

Responsible Gambling Information Centre Forum

Final Report

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Purpose Statement

The Canadian Partnership for Responsible Gambling (CPRG) is a collaboration of non-profit organizations, gaming providers, research centres and regulators working to find and promote effective ways to reduce the risk of problem gambling

The Responsible Gambling Information Centre (RGIC) Forum was not designed to establish benchmarks for RGICs across Canada. Therefore, the information in this report is a summary of the workshop discussions of the RGIC Forum participants, and does not necessarily represent the views of the Canadian Partnership for Responsible Gambling and/or its member organizations.

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Background

Canadian Partnership for Responsible Gambling

The Canadian Partnership for Responsible Gambling (CPRG) is a diverse association of non-profit organizations, gaming providers, research centres and regulators established to provide services to members in support of responsible gambling research, education and policy development. The CPRG actively promotes and supports research and information-sharing to increase the understanding of responsible gambling behaviour and reduce the risk of problem gambling.

Responsible Gambling Information Centre Forum

Many of the CPRG members are involved in various ways in supporting, hosting or operating Responsible Gambling Information Centres (RGICs). In 2009, the CPRG identified that RGICs existed in nearly all provinces, but that opportunities for RGIC staff to learn from each other's experiences and expertise were limited. In response, a CPRG sub-committee was formed to organize the RGIC Forum, which brought 52 participants (see Appendix A) from across the country to Toronto from April 11 to 13, 2010.

The Forum represented the first time that RGIC staff and administrators have come together to share information. Topics for the Forum were selected through a poll of all RGIC members to maximize the utility of the event. The goals of the Forum were:

- To provide a useful venue for individuals involved in RGICs across the country to network and share tools, resources, experiences and expertise.
- To identify and explore areas of commonality and uniqueness, challenges and successes of RGICs across the country.
- To identify strategies to mitigate RGIC challenges and factors that influence RGIC success.
- To discuss opportunities for future consideration of RGICs and explore the continued development of the national RGIC network.

Recognizing that RGICs across the country have different mandates and operating models, the goal of the Forum was not to set national standards. Appendix B provides details about RGIC mandates and operating models in each province.

In addition to operational differences, RGICs use varied terminology to describe themselves and their work. "RGIC" was the term used at the Forum to include all facilities that

provide responsible gambling information to casino guests, and the same convention is used throughout this report. Depending on the province, these facilities are actually called:

- Au Centre du hasard (Quebec)
- Game Sense Info Centres (British Columbia)
- Responsible Gambling Information Centres (Alberta, Prince Edward Island)
- Responsible Gambling Resource Centres (Nova Scotia)
- Responsible Gaming Information Centres (Manitoba, New Brunswick, Saskatchewan)
- Responsible Gaming Resource Centres (Ontario)

Similarly, provinces use a variety of terms to describe the people to whom they provide services, and “guest” is used in this report to include players, visitors, gamblers, patrons, or any other terms that may be in use.

Summary

The Forum was divided into five workshops:

- Passport to RGICs Across the Country
- Working in the Casino Environment
- Engaging Guests
- Anticipating and Responding to Specific Population Needs
- Evaluating RGICs: A Provincial Overview

Passport to RGICs Across the Country

The RGIC Forum opened with an evening workshop to set the stage for the rest of the Forum. The key goal of this workshop was to provide context about RGICs across the country by allowing participants to explore the similarities and differences between jurisdictions. The workshop was also intended to facilitate sharing RGIC information tools, technology and resources, and to allow participants to meet each other.

Each province was invited to set up a booth showcasing information and resources from their RGIC. Participants circulated among the booths to learn about the different RGIC goals, designs, tools, information and resources. Each province provided take-home materials about their RGIC to the conference organizers; these materials were packaged and distributed to each organization that attended the Forum. Provinces also submitted information for Appendix B, which provides details about RGIC mandates and operating models in each province.

Working in the Casino Environment

The goals of this workshop were to understand how operating relationships and physical location affect RGICs, and to discuss strategies for addressing the challenges of working in the casino environment. Although all jurisdictions have unique ways of offering RGIC services, participants agreed that the greatest general benefit of RGICs is that creative prevention and education resources and information can be delivered directly to guests in the very environment where people are gambling. Still, participants pointed out that RGICs must strike a balance between having meaningful interactions with guests and maintaining positive relationships with

casino operators. These two goals are not necessarily at odds, but they can be if casino administrators and staff do not understand the role of RGICs.

Integration with Casino Staff

Building relationships between RGICs and casino operators was one of the fundamental challenges identified by participants. Although relationships are generally maturing and becoming more positive, some operators are still resistant to the responsible gambling philosophy and hesitant to support RGICs in their facilities. One participant noted that this challenge is not unique to RGICs in privately-operated casinos; rather, some private operators embrace responsible gambling while some crown corporation operators have yet to do so.

Participants noted that this challenge can be reframed as an opportunity to educate operators about responsible gambling. RGICs must focus on demonstrating their value for operators, or on showing operators how it is in casinos' best interests to develop informed players and to encourage responsible play. Operators are increasingly aware that offering responsible gambling information and resources is part of good customer service. RGICs could clearly demonstrate their value if evaluation research could connect their work to greater guest satisfaction at the casino or to positive changes in gambling behaviours (i.e., increases in the use of prevention strategies or decreases in the incidence of problem gambling). Essentially, RGICs must position their work as a customer service with a positive impact on the bottom line.

Buy-in from operators is critical for RGIC success because it is the casino floor employees who refer guests to RGICs, particularly in jurisdictions where RGIC staff are not permitted on the gaming floor. Good relationships with security staff are especially important because they administer voluntary self-exclusion programs and can work in collaboration with RGIC staff to ensure that guests receive the information they need (e.g., responsible gambling information, problem gambling support and referrals) when applying for voluntary self-exclusion or for casino re-entry.

Building relationships is challenging for several reasons. The most significant challenge is the complexity of educating casino employees about responsible gambling and the role of RGICs, given high turnover rates and the sheer number of casino staff. Some casino employees have preconceived negative perceptions that RGIC employees just sit at booths and do not know anything about gambling, or that RGICs are bad for the bottom line. Others incorrectly believe that RGIC employees treat problem gambling, rather than understanding the prevention and education role. As casino employees are ideally positioned to explain the RGIC customer service role to guests, it is important that they are trained to know that RGICs are not anti-gambling and

to understand the full breadth of services that RGICs offer. Training can instill confidence in casino staff to know when and how to refer guests to RGICs.

Casinos are large organizations and it is sometimes difficult to wade through the multiple levels of administration to get clear direction or permission to communicate with staff. Still, participants emphasized that formal training with casino employees is essential for creating awareness and buy-in, and so RGIC staff must push for official opportunities to train casino employees about the RGIC role and services. Training can be incorporated into orientation programs for new hires, but should be refreshed periodically, particularly for managers, supervisors and security staff. More informal ongoing training can be included in pre-shift briefings or team meetings. For example, Ontario has recently launched responsible gambling teams to create opportunities for RGIC and casino staff to build relationships. Teams, which are comprised of RGIC and casino employees, meet every two months to talk about integrating the responsible gambling philosophy into upcoming promotions and to discuss responsible gambling issues. Anecdotal feedback to date about these teams has been positive, and participants emphasized that creating teams is an excellent way to normalize discussions of responsible gambling issues with casino floor staff.

In addition to face-to-face training time, participants suggested various strategies for building relationships with casino employees. For example, RGIC employees could be more proactive in inviting staff to explore the RGICs, could submit articles on responsible gambling education for staff newsletters, could include casino staff more in educational events, and could collaborate to align RGIC events and messages with casino promotions. RGIC staff must model enthusiasm for the responsible gambling philosophy, and be patient in working with casino employees. Ideally, RGIC employees should be consistent at each site, so that it is easier to build lasting and trusting relationships with casino staff. Having RGIC staff that can provide services in multiple languages is also ideal, not only for guests, but also for casino staff from different ethnic backgrounds. Participants from British Columbia suggested that creating a brand with a non-threatening name, “GameSense”, has helped casino staff become more comfortable approaching and collaborating with RGIC employees.

Participants discussed how different jurisdictional structures affect the relationship between RGIC and casino employees. Relationships seem to be stronger in casinos where RGIC staff are permitted and/or located on the gaming floor, as this decreases psychological distance between the two groups. Approximately half of participants reported that RGIC staff in their jurisdictions share common areas (e.g., lunchrooms and locker areas) or programs (e.g., staff discounts or social events) with casino staff, which also strengthens relationships. Though it is

necessary to differentiate RGIC staff (e.g., by dress or location) so that it is clear to guests that they are not casino employees, one participant pointed out that it would be ideal in the future if everyone working in casinos, whether RGIC or casino employees, thought of responsible gambling as relating to their roles.

Physical Location and Guest Access

In addition to affecting relationships with casino employees, the physical location of the RGIC also impacts guest perceptions and access. Participants overwhelmingly agreed that being located on the gaming floor presents more opportunities to interact with guests than a more isolated location. A highly-visible location on the gaming floor also signals to guests that RGICs are important and that the casino values responsible gambling. Still, the need for a high traffic, high visibility location must be balanced with the need to provide privacy for RGIC guests, particularly if the RGIC staff also support problem gamblers or assist with voluntary self-exclusions. Though, anecdotally, non-gamblers have no difficulty approaching RGICs, gamblers may be reluctant to be seen taking information from the RGICs because of fear of being seen as a problem gambler. Ideally, RGICs would have multiple self-serve kiosks (i.e., unstaffed, interactive displays) in highly visible locations throughout the casino, and a private office space very close to the staffed RGIC where guests could be taken if needed. Self-serve kiosks offer the advantages of anonymity and being available 24 hours a day, which increase their accessibility and potentially their use.

Policies about interacting with guests vary by jurisdiction, ranging from jurisdictions where RGIC employees can actively engage with guests on the gaming floor to jurisdictions where only passive interactions are allowed (i.e., guests must approach RGIC staff). Participants agreed that being permitted on the gaming floor gives RGIC employees better opportunities to educate guests about the RGIC role and services (and to interact with casino employees), and those from jurisdictions allowing only passive engagement would prefer increased access. Still, one participant who is allowed on the gaming floor noted that RGIC employees are sometimes seen as a distraction or irritation when they approach guests directly. Participants from jurisdictions allowing only passive engagement described how they focus on being friendly and approachable, on holding special events, and on having lots of prizes and giveaways to attract guests and decrease the stigma of visiting an RGIC. These are useful strategies regardless of interaction policies.

Beyond the Casino Environment

Though the Forum focused on the casino environment, several participants emphasized the need to expand the kinds of services, tools and resources offered at RGICs to other venues or

types of gambling. In particular, participants discussed how challenging it is to translate RGIC strategies to distributed network gaming (i.e., VLT networks) and online gaming, and how the responsible gambling community must innovate as gaming offerings and delivery channels continue to evolve. One participant also mentioned that RGICs could extend their services by offering responsible gambling information or training sessions to external organizations and agencies.

Engaging Guests

The goals of this workshop were to identify challenges in engaging and interacting with guests and to identify current and needed strategies and resources to assist with engagement.

Attracting Guests

Participants agreed that piquing guests' interest in visiting the RGIC is a key challenge, particularly in jurisdictions that allow only passive engagement. Some participants expressed frustration that they offer excellent information and tools, but lack effective strategies for sharing these with guests. Though some jurisdictions have seen a shift in more guests becoming comfortable stopping by the RGICs to learn about the games, participants agreed that myths about the role of RGICs are a major barrier to attracting guests. Common myths include the ideas that RGICs are for problem gamblers, are a "losers' booth", are anti-gambling, are part of a conspiracy to keep guests from winning, and are there to provide general information about casino services and amenities. RGIC employees must focus on busting these myths as one way of increasing guests' attraction to the RGICs.

Again, participants emphasized physical location within the casino as critically important to RGIC success, as most guests will not go out of their way to seek out isolated RGICs. As described above, ideally RGICs would be in high-traffic locations with self-serve kiosks or clear signage throughout the casino directing guests to the staffed RGIC. Participants suggested that visually attractive locations near assembling areas (e.g., near main entrances, where bus tour guests wait to be picked up) are excellent, because guests are more comfortable approaching an RGIC when they have a reason to be nearby anyway. Anecdotally, guests are also more comfortable visiting RGICs in crowded areas because it signals – correctly – that the services are for all guests. Isolated locations can perpetuate the myth that RGICs provide problem gambling treatment services.

After location, participants emphasized that having promotional events with prizes and giveaways is next in importance for attracting guests, as these make it “safe” for guests to visit the RGIC. Different events should be targeted to different casino clienteles. For example, a Tuesday morning crowd is different than a Friday night crowd, and promotions should be tailored accordingly. Casino employees should be notified of promotional events in newsletters, emails or pre-shift briefings so that they are able to tell guests about the events or answer questions. In some jurisdictions, casino employees carry printed cards advertising RGIC events, which they hand out to interested guests.

Keeping Guests Engaged

Once a first contact with a guest is made, some strategies improve the success of the interaction so that guests might return again for more information or tell others about the RGIC. Participants described how they use a variety of conversation starters – like fun facts, trivia pieces, myth busting games, or demonstrations – to put guests at ease and help them see immediately that RGICs are not anti-gambling. Others described how they build trust and rapport by being genuine, being friendly, and mirroring the behaviour and language of the person with whom they are speaking. One participant suggested that it is important to allow guests to save face when they are learning the truths about gambling. For example, statements like, “I can see how you would think that, but actually...” and “that’s a very common myth, but actually...” prevent guests from becoming uncomfortable and defensive.

RGICs should be designed to optimize guests’ experiences. Most importantly, this means offering an array of creative, interactive and entertaining informational tools, and staff who are knowledgeable about responsible gambling and about the games offered in the casino. The RGIC and its tools should be branded so that guests understand that the RGIC is a distinct space within the casino. As mentioned above, an optimal guest experience also means offering both public and private space and, in RGICs that support voluntary self-exclusion applications, a direct path to security and an exit, so that self-excluding guests do not need to return to the casino floor. Participants agreed that RGICs should not look too much like offices, with desks and doors as barriers, and emphasized the importance of having comfortable chairs or couches.

Participants emphasized that RGIC employees must be well trained to be able to maintain guests’ interest, particularly about how casino games work. Some RGIC staff can be uncomfortable working with long-time gamblers who are experts about the games they play, and these employees need to be trained in the intricacies of the games to maintain their credibility with these guests. RGICs could collaborate with casinos’ technical and gaming departments to receive training about the games (e.g., playing the games before they are installed on the casino

floor) or connect with the casino employees who train the dealers to learn how the card games work. These kinds of training would help RGIC employees build relationships with casino staff, in addition to learning about the games.

Participants pondered whether RGICs would benefit from implementing professional standards or minimum training levels, particularly about different kinds of games. Currently, most RGIC employees are from policy, counselling or educational backgrounds, and there are no standards across the country for the requisite knowledge, skills and abilities required to work in this field.

Anticipating and Responding to Specific Population Needs

The goals of this workshop were to identify challenges in connecting with a diverse population of guests (i.e., older adults, younger adults and people from diverse ethnic groups), to identify strategies to address these challenges, to share initiatives and tools that have been successful, and to identify key principles and tools in working with each population. Although broad generalizations are problematic in that they do not apply to all members of a population, it can be helpful to segment guests into various target audiences. Recognizing the distinct needs of different subgroups allows RGIC staff to target education and prevention information and tools more effectively.

Older Adults

While participants agreed that older adults present with specific challenges in the RGIC environment, the general term “older adult” is problematic, because there are so many subgroups within this population (e.g., post-retirement age adults, adults who are living in seniors’ complexes, etc.). Older adults, no matter what subgroup one may think of when they hear this term, were considered a vulnerable population due to the physical (e.g., lack of mobility, visual, auditory) and emotional changes in their lives, in addition to fixed incomes and lack of social and recreational opportunities that some may experience. Some participants felt that casinos are becoming “older adult daycare centers” and that many older adults may tend to rely on gambling as their main social or recreational activity, which highlights their vulnerability.

The main challenge of connecting with older adults is that, anecdotally, this population is more likely to cling to false beliefs and myths, especially when the older adult guest is a frequent gambler. Participants expressed concern that some of the older adults they see at the RGICs present with age-related cognitive declines (e.g., remembering, reasoning, planning) and this can exacerbate their belief in gambling myths. Cognitive-related challenges are compounded by

older adults' generally lower levels of computer literacy, which is even further compounded by the increasing use of technology at RGICs to connect and inform guests about gambling and problem gambling. Furthermore, the physical environment of the RGICs is often noisy, which can add to the challenges of having a conversation with an older adult, some of whom already require additional supports such as hearing aids. One participant noted that, for some jurisdictions, language barriers are another huge challenge for engaging with older adults.

Several strategies and tools help address the challenges of engaging with older adults at RGICs. One participant mentioned that learning about peer group models of teaching has led to changes to their jurisdiction's RGIC policies such that they focus on hiring older adults and retirees to staff their RGICs. RGIC employees can make initial connections with older adults by engaging them in discussion about other issues (e.g., general health, recreational opportunities). Offering large print educational materials and large font options on websites, ensuring that RGICs offer quiet conversation areas, offering a sitting area, providing light snacks and giveaways, and developing age-targeted educational tools are other strategies that were mentioned.

A common strategy suggested by participants is to include RGIC staff on casino tour buses organized for older adults. The involvement of staff on the bus could range from full involvement (i.e., being present on the bus and within the casino) to limited involvement (i.e., before the older adults enter the casino, RGIC staff come on the bus for a few minutes and provide educational information or tools). Another participant pointed out that RGIC staff could provide information kits to be distributed to older adults by tour organizers, if there are no opportunities to speak directly to tour guests. Overall, it appears that bus tours are an important venue for RGIC outreach services.

Another suggested strategy is to explore creative ways for RGIC staff to provide information via older adult-specific locations and media (e.g., senior health fairs, targeted publications like seniors' calendars or Zoomer magazine). RGIC staff must be committed to developing and maintaining partnerships with older adult agencies in the community in order to improve engagement with the older adult population.

Younger Adults

For the most part, participants agreed that they rarely see younger generations of players on the casino floor, making it difficult to discuss challenges and strategies for engaging this population. That being said, participants took the opportunity to discuss younger adults and ways in which the RGICs could be more innovative in engaging with this population.

Participants felt that the fact that younger adults have grown up at a time when gambling has always been widely accessible has led a widespread normalization of gambling. This normalization is further promoted by gambling events such as “Celebrity Poker” on television and on popular websites. RGIC employees reported that they have an even harder time reaching younger adults because these groups do not perceive gambling to be a risky activity. The role of parents is also important for this discussion; one participant spoke about a recent study that found that parents rate gambling as one of the least risky activities in which teenagers participate. Still, despite a perceived lack of risk, participants felt that younger adults’ stronger understanding of probability and comfort level with technology increased the potential to engage this group. Participants felt that many younger adults are more willing to learn about gambling odds and randomness than older demographics.

According to participants, younger populations are unique in that they are constantly connected via communication technologies (e.g., social networking sites, cell phones) and, as a result, RGICs could use these technologies to reach this population. For example, age-targeted prevention messages could be circulated through Twitter or Facebook, or applications like cost of play calculators could be created for multimedia-enabled smart phones.

Diverse Ethnic Groups

Participants identified several challenges for meeting the needs of people from diverse ethnic backgrounds. Participants agreed that one of the most important ways to address these challenges should be through training sessions for casino and RGIC staff that decrease stereotypes about different ethnic groups and provide insight about how different ethnic groups may approach gambling. For example, people from various ethnic backgrounds may think differently about the meaning of money or may have different norms and beliefs about gambling. Gambling concepts and culturally-appropriate educational strategies could also vary across ethnic groups, and some groups may be less open or comfortable receiving responsible gambling information.

Participants discussed several strategies that are helpful for meeting the needs of diverse ethnic groups. Most importantly, interactive information must be accessible in many languages. Some jurisdictions reported great success in implementing multi-language touch screen kiosks in their RGICs, which increases accessibility for people from cultures in which problem gambling carries a significant amount of shame, and for whom approaching an RGIC staff member is unthinkable. Touch screen kiosks provide a wealth of information about how gambling works, including information on resources for help, while at the same time providing a private and safe

space for the casino guest. Similarly, websites can be a great tool for sharing information with people who may be more comfortable reading the information at home.

Despite jurisdictional variations in culturally-appropriate approaches, participants agreed that the need to focus on specific ethnic groups must be carefully considered and balanced with resource constraints. One participant brought up concerns about targeting specific groups with particular information and how this may not necessarily be interpreted as positive if no rationale exists or if the rationale is based on stereotypes.

Evaluating RGICs: A Provincial Overview

The goals of this workshop were to identify the highlights of RGIC evaluations that have been done in Canada, to inform the participants about the Interprovincial Lottery Corporation's Responsible Gambling Sub-committee evaluation methodology project (which focuses on developing a cross-Canada framework for RGIC evaluations), and to provide a venue for participants to provide input into identifying key concepts and measures for a common cross-Canada RGIC evaluation methodology.

As part of the "Passport to RGICs Across the Country" workshop, participants were asked to write their thoughts on flipcharts about how they know that their RGICs are making a difference. The handful of comments that were received provide anecdotal insight into how RGIC staff assess their success on a daily basis. Comments included:

- *Our RGIC service coordinators regularly tell us about their interactions with guests where they feel a connection was made.*
- *Some guests in the casinos do make a point of telling the RGIC representatives about their successes with gambling more responsibly, and thanking them for the information and education received at the RGIC.*
- *We are accepted by the guests and casino staff. Our guests seek us out to make referrals to other guests.*
- *We see firsthand and through stories, the help, support and education that guests and staff receive.*
- *More and more casino staff consult with the RGIC representatives with concerns about a guest. They work together to determine a means of support.*

While there is a great deal of anecdotal information about the effectiveness of RGICs, more formal evaluation provides qualitative and quantitative evidence of outcomes. Several provinces and groups have completed formal RGIC evaluations and participants representing

these groups provided brief presentations (see Appendix C). Presentation highlights are summarized in the following sections.

Quebec

This 2006 evaluation was conducted as two separate projects, the purposes of which were to analyze the profile of guests and to evaluate the impact of their visits. The evaluation involved 336 guests and follow-up with 67 guests over time. Results indicated that the majority of guests were older adults who were mostly in control of their gambling activities, and the guests appreciated their experiences at the RGICs. At the three month follow-up, guests had maintained their knowledge about randomness but there had been no change in their gambling behaviour. Limitations of the evaluation included the lack of generalizability to other age groups, and the fact that participation was voluntary. Based on the evaluation results, ambassadors are now placed at the entrance of the RGICs to invite casino guests in for a visit. In addition, enhanced training opportunities and new technologies (e.g., plasma screen and display slot machines) were introduced after the evaluation.

Alberta

The purposes of this 2006 evaluation were to raise awareness about responsible and problem gambling among guests and casino staff and to explore the ability of the RGIC to assist problem gamblers in entering a treatment program. The study included key informant interviews, focus groups and pre- and post-surveys that tested knowledge about responsible and problem gambling concepts. Potential participants were recruited at the door and, if they agreed to participate, were entered into a contest. In total, 345 guests agreed to be part of the evaluation. Overall, the results indicated that RGIC staff do not need clinical skill sets, but that they must be prepared to refer people for additional support. A brochure has since been developed that highlights the roles of the RGIC staff. Results also suggested that being in a highly visible location on the gambling floor increased guest visits and learning, though, like in Quebec, increased knowledge was not shown to lead to behavioural change. RGICs have been approved for all casinos in Alberta, based on the results of this evaluation.

Ontario

This evaluation was initiated after the completion of a two-year RGIC pilot project in 2007 in two sites, Casino Windsor and the Niagara Fallsview Casino Resort. The purposes of the study were to explore if awareness of the RGIC and its resources increased as a result of RGIC visits and to explore the effectiveness of information, assistance and referrals. The results indicated that there was a high awareness among guests of the RGIC, and RGIC employees were

rated very highly in terms of their knowledge and helpfulness. The information provided at RGICs, including the MARGI education kiosk, was also rated highly. The results suggested that it could be worthwhile to explore broadening the role of RGIC staff in voluntary self-exclusions.

Since the evaluation, there has been a significant effort to introduce RGICs in all 27 provincial gaming venues. Several changes have also taken place in existing RGICs as a result of the evaluation, including relocating RGICs to optimal locations, adding space for private conversations, removing doors, brightening displays, offering more educational events, developing new tools to improve and increase engagement with guests, and offering new services such as phone call follow-ups with guests and more support in voluntary self-exclusions.

British Columbia

In 2008, British Columbia began monitoring guests, casino staff, RGIC employees and the general public on an ongoing basis. Current evaluation tools include a guest survey (started in 2010 and will be repeated annually) and a guest interaction reporting tool (started in 2008). RGIC staff were surveyed for the first time in 2009 (this survey will be repeated annually) and a survey for casino staff is in development. The general public is tracked quarterly by a survey-based market research company.

Key results of these monitoring tools indicate that RGICs average 1200 guest interactions per month, though only approximately 15% of guests are aware of the RGIC services. Interactions, especially with first time guests, tend to increase during promotional activities and the majority (66%) of guest interactions involve providing responsible gambling information. RGIC employees rated the GameSense website as the most useful tool that they use in their day-to-day interactions with guests, and all of the staff felt that the GameSense branding made it easier for them to communicate with guests about responsible gambling. These results have led to the introduction of new communication tools for RGIC employees (e.g., a Yahoo discussion group called GameSense Gab), to the development of new promotional strategies, and to new initiatives to keep casino staff informed, including a recognition award for casino staff and the GameSense Connect newsletter.

Interprovincial Lottery Corporation

The Interprovincial Lottery Corporation's Responsible Gambling Sub-committee launched a RGIC evaluation methodology project in 2009. Although RGICs vary across the country, for the most part, the objectives and approaches are very similar across sites. Recognizing that RGIC evaluation is necessary for accountability and to provide evidence for future planning and expansion, the goal of this project is to improve RGIC evaluation

methodologies and to work towards national evaluation standards. A common evaluation framework, including a logic model and a list of outputs and outcomes, will assist provinces in demonstrating their impact and facilitate comparability across jurisdictions. This collaborative effort is also intended to identify gaps on a national level, to reduce overlapping efforts and to provide more meaningful results based on larger samples.

In discussing the RGIC evaluation methodology project, participants focused primarily on the central challenge that each jurisdiction measures different outputs. Overall, most participants agreed that the key outputs should be the nature of information provided to guests, the number of referrals made to external services and the number of guest interactions or visits.

This last output led to significant debate about how to define “visit” and “interaction”. To begin, not all RGICs track both interactions and visits. Some RGICs only track visits, while others track both interactions and visits as one category, and yet others track based on who initiated the interaction or visit. One participant noted that it is very important to distinguish between the two, as visits build relationships and interactions are the result of the visiting experience, though not all participants shared this interpretation. Some participants expressed that a “visit” should be defined as a shorter discussion where the guest receives minimal educational information and where no personal information is exchanged (e.g., receiving a brochure, exchanging a “hello” with an RGIC employee). An “interaction” is a more lengthy conversation where there could be an exchange of more personal information (e.g., player information, disclosure of issues with gambling) or a meaningful amount of information on responsible gambling. For example, one participant suggested that at least two questions should be asked and three gambling facts provided before a visit is counted as an interaction. One participant emphasized that measurement is more valuable if visits and interactions are tracked based on context (e.g., day-to-day visits, visits during a promotional event, phone calls). One idea that emerged from the group discussion was to develop a system of interactions based on levels, with level one being for short visits, level two for a more lengthy visit with information sharing, level three indicating that significant personal or educational information is exchanged, and level four reserved for instances when a guest initiates a voluntary self-exclusion or obtains information on problem gambling support and referral.

Participants had many ideas for additional outputs based on interactions, including guest’s sex and age; the purpose of the interaction (e.g., family-related, casino staff, guest requires information, guest requires help); the outcome of the interaction (e.g., referral to external services); the level of perceived risk (i.e., low, medium, high); the type of information provided to the guest; and whether the interaction was staff- or guest-initiated. The number of

guests referred by the RGIC and received by addiction services is another output of interest. In general, participants emphasized that RGIC kiosks have the capacity to track some very important outputs, though there are challenges to capturing and monitoring these data. Kiosks can also be helpful because limited staff time and resources for tracking is a key challenge in evaluating RGICs. Data collection processes need to be easy, simple and practical.

Less conversation centered on developing outcome measures and many participants expressed that exploring outcomes in RGICs is very challenging. Some possible outcomes that were briefly mentioned include changes in knowledge, awareness and attitudes about gambling; knowledge retention, satisfaction with RGICs; changes in gambling behaviours (e.g., money and time spent gambling, setting limits on gambling); decreased risk of harm from gambling; and follow-through on referrals. In the coming year, the Interprovincial Lottery Corporation will study consistent measurement of outputs and outcomes as the next step in developing an evaluation methodology.

Conclusions

Throughout the Forum, participants had opportunities to engage and network with other colleagues in the “Passport to RGICs Across the Country” workshop, to discuss common issues in small and large groups, and to identify factors that influence RGIC success and strategies to mitigate challenges. Participants shared common experiences and tools to assist with the challenges of working in the casino environment, anticipating and responding to specific population needs, engaging guests and evaluating the RGICs. These common experiences affirmed the great work that is being done at RGICs across Canada. For example, participants agreed that the RGIC email network has been a great resource for staff, and explored ideas to improve the network, such as using a blog or Microsoft SharePoint to expand its reach. One participant suggested that an RGIC exchange program might provide a superb opportunity for RGIC employees to learn from and share with other jurisdictions.

Still, the role of RGICs is constantly evolving as the casino population changes and gambling technologies expand and grow more complex. This fast-paced change can lead to additional pressures on staff, and ongoing professional development is needed so that RGIC employees can continue to help guests make informed gambling decisions by providing them with accurate, up-to-date information. Cognitive-behavioural logic models show that accurate information is a key element leading to behavioural change. Still, despite their excellent work, RGIC employees must be realistic and recognize that not every interaction will lead to long-term outcomes such as behavioural change.

RGICs are a fairly new concept, unique to Canada that began when the first RGIC opened in Manitoba in 2002 and other provinces quickly embraced the concept. The RGIC environment is evolving as quickly as gambling technology. For example, the province of New Brunswick announced at the Forum that they are in the process of implementing RGICs in their casinos, and so the Forum represented an ideal opportunity to use others' experiences to inform implementation. Participants were eager for future opportunities like the Forum that would bring together RGIC stakeholders to continue sharing and building on what was learned at this event.

Acknowledgements

The CPRG thanks the Forum organizing committee, Gerry Kolesar, Jodie Bezdietny and Melonie Smith, whose work made the Forum possible. The CPRG is also grateful to Jennifer Ashton, Bev Mehmel, Paul Smith and Denise Steeves for facilitating the small group discussions and to Miranda Hill for facilitating the Forum as a whole. The CPRG thanks Lisa Couperus for organizing the Forum facilities and travel, and Kristianne Dechant (Manitoba Gaming Control Commission) and Jackie Lemaire (Addictions Foundation of Manitoba) for preparing this report.

Appendix A: Forum Participants¹

Addictions Foundation of Manitoba		
Dave Grift	Prevention & Education Consultant	dgrift@afm.mb.ca
Esther Tran	Prevention & Education Consultant	etran@afm.mb.ca
Moses Sodomsky	Prevention & Education Consultant	msodomsky@afm.mb.ca
Alberta Gaming and Liquor Commission		
Anne Mohl	RGIC Coordinator North	anne.mohl@aglc.ca
Pat Sheptycki	Manager, Social Responsibility, Gaming	pat.sheptycki@aglc.ca
Phyllis Arseniuk	RGIC Representative	phyllis.arseniuk@aglc.ca
Atlantic Lottery		
Denise Steeves	Responsible Gambling Supervisor	denise.steeves@alc.ca
Melisa Steeves	Responsible Gambling Representative	melisa.steeves@alc.ca
Melvina Pasher	Gaming Manager	melvina.pasher@alc.ca
Asenskak Casino		
Judy Goodridge	Chief Operating Officer	judygood@asenskak.ca
Assembly of Manitoba Chiefs, First Nations Trust		
Joe Malcolm	Trustee	valf@serdc.mb.ca
British Columbia Gaming Policy & Enforcement Branch		
Curtis Knoblauch	GameSense Advisor	curtisknoblauch@hotmail.com
David Horricks	Director	David.Horricks@gov.bc.ca
Stacey Ishkanian	Coordinator, Responsible Gambling Strategy	Stacey.Ishkaian@gov.bc.ca
BCLC		
Alexandra Andreucci	GameSense Team Leader	aandreucci@bclc.com
Paul W. Smith	Director, Corporate Social Responsibility	psmith@bclc.com
Walt Krahn	GameSense Team Leader	wkrahn@bclc.com
First Nations Addiction Rehabilitation Foundation (FNARF) Saskatchewan		
Crystal Janvier	Policy Analyst	Crystal.Janvier@fsin.com
Fondation mise sur toi		
Christine Durocher	Program Coordinator	Christine.Durocher@misesurtoi.ca
La Maison Jean Lapointe		
Anne Elizabeth Lapointe	Director, Awareness & Prevention Programs	ae.lapointe@maisonjeanlapointe.com
Manitoba Gaming Control Commission		
Elizabeth Stephenson	Director of Research & Communications	estephenson@mgcc.mb.ca
Manitoba Lotteries		
Bev Mehmel	Director, Responsible Gaming Programs & Research	mehmelb@mlc.mb.ca
John DaCunha	Casino Operations Manager, Club Regent Casino	dacunhj@mlc.mb.ca
New Brunswick Department of Health		
Annie Pellerin	Addiction, Mental Health & Primary Care Services	annie.pellerin@gnb.ca
New Brunswick Lotteries & Gaming Corporation		
Christine Dupuis	Policy Analyst	Christine.Dupuis@gnb.ca
Patricia Steeves	Chief Operating Officer	Patricia.Steeves@gnb.ca

¹ Participants were in these positions at the time of the Forum. Some participants' organizational affiliations, positions, and/or contact information may have changed prior to the publication of this report.

Nova Scotia Gaming Corporation

James Mitchener	Business Analyst	jmitchener@nsgc.ca
Jennifer Ashton	Manager, Social Responsibility	jashton@nsgc.ca

Ontario Lottery and Gaming Corporation

Norma Gardner	Director, Gaming Programs	ngardner@olg.ca
Peter Filice	Manager, Responsible Gaming, Gaming Programs	pfilice@olg.ca
Shauna Hynna	Senior Manager, Operational Excellence	shynna@olg.ca
Tammy Adams	Associate Manager, Responsible Gaming, MCSR	tyadams@olg.ca

Responsible Gambling Council

Dale Allen	Service Coordinator, RGRC	dalea@rgco.org
Karen Williams	Manager, RGRC	karenw@rgco.org
Paula Antoniazzi	Program Director, RGRC	paulaa@rgco.org
Rebecca Rutland	Service Coordinator, RGRC	rebeccar@rgco.org
Richard Coleman	Manager, RGRC	richardc@rgco.org
Susan Lucente	Manager, RGRC	susanl@rgco.org
Tiffany Stewin	Service Coordinator, RGRC	tiffanys@rgco.org
Tim Hawkes	Service Coordinator, RGRC	timh@rgco.org

Saskatchewan Gaming Corporation

Laurie Norman	Manager, Responsible Gaming	laurie.norman@saskgaming.com
Mark Ryder	Responsible Gaming Specialist	mark.ryder@saskgaming.com
Scott Tkatchuk	Responsible Gaming Research Analyst	scott.tkatchuk@saskgaming.com

Saskatchewan Indian Gaming Authority

Ken Bitternose	Director of Responsible Gaming	ken.bitternose@sig.sk.ca
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Saskatchewan Liquor & Gaming Authority

Lynnette Skaalrud	Director of Policy and Planning	lskaalrud@slga.gov.sk.ca
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Shepell·fgi

Chris Charles	Supervisor, Responsible Gambling Resource Centre	ccharles@shepellfgi.com
Sara Marchese	Manager, Work Life & Professional Services	smarchese@shepellfgi.com

Société des casinos du Québec

France Gagné	Administration Manager	France.Gagne@casino.gc.ca
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South Beach Casino & Resort

Barry Denesiuk	Director of Casino Operations	BDenesiuk@SouthBeachCasino.ca
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Organizing Committee

Gerry Kolesar	Addictions Foundation of Manitoba	Supervisor, Problem Gambling Services	gkolesar@afm.mb.ca
Melonie Smith	Atlantic Lottery	Responsible Gambling Representative	Melonie.smith@alc.ca
Jodie Bezdziety	Manitoba Lotteries	Research & Program Development Analyst	bezdzij@mlc.mb.ca

Conference Support

Jackie Lemaire	Addictions Foundation of Manitoba	Program Evaluation Analyst (Forum Report Writer)	jlemaire@afm.mb.ca
Kristianne Dechant	Manitoba Gaming Control Commission	Research Leader (Forum Report Writer)	kdechant@mgcc.mb.ca
Lisa Couperus	Responsible Gambling Council	CPRG Administrator	lisa@rgco.org
Miranda Hill	Hill Communications	Facilitator	miranda@hillcommunications.ca

Appendix B: Snapshot of RGICs Across the Country

As of August 31, 2010

- Initiative in place
- Initiative not in place
- ★ Initiative in place in some centres but not all

PART 1									
NAME (Note 1)									
Au Centre du hasard	Quebec								
Game Sense Info Centres	British Columbia								
Responsible Gambling Information Centres	Alberta, Prince Edward Island								
Responsible Gambling Resource Centres	Nova Scotia								
Responsible Gaming Information Centres	Manitoba, New Brunswick, Saskatchewan								
Responsible Gaming Resource Centres	Ontario								
OBJECTIVES AND STAFF ROLES	BC	AB	SK	MB	ON	QC	NS	PE	NB
Objective(s)	Part 2								
Staff Roles									
Staff Employer									
Types of Training for RGIC Staff									
CASINOS IN PROVINCE	BC	AB	SK	MB	ON	QC	NS	PE	NB
Total Quantity of Casinos in Province (First Nations and Non First Nations)	17	24	8	4	27	4	2	2	1
QUANTITY OF IN-CASINO CENTRES	BC	AB	SK	MB	ON	QC	NS	PE	NB
Quantity of Centres in Casinos	32	16	2 (Note 2)	2	27	3	2	2	1
OPERATING HOURS AND STAFFING	BC	AB	SK	MB	ON	QC	NS	PE	NB
Centre Always Open When Casino Open	●	●	●	●	●	●	●	●	●
Centre Always Staffed When Casino Open	—		★	—			—		
Daily Casino Operating Hours	15-24 hrs	15-17 hrs	17-19 hrs	15-17 hrs	18-24 hrs	Part 2	18-24 hrs	13-15 hrs	17 hrs
Daily Staffed Hours (Note 3)	8-16 hrs	8 hrs	10.75-19 hrs	8 hrs	8-15 hrs	Part 2	12-15 hrs	8-12 hrs	11-12 hrs
Total Hours Centre is Staffed per Week (Note 4)	32 hrs	40 hrs	75-133 hrs	96 hrs	35-105 hrs	Part 2	189 hrs	48-56 hrs	80 hrs
Average Staffed Hours per Week (Note 5)	48 hrs	40 hrs	104 hrs	48 hrs		Part 2	94.5 hrs		80 hrs
Total Staff Full-Time Equivalents (FTEs)	25	16	7	2.5	34	2	5	2.5	2
Staff Have Addictions and/or Counseling Background	some	★	Part 2	●		—	●		●
LOCATION OF CENTRE(S)	BC	AB	SK	MB	ON	QC	NS	PE	NB
Located On Gaming Floor	●	★ (16)	●	●	★ (3)	●	●	★ (1)	—
Located Off Gaming Floor	—		—	—	★ (24)	—	—	★ (1)	1
Private Office to Meet with Guests	—	16	●	●	8	—	2	2	1
TARGET OF INFORMATION	BC	AB	SK	MB	ON	QC	NS	PE	NB
All Patrons	●	●	●	●	●	●	●	●	●
At-Risk Gamblers	●	●	●	●	●	—	●	●	●
Friends/Family of Gamblers	●	●	●	●	●	—	—	●	●
Player/Loyalty Card Members	●	—	●	●	●	—	—	●	●
Specific Age Groups	●	—	—	●	●	—	—	—	—
Specific Ethnic Groups	●	—	—	●	●	—	—	—	—

SOURCES OF RG INFORMATION AT CENTRE	BC	AB	SK	MB	ON	QC	NS	PE	NB
Awareness Programs (e.g. on-site awareness weeks/open houses)	•	•		•	•	•	•	•	—
Interactive Displays (e.g. touchscreens, website)	•	•	•	•	•	—	•	•	—
Information - Game (e.g. odds, randomness, how to play, myths)	•	•	•	•	•	•	•	•	•
Information - PG/RG (e.g. Warning signs, self-exclusion, tips)	•	•	•	•	•	•	•	•	•
Kiosks/Consoles	•	•	Part 2	•	•	•	•	•	•
Plasma/LCD Screens with PowerPoint/Videos	•	•	•	•	•	•	•	•	•
Player Gaming Activity Reports (Win/Loss Statements)	—		•	•		—	•		—
Print Material (e.g. posters, brochures, newsletter, flyers)	•	•	•	•	•	•	•	•	•
Resources in other Languages (other than English/French)	•		—	•	•	•	—		—
Take-Aways/Gifts	•	•	—	—	•	•	—	•	—
Videos/DVDs	•	•	•	•	•	•	•		—
CENTRE STAFF PROVIDE SUPPORT AND REFERRAL	BC	AB	SK	MB	ON	QC	NS	PE	NB
Self Exclusion Sign-Up	•	•	•	•	•	•	•	•	•
Crisis Support	•	•	•	•	•	•	•	•	•
Referral to Counseling	•	•	•	•	•	•	•	•	•
CASINO OPERATIONS	BC	AB	SK	MB	ON	QC	NS	PE	NB
Centre Staff Involved in Delivery of Casino Staff RG Training	•	•	•	•	—	—	•	•	—
Centre Staff Attend Operations Meetings	★	★	•	•		—	—	•	—
Centre Staff Provide Support to Casino Staff in RG Situations	•	yes	•	•	•	—	•	•	•
Centre Staff Permitted to Approach Guests on Gaming Floor	•	yes	•	•		•	—		•
Centre Staff On Call for Unstaffed Hours	—		—	•	•	—	•		—
ADDITIONAL SOURCES OF RG INFORMATION/EDUCATION AT CASINO	BC	AB	SK	MB	ON	QC	NS	PE	NB
ATMs (e.g. display screens, receipts, stickers)	•	•	•	•	•	—	•	—	—
Payphones (e.g. signage)	•	—	•	•	—	—	•		—
Plasma/LCD/Digital Signage	•	•	•	•	•	—	•	•	•
Show/Lounge Tickets/Programs	•	—	•	—	•	—	•	•	—
TITO/tickets redemption (e.g. stickers, slips)	•	•	•	•	•	—	•		•
LOCATION OF RG INFORMATION IN CASINOS (In addition to Centre)	BC	AB	SK	MB	ON	QC	NS	PE	NB
Cage/Cashier/Point of Sale	•	•	•	•	•	—	•	•	•
Casino Entrance/Exit	•	•	•	—	•	•	•	•	•
Customer Service Areas	•	•	•	•	•	•	•	•	•
Gaming Areas	•	•	•	•	•	•	•	•	•
On EGMs (e.g., pop-ups, cash-out tickets)	•	•	•	•	•	•	•	•	•
Restaurants/Snack Bars	•	•	—	—	•	—	•	•	—
Show Lounges	•	•	•	—	•	—	•	—	—
Washrooms	•	—	•	•	•	—	—	•	—

Note 1: On-site centres are dedicated rooms or areas in a gaming venue that offer information, referral, and/or counseling to patrons for responsible gaming purposes

Note 2: Operated by Saskatchewan Gaming

Note 3: Indicate times Centre is open. If hours vary per day of the week or Centre, then Part 2 presents daily hours

Note 4: Total staffed hours per centre per week

Note 5: Total hours per week divided by number of Centres

PART 2

BRITISH COLUMBIA

Objective(s):

1. Foster customer knowledge, perception and understanding of safe gambling practices, playing within limits, and how games of chance work.
2. Increase customer awareness of problem gambling risks and available services.
3. Improve the appropriate response skills and knowledge of gaming industry staff through responsible and problem gambling-related assistance, support and training.
4. Increase awareness of the GameSense Info Centre and their resources.

Staff Roles:

GameSense Advisors staff centres located at casino gaming facilities and deliver GameSense education and information. They also provide support to casino staff to reinforce Appropriate Response Training (ART) principles.

GameSense Advisors provide assistance to customers and their families in addressing issues related to problem gambling.

They also provide support to customers and staff in the completion of the Voluntary Self-Exclusion process , as well as provide assistance to customers who breach their voluntary self exclusions.

GameSense Advisors also assist in co-facilitation of the Appropriate Response Training for staff.

Staff Employer:

GameSense Advisors are contracted through the Gaming Policy Enforcement Branch (GPEB).

The GameSense Program operates through a co-management model where BCLC is responsible for the day-to-day onsite management and operations, while GPEB is responsible for the GameSense Advisor contract management and administration.

Staff Training:

GameSense Advisors are trained in the following areas:

- Casino policies and procedures, including voluntary self exclusion protocol. Policies and procedures for the GameSense Information Centres.
- Appropriate response training.
- Game information, including odds, randomness, rules of play. (table games and slots)
- Problem Gambling information, information about the Gaming Control Act, BCLC and GPEB.
- Information about problem gambling counselling and community resources.

ALBERTA

RGIC Program Objectives

- To increase casino players and staff knowledge about gambling, for example, odds of winning, house advantage, how electronic gaming machines work and average cost to play.
- To increase awareness of safer gambling beliefs and in so doing increase safe gambling practices among casino players and staff.
- To increase casino staff knowledge and intervention techniques in problem and responsible gambling through the training programs; Deal Us In Phase 1 & 2, Voluntary Self-Exclusion and ProServe.
- To increase knowledge among players and staff of problem gambling treatment and other community services.

RGIC Representative: Duties/Responsibilities

- Build positive working relationships with casino staff and management
- Build positive working relationships with casino patrons
- Build positive working relationships with Alberta Health Services (AHS) community offices and other community resource agencies
- Develop and deliver a range of patron awareness and information programs
- Provide instruction to casino patrons about aspects of gambling; i.e. randomness, odds

- Provide Deal Us In problem and responsible gambling training (Phase 1 and 2) for casino staff.
- Provide ProServe responsible liquor service training for casino staff
- Provide VSE program administration training to casino security and management staff
- Provide additional training programs as they become available
- Assist in patron interventions with casino security staff
- Provide VSE clients with follow-up referrals to treatment professionals
- Telephone follow-up with VSE clients and provide written reports
- Assist with the identification of VSE participants by working with the casino security staff
- Processing VSE paperwork, complete initial GIN (Gaming Information Network) entry and sending to VSE Administration for completion.
- Other VSE contact for administrative purpose as required, attending AHS casino VSE re-entry workshops, recording attendance.

- Maintain an electronic daily journal of contacts and activities and provide monthly reports
- Document VSE activities and provide reports as required.
- Maintain the supply of print materials at the RGIC, ensure casino brochure holders are stocked, posters are hung and in good shape.
- Participate and assist in events such as surveying patrons and staff

- Coordinate and attend Casino VSE administrator meetings on a regular basis (monthly, bi-monthly) to address issues and gather feedback.
- Attend AGLC team meetings as required
- Provide feedback on service delivery issues
- Provide information and advice to SR-Gaming management team regarding emerging issues/trends
- Participate in activities scheduled for Responsible Gambling Awareness week (i.e. open house, demonstrations)

RGIC Staff Training

In addition to the standard AGLC training programs mandatory for all Alberta Gaming and Liquor Commission employees (i.e. Human Rights) new RGIC staff are provided an initial 2-week orientation to the AGLC, the Social Responsibility Division and to the RGIC program processes. Following orientation at head office, new staff start in their casino location paired with a senior rep for the first week (or more if required). RGIC representatives have been offered educational opportunities in the community and those contracted for inclusion in our annual RGIC retreat.

The following are some of the trainings provided:

- Crisis intervention
- Handling difficult people
- Suicide Prevention
- Supportive Listening
- Humour and Self-Care
- First Aid

SASKATCHEWAN

SASKATCHEWAN GAMING CORPORATION RESPONSIBLE GAMING INFORMATION CENTRES

The Unique Saskatchewan Gaming Environment

The gaming environment in Saskatchewan is unique and complex with a number of gaming providers. There are a total of 8 casinos in the province, 6 operated by Saskatchewan Indian Gaming Authority (SIGA) and 2 operated by Saskatchewan Gaming Corporation (Sask Gaming).

Sask Gaming is a provincial Crown Corporation that operates two casino properties - Casino Regina and Casino Moose Jaw, which both have Responsible Gaming Information Centres (RGIC) on the gaming floor of the casino. This document will discuss the responsibilities and roles of the staff who work out of these centres.

RGIC STAFF RESPONSIBILITIES

General Accountability

The Responsible Gaming program is part of the Security Team at Sask Gaming, enhancing player protection and safety. The Responsible Gaming Specialists (RGS) position is out-of-scope within Sask Gaming.

Reporting to the Manager of Responsible Gaming, the RGS are responsible for implementing the corporate responsible gaming strategies by conducting appropriate guest interactions, providing resources, education and referral services. The RGS are responsible for the input of interaction data into the iCare software program and to provide training, education and mentorship to employees of Casinos Regina and Moose Jaw.

Primary Responsibilities

GUEST INTERACTIONS

- Responsible to lead, develop, conduct appropriate guest interactions which may include providing information to guests up to crisis intervention.
- Facilitate self exclusions and documentation of same within iTrak and Casino Market Place (CMP).
- Provide referrals to guest in difficulty to outside resources.
- Oversee and monitor the documentation of player interactions.
- Develop player educational resources and host player education events.

ICARE

- Responsible for implementing and managing the input of interaction data to the iCare software program.
- Preparation of reports on same for the use of the Executive, Managers and Staff.
- Evaluate and recommend enhancements.

STAFF INTERACTIONS

- Provide advice and assistance to casino staff in making referrals to RGS/RGIC and where appropriate providing information to guests who may be in difficulty with gambling or who may want information about how gambling works.
- Analyze daily reports (Manager of Casino Operations, Slot Shift Manager, Pit Manager, CMJ Operational Shift Manager) linking floor activities to Responsible Gaming.
- Monitor and evaluate the documentation of player interactions by Level 2 staff, and provide direction to staff for personal growth and development in the area of responsible gaming, player relations and customer service.
- Facilitate Level 1 training to front-line casino staff.
- Assist in Level 2 training and mentoring Level 2 staff in the proper interactions, policies and procedures of responsible gaming.

CORPORATE

- Attend various departmental teams meeting to share enhancements to the responsible gaming program, provide education for professional development, and strengthen lines of communication with other departments at Sask Gaming.
- Represent Responsible Gaming at Exclusion Review Committee Meetings as needed.
- Develop procedures and guidelines; leading industry practices in the area of player interactions and documentation.
- Identify complex and shifting external events, and acts in the best interest of SGC.
- Build relationships with outside agencies and interest groups.

MANITOBA



RGIC Staff Responsibilities

Overall, these positions report to the AFM Supervisor of Gambling Programs and work onsite at the Casinos of Winnipeg in close cooperation with and on occasion, as directed by Manitoba Lotteries' Casino Operations Manager. Overall, the RGIC staff has responsibilities in the following areas:

Player Information & Education (80%):

- Uses a variety of multi-media educational tools and based on adult educational principles, provides gambling education and information to guests who want information about casino gaming, e.g. house advantage, randomness, independent events, setting limits, how games work, etc.
- Distributes quarterly *Gaming Activity Reports* to Club Card members who have requested them via the standard procedure and provide clarification of report contents if requested.
- In appropriate situations with guests, offers to produce and review a *Gaming Activity Report* for a Club Card member in accordance with standard procedures and respecting the confidentiality agreement.
- Assists players in understanding and setting limits using the *Player Choice Limits* program associated with the Club Card program.
- Uses a variety of multi-media educational tools and based on adult educational principles, provides gambling education and information individually or in groups to casino staff as requested.

Onsite Support & Referral (15%):

- Provides confidential short-term intervention, consultation, support and referral to guests who are experiencing problems related to gambling, often as requested/directed by the Casino Operations Manager.
- Participates in Voluntary Exclusion interviews in a Level 3 RG role when onsite (as part of the normal Level 3 procedure), in consultation with the Casino Operations Manager or Security Shift Manager) to encourage the guest to connect to services for gambling problems.
- Provides confidential short-term intervention, consultation, support and referral to family members and friends of guests who are experiencing problems with gambling, often with the involvement of the Casino Operations Manager.
- Provides consultation and support to casino staff, especially the Casino Operations Manager, managers and supervisors in identifying potential approaches to guests with issues related to their gambling.
- Provide consultation and support to casino staff who may be dealing with a family member and / or friend who may have a gambling problem.
- Consults with and briefs AFM supervisor as required.

Training, Staff Meetings & Administration: (5%):

- Assist in conducting Level 1 training sessions with front-line casino staff.
- Assist in conducting Level 2 training sessions for supervisors and managers.
- Assist in conducting specialized responsible gaming training sessions, i.e. table games pit managers, security officers, security shift managers, etc.
- Attend various levels of staff meetings (department, shift meetings and Quarterly Supervisors meetings) to discuss the RGIC program and services, and to discuss relevant problem gambling guest situations.
- Identifies potential issues and requirements for discussion with AFM Supervisor and MLC Director of Responsible Gaming.
- Prepare required reports and data tracking for the program.



ONTARIO

Responsible Gaming Resource Centres In Ontario:

RGRC Objectives

- To raise awareness of its purpose and resources among potential users (regular casino patrons and staff)
- To provide effective assistance, information and referral for individuals with high-risk or problematic gambling behaviors
- To increase awareness of safe gambling beliefs and practices among patrons

Staff Roles

RGRC Manager: The RGRC Manager provides support, direction, assistance and supervision to staff for whom the Manager is responsible. The Manager ensures the efficient and effective operation of Centre programs and services and the professional supervision of the RGRC Service Coordinators.

RGRC Service Coordinator: The Service Coordinator is responsible for providing a range of direct services to gaming venue patrons and for participating in the planning and delivery of problem gambling prevention and awareness programs/events on-site at gaming venues.

Staff Employer

Responsible Gambling Council

Type of Training for RGRC Staff

All RGRC staff receive training from the Responsible Gambling Council, which includes knowledge and skill-based training as well as time shadowing an experienced staff member. In addition, all staff receive ASIST (Applied Suicide Intervention Skills Training) and First-Aid training.

QUEBEC



1. Objectives :

- To give visitors an opportunity to learn and reflect upon their gaming behaviour and habits with demonstration gaming devices to help people tell the difference between skill-testing games and games of chance.
- *Mise sur toi* operates coordinates and administers those Centres in the province's casinos and other gambling venues.

2. Staff Roles :

- Staffed by specialists in the field of games of chance and gambling
- The Ambassadors have two mandates: the first one consists of welcoming visitors and informing them about the concepts of luck, ability and the real chances of winning. The second mandate is to promote responsible gambling by offering advice on how to adopt responsible gambling strategies. In cases where the visitor may need help for a gambling problem, the Ambassadors will refer those visitors towards the appropriate gambling resources.

3. Staff Employer : Maison Jean Lapointe

- In 1973, nonprofit organization La Maison Jean Lapointe began providing rehabilitation for people suffering from alcoholism and drug addiction. In 2001, La Maison Jean Lapointe added treatment for problem gamblers to its list of services. And since 2004, La Maison Jean Lapointe has been providing activities to raise awareness about the personal and financial risks associated with games of chance & money. To date, La Maison Jean Lapointe has met over 50 000 individuals through its gambling awareness activities.

4. Type of training for RGIC Staff :

- Training on the type of games offered in Loto-Québec's venues (Table games, slots, Poker, etc.)
- Training on difficult situations with customers
- Continuous training with staff employer to update RG concepts

5. Daily Casino Operating Hours :

- Casino de Montréal & Casino Lac-Leamy : 24 hours/day
- Casino de Charlevoix: Monday-Thursday: 11hAM-12hAM/ Friday-Saturday: 10hAM-3hAM/Sunday: 10hAM-12hAM

6. Centre Staff Permitted to Approach Guests on Gaming Floor:

- They are at the entrance of the Centre to invite them in.

NOVA SCOTIA

Objectives

- The purpose of the Centre is to provide relevant and useful information on responsible gambling and problem gambling, as well as to provide linkages to treatment and community resources.

Staff Roles

- The Centre staff offer the following services:
 - Information (e.g. how games work, odds, etc.);
 - Education (e.g. how to play responsibly, set a budget, etc.), as well as on-going responsible gambling training for all Casino Nova Scotia (CNS) staff;
 - Provide assistance to casino staff with Self Exclusion; and,
 - Linkage(s) to treatment (e.g. Problem Gambling Helpline, counsellor's office) including resource information referrals and identification and intervention programs for potential problem gamblers.

Staff Employer

- Shepell•fgi has been engaged by NSGC/CNS to provide professional services for the development, implementation, administration and staffing of the Responsible Gambling Resource Centre. Shepell•fgi is involved nationally with employee assistance programs and workplace health programs among other initiatives. Within Nova Scotia, they are the provider of the Nova Scotia Problem Gambling Helpline services, as well as the responsible gaming training received by the Casino Nova Scotia employees.

Type of Training for RGRC Staff

- All employees are expected to have experience in counselling, crisis management, adult education, public relations and customer service.
- Shepell•fgi manages the operational training for the Centre staff.

NEW BRUNSWICK

The RGIC at Casino New Brunswick opened on June 23, 2010.

Objectives

The Responsible Gaming Information Centre (RGIC) is a service available to casino patrons, casino staff, members of the public, and other professionals wishing information about responsible gaming.

The RGIC, which is located in Casino New Brunswick, provides a variety of materials designed to help inform and educate players and others

- about gambling in general (e.g., odds, randomness, myths);
- on how to gamble responsibly (e.g., tips for keeping gambling fun, best practices);
- about the signs of problem gambling and available treatment services; and
- on the casino's Voluntary Self-Exclusion program.

Staff Roles

RGIC representatives are helpful and knowledgeable advisors who are there to answer questions and guide visitors through the many resources available. The RGIC does not provide counselling services, but does provide linkages to treatment and other resources for those who request it.

Staff Employer

The RGIC is funded by the New Brunswick Lotteries and Gaming Corporation (NBLGC). The NBLGC has partnered with Shepell•fgi, an arm's length third-party (non-government entity), for the staffing and operation of the RGIC.

Type of Training for RGIC Staff

The RGIC is staffed by RGIC representatives, professionals managed and trained by educators from Shepell•fgi, a company experienced in providing total health solutions in both the public and private sectors.

The training the staff have received provides a comprehensive overview of the following:

- responsible gaming constructs and their practical application in the community;
- the signs and symptoms of problem gambling as well as appropriate treatment interventions/options;
- assessment and referral competencies; and
- good customer service skills.

This foundation is complemented by on going supervision and collaboration with all stakeholders to allow for continuous learning opportunities.

RGIC Hours of Operation

Monday to Thursday: 1 p.m. to 12 a.m. (midnight)
Friday to Sunday: 12 p.m. (noon) to 12 a.m. (midnight)

PRINCE EDWARD ISLAND

Objectives

The Responsible Gambling Information Centre exists within Red Shores to promote gambling products and information in a manner that encourages recreational play and empowers players to make healthier choices when it comes to their gambling.

The four main objectives of the Responsible Gambling Department are to:

1. Educate players on the games of choice offered at Red Shores Racetrack & Casino at both Charlottetown and Summerside locations
2. Dispel player myths surrounding gambling.
3. Promote gambling as a form of entertainment, not as a way to make money.
4. Assist any player, and/or family member(s), who has identified themselves as a problem gambler through offering information on community resources, harm reduction techniques, the self-exclusion program, etc.

Staff Roles

The role of the Responsible Gambling Representatives is to:

- Provide Responsible Gambling education and assistance to the public and to encourage healthy play choices.
- Provide information, assistance, and support to players experiencing problems.
- Build partnerships and referral procedures for connecting players and third-parties (i.e. family members) to community services.
- Educate employees on matters related to Responsible Gambling, Problem Gambling, and Community Resources.
- To assist Security in executing self-exclusion requests by supporting the player through the process.

Staff Employer

Atlantic Lottery

Type of Training for RGIC Staff

The Responsible Gambling Information Centre is staffed by individuals who have a background in Addictions Counseling, Social Work and/or Psychology. Responsible Gambling Information Centre Employees have experience in counseling, crisis intervention and customer service. Once hired, all RGIC employees are required to take ASIST training (applied suicide intervention skills training).

RGIC Evaluations



What Have We Learned So Far?

RGIC Evaluations



Session Goals:

- Identify the highlights of RGIC evaluations done to date in Canada
- Highlight the ILC RG Sub-Committee's RGIC Evaluation Methodology project
- Gather initial input into identifying key measures of output and outcomes for the project



Impact of Visiting an Onsite Casino Information Centre on Perceptions about Randomness and Gambling Behaviours

Christine Durocher/Anne Elizabeth Lapointe
Fondation Mise sur toi/Maison Jean-Lapointe



Introduction & Method

- This evaluation includes two studies evaluating the OCIC *Au Centre du Hasard*, located in Montreal, Quebec.
- The goal of the first study was to identify the profile of the visitors and to assess their appreciation. After a visit, 336 patrons accepted to complete a pen and paper questionnaire.
- The goal of the second study was to evaluate the impact of a visit on the perceptions about randomness and the gambling behaviours of the visitors. For this study, 67 visitors were evaluated before, after, and 3 months following a visit and their results were compared to a control group.



Results

- Data showed that most visitors were seniors, occasional slot machine gamblers, and in control of their gambling activities. The majority of guests greatly appreciated their visit.
- A visit to *Au Centre du Hasard* seemed to modify the misconceptions towards the notion of randomness but not the gambling behaviours.
- These gains were maintained at 3-month follow-up.



RGIC Application

- The Ambassadors are now at the entrance of the Centre to invite patrons to visit it
- If a person wants to self-exclude, the Ambassadors will accompany them to the security office
- Enhanced training is continuously offered to reflect the diversification of the game offerings, i.e. Poker, online gaming, etc...
- Plasma Screen TV for the use of the Slot Machine tutorial and *How slot machines work* video
- New Electronic Slot machine on display



Evaluation of Alberta's RGIC Pilot

Pat Sheptycki
Alberta Gaming and Liquor
Commission



Introduction & Method

- The goal of the RGIC pilot was:
 - to raise awareness of RG/PG among patrons and staff and
 - to assist PG into treatment programs
- Measure the effectiveness of 2 pilot sites and provide recommendations for future direction
- Methodology – qualitative & quantitative:
 - Literature review
 - Process evaluation through key informant interviews
 - Outcome evaluation through Pre and Post surveys of casino patrons and staff

RGIC Evaluations



Results / Key Findings

- RGIC services in casinos are needed
- Provide more interactive instructional materials
- More emphasis on odds, payout, house advantage
- RGIC must be highly visible on the gaming floor
- There also needs to be private office space
- Heighten awareness of RGIC and its role
- The skills of a trained counselor is not a requirement
- Clearly communicate the role & function of the RGIC
- RGIC s/b manned all the time or more often
- Share ideas/information with other jurisdictions

RGIC Evaluations



Changes Made / Program Direction

- Direction to expand the RGIC program to all 25 sites
- RGIC Brochure on roles (1 of 4)
- Focus on low to moderate risk through prevention, education, early intervention—RGICs cannot treat PG
- Continuous promotional activities to bring attention
- Changed staffing qualifications
- Continue to place RGIC on gaming floor
- Additional private office space
- Newer, better educational tools
- Liaison with other jurisdictions

RGIC Evaluations



2007 Evaluation of the Responsible Gaming Information Centres in Ontario

Paula Antoniazzi
Responsible Gambling Council

RGIC Evaluations



Introduction & Method

- Evaluation completed at the end of 2-year pilot
- 2 sites: RGIC at Niagara Fallsview & Casino Windsor
- Completed by The Osborne Group
- Focus on 3 Questions
 - Effective in raising awareness of purpose/services?
 - Effective in providing information, assistance & referrals?
 - Increase awareness of safer gambling beliefs & practices?
- Total of 7 information sources and 9 instruments used to gather data

RGIC Evaluations



Results / Key Findings

- High level of awareness among casino patrons: 7 out of 10 patrons surveyed knew about the Centre
- Most common way learned about Centre was to walk by
- Visitors rated RGIC staff very highly in terms of approachability, helpfulness and knowledge
- Visitors rated information received very highly with respect to usefulness, satisfaction, and likelihood of using it
- Self-exclusion seen by casino management, RGIC staff & gambling treatment providers as an area that RGIC staff could assist
- 14% of casino staff had referred a patron to RGIC
- MARGI identified as a useful tool & rated as informative and interesting

RGIC Evaluations



Changes Made as a result of Evaluation

With the launch of 25 new RGRCs across Ontario:

- Location with optimal walk-by traffic
- Public space that invites people
- More educational events & new tools that engage
- Private, comfortable space for personal conversations
- New services, including enhanced role in Self-Exclusion
- Regular communications with venue staff



Evaluating Impact of BCLC's GameSense Info Centres

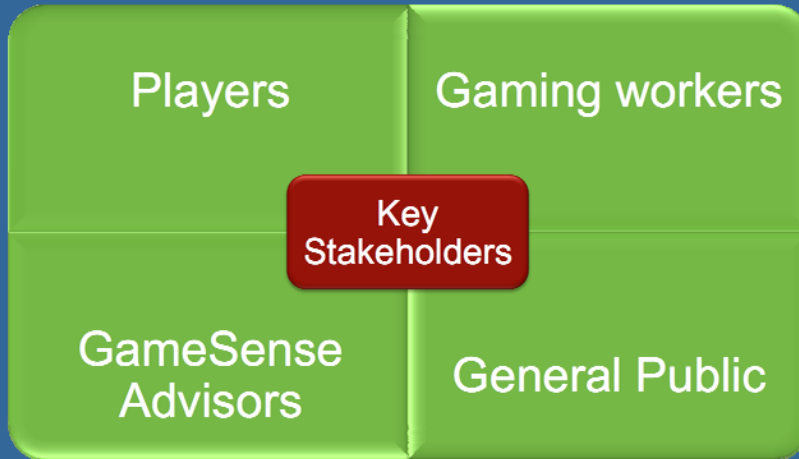
Paul W. Smith, Director
Corporate Social Responsibility
BCLC



BCLC's GameSense Info Centres

- 17 Staffed Centres (All casino locations and 2 racetracks)
- 5 regional team leaders
- 25 GameSense Advisors (GSAs)
- 15 "self-serve" locations at Community Gaming Centres
- All GSICs located on the gaming floor in high-traffic/high-visibility locations

RGIC Evaluations



RGIC Evaluations



Evaluation Methods

Audience	Evaluation
Players	Customer survey (Baseline established January 2010) Customer interaction reporting tool (data collected since 2008) Promotional programs evaluations
Gaming workers	Annual survey (in development)
GameSense Advisors	Annual survey (baseline established October 2009)
General Public	Responsible gambling awareness survey Gaming Watch (continuous tracking of corporate reputational KPIs)

RGIC Evaluations



Key Findings: Players

Customer Interactions (Jan – Dec 2009)

- 17,458 interactions
- 1200 interactions per month
- Promotional activities increase interactions
- First promo +292%
- 61% first time visitors
- 66.7% RG; 18.8% PG; 4.2% VSE
- GSAs assisted with more than 800 VSEs

Customer Survey (Jan 2010)

- Awareness
- 86% awareness of RG for regular visitors (every 5 mos or more)
- 70% feel GSICs meant for "anyone who gambles" (only 1 in 5 feel meant "for them")
- 75% aware of brochures and GSICs; >50% aware of GSAs
- Access
- 16% use brochures describing games; 11% on RG
- 7% visited a Centre; 5% had discussions with GSA
- Reasons for not accessing: 54% only go to play; 31% not interested

RGIC Evaluations



Key Findings: GameSense Advisors

GSA Survey (October 2009)

- Highest rated interaction tools:
 - GameSense.ca: 95%
 - Pens: 85%
 - Slot tutorial: 85%
- Most useful brochures:
 - Voluntary Self-exclusion
 - Getting help with problem gambling
 - GameSense Guide to Slots
- 95% feel GameSense intro has made it easier for them to communicate about responsible gambling
- Need for improved communications between GSAs

RGIC Evaluations



Key Findings: General Public

Gaming Watch (January 2010)

- ¾ of public are aware of a program for those with a gambling problem
- Just over half aware of programs promoting RG
- No significant change in awareness of BCLC's Problem Gambling and Responsible Play Programs. FY'09/10 is at 91% awareness.
- More than one in seven BC residents (15%) are aware of GameSense, with TV being the main source of awareness.
- GameSense was seen or heard about, only 24% indicate it was from a gaming facility.

RGIC Evaluations



Applying the Findings

GSA's

New communication tool

- GameSense Gab online forum (launched December 2009)

Players

New promotions strategy

- Showcase GSIC resources, educational tools and messaging
- Increase visibility of GSICs and GSA role within gaming facilities
- Increase meaningful GSA interactions by encouraging new RG learning opportunities

Gaming workers

Staff orientations

Recognition Awards Program (in development)

GameSense Connect newsletter (in development)



Moving Towards Common RGIC Evaluation Methodology



ILC Responsible Gaming Sub-Committee

- Senior reps from provincially designated agencies responsible for conducting and managing gaming within that jurisdiction (started in 2009)
- Strategic plan, priorities and projects identified for implementation over the next 3 years
- Four priority areas include:
 1. Research & Evaluation
 2. Training
 3. Program Development
 4. Communications (Player and Public)

RGIC Evaluations



RGIC Evaluation Methodologies Project

- Similarities in objectives and program approaches
- Some differences in operational and/or reporting structures
- Common framework would be beneficial:
 - To demonstrate the positive outcomes of these programs
 - To ensure standardized metrics and measures are being used to ensure comparability of evaluations
 - To identify gaps for future improvements

RGIC Evaluations



Key Questions:

- Are we making an impact and a difference, according to our objectives?
- In what way? And for whom?

RGIC Evaluations



Key Measurement Areas:

Program Outputs:

- What are the main outputs that should be measured?
 - Player information services?
 - Support and referral?
- How do we define an “interaction” or “visit”?

Outcome Measures:

- What are the key outcome and effectiveness indicators that should be measured for player information?
- What about support and referral?
 - Short-term outcomes?
 - Mid-term outcomes?
 - Long-term outcomes
 - Impact on different groups, i.e. customers, staff, casino managers?
- Thoughts on how to measure these?

RGIC Evaluations



Next Steps:

- Project work plan to be developed (ILC RG Sub-Committee)
 - Examine program objectives, output and outcome measures
 - Possible development of a national “logic” model on which to base evaluations
 - Ongoing stakeholder consultation