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## Public Health Trust Fund Executive Committee Meeting Minutes

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**Date/Time:** July 28, 2016 – 11:00 a.m.

**Place:** Plainridge Park Casino  
301 Washington Street, Plainville, MA 02762

**Present:** **Executive Committee**

Lindsey Tucker, Co-Chair, Massachusetts Department of Public Health  
Brian Domoretsky, Manager, Executive Office of Public Safety and Security  
Stephen P. Crosby, Chairman, Massachusetts Gaming Commission  
Enrique Zuniga, Commissioner, Massachusetts Gaming Commission  
Ed Bedrosian, Executive Director, Massachusetts Gaming Commission  
Rebekah Gewirtz, Executive Director, Massachusetts Public Health Association  
Michael Sweeney, Executive Director, Massachusetts State Lottery Commission

**Attendees**

WingKay Leung, Commissioner, Asian American Commission  
Bora Chiemruom, Executive Director, Asian American Commission  
Marlene Warner, Massachusetts Council on Compulsive Gambling  
Mark Vander Linden, Director, Massachusetts Gaming Commission  
Terrance Lanier, Legal Fellow, Massachusetts Gaming Commission  
Victor Ortiz, Massachusetts Department of Public Health  
Amy Grabila, GameSense Advisor, Plainridge Park Casino

**Call to Order**

11:29 a.m. Chairman Crosby called to order the Public Health Trust Fund Executive Committee (“PHTFEC”) Meeting.

**Approval of Minutes**

11:30 a.m. *Chairman Crosby moved for the approval of the April 11, 2016 PHTFEC minutes. Motion seconded by Lindsey Tucker. Motion passed unanimously.*

**Department of Public Health Project Proposals and Budget Request**

11:41 a.m. In the interest of time, Chairwoman Tucker moved item 6 to the top of the agenda.

Chairwoman Tucker reminded the group of the discussion to add \$25K to the original \$300K specifically to work in Plainridge Park Casino (PPC) and within the community. The 25K will go toward one particular project to be discussed by Victor Ortiz.

- 11:44 a.m. Victor Ortiz reviewed the Strategic Plan and highlighted priority/key areas of concern, guiding principles, goals, and plan activities.
- 11:46 a.m. Victor presented the (3) initiatives outlined in the Department of Public Health, Office of Problem Gambling Services' fiscal year 2017 budget brief, which included assistance and education for at-risk populations, and workforce development for community health workers (CHW) and Bureau of Substance Abuse Services (BSAS) providers.
- The additional \$25K previously mentioned by Lindsey will be directed toward the initiative of leading and developing a training curriculum and capacity-building activities for CHW. The additional funding will increase the estimated budget from \$50K to \$75K.
- 11:57 a.m. Victor briefly covered additional DPH initiatives that relate to infrastructure and capacity building and data collection. The initiatives included the development of a Stakeholder Advisory Group, collaboration with the Massachusetts Department of Elementary and Secondary Education, and ongoing partnerships with the MA Gaming Commission (MGC) and MA Council on Compulsive Gambling (MCCG).
- 12:00 p.m. Chairwoman Tucker expanded upon the DPH's future interest in putting efforts and funds toward suicide and violence prevention in combination with gambling prevention should there be funds available over the course of the year.
- 12:03 p.m. Chairwoman Tucker described to the group the leveraging of the BSAS, which will be an addition to the DPH's existing contract and would fall under the scope of services already under contract.
- 12:05 p.m. Victor responded to an inquiry relating to changes in treatment strategies. He informed the group that clinical changes in the field, new treatment strategies have occurred and the document currently being used was last completed in 2004 is outdated according to best practices.

### **GameSense**

- 12:05 p.m. Mark Vander Linden provided an overview of the Responsible Gaming Framework, and presented a brief review of GameSense.
- 12:13 p.m. Marlene Warner provided information relating to the GameSense program at PPC including staffing, preliminary training for GameSense Advisors, and daily operations at the GameSense Information Center.
- 12:21 p.m. Amy Gabriela provided insight into her role as a GameSense Advisor at PPC and spoke about patron interaction, customer service, and relationship building.
- 12:26 p.m. Marlene responded to an inquiry pertaining to follow up procedures for patrons who enroll in the voluntary self exclusion (VSE) program by elaborating on program procedures and requirements post enrollment.

- 12:27 p.m. The group had a general discussion surrounding the voluntary self exclusion program, including patron privacy, termination of reward cards, removal of patron names from marketing and VSE patrons identified on casino property.
- 12:44 p.m. The group had a general discussion pertaining to the low income and elder patron population at PPC. Mark indicated he is interested in looking at the BCLC's GameSense campaign on targeted populations, e.g. older adults, Asian population.
- 12:45 p.m. Mark responded to a question surrounding patron access to the programs through languages other than English. Being that GameSense and Play My Way (PMW) are in their infancy, Mark indicated the capacity currently does not exist to address cultural and language barriers; however, the accessibility issues are being monitored.
- 12:46 p.m. Mark introduced and provided an overview of Play My Way, during which he indicated PMW and GS are initiatives new to the United states and both are being evaluated.
- 12:50 p.m. The group had a general discussion which included patron tracking prior to the inception of PMW. Mark indicated tracking will be taken from patron player rewards cards.

### **Tour of PPC**

- 12:52 p.m. Burke Caine gave a brief introduction before initiating the tour of Plainridge Park Casino.

### **Other Business**

- 1:00 p.m. *Having no further business, the meeting ended after the walk-through/tour of Plainridge Park Casino.*

### **List of Documents and Other Items Used**

1. Public Health Trust Fund Executive Committee, Notice of Meeting and Agenda dated July 28, 2016
2. Public Health Trust Fund Executive Committee, Meeting Minutes dated April 11, 2016
3. GameSense Overview dated July 28, 2016
4. PMW Update dated July 28, 2016
5. FY17 Budget Brief- DPH OPGS
6. DPH Strategic Plan PPT