

Providing Players the Tools to Make Informed Decisions

**Presentation to Responsible
Gambling Conference 2009
October 5, 2009**

Nova Scotia Gaming Corporation

- Crown Corporation established in 1995
- Responsible for the business of gaming in Nova Scotia through it's two operators:
 - ▶ Atlantic Lottery Corporation
 - ▶ Great Canadian Gaming Corporation (Casino Nova Scotia)

Social Responsibility

- Responsible Gambling:
 - ▶ *Player* – have informed players
 - ▶ *Product* – offer products that are as socially responsible as possible
 - ▶ *Public* – increase public awareness of responsible gambling and prevention programs
 - ▶ *Place* – integrate responsible gambling into business operations

INFORMED PLAYER CHOICE MODEL

Programs

Results

General Public Education & Awareness Programs	Targeted Education & Awareness Programs	Individualized & Interactive Player Information Tools	Increased Knowledge	Informed Play	Prevent Future Problems
<ul style="list-style-type: none"> •Responsible Gambling Awareness Week (RGAW) •Interactive Community Education Displays •Responsible Gambler Campaign •Community Consultation Sessions 	<ul style="list-style-type: none"> •<i>Know the Score</i> peer education program (university & college students) •<i>R U Up; House of Cards</i> drama production (high school students) •<i>Responsible Gambler Program</i> (awareness program targeting Nova Scotians) •<i>Responsible Gambling</i> brochures (casino and VLT players) •Ticket/Video lottery retailer training program (ticket and video lottery layers) •Responsible Gambling Resource Centres (casino players) •YMCA – <i>Youth Gambling Awareness Program</i> (pilot) 	<ul style="list-style-type: none"> •Responsible Gaming Device research project •Informed Player Choice System •Mobile Access Responsible Gambling Information (MARGI) •Slot Tutorials 	<ul style="list-style-type: none"> •Players know the odds of winning and losing on the games they play. •Players understand the risks and the things they can do to limit them (i.e. set time and money limits). •Players know games of chance are random and there is nothing they can do to influence if they win or lose. •Players know exactly how long they are gambling and how much money they are spending. •Players know the signs of a problem and where to go for help. 	<ul style="list-style-type: none"> •Players make informed decisions about when to gamble and when to stop. •Players gamble only what they can afford to lose. •Players know that in the long run, the house always wins. •Players know that gambling is entertainment – not a way to make money. •Each player makes the right decisions for themselves about what to play, how long to play and how much to spend. 	<ul style="list-style-type: none"> •Experts conclude that a multi-faceted, comprehensive approach to responsible gambling education and awareness is the key to fostering informed player choice. •The goal of informed choice is to help players stay responsible and prevent future problems from developing. •Future Goal: Reduced incidence of gambling related problems.

General Public Education and Awareness

- Responsible Gambling Awareness Week
- Interactive Community Education Displays
- Responsible Gambler Campaign
- Community Consultations

Targeted Education and Awareness

- Responsible Gambling Training
 - ▶ VLT Retailers; Ticket Lottery Retailers, Casino employees
- VLT Responsible Gambling labels
- Responsible gambling brochures, Problem Gambling Helpline wallet cards, rack cards, RG job aid
- Your Best Bet web site (www.yourbestbet.ca)
- Responsible Gambling Resource Centres (casinos)

Targeted Education and Awareness

- Prevention programs:
 - ▶ *BetStopper* (content blocking software)
 - ▶ *Know the Score* – post secondary peer education program
 - ▶ *R U Up; House of Cards* – High School dramas
 - ▶ YMCA Youth Gambling Awareness Program
 - ▶ *Don't Bet On It* (school curriculum)

Interactive Player Information Tools

- Video Lottery Terminals
 - ▶ Informed Player Choice System (IPCS)
 - ▶ Integrated with all VLTs
- Casino Nova Scotia
 - ▶ Mobile Access Responsible Gambling Information (MARGI)
 - ▶ Slot Tutorials

Increased Knowledge

- Know odds of winning/losing
- Understand the risks of playing
- Know what to do to minimize risk
- Set time, money limits
- Know that games of chance are random
- Know the signs of a problem and know resources available

Informed Play

Each Player....

- Makes informed decision about when to gamble and when to stop
- Gambles only what they can afford to lose
- Knows that in the long run, the house always wins
- Knows that gambling is entertainment, not a way to make money
- Makes the right decision for themselves (what to play, how long and how much to spend)

Prevent Future Problems

- A multi-faceted, comprehensive approach to responsible gambling education and awareness is key to fostering informed player choice
- Goal of informed player choice is to help players stay responsible and prevent future problems from developing
- Goal is to reduce future incidents of gambling related problems

History of the Informed Player Choice System

- Early 2004 Environmental scan of technology-based solutions to provide VLT players with tools / information
- December 2004 Entered into cooperation agreement with Techlink Entertainment Inc. to conduct research on “RGD” product
- April 2005 Nova Scotia Gaming Strategy includes piloting a VLT player management tool as a key initiative

History of the IPCS

- 2005-06 RGD Research Project conducted in Windsor / Mount Uniacke, Nova Scotia
- February 2007 NSGC issued a Request for Proposals (RFP) for an Informed Player Choice System (IPCS)
- April – July 2007 Evaluation process complete and awarded a contract to Techlink Entertainment (TLE) to develop the system
- Present A project team consisting of representatives from NSGC, ALC and TLE developed a system for province-wide implementation and are just completing a field test in the Sydney area

Overview of IPCS

- Suite of player information tools that allow video lottery players to make informed decisions about their game play
 - ▶ Historical information on the total money spent and time played
 - ▶ In-progress play activity information
 - ▶ Set spending limits
 - ▶ Set time limits
 - ▶ Stop play immediately
- The IPCS is being integrated with existing video lottery terminals and will be deployed in all video lottery sites in Nova Scotia, including First Nations

Overview of IPCS

- Target Audience
 - ▶ No-risk to low-risk payers who still have the capability and willingness to change their behaviour
 - ▶ This is about preventing future problems and keeping responsible players responsible
 - ▶ Existing problem gambler group – no significant negative impacts, include in future research

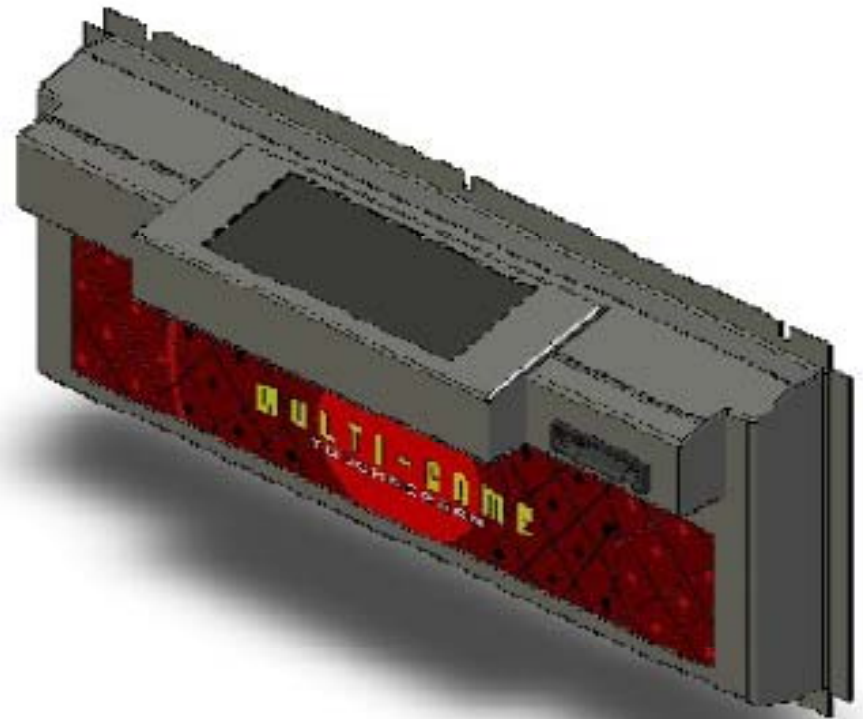
Why the IPCS?

- Informed choice is the cornerstone of NSGC's Responsible Gambling Strategy
- Technology is available now to provide customized and relevant information to players
- Research says it will benefit some, not harm others and could be an effective tool in a comprehensive prevention program
- Illustrates tangible efforts to address the problem

IPCS Technology

- Player Interface (IPCS Unit)
 - ▶ Device incorporated into the VLT
- Enrollment Device
 - ▶ Located at or near the bar area
 - ▶ Used to enroll players, replace lost cards and assist with forgotten PINs
- IPCS Central System
 - ▶ Central System operates the system and stores anonymous player information

Player Interface (IPCS Unit)



Two Types of Enrollment

1. Automatic Enrollment

- ▶ Swipe IPCS Card
- ▶ Swipe Government Issued ID (e.g. Drivers License)
- ▶ Player Enters PIN

2. Manual Enrollment

- ▶ When Player does not have Government ID (or ID that cannot be swiped such as a Passport)
- ▶ Player would need two pieces of identification (Health Card / Phone Bill)
- ▶ Would manually enter in information which is then verified by the retailer
- ▶ This would be the minority of players

Roll-out Plan

- 2005-06 RGD Research Project
- Complete Phase I: System Definition of IPCS
- Winter 2008 Phase II: System Development
Phase III: Education and Awareness Programs
- Fall/Winter 2009 Phase IV: Implementation

RGD Research Project 2005-06

- Based on field research model which focused on assessing five RG features on players attitudes and behaviours and conducted in four stages
- Included 10 VLT locations and 51 VLTs
- Stage I (March - June 2005)
 - ▶ 10 VLT locations in Windsor / Mount Uniacke
 - ▶ 120 pre-recruited players (Player Panel)
 - ▶ Required to use a card to access VLTs
 - ▶ Feature use remained voluntary

RGD Research Project 2005-06

- Stage II (July - September 2005)
 - ▶ An evaluation was conducted
 - ▶ Feature refinements were made
- Stage III (October 2005 - March 2006)
 - ▶ Second round of research completed at same locations
 - ▶ Involved all players using VLTs in the area
 - ▶ 1,800 players used the system during research
- Stage IV (April 2006 - February 2007)
 - ▶ Final evaluation of data and research results
 - ▶ Omnifacts Bristol Research - qualitative analysis
 - ▶ Focal Research Consultants - quantitative analysis
 - ▶ Dr. Bo Bernhard – analysis of player data

RGD Research Project 2005-06

- Omnifacts Bristol Research
 - ▶ Players who used features decreased spend (63%) and time played (72%)
 - ▶ Players and public strongly supported making features available to VLT players (65%)
 - ▶ Players said features encouraged responsible play (70%)
 - ▶ Players said features helped them set a budget (65%) and stick to it (68%)
- Focal Research Consultants
 - ▶ 71% of all regular players tried the features
 - ▶ 48% of all regular players kept using the features
 - ▶ Feature use reduced the amount they spent each time but they played longer – indicating better decision making about when to stop
 - ▶ Positive impacts on lower-risk and moderate-risk players

RGD Research Project 2005-06

- Dr. Bo Bernhard
 - ▶ Players like voluntary feature usage
 - ▶ Players who gambled were more likely to use the features
 - ▶ Players felt features gave them more control over their spending
 - ▶ Players had concerns about privacy and security issues
- <http://www.nsgc.ca/reDevice.php>

Evaluation Plan Moving Forward

- Two phase research approach
- Responsible Gambling Council awarded the contract to conduct evaluation of IPCS implementation
- Phase I: Baseline Data
 - ▶ Required to evaluate the impact of the IPCS over time
 - ▶ Player demographics, current behaviour (where, when, how often, how long, spending habits, reasons for playing, etc.)
 - ▶ Current CPGI scores
 - ▶ Overall market assessment of VLT business and projected impact of IPCS

Evaluation Plan Moving Forward

- Phase II: Impact Assessment
 - ▶ Impact of IPCS on players attitudes, beliefs and play behaviour
 - ▶ Reaction of players to the IPCS itself
 - ▶ Feature usage and rationale for feature usage
 - ▶ CPGI scores
 - ▶ Evaluation of IPCS registration

Field Test

- Started July 2009 in Sydney area
- Isolated from competitive sites to minimize migration
- Close to TLE and ALC staff to deal with technical issues if they arise
- Proper terminal mix and number of terminals to validate testing
- 26 sites with 238 VLTs, including 6 sites on First Nations
- Field data gathering complete with field test evaluations to be complete by end of October