

GameSense™



The Massachusetts Council on  
**GAMING AND HEALTH**

# 2023 GAMESENSE

---

FY23 Year-at-a-glance

[www.GameSenseMA.com](http://www.GameSenseMA.com)

[www.MACGH.org](http://www.MACGH.org)

120 Washington Street, Salem, MA 01970



# WHAT IS GAMESENSE

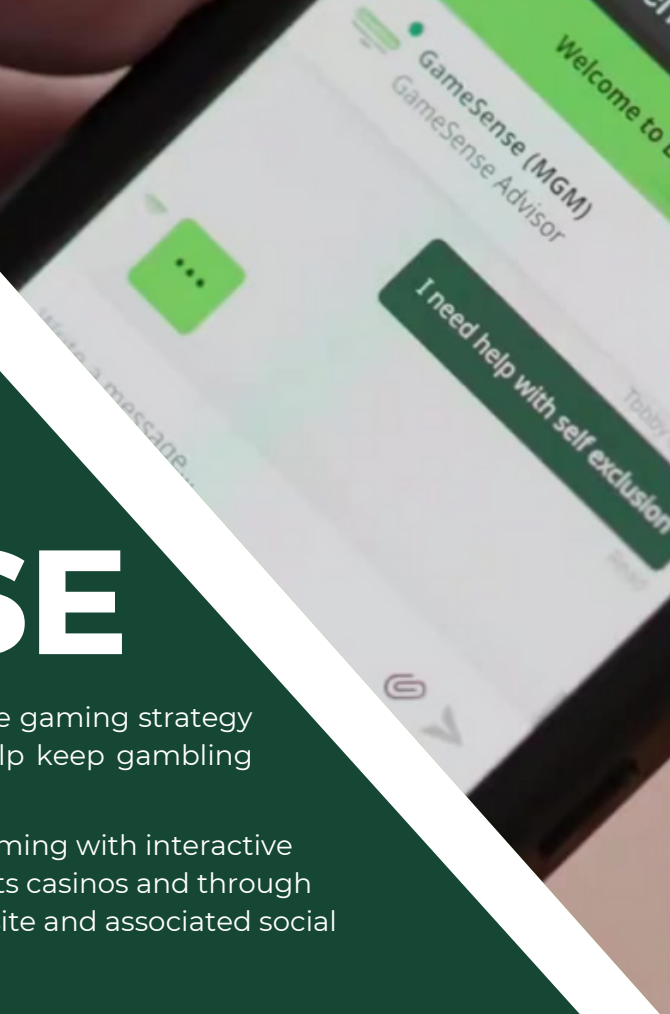
GameSense is an innovative and comprehensive responsible gaming strategy adopted by the Massachusetts Gaming Commission to help keep gambling fun for all players.

GameSense combines recommendations on responsible gaming with interactive tools and exhibits meant to engage patrons at Massachusetts casinos and through various digital platforms including this comprehensive website and associated social media channels.

**GameSense Info Centers** are located on-site at all Massachusetts casinos and operate 7 days a week. There, patrons can learn about myths associated with gambling, the odds of the games they are playing, take a break, and seek support from a GameSense Advisor. GameSense Advisors are also available 24/7 through LiveChat!

**GameSense Advisors** receive extensive training in the areas of responsible gambling techniques, problem gambling behavior and local resources for help. Many GameSense Advisors come to the position with professional gaming experience which is useful in understanding patrons' needs.

Introduced by the British Columbia Lottery Corporation in 2009, GameSense has earned international recognition such as the World Lottery Association's Best Overall Responsible Gambling Program (2010), and the U.S. – based National Council on Problem Gambling's Social Responsibility Award (2015).



# INTERACTION NUMBERS

- Demonstrations and Exchanges (substantive, educational interactions about responsible gambling (“RG”)) were up 42% year over year (80371 in FY23 compared to 57678 in FY22)
- Voluntary Self Exclusions (“VSE”s) were up 12% year over year (490 in FY23 compared to 436 in FY22)
- The amount of VSEs conducted during the overnight shift rose 72% year over year (62 in FY23 compared to 36 in FY22)
- The amount of VSEs conducted remotely rose 63% year over year (156 in FY23 compared to 96 in FY22)
- The number of reinstatements were up 47% year over year (232 in FY23 compared to 158 in FY22)
- Conducted over 580 LiveChat sessions through GameSenseMA.com with individuals seeking help for gambling issues like Voluntary Self-Exclusion
- The number of VSEs and reinstatements initiated by LiveChat rose by 243% year over year (120 in FY23 compared to 35 in FY22)



# PLAYMYWAY

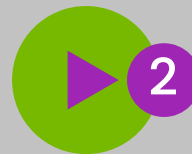
- The number of PMW sign-ups rose 322% year over year (11549 in FY23 compared to 2736 in FY22)
- This spike is largely due to the launch of PMW at EBH (6200 signs up at EBH which launched in Sept. 2022); however, PMW sign-ups at MGM and PPC were also up year-over-year

## PlaymyWay Quick Facts



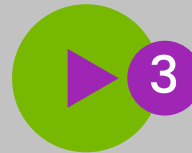
### It's voluntary

**PMW** is a budgeting tool available to all slot players at MGM Springfield!



### MGM Rewards card

Guests must have an MGM Rewards card to enroll in **PMW**!



### Set a budget

**PMW** allows guests to set daily, weekly, or monthly gambling budgets!



### Easy to enroll

Enroll from a slot machine, a **PMW** kiosk, or speak with a GameSense Advisor!



### Friendly reminders

Players receive friendly reminders as they approach the voluntary limits they set for themselves. **PMW** players will never be cut off, and you can change your budget in real-time!

GameSense

# RESPONSIBLE GAMING EDUCATION MONTH (RGEM)

- Focused on PMW; launched at EBH; lots of preparation and training to ensure a smooth launch
- Also focused on the Lower Risk Gambling Guidelines (“LRGG”) and Positive Play
- Partnered with each of the 3 MA casinos on tabling and internal and external messaging

**GameSense™**

**Play It Smart from the Start!**  
GameSenseMA.com

**Play it Smart from the Start.**

**RESPONSIBLE GAMING  
EDUCATION MONTH**

**Do you have a gambling-related question?  
LiveChat 24/7 at GameSenseMA.com**

#RGEM2023

GameSense



# SPORTS BETTING

- Significant Training by internal experts and external sports betting operators, as well as relevant webinars
- Assisted with the development of new VSE forms, materials and signage
- New sports-themed (referee) uniforms featuring LRGG



# PROBLEM GAMBLING AWARENESS MONTH (PGAM)

## PROBLEM GAMBLING AWARENESS MONTH



- Focused on Sports Betting, LRGG and Positive Play
- Quiz for employees
- Partnered with each of the 3 MA casinos on tabling and internal and external messaging



# GAMESENSE INTERACTIVE ACTIVITIES

Over a dozen new, or upcycled, RG activities were developed and offered at the GS Information Centers over the course of the year. Examples included: GS Jeopardy, Scenarios Quiz, Pick Your Bet Game, Superbowl Game and a Pyramid Game.



# DEI INITIATIVES

The MA Council on Gambling and Health's ("MACGH") Racial Justice and Health Equity Committee met monthly and spent time learning more about first nations; together, we helped to support a documentary about a community who struggled to change their mascot and we developed a land acknowledgement statement that can be used in different regions of the Commonwealth. MACGH continues to prioritize diversity in its hiring and collectively we speak 19 languages.



# PROFESSIONAL DEVELOPMENT

- MACGH staff led and participated in dozens of training opportunities including live trainings, webinars and conferences
- Two staff are now trained to train others in Mental Health First Aid
- One staff is now trained to train others in QPR (Question-Persuade-Refer; suicide prevention)

## TRAININGS FOR CASINO STAFF

168 new hire orientations and other GS trainings were conducted reaching 2,160 casino employees



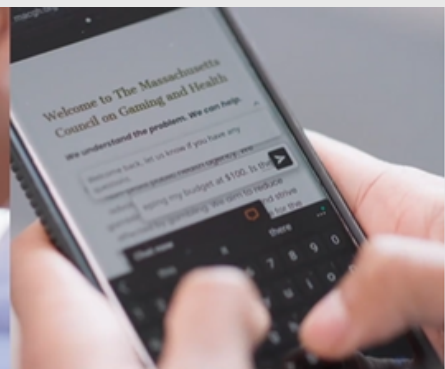
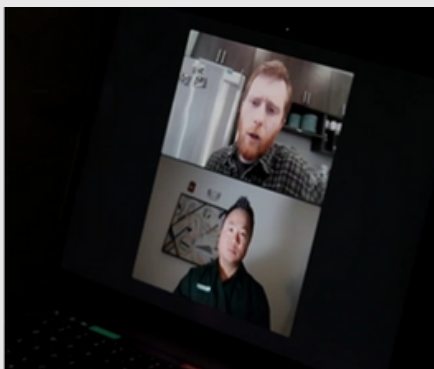
# COMMUNITY OUTREACH

- Gambling Awareness presentations (which included a sport betting component) were conducted at 16 Recovery Centers reaching 430 people in early recovery for substance misuse
- Posters were created and distributed to Community Justice Support Centers to follow up on the FY22 jail diversion initiatives; in FY23, 249 Probation Officers were trained and the evaluations showed significant improvements in key skills and knowledge
- GS staff at Encore Boston Harbor (“EBH”) rode the bus between Chinatown and EBH and reached 233 people
- GS staff tabled at 4 community events and reached 394 people
- GS staff delivered 6 Safer Play presentations to 107 community members (5 trainings were for Elders, 1 for Asian community)
- 13 Community Based Designated Agent trainings were held; 35 public health professionals were trained as community based designated agents for Voluntary Self Exclusion
- An all day-in person Recovery Symposium was held; there were 40 attendees who identified as in recovery from substance misuse or gambling or both issues



# VSE FOLLOW UPS & TELEPHONE RECOVERY SUPPORT

- There were requests for 107 VSE follow-ups; successful contact was made with 75% of those who requested a follow-up; more than half of those who received a follow-up agreed to additional TRS; 44 participants engaged in TRS in FY23
- Findings for the TRS pilot project were presented at two national conferences



# COMMUNICATIONS

- Led overhaul and updates to GameSenseMA.com website to be inclusive of sports betting and pari-mutuel wagering
- Created over 500 social media and digital graphics promoting GameSense and responsible gambling across various channels
- Achieved over 4.1 million views on targeted digital ad campaigns reaching online sports bettors and casino visitors in Massachusetts
- Produced 4 new GameSense videos, PSAs, and radio ads focused on Voluntary Self-Exclusion and sports betting

**REMEMBER  
THERE'S A  
POSITIVE STEP  
YOU CAN TAKE**

GameSense.

[KNOW THE GAME](#) [PLAY SMART](#) [SELF-EXCLUSION & SUPPORT](#) [ABOUT US](#)

**READY TO PLAY?  
LET'S TALK GAMESENSE.**

Meet Amy

Meet Aisha

Meet Ray

Meet

[Click here and  
start chatting](#)

**For more information, visit:  
GameSenseMA.com  
or MACGH.org**

**GameSense™**



The Massachusetts Council on  
**GAMING AND HEALTH**