

Good afternoon Chairpersons Dargan and Hartley, Ranking Members Giegler and Guglielmo, and other members of the Public Safety and Security Committee. My name is Frank Farricker, and I am the Chairperson of the CT Lottery Corporation's Board of Directors. I appreciate the opportunity to speak to you today regarding House No. 5387: AAC Keno.

For over four decades, the CT Lottery has done what it was designed to do – provide continuing and increased revenue to the people of this state through the sale of lottery tickets, while operating with the highest standards of integrity and for the public good. We have contributed over \$ 8 billion to the General Fund and the good causes this state supports to help its citizens grow and prosper. We have remained steadfast to our statutory charge and have had record returns in each of the past five fiscal years. In FY 13 alone, the Lottery contributed over \$312 million to the General Fund.

The CT Lottery's annual revenue exceeds \$ 1 billion, and that revenue is generated in partnership with over 2800 local businesses, large and small, across the state. Through their hard work, our retailers earned almost \$63 million in commissions last year, and the Lottery is often instrumental to their success. Keno would be another source of income for them.

The Lottery is successful because it offers games that also meet the demands of our players and respond to market forces, all while simultaneously holding responsible gambling practices and operational integrity paramount. Please see attachments A and B for information on responsible gambling and youth lack of interest in Keno.

Keno is a lottery game that is currently played in approximately 15 other states, including all of our border states, and at one of CT's casinos. Keno falls into the category of lottery draw style games and is a game of chance rather than skill. Keno would not be played on a slot machine. Lottery retailers report that their customers travel to our border states to purchase this game.

In the last legislative session, HB 6704 passed, which authorizes the Lottery to offer Keno pursuant to signed agreements between OPM and the Mashantucket Pequot and Mohegan Tribes. HB 6706 also passed and requires the Lottery to raise by \$400,000 its contributions to DHMAS's Chronic Gambler's Rehabilitation Fund, for a total contribution of \$2.3 million each year.

Since these bills were signed into law, the Lottery prepared, as it does for any new game launch, to bring the game into the marketplace. This preparation included project planning, game design, rule development, responsible gambling measures, and working with the retailer community and the DCP. However, the Lottery has not received the tribal agreements, a statutory prerequisite to selling the game, and Keno is not yet in the marketplace.

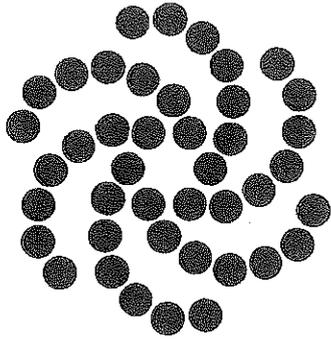
As with all new games, the Corporation has assessed the impact of selling Keno. The sale of Keno will substantially increase Lottery revenue, especially over time. Offering Keno will not only increase the Lottery's returns to the state over time, but it will also keep our retailers on par with our border states of Massachusetts, Rhode Island and New York in an increasingly competitive and evolving Northeastern gaming market.

Thank you for your time, and I would be happy to answer any questions you have.



ATTACHMENT A





# **NASPL**

**North American Association of State and Provincial Lotteries**

## **2013 Responsible Gambling Survey**

*Don Feeney, Minnesota – Research & Planning Director*

*Gary Gonder, Missouri – COO and Director of Marketing, Sales and Communications*

*Jeff Hatch-Miller, Arizona – Executive Director*

*Holly Kooper-Thompson, Missouri – Public Relations and Responsible Gaming Coordinator*

*Stephen Martino, Maryland – Director*

*Chip Polston, Kentucky – Vice President of Communications, Government and Public Relations*

*Rollo Redburn, Oklahoma – Executive Director*

*Tom Romero, New Mexico – CEO*

*Paul Smith, BCLC (Canada) – Director, Corporate Social Responsibility*

*Abel Tapia, Colorado – Director*

*Chelsea Turner, Connecticut – Director of Government Affairs*

*Jennifer Wetherell, Maryland – Responsible Gambling Program Coordinator*

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# 1 INTRODUCTION

In January 2013, the NASPL Responsible Gambling Committee surveyed NASPL membership about issues related to responsible gambling programming. Survey responses were received from 43 out of 52 member organizations, which is an 83 percent return rate. This is a report of the survey's findings.

The survey was emailed to all NASPL member states/lotteries, and participation was voluntary. The NASPL Responsible Gambling Survey was designed to assess a variety of topics that included mission statements, staffing, advertising/promotion, training, funding and other activities on this important issue.

Your questions, thoughts and comments are invited. For more information about the NASPL Responsible Gambling Survey, contact:

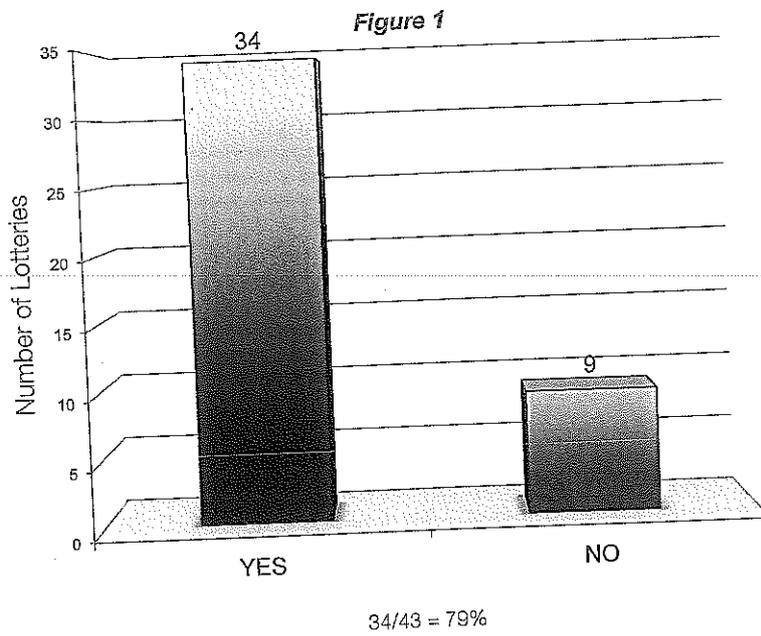
**Jennifer Wetherell, Responsible Gambling Program Coordinator**  
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## 2 AGENCY

### 2.1 MISSION STATEMENT

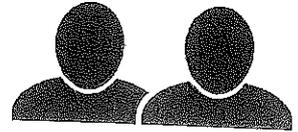
The majority of states/lotteries (79 percent) have a formal mission statement or strategic plan that incorporates responsible gambling concepts. This statement also is contained in lottery acts, gaming procedures and advertising standards.

*Figure 1: Do you have a formal mission statement or strategic plan that incorporates responsible/problem gambling concepts?*

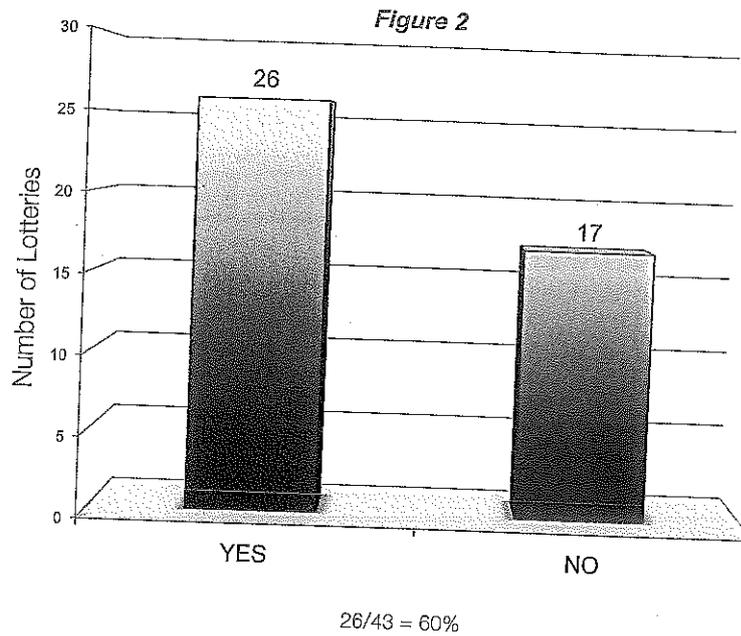


## 2.2 STAFF

More than half (60 percent) of survey respondents have staff designated to provide responsible/problem gambling support and/or programming. Additional information provided by some respondents points to marketing, communications and public relations staff, while others indicate contracting these roles to vendors and helpline operations.



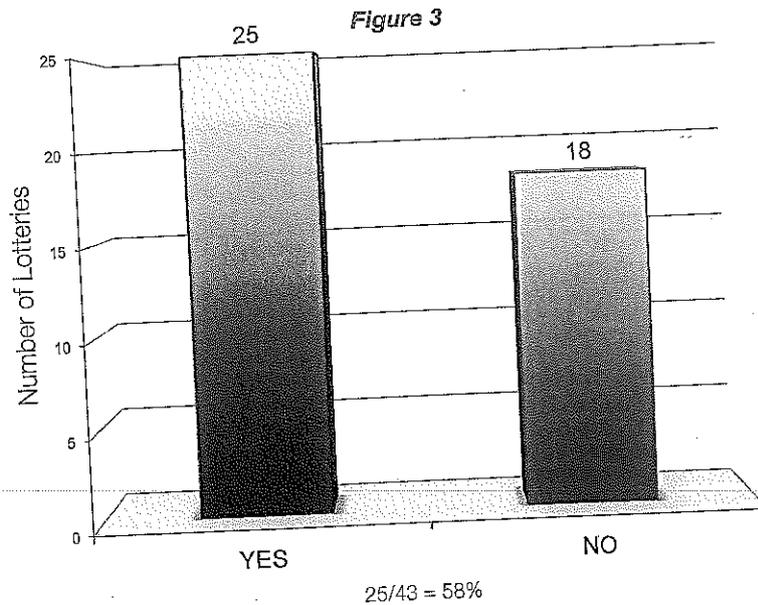
**Figure 2:** Do you have staff designated to provide responsible/problem gambling support and/or programming?



## 2.3 STATUTORY MANDATES

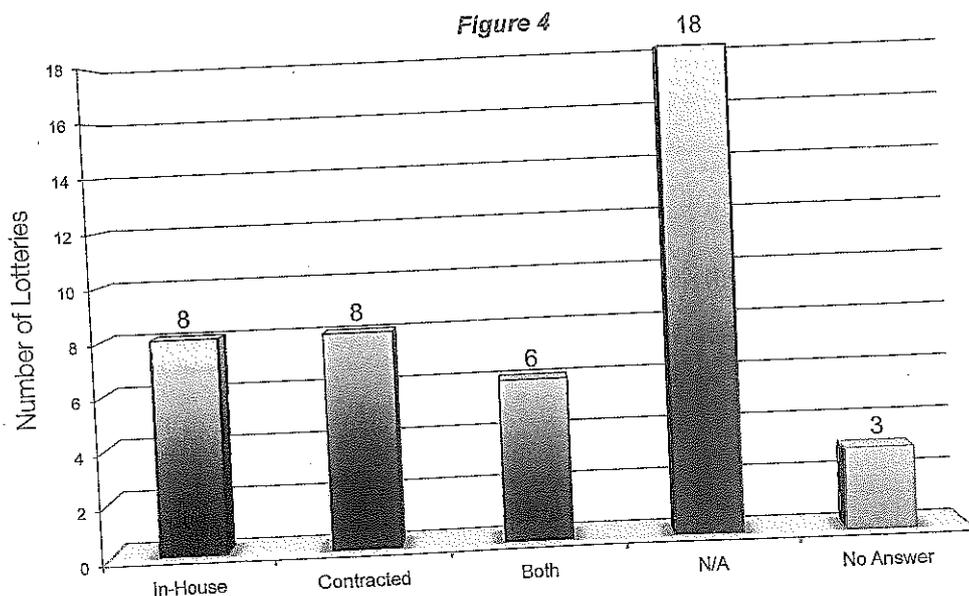
More than half (58 percent) of survey respondents have statutory mandates regarding responsible gambling. Additional information provided by respondents points to specific statutory requirements for funding and advertising about the issue.

**Figure 3:** Does your state or province have statutory mandates regarding responsible gambling?



Of the states/lotteries where there are statutory requirements, there is a fairly even distribution of tasks being done in-house vs. being contracted out. In many states/lotteries, the requirement of funding is given to departments of health, problem gambling councils, or other agencies/associations that focus on prevention and treatment of problem gambling.

**Figure 4:** If yes, are these issues handled in-house or contracted to an outside organization?

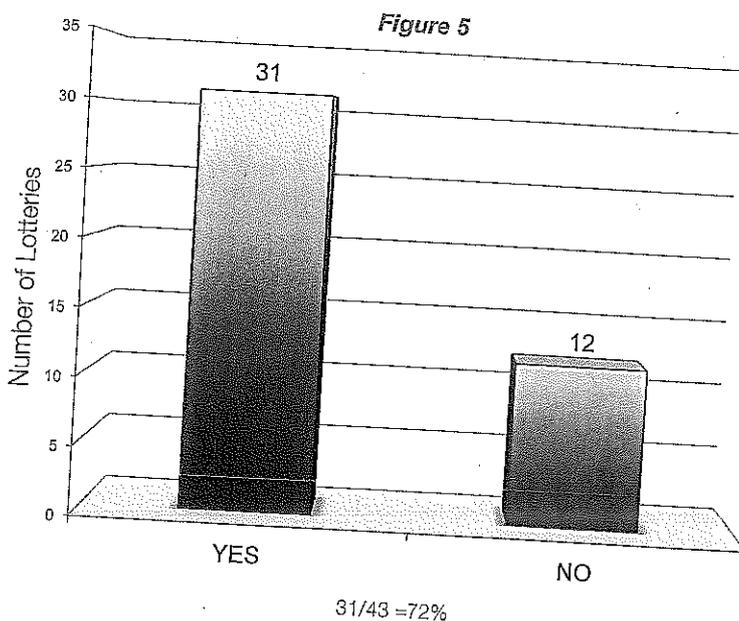


# 3 ADVERTISING/PROMOTION

## 3.1 ADVERTISING POLICIES

The majority of states/lotteries (72 percent) have an advertising policy that promotes responsible gambling. Additionally, several states/lotteries that do not have a formal advertising policy state that they have voluntarily adopted standards and include information wherever practical.

Figure 5: Does your state or province have an advertising policy that promotes responsible gaming?



**Marketing Philosophies and Guidelines**

The Lottery is committed to responsible advertising.

The Lottery allocates ongoing and sustained financial support for responsible gaming programs initiated by the Lottery, the CT Partnership for Responsible Gambling, the Connecticut Council on Problem Gambling, the Connecticut Committee for Gambling Awareness and the CT Women's Problem Gambling Project.

As the Lottery's commitment to responsible play has evolved, so too, have its advertising practices. The change can be traced back to January 1999, when the Lottery of the familiar "money tree" and adopted the logo used today.




**IL Lottery Promotes Responsible Gaming, Long-Standing 24/7 Gambling Hotline During National Problem Gambling Awareness Month**

For Immediate Release

Contact: Chanele Newton 312-368-5814

Chicago, IL—February 28, 2013—in honor of National Problem Gambling Awareness Month (March), the Illinois Lottery is teaming up with the National Council on Problem Gambling (NCPG) to raise awareness about excessive gambling and where people can go for help. Illinois Lottery Superintendent Michael Jones will mark the observance of Problem Gambling Awareness Week by joining fellow industry experts in a panel discussion on March 5 at Raymarket Center, 932 W. Washington Street, in Chicago.

According to the NCPG, more than six million Americans disclose a gambling problem each year. The Illinois Lottery is involved in on-going efforts to promote responsible gaming, educate its retailers on the signs of gambling addiction, and promote a toll-free hotline that people can access 24 hours a day for help.

Towards that end, the Illinois Lottery is creating a series of public service messages aimed at: eliminating excessive play; preventing underage play; giving responsibly; recognizing the signs of problem gambling; and knowing where problem gamblers can turn for help.

"The Illinois Lottery is committed to raising awareness about responsible gaming year-round," said Lottery Superintendent Michael Jones. "We encourage adults who are so inclined to play the Lottery because it is fun, and it provides substantial funding for a host of good causes. But we want everyone to play responsibly, and strongly encourage those with gambling problems to seek professional help. One way to find such assistance is to call the 24-

### 3.2 HELPLINE NUMBER

All but one survey respondent utilizes a responsible/problem gambling helpline number. However, there is no standard helpline number used. Thirty-three (33) different helpline numbers were reported, and in some states/lotteries, more than one (1) number is used.

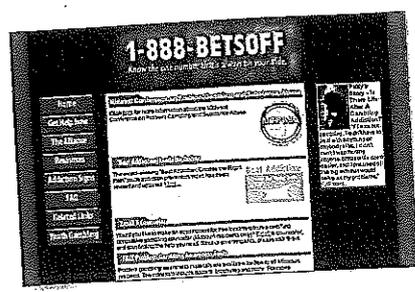


Figure 6: Does your state or province utilize a responsible/problem gambling helpline number?

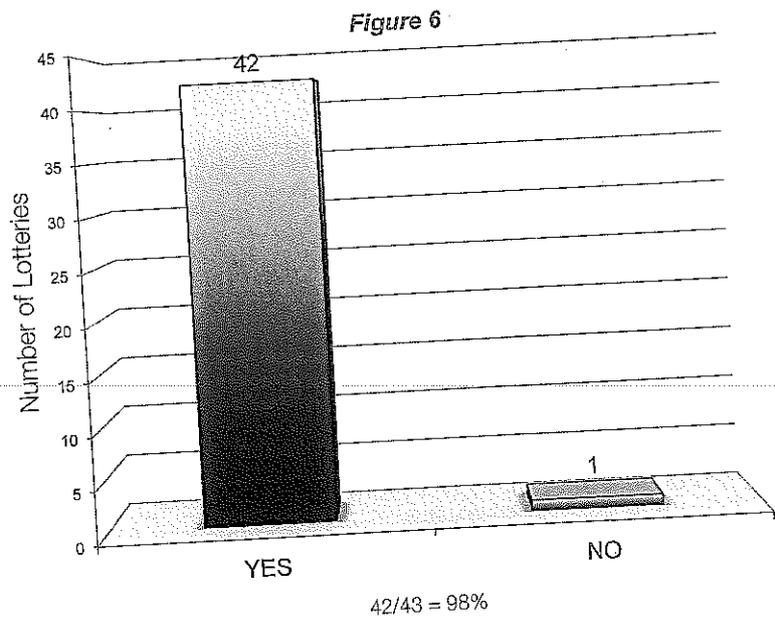
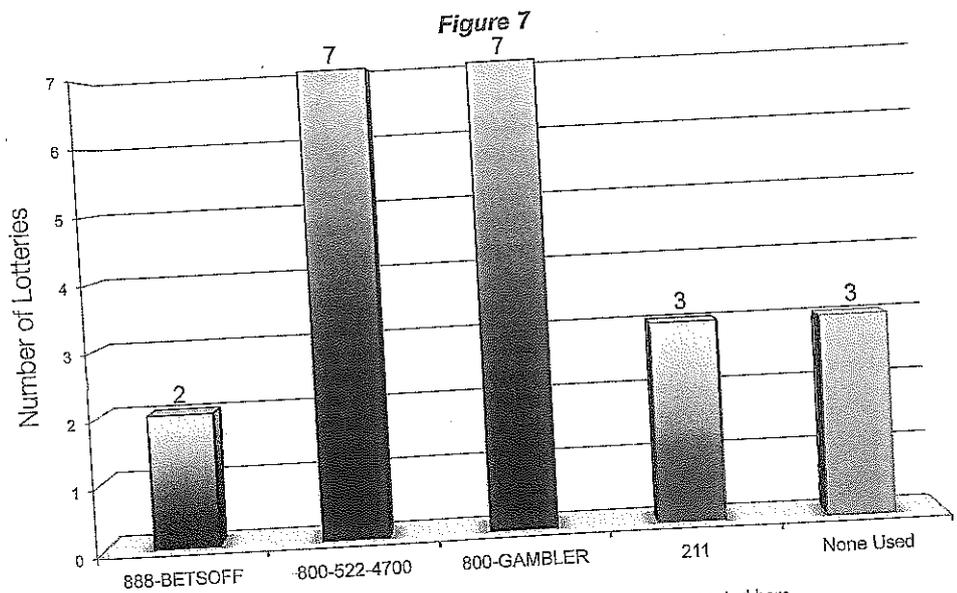


Figure 7: If yes, what is the number?

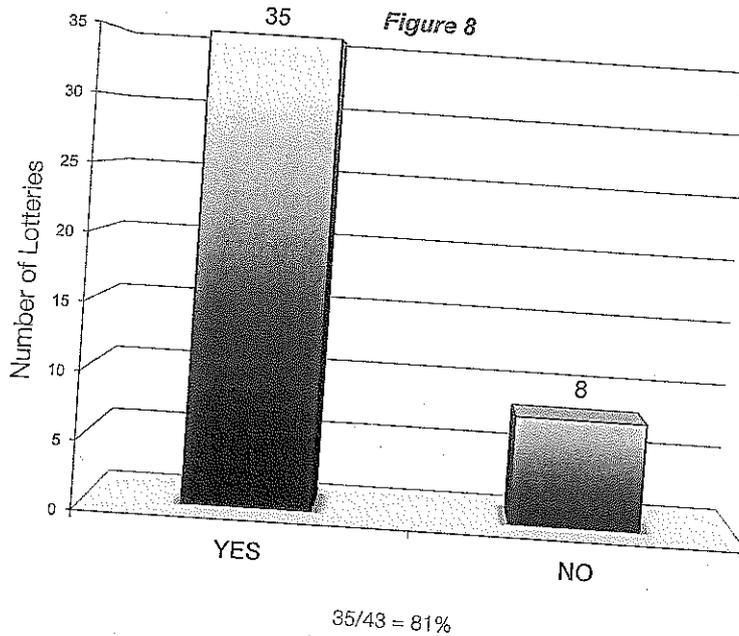


Note: Only answers with more than one response are represented here.

### 3.3 HELPLINE NUMBER/LOTTERY TICKET STOCK

The majority of states/lotteries (81 percent) promote a helpline number on the back of the lottery ticket stock.

**Figure 8:** Do you promote a helpline number on the back of your lottery ticket stock?





▲ Scan the QR code with your Smartphone or go to [MOLottery.com](http://MOLottery.com) for more game information

winners are subject to Official Lottery Rules, Lottery Regulations and State Law. Game Rules & Regulations available from MO Lottery. Liability for void ticket is limited to replacement of ticket or refund of retail sales price. The Missouri Lottery is not liable for lost or stolen tickets.

• Gambling problems? Call 1-888-BETSOFF



Earn Rewards Points for prizes by entering your non-winning tickets at [MOLottery.com](http://MOLottery.com)



Recyclable



MOLottery

*May Scheve Reardon*  
May Scheve Reardon  
Executive Director

**MOLottery.com**



Play Responsibly  
It's Only A Game.

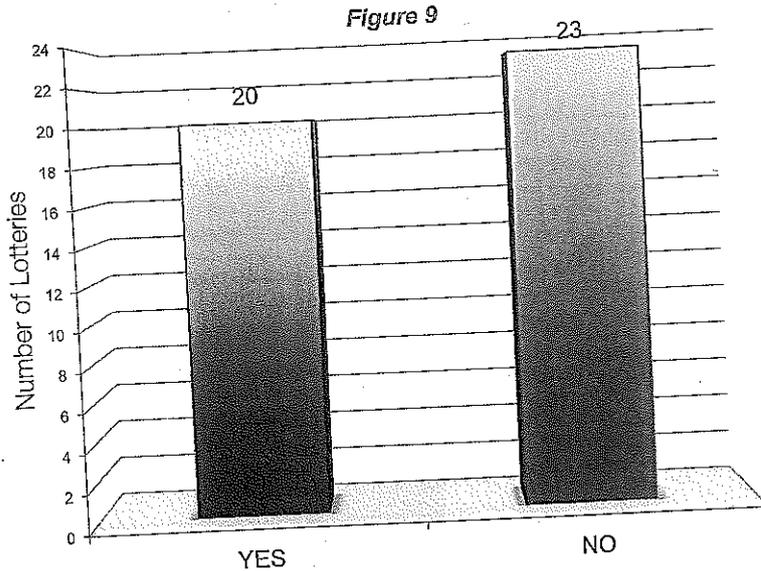
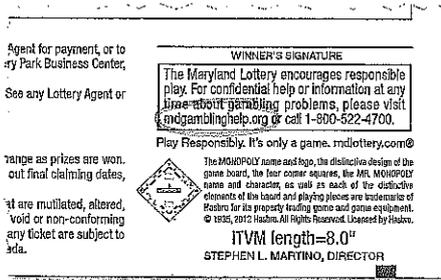
GM•914•MEGA MILLIONS

MISSOURI LOTTERY PROCEEDS ARE CONTRIBUTED SOLELY TO EDUCATION



### 3.4 WEBSITE PROMOTION

Figure 9: Does your lottery agency advertise or promote a responsible/problem gambling website on POS and/or ticket stock?



20/43 = 47%

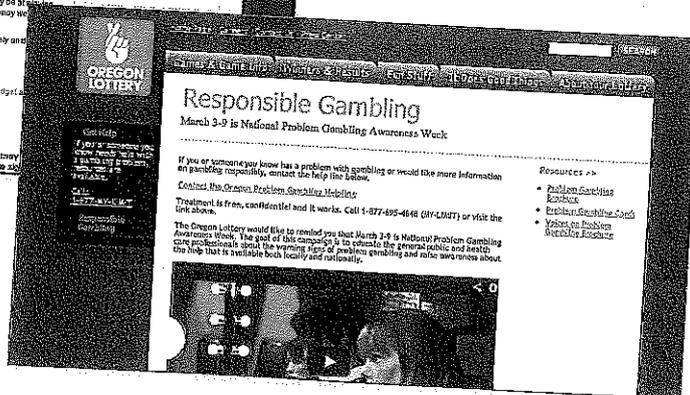
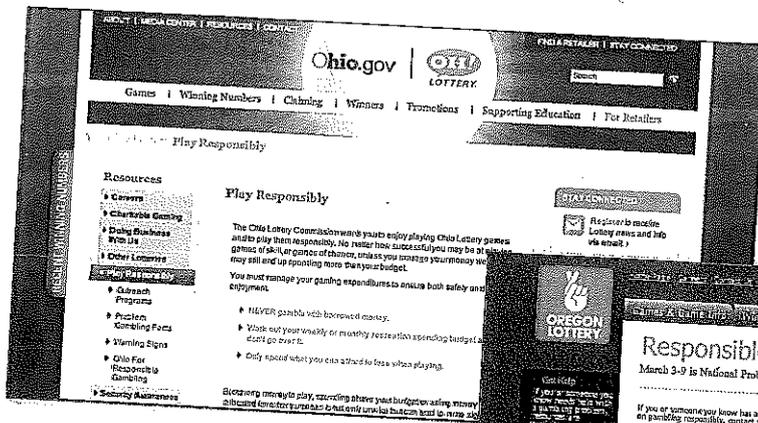
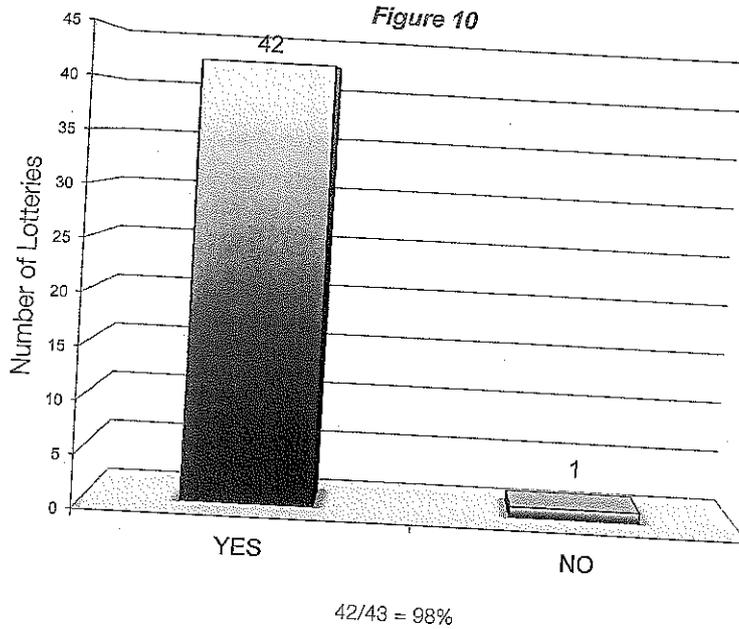
Table 1: If yes, what is the URL?

State	URL
Arizona	www.problemgambling.az.gov
Atlantic Canada	www.corp.alc.ca/playresponsibly.aspx
British Columbia	www.gamesense.ca
Kansas	www.ksgamblinghelp.com
Maine	www.maineLOTtery.com/players_info/play_responsibly.html
Maryland	www.mdgamblinghelp.org
Missouri	www.MOLottery.com; www.888BETSOFF.org
Montana	www.montanalottery.com/playresponsibly
New Hampshire	www.nhlottery.com/playresponsibly.aspx
New Mexico	www.nmlottery.com/play-it-safe.aspx
Ohio	www.ohiolottery.com/resources/play-responsibly.aspx
Oklahoma	www.lottery.ok.gov/play_responsibly.asp
Oregon	www.1877mylimit.org
Rhode Island	www.rilot.com/problem.asp
South Carolina	www.playresponsiblysc.com
Vermont	www.vtlottery.com/vcpg
Washington	www.evergreencpg.org; www.dshs.wa.gov
Wisconsin	www.wi-problemgamblers.org

# 3.5 LOTTERY AGENCY WEBSITE

Nearly all lotteries (98 percent) have information about responsible/problem gambling readily available on the agency website.

Figure 10: Do you include information about responsible/problem gambling on the lottery agency website?



### 3.6 ELECTRONIC POINT-OF-SALE SYSTEM/LIM/VDU

Of the survey respondents (84 percent) who have an electronic point of sale system, Lottery in Motion or VDU system, more than half promote a helpline number and/or a responsible gambling message.

*Table 2: Electronic Point of Sale System/LIM/VDU*

Table 2	YES	NO
Does your state/province have a Lottery in Motion (LIM), electronic point of sale system, or limited capability scrolling VDU?	36	6
If yes, do you promote a helpline number on this system?	28	8
If yes, do you promote a responsible/problem gambling message on this system?	25	11

36/43 = 84%



## 4 MCGILL/NCPG HOLIDAY CAMPAIGN

Each year, the International Centre for Youth Gambling Problems and High Risk Behaviors at McGill University along with the National Council on Problem Gambling launch a holiday campaign. The campaign encourages parents and loved ones not to give lottery products as holiday gifts to minors.

### 4.1 AWARENESS OF CAMPAIGN

The survey found that nearly all lotteries received information regarding the holiday campaign along with a request to join in support. Of the survey respondents who received information (91 percent), more than half opted to join in the campaign.

*Table 3: Awareness of Campaign*

Table 3	YES	NO	N/A
Did you receive information about the McGill University/NCPG Holiday Campaign to discourage parents from buying lottery tickets as gifts for children?	39	4	1
If yes, did you participate?	25	15	4

39/43 = 91%

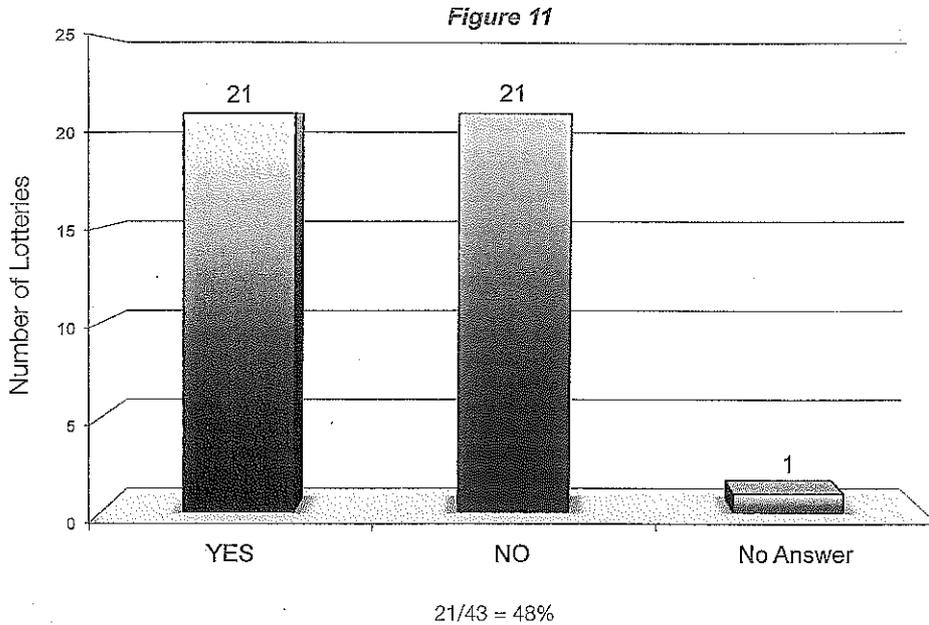


**When asked what factors led to a lottery's decision not to participate, the following answers were received:**

- Our messaging focuses on the minimum age to purchase tickets; however, our state law expressly allows the gifting of tickets to minors. While we do not promote this behavior in our messaging, we felt it was confusing to the public to proactively discourage what our state legislature has deemed legally acceptable.
- Our lottery has its own holiday awareness program.
- We did participate, but not with the message provided by McGill, as it is an overly harsh message that has not been received well in our state in the past.
- Although we did not have an issue with participating in this campaign and were in complete support of the message, it was quite difficult to determine how to incorporate this message into our existing holiday lottery ticket "gift-giving" ad campaign as it seemed a bit contradictory to our concept of using tickets as stocking stuffers and as gifts for others who were hard to buy for during the holidays.
- We do our own campaign during the holidays to discourage ticket purchases for minors.
- We did not participate specifically with their program but did include responsible gaming and underage gift-giving messages throughout the season.
- We received the information too late as our holiday advertising campaign was already through the creative/production process.
- Administration decision not to participate.
- Not a perceived issue in our market.
- We adapted the information provided in the McGill University/NCPG holiday campaign to reflect current state policy, which permits the lawful receipt of lottery tickets by an individual under the age of 18 from a purchaser over the age of 18. We encouraged lottery players to "Please Give Responsibly".

## 4.2 PURCHASING OF TICKETS FOR MINORS

**Figure 11:** Is it legal in your state or province for adults to purchase lottery tickets for minors?



**Example:** Louisiana Lottery

**How old do you have to be to play?**  
 According to state law, Lottery ticket purchasers must be at least 21 years of age. Individuals who sell tickets are required to obtain proof of age through a valid current drivers' license, a state issued ID card, a passport, or military or federal ID containing both a photo and date of birth.  
 Any person who knowingly sells to a minor can be fined between \$100 and \$500 for the first offense and \$200 to \$1,000 for each subsequent offense. Underage purchasers can also be fined not more than \$100.

**Example:** Colorado Lottery

▼ Can minors purchase Lottery tickets and/or claim prizes?  
 Tickets can be purchased as gifts for people under 18 years-old, but not by minors themselves. Anyone under the age of 18 must have received the ticket as a gift to claim the prize.

**Example:** Iowa Lottery

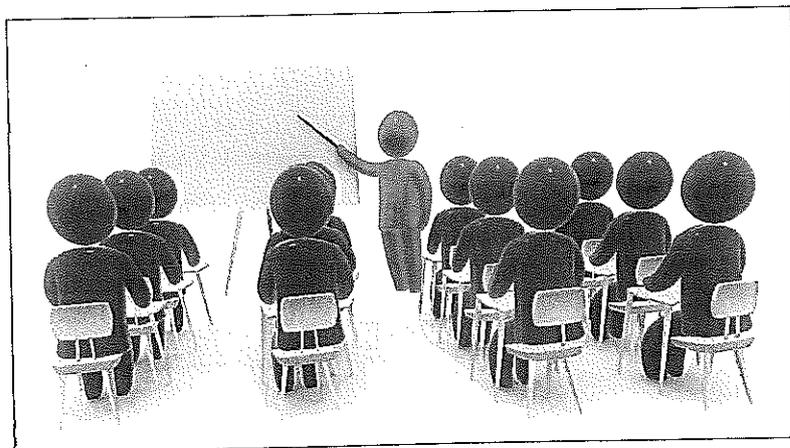
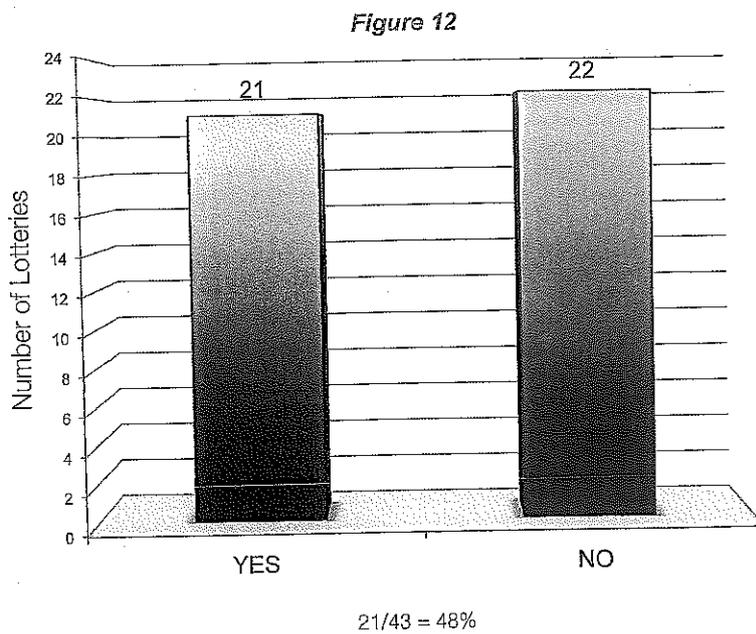
**How old does a person have to be to purchase an Iowa Lottery ticket?**  
 A player must be 21 years of age or older to purchase lottery tickets in Iowa. It is legal for those under 21 to play lottery games and claim prizes, however a parent or guardian must also sign the ticket for any claimant who is a minor.

## 5 TRAINING

About half of lotteries provide no training for lottery staff members, retailers and/or sales clerks about responsible gambling issues. When asked later in the survey what resources or information they would be most interested in, a significant number of respondents indicated resources and information on training programs would be helpful.

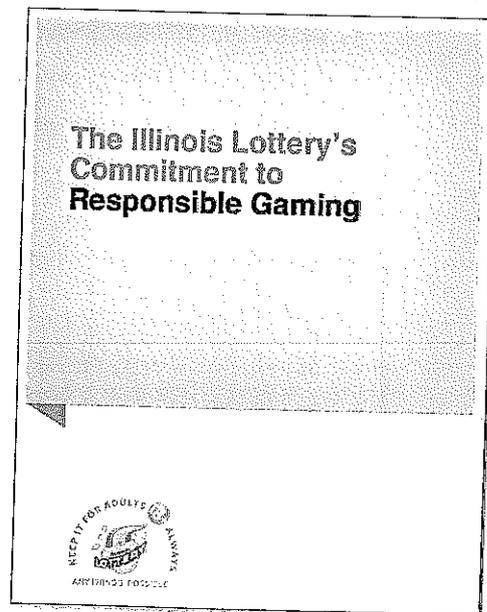
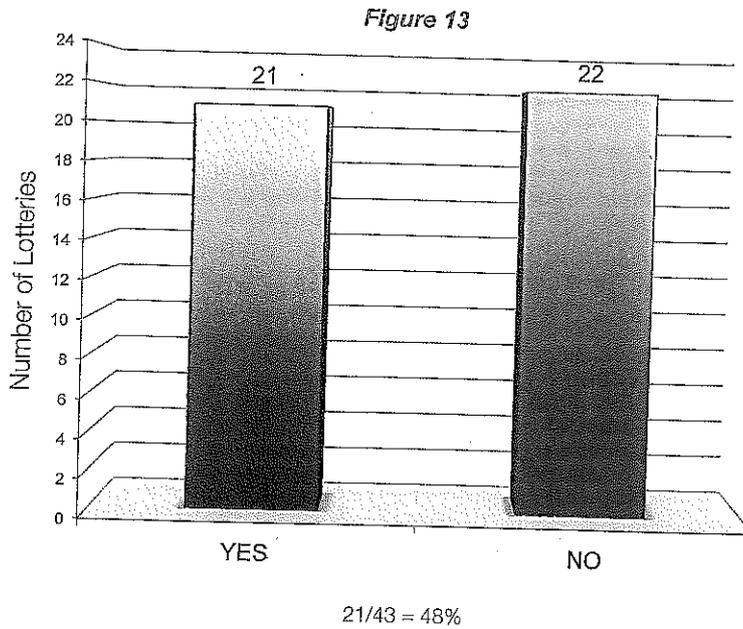
### 5.1 LOTTERY STAFF

*Figure 12: Do you provide any responsible gambling training for lottery staff members?*



## 5.2 RETAILERS AND SALES CLERKS

**Figure 13:** Do you provide any responsible gambling training for retailers and sales clerks?



## 6 FUNDING

### 6.1 LOTTERY-PROVIDED FUNDING

Lotteries from 31 jurisdictions provide funding for problem gambling services. Of those 31 lotteries, 12 are not required by statute to provide any level of funding, and 11 other lotteries provide a higher level of funding than required.



*Figure 14: Does the lottery provide funding for problem gambling services?*

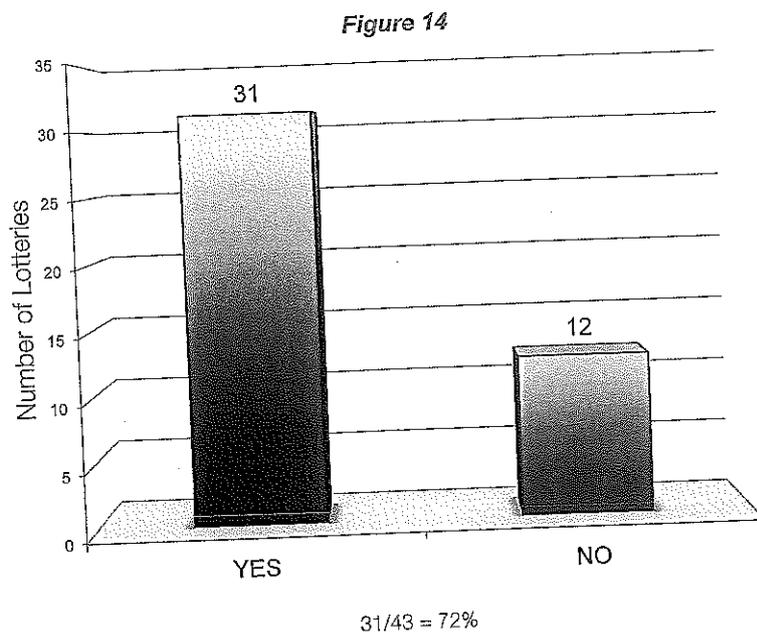


Table 4: If yes, how much?

State	Given	Required by law
Arizona	\$300,000	\$300,000
Arkansas	\$200,000	\$200,000
British Columbia	\$6.5 million	None
California	\$125,000	None
Colorado	\$50,000-\$70,000	None
Connecticut	\$2-\$2.5 million	\$1.9 million
Georgia	\$200,000	\$200,000
Illinois	\$14,000	None
Kansas	\$80,000	\$80,000
Kentucky	\$17,000	None
Louisiana	\$500,000	\$500,000
Massachusetts	\$1.8 million	Appropriated by legislature annually
Michigan	\$1 million	\$1 million
Minnesota	\$2.2 million	Virtually all
Missouri	\$105,120	None
Nebraska	1% proceeds + \$500,000	1% proceeds + \$500,000
New Jersey	\$15,000	None
New Mexico	\$145,000	None
North Carolina	\$1 million	\$1 million
North Dakota	\$200,000	\$200,000
Ohio	\$915,000	None
Oklahoma	\$500,000	\$500,000
Oregon	at least 1% proceeds annually	at least 1% of proceeds annually
Quebec	\$30.6 million	None
Rhode Island	\$162,000	\$100,000
South Dakota	\$214,000	\$214,000
Vermont	\$200,000	None
Virginia	\$30,000	None
Washington	.0013 of net receipts	.0013 of net receipts
West Virginia	\$1.5 million	minimum of \$400,000, maximum of \$2M
Wisconsin	\$800,000	\$396,000

## 7 RESOURCES/FUTURE LEARNING

When asked what resources and programs would you like to learn more about to develop them within your lottery, the following answers were received:

- As much as possible.
- The answer to your question depends on what is available.
- Interested in learning what other lottery jurisdictions of similar size and scope are doing in support of responsible gaming beyond direct or indirect financial support of external responsible gaming programming. Specifically, we are interested in identifying industry best practices for planning, executing and monitoring an in-house responsible gaming education program targeting internal and external stakeholders.
- We would need more details on those resources and programs and as to what it entails before committing to anything.
- Local programs to supplement the toll-free hotline and funding sources.
- Statistics about problem gambling — totals by state, associated with lottery or casinos, or online.
- Best practices for call centers; cost-effective ways to message responsible gambling; in addition to the materials available on the NASPL website, is it possible to post the results from recent gambling prevalence studies?
- Would be interested in receiving information from the NASPL Responsible Gaming Committee on an ongoing basis to stay abreast of the latest industry resources, tools and trends to share with players to encourage them to play responsibly.
- Interested in hearing more about other lotteries' involvement with local problem gambling councils, as well as details of lottery employees who may be involved with the issue of problem gambling in their own states; i.e. titles, duties, etc.
- Not sure, what does NASPL recommend?
- Responsible gambling training for staff and retailers.
- The tough issue for us has always been effective ways to train retailers and sales clerks.
- What works with retailers? Is there a good retailer training module available? What can retailers really do?
- We're always interested in ways to send the responsible gaming message — and are happy to see whatever information is available.
- Responsible gaming best practices within the lottery industry, new RG initiatives, and self-exclusion.
- Receive a copy of the results of this survey.
- We would like to be kept informed of any responsible gaming initiatives that provide lottery with opportunities to show support in its own way, and/or information that we could pass along to our Problem Gamblers Help Network for implementation by their organization in support of, or in addition to, their existing efforts.
- Please make available any recommendations or programs; we are always open to ideas — and awareness is key.
- Profiling responsible gaming programs; stakeholder engagement strategies.
- Employee and retailer training programs and materials.
- Traditional lottery retailer training and awareness.

**When asked are there any other responsible gambling activities your lottery is engaging in that you would like to share, the following answers were received:**

- We are a platinum member of the National Council of Problem Gambling.
- The organization includes the following tagline in public relations and marketing efforts: "Play Responsibly, It's All About Fun!"
- The organization promotes in public relations and marketing efforts that individuals must be 18 years of age or older to play.
- The problem gambling helpline and play responsibly message appears on our TV spots, POS collateral, tickets and in all news releases. The Lottery partners with the state's Office of Behavioral Health in observing National Problem Gambling Awareness Week with PSAs, news releases, etc. In addition, we print Responsible Play/ Problem Gambling place cards and stock our retailer play centers with these cards that feature the toll-free helpline, tips and warning signs.
- The Lottery was the impetus behind the creation of our state's responsible gambling organization, which is a multi-agency initiative promoting responsible gambling.
- The Lottery supports Problem Gambling Week, the first week in March, by sponsoring a symposium, including a message regarding Problem Gambling Week on our telephone on-hold recording, and adding more visibility on our website.
- We are in the process of producing new "Play Responsibly" public service announcements for TV and radio. We are updating our Play Responsibly brochure for play stations. We are developing an employee training program. None of these are required by statute.
- All our advertising, marketing and point-of-sale efforts incorporate Responsible Play messaging to better educate the public and bring awareness to the issue of problem gambling. Responsible Play messages, including the 1-800-GAMBLER number, are printed on tickets and play slips; can be found on Lottery terminals; in the social media space; and signage throughout our retailer network. We have also produced radio and television public service announcements at no-cost. Additionally, we actively participate in the National Problem Gambling Awareness Week where we work closely with stakeholder groups to publicize campaign messaging via Lottery communication channels.
- We display the Gambling Hotline message and phone number on all of our marketing materials, including point of sale, electronic, mass media advertising and promotional items.
- The Lottery includes an informative section in the Speaker's Bureau program about responsible play, the work of the Council, and law in this state as it pertains to underage gambling.
- In an effort to bolster the Lottery's recent 2012 Holiday Responsible Gaming campaign, we worked with superintendents, teachers and Boards of Education to reinforce the message over the holidays that lottery tickets are not suitable gifts for children.
- The Lottery participates in a Responsible Gaming Advisory Group. During gambling awareness week in March, we run a television spot on problem gambling. For the last two years, we have dedicated five percent of our air time to our problem gambling television ad.
- We have obtained Level 2 WLA certification and will be submitting Level 3 app in May.
- We are a founding member of the state alliance on problem gambling. We are also a member of the Midwest Consortium on Problem Gambling. We have achieved Level 1 WLA and are actively pursuing Levels 2 and 3.
- A few years ago the Lottery launched an online media campaign. The primary objective was to create awareness of the Lottery's support and partnership with the Problem Gambling Coalition and National Problem Gambling Awareness Week (NPGAW) in March. Our campaign is extremely cost effective and attracted more than two

million impressions each year. The campaign consists of placement of web banners on local media sites in metro areas as well as rural newspaper websites across the state.

- In 2012, we launched the first-ever SR Employee Certification program for all employees, which is a condition of employment.
- We put our Play Responsibly messaging on outdoor digital boards each March and we put Play Responsibly messaging in digital rotation when jackpots build to over \$100 million.
- Recently, the Lottery completed a search engine marketing campaign. As a result, the number of hits to the problem gambling page increased by 600 percent. An extensive "pay per click" ad campaign was conducted with sites including Facebook, Pandora, Google and others.
- In addition to the percent of Lottery proceeds dedicated to treatment and prevention, the Lottery allocates funds from its administrative budget to educate retailers, players and the public about this issue. Efforts include television, radio and print spots, as well as informational brochures and signage at all retail locations. In the current business year, \$1.2 million is dedicated to these efforts.
- We have received Level 2 WLA certification. We are planning to apply for Level 3 certification.
- The Lottery, with the assistance of the Council on Problem Gambling, has the only statewide media program (radio) for problem gambling awareness.
- We've operated an 800 helpline for about 15 years and printed the hotline number on all Lottery tickets.
- The Lottery prints a helpline phone number and website on all Lottery ticket stock. We also run a responsible gambling message on our LIM system. We participate in NCPG Holiday campaign and NPGAW in March. We are a founding member of our state responsible gambling alliance, and will be launching a lottery voluntary exclusion program in the next several months.

# 8 SAMPLE: 2013 RESPONSIBLE GAMBLING SURVEY

## SECTION A – CONTACT INFORMATION

State/Province: \_\_\_\_\_ Date: \_\_\_\_\_

Name of individual completing the survey: \_\_\_\_\_

Are you the principal point of contact in your organization for responsible gambling initiatives?  Yes  No

If not, who is? \_\_\_\_\_

Title: \_\_\_\_\_

Department/Division/Bureau of Government: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## SECTION B – ACTIVITIES

1. Do you have a formal mission statement or strategic plan that incorporates responsible/problem gambling concepts?  Yes  No

2. Do you have staff designated to provide responsible/problem gambling support and/or programming?  Yes  No

3. Does your state or province have statutory mandates regarding responsible gambling?  Yes  No

4. If yes, are these issues handled in-house or contracted to an outside organization? \_\_\_\_\_

5. Does your state or province have an advertising policy that promotes responsible gaming?  Yes  No

6. Does your state or province utilize a responsible/problem helpline number? (i.e. 1-800-522-4700)  Yes  No

7. If yes, what is the number: \_\_\_\_\_

8. Do you promote a helpline number on the back of your lottery ticket stock?  Yes  No

9. Does your lottery agency advertise or promote a responsible/problem gambling website on POS and/or ticket stock?  Yes  No

10. If yes, what is the URL: \_\_\_\_\_

11. Do you include information about responsible/problem gambling on the lottery agency website?  Yes  No

12. Does your state/province have a Lottery in Motion (LJM), electronic point of sale system, or limited capability scrolling VDU?  Yes  No

13. If yes, do you promote a helpline number on this system?  Yes  No

14. If yes, do you promote a responsible/problem gambling message on this system?  Yes  No

15. Did you receive information about the McGill University/NCPG Holiday campaign to discourage parents from buying lottery tickets as gifts for children?  Yes  No

16. If yes, did you participate?  Yes  No

17. If you did not participate, what factors led to this decision? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

18. Is it legal in your state/province for adults to purchase lottery tickets for minors?  Yes  No

19. Do you provide any responsible gambling training for lottery staff members?  Yes  No

20. Do you provide any responsible gambling training for retailers and sales clerks?  Yes  No

21. Does the lottery provide funding for problem gambling services?  Yes  No

22. If yes, how much? \_\_\_\_\_

23. How much of this amount is mandated by law? \_\_\_\_\_

24. What resources and programs would you like to learn more about in order to develop them within your lottery? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

25. Are there any other responsible gambling activities your lottery is engaging in that you would like to share: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



ATTACHMENT B





December 15, 2010

Mr. Martin Stauffer  
127 Orchard Road  
West Hartford, CT 06117

Mr. Kenneth Saccente  
524 Ridgeview Road  
Orange, CT 06477

Dear Marty and Ken:

After our Board meeting last week, and in response to your questions, I spoke with Dr. Jeffrey Derevensky regarding the impact of Keno on minors and problem gamblers. Dr. Derevensky is a well-known, well-respected, highly credentialed and widely published expert in the field of youth gambling. He is co-Director of the International Centre for Youth Gambling Problems and High-Risk Behaviors, as well as Professor of Applied/Child Psychology and Professor of Psychiatry, at McGill University in Montreal, Canada.

The following synthesizes my conversation with him:

In Dr. Derevensky's opinion, minors aren't typically interested in the game of Keno, much as they aren't typically interested in other matrix-style games. He is not aware of any research indicating that adolescent children are attracted to, or develop problems as a result of playing Keno. Further, he has not treated nor been exposed to an adolescent Keno problem gambler. Adolescent children who present for treatment as problem gamblers do not indicate Keno as their game of choice. According to Dr. Derevensky, these children are much more sensitive to video lottery terminals (VLTs) or scratch games. Interestingly, too, even when Keno is displayed as one of the game options on the VLT, he said that young people do not select Keno. They will, instead, choose blackjack and/or poker.

When asked whether the selling location (such as restaurants, diners, cafes) might encourage minors to play Keno, Dr. Derevensky opined that it would not. When asked whether the graphics on the monitors would attract minors to play Keno, Dr. Derevensky again opined that they would not.

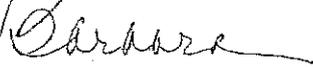
The only caveat to our discussion came when we talked about possible Keno prizes. Dr. Derevensky stated that large cash prizes would not attract adolescents to play Keno, in much the same way that large cash prizes don't attract adolescents to play Powerball or Mega Millions. Certain non-cash prizes may attract minors, but the Lottery has no intention of designing a Keno game with such prizes.

Dr. Derevensky reiterated the concerns that the Lottery has already recognized with regard to Keno and the problem gambler, such as the speed and frequency of play. Game design and retail instructions must certainly accommodate those issues.

The Lottery's support for needs-based funding for problem gambling in Connecticut would include funding for inpatient treatment programs. We believe it is important to support prevention and treatment for problem gamblers, including funding for families and youth who can also be negatively affected by problem gambling.

I hope this addresses the specific questions raised regarding Keno and youth gambling risks.

Sincerely,



Barbara Porto  
Vice President Operations & Administration

Copies:

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Gale Mattison, Vice Chairman

Robert Morgan  
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Wendy Kingsbury  
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