

NSGC Responsible Gambling Programs

- Responsible gambling programs are initiatives created and / or supported by the Nova Scotia Gaming Corporation (NSGC) for Nova Scotian adults who have reached the age of majority or older. These programs communicate responsible gambling messages in an effort to ensure that those who choose to gamble have the necessary information to make informed decisions.

1. **My-Play System**

- My-Play is a world-first system that provides the following information and tools to video lottery players:
 - ▶ Access to historical information on the total money spent and time played for a period of a day, week, month, or year;
 - ▶ Access to in-progress play activity information, including the amount of money deposited and the amount cashed out in the current play session;
 - ▶ Ability to set a spending limit for a day, week, month, or year;
 - ▶ Ability to set a time limit for a set amount of hours per day, week, month, or year; and,
 - ▶ Ability to stop play immediately for 24, 48, or 72 hours.
- Research was completed on this concept in 2005-06, with excellent results: 71% of those who enrolled used one of the player tools; 65% continued to use the tools in additional play sessions; 89% found the process quick and easy; and 66% said they would recommend the My-Play System to others.
- Since the summer of 2010, the My-Play System has been available to players on all video lottery terminals in the province.

2. **Responsible Gambling Awareness Week**

- In 2001-02, Nova Scotia became the first jurisdiction in North America to launch a *Responsible Gambling Awareness Week (RGAW)*. RGAW is one of the largest of NSGC's initiatives that works to foster responsible gambling across the province and includes the delivery of numerous community events and programs.
- The hallmark event of the Week is a two-day Responsible Gambling Conference, which features

world-renowned guest speakers and focuses on responsible gambling and social responsibility within the gaming industry. Other events that take place include the *Interactive Community Education Display (ICED)*, the Responsible Gambling Council's high school drama and university and community college programs, and events surrounding the Responsible Gambling Resource Centres at the Halifax and Sydney casinos.

- In 2010 RGAW reached over 55,000 people with responsible gambling messages and an earned media reach of 630,000.
 - Results: 61% of Nova Scotia respondents recalled seeing or hearing about responsible gambling during RGAW; 24% could name two responsible gambling behaviours unaided; 84% of respondents support RGAW; and 72% think that RGAW demonstrates Nova Scotia's commitment to responsible gambling.
- ### 3. **Responsible Gambling Resource Centre**
- NSGC started the province's first on-site Responsible Gambling Resource Centre (RGRC) at the Halifax Casino in 2005-06, and in Sydney in 2006-07. The purpose of the Centre is to provide relevant and useful information about responsible gambling and problem gambling, as well as linkages to treatment and services in the community.
 - To date in 2011-12, the RGRCs welcomed over 1,466 visitors, bringing total visitation since 2005-06 to approximately 24,827.
 - Results: 85% of RGRC visitors reported an increase in awareness and knowledge of responsible gambling after visiting the RGRC; 78% felt staff interaction was relevant; 85% thought staff interaction was helpful; and 100% felt the RGRC was a valuable resource to have at the casino.

4. **Know the Score**

- *Know the Score (KTS)*, developed by the Responsible Gambling Council, has been supported by NSGC since 2004-05. This interactive, peer-led program is offered on community college and university campuses and is designed to give people between the ages of 19 and 24 the facts about

FACT SHEET

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October 2011

games of chance and to provide them with information on local resources.

- In 2010-11, *KTS* reached 4,700 students. Since its inception, the program has reached 38,500 Nova Scotia students.
- Results: 97% thought the program was a good way to get information to students; 67% indicated that their participation in the program increased their awareness of responsible gambling behaviours and ways to keep gambling fun; 70% indicated that the program increased their awareness of local problem gambling services; and 97% believed that providing information to young adults about the risks of gambling is important.

5. ***Ticket Lottery Retailer Responsible Gambling Training Program***

- NSGC created a program for employees of the 1,068 businesses that offer ticket lottery products. This annual education program provides retailers with information to support players in making informed decisions when playing ticket lottery products.
- As of March 31, 2011, 100% of retailers completed the program.
- Results: 97% of participants thought the training was valuable and relevant; 98% were confident that they would be able to apply the skills and strategies learned from the training; and 100% of retailers recalled a minimum of 3 responsible gambling messages 3 months after the training.

6. ***Video Lottery Retailer Responsible Gambling Training Program***

- NSGC created the Video Lottery Retailer Responsible Gambling Training Program in 1999-2000 and updated it in 2008-09. The program educates video lottery retailers and their staff about responsible gambling and how to support players in making informed decisions when playing video lottery.
- The training is offered annually and as of March 31, 2011, 100% of the 342 video lottery retailers have completed the annual training.

- Results: On average, scores improved from 74% on the pre-training quiz to 92% on the post-training quiz and 86% of participants agreed that the training material was valuable and relevant.

7. ***Mobile Access to Responsible Gambling Information***

- In 2006-07, the *Mobile Access to Responsible Gambling Information (MARGI)*, developed by the Responsible Gambling Council, became a Canadian first in both Casino Nova Scotia locations: Halifax and Sydney. *MARGI* is a stand-alone kiosk that provides players with interactive tools and information intended to assist them in making informed gambling decisions.
- In 2010-11, over 2,500 casino visitors used *MARGI* to learn about responsible gambling, bringing total number of users to over 22,300 since 2006-07.
- Results: 75% of casino patrons thought *MARGI* was extremely informative; 70% thought it increased their awareness of where to get help if they had a problem; 69% agreed that *MARGI* provided them with information that would help them make informed decisions about their future gambling; and almost 65% agreed that the kiosk increased their awareness of ways to keep gambling fun.

8. ***GamTalk***

- Through its financial support, NSGC led the introduction of *GamTalk* in 2008-09, the first national online peer-based support service in Canada for those who gamble. *GamTalk* was developed by Dr. Richard Wood and is supported by a team of moderators and technical experts. It is a free forum operated as an independent non-profit organization within Canada.
- As of September 30, 2011, there are 8,500 *GamTalk* members.
- Results: 64% of users felt better informed about their own gambling behaviour after using *GamTalk*; 79% felt more informed about gambling issues; and 79% became aware of other support services that are available.

FACT SHEET

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October 2011

9. *Interactive Community Education Display*

- The *Interactive Community Education Display (ICED)*, created by NSGC in 2004-05, is a portable display that includes interactive educational components and is used to raise awareness about the risks of gambling and ways to gamble responsibly.
- *ICED* has reached 6,474 individuals across the province since 2004-05.
- Results: 98% of participants thought that *ICED* provided useful information; 61% of participants learned something new about responsible gambling from visiting *ICED*; and 94% of participants thought that *ICED* was an effective way to engage Nova Scotians about the importance of gambling responsibly.

10. *Responsible Gambling Resource Website*

- In 2008-09, NSGC launched yourbestbet.ca, a world-first responsible gambling website dedicated to providing the public and players with important information to make informed decisions and help prevent gambling problems before they start. The detailed informational and educational content was developed by independent experts. The website can also be viewed through nsgc.ca.
- In 2010-11, there were 1,986 unique visitors to the responsible gambling website.

11. *Responsible Gambling Information Program*

- In 2008-09, a new Responsible Gambling Information Program was developed to replace the existing *Play by Play* brochure series which was developed in 2005-06. The Program consists of five brochures, four of which are available at Casino Nova Scotia locations, and three are distributed to video lottery sites. The brochures are intended to dispel myths, provide factual information and offer tools and tips to facilitate responsible gambling choices.
- To date, nearly 163,000 brochures related to responsible gambling have been distributed in Nova Scotia.

12. *Player's Edge*

- NSGC has been supporting The Responsible Gambling Council's *Player's Edge Program* since 2008-09. This two-disk set includes a DVD providing information about many of the games offered at casinos, as well as an interactive CD-ROM that allows casino patrons to observe the possible outcomes of their play.
- 141 copies of *Player's Edge* were distributed to players through the Responsible Gambling Resource Centres at the Halifax and Sydney casinos during 2010-11.