



Oregon State Lottery

Responsible Gaming Code of Practice

Revised: March 2021



**OREGON
LOTTERY®**

Together, we do good things.

INTRODUCTION

Our Approach

The Oregon State Lottery developed its Responsible Gaming Code of Practice using a combination of stakeholder interviews, research & analysis of best in class Codes of Practice from a variety of jurisdictions, and consultation with leading researchers in the responsible gaming and problem gambling fields.

The Oregon State Lottery's Code of Practice considers and acknowledges the specific business model of the Oregon State Lottery, which relies heavily on a wide area network of retail outlets. The Lottery has adopted best practices from other business models and modified them to best address our products and distribution channels.

We consider this Code of Practice to be dynamic and anticipate developing new practices in response to emerging research, evolutions in gaming technology, emerging market trends, and new game introductions. Once adopted, the Lottery will review the Responsible Gaming Code of Practice annually to ensure relevancy and consideration of current research and trends.

Purpose

Responsible practices ensure that the Lottery's business is conducted in ways intended to minimize harm caused by gambling to individuals, families, and communities. The Oregon State Lottery Responsible Gaming Code of Practice provides a proactive approach to the promotion of responsible gaming practices. The code includes details of how the Lottery plans to implement its values as well as guidance to staff on ethical standards and how to achieve them. The code provides a structure for Lottery employees and those who distribute and sell Lottery products to promote responsible gaming practices.

What is Responsible Gaming?

Responsible gaming is the provision of safe, socially responsible, and supportive gambling environments where the potential for harm associated with gambling is minimized and people can make informed decisions about their participation in gambling. Responsible gaming is the result of the collective actions and shared ownership of the issue by individuals, communities, the gambling industry and government. Responsible gaming is for all players, all the time.

What is Problem Gambling?

People take part in gambling because they enjoy it and obtain benefits from participating. For most people, gambling is generally a positive experience. However, for a minority, gambling is associated with difficulties of varying severity and duration. Experiencing severe difficulties with gambling is recognized as an addictive disorder similar to alcohol or nicotine dependence. Less severe than disordered gambling, problem gambling affects more players and is characterized by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, their family, or for the community.

Gaming Offered by the Oregon State Lottery

The Oregon State Lottery offers different types of gambling product lines. The practices set forth in the code will be applied as appropriate across these product lines.

Retail Channel: Products available -

- **Video LotterySM**: Line and poker games offered through a wide-area network of over 2,000 on-premise (bar, tavern, restaurant, and limited menu) retailers.

- **Scratch-it'sSM**: Offered at both on-premise and off-premise (convenience and grocery) retailers.
- **Draw games**: Multi-state games including Powerball® and Mega Millions®, as well as Oregon specific games offered at both on-premise and off-premise retailers.
- **Keno**: A monitor game offered at both on-premise and off-premise retailers.

On-line Channel: Product[s] available

- **Oregon Lottery Scoreboard**: Online sportsbook offering wagering options for a wide variety of sports and bet styles.

Guiding Principles

The Oregon Lottery provides an entertainment option for Oregonians while Lottery profits provide necessary funding for Oregon's infrastructure, job creation, public education, and the environment. However, the Lottery recognizes that gambling can be done to excess and cause harm to individual players, their families and others in the community.

Oregon Lottery's games are available for customers 18+ or 21+ depending on the game. While the Lottery respects its customers' autonomy and the right to make their own decisions regarding legal forms of entertainment, the Lottery's commitment is to provide information and tools that help its customers make informed choices to enjoy Lottery games in a responsible way.

The Lottery is committed to ensuring that players and their families know how to access treatment for problem gambling, and that they understand treatment is free, confidential, and effective. This includes a commitment to ensuring that diversity and cultural relevancy are considered in applicable provisions in the Code of Practice.

The Lottery will devote energy, funding and resources where these will have the most positive impact on the promotion of responsible gaming practices and awareness of problem gambling resources. In addition to these guiding principles, the Oregon State Lottery recognizes important underlying values that inform our activities. These include a commitment to the communities in which it operates, engagement with the Responsible Gaming and Problem Gambling communities; measuring and reporting performance and engaging in ongoing review and improvement.

Outcomes

The Code of Practice aims to achieve the following outcomes:

- Ensure that individuals, communities, retailers, Oregon Lottery staff, the Oregon Lottery Commission, vendors, and government have a shared understanding of effective responsible gaming practices.
- Identify evidence-based best practices and apply these as appropriate to Oregon Lottery responsible gaming practices.
- Consider evidence-based best practices and apply these appropriately to new and emerging games and technologies.
- Assist players to make informed decisions about their gambling participation.
- Ensure that people adversely affected by gambling have knowledge of and access to timely, appropriate assistance and information.
- Help people adversely affected by gambling seek treatment.

Accountability

The Oregon State Lottery is accountable for ensuring and communicating adherence to and progress on relevant practices contained in the Code of Practice. The Lottery will regularly evaluate and monitor the effectiveness of the Code of Practice using both internal monitoring and independent assessments.

The Lottery will endeavor to achieve and maintain relevant, independent industry accreditations and certifications for the responsible gaming and problem gambling resource awareness programs. The Lottery will identify key performance metrics, establish performance goals, and report performance to goal annually.

Practices

The Responsible Gaming Code of Practice commits the Lottery to implement and adhere to responsible gaming practices, with a particular focus in the following areas:

1. Investment in Research
2. Employee Engagement
3. Stakeholder Engagement
4. Retailer Engagement
5. Retail Gaming
6. Online Gaming
7. Player Education
8. Treatment & Referrals
9. Advertising and Promotion

Practice 1: Investment in Research

The Lottery will rely on research to inform all areas of the responsible gaming and problem gambling resource awareness efforts. Values informing the research efforts of the Lottery include ensuring the independence of investigators, including their interpretation of the results of research activities; providing adequate funding to support high-quality research efforts; and protecting the rights of human subjects.

Oregon Lottery will:

- 1.1 Consult with public health, and other subject matter experts to review and analyze evidence-based best practices and identify applications for the Lottery. The Lottery will carry this out by engaging consultants and participating in problem/responsible gaming industry events and conferences.
- 1.2 Work cross-jurisdictionally to assess current responsible gaming programs and their applicability for the Oregon Lottery.
- 1.3 Work with gaming technology, system, platform and equipment providers to review and analyze available and emerging technologies/equipment and opportunities and impact for responsible gaming practices.
- 1.4 Invest in research studies designed to gather data to inform responsible gaming programs and problem gambling resource awareness. This will vary based on the objective but may include surveys and studies designed to understand prevalence, player behavior, advertising concept and messaging, resource awareness and other topics as appropriate.

Practice 2: Employee Engagement

Ensuring that Lottery employees are engaged in the Responsible Gaming Program is critical to the success of the program. Values informing employee engagement include educating employees about the

importance of responsible gaming as part of the Oregon Lottery brand promise, training employees in how to promote responsible gaming, and educating employees about problem gambling and available resources for assistance.

The Lottery will engage employees on a formal and informal basis consistently throughout the year and:

- 2.1. Include staff from a variety of functional areas in the development and annual review of the Code of Practice.
- 2.2. Include goals associated with responsible gaming initiatives in Lottery key performance measures.
- 2.3. Require yearly acknowledgment of the Code of Practice as part of the annual review process.
- 2.4. Communicate responsible gaming initiatives and results to the agency.
- 2.5. Include responsible gaming training in employee onboarding.
- 2.6. Include staff in the design of relevant responsible gaming training and measure the impact on employee engagement.
- 2.7. Provide all staff with training designed to ensure knowledge and confidence in directing people to responsible gaming information and problem gambling help resources.
- 2.8. Provide player and retailer facing staff with enhanced training support as appropriate.
- 2.9. Provide third party call center staff with employee responsible gaming training.

Practice 3: Stakeholder Engagement

The importance of fully engaging the widest possible range of stakeholders in the responsible implementation of Lottery games is fundamental to Lottery delivering a sustainable revenue for Oregon. Values informing this engagement include identifying all likely stakeholders; opening channels of communication with stakeholders; fostering relationships with stakeholders; and providing regular opportunities for feedback from stakeholders in the development and implementation of Lottery products and outreach.

The Lottery has identified key stakeholders in the Responsible Gaming Program, including the Oregon Health Authority, the Oregon Legislature, the Oregon Lottery Commission, employees, players, problem gamblers, our beneficiaries, retailers, community leaders, treatment and prevention community, recovery community, industry experts and vendors.

Oregon Lottery will:

- 3.1 Establish opportunities for feedback from representatives of key stakeholder groups to discuss Lottery's current and proposed game portfolio and approach to customer outreach.
- 3.2 Maintain a visible presence with responsible gaming/problem gambling entities to enable collaboration on goals and strategies relative to responsible gaming/problem gambling initiatives. This includes board memberships in local and national RG/PG organizations (i.e. National and Oregon Council on Problem Gambling) and work with groups like the Oregon Health Authority, Multi-cultural Advisory Committee, among others.
- 3.3 Include responsible gaming and problem gambling updates at commission meetings.
- 3.4 Provide staff expertise and funding to Oregon Health Authority to enable the development, execution and distribution of tools designed to provide information and access to problem gambling treatment resources.
- 3.5 Engage cross jurisdictionally, and nationally to ensure visibility into emerging trends. This includes, North American Association of State and Provincial Lotteries (NASPL), World Lottery Association (WLA) National Council on Problem Gambling [NCPG], International Center for Responsible Gaming [ICRG] and others.

Practice 4: Retailer Engagement

The Lottery sells products at approximately 4,000 retailers statewide. Retailers operate a variety of business types, including bars, restaurants, grocery, and convenience stores. Retailers operate under contracts, which cannot be prescriptive relative to total business operations. The Lottery understands and acknowledges the challenge associated with training frontline retail and service employees due to high turnover and low engagement. All this considered, Lottery recognizes and promotes a shared responsibility with our retailers for the promotion of responsible gaming practices and awareness of problem gambling resources.

Values informing retailer engagement include a commitment to ongoing education of retailers and their staff not only about responsible gaming practices but also about providing a physical environment conducive to responsible play.

Oregon Lottery will:

- 4.1 Work with the Lottery retailer advisory groups and influencers to ensure the retailers understand their role in the promotion of responsible gaming practices and problem gambling resource awareness.
- 4.2 Supply and require retailers to display prominently problem gambling resource materials including posters, pamphlets and stickers. The Lottery will audit for compliance.
- 4.3 Provide retailers with materials and access to information including those things that explain the nature of games, game rules and odds or returns to players.
- 4.4 Develop mechanisms and improve outreach to retailers in order to provide appropriate and ongoing responsible gaming training to employees who provide gambling products to customers.
 - 4.4.1 Require all key persons, and any employees who actively sell or help facilitate play of Traditional & Video Lottery games to receive Lottery supplied responsible gaming training online or as part of a retailer on-boarding program.
 - 4.4.2 Collaborate with industry organizations to leverage existing resources and create additional training opportunities.
 - 4.4.3 Develop multi-cultural training for retailers and employees.
- 4.5 Communicate requirements and best practices relative to the retailer physical environment and player/retailer interaction.
 - 4.5.1 Prohibit minors in designated gambling areas.
 - 4.5.2 Follow Lottery line-of-sight guidelines.
 - 4.5.3 Make a best effort to prohibit customers who are openly intoxicated from continuing to gamble.
 - 4.5.4 Provide hospitality services and make players aware of the passage of time to encourage breaks in play.
 - 4.5.5 Do not provide credit or lend money for the purposes of gambling.

Practice 5: Retail Gaming

The Lottery will apply evidence-based responsible gaming considerations when designing or selecting features and configurations of lottery games, platforms, and gaming equipment for the retail channel. Values informing selection of game and equipment features include ability to inform players about the games, ability to provide players with information about their play, ability to provide information on

problem gambling resources and ability to offer opportunities for breaks in play. As Lottery considers new games and technologies, they will be evaluated based on these responsible gaming values.

- 5.1 Vendor selection: Lottery will seek to work with vendors who demonstrate a commitment to continuous improvement in offering integrated responsible gaming features in their games, systems, and equipment.
- 5.2 Leverage gaming equipment (Lottery vending machines/ Video Lottery terminals for example): offer both game and responsible gaming information via Lottery gaming equipment. This will change over time and vary by gaming platform. Equipment/Systems that are limited to anonymous play should consider:
 - 5.2.1 Age verification
 - 5.2.2 Game information, including information on odds and payouts.
 - 5.2.3 Relevant responsible gaming information/messaging.
 - 5.2.4 Prominently displayed problem gambling resource information.
- 5.3 In addition to features listed above (5.2), when/if equipment/systems provide ability for account-based play the following tools should be considered:
 - 5.3.1 Self-assessment tools
 - 5.3.2 Voluntary pre-commitment tools (limit setting)
 - 5.3.3 Account history, including cumulative spend
 - 5.3.4 Time out and/or self-exclusion options

Practice 6: Online Gaming

Offering Lottery games via online channels presents both additional risks for players and additional opportunities to offer players information and self-protection tools. Understanding that commitments detailed elsewhere in this Code of Practice apply to online gaming, Lottery recognizes an increased responsibility to leverage technology to reach known players with relevant and timely information about their play; engage with players to develop and deliver useful tools and programs and to ensure access to channel specific help and resources.

Online gaming channels will:

- 6.1 Vendor selection: Lottery will seek to work with vendors who demonstrate a commitment to continuous improvement to integrating responsible gaming features in their games and platforms.
- 6.2 Require age verification
- 6.3 Provide responsible gaming features and tools like:
 - 6.3.1 Self-assessment tools
 - 6.3.2 Voluntary pre-commitment tools (limit setting)
 - 6.3.3 Account history, including cumulative spend
 - 6.3.4 Time out and/or self-exclusion options
- 6.4 Treatment and resource information will be prominent on all Lottery website and applications. Options will be provided to connect directly with treatment resources.
- 6.5 Proactive RG messaging: all players will receive routine responsible gaming messaging encouraging use of tools and promoting responsible gaming behaviors.

Practice 7: Player Education

The Lottery is committed to providing players with the information they need to make informed choices about their lottery play and to support players in taking personal responsibility for their lottery play. This is

best accomplished by integrating the responsible gaming messaging into a variety of communications and disseminating the information both broadly and specifically to at-risk communities.

Values informing player messaging include incorporation of empirical evidence of effective messaging and regular assessment of the impact of different messages on player behavior. As new channels and gaming system technologies continue to become available, the Lottery will evaluate opportunities to support informed decision making by providing players with information regarding their play on Lottery digital platforms and on Lottery gaming equipment at retail locations.

- 7.1 Develop robust web app and video content, including risk assessments, how to play, and “self-management” tools.
- 7.2 Communicate responsible gaming practices broadly across all media channels and integrate responsible gaming messages into promotional messages.
- 7.3 Communicate odds and payouts in an easy-to-understand way.
- 7.4 Provide links to additional information including the helpline number 877-MYLIMIT and the opgr.org website on Lottery websites, social media platforms and all mobile applications.
- 7.5 Participate in third party responsible gaming information programs such as the McGill responsible Holiday Scratch-It campaigns.

Practice 8: Treatment & Referrals

The Oregon Lottery plays a vital role in the treatment referral ecosystem. While our partners at the Oregon Health Authority administer the funds and manage the service system, it is Lottery’s role to ensure that players and those affected by problem gambling know about available resources and how to access them.

We recognize the need to consistently and broadly promote the availability of treatment to ensure that when people are ready, the information is easy to access and that they know it is free, confidential and effective. This includes a commitment to ensuring that diversity and cultural relevancy are considered when developing communications.

Oregon Lottery will:

- 8.1 Provide helpline information on printed gaming tickets and on gaming equipment; digital, print, and out of home advertising; and on Lottery website and mobile applications as appropriate.
- 8.2 Dedicate annual budget to Omni Channel marketing designed to create and maintain awareness of free treatment resources.
- 8.3 Dedicate sufficient budget to achieve reach and frequency necessary to advance awareness goals for problem gambling resource awareness.
- 8.4 Conduct outreach with the recovery community to help develop effective treatment and referral messaging.

Practice 9: Advertising and Promotion

Responsible advertising and marketing include avoiding marketing to vulnerable groups in the population; avoiding communications that appeal specifically to vulnerable groups (especially underage players) and accurately representing the odds of winning.

Oregon Lottery will:

- 9.1 Seek subject matter expertise in the development of responsible and problem gambling advertising messages and concepts. Validate new creative concepts with the responsible gaming community.

- 9.2 Use verification tools to minimize product and promotional advertising exposure to minors and others.
 - 9.2.1 Outdoor Advertising Association of America Codes for placement of outdoor advertising.
 - 9.2.2 COMSCORE, a media planning and analysis tool, to select and verify media with 70 percent or more of readership/viewership above 18.
 - 9.2.3 Viewers who visit our problem gambling related digital sites are added to a list which excludes them from receiving Lottery product advertising on applicable digital channels.
- 9.3 Test and refine responsible and problem gambling advertising to optimize efficiency and regularly analyze and report results.
- 9.4 Incorporate responsible gaming messages into product and promotional advertising, whenever appropriate.
- 9.5 Create advertising to effectively reach multi-cultural audiences culturally and linguistically.
- 9.6 Ensure that product advertising and promotional materials:
 - 9.6.1 Accurately represent the probability of winning a prize.
 - 9.6.2 Are not implicitly or explicitly directed at minors or disadvantaged groups.