



Responsible Gaming Report | Summer 2020

The Tennessee Education Lottery Corporation (TEL) is in its second year with the highest level of Responsible Gaming certification (Level 4) from the World Lottery Association. The TEL continues to show its commitment to Responsible Gaming throughout its operations. With feedback received from its Level 4 submission, the TEL is building upon its already strong RG foundation while looking at new ways to measure and advance its program.

Stakeholder Engagement

- The TEL is actively coordinating with the Tennessee Association of Alcohol, Drug & Other Addiction Services (TAADAS) to collect quarterly data on calls and texts to the REDLINE, a 24/7 helpline operated by TAADAS.
- A Responsible Gaming section was added to the TEL's Internal Controls Risk Assessment to ensure appropriate efforts and control measures are in place.
- Quarterly meetings with the Responsible Gaming committee to maintain progress toward a Level 4 recertification from the WLA.
- The Play Responsibly reports from 2018 and 2019 have been uploaded and posted to the TEL website.

Retailer Program

- The TEL monitors weekly Play Responsibly reports produced by retailer terminals and proactively reaches out for more information when the Play Responsibly button usage is comparatively higher.
- During IGT's retailer training program, retailers are shown a video introducing them to problem gaming symptoms and available resources should there be concern about a player.

Game Design

- New TEL games continue to be vetted through the award-winning Game Design template.
- Utilizing previous VIP members' survey data to set a baseline and reissuing the survey as an additional measure of our RG program.

Employee Program

- The TEL developed and deployed a Responsible Gaming Orientation Survey for new employees with a 90-day follow-up to reiterate our RG commitment to employees.
- The TEL is looking at additional training programs for Player Services to better support its partnership with TAADAS to provide feedback from players.





TENNESSEE EDUCATION LOTTERY CORPORATION

Advertising/Marketing Communications

- Participated in after-action calls with the NCPG Communications Committee to identify new strategies to recognize Problem Gambling Awareness Month.
- Working with our advertising agency to track specifically the performance of RG posts across the TEL's social media channels.
- Added our "Play Responsibly" logo to the big checks presented to winners, and the resulting photos appear on our website and social media channels.
- Collecting, tracking and sharing quarterly reports on visits to the RG section of the TEL webpage.

Treatment Referral

- The TEL continues to play an active role with the National Council on Problem Gaming, specifically as a member of its Communications Committee.
- The TEL raises awareness about the Tennessee REDLINE, the 24/7 helpline operated by TAADAS.

REDLINE: 800-889-9789



Insights

- Created key performance indicators from International Gaming Technology (IGT), the TEL's major gaming vendor for drawing-style games and Lottery gaming systems, quarterly tracking study.
- Feedback from Scientific Games' focus groups, held quarterly, included in research efforts useful in the development of the TEL RG program.

Sports Gaming

- The Lottery Board of Directors approved in April the rules and processes to establish and support a responsible and competitive sports wagering program in Tennessee, including an RG portion of the rules.
- A schedule to review marketing and promotional materials has been developed to provide thorough and responsive feedback to operators to ensure RG requirements are maintained.
- Operator applications are reviewed for RG compliance that includes an RG plan with feedback provided as necessary.

Play RESPONSIBLY

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