



Partnering for Success

How independent experts help deliver RG

NSGC Responsible Gaming Conference
4 October 2009



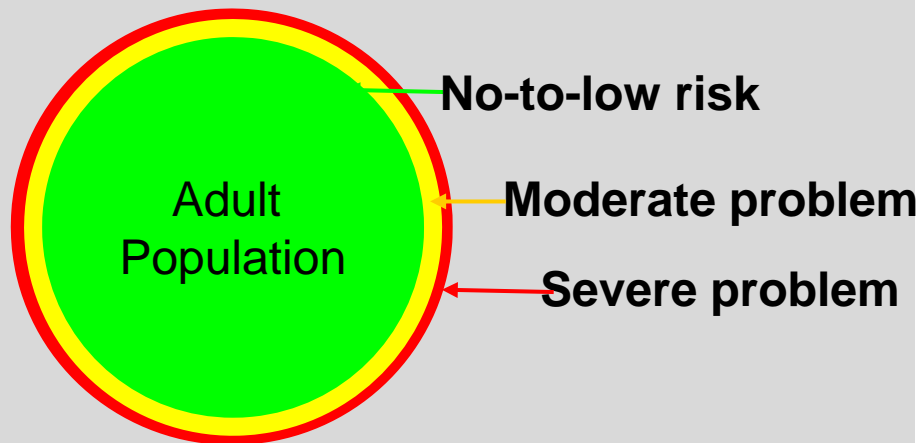
Problem Gambling & Role of Operators

Operators contribute to overall provincial efforts to prevent/mitigate problem gambling:

- Reduce incidence through prevention
- Enable help as early as possible, curbing harm

Objectives

Operators' RG initiatives designed to keep players in the **green** while providing **support** & tools to those at risk or in need



Organizational Competencies for RG

Points of contact

GAMING FLOOR CALL CENTRE MARKETING

Operational Capability

SERVICE TRAINING MARKETING

Technology

PLAYER SUPPORTS ACCESS to VENDORS

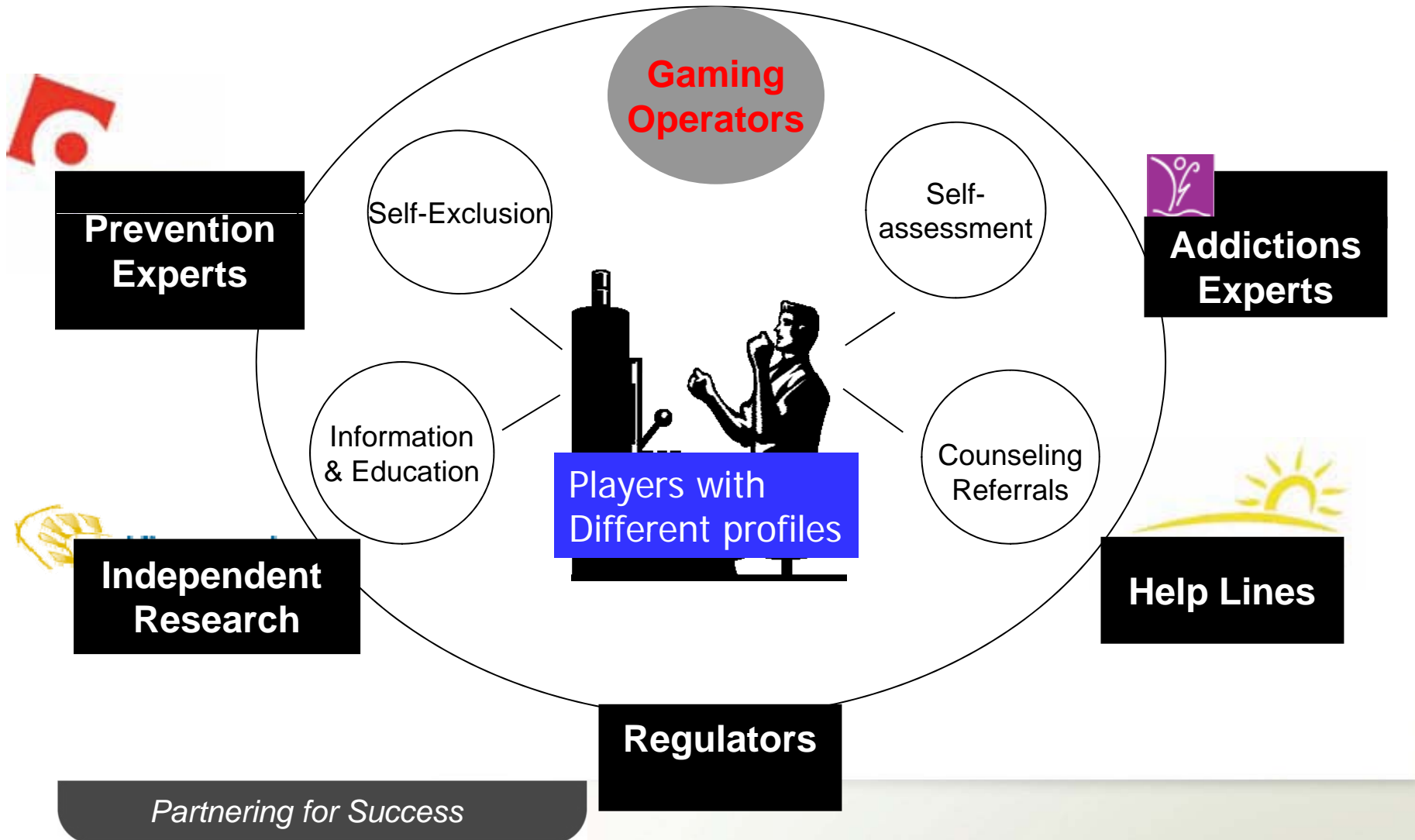
Knowledge

DATA ACCESS for RESEARCHERS

Partnerships are Possible

Know your limit
Play within it

Optimize: player education on realities of gambling, providing supports /referrals, enabling choices through self-directed actions, contributing to knowledge



Risk Identification & Self-Directed Action

Know your limit
Play within it

Identifies players at risk for developing problem, offers feedback for self-correction.

Partnership
between



SVENSKA SPEL

Spel
institutet

Tool
Created

Play Scan

Role
Played

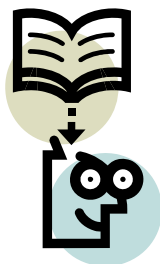
- Development of application
- Active promotion to players
- Funding

Cognitive analytics
Data mining



**Player
Benefit**

- ✓ Convert data into self-education, correction
- ✓ Catered for variety of users



**Knowledge
Benefit**

- ✓ Proof that data can be used in risk assessment
- ✓ Challenge of Intellectual property
- ✓ Understanding of risk profiles



**Partnership
Benefit**

- ✓ Developed from existing collaborative relationship – faster outcomes
- ✓ Contract/MOU enabled efficient cooperation, but impact future use by others

Partnering for Success

Educational Self-Help Tools

Interactive tools to educate players on the realities of gambling, and to dispel misunderstandings

Partnership
between



Tools
Created

Win VLT/Roulette

Pick-a-Card

Cost of Play Calculator

Role
Played

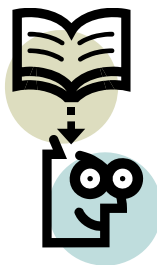
- Player contact - RG Centre
- Some financial contribution

- Innovated ideas
- Funding for development
- Expert credibility



- ✓ Improve knowledge of gambling facts
- ✓ Extended to VLT network

Player Benefit



- ✓ Shared with jurisdictions
- ✓ Public education
- ✓ Used learning from player interactions
- ✓ Technology advances with touch screen

Knowledge Benefit



- ✓ Ideas for tools came from joint work in RG centres
- ✓ Greater input from MLC over time
- ✓ Evolved relationship

Partnership Benefit

Response Training for Front-Line Employees

Know your limit
Play within it

Empower gaming staff to understand problem gambling, identify red-flag signs, apply interactions techniques.

Partnership
between



camh

Centre for Addiction and Mental Health
Centre de toxicomanie et de santé mentale

Tools
Created

Train-trainer modules

Escalation guidelines

Videos

Role
Played

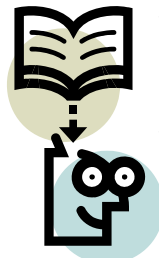
- Set learning objectives
- Funding
- Deliver sessions for 6000 employees

- Design modules
- Train-the-trainer
- Addictions expertise



**Player
Benefit**

- ✓ Not alone in experience on the floor
- ✓ Receive appropriate response



**Knowledge
Benefit**

- ✓ Gather information on experience
- ✓ Training is one element, other supports needed



**Partnership
Benefit**

- ✓ Expand training to other areas of OLG
- ✓ Expert consultation, support on a variety of matters


Partnering for Success



Research-based Educational Videos

Explaining slot machines functions to clarify misperceptions

Partnership between




Tools Created **Brief videos addressing 7 areas, e.g. “near misses”, real mapping**

Role Played

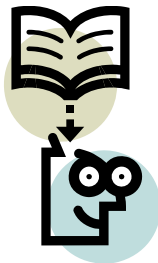
- Regulatory perspective
- Slot standards knowledge
- Equal funding partner

- Research-based video content
- Experience developing other tools
- Equal funding partner



Player Benefit

- ✓ Clarify perception
- ✓ Empower choice
- ✓ Contribute to development of video



Knowledge Benefit

- ✓ Formal evaluation of tool is central to development
- ✓ Approach can be applied for other purposes – motivational interventions



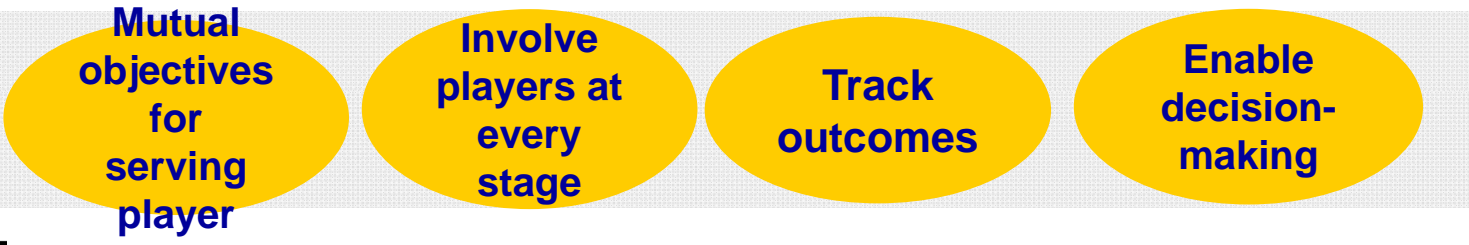
Partnership Benefit

- ✓ New kind of partnership
- ✓ Videos may be shared with other jurisdictions, partners

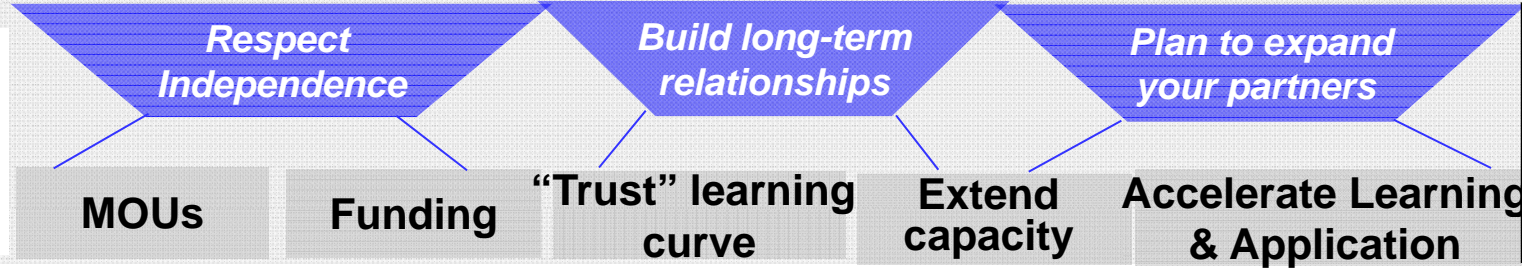
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Know your limit
Play within it

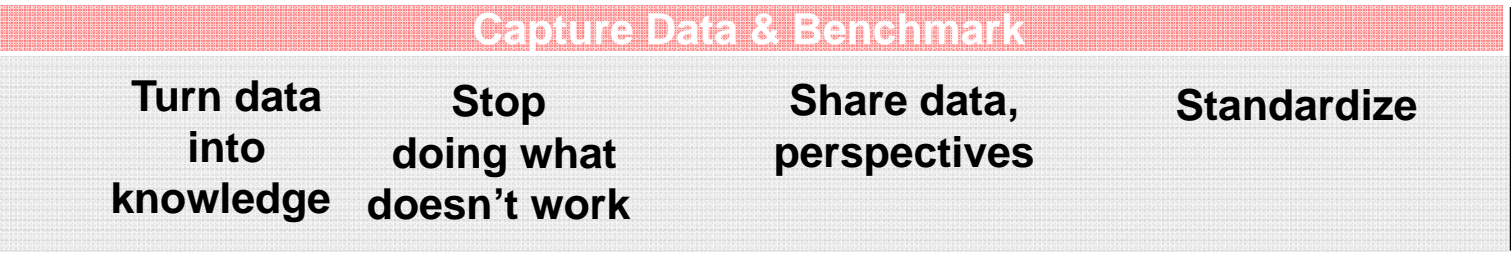
Lessons Learned



Be Player-centric



Focus on Common Purpose



Evolve Actions

Partnering for Success

Proximity & Evolution of Social Responsibility

Know your limit
Play within it

Alcohol			60+ years		
1927 prohibition repealed	1982 60% road fatalities due to alcohol	2005 34% due to alcohol			

Cars			60+ years		
1920s: Widespread car ownership 1950s: 2-car households	1959 Ralph Nader	1976 seatbelt laws			

Legalized Gambling				15 years	
1994 Introduction of Casino in Ontario RG training at Casino Windsor	2005 CPRG MOUs with 4 partners	2009 .Training .Research .Educational tools .RG Centres	2012 ?		

Thank you

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