

Hoosier Lottery's Responsible Gaming Program



Mid-Central Problem Gambling Fall Conference
Eloise Batic
10/19/2022

World Lottery Association Framework



Responsible Gaming

HOOSIER LOTTERY

RESPONSIBLE GAMING FRAMEWORK

KEEP PLAY POSITIVE

- Research
- Employee Program
- Retailer Program
- Game Design
- Advertising & Marketing
- Player Education
- Treatment Referral
- Stakeholder Engagement
- Reporting & Measurement

The graphic features a green background with a sunburst pattern. The central content is enclosed in a red box with a white border. Each item in the framework is represented by a grey icon on a white background with a red border. The icons include a magnifying glass, a lottery logo, a hand pointing, a shopping cart, a chess piece, a lottery logo, a hand holding a document, a hand holding a document, and a bar chart.



Player Education: Positive Play

FREE ONLINE RESOURCES INCLUDE:



A series of fun and Informative videos covering Odds, Gaming Myths, Setting Spending Limits, and more



Positive Play Quiz to see how positive your playing habits are



Online Track Your Play Calculator to review spending habits



Player Education: Positive Play (Campaigns)



Hoosier Lottery

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Super thoughtful gifters have 12 different kinds of ribbons. And if they gift Holiday Scratch-offs, it's only to adults 18 and older.



Game Design



- Adherence to the marketing code of conduct
- Two-part evaluation system for games
- Examples:
 - Are clear, correct, legal, and truthful.
 - Do not encourage excessive play or isolationism.
 - Do not use language, visuals, or cultural references that are popular among those under 18 years of age.



Research



Research Grant Program
Supporting Professional Development and
Research in the Realm of Problem Gambling


GRANT OPPORTUNITIES

- Conference and Training Grants
- Student Research Grants
- Small Research Grants



Retailer Training Program

- Training for all new retailers
- Triennial training for 4,400 retail partners
- Retailer Playbook
- Mystery Shopper Program



The Hoosier Lottery logo is at the top center, featuring the word "HOOSIER" in a small red box above "LOTTERY" in large white letters with a red outline, set against a blue and green circular background. Below the logo, the text "Responsible Gaming Training Guide for Retailers:" is in white, and "HOW TO KEEP *Play* POSITIVE" is in blue and white. The main body of the brochure is light blue with white text. At the bottom, a dark blue box contains a list of topics in white and red text.

The Hoosier Lottery is committed to helping our players Keep Play Positive. The mission of the Hoosier Lottery is to maximize net income in a socially responsible manner. As a retail partner, you play a critical role in your interactions with players. This brochure will cover the key components of our Positive Play initiatives, outlining everything you will need to know about Responsible Gaming as you interact with players.

The Hoosier Lottery wants your customers to have a positive experience with playing the Lottery. Healthy habits will allow players to remain customers for a longer period of time. A player who develops healthy habits around purchasing lottery tickets will have a more sustainable pattern of play into the future.

IN THIS TRAINING SESSION, WE WILL COVER:

- KNOW THE SIGNS OF PROBLEM GAMBLING**
- DISCOURAGE UNDERAGE PLAY**
- WHEN TO REFER A PLAYER FOR HELP**
- HOW TO REFER A PLAYER FOR HELP**
- PROBLEM GAMBLING HELPLINE**
- TOOLS FOR PLAYERS**



Employee Training Program

- Responsible Gaming training for all new employees
- Triennial RG training for all employees
- Customized training based on specific roles
- Ongoing engagement via CSR newsletters

CORPORATE SOCIAL RESPONSIBILITY NEWSLETTER
Issue 14, Fall 2022

As the season changes from **SUMMER** to **FALL**, we hope this newsletter finds you looking forward to this busy time of year.

RESPONSIBLE GAMING EDUCATION MONTH
Responsible gaming education—extended.
#RGEM2022

Responsible Gaming Education Month Raises Awareness of Responsible Gaming

This September, the Hoosier Lottery joined the American Gaming Association's Responsible Gaming Education Month initiative, expanded this year from one week to one month for programming. With the goal to promote gaming literacy and consumer education, elevate employee training, and work with partners to advance our understanding of responsible gambling, the Hoosier Lottery encouraged staff to engage via:

- **Employee Communications:** Weekly emails during each of the four weeks included an online scavenger hunt, trivia, and the opportunity to win prizes. 59 employees participated in these activities. Congratulations to our Trivia prize winner Kim Clark and Scavenger Hunt prize winner Jeremy Sivist!
- **Thank you to the 124 Hoosier Lottery employees who joined us for the NCPG's webinar "Responsible Gambling Online: A Work in Progress,"** on September 8, 2022. Attendees heard from Sarah Ramanauskas, our WLA Level 4 auditor, about some challenges the gambling industry face when implementing responsible gaming programs.
- **Player Responsible Gaming Education and Messaging:** This year, we posted on LinkedIn, Facebook, Instagram, and Twitter. Below please see our Instagram post and thank you to our Digital Team for helping us spread the word!

KEEP Play POSITIVE
ODDS ARE YOU'LL HAVE MORE FUN



Other Elements

- Treatment Referral
- Advertising and Marketing Communications
- Stakeholder Engagement
- Reporting and Measuring



Thank you!

Interested in our
Responsible Gaming Advisory Council?
Please email ebatic@HoosierLottery.com
for more information.