

RESPONSIBLE GAMBLING

♦♦ Progress Report 2011/12

♦♦ Player Education and Support

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2013
Social Marketing Campaign Integrate a player-focused RG marketing campaign, <i>It Pays to Know</i> , and related collateral across Gaming and Lottery division. Educate players on: • Myths and facts • Safe gambling tips • Available support services	Complete	Increased reach of <i>It Pays to Know</i> using digital signage and printed materials across all gaming sites, lottery retail locations, and treatment providers. Research showed a ten per cent, year-over-year increase in campaign awareness.	Continue expanding the reach of the <i>It Pays to Know</i> marketing campaign across all lines of business, including Charitable Gaming and Bingo.
RG Marketing Promotion Engage players with RG information through interactive touch screen kiosks across all lines of business.	Complete	Attracted over 46,000 players, across OLG Slots and Casinos, Charitable Gaming Centres, and Lottery Prize Centre. Over 13,000 participants consented to receive RG information and materials on an ongoing basis.	Continued expansion of RG marketing promotion. Grow RG email database by ten per cent.
Responsible Gambling Resource Centres (RGRCs) Provide patrons with on-site access to information on safer gambling practices as well as assistance and local referrals for help with gambling-related problems.	Complete	Organized and implemented educational events at all gaming sites to educate players about common RG myths and provide additional information about how the games work. Over 80,000 individuals participated in an RGRC educational event. Introduced new interactive educational RG features at Responsible Gambling Resource Centres.	Ongoing educational events.
KnowYourLimit.ca Update Refresh the content and improve the navigational design of KnowYourLimit.ca.	Complete	KnowYourLimit.ca evolved from a static RG portal to an interactive hub of RG tools, games and resources. Year-over-year page views increased 20 per cent, while the number of unique visitors increased by 32 per cent.	Ongoing introduction of new interactive tools and RG promotions.

◆◆ Employee Engagement

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Development of RG Training for Charitable Gaming and Bingo Work with Centre for Addiction and Mental Health (CAMH) to design and deliver training for Charitable Gaming employees in recognizing, responding and reporting on red-flag player behaviour.	Complete	Developed RG training for all Charitable Gaming and Bingo employees in partnership with CAMH. Ongoing training for new hires and new managers was ongoing.	OLG Charitable Gaming and Bingo Centre customer facing employees to receive this mandatory RG training.
RG Training for Gaming Work with Centre for Addiction and Mental Health (CAMH) to design and deliver training for gaming employees in recognizing, responding and reporting on red-flag player behaviour.	Complete	Disseminated reinforcement materials through all site RG Champions and Site Teams. RG Site Teams posted new RG content and encouraged peers to engage in RG promotions occurring at the site. Advanced RG training for new hires and new managers was ongoing.	Ongoing training of new hires and reinforcement activities to continue.
RG Training for Lottery Train key lottery personnel to increase awareness of problem gambling signs and ways to support retailers and players with RG questions or concerns.	Complete	Provided RG reinforcement to 12 Sales and 16 Inside Sales employees. Reinforcement included an RG Overview of Problem Gambling Red Flag Behaviors, Myths and Lies, and Support for retailers. Objective was to familiarize OLG's Lottery division with RG information for retailers. Reinforcement information was provided to approximately 8,900 retailers over the course of 2011-2012.	Reinforcement activities to continue.
Retailer Training RG information and support for over 10,000 retailers who sell, handle and validate OLG lottery products.	Complete	Developed RG internet navigation boxes that leverage existing intranet accounts of major lottery retail stores to communicate RG messages. The navigation boxes click through to a retailer RG reinforcement page of KnowYourLimit.ca.	To be distributed to retailers in Fiscal 2013.
Protocol for Customer 'Threatening Harm' Developed for managing and containing crisis when a player is experiencing distress.	Complete	Established defined roles and responsibilities for customer facing employees, OLG support centre, and emergency crisis response teams.	Continued reinforcement of roles and responsibilities for customer facing employees.
RG Site Teams Comprised of five to ten employees at each site, teams reinforce RG training, discuss RG issues, and share tips and feedback for how to best promote RG at the site.	Complete	RG Site Teams established over 120 initiatives, 91 of which were completed in Fiscal 2012, such as inviting a local treatment provider to visit the site and attend an RG Team meeting. Each gaming site has an RG Champion to lead the RG Site Team and be the primary RG point of contact. RG team meetings were held on a bimonthly basis. Monthly RG Communications were distributed across all sites.	RG Team meetings will continue on a quarterly basis throughout Fiscal 2013. RG Teams will support RG Training reinforcement tactics. Teams will work towards completion of current and new site-specific initiatives.

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RG Interaction Database Database enables gaming employees to report observed RG concerns and indicate how they respond to the situation.	Complete	Surpassed 1,000 RG interactions reported in 2011-12. Used interaction data to inform topics for monthly communications to all gaming employees. Fatigue Impairment and Comments about Overspending represented the two leading red-flags identified by gaming employees.	Use interaction reports to inform RG messaging and reinforcement strategies for gaming employees.
RGRC Employee Engagement As a complement to OLG's own RG training, RGRC staff meet, share information and support OLG employees.	Complete	RGRC staff participated in 21 all-employee meetings, 118 pre-shift meetings at 21 venues, and 101 RG Team meetings, totaling over 267 points of contact. Increased touch points between RGRC staff and site employees has contributed to a 50 per cent year-over-year increase in referrals to the RGRCs.	Encourage ongoing participation by RGRC staff in employee support and assistance.

♦♦ Self-Exclusion

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2013
Off-Site Self-Exclusion Registration Enable people to register for Self-Exclusion(SE) at the offices of treatment providers and credit counselors.	Complete	Continued promotion of Off-Site Self-Exclusion. Over 130 individuals have registered for Self-Exclusion at an off-site location.	Ongoing delivery of SE registration at the offices of treatment providers and credit counselors. Establish additional treatment provider locations across the province to participate in off-site registration.
Off-Site Self-Exclusion Media Campaign Promote the partnership between OLG and local treatment providers and the availability of Self-Exclusion registration outside of gaming sites.	Complete	Launched first-ever co-branded education campaign with the provincial treatment community to advertise the availability of Off-Site Self-Exclusion in local communities. Advertisements were featured in 60 local newspapers, on eight high-traffic websites, and across 534 medical/health waiting rooms across the province. KnowYourLimit.ca Self-Exclusion page views increased by 76 per cent as a result of this campaign.	Ongoing promotion of Off-Site Self-Exclusion using digital signage at gaming sites.
Facial Recognition Technology that works to deter breach attempts by detecting SE patrons who attempt to enter OLG facilities.	Complete	Installed Facial Recognition technology at all OLG-operated gaming sites. Since the introduction of Facial Recognition technology, total annual detection rates from Fiscal 2010 to Fiscal 2012 have increased by 87 per cent.	Ongoing evaluation of detection rates at gaming sites, using technical reviews.
Translation of Self-Exclusion Information Translate OLG's printed material into Punjabi, Vietnamese, Tagalog, Spanish, and Portuguese.	Complete	Self-Exclusion brochures have now been printed into seven languages ensuring program details are more easily accessible to an ethnically diverse audience.	Translate the contents of Self-Exclusion materials into additional languages.

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Charitable Gaming and Bingo Risk Assessment for Game Design Use software application to identify the fundamental structural and situational characteristics of a game, based on a weighted scoring system that evaluates potential impact for at-risk players.	Complete	Tested six session bingo games using GAM-GaRD software, for traditional paper bingo and electronic bingo products. Use results to inform RG program in Charitable Gaming and Bingo.	Ongoing use of software for the assessment of new electronic charitable gaming products.
Lottery Risk Assessment for New Games Use software application to identify the fundamental structural and situational characteristics of a game, based on a weighted scoring system that evaluates potential impact for at-risk players.	Complete	Tested all new lottery products using GAM-GaRD software.	Ongoing use of software for the assessment of new games.
Responsible Gambling Data Analytics Develop a Responsible Gambling Data Analytics tool that will be used to identify risk rating of players, both online and as part of OLG's new Gaming Management system.	In progress	Completed Request for Pre-Qualification for technical vendors. Next step in procurement process is to develop a model for determining risk and demonstrate accuracy.	Complete Request for Proposal and begin integration of Data Analytics to determine level of risk.
RG Player Control Features on Winner Circle Cards Step 1 in providing tools for players to monitor and set limits on the amount of time and money they spend while gambling, and provide access to RG information.	Complete	Developed RG business requirements to be embedded within the Gaming Management System (GMS) set to be launched in Fiscal 2014.	Select vendor and begin work defining RG features.
iGaming Player Control Tools and Design Step 1 in providing online tools for players to monitor and set limits on the amount of time and money they spend gambling, and provide access to RG information.	Complete	Included RG business requirements in the Request for Proposals for OLG's iGaming platform. RG requirements were developed following extensive collaboration with RG stakeholders and jurisdictional best practice research. RG requirements include player control tools, on-screen design elements, and communication of RG messaging.	Select vendor and begin work to build RG features.

◆◆ Stakeholder Relations

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Treatment Provider Engagement Promote RG and direct customers with gambling-related problems to the appropriate treatment services across Ontario.	Complete	Distributed RG information packages to over 75 treatment providers and credit counselors across Ontario. Conducted an online survey of treatment providers to determine key areas of engagement. Received an average response rate of 40 per cent.	Ongoing engagement with treatment providers. Continue the annual survey of treatment providers to ensure OLG's RG programming is well understood and accessible province-wide.
Community Engagement Promote RG and problem gambling treatment services to the general public and local community groups.	Complete	Over 10 presentations and discussions at a variety of conferences and community events. Introduced RG Spotlight In Your Community feature on KnowYourLimit.ca which allows community groups to request RG presentations by OLG.	Promote the RG Spotlight In Your Community feature online and via mail outs to community groups across the province.

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Charitable Gaming – Focus Group Research Work with the Centre for Addiction and Mental Health (CAMH) to conduct focus group research with customer facing employees and managers about their experiences and knowledge of problem gambling.	Complete	This initiative represents the first of its kind qualitative research on problem gambling issues within charitable gaming and bingo venues. Results informed the development of the province's first in-depth, Responsible Gambling training program for charitable gaming and bingo employees.	Charitable Gaming and Bingo employees will be asked to voluntarily participate in a follow-up study administered by independent researchers to evaluate the training.
RG Player Awareness Study Administer annual player survey to track player awareness and knowledge on RG concepts and behaviours.	Complete	Completed Annual Player Awareness Study, and introduced a new method of analysis, segmenting by player type. Those surveyed were segmented by lottery and/or gaming players, as well as frequency of play.	Results from the Annual Player Awareness Study are used to inform RG messaging and program development.

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Site Access for Independent Researchers Supported the following studies in Fiscal 2012:				
1	Educating Slot Players on Spending & Evaluating ATM use Researchers: Dixon and Harrigan, University of Waterloo	Complete	Provided site access at Western Fair and Flamboro	Researchers to complete final reports.
2	Understanding Wins, Losses, Near Misses: Researchers: Harrigan and Dixon	In progress	Provided site access at Grand River	
3	Impulse and reward dependence in pathological gambling Researchers: Stead, Wohl, Anisman, Matheson of Carleton University	In progress	Provided site access at Rideau	

◆◆ Evaluation and Benchmarking

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Public Reporting: - Measuring Awareness and Outcomes - RG Scorecard - RG Progress Report	<i>Complete</i>	Produced and published public reports on all aspects of OLG's RG program. Adapted an RG Scorecard from OLG's larger RG metrics document. This is a new method for reporting key indicators across all lines of business.	Ongoing reporting on all aspects of RG program.
RG Check Seeking accreditation for new world-class RG standard for land-based gaming, developed by the Responsible Gambling Council.	<i>In progress</i>	Completed RG Check at three gaming sites. Reports to be received in Fiscal 2013.	Ongoing RG audits of additional gaming sites.



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