



Responsible Gaming Report | 2019

The Tennessee Education Lottery Corporation's (TEL) commitment to Responsible Gaming (RG) is seen throughout its operations and serves as a role model for other jurisdictions throughout the world. This commitment has been recognized by the World Lottery Association (WLA), which awarded the TEL a prestigious Level 4 RG Certification in late 2018. This is the highest level of certification, given to lotteries that "integrate specific responsible gaming programs into day-to-day operations and decision-making" and demonstrate continuous improvement in these areas.

The TEL continues to enhance its robust program through a variety of initiatives. Some of the most recent are outlined below.

Stakeholder/Industry Engagement

- A member of the TEL's Executive Team is part of the WLA's RG Working Group, which plays a vital role in the evolution and maintenance of the global organization's RG programs.
- The TEL maintains an active membership with the Tennessee Association of Alcohol, Drug & Other Addiction Services and the National Council on Problem Gambling.
- The TEL continues to share insights and serve as a mentor to other lotteries.

Retailer Program

- The TEL added a Play Responsibly button to retailer terminals as a subtle way to provide players with the Tennessee REDLINE (24/7 addiction help line) telephone number at the point of purchase.
- Lottery Sales Representatives (LSRs) distributed more than 250,000 RG resource rack cards to retailers throughout the state in 2019.
- LSRs continue compliance reviews that include a checklist component to strengthen documentation that retailers are meeting RG standards.
- Retailer Certificates have been redesigned to include RG messaging.

Employee Program

- The TEL included an interactive RG training component at Administrative Professionals Day and at its Corporate Initiatives, Integrity and Compliance Training in 2019.
- An RG Employee Training video is available on the TEL Intranet.
- The TEL is creating additional programs for the onboarding of new employees to heighten RG awareness.

Game Design

- The WLA awarded the TEL its "Flagship Responsible Gaming Award" in late 2018 for "showcasing best practices and innovation" in designing its games.
- New TEL games are vetted through the award-winning Game Design template.



Advertising/Marketing Communications

- The TEL continues to include the Play Responsibly messaging and logo throughout all advertising and marketing.
- Each marketing campaign is documented for RG compliance through an Advertising Compliance Worksheet.
- The TEL has enhanced its use of social media to communicate RG messages in a creative, interactive format.
- The TEL's redesigned website features a dedicated page for RG resources.

Treatment Referral

- The TEL continues to raise awareness about the Tennessee REDLINE, a 24/7 helpline operated by the Tennessee Association of Alcohol, Drug & Other Addiction Services (TAADAS). The number is affixed to Play Stations at more than 5,000 retailers throughout the state, posted on tnlottery.com, and is part of resource rack cards available at retailers and District Offices.
- TAADAS implemented text-messaging capability in July 2019, and the TEL will add this option to all REDLINE references.

REDLINE: 800-889-9789



Insights

The TEL continues to gain insights through:

- **VIP Players Suite Survey.** The VIP Players Suite is a free player affinity club that gives members an option to participate in surveys. The TEL surveys this captive audience annually to gauge awareness and understanding about its RG messaging.
- **Quarterly Tracking Study.** International Game Technology, the TEL's major gaming vendor for drawing-style games and Lottery gaming systems, includes RG questions in its quarterly tracking study.
- **Scientific Games Focus Groups.** SG, the TEL's major instant ticket gaming vendor, holds regular focus groups that include RG questions.
- **Digital Tracking.** The TEL is tracking visits to the RG section of its website and engagement of its RG social posts.

Sports Gaming

- The TEL is developing RG and responsible advertising requirements to include in the rules and regulations called for in the Tennessee Sports Gaming Act, passed in the spring of 2019.

Play RESPONSIBLY

TNLOTTERY.COM