

A History of Firsts in Social Responsibility

WORLD FIRSTS

1. Healthy Play Features on VLTs

- In 2001-02, Nova Scotia Gaming introduced healthy play features on Video Lottery Terminals (VLTs) designed to encourage responsible play. These features have now been emulated by jurisdictions world-wide.
- Healthy Play Features consist of the following:
 - ▶ *Pop-up reminder* – This advises the player how long they have been playing and asks the player if they wish to continue. The reminder first appears 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 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.

2. My-Play System

- Nova Scotia Gaming 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, Nova Scotia Gaming 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. Healthy Play Resource Website

- In 2008, Nova Scotia Gaming 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 most recent expert review took place in 2016 and updates occur regularly.
- The website can be viewed through yourbestbet.ca.

5. Healthy Play Assessment Program

- In 2006, Nova Scotia Gaming created the first Social Responsibility Assessment 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.
- Recently, the program was updated and renamed to Healthy Play Assessment in order to reflect more accurately the scope of the program.
- Pursuant to the Social Responsibility Charter, the Program is used by Nova Scotia Gaming 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.

- The program goes through a regular review process which typically involves Advertising Standards Canada and additional expert review.

6. World Lottery Association Level 4 Responsible Gaming Certification

- The World Lottery Association 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, Nova Scotia Gaming and Loto Québec were the first two organizations in the world to be certified by the World Lottery Association 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 Behaviours* has researched and developed Toolkits for legal and medical professionals who may deal with youth gambling problems.
 - Nova Scotia Gaming 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. Gambling Literacy Awareness Week

- From 2005 to 2011, Nova Scotia Gaming 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.
- In 2002, Nova Scotia became the first jurisdiction in North America to launch a *Responsible Gambling Awareness Week (RGAW)*. Now the Awareness Week and campaign, themed "Know the Game," is one of the largest of Nova Scotia Gaming's responsible gambling initiatives that works to foster gambling

literacy. This campaign typically includes on site activations at both Casinos and at other locations throughout the province.

9. Social Responsibility Charter

- In October 2006, Nova Scotia Gaming launched its *Social Responsibility Charter*. The Charter formalizes Nova Scotia Gaming'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. Healthy play;
 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 Nova Scotia Gaming as a socially responsible corporate citizen, what Nova Scotia Gaming's commitment is in meeting these expectations, and how operators and retailers contribute to achieving these items.
- Updating of the Charter takes place regularly.

CANADIAN FIRSTS

10. GamTalk

- Nova Scotia Gaming was a founding supporter of *GamTalk*, the first national online peer-based support service in Canada for those who gamble.

11. RG Check

- The program was developed by the Responsible Gambling Council, a Canadian independent non-profit organization.
- Both Casino Nova Scotia properties achieved their three-year RG Check re-accreditation in 2022 and the next re-accreditation process will take place in 2025.