

# **Problem Gambling Services Public Awareness Spending**

## ***Special Report for the DHHS Advisory Committee on Problem Gambling***

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*Information obtained from the 2016 National Survey on Problem Gambling Services, the most recently completed national survey of problem gambling services*

### **Introduction to Problem Gambling Public Awareness National Efforts**

Awareness activities are broadly defined as information dissemination efforts meant to increase the awareness of problem gambling as a public health issue, and to promote awareness among the public of the availability of services to treat problem gamblers and, in some cases, their loved ones. Awareness services are differentiated from prevention services in that, simply put, they are meant to increase community awareness of the problem, and not offer intervention efforts meant specifically to prevent the problem or promote health. Information dissemination efforts can be, and often are, part of an overall prevention approach; however, these efforts are in and of themselves not comprehensive strategies.

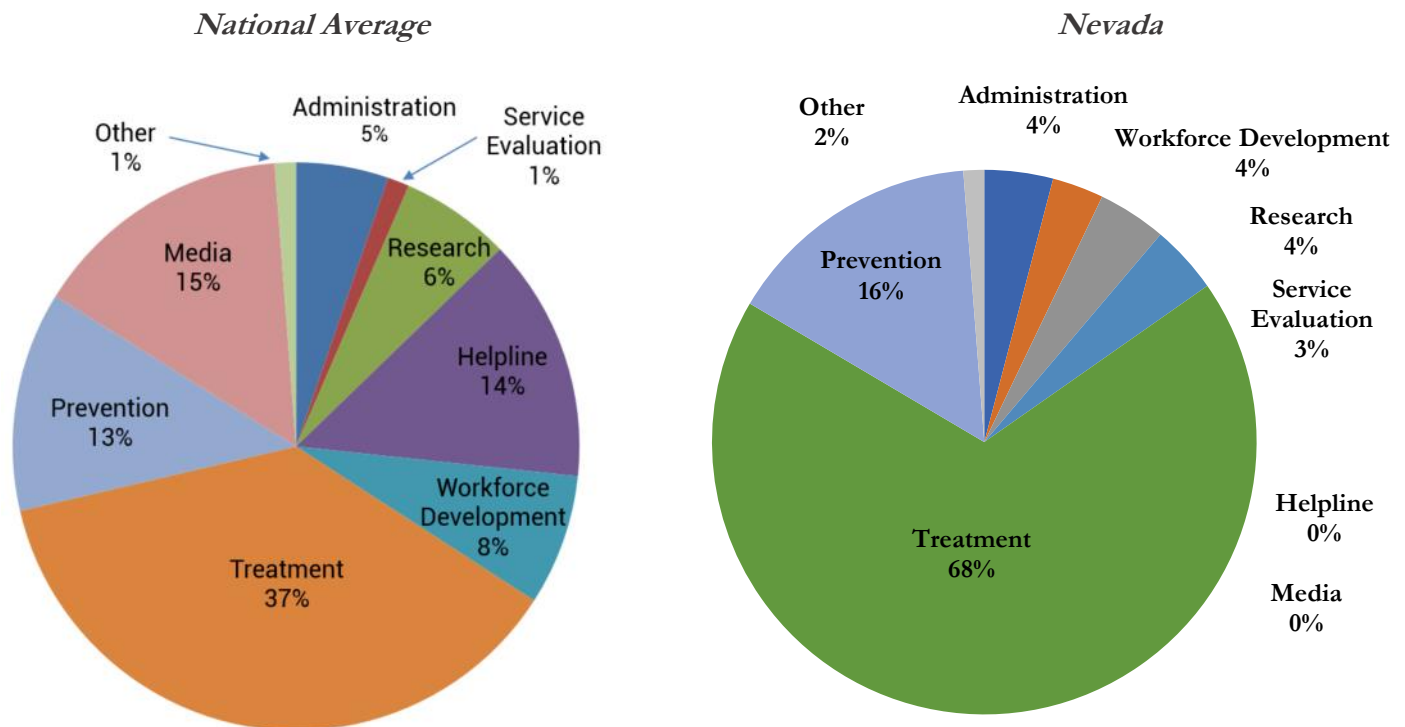
Activities to promote awareness are quite common in problem gambling service systems, particularly since problem gambling still tends to be viewed as less harmful than other health conditions, and often carries a negative stigma around the issue and those seeking help. Awareness efforts commonly promote help resources and are often conducted as part of gambling industry responsible gambling campaigns. Some state agencies tend to focus on allocating resources to prevention efforts and rely on their lotteries to deliver public awareness campaigns, which are typically costlier to develop and deliver, across a variety of media platforms.

Like Nevada, most state agency problem gambling service systems are funded in part or entirely with revenue generated from the gaming industry. In addition to providing funding for problem gambling services, state lotteries, commercial casinos, tribal casinos, segments of legalized online gambling, and others have collectively contributed toward increasing public awareness of problem gambling and available help resources.

State Lotteries are unique within the gaming industry as they are typically owned and operated by the state (a state agency). As Nevada does not have a state lottery, the only state entity charged with addressing problem gambling or promoting responsible gaming is DHHS. To provide a perspective of state lottery contributions toward problem gambling awareness the findings from the 2017 North American Association of State and Provincial Lotteries (NASPL) Social Responsibility Survey is briefly described. Forty-three of the 46 U.S. state lotteries completed this NASPL survey and all reported that they promote a problem gambling helpline, including 32 U.S. state lotteries that print a helpline number on their lottery tickets and 23 that promote the number through television advertising. As demonstrated by the NASPL Social Responsibility Survey, state lotteries and their associations have over the years increased their efforts to address responsible gambling including supports and programs to increase problem gambling awareness. Lotteries are not the only segment of the gaming industry that have increased their efforts to raise problem gambling awareness through increased attention toward responsible gambling programs; commercial casinos, tribal casinos, and others have been making strides in collectively increasing their contributions toward increasing public awareness of problem gambling and available help resources.

## State Budget Allocations by Service Category in FY2016

### 39 State Agencies Reporting



## States that Invested Most on Problem Gambling Awareness in FY2016

Oregon Lottery: In FY16 (July 15-June 16) the Oregon Lottery spent nearly \$3,000,000 promoting responsible gambling and creating awareness of treatment resources. The broad/major categories of spending included:

- Television (Agency fees, production, media) \$ 1,800,000
- Radio (Agency fees, production, media) \$ 200,000
- Print/Collateral \$50,000
- Digital/web (Agency fees, production, media) \$ 800,000

Six other states also invested over half a million dollars on problem gambling awareness in 2016.

- Michigan \$ 1,299,134.88
- California \$ 1,270,881.00
- Ohio \$ 1,024,000.00
- Massachusetts \$ 615,296.90
- New York \$ 580,000.00
- Arizona \$ 545,130.00