



Responsible Gaming Program Overview


Responsible Gaming

Commitment

Current Key Initiatives

Accountability & Impacts





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**.

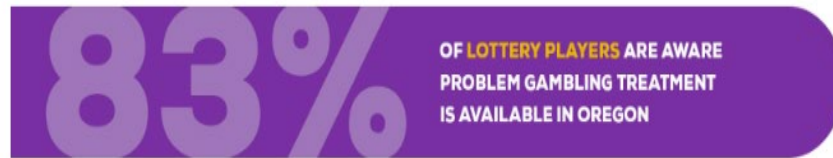
Responsible Gaming Program: What We Focus On



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




Current Key Initiatives: Research



- The October 2022 Brand Promise Study indicates that Oregonians' knowledge of problem gambling program features remains stable. Oregonians' interest in accessing responsible gaming tools and information to make healthy gambling decisions is up from the previous year.
- Founding and recurring investments in the Oregon Council on Problem Gambling (OCPG) Research Center.

[Link to OCPG Research Center](#)

Current Key Initiatives: Engagement

<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>Watch Video ▶</p>	<p>SCENARIO TWO</p> <p>Video Lottery Risky Play</p> <p>How to identify risky play and navigate supporting players.</p> <p>Watch Video ▶</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>Watch Video ▶</p>

- **Employee Engagement:** Conducted 18 interactive webinars for player and retailer facing staff to offer self-care techniques and scenario-based training - *we believe taking care of our staff is required to successfully take care of players.*
- **Retailer Engagement:** In addition to annual RG required training for retail staff who sell Lottery games, offered optional advanced training for specific retail types and situations
- **Stakeholder Engagement:** Elected to Board of Directors for Responsible Gambling Council of Canada – broaden industry insights and connections.

Current Key Initiatives: 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

Current Key Initiatives: 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



Current Key Initiatives: Digital Channel

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)

Accountability & Impacts

- Lottery achieves and maintain relevant, independent industry accreditations and certifications for our responsible gaming program.
 - World Lottery Association (WLA) Level Four- This certification is the highest level of responsible gaming certification recognized internationally.
 - National Council on Problem Gambling (NCPG)/North America State and Provincial Lotteries (NASPL) – Oregon was the in the first cohort to receive the highest-level designation “*Sustaining*” in the program
- 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.

120+ Million

Problem Gambling Funding since 1999

\$740,000

Additional Player Education Marketing
Outreach spend

21

Times the average Oregonian views RGI
messaging

2100

Calls to the helpline

400+

Oregon Lottery Staff Trained Annually

72,565,000

Digital Media Impressions

Thank You



For additional information click the following:

[Annual Impacts Report](#)

[Oregon Problem Gambling Website](#)

[Code of Practice](#)