

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

Draft Meeting Minutes October 17, 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
Jeff Marotta

Members Absent

Ryan Gerchman

Also, Present

Lori Follett, Kim Garcia 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 10:30 am. Cathy Council took roll call and a quorum was confirmed.

II. Public Comment

None

III. Discussion on Problem Gambling Strategic Plan Workshop Presentation

Mr. Feldman open the discussion by asking Carolene Layugan if she had seen the [survey](#) that was sent out to the Problem Gambling Stakeholders and if Ms. Council could email the survey to Ms. Layugan for review.

Lori Follett, commented that the Problem Gambling Strategic Plan Workshop will be held October 30, 2018; locations and information are located on the [Meeting Notice and Agenda](#).

- Mr. Feldman stated he would be in Asia on October 30, 2018 and would like to have a call-in number for that meeting.
- Ms. Follett commented that if there are any presentations for the Strategic Plan meeting to give them to Ms. Council.

Mr. Feldman asked for talking points to present at the Strategic Plan Meeting.

- Carol O'Hare suggested to have condensed bullet points that prioritize what is needed in the Strategic Plan opposed to the [draft Request for Proposal \(RFP\)](#) Mr. Feldman created, for the reason that Jeff Marotta will be obtaining information from the public records from the ACPG Workgroups for consideration.

Mr. Feldman would like to have a summarized statement of need to present to the Strategic Plan Workshop with the following talking points:

- Identifying several areas of work that is not engaged in to include:
 - Research Public Awareness Education,
 - Promoting Availability of Services,
 - Advertisements

Ms. O'Hare stated the only places Public Awareness is happening is where it is mandated, or it is a mission. Efforts need to happen to have the State of Nevada engaged in a Public Awareness campaign. A coordinated state-wide effort is needed, there are no messaging or a prevalence study for Public Awareness.

Connie Jones stated that a good prevalent study would cost a large amount of money and a discussion regarding prevalent studies ensued.

- Ms. O'Hare stated it is a funding issue to have a study.
- Mr. Feldman stated that the issues need to be measured and the trajectory of the issues; if they are getting worse, better, are the treatments effective?
- Ms. O'Hare deliberated if competency could be measured; if there are improvements in Nevada?
- Ms. Jones stated she just returned from a European conference for Problem Gambling and they are measuring harm. Ms. Jones asked if there is another type of study that can be done besides a prevalent study? Such as a type of Needs Assessment for Problem Gambling.
- Mr. Feldman asked if there are other types of public health surveys for other topics in the State of Nevada?
- Mr. Marotta stated that there are other types that are taking place in the state; Youth Risk and Behavior Survey, and Behavior Health Risk Assessment which have not had Problem Gambling questions until recent, so there is no data collected from them.

A group discussion ensued regarding Public Awareness need in Nevada.

- Ms. O'Hare stated the [Public Opinion Report](#) brought up contradictions and other ways for messaging to reach the public.
- Ms. Jones stated there is a lack of awareness to include players in casinos.
- Mr. Feldman stated in the draft RFP there is a section on assessments and evaluations to include third-party research firms and campaign testing to understand overall effectiveness of the campaign on how the work is consumed and if there are changes. There needs to be a reminder on the risks on Problem Gambling, to not gamble when intoxicated, to change behavior, and to enforce positive play behavior.
- Ms. Jones would like a public perception of Problem Gambling in Nevada. Is it something that is tolerated? Is it viewed more positive than other states, and what do they think of gaming and if they are considered problems? Ms. Jones asked if Gambling is number one in revenue?
 - Mr. Feldman stated it depends on how it is measured, if it is measured as total impact as the states economy it could be high ranking.

Mr. Feldman went over the draft RFP and the six tasks that are incorporated:

- Creation of a Website,
- Creation of Advertising/Media Campaign,
- Social Media Management,
- Community Outreach,
- Partnerships and Sponsorships and,
- Assessment/Evaluations.

Mr. Feldman asked the Workgroup if there is anything else to be added?

- Ms. O'Hare stated this needs to improve the culture and ability of the community to address Problem Gambling issues. Ms. O'Hare referred to the Public Opinion Report and the stigma of

asking for help and the messaging through the public and the misconception the Problem Gambling Treatment Centers are trying to shut down the gaming industry.

- Ms. Jones commented the citizens are proud and the businesses want to protect their players.
- Ms. O'Hare spoke on the Public Workshop on October 30, 2018 and how the public is needed at the workshop to have the opportunity to listen to the ACPG Workgroups.

Mr. Marotta commented there are two-levels of recommendations that would be helpful to the workgroup; which would be a vision and what are the recommendations if the funding is limited and unchanged. Would the Public Awareness Workgroup recommend a portion of funding to come from marketing efforts, workforce, or prevention? When writing the strategic plan, it needs to fit the authorized budget which is similar to the current budget and the need for greater funding.

- Mr. Feldman asked why wouldn't the strategic plan lay-out everything that should be done and acknowledge there may or may not be money for all of it and then decisions would be made. Mr. Feldman is concerned there is nothing in writing to achieve the vision and mission.
- Ms. Jones suggested a public opinion poll to Legislature to increase funding.
- Mr. Feldman asked how did the strategic plan got imposed and is that standard practice?
 - Mr. Marotta stated the plan is standard practice and looking at the strategic plan it states the need for additions funding for the needs and gaps. The plan performs two-functions; documenting the current program with how it is inadequate and the guidelines for how funding decisions will be made. The plan is based on what the current budget is. The Department of Health and Human Services (DHHS) supports the Strategic Plan can only do with the authorized budget to spend.
 - Ms. O'Hare is concerned with the funding formula and the lack of control with the formula.
 - Mr. Feldman would like to know which comes first the need or the budget and that is a critical question that needs to be answered and how are they rationalized.
 - Lori Follett stated that the budget will always come before the need. The budgets are driven based on how much money is available and not the need. The budget is based off calculation unless there is funding coming from another source.
 - Ms. O'Hare asked if this is the challenge of the Legislative process and assuming the strategic plan is the main document might be incorrect.
 - Mr. Feldman stated it is incumbent to articulate the need in the Strategic Plan Workshop and to specify a Legislative strategy to be developed.

Mr. Marotta stated there is another document that is needed to specifically show the vision and what would Nevada look like being a leader in Problem Gambling.

- Ms. Quirk stated she would help with the vision statement.
- Ms. O'Hare stated the ACPG is defined in statute as being an advisory body to the department and Governor. The ACPG should produce the document for the strategic vision for the State of Nevada and a method of doing that would be at the next meeting. Ms. O'Hare would like someone to compile an executive document for approval to the ACPG.
- Mr. Feldman would like to circulate a draft of a vision statement by the Public Awareness Workgroup to the ACPG.
- Ms. O'Hare would like a presentation on a potential vision statement that is helpful to present to Legislation on the agenda for the next ACPG meeting and it does not have to come from a particular ACPG Workgroup.
- Mr. Feldman would like to draft the talking points and then send it to Ms. Council who will circulate the draft to the workgroup.

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

A group discussion ensued, and the next meeting will not be scheduled at this time.

V. Public Comment #2

None

VI. Additional Announcements and Adjournment

Mr. Feldman moved to adjourn the meeting. Ms. Jones motioned, and Ms. O'Hare seconded the motion. The meeting adjourned at 3:46 pm.