



Responsible Gaming Report | Summer 2018

The Tennessee Education Lottery Corporation (TEL) continues to demonstrate its commitment to Responsible Gaming (RG) throughout its operations. On the heels of its Level 3 RG Certification from the World Lottery Association (WLA), the TEL is pursuing Level 4 Certification. Level 4 demonstrates “continuous improvement,” and only four North American lotteries have achieved this honor.

Using insight from the WLA’s Independent Assessor Panel’s feedback of the Level 3 submission, the TEL continues to enhance its robust program. The following initiatives have been added since November 2015 and clearly demonstrate continuous and creative improvement.

Stakeholder Engagement

- TEL President and CEO Rebecca Hargrove is Chair of the World Lottery Association’s (WLA) Corporate Social Responsibility Committee. She participates and leads a variety of seminars, workshops and conferences that reinforce the vital role RG plays in lotteries worldwide as well as the important role lotteries play in their communities.
- The TEL remains a member of the Tennessee Association of Alcohol, Drug & Other Addiction Services (TAADAS) and made a presentation to its membership about the TEL’s RG program.
- The TEL also participated in a TAADAS Recovery Fair to raise awareness of the TEL’s RG initiatives.
- The TEL contributed to industry media articles about RG in *Public Gaming Research International* magazine, *Insights* (the quarterly publication of the National Association of State and Provincial Lotteries), and the quarterly publication of the WLA.

Retailer Program

- The TEL added RG resources to the Retailer section of tnlottery.com. These include a training video and downloadable list of RG resources.
- Lottery Sales Representatives (LSRs) distributed RG resource cards to more than 5,000 retailers for their stand-alone play stations.
- LSRs conduct quarterly checkups of retailers. An RG component was added to this review to ensure retailers are meeting RG standards, such as:
 - Displaying the REDLINE (24/7 addiction help line) telephone number
 - Displaying signage that reflects the law that no one under the age of 18 is allowed to purchase or redeem Lottery tickets
 - Keeping ticket vending machines in clear sight of clerks, who are also trained about a “kill switch” that is activated if a minor is suspected of attempting to purchase a ticket.
- The TEL is working with IGT to develop a button for the ticket terminal that will print the REDLINE telephone number for a player.

Employee Program

- The TEL’s Board of Directors approved a new Corporate Social Responsibility policy of which Responsible Gaming is a key part.
- The TEL added an RG component to the TEL intranet and Administrative Professionals training.
- The TEL will have an outside expert on Responsible Gaming make a presentation at the Summer 2018 All-Employee Meeting.



Game Design

- The TEL will run a trial of GamGard, a sophisticated software program that analyzes elements of lottery games to identify and remedy addictive qualities.
- The TEL has enhanced RG ticket messaging on the back side of instant tickets. This includes adding color to the Play Responsibly message to highlight it and putting the Under 18 restriction notice in a bold typeface.

Advertising/Marketing Communications

- The TEL created a Play Responsibly logo that is now a prominent part of all marketing campaigns and on other materials such as Retailer Certificates and promotional items.
- The TEL created an Advertising Compliance Worksheet to ensure RG messaging is part of all marketing and advertising campaigns.

Treatment Referral

- The TEL will help raise awareness about a forthcoming confidential text messaging option for those seeking help for problem gambling addiction. This service will be provided through the Tennessee Association of Alcohol, Drug & other Addiction Services. (Estimated to be available in summer 2018.)
- Currently, the TEL directs players to the REDLINE, a 24/7 helpline operated by TAADAS.

REDLINE: 800-889-9789



Insights

- International Gaming Technology (IGT), the TEL's major gaming vendor for drawing-style games and Lottery gaming systems, added RG questions to its quarterly tracking study. Nearly 1,000 players with a variety of frequency of play are asked the following questions:

Does the Tennessee Lottery:

- Design games to appeal to adults and not minors?
 - Actively discourage underage play?
 - Publish the gambling addiction help line telephone number (REDLINE)?
 - Market its games to people of all income levels?
 - Communicate the overall odds of each game?
 - Launch games and run drawings fairly and securely?
 - Respect all ethnic groups?
 - Promote responsible gaming?
 - Create advertising that appeals to adults above the age of 18?
- Scientific Games International (SGI), the TEL's major instant ticket gaming vendor, added similar (but open-ended) RG questions to its focus groups.
 - The TEL surveyed its VIP Players Suite members about responsible gaming messaging. The VIP Players Suite is a free player affinity club that allows players to enter eligible tickets for the chance to win a variety of prizes.
 - The Lottery is monitoring the progress of a University of Memphis Gambling Clinic study about Lottery ticket messaging and will gain insight from the results.
 - A TEL representative is a member of the National Council of Problem Gambling Communications Committee.