you, including an interactive series of "Fact or Myth?" questions designed to help everyone steer clear of misconceptions about the Lottery.

For example, have you talked to Lottery players who are convinced that their number is "due" to hit? Educate yourself, and then you can help to educate your customers: Let them know that there's no such thing as a number being "due," because the results are always random. The page also has links and phone numbers: that people can use to reach out for help with a gambling problem.

The Lottery always strives to keep players well-informed, and as our retail partners, you play a significant role in that effort. Familiarize yourself with details about how the Lottery works, and you can be a trusted source of fact-based information for all of your Lottery customers.

>>LEARN MORE

RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline

CALL 1-800-GAMBLER | CHAT mdproblemgambling.com

Click on chat.

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure and Winners Play Responsibly pamphlet. Questions? Visit mdlottery.com, click on "About Us" and then "Responsible Play" or contact Responsible Gambling staff at 410-230-8798 or email responsible.gaming@maryland.gov.

HOW TO KEEP PLAY ENJOYABLE











Lottery Employee Training

Stigma

#1 Barrier for Help Seekers

Stigma involves negative social and personal feelings around issues like mental illness.

Stigma contributes to people **delaying treatment**, which on average can be around **7** years.



SAFER PLAY TIPS TO SHARE

- 1. Play for fun
- 2. Don't expect to win
- 3. Set a timeframe to play and a budget
- 4. If you're not enjoying the games anymore, take a break

Key Sections:

Signs/Symptoms
Stigma as a barrier
Employees' role
Resources for help



on Problem Gambling





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

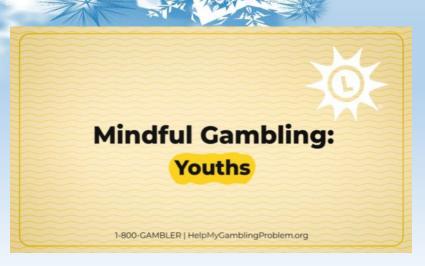
Self Assessment

Voluntary Exclusion Program





Play Responsibly Page

















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.







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

- Develop positive ways to cope with stress such as going outside, talking to friends and parents, or doing something nostalgic
- Think about your future
- Focus on life skills
- Make friends with those who don't gamble or use alcohol or drugs or engage in other risky behaviors
- Get enough sleep
- Eat healthy
- Participate in sports, art, music, or other positive hobbies



TIPS FOR YOUTH

- Learn to earn or save money in positive ways
- Develop a new skill that makes you feel good about yourself
- Find activities that take you outdoors
- Spend time with loved ones
- Find 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, financial literacy, and the 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



SAFER GAMBLING TIPS FOR THOSE OF LEGAL AGE

- Set a budget for spending
- Play for fun. If 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
- Never 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 <u>www.smartrecovery.org</u>
- *Voluntary Exclusion Program: responsible.gaming@Maryland.gov or 410-230-8798







HOW YOU CAN PARTICIPATE IN THE RESPONSIBLE GAMBLING WORLDWIDE HOLIDAY CAMPAIGN



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









HOW YOU CAN PARTICIPATE IN THE RESPONSIBLE GAMBLING WORLDWIDE HOLIDAY CAMPAIGN



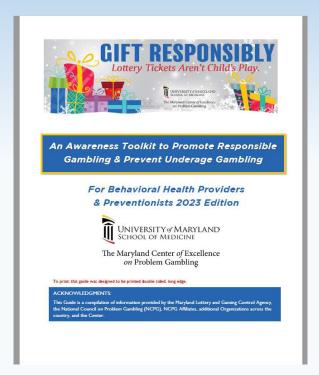












The 2025 Holiday
Awareness Campaign Guide
will be emailed to all Center
contacts.







Post Flyers and Posters:









Post Flyers and Posters:









Create Banners/posts and links on your organizations' website



- * helpmygamblingproblem.org
- Maryland Problem Gambling Helpline

1-800-GAMBLER



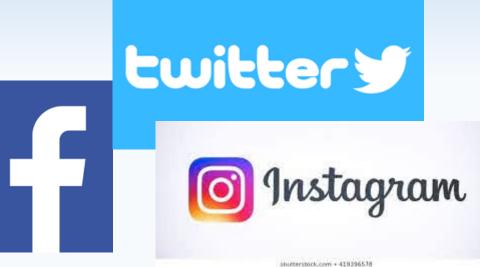




HOW YOU CAN PROMOTE UNDERAGE GAMBLING AWARENESS THIS HOLIDAY

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/



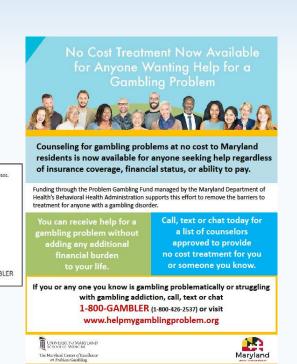


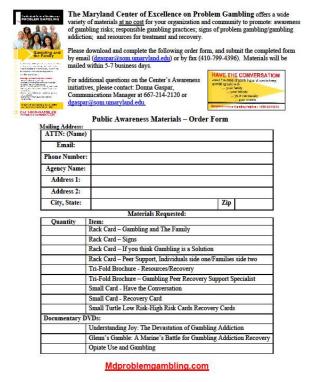




Order Awareness Materials from the Center











LET'S POLL

1) What is one takeaway that you'll act on after today's webinar?







Questions?









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