

**NSPLCC Responsible Gambling Programs**

- Responsible gambling programs are initiatives created and / or supported by the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC) for Nova Scotian adults who have reached the age of majority. These programs communicate responsible gambling messages in an effort to ensure that those who choose to gamble have the necessary information to make informed decisions.

**1. Responsible Gambling Awareness Week**

- In 2001-02, 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 initiatives that works to foster responsible gambling 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.
- Other events that take place during the week include the Community Education Activity, and events surrounding the Responsible Gambling Resource Centres at the Halifax and Sydney casinos.
- In 2016, *RGAW* reached approximately 4,100 people with responsible gambling messages through direct interactions.
- 2016 Results: 46% of Nova Scotian gamblers felt the message was important and relevant; 49% of Nova Scotians felt the ads made them think about their own or someone else's gambling; and, 94% of Nova Scotian gamblers felt the campaign topic was important for people to think about.

**2. Responsible Gambling Resource Centre**

- NSPLCC started the province's first on-site Responsible Gambling Resource Centre (RGRC) at the Halifax Casino in 2005-06, and in Sydney in 2006-07. The purpose of the Centre is to provide relevant and useful information about responsible gambling, as well as linkages to treatment and services in the community.
- As of December 31, 2016, the RGRCs welcomed approximately 4,354 visitors, bringing total visitation since 2005-06 to over 44,000.

**3. Ticket Lottery Retailer Responsible Gambling Training Program**

- NSPLCC created a program for employees of the more than 1,000 businesses that offer ticket lottery products. This biennial education program provides retailers with information to support players in making informed decisions when playing ticket lottery products.
- In 2013-14, NSPLCC transferred the daily management of this training program to ALC.
- In 2015-16, 100% of ticket lottery retailers completed training as required.

**4. Video Lottery Retailer Responsible Gambling Training Program**

- NSPLCC created the Video Lottery Retailer Responsible Gambling Training Program in 1999-2000 and updated it in 2008-09. The program educates video lottery retailers and their staff about responsible gambling and how to support players in making informed decisions when playing video lottery.
- In 2013-14, NSPLCC transferred the daily management of this biennial training program to ALC.
- In 2015-16, 100% of video lottery retailers completed the training as required.

**5. RG Features on VLTs**

- VLTs in Nova Scotia offer the following responsible gambling features on the machines and in sites:
  - ▶ *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.
  - ▶ *Mandatory cash out* – This feature requires the player to cash out their money after 150 minutes of play time.
  - ▶ *Maximum cash-in* – This feature allows the player to deposit no more than \$60 at any given time.
  - ▶ *Maximum Bet* – \$2.50 per spin.

- *Permanent clock* – This clock is always available on the player screen and reminds the player of the time of day.

## **6. Mobile Access to Responsible Gambling Information**

- In 2006-07, the *Mobile Access to Responsible Gambling Information (MARGI)*, developed by the Responsible Gambling Council, became a Canadian first in both Casino Nova Scotia locations: Halifax and Sydney. *MARGI* is a stand-alone kiosk that provides players with interactive tools and information intended to assist them in making informed gambling decisions.
- As of September 30, 2016, approximately 1,300 casino visitors used *MARGI* to learn about responsible gambling, bringing total number of users to over 43,000 since 2006-07.

## **7. GamTalk**

- Through its financial support, NSPLCC led the introduction of *GamTalk* in 2008-09, 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.
- As of March 31, 2016, there are approximately 14,000 hits on *GamTalk* webpage.

## **8. Community Education Activity**

- The *Interactive Community Education Display (ICED)*, created by NSPLCC in 2004-05, is a portable display that includes interactive educational components and is used to raise awareness about the risks of gambling and ways to gamble responsibly.
- *ICED* reached approximately 6,800 individuals across the province between 2004 and 2011.
- In 2011-12, *ICED* was renamed Community Education Activity. Street teams interacted with approximately 4,100 people in four communities during 2015. Responsible Gambling Awareness Week, and provided responsible gambling messages, including a link to [yourbestbet.ca](http://yourbestbet.ca). Approximately 19,000 Nova Scotians have interacted with the street teams since 2011-12.

## **9. Responsible Gambling Resource Website**

- In 2008-09, NSPLCC launched [yourbestbet.ca](http://yourbestbet.ca), a world-first responsible gambling website dedicated to providing the public and players with important information to make informed decisions and help prevent gambling problems before they start. The detailed informational and educational content was developed by independent experts. The website can also be viewed through [gamingsns.ca](http://gamingsns.ca). As of December 31, 2016, there has been approximately 7,700 unique visitors to [yourbestbet.ca](http://yourbestbet.ca).

## **10. Responsible Gambling Information Program**

- In 2008-09, a new Responsible Gambling Information Program was developed to replace the existing Play by Play brochure series which was developed in 2005-06. The Program consists of five brochures, available at Casino Nova Scotia locations, and ticket and video lottery sites. The brochures are intended to dispel myths, provide factual information and offer tools and tips to facilitate responsible gambling choices.
- In 2011-12, NSPLCC reviewed and updated the program to ensure it is still relevant and effective in helping Nova Scotians make informed decisions about their gambling.
- Since 2008, approximately 185,000 brochures related to responsible gambling have been distributed in Nova Scotia.

## **11. 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.

## **12. 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.
- 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.