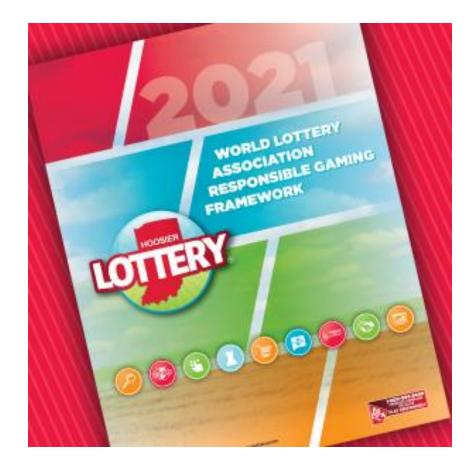
### **Hoosier Lottery's Responsible Gaming Program**

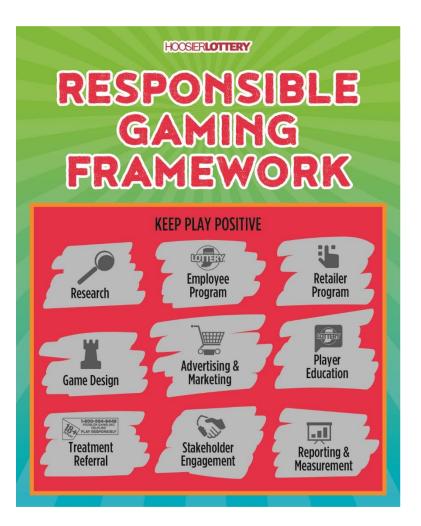
HOOSIER

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

## **World Lottery Association Framework**



## **Responsible Gaming**







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## **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

Construction of the second second

Online Track Your Play Calculator to review spending habits





## Player Education: Positive Play (Campaigns)



MAGINE THAT.



- ×

...

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







**Confidential & Proprietary** 

## **Retailer Training Program**

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



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



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 Raises Awareness of Responsible Gaming

This September, the Hoosier Lottery joined the American Garning Association's Responsible Garning Education Month initiative, expanded this year from one week to one month for programming. With the goal to promote garning literacy and consume education, elevate actions of responsible gambling the Moosie Lottery.

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 Sivis!
- Thank you to the 124 Hoosler 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!





## **Other Elements**

Treatment Referral

AGINE THAT

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



# Thank you!

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