

**Department of Health and Human Services (DHHS)
Advisory Committee on Problem Gambling (ACPG)
Public Awareness Workgroup**

Draft Meeting Minutes July 16, 2018

Meeting Location

Held via teleconference with physical location of 4126 Technology Way, Suite 102, Carson City, NV

Members Present

Alan Feldman
Carol O'Hare
Carolene Layugan
Connie Jones
Denise Quirk
Ryan Gerchman

Members Absent

Jeff Marotta

Also Present

Rory Reed, Mental Health Counseling and Consulting
Cynthia Smith, Lori Follett and Cathy Council, Office of Community Partnerships and Grants (OCPG)

I. Call to Order, Welcome Introductions and Announcements

Alan Feldman, Chair of the Advisory Committee on Problem Gambling (ACPG), Public Awareness Workgroup, called the meeting to order at 10:00 am. Attendees on the phone introduced themselves and a quorum was confirmed.

II. Public Comment

None

III. Discussion on Program Funding

Alan Feldman, chair, opened the discussion with the statement that it is noticeable in Nevada there are no public-sector public service announcements or advertising efforts that pertain to responsible gambling, awareness or education in problem gambling. Mr. Feldman was in Cleveland, Ohio and noticed at a bus shelter there were advertisements and also bike kiosks that had advertisements regarding responsible gambling. It is ubiquitous around the country and in Canada, but noticeably absent in Nevada.

Mr. Feldman went over the document he drafted and the budget amount that he is recommending to the Advisory Committee on Problem Gambling (ACPG) which would be \$5 million over a two-year timeframe.

Mr. Feldman requested comments regarding the document and a group discussion was made:

- Carol O'Hare, Nevada Council on Problem Gambling, asked if this is specific to marketing and media? Ms. O'Hare also stated typically anywhere there is a state lottery there is a robust public awareness campaign; which can be coordinated through the lottery itself. Ms. O'Hare stated that it is needed to have an identifiable campaign and details in the implementation and to be conscious of language and how it is presented. Ms. O'Hare is not sure prevention awareness is the appropriate dialect.

- Mr. Feldman explained this is to grow and expand the scope and impact of the awareness and prevention campaign; the intent of the document is to keep this wide-ranging; once approved, it would be a Request for Proposal (RFP) can be drafted and issued. The Advisory Committee on Problem Committee (ACPG) would then make a determination on the proposals and the process would start with the agency moving forward.
- Ryan Gerchman, UNR, commented that the broader spectrum of the document and language gives more ability to cater to different areas in problem gambling. Mr. Gerchman would also like to include city and county agencies to advertise problem gambling awareness to include lime bikes and taxis.
- Connie Jones, Gaming Equipment Manufacturers, asked if this is being driven by the state for a new funding model for problem gambling services on demonstrating a need for more services in the State of Nevada?
 - Mr. Feldman responded that he is indeed making recommendations on what the budget should be opposed to articulating the need based on an artificial budget cap. It is critical to articulate the need in as broad a sense as possible.
 - Ms. O'Hare responded to Mr. Feldman's statement and asked, how does the problem gambling industry explain to the state why funds are needed instead of the industry helping?
 - Mr. Feldman commented that currently the money that is being provided by any services is being provided by the industry. The challenge in seeking additional funds is articulating the need to the Legislature.
 - Ms. O'Hare was concerned that they are asking for five-million dollars which needs to fit into the new funding bill; another issue is the Legislature presumes the money must be taken away from somewhere else or the money must derive from a new source of revenue.

A group discussion was had on the process of informing the Legislature regarding budgets.

- Mr. Feldman conversed that the process should be; first what monies exist, what needs to be kept in reserve, and what can be spent. The need for money is growing while obtaining the money on an annual basis is declining. The need for a new budget formula must be made clear as currently, there is no clear statement of need.
- Ms. O'Hare commented that the benefits through the existence of the ACPG committee includes industry and community representation which could help the process.
- Mr. Feldman and Mr. Gerchman discussed the draft document that was handed out to the workgroup and the partnerships that include further developing and maintaining relationships with organizations. Mr. Gerchman would like to establish new partnerships with county and governments with more explanation on the types of partners.

Cindy Smith, Chief OCPG, explained the process of timelines and the process of getting the budget out for approval. Ms. Smith clarified that they would need to get a recommendation, then give the recommendation to Richard Whitley, Director of Department of Health and Human Services, then Ms. Smith and Mr. Whitley would discuss the possible approval.

Ms. Smith discussed the process of the Request for Proposals (RFP) stating the Public Awareness workgroup could write the current RFP and if approved in July then may go back and write a new Request for Application (RFA).

- Ms. Jones asked if this proposal is tied to a new funding model for the State of Nevada. Mr. Feldman responded yes, this isn't the only reason to ask for a change in the formula.
- Ms. O'Hare observed that the [strategic plan](#) needs to be checked to see if there is anything regarding awareness and a clear statement of need for this campaign.

- Lori Follett, OCPG, stated that Jeff Marotta will be working on the strategic plan within the next few months.
- Ms. Quirk responded to the discussion that this is a public health issue and looking at the draft program that Mr. Feldman provided, the ACPG could help raise awareness and participation in National Problem Gambling Awareness Month and when we put the RFP together and see what kind of response we get, we will have the framework for conversations.

A discussion on other state's advertisements and funding.

- Ms. Jones stated many other states have more aggressive awareness campaigns and education programs with the states that have a lottery; the lottery is a government entity. Nevada does not have that.
- Ms. O'Hare would like to see a developing messaging and a campaign that anyone in Nevada can relate to. Ms. O'Hare believes its very critical to find a positive way to advertise. This would ensure a more successful campaign.

IV. Approve ACPG Public Awareness Action Plan

- The agenda had a Typo, action Item number IV was incorrectly placed on the agenda from a previous meeting.
- Ms. O'Hare stated that there is a separate Legislative workgroup and would like a coordination between the workgroups regarding any possible Legislative implications.
- Ms. O'Hare motioned to accept the draft action plan; which states the scope, funding and language and present it to ACPG next meeting. Ms. Jones seconded the motion. Motion was carried unopposed.

V. Next Meeting, Future Meeting Agenda Items and Action Items

- Mr. Feldman suggested getting feedback from department staff, have a workgroup meeting face-to-face to go over the scope, language and the strategic plan content and create a timeline for the strategic plan.
- Ms. O'Hare made a motion to approve a recommendation to ACPG to secure funding for the Public Awareness Campaign. Ms. Quirk seconded the motion. Motion was carried unopposed.

VI. Public Comment #2

None

VII. Additional Announcements and Adjournment

Mr. Feldman moved to adjourn the meeting. The meeting adjourned at 11:14 pm.