

responsible gambling

CONFERENCE

Presentation Synopses – Monday, October 5, 2009

How Much Do You Really Know About the Gaming Industry?

Sue Birge

Executive Director, Policy, Responsible Gambling and Business Services, Gaming Policy and Enforcement Branch, Government of British Columbia – Victoria, British Columbia

Christine Durocher

Project Manager, Fondation Mise sur toi – Montreal, Quebec

The Canadian Partnership for Responsible Gambling (CPRG) recently compiled a five year trend analysis of statistics related to gambling in each of the ten Canadian provinces.

In this presentation, Ms. Birge and Ms. Durocher, co-chairs of the CPRG, will examine topics ranging from general industry information to problem gambling assistance. Engaging participants using an audience response system, Ms. Birge and Ms. Durocher will have the ability to measure attendee's perception of facts and trends before the actual results are revealed and explained.

Grand Theft Childhood: Can Video Games Lead to Gambling Addiction?

Dr. Lawrence Kutner

Co-Director, Center for Mental Health and Media, Massachusetts General Hospital – Boston, Massachusetts

In 2004, Dr. Kutner and fellow co-director of the Center for Mental Health and Media, Dr. Cheryl K. Olson, began a \$1.5 million study funded by the U.S. Department of Justice on the effects of video games on young teenagers. In contrast to previous research, they studied real children and families in real situations. What they found surprised, encouraged, and sometimes disturbed them. Many of the concerns that have been raised by politicians and experts have had no support; other concerns that had been overlooked have now come to the forefront.

In this presentation, Dr. Kutner will share their findings and examine where parents and public policy makers should focus their efforts.

Panel – Providing Online Support for Gamblers

Internet Treatment Options for Problem Gambling

Sally Monaghan

PhD Candidate, University of Sydney – Montreal, Quebec

Technological advances, liberalized legislation, and popularity have resulted in an increased availability of gambling opportunities and a corresponding increase in the incidence of problem gambling. The majority of problem gamblers do not seem to use current treatment options, and there are high attrition rates among those who do. Internet therapy and online support groups offer inherent advantages over standard treatment formats including privacy and convenience, cost-effectiveness and accessibility to those who are unable or unwilling to use traditional services.

GamTalk One Year On: How Have Canadians Benefited from the First National Online Peer Support Service?

Dr. Richard Wood
Director, GamTalk – Montreal, Quebec

GamTalk launched at the Nova Scotia Gaming Corporation's Responsible Gambling Conference in 2008 as the first national online peer based support service in Canada for people with gambling issues. Since then, membership has grown to over 300, with approximately two new members joining every day.

This presentation will examine how GamTalk has developed over the past year, who it is helping, and how. An overview of online support currently available internationally, future directions for GamTalk, as well as online support services in general will be discussed.

Work Inspired

Bill Carr
Humorous Inspirational Business Speaker – Halifax, Nova Scotia

In this new, challenging economic reality facing us all, how can we work inspired? What is life teaching you? Who and what is toxic in your life; who and what are the toxins? What does the term best practice mean in a radically changing environment?

This presentation explores these and many other questions. Humour and creativity have been Mr. Carr's specialty for over 25 years. Here, he combines years of research in the area of creative response to change with keeping a healthy perspective in unhealthy times.

Social Responsibility Tools in Online Gambling: A Survey of Attitudes and Behaviour Among Internet Gamblers

Dr. Mark Griffiths
Professor of Gambling Studies, Nottingham Trent University – Nottingham, United Kingdom

This presentation examines player attitudes and behaviour toward the responsible gambling tool PlayScan designed by Svenska Spel. PlayScan offers players the option of using social responsibility controls, including setting personal gaming budgets, running self-diagnostic tests, and engaging several self-exclusion options.

A total of 2,348 online gamblers participated with results showing that just over a quarter (26%) had used PlayScan. Those who had activated it (almost 90%) said that PlayScan was easy to use. Over half of the users (52%) said it was useful compared to 19% who said it was not.

Internet Gambling in Canada: Prevalence, Patterns, and Land Based Comparisons

Dr. Robert T. Wood

Associate Professor of Sociology, University of Lethbridge – Lethbridge, Alberta

This presentation gives an up-to-date and representative overview of the prevalence and pattern of gambling in Canada, with a distinct comparative focus on Internet versus land-based gambling.

The information is based on a weighted random sample of 6,010 Canadian gamblers. Internet and land based gamblers are compared with respect to their:

1. demographic characteristics;
2. propensity for problem gambling;
3. gambling expenditures;
4. health characteristics;
5. gaming frequency; and,
6. game-type preferences.

Findings yielded important implications for the responsible design and implementation of potential future Internet gambling policies in Canada.

Panel – Informed Player Choice, The Nova Scotian Approach to Responsible Gambling

Providing Players a Real Gameplan™

John Xidos

President & CEO, Techlink Entertainment – Sydney, Nova Scotia

Techlink Entertainment is internationally recognized for the development of responsible gaming technologies. Most recently, the company launched its patented Gameplan™ system—a card based, player-protection system. Gameplan™ is proven to be effective in mitigating player risks, as it provides players with the information and tools they need to make informed decisions to play responsibly.

This presentation will focus on the features of Gameplan™ and the benefits that both the operator and the player are afforded when implementing this type of responsible gaming solution. An evaluation of Gameplan™ as compared to the Gaming Standards Association's Responsible Gaming Guidelines will also be highlighted.

NSGC's Course of Action for Providing Players the Tools to Make Informed Decisions

Stephen MacDonald

VP, Gaming Operations, Nova Scotia Gaming Corporation – Halifax, Nova Scotia

This year Nova Scotia became the first jurisdiction in North America, and among the first in the world, to integrate an Informed Player Choice System on video lottery terminals. The system provides information on the amount of time played and money spent, and allows players to set time and money limits. It is one component of a comprehensive suite of effective prevention and public awareness programs to facilitate informed choice and responsible play.

Independent experts found that the tools helped players spend less, exercise more control and make more informed decisions. This presentation will discuss this new system, from the groundbreaking research, to the implementation process across Nova Scotia.

Engaging Parents in Addressing Youth Gambling

Eric Meerkamper
Partner, DECODE – Toronto, Ontario

This presentation will focus on DECODE's national 'Parents as Partners' study which was the result of surveys and live discussions with over 3,000 parents across Canada. It illustrates parents' attitudes, behaviours and important roles related to underage youth gambling. Specific learnings that will be discussed include:

- How the world of underage gambling is rapidly changing and expanding;
- How parents perceive youth gambling and the role they believe they can play;
- What is unique about youth gambling today that should inform parental engagement strategies;
- What types of information and channels work; and,
- How organizations can partner with parents in addressing youth gambling.

Partnering for Success: How Independent Experts Drive Responsible Gambling Innovation

Paul Pellizzari
Director of Policy, Ontario Lottery and Gaming Corporation – Toronto, Ontario

Over the last decade responsible gambling programs have grown dramatically in Canada. The efforts of crown operators are supported – and in many cases driven – by ideas and initiatives that come from researchers, addictions experts, and other independent agencies.

This presentation will look at initiatives from across Canada that are developed or delivered by expert organizations. Examples will include responsible gambling training for staff, education tools, information services, and communications. Mr. Pellizzari will focus on lessons learned, ideas for optimizing expertise and resources of each organization, and considerations for greater cross-jurisdictional cooperation.

Mr. Pellizzari will also look at inter-sectoral cooperation as a key advantage for helping gamblers, and as a way to accelerate advances in the field of responsible gambling and problem gambling.

Youth, Brain Development and Vulnerability to Problem Gambling

Dr. Ken C. Winters
Professor, Department of Psychiatry, University of Minnesota Medical School – Minneapolis, Minnesota

The emerging science of brain development is providing new insights into how young people make critical and life influencing decisions. Brain imaging studies suggest that the brain continues to develop during adolescence and does not finish maturation until about age 25. This emerging research has important implications regarding the vulnerability of teenagers to addictions, including problem gambling.

This presentation will provide a brief overview of the science of brain development and in what ways the developing brain may place youth at high risk for problem gambling. Prevention and treatment implications will also be discussed.

Presentation Synopses – Tuesday, October 6, 2009

Responsible Gaming: Grounded in Science, Driven by Collaboration

Frank J. Fahrenkopf, Jr.
President & CEO, American Gaming Association – Washington, District of Columbia

The field of research on gambling disorders has evolved significantly in recent years. This presentation discusses how the U.S. commercial casino industry is using this research as the foundation for a collaborative and comprehensive approach to responsible gaming, and how practical applications of the science are driving program development.

Mr. Fahrenkopf will contrast myths about the social impacts of gambling with the reality of how gaming expansion has actually affected American communities.

Panel – Leading the Way in Corporate Social Responsibility: A Case Study on the New World Lottery Association Responsible Gaming Certification

Learning & Leading: World Lottery Association's Responsible Gaming Framework Comes to Life

Kim Wilson
Manager, Social Responsibility, Atlantic Lottery Corporation – Moncton, New Brunswick

The World Lottery Association's Responsible Gaming Framework is about inspiring excellence with lotteries around the world in the area of social responsibility and responsible gaming while promoting the sharing of ideas, information, and a common understanding of best practices.

This presentation will involve a discussion around Atlantic Lottery Corporation's involvement with the World Lottery Association and the process undertaken as part of Level 3 Certification. Participants will be invited to ask questions, view the submission and submit feedback to be shared with the World Lottery Association office to help further strengthen the framework and submission process.

Social Responsibility in Action: NSGC's Journey to World First Certification

Margaret McGee
VP, Business Innovation, Nova Scotia Gaming Corporation – Halifax, Nova Scotia

In April 2009 the Nova Scotia Gaming Corporation became one of two organizations in the world to be the first certified at the highest level under the World Lottery Association's new Responsible Gaming Standards. Ms. McGee will examine the social and business benefits that come from committing an organization to practicing a disciplined approach to corporate social responsibility. She will provide practical tips and lessons learned on everything from responsible gambling to sustainable environmental policies.

Panel – Culture, How it Can Affect Responsible Gambling and Treatment

Responsible Gambling Training: Is Culture the Missing Link?

Janine Robinson

Problem Gambling Therapist / Trainer, Centre for Addiction and Mental Health – Toronto, Ontario

This presentation explores links among gambling, problem gambling and cultural beliefs, with an eye to incorporating culturally-sensitive approaches to industry staff training ventures. Often gaming industry employees are trained to understand 'responsible' and 'problem' gambling only from the dominant culture's perspective. This raises some questions:

- Could employee responsiveness to problem gambling indicators improve with a cultural awareness embedded in responsible gambling training?
- Which components of culture and gambling are important for gaming staff to understand?
- How much should employees be expected to understand about patrons' cultures?
- Where might patrons feel more supported by being approached in a culturally-sensitive manner?

Ethnocultural Clients and You: Building from Within

Cindy Jennings

Addiction Counsellor, Community Addiction Services of Niagara – St. Catharines, Ontario

Statistics Canada states the visible minority population of Canada in 2006 was 16.2% of the country's total population. In 'Ethnocultural Diversity in Canada: Prospects for 2017', it estimates roughly 20% of Canada's total population will be visible minorities by 2017.

This presentation will spotlight building connections with our increasing ethnocultural communities and focusing on cultural competence through what is called a 'layering approach'. This method allows any organization to become progressively accustomed to initial changes by reviewing five areas: climate, foundation, a plan, implementation, and evaluation / celebration.

Don't Talk to ME About Responsible Gambling

Paul W. Smith

Director, Corporate Social Responsibility, BCLC (formerly British Columbia Lottery Corporation) – Richmond, British Columbia

BCLC has taken a branding approach to its responsible gambling program, and through that process has abolished use of the term 'responsible gambling'. In April 2009 BCLC launched 'GameSense' at British Columbian casinos and community gaming centres. The launch included a complete redesign of its 31 Responsible Play Information Centres, 32 responsible gambling interactive kiosks, the corporation's website (www.GameSense.ca) and all other collateral materials.

This presentation will take attendees through the GameSense story, the strategies behind the brand, and into a British Columbia casino to learn firsthand about this unique approach to player education.

The Poker Phenomenon: Plenty of Poker, Plenty of Challenges

Elisabeth Papineau

Researcher, Quebec National Institute of Public Health – Montreal, Quebec

In Quebec, the public space has been invaded by gambling related marketing and products. Propelled by the promotion of an extremely positive image of poker players, the rise of the phenomenon adds a new element to this universe. Players are presented as warriors and strategists, struggling to win with various weapons such as intimidation, aggression, and cheating, with or in spite of 'chance'. Preliminary media analysis shows how the practice of poker is being glamorized, but with cash games, tournaments and Internet poker, poker is not a monolithic phenomenon.

This presentation will explore the nature and the potential impacts of poker's growing physical and symbolical accessibility.

Panel – New and Emerging Technologies

Mobile and the Mobile Consumer

Gary Schwartz

CEO, Impact Mobile – Toronto, Ontario

The mobile consumer has arrived; so how does this sector leverage this consumer to drive engagement? What are the best ways to succeed in building a mobile channel for customer relationship management, participation and ultimately commerce?

The I-Gaming Conundrum

Mark Balestra

CEO, Demun Business Services – Clayton, Missouri

From the day Internet gambling became a reality, the industry has faced the question of whether responsible gambling controls can be effectively implemented at online gambling sites. But what used to be a matter of finding the right technological solutions has shifted to a matter of oversight and social responsibility.

20 Years and Still A Lot To Do: Problem Gambling and Responsible Gaming in Europe

Pieter Remmers

Director, Assissa Consultancy Europe – Amsterdam, Netherlands

Based on a short historical overview, this presentation will focus on recent problem and responsible gaming trends. It will take into account the points of view of regulators, industry, researchers, and treatment specialists as well as the various actions that each can choose to take, or not; whether they have taken a laissez faire, laissez passer, reactive or proactive position. In some cases a lot of progression has been made, but in most cases developments are still in the early stages.

Panel – Putting a Stop to Youth Gambling

Internet Gambling Among Youth: Another (Unsupervised) Venue... More Problems?

Dr. Jeffrey L. Derevensky
Professor, McGill University – Montreal, Quebec

The Internet has become an important part of our culture. With its wide reach and popularity, it is not surprising that the gaming industry has capitalized upon the technology to make gambling infinitely accessible.

This presentation will focus on the findings from several Canadian and international research studies associated with youth (adolescent and college age students) Internet gambling participation. Some of the concerns and issues associated with Internet gambling will be presented. The implications for parental monitoring, prevention, and responsible Internet gambling advertising will be addressed.

Regulatory Policies, Retailer Compliance and Youth Access

Renée St-Pierre
PhD Student, International Centre on Youth Gambling Problems and High-Risk Behaviors – Montreal, Quebec

Restricting minor's access to lotteries is a fundamental component of youth gambling prevention initiatives. Despite legal restrictions, research indicates a high prevalence of minor's participation in, and ease of access to gambling.

This presentation examines the influence of store and individual level factors in vendor compliance with youth access policies for lottery and alcohol products. Results revealed that 60% of vendors were compliant with policies limiting access to minors. Gender and age seem to play a significant role in the decision to ask for identification and decline sale. In addition, access to restricted products tends to be greater in independently owned establishments than in franchises. These findings can be used to strengthen regulatory policies to limit youth access to these products.

BetStopper – Keeping Nova Scotian Youth Off of Gambling Websites

Robyn McIsaac
VP, Prevention Programming and Public Affairs, Nova Scotia Gaming Corporation – Halifax, Nova Scotia

In Nova Scotia, youth participation in Internet gambling is triple that of adults. This statistic, along with the lack of current tools available to parents to keep their kids off Internet gambling websites, led to the creation of *BetStopper*. The software was pilot tested in 2006, and in May 2009 *BetStopper* was made available to all families in Nova Scotia for free.

This presentation will describe this world-first addition to the Nova Scotia Gaming Corporation's social responsibility portfolio, including the results of the pilot test and details about how *BetStopper* works to keep children safe while enhancing the social responsibility of our industry.