



Public Health Trust Fund Executive Committee (PHTFEC) Meeting Minutes

Date/Time: April 11, 2017 – 2:30 p.m.

Place: Massachusetts Gaming Commission
101 Federal Street, 12th Floor
Boston, Massachusetts

Present: **Executive Committee**

Co-Chair Stephen P. Crosby, Chairman, Massachusetts Gaming Commission
Co-Chair Lindsey Tucker, Associate Commissioner, Massachusetts Department of Public Health
Rebekah Gewirtz, Executive Director, Massachusetts Public Health Association
Jennifer Queally, Undersecretary for Law Enforcement, Executive Office of Public Safety and Security
Michael Sweeney, Executive Director, Massachusetts State Lottery Commission

Attendees

Edward Bedrosian, Jr., Executive Director, Massachusetts Gaming Commission
Bruce Cohen, Consultant, Massachusetts Gaming Commission
Jackie Dias, Director of Program and Services, Massachusetts Council on Compulsive Gambling
Teresa Fiore, Program Manager, Massachusetts Gaming Commission
Debi LaPlante, Director of Research and Academic Affairs at the Division on Addiction, Cambridge Health Alliance
Mark Vander Linden, Director of Research and Responsible Gaming, Massachusetts Gaming Commission
Jeff Marotta, Consultant, Massachusetts Gaming Commission
Victor Ortiz, Director of Problem Gambling Services, Massachusetts Department of Public Health
Cecelia Porché, Paralegal, Massachusetts Gaming Commission
Jodi Silverman, Board of Director, Massachusetts Public Health Association
Marlene Warner, Executive Director, Massachusetts Council on Compulsive Gambling
Enrique Zuniga, Commissioner, Massachusetts Gaming Commission

Call to Order

2:33 p.m. Co-Chair Stephen Crosby called the Public Health Trust Fund Executive Committee (“PHTFEC”) meeting to order.

Approval of Minutes

Co-Chair Crosby noted that the minutes indicate that Dr. Rachel Volberg is going to address the PHTFEC on older adults and problem gambling. Director Mark Vander Linden stated that in the alternative he worked with Bruce Cohen to send out more information because the agenda is too tight. Co-Chair Lindsey Tucker stated that Rebecca Gewirtz is interested in this item and additional analysis is coming in July.

Michael Sweeney moved to approve the PHTFEC minutes of January 10, 2017. Motion seconded by Co-Chair Tucker. Motion passed unanimously.

Update on FY 17 MA Department of Public Health Problem (DPH) Gambling Initiatives

Victor Ortiz provided a budget brief update which included an overview of the following: (1) strategies and activities that are underway for Youth, Parents, and At-Risk Populations; (2) training pilot for and role of Community Health Workers; and (3) workforce development for BSAS (Bureau of Substance Abuse Services) providers – status of revisions for Practice Guidelines, stakeholder review process, and a plan to move Guidelines to an electronic format.

Update on FY17 MA Gaming Commission Research and Responsible Gaming Initiatives

Teresa Fiore provided an update on the following key responsible gaming initiatives: **Voluntary Self-Exclusion** is a responsible gaming initiative that is required by statute and it is presently under formal evaluation by the Cambridge Health Alliance. There are 178 individuals enrolled in the program, 12 individuals have removed themselves from the program, most enrollees select a five year exclusion term, and 40% of the enrollees are female. A shorter exclusion term is required before an individual can select lifetime exclusion. Any money played by a self-excluded individual goes into the Gaming Revenue Fund; it does not go to the casino. **GameSense** is a responsible gaming initiative that was adopted from British Columbia and the only GameSense center in the United States is at Plainridge Park Casino. The GameSense center is currently under evaluation by the Cambridge Health Alliance. GameSense recently launched a media campaign to increase brand awareness using videos, the web, and social media to promote responsible gaming messages. Ms. Fiore provided an overview of the media metrics which showed increases in traffic on the GameSense website. Ms. Fiore also reported on GameSense initiatives for Plainridge Park Casino employees, which included raffles and games. She noted that there was high employee participation in the initiatives. **PlayMyWay** is a budget-setting tool that informs player choice. There are currently 9,590 participants enrolled in the program and 11,133 have enrolled overall. She also noted that approximately 7% of the Marquee Reward card holders are enrolled in PlayMyWay.

Mark Vander Linden reported that there have been three respondents to the special population study for five specific groups (African American/Black, Veterans, Immigrants, Asians and Hispanics). He stated that we will review the proposals that total \$105,000. He noted that we have a budget for \$100,000.

Co-Chair Crosby stated that as the budget increases committee members will need to be more involved with staff briefings and meeting times will increase. He stated

that these are things to think about after we get the survey data. Co-Chair Tucker suggested increasing the meeting to three hours as we currently struggle to get through the agenda. Commissioner Zuniga suggested that study summaries presented at the Commission meetings could be tagged and video sent to PHTFEC members to view in advance of meetings. Rebekah Gewirtz noted challenges for members who are not full time staff and the need for executive summaries of reports. Victor Ortiz noted ways to streamline information which could include a summary matrix. Michael Sweeney stated that another element is the timing of receipt of materials. He stated that getting documents immediately prior to a meeting doesn't allow for a deep dive of the information. He suggested putting links of key information within a report. Jennifer Queally reminded members to be mindful of the Open Meeting Law. Ms. Queally also stated that she appreciates having Commission staff come to her office so she can engage with more questions.

Public Health Trust Fund: Setting the FY18 priorities and budget

Victor Ortiz provided an overview of the proposed draft budget. He stated that the initial prevention services budget was \$450,000 and the new budget is \$350,000, with a focus on youth. Jennifer Queally stated that she is an advocate for youth but questioned how much access youth have to casinos. Co-Chair Crosby stated that there is a lot of security at the casinos and it is difficult for youth to enter. Co-Chair Tucker stated that the focus isn't preventing youth from getting onto the casino floor, the focus is a prevention strategy to start the conversation while they are young. Bruce Cohen stated that youth are online gaming and little information is available. He stated that we need to be strategic on how we can collect data on patterns of youth online gambling. Ms. Queally stated that with limited funds maybe we should limit the youth spending and use it for the other groups currently at-risk. Rebekah Gewirtz stated that this money is about prevention and maybe we should focus on both groups. Co-Chair Crosby noted that our baseline data is on adults.

Mr. Ortiz continued with his presentation. He proposed developing a training webinar for the Practice Guidelines. He stated we need an independent review and baseline of our treatment system. We need to determine if there is a need. He also noted the adjustment of the budget for the Community Health Workers and the continuation of two deliverables for FY18. Mr. Ortiz stated that the new initiatives for FY18 include integrating gambling and suicide prevention. He stated that men are more likely to not talk about suicide and Bruce Cohen noted that pathological gambling is higher among men.

Mr. Ortiz noted the co-morbidity of problem gambling and violence in the home. He stated that this budget item has been reduced from \$25,000 to \$15,000. He also stated that the communications campaign has been reduced. Chairman Crosby suggested connecting with our Communication Director regarding strategies. Michael Sweeney requested an opportunity for the Committee to review any messaging that is created. Mr. Ortiz also noted the need for a project coordinator. He stated that the total proposed budget is \$1,140,197.00

Co-chair Crosby stated that we cannot vote on the budget because a vote was not included on the agenda. Co-Chair Tucker stated that we can put this budget on the agenda for approval at the next meeting. She suggested a special meeting for a

vote. Marlene Warner inquired about opening up the budget process for public comments to get treatment providers involved. There were concerns raised about the public commenting on the budget process, particularly due to the full agendas of the PHTFEC meetings. Michael Sweeney stated that our meetings are transparent and the public can offer comments.

Mr. Vander Linden provided an overview of the FY18 budget – which is \$3,680,229. He stated that there were uniform cuts in every category. He stated that the GameSense program runs 16 hours a day, 7 days a week, and includes a modest media campaign. He stated that the goal is to keep GameSense operating at Plainridge Park Casino and maintain a modest media campaign. He stated that they anticipate maintaining, developing and improving the PlayMyWay program. He stated that we also need to wrap up the Responsible Gaming Framework as it informs gaming regulation and sets expectations for our licensees. He stated that they are trying to control the costs in the SEIGMA (Social and Economic Impacts of Gambling in Massachusetts) study. They will continue to dive into existing data and follow up on reports. He noted that the annual research agenda is required by statute. He reported that they are looking at public safety impacts and there is a need to launch a baseline study in Springfield and surrounding communities. He stated that they added a modest increase of \$5,000 to this budget item. He noted a significant increase to the MAGIC (Massachusetts Gambling Impact Cohort) study and stated that cohort engagement is essential to keeping the study alive. Mr. Vander Linden also provided an overview of the responsible gaming evaluation initiatives. He also noted that \$100,000 set aside this year for the special population research will carry to next fiscal year. He proposed that we add \$25,000 next fiscal year. He stated that the data transfer, storage and access project was a struggle to get off the ground and he recommended we take \$50,000 from FY17 and roll it into FY18. He stated that this will further delay the start of the project until mid-FY2018. Michael Sweeney stated that he is concerned about the money budgeted for public safety and wondered if the level of funding would be able to meet the demands of a larger geographic area. Mr. Vander Linden stated that he spoke to the crime analyst and he felt that this was enough to move into the Springfield area, and he also noted that we won't go into Everett until FY19.

Members discussed their thoughts on the proposed budget of \$4.82 million with a contingency of \$100,000. Jennifer Queally wondered whether we should focus on juveniles rather than the current identified at-risk groups. Rebekah Gewirtz suggested adding \$80,000 to the DPH suicide prevention line item and make it a square \$5 million budget. There was a discussion about the assessment on licensees. Executive Director Edward Bedrosian, Jr. stated that it has been a challenging year for our licensees as the category 1 facilities are not yet open. Ms. Gewirtz stated that the licensees need to invest now. Ms. Queally stated that more dollars will be available down the road and it may be wise to come in under the cap and not use the \$80,000. Ms. Gewirtz expressed that slot machines are a public health danger for at-risk individuals and we should do a little bit more up front to prevent someone from losing their kids' college tuition in one slot machine. She stated it's about prevention. Mr. Bedrosian clarified the Commission budget process for the members. Co-Chair Crosby, Mr. Sweeney, and Ms. Queally all stated that they are inclined to put the \$80,000 in.

Co-Chair Crosby stated that there is a lot of money for problem gambling that flows from different sources: casinos, the lottery and racing. He proposed taking the dedicated money from these funding streams and direct them into the Public Health Trust Fund and also codify the governing structure of the executive committee. Ms. Gewirtz stated that it seems to make sense but she would like to hear from DPH. Ms. Queally stated that she would like to hear if there are any qualms. Co-Chair Tucker stated that she recently learned about this and they need to work this through internally with the Secretary.

Responsible Gaming Framework Discussion

Mark Vander Linden stated that due to the time he is not able to discuss the Responsible Gaming Framework at this meeting. He proposed to meet with members individually.

Other Business – reserved for matters the Chair did not reasonably anticipate at the time of posting

5:01 p.m. *Having no further business, a motion to adjourn was made by Michael Sweeney. Motion seconded by Rebekah Gewirtz. Motion passed unanimously.*

List of Documents and Other Items Used

1. Public Health Trust Fund Executive Committee, Notice of Meeting and Agenda dated April 11, 2017
2. Public Health Trust Fund Executive Committee, Meeting Minutes dated January 10, 2017
3. Department of Public Health, Office of Problem Gambling Services, Budget Brief – Updates, April 11, 2017
4. FY18 Problem Gambling Services Initiatives, Draft Budget
5. Massachusetts Gaming Commission, Memorandum dated April 11, 2017, regarding MGC Research and Responsible Gaming Update
6. Massachusetts Gaming Commission, Memorandum dated April 11, 2017, regarding Proposed FY2018 Budget
7. Massachusetts Gaming Commission, Memorandum dated April 11, 2017, regarding Responsible Gaming Framework Update, with attachment

/s/ Cecelia Porché
Cecelia Porché, Legal Division