

A History of Firsts in Social Responsibility

WORLD FIRSTS

1. Responsible Gaming Features on VLTs

- In 2001-02, the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC) introduced responsible gaming features (RGFs) on Video Lottery Terminals (VLTs) designed to encourage responsible play. These features have now been emulated by jurisdictions world-wide.
- The RGFs consist of the following:
 - ▶ *Pop-up reminder* – This advises the player how long they have been playing and will ask the player if they wish to continue. The reminder will first appear after 60 minutes and then at 30 minute intervals.
 - ▶ *Displaying amount wagered in dollars* – The amount wagered shows as an actual dollar amount instead of credits.

2. My-Play System

- NSPLCC created the My-Play System, a responsible gambling system to provide real-time information and tools to video lottery players.
- The goal was to empower players with information about their play so they could make informed decisions that are appropriate for them.
- Through the use of a player card, the My-Play System offered players five information tools:
 - ▶ Access to historical information on the total money spent and time played for a period of a day, week, month, or year.
 - ▶ Access to in-progress play activity information, including the amount of money put in and the amount cashed out in the current play session.
 - ▶ Ability to set a spending limit for a day, week, month, or year.
 - ▶ Ability to set a time limit for play from a set amount of hours per day, week, month, or year.
 - ▶ Ability to stop play immediately for 24, 48, or 72 hours.
- On April 1, 2012, enrolment in the My-Play System became mandatory with two enrolment options.
- On August 20, 2014, Government announced its decision to remove the My-Play System from all

VLTs in Nova Scotia as it was not meeting objectives.

3. Responsible Gambling Social Marketing Campaign

- In October 2007, NSPLCC launched *The Responsible Gambler* social marketing campaign. The goal of this multi-media (television, radio and print) program was to help raise awareness about responsible gambling behaviour and to encourage these attributes amongst those adult Nova Scotians who choose to gamble.

4. Responsible Gambling Resource Website

- In 2008, NSPLCC launched a responsible gambling website dedicated to providing the public and players with important information to make informed decisions, and help prevent problems before they start. The detailed informational and educational content was developed by independent experts.
- The website can be viewed through yourbestbet.ca.

5. Responsible Gambling Assessment Program

- In 2006, NSPLCC created the first Social Responsibility Assessment (SRA) Program, which is designed to serve as an input into the decision-making process about whether or not a new product should be introduced, a new marketing approach undertaken or a new project initiated.
- In 2012, the program was updated and renamed to Responsible Gambling Assessment in order to reflect more accurately the scope of the program.
- Pursuant to the Social Responsibility Charter, the Program is used by NSPLCC and its two operators, Atlantic Lottery and Casino Nova Scotia, to standardize Nova Scotia's approach to social responsibility within the Province's gaming industry.

6. World Lottery Association Level 4 Responsible Gaming Certification

- The World Lottery Association (WLA) is a global professional organization of state lottery and gaming organizations from 80 countries and six continents. Its vision is to be recognized as the global authority on the lottery business and to uphold the highest standards of corporate social responsibility.

- In April 2009, NSPLCC and Loto Québec were the first two organizations in the world to be certified by the WLA at its highest level of responsible gaming standards. This award represents best practices in social responsibility and in fostering responsible gambling behaviour.

7. McGill Youth Gambling Problem Toolkit Series

- McGill University's *International Centre for Youth Gambling Problems and High-Risk Behaviors* has researched and developed Toolkits for legal and medical professionals who may deal with youth gambling problems.
- NSPLCC was the funding partner for this world-first initiative, which included the distribution of the Toolkits in Nova Scotia in March 2010.

NORTH AMERICAN FIRSTS

8. Responsible Gambling Awareness Week

- In 2002, Nova Scotia became the first jurisdiction in North America to launch a *Responsible Gambling Awareness Week (RGAW)*. RGAW is one of the largest of NSPLCC's responsible gambling initiatives that works to foster responsible gambling behaviour across the Province and includes the delivery of numerous community events and programs.
- From 2005 to 2011, NSPLCC held a two-day Responsible Gambling conference which featured world-renowned guest speakers and focused on responsible gambling and social responsibility within the gaming industry.

9. Social Responsibility Charter

- In October 2006, NSPLCC launched its *Social Responsibility Charter*. The Charter formalizes NSPLCC's commitment to integrating social responsibility into all aspects of its business and sets out five pillars that articulate the framework of this commitment:
 1. Responsible gambling;
 2. Integrity and security;
 3. Citizens and communities;
 4. Corporate governance; and,
 5. Stakeholder relationships.
- These pillars outline how social responsibility is integrated into Nova Scotia's gaming industry, what is expected of NSPLCC as a socially responsible corporate citizen, what NSPLCC's commitment is in

meeting these expectations, and how operators and retailers contribute to achieving these items.

- In 2014-15, an update of the Charter took place to review, modernize and update the document.

CANADIAN FIRSTS

10. Mobile Access to Responsible Gambling Information

- The *Mobile Access to Responsible Gambling Information (MARGI)*, developed by the Responsible Gambling Council of Canada and first piloted in Nova Scotia, is a stand-alone kiosk that provides players with interactive tools and information intended to assist them in making informed gaming decisions.
- MARGI is located in both the Halifax and Sydney Casino Nova Scotia locations.

11. GamTalk

- NSPLCC is proud to sponsor *GamTalk*, the first national online peer based support service in Canada for those who gamble.
- *GamTalk* was developed by Dr. Richard Wood and is supported by a team of moderators and technical experts. It is a free forum operated as an independent non-profit organization within Canada.