

A large, faint, light gray graphic of a hand holding a card is positioned on the left side of the slide. The hand is shown from the side, with fingers curled around the edges of a card. The card is held in a way that suggests it is being presented or dealt. The graphic is semi-transparent and serves as a background element for the title.

# Responsible Gaming Program Overview



Devote energy, funding, and resources to have the *most positive impact* on the promotion of safer gaming practices and awareness of resources.

The Responsible Gaming Program is Guided by the *Oregon Lottery RG Code of Practice* and commits Lottery to:

Provide information and tools that help customers **to make informed choices about playing Lottery games** and enable them to enjoy games responsibly

Ensure that players and concerned others know **how to access available resources for gambling issues**, and that free, professional help is available for those seeking treatment resources.

Engage in ongoing review and improvement. **Measure & report** performance. Develop new practices in response to emerging **research, evolutions in technology, emerging market trends**, and new game introductions.

Promote a shared sense of responsibility with our retail partners, **engage with the Responsible Gaming community**. Ensure **cultural relevancy and diversity** are considered in the implementation of the code, demonstrate a **commitment to the communities in which we operate**.

# Responsible Gaming Program: What We Focus On



Guided by the [Code of Practice](#) we focus on:

1. Investment in Research
2. Employee Engagement
3. Stakeholder Engagement
4. Retailer Engagement
5. Retail Gaming
6. Online Gaming
7. Player Education
8. Treatment & Referrals
9. Advertising and Promotion

# Investment in Research



Research informs all areas of the Responsible Gaming (RG) program.

Our investments include:

- Consult with public health, and other subject matter experts to review and analyze evidence-based best practices
- Participate in problem/responsible gaming industry events and conferences.
- Work cross-jurisdictionally to assess current RG programs
- Work with gaming technology, system, platform and equipment providers to review and analyze available and emerging technologies/equipment
- Invest in research studies designed to gather data to inform RG programs
- Founding and recurring investments in the Oregon Council on Problem Gambling (OCPG) Research Center.

[Link to OCPG Research Center](#)

# Employee Engagement

Lottery engages both formally and informally with employees consistently. From onboarding to yearly required RG training.

Other activity:

- Educate employees about the importance of responsible gaming as part of the Oregon Lottery brand promise
- Provide all staff with training designed to ensure knowledge and confidence in directing people to information and resources
- Provide player and retailer facing staff with enhanced training built specifically for situations they encounter in their daily work
- Equip player and retailer facing staff with self-care techniques, we believe taking care of our staff is required to successfully take care of players
- Create opportunities for staff to engage with key stakeholders to better understand RG issues and impacts to their work



# Stakeholder Engagement



The Lottery believes that engaging with the broadest possible group of stakeholders is critical to implementing our Responsible Gaming Program.

Lottery staff hold board memberships and serve on several committees in the field of responsible & problem gambling.

Activities include:




- Engaging with Oregon Health Authority, Oregon Legislature, Oregon Lottery Commission, employees, players, problem gamblers, our beneficiaries, retailers, Responsible Gambling Council of Canada, community leaders, treatment and prevention community, recovery community, industry experts and vendors
- Creating opportunities for feedback from key representatives around Lottery's current and proposed game portfolio and approach to customer outreach
- Actively participate and collaborate with leading industry organizations on goals and strategies relative to responsible gaming & problem gambling initiatives

# Retailer Engagement & The Retail Channel

Lottery recognizes and promotes a shared responsibility with our 4,000+ retailers for the promotion of RG and for providing an environment conducive to responsible play.

We also provide:

- Annual RG required training for retail staff who sell Lottery games
- Optional advanced training for specific retail types and situations
- Posters, pamphlets and access to materials on how game work
- Gaming equipment and games slips that provide responsible gaming and game information to players

<p>SCENARIO ONE</p>  <p>How Scratch-it Games Work</p>	<p>SCENARIO TWO</p>  <p>Video Lottery Risky Play</p>	<p>SCENARIO THREE</p>  <p>Offering Help and Information</p>
<p>SCENARIO ONE</p> <p>How Scratch-it Games Work</p> <p>Learn how they work and how to talk to players about odds and payouts.</p> <p><a href="#">Watch Video ▶</a></p>	<p>SCENARIO TWO</p> <p>Video Lottery Risky Play</p> <p>How to identify risky play and navigate supporting players.</p> <p><a href="#">Watch Video ▶</a></p>	<p>SCENARIO THREE</p> <p>Offering Help and Information</p> <p>How to offer information in non-judgmental ways and support responsib...</p> <p><a href="#">Watch Video ▶</a></p>

[Link to Retailer Training Webpage](#)

# Digital Channel

Lottery recognizes an increased responsibility to leverage technology to reach digital players with relevant and timely information about their play

Lottery engages with players to develop and deliver useful tools and programs

Currently, Lottery offers sports betting in the digital channel Utilizing the DraftKings platform, customers are offered RG features and tools including:

- Self-assessment
- Voluntary pre-commitment (limit setting)
- Account history, including cumulative spend
- Time out and/or self-exclusion options
- Proactive RG messaging



[Link to DraftKings Responsible Gaming Webpage](https://bit.ly/3c7qL4z)



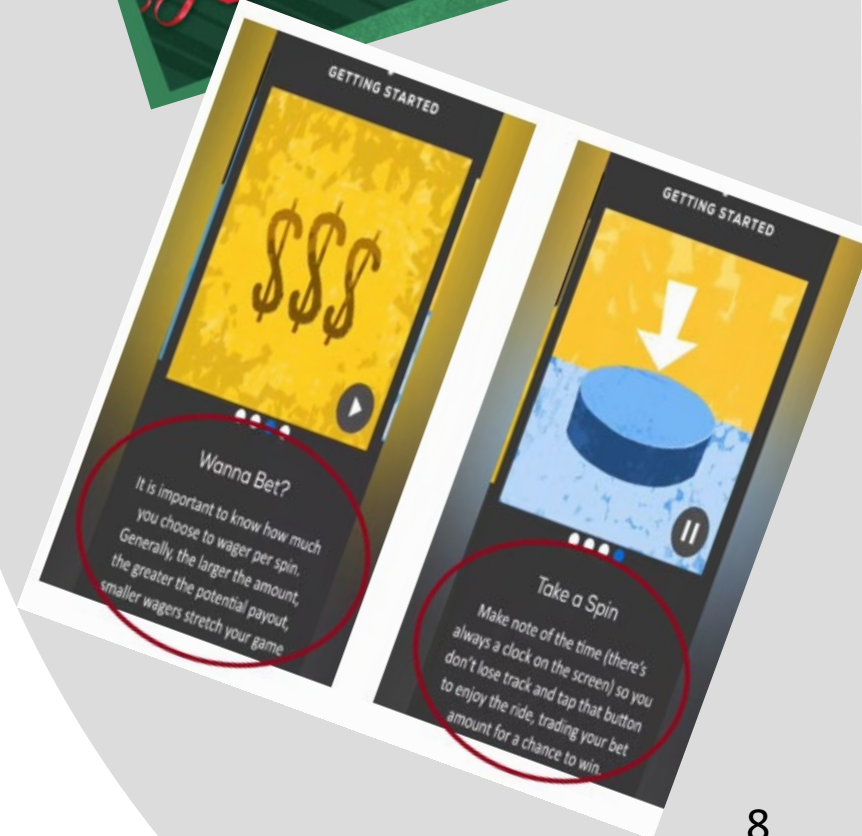
# Player Education: Advertising & Promotion

Lottery integrates responsible gaming messages into all marketing efforts, providing players with the information they need to make informed choices about their lottery play. This approach, we believe, helps to normalize responsible gaming behaviors.

*For example:*

- Scratch-it campaigns always addresses that products are for adults – Our holiday campaign had a prominent tag line: *Great Gifts for Grownups*
- Our website integrates responsible gaming information into our [How-to-Play content](#)
- Responsible gaming tools are available in our mobile app

GET THE APP!



# Treatment Referral Advertising & Promotion



The Oregon Lottery plays a vital role in the treatment referral ecosystem. Our partners at the Oregon Health Authority administer the funds and manage the service system, and it is Lottery's role to ensure that players and those affected by problem gambling know about available resources and how to access them

[Link to Oregon Problem Gambling Resources webpage](#)



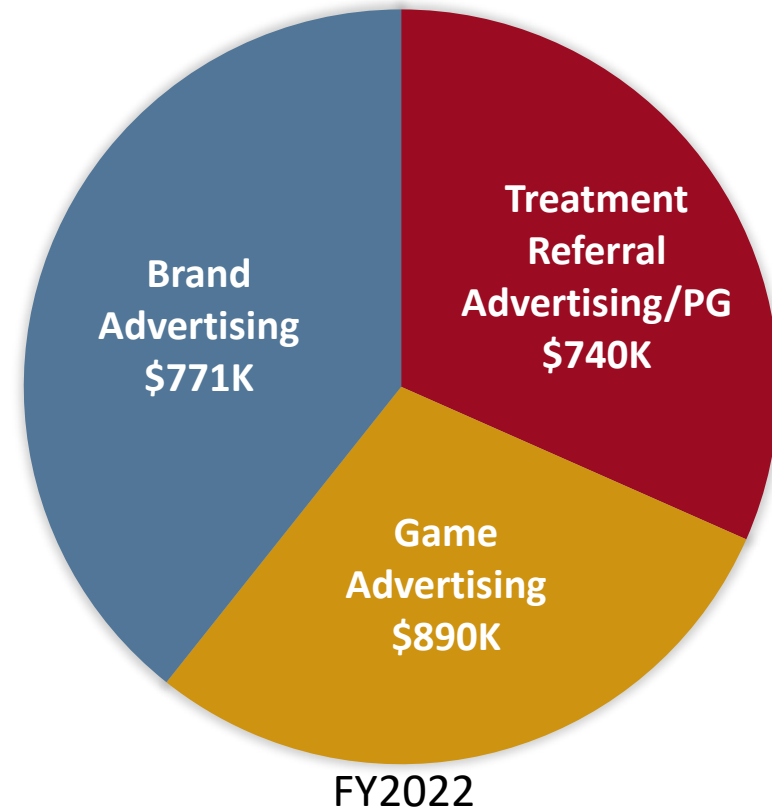
CY2022

1423 - Calls the Helpline

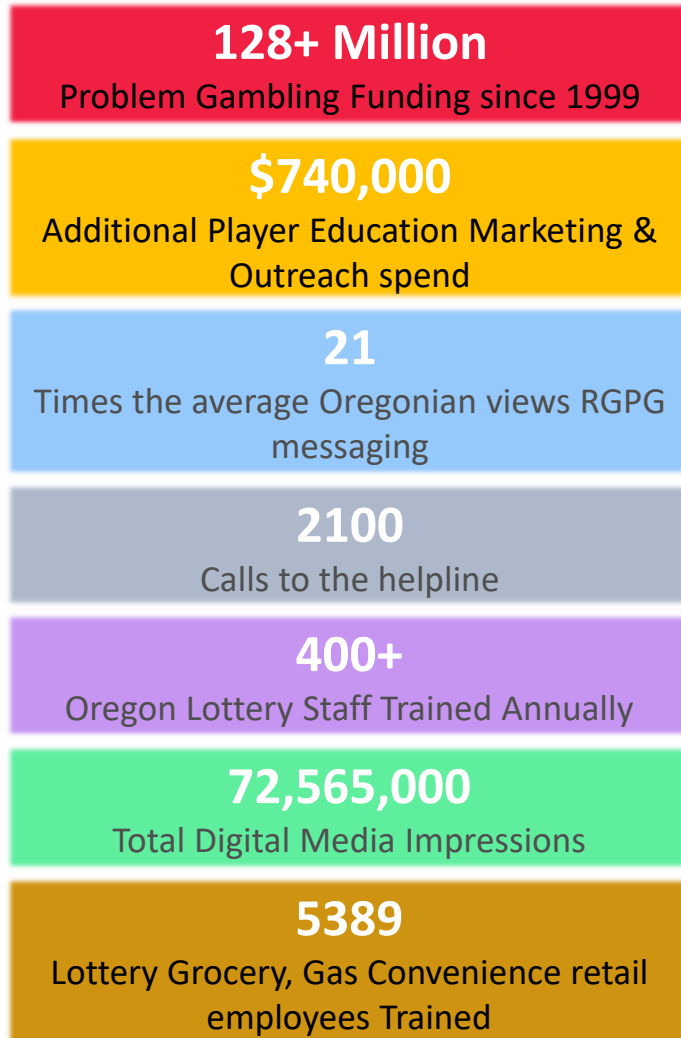
1548 - Find a meeting

# Treatment Referral Advertising & Promotion

- The Oregon Lottery has an “always on” digitally focused marketing strategy for promoting Problem Gambling (treatment referral) resources
- Diversity and cultural relevancy are always considered, and 10% of the budget is dedicated to multicultural advertising
- We typically spend similar budget amounts advertising both treatment resources and our games



# Responsible Gaming Program: Impacts



Lottery publishes an annual impacts report using a combination of internal monitoring and independent assessments. We report on annual measures and key accomplishments for the year. Annual measurements look at year-over-year trends when possible while our key accomplishments document non-repeatable activities

 [FY22 Responsible Gaming Impacts Report](#)

 [FY21 Responsible Gaming Impacts Report](#)

# Responsible Gaming Program: Accountability

Lottery achieves and maintain relevant, independent industry accreditations and certifications for the responsible gaming and problem gambling resource awareness programs

- World Lottery Association (WLA) level Four- This certification is the highest level of responsible gaming certification recognized internationally. Oregon was one of the first eight lotteries in the United States to reach this level and in 2022 have been are certified for the 2<sup>nd</sup> time at this level
- National Council on Problem Gambling (NCPG)/North America State and Provincial Lotteries (NASPL) – The Oregon Lottery was part of the original NASPL/NCPG RG Certification pilot. Oregon was the first cohort to receive the highest-level designation “Sustaining” in the program



Thank You



Together, we do good things.

**For additional information click the following:**

[Annual Impacts Report](#)

[Oregon Problem Gambling Website](#)

[Code of Practice](#)