



Responsible Gaming Report | Summer 2021

The Tennessee Education Lottery Corporation (TEL) continues to demonstrate its commitment to Responsible Gaming (RG) and has achieved the highest level of RG certification (Level 4) from the World Lottery Association. The TEL is currently preparing its Level 4 recertification application due May 2022. The TEL has been examining its initiatives, deploying new tactics and collecting data and feedback for continuous improvement in its Responsible Gaming program. The TEL has a solid foundation to work from as it maximizes its resources and abilities.

Stakeholder Engagement

- The TEL received its North American Association of State and Provincial Lotteries/National Council on Problem Gambling Responsible Gaming Verification certificate in December 2020, achieving the highest level of the program.
- The TEL maintains active relationships with the Tennessee Department of Mental Health and Substance Abuse Services as well as the Tennessee Association of Alcohol, Drug & Other Addiction Services (TAADAS) to collect monthly data on calls and texts to the REDLINE, a 24/7 helpline operated by TAADAS.
- Understanding an informed player is a responsible player, the TEL continues to deploy multiple player-oriented strategies to educate players on its Responsible Gaming program.
- Throughout the WLA recertification process, the TEL shares tactics, strategies and knowledge gained with other lotteries around the country.
- The TEL will work with independent state auditors from the state Comptroller's Office during the WLA recertification process.

Game Design

- Developing the use of new survey capabilities through the TEL's VIP program for potential post-launch insights.
- New game offerings continue to be vetted through the award-winning Game Design template.

Retailer Program

- The TEL includes a "Responsible Gaming Tip of the Month" in its monthly Retailer Update, which is sent to more than 5,000 of its retailers.
- The TEL is working with IGT, which delivers the retailer training program, to update and reinforce Responsible Gaming training given during the orientation for new retailers.
- During the retailer training program, retailers are shown a video introducing them to problem gaming symptoms and available resources should there be concern about a player.
- A Responsible Gaming survey will be emailed to retailers to raise awareness, gain insight and support messaging for the TEL's RG program.

Employee Program

- The TEL collects responses from the Responsible Gaming Orientation Survey for new employees and the 90-day follow-up to examine any messaging points that need reemphasizing in other communications with TEL employees.
- TEL Player Services answers every phone call with "Thank you for calling the Tennessee Lottery where we encourage players to have fun and play responsibly."
- Human Resources Compliance Training videos answering multiple responsible gaming questions are available to employees on the local intranet.



TENNESSEE EDUCATION LOTTERY CORPORATION

Advertising/Marketing Communications

- The TEL deployed a radio advertisement specifically promoting responsible gaming and Problem Gambling Awareness Month in March 2021 as well as a digital display in TEL retailer locations.
- The TEL continues to utilize its compliance checklist for new marketing campaigns to ensure it aligns with our responsible gaming initiatives.
- The TEL identified additional ways to put Play Responsibly reminders in front of our players through new tactics at point-of-sale and on its website.

Insights

The TEL gathers data to develop strategies and tactics and continuously improve its RG program. Examples of the feedback studies include:

- Tracking responses from the New Employee Orientation Survey and the 90-day reissue of the survey.
- Views of social media postings that display the TEL's Play Responsibly logo to increase awareness.
- Survey trends in the quarterly tracking study done by the International Gaming Technology (IGT), the TEL's major gaming vendor for drawing-style games and lottery gaming systems.
- Responses to a set of RG questions for focus groups held quarterly by Scientific Games, the TEL's major instant ticket gaming vendor.
- Networking with other WLA Responsible Gaming Level 4 U.S. lotteries.

Treatment Referral

- The TEL added a "Play Responsibly" tab in January 2021 to the top of its webpage to make it more accessible to players.
- Starting in February 2021, the TEL began collecting referral information for the QR code it placed on point-of-sale pieces that directs players to the Play Responsibly webpage on tnlottery.com.



Sports Gaming

- The TEL works with each applicant for an operator's license to ensure their application, operations and internal controls are meeting responsible advertising and marketing guidelines.
- TEL staff reviews marketing plans and advertisements as well as promotional materials for compliance and to ensure the Tennessee REDLINE is promoted appropriately.
- The TEL became the first U.S. member of GLMS, a sport integrity service aimed at detecting and analyzing suspicious betting activities that could question the integrity of a sport competition.

Play RESPONSIBLY

[TNLOTTERY.COM](https://tnlottery.com)