



NOTICE OF MEETING and AGENDA

May 9, 2018

Pursuant to the Massachusetts Open Meeting Law, G.L. c. 30A, §§ 18-25, notice is hereby given of a meeting of the Public Health Trust Fund Executive Committee. The meeting will take place:

Wednesday, May 9, 2018

1:00 p.m.

Massachusetts Gaming Commission
101 Federal Street, 12th Floor
Public Meeting Room A & B
Boston, MA 02110

- 1) Call to Order
- 2) Approval of Minutes-VOTE
- 3) FY19 budget
 - a. Discussion
 - b. Public comment
 - c. VOTE
- 4) Communications Campaigns
 - a. GameSense
 - b. Prevention: Men of Color with a History of Substance Misuse
- 5) DPH Program Update: Problem Gambling & Suicide Prevention
- 6) Other business – reserved for matters the Chair did not reasonably anticipate at the time of posting
- 7) Public Comment

I certify that on this date, this Notice was posted as "The Public Health Trust Fund Executive Committee Meeting" at www.massgaming.com and emailed to: rcps@sec.state.ma.us, melissa.andrade@state.ma.us

5/4/18
(date)

Enrique Zuniga, Co-Chair
Commissioner
Massachusetts Gaming Commission

5/3/18
(date)

Lindsey Tucker, Co-Chair
Associate Commissioner
Massachusetts Department of Public Health

Original Date Posted to Website:

May 4, 2018



Massachusetts Gaming Commission



Public Health Trust Fund Executive Committee (PHTFEC) Meeting Minutes

DRAFT

Date/Time: April 4, 2018 – 1:00 p.m.

Place: Mass Gaming Commission
101 Federal Street, Boston, MA 02110

Present: **Executive Committee**

Lindsey Tucker, Co-Chair, Associate Commissioner, Massachusetts
Department of Public Health

Stephen P. Crosby, Co-Chair, Chairman, Massachusetts Gaming Commission

Jennifer Queally, Undersecretary of Law Enforcement

Michael Sweeney, Executive Director, Massachusetts State Lottery
Commission

Attendees

Marlene Warner, Executive Director, Massachusetts Council on Compulsive
Gambling

Victor Ortiz, Director of the Office of Problem Gambling, Massachusetts
Department of Public Health

Teresa Fiore, Program Manager of Research and Responsible Gaming,
Massachusetts Gaming Commission

Mark Vander Linden, Director of Research and Responsible Gaming,
Massachusetts Gaming Commission

Enrique Zuniga, Commissioner, Massachusetts Gaming Commission

Edward Bedrosian, Executive Director, Massachusetts Gaming Commission

Brianne Tolson, Director of Policy and Communications

Catherine Rollins, Deputy Chief of Staff for the City of Everett

Matthew Hoffman, Executive Director Boston ASAP

Call to Order

1:06 p.m. Co-Chair Crosby called to order the Public Health Trust Fund Executive
Committee (PHTFEC) Meeting.

Approval of Minutes

Michael Sweeney moved for the approval of the PHTFEC minutes for March 7, 2018. Motion seconded by Co-Chair Crosby. Motion passed 4-0 as Rebekah Gewirtz was not present.

FY19 budget

1:08

Mark Vander Linden explained that the budget as proposed during last meeting was reformatted to combine both the proposed FY19 budgets for the Massachusetts Gaming Commission Research and Responsible Gaming and the Massachusetts Department of Public Health Office of Problem Gambling Services. \$541,000 was cut from the overall budgets, bringing the combined budget total to slightly above \$8 million.

Chairman Crosby stated that the purpose of today's review was not to vote on the budget, rather it was meant to provide additional opportunities to discuss the proposed budget.

Mark Vander Linden explained that the GameSense budget was reduced by \$173,000 without compromising any of the previously stated goals. A request of the PHTFEC during the previous meeting, special population research was increased from \$50,000 to \$80,000. Since the previous meeting, the MGC further negotiated with UMass Medical School on the contract for a research consultant. He further added that in response to a recent comment made by the Gaming Policy Advisory Committee, there would be a memo accompanying final research reports outlining the action steps as informed by the report's findings.

Co-Chair Tucker noted that while the budget increase for the Special Populations studies was a direct reflection of comments made during the previous meeting, it still did not feel large enough. Mark Vander Linden responded that two of the three special population's projects are considered seed projects, so dollars for a complete study may not be necessary. For further consideration, the funding structure could remain the same and would address special populations which were identified but not awarded grant for study. Ideally a pool of ongoing funding would be ideal for special populations. She further added that special population versus statewide research feels lopsided, and that in absence of an itemized budget from UMass Amherst, it is difficult to envision the entire research budget as a whole. Mark Vander Linden responded that he had received an itemized budget from UMass; however it was not received in time to share during today's meeting.

Michael Sweeney stated that the allotted budget for special population's research falls below what he would like to see, and that he is still struggling with the meaningful impact of the proposed budget. Mark Vander Linden responded that \$100,000 for special population research would be ideal and would allow for an

additional project or an extension of an existing project. Co-Chair Crosby stated that large-scale, in depth, population study is extremely expensive. He suggested that the current special population research groups be asked what an ideal amount of funding is and what needs to be done.

Co-Chair Tucker agreed that putting out an RFI in the future or holding a session in the future with the current researchers would be beneficial. Co-Chair Crosby added that heavying up on certain populations within the sample of BGPS could be a solution for 2020.

1:31

Victor Ortiz introduced the DPH budget and expressed his gratitude for the feedback in guiding the budget. Infrastructure and capacity building component is gearing up for the implementation for the work within vulnerable communities. He stated that the communications campaign budget decreased \$500,000 which would allow for continued implementation of the campaign around men of color with a history of substance abuse as well as planning for two additional campaigns: targeting youth and parents as well as an additional at-risk population such as seniors or Asian Americans.

Co-Chair Tucker added that if there were additional money in the budget in FY19, those other campaigns could be implemented.

Co-Chair Tucker provided background on the Community Level Health project, stating that it will provide money to the local level to augment community initiatives already in place such as a community health needs assessment or health improvement plan so that local level needs are supported. \$100,000 would be available to each of the communities hosting a Level 1 Casino. Further, the Community Health Workers (CHW) project to integrate gambling education, screening, and referrals into community health centers and/or community mental health centers would build on the CHW assessments. By the end of the fiscal year, the needs assessment and trainings will be complete for two out of the three regions. As the CHWs will provide services to the community, they can also conduct VSEs. In response to a question about who CHWs serve, Victor Ortiz responded that CHWs primarily work with marginalized populations. Mark Vander Linden agreed that there is a role in a clinical space as part of the treatment process.

Co-Chair Crosby noted the synergy of these activities as well as outreach activities and suggested that GameSense Advisors would be ideal training for designated agents. Victor Ortiz responded that he has been working with Mark Vander Linden on identifying opportunities.

Marlene Warner asked how reimbursement could work and whether it was helpful to build capacity with people out in the community or to focus on treatment facilities.

Co-Chair Tucker added that a \$50,000 placeholder for the strategic plan was removed from the budget as a 5-year updated may be more appropriate than the anticipated 2 year update. The Committee agreed.

Michael Sweeney supported the idea of putting out an RFR to see how people shape the potential special populations budget and suggested that scalable tiers be incorporated into the RFR. Along the lines of special populations work, Michael Sweeney referred to a letter written by Giles Li of the Boston Chinatown Neighborhood Center which will appear as an attachment in the next meeting's materials.

Enrique Zuniga explained that the proposed FY19 budget allocated dollars for launching GameSense at Wynn, but that a portion of it may not need to be funded at the beginning of the year.

As the group was still seeking to reduce budget items to meet the \$8M target, Co-Chair Tucker added that the allotted \$50,000 could be used towards both tobacco and alcohol or could be moved to a future year. Michael Sweeney added that the recent activity in Massachusetts surrounding marijuana may be worth incorporating into marketing campaigns. Tucker indicated this initiative could address vaping and Juuling as well as marijuana.

Having no further questions, Co-Chair Tucker stated that the next PHTF meeting would be to vote on the budget.

Research Roles and Responsibilities

2:10

Mark Vander Linden stated that this item was meant to address previous concerns expressed by the PHTFEC. In response, he updated the Research roles and Responsibilities Memo to more accurately reflect the involvement of the PHTFEC in the gaming research agenda. Various stakeholders should be assured that there are many different groups who are dedicated to the planning and review of the research.

Co-Chair Crosby and Michael Sweeney agreed that the updated document correctly reflects the role of the PHTFEC; however it should be viewed more as an advisory memo as opposed to strict bylaws.

Co-Chair Tucker added that a translational role should be carved out to ensure that research findings are put into public and press friendly language. Mark Vander Linden responded that he could add a bullet point to the memo to discuss the roles of GRAC and its ties with other groups.

Definitions of Gambling Disorder

2:22

Mark Vander Linden explained that this item appears in the memo to address the previously expressed concern that that SEIGMA study does not capture problem gamblers as defined in the DSM-V. The concern was that the term "problem gamblers" was being used too broadly. In working with Rachel Volberg and other members of the SEIGMA team, it was determined that the SEIGMA definition of

problem gambling does capture individuals as defined in the DSM-V. Problem gambling is used as an umbrella term which includes the most severe forms of problem gambling g.

Jennifer Queally asked about the difference between DSM and PPGM. Looking at it from a criminal justice perspective, when people are defining recidivism rates so differently, it really means nothing if it can't be compared. Mark Vander Linden responded by explaining the history of the various terms. The PPGM is a newer screening instrument although it is gaining popularity. The PPGM compared with other screening instruments is advantageous for multiple reasons.

Marlene Warner added that the press care about the number, not the exact definition. Jennifer Queally responded that that the number is going to be based on how it's defined, and that it should be treated like other addictions. Mark Vander Linden responded that the 2% of problem gamblers have both significant negative consequences and impaired control, which is obviously different from having negative consequences but no signs of impaired control.

Matthew Hoffman added that from the perspective of a treatment provider, there are two question screeners which are extremely accurate in diagnosing someone with a gambling problem.

Jennifer Queally would like to ensure that when citing 2%, that the measure being used to come up with that answer is the same measure that is being used in other states. Marlene Warner responded that this is an issue afflicting the entire field and that there is not consistency anywhere. Mark Vander Linden said that he would share a report which goes into greater detail of looking at prevalence rates across jurisdictions based on different screeners.

Co-Chair Tucker stressed the importance of alignment regarding the presentation of the problem gambling statistic and ensuring the PHTFEC be aware of what the message is and comfortable with how it is presented.

Michael Sweeney shared the concern for both the public and PHTF in how decisions are made, and stated that the goal should be to provide access and help for healing in individuals. He added that he is skeptical that if there is a swing which doesn't fit the narrative, numbers are interpreted differently.

Strategic Planning Research Update

2:53 A strategic planning session will take place at UMass Amherst on May 22nd. Members of the PHTFEC are invited to join the session to help direct the research agenda.

Responsible Gaming Framework Version 2

2:58

Mark Vander Linden stated that the Responsible Gaming Framework (RGF) is meant to create an orientation to responsible gaming in Massachusetts. The first version was useful early on for the applicants of casino licenses and subsequently for the licensees once they were chosen. The updated RGF is meant to serve the same purpose as we move towards the opening of MGM and Wynn, and incorporates many changes as a result of learnings from the past few years of operating PPC.

The memo provides an overview of the changes made in the updated framework. Definition of responsible and problem gambling aligns with what is outlined in the SEIGMA study, and outlines a stepped-care approach which recognizes that not all players are alike. Notably, the updated RGF clearly endorses a precautionary approach which states that we do not wait for the evidence of effectiveness to catch up. GameSense and PlayMyWay are examples of programs which were launched using a precautionary approach. Invested more in the evaluation of these programs than in the actual programs themselves.

Co-Chair Crosby explained that the gaming industry typically believes that peer reviewed research on programs must exist as a way to limit strategies which deal with problem gambling. He believes that a precautionary approach is important and has received a lot of pushback especially from the AGA.

Enrique Zuniga added that Howard Shaffer added early on that a framework was an important way to guide research and responsible gaming. It is meant to inform rather than prescribe. Mark Vander Linden added that many casinos follow the AGA code of conduct; however, it includes minimal guidelines. This is the document which should inform the RG plan of MGM which should be prepared a month or two before they become operational.

3:17

Co-Chair Tucker asked if there was a CLAS framework to ensure that information is provided in a culturally and linguistically competent way for those who do not speak English as a first language or may have a disability. As we think about health and safety within the physical environment, would like to ensure that there is lighting and security cameras and small stairwells where people might get assaulted. This may have been a part of their licensing process.

Jennifer Queally asked about youth areas within the casino. Enrique Zuniga responded that there is not going to be youth areas but that there will be areas to sit which does not have to be done in conjunction with any other activity. Marlene Warner added that many gamblers who regularly visit Foxwoods and Mohegan arrive at Plainridge Park Casino thinking that there is a daycare.

Co-chair Tucker stated that if the host town has not passed regulation on it, she would like to incorporate vaping, juuling and e-cigarettes into the RGF so that they begin with the same set of standards. Co-chair Crosby stated that he would like to address juuling and marijuana derivative to an upcoming MGC agenda.

Michael Sweeney stated that while responsible marketing and advertising guidelines exist, they should also address digital platforms.

Co-Chair Tucker questioned whether it was appropriate to include the provision that house credit would not be offered to anyone on public assistance. Mark Vander Linden responded that he would look into exactly how house credit worked.

Co-chair Tucker inquired whether there was a way to bring engagement of the host community into the RGF more explicitly. In reading it, she felt that there was something missing between people within the casino and the broader local community. Michael Sweeney added that it may be worth coming up with a list of vulnerable populations within a certain proximity to the casino.

Public Comment

Catherine Rollins expressed her thanks for the work being done by the PHTFEC, and stated that she would like to get a stronger sense of what the process is.

Matthew Hoffman stated that he has received great feedback from clients who have interacted with the GameSense program as well as the Massachusetts Voluntary Self Exclusion program as well. He further added that in his experience, advertising is successful when pitched towards family and loved ones as it is less likely to appear to the problem gambler themselves. Finally, Matthew suggested that a residential treatment bed in Massachusetts would be helpful for problem gamblers. He stated that he comes across somebody monthly who would be in need for a residential program. Right now they are only in Minnesota and Virginia.

Brianne Tolson asked what is being done within the committee to communicate the work being done. Co-Chair Crosby responded that he was unsure if a mailing list for PHTF existed. Co-Chair Crosby responded that she would assume that if was interested then they would be present at the meeting but would consider ways to improve communication.

Other Business

4:00 *Having no further business, Jennifer Queally made a motion to adjourn. Steve seconded the motion.*

List of Documents and Other Items Used

1. Public Health Trust Fund Executive Committee, Notice of Meeting and Agenda dated April 4, 2018
2. Public Health Trust Fund Executive Committee, Meeting Minutes dated March 7, 2018
3. Proposed FY2019 Budget Memo dated April 4, 2018

4. Gaming Research Agenda Roles and Responsibilities April 4, 2018
5. Defining and measure problem gambling in Massachusetts Memo dated April 4, 2018
6. Draft Massachusetts Responsible Gaming Framework, Version 2 dated April 4, 2018

**Massachusetts Department of Public Health
Massachusetts Gaming Commission
Public Health Trust Fund**

FY19 Proposed

A. Personnel

MGC (inclusive of all expenses except indirect)	311,981
MDPH (inclusive of all costs, including indirect)	562,467
SUB-TOTAL	874,448

B. Prevention and Health Promotion

MGC Initiatives

GameSense Program at MGM and Region B	916,000
GameSense Program at Wynn and Region A	235,000
GameSense Program at Plainridge Park Casino and Region C	684,000
PlayMyWay enrollment incentive	8,000

MDPH Initiatives

Photovoice Project Region C	60,000
Ambassador Project Region C	100,000
Pilot (4) Prevention Initiatives (TBD) targeting Youth and Parents in Region A/B	120,000
Pilot (2) Prevention Initiatives (TBD) targeting At-Risk Populations in Region A/B	100,000
Technical Assistance (TA) of Prevention Services	350,000
SUB-TOTAL	2,573,000

C. Infrastructure, Development and Capacity Building

MDPH Initiatives

Suicide and Gambling Community-based activities	58,000
Suicide and Problem Gambling training for Suicide Prevention workforce	25,000
MassMen and Gambling Project	50,000
CHW and Gambling Needs Assessment: Region A	25,000
CHW and Gambling Training: Plainville/Region C	75,000
CHW and Gambling Training: Region B	75,000
Pilot of CHW and Problem Gambling Project	450,000
Pilot IPAEP and Gambling Programmatic Services	150,000
Helpline Evaluation/TGA Phase II/Trainings	90,000
Distribution of Your First Step to Change	10,000
Gambling Treatment Enhancements and Initiatives	200,000
Community Level Health Project	200,000
SUB-TOTAL	1,408,000

D. Research	
MGC Initiatives	
Social and Economic Impacts of Gambling in Massachusetts	1,180,000
PlayMyWay program evaluation	150,000
Massachusetts Gaming Impact Cohort	815,000
Public Safety and Crime	30,000
Special Population Research	100,000
Research Peer Review	45,000
Research Consultant	79,000
Data, Transfer, Storage and Access Project	50,000
MDPH Initiatives	
Evaluation of all Prevention Pilots	60,000
SUB-TOTAL	2,509,000
E. Marketing and Communication	
MGC Initiatives	
GameSense Communications/ KHJ	200,000
DPH Initiatives	
Men of Color with History of Substance Misuse	200,000
Communication Campaign: Research, planning, and development: Youth and Parents	100,000
Communication Campaign Research, planning, and development of additional target audience (TBD)	100,000
SUB-TOTAL	600,000
F. Strategic Planning	
MGC Gaming Research Strategic Planning	30,000
Total	7,994,448

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

MGC Initiatives	Budget	
	FY18	FY19
A. Personnel		
Director and Program Manager (2.0fte), salary, fringe, travel, memberships/registration, supplies (Excluding indirect)	293,506	311,981
B. Prevention and Health Promotion		
GameSense Program	650,000	1,835,000
PlayMyWay	77,000	8,000
C. Research		
Social and Economic Impacts of Gaming in MA	1,151,713	1,180,000
MA Gaming Impact Cohort	848,010	815,000
Responsible Gaming Evaluation	400,000	150,000
Public Safety and Crime Study	25,000	30,000
Data Transfer, Storage and Access	-	50,000
Special Population Studies	100,000	100,000
Research Peer Review	40,000	45,000
Research Consultant	-	79,000
D. Marketing and Communications		
GameSense Marketing and Communication	150,000	200,000
E. Strategic planning		
Responsible Gaming Framework Revision	15,000	-
Research Strategic Planning	-	30,000
Total	3,750,229	4,833,981

A. Personnel	
Director and Program Manager (2.0fte), salary, fringe, travel, memberships/registration, supplies (Excluding indirect)	\$311,981

B. Prevention and Health Promotion	
GameSense Program	
<p>In its effort to promote responsible gaming practices, the Commission launched a responsible gaming program branded as <i>GameSense</i>. This program is comprised of outreach methods which provide judgment-free gambling education to help patrons make informed decisions about how games work, how to set and stick to a time budget, and how to set and stick to a spend budget. Each casino in Massachusetts will have a GameSense Info Center which will serve as an in-person touchpoint to gather information on responsible gambling, problem gambling and enroll in the voluntary self-exclusion program.</p>	

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

Task	Output/deliverable	Practical Significance
Plainridge Park Casino	<ul style="list-style-type: none"> • Staff the center(s) 16 hours/day 7/days per week • Maintain the Info Center as the point of information about programs to support positive play including: information about play management tools, educational tools, live demos, information on how games work • Display information and educate visitors on resources and programs to assist with gambling problems • Utilize the space to conduct enrollment into and removal from the VSE program 	Maintain current operations of the GameSense Information Center at Plainridge Park Casino.
MGM Springfield		This casino will open in August, 2018. MGC plans to offer the same services but because the casino is significantly larger additional staff will be required.
Wynn Boston Harbor		This casino will open in June, 2019. In order to assure staff are trained and prepare for the opening, planning and hiring will begin in April, 2019.
Program/Project	Vendor	FY19 Budget
GameSense Information Center at PPC, MGM and Wynn	Massachusetts Council on Compulsive Gambling	\$1,835,000
PlayMyWay Program		
<p>PlayMyWay is a play management program intended to help players make decisions about their gambling and monitor and understand their play behavior in real time. This program is part of a comprehensive approach to responsible gaming strategies implemented by the Massachusetts Gaming Commission with a particular focus on problem gambling prevention and customer protection practices.</p> <p>Beginning in FY19, the cost of maintenance and upgrade activities will shift from MGC to Plainridge Park Casino. The MGC has begun work with MGM and Wynn to offer the PlayMyWay budgeting tool at their properties within 12 months of their respective opening dates. Each licensee will assume the cost of development, upgrades and maintenance.</p>		
PlayMyWay Enrollment incentive		
MGC recommends that we continue to incentivize enrollment to continue interest and engagement with the program.		
Program/Project	Vendor	FY2019
PlayMyWay enrollment incentive	Plainridge Park Casino	\$8,000

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

C. Research		
Social and Economic Impacts of Gaming in Massachusetts		
The SEIGMA study has established baselines for virtually all social and economic variables that may be affected by expanded gaming. Moving forward, data will be collected, analyzed and reported each year to identify the true social and economic impacts. This will provide key information to maximize the benefits and mitigate the negative impacts of expanded gaming in the Commonwealth. Additional detail about the project is attached.		
Deeper Analysis and Reporting		
Relates to: Section 71: (1) and (2)(iii)		
Task	Output/deliverable	Practical Significance
Conduct deeper analyses of Plainville baseline and 1 year Follow-up Targeted Population Survey as well as two Springfield Baseline Targeted Population Surveys	Analyze changes in gambling attitudes, gambling participation, and problem gambling prevalence in host and surrounding communities between 2014 and 2016.	When compared with Baseline TPS in Plainville & Springfield and surrounding communities, illustrates impacts of PPC after one year of operation and changes in attitudes & behaviors prior to opening of MGM Springfield
Data Sharing		
Relates to: Section 71: (2)		
Task	Output/deliverable	Practical Significance
Share Datasets from existing and ongoing SEIGMA projects	Exportable dataset	Other investigators will be able to access and use the data for their own analyses
CHIA Data Analysis		
Relates to: Section 71: (1) and (2)(iii)		
Task	Output/deliverable	Practical Significance
Application for Medicaid 2013-2016	<ul style="list-style-type: none"> • Content to inform PG services evaluation • Dataset for analysis in future years 	Informs on profile of PGs seeking care in MA and co-occurring mental health and substance abuse disorders among those <u>without</u> commercial health insurance
Secondary Data Collection and Analysis		
Relates to: Section 71: (2)		
Task	Output/deliverable	Practical Significance
Update secondary data	Assure most up-to-date datasets are in the DMC	Can update Shiny apps and trend lines Provision of updated research projects
Shiny interactive web application creation using secondary data	Interactive web apps for relevant social, health, and economic measures Deliverable —5 additional interactive web apps posted to website	Stakeholders will be able to look at data trends within their own communities & the state

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

MGM Patron and License Plate Surveys		
Relates to: Section 71: (2)(iv) and (3)(ii)		
Task	Output/deliverable	Practical Significance
Conduct first half of first patron and license plate surveys at MGM Springfield	Visits to venue to conduct patron and license plate surveys	An essential component of the economic analysis that will clarify patron origin and expenditure Inform the analysis of social impacts of the introduction of casino gambling in MA
Lottery Impacts from PPC and MGM Operations		
Relates to: Section 71: (2)(iv)(v)(vi)(vii)		
Task	Output/deliverable	Practical Significance
Collect data from MA State Lottery	Dataset containing up-to-date lottery sales data and population data (for a per adult by city analysis)	<ul style="list-style-type: none"> Key data set for analysis of casino impacts on lottery spending Will allow analysis of impacts of PPC, Year 3 and MGM, first 4 months of impacts
Analysis of lottery data using several methods including: impacts by business, drive time and route, mileage, impacts by game, sales volume	Information about lottery spending patterns in Massachusetts three years after the opening of PPC and during the first four months after the opening of MGM.	Analysis of lottery sales and spending impacts
Operator Construction Spending (MGM; Wynn)		
Relates to Section 71: (2)(iv)(v)(vi)(vii)		
Task	Output/deliverable	Practical Significance
Obtain available operator construction data from MGM Springfield and Wynn Boston Harbor	Technical report analyzing construction spending impacts of MGM Springfield	<ul style="list-style-type: none"> Impact of gambling on the state (construction spending impacts on employment and business spending) Impact of gambling on businesses (business spending) Impact of gambling on communities (economic impact on Springfield and surrounding region) Economic impacts on depressed economic areas
Operator employment, payroll and vendor spending		
Relates to: Section 71: (2)(iv)(v)(vi)(vii)		
Task	Output/deliverable	Practical Significance
Analyze PPC operating impacts and write summary technical report	Data files containing operator employment and payroll data and vendor spending data	Critical inputs for reporting and discussing direct economic impacts of operating phase.

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

	Deliverable—Summary report analyzing operating impacts of PPC in year three of operations	
Real Estate and Development: Update of Springfield Baseline Analysis Relates to: Section 71: (2)(iv)(v)(vi)(vii)		
Task	Output/deliverable	Practical Significance
Database development and updates	Deliverable—Technical memo identifying real estate and development updates for Springfield	<ul style="list-style-type: none"> Update to baseline analysis of real estate conditions and trends before the opening of MGM. Impact of gambling on businesses (downtown real estate), and communities (Springfield) Economic impacts on depressed economic areas in Springfield
New Employee Survey Data Relates to: Section 71: (2)(iv)(v)(vi)(vii)		
Task	Output/deliverable	Practical Significance
<ul style="list-style-type: none"> Monitor and plan surveys that must still be initiated as well as those that are in the field Analysis of survey data Ensure effective launch for surveys at MGM Springfield and at Wynn Boston Harbor 	Deliverable—Technical memo summarizing survey results and findings about new employees at PPC	<ul style="list-style-type: none"> Data will describe casino employees at PPC Economic impact on individuals (new employees) Impact of the development and operation of the gaming establishment on small businesses in the host communities and surrounding communities
Program/Project	Vendor	FY19 Budget
Social and Economic Impacts of Gaming In Massachusetts	Univ. of MA School of Public Health and Health Sciences	\$1,180,000
Massachusetts Gaming Impact Cohort (MAGIC)		
Massachusetts Gaming Impact Cohort is a longitudinal cohort study that provides information about problem gambling incidence rates and the course of problem gambling in Massachusetts. MAGIC will yield information leading to treatment and prevention initiatives that are tailored to the needs of the people of the Commonwealth.		
Data Collection Relates to: Section 71: (3)(iii)		
Task	Output/deliverable	Practical Significance
<ul style="list-style-type: none"> Complete Wave 4 and deliver data to MAGIC team Prepare and conduct Wave 5 data collection 	Deliverable—completed Wave 4 dataset to be cleaned and prepared by MAGIC team Deliverable—updated materials for questionnaire and mailings to participants	<ul style="list-style-type: none"> New wave of data from cohort to be prepared for analysis Final wave of data from cohort before opening of MA casinos will be collected

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

Deeper Analyses and Reporting		
Relates to: Section 71: (3)(iii)		
Task	Output/deliverable	Practical Significance
<ul style="list-style-type: none"> Conduct deeper analyses of MAGIC Wave 2 data on incidence, transitions, changes in attitudes & gambling behavior, pre-casino Conduct deeper analyses of Wave 2 and Wave 3 data to understand predictors of transitions, pre-casino 	Deliverable – Report on Results	<ul style="list-style-type: none"> Contribute to understanding predictors of PG incidence and transitions in MA Increase efficacy of targeted prevention and treatment efforts
Conduct analyses of MAGIC Wave 2 and Wave 3 data to identify low-risk gambling guidelines specific to MA	Deliverable- Report of factsheet	<ul style="list-style-type: none"> Increase understanding of importance of engaging in low-risk gambling behavior prior to opening of MA casinos Increase efficacy of targeted prevention efforts
Program/Project	Vendor	FY19 Budget
Massachusetts Gaming Impact Cohort Study	Univ. of MA School of Public Health and Health Sciences	\$815,000
Study of Public Safety		
Relates to: Section 71: (2)(ii)		
The MGC is examining changes in crime, calls for service and collisions following the opening of casinos in MA. The intention is to demonstrate, comprehensively, what changes in crime, disorder, and other public safety harms can be attributed directly or indirectly to the introduction of a casino and what strategies local communities need to implement to mitigate the harm.		
Analysis of changes in police data at Plainridge Park Casino		
Task	Output/deliverable	Practical Significance
<ul style="list-style-type: none"> Collect and analyze police and traffic data for Plainville and five surrounding communities Conduct a survey of law enforcement personnel regarding impacts of casino in Plainville 	Deliverable: 30 month raw data monitoring report Deliverable: 3 year public safety report	<ul style="list-style-type: none"> Provides ongoing monitoring system of crime, calls for service and traffic. Allows for early detection and response to casino problems which may arise.
Establishing a baseline and initial reporting of police and public safety data in Springfield and surround communities		
Task	Output/deliverable	Practical Significance
Collect and analyze police and traffic data for Springfield and eight surrounding communities	Deliverable: 3 month initial scan/report for Springfield and surrounding communities Deliverable: 6 month report for	Allows for early detection and response to casino problems which may arise.

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

	Springfield and surrounding communities	
Establishing a baseline of police and public safety data in Everett and surround communities		
Task	Output/deliverable	Practical Significance
<ul style="list-style-type: none"> Establish data connection Collect and analyze police and traffic data for Everett and surrounding communities 	Deliverable: Baseline report of crime and calls for service for Everett and surrounding communities	Established a baseline of data to compare to data collection after the Wynn casino opens.
Program/Project	Vendor	FY19 Budget
Study of Public Safety	Christopher Bruce, Crime Analyst	\$30,000
Special Population Research		
<p>The objective of this research is to advance the knowledge regarding the introduction of casinos on population subgroups not reached by the initial general population baseline survey. In FY2018 three projects were funded. The University of Massachusetts, Boston Institute is conducting a study of gambling behavior among Chinese immigrants living and working in the Boston's Chinatown; JSI Research and Training Institute, Inc. is conducting a study a study of recreational and problem gambling among Black residents of Boston; and Bedford VA Research Corporation Inc. is evaluating the reliability and validity of the BBGS gambling screen among VA patients in Primary Care Behavior Health clinics. The study aims to evaluate the prevalence of problem gambling among veterans and its co-occurrence with other medical and mental health problems. In FY19, additional funding would allow further exploration of these groups or expand the project and examine other groups considered at-risk.</p>		
Program/Project	Vendor	FY19 Budget
Special Population Research	TBD	\$100,000
PlayMyWay Program Evaluation		
PlayMyWay at Plainridge Park Casino		
Task	Output/deliverable	Practical Significance
Continue player record analysis to assess gambling and PMW in terms of safety, efficacy and impact.	Deliverable: linked player record report.	Rigorous evaluation is essential to measure effectiveness and refine and improve practice and policy. Findings will inform further refinement of the program at all casinos in MA.
Play Management development at MGM and Wynn		
Advise on the development of a PlayMyWay program at Wynn and MGM		Consistent data collection across all casino properties allows for comparison.
Program/Project	Vendor	FY19 Budget
PlayMyWay Evaluation	TBD	\$150,000

**Massachusetts Gaming Commission
Research and Responsible Gaming
FY19 DRAFT Budget**

Data Transfer, Storage and Access Project		
The purpose of the Data Transfer, Storage and Access Project is to provide access to data generated by research projects funded and overseen by the MGC. Datasets from existing and on-going research projects will become publicly available with certain parameters.		
Program/Project	Vendor	FY19 Budget
Data Transfer, Storage and Access	TBD	\$50,000
Research Peer Review		
In order to assure only the highest quality research, the MGC has assembled an independent gaming research review committee. This committee is charged with providing the MGC and research teams with advice and feedback on gaming research design, methods and analysis. Where additional expertise is needed, the MGC seeks the advice of top academics and experts with specific subject matter expertise to review reports and advise on research matters.		
Program/Project	Vendor	FY19 Budget
Peer review	Various (4-5 total)	\$45,000
Research Consultant		
A research consultant will coordinate the data transfer and access project, lead and facilitate the peer review process and advise the PHTF Executive Committee and MGC on research matters.		
Program/Project	Vendor	FY19 Budget
Research consultant	TBD	\$79,000

D. Marketing and Communication		
GameSense Communication and Marketing Campaign		
Launch the GameSense Brand and raise awareness at MGM and Western Massachusetts. Introduce the updated GameSense brand. Update the gamesensema.com website. Highlight other resources such as voluntary self-exclusion and PlayMyWay.		
Program/Project	Vendor	FY19 Budget
State-wide GameSense marketing and media	KHJ	\$200,000

E. Strategic Planning		
Research Strategic Planning		
As casinos move into operational phase it's important to review the research agenda and assure the goals and objectives remain relevant. Engaging a strategic planning process will set short, medium and long range research plan, ensure the findings create the greatest benefit, and partnerships are maximized.		
Program/Project	Vendor	FY19 Budget
Research strategic plan	TBD	\$30,000

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

MDPH Initiatives	Budget	
	FY18	FY19
A. Personnel		
DPH Personnel: Director, Contract Managers, Support Staff, Fringe (33.5%), Supplies and Indirect Costs	\$254,197	\$562,467
B. Prevention and Health Promotion		
Priority Population: Youth, Parent and At-risk Populations	\$430,000	\$730,000
C. Infrastructure Development and Capacity Building		
<i>Prevention:</i> Suicide Prevention Integration	\$130,000	\$133,000
<i>Intervention:</i> Workforce Development: Community Health Workers	\$100,000	\$625,000
<i>Intervention:</i> Intimate Partner Abuse Education Program	\$15,000	\$150,000
<i>Treatment:</i> Workforce Development: Treatment Providers	\$200,000	\$300,000
<i>Community:</i> Community Level Health Project		\$200,000
Subtotal	\$445,000	\$1,408,000
D. Research		
Evaluation of Prevention pilots	-	60,000
E. Marketing and Communications		
Communication Campaigns	\$100,000	\$400,000
Total	\$1,229,197	\$3,160,467

A. Personnel	
DPH Personnel: Director, Contract Managers, Support Staff, Fringe (33.5%), Supplies and Indirect Costs	\$562,467

B. Prevention and Health Promotion
<p>In the effort to deliver comprehensive, community-centered, and culturally responsive prevention services aimed at youth, parents, and at-risk populations, and based on the recommendations of the Regional Planning Process (Plainville/Region C), DPH launched two pilot prevention strategies in FY18: PhotoVoice (for youth and parents) and the Ambassador Project (for men of color with history of substance misuse) in Plainville/Region C.</p> <p>In FY 19, informed by the recommendations of the current Regional Planning Process, there will be two new additional pilot prevention strategies which will be initiated in Regions A and B, targeting youth and at-risk populations. Technical Assistance (TA) will be provided to ensure effectiveness and the utilization of best-practices</p>

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

in prevention, and to provide support, guidance, and expertise in the delivery of services. An evaluation will be conducted to inform next steps for all prevention pilots.

DPH recommends an additional initiative: research indicates that recreational gamblers are more likely to use tobacco, consume alcohol, and experience mental health distress. As a first step, DPH recommends a tobacco and gambling programmatic assessment to explore prevention and health promotion opportunities.

Priority Population: Youth and Parents and At-risk Populations

Task	Output/Deliverable	Practical Significance
<ul style="list-style-type: none"> PhotoVoice Project in Plainville/Region C 	<ul style="list-style-type: none"> Implement two educational cycles of the PhotoVoice targeting youth and parent in Plainville/Region C. Implement community demonstration of PhotoVoice after completion of the project to stakeholders and community partners to help bring awareness and increase community-level capacity to affect change on the issue of problem gambling. 	<ul style="list-style-type: none"> Increase awareness of gambling exposure in the everyday lives of youth. Reinforce the perceived harm of youth gambling increase awareness of what gambling is and where it is present in youth's everyday lives. Strengthen understanding of the changes occurring in the brain during adolescence and why gambling may be risky for youth. Develop concrete ideas of ways to build youth resilience.
<ul style="list-style-type: none"> Ambassador Project in Plainville/Region C with evaluation 	<ul style="list-style-type: none"> Conduct Ambassador Project targeting men of color with history of substance misuse youth in Plainville/Region C. 	<ul style="list-style-type: none"> Incorporate discussions about problem gambling into treatment and recovery. Increase self-efficacy and peer-to-peer advocacy. Increase understanding of the connections between gambling and other addictions among people who speak with ambassadors.
<ul style="list-style-type: none"> Initiate two new additional prevention strategies for youth, parents and at-risk population in Region A and B Conduct. 	<ul style="list-style-type: none"> Pilot prevention initiatives in Regions A and B based on the recommendation of the Regional Planning Process. <p style="text-align: center;"><i>Note: Prevention initiatives will be determine based on the results of the Regional Planning</i></p>	<ul style="list-style-type: none"> Increase protective factors and reduce risk factors among youth and at-risk populations in Region A and B.

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

<i>Process in Region A and B.</i>		
Program/Project	Vendor	FY19 Budget
PhotoVoice Project	Highpoint Treatment Center (30k) Old Colony YMCA (30K)	\$60,000
Ambassador Project	Gandara Center	\$100,000
Pilot Prevention Initiative (TBD) targeting Youth and Parents in Region A/B	TBD	\$120,000
Pilot Prevention Initiative (TBD) targeting At-Risk Populations in Region A/B	TBD	\$100,000
Technical Assistance/Evaluation		
Task	Output/Deliverable	Practical Significance
<ul style="list-style-type: none"> Provide Technical Assistance (TA) for all prevention vendors. 	<ul style="list-style-type: none"> Provide support, guidance, expertise in the delivery of prevention services, and the utilization of prevention best-practices. 	<ul style="list-style-type: none"> Technical Assistance (TA) will help ensure the effectiveness of prevention services.
Program/Project	Vendor	FY19 Budget
Technical Assistance (TA) of Prevention Services	EDC-MassTapp	\$350,000

C. Infrastructure Development and Capacity Building

The PHTF Strategic Plan identifies phase 1 activities as infrastructure and capacity building to support the continuum of care: prevention, intervention, treatment, and recovery supports. This is essential for the foundational development of services to be community centered and culturally responsive.

Prevention: Suicide Prevention Integration

Task	Output/Deliverable	Practical Significance
<ul style="list-style-type: none"> Integrate gambling prevention within suicide coalitions. 	<ul style="list-style-type: none"> Conduct community-based activities via 11 suicide 	<ul style="list-style-type: none"> Community led activities via suicide coalition will raise

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

	<p>prevention coalitions.</p> <ul style="list-style-type: none"> Facilitate technical assistance to provide support, guidance, and expertise to 11 suicide prevention coalitions. 	<p>awareness, distribute resources, and build community resilience.</p> <ul style="list-style-type: none"> Technical assistance will support, provide guidance, and expertise in the integration of gambling and suicide community activities.
<ul style="list-style-type: none"> Suicide and problem gambling trainings. 	<ul style="list-style-type: none"> Conduct two suicide and problem gambling trainings for suicide coalitions workforce and mental health providers. 	<ul style="list-style-type: none"> Build capacity of suicide prevention workforce and mental health professional relating to suicide and problem gambling.
<ul style="list-style-type: none"> Expand the Integration suicide and problem gambling screening as part of the MassMen.org initiative. 	<ul style="list-style-type: none"> Expand of the promotion, development of messaging, and resources in the MassMen.org initiative, a comprehensive resource for men and their loved ones, offering state-wide mental health resources, information, and on-line self-assessments. Provide maintenance and coordinate gambling screening questions and resources. Provide quarterly data reports and analysis of assessment outcomes. 	<ul style="list-style-type: none"> Establish web-based access to screening and referrals for those seeking help and information relating to gambling.
Program/Project	Vendor	FY19 Budget
Suicide and Gambling community-based activities	Mass Coalition for Suicide Prevention	\$58,000
Suicide and Problem Gambling training for Suicide Prevention Workforce	AdCare Educational Institute	\$25,000
MassMen and Gambling Project	Screening for Mental Health	\$50,000
Intervention: Workforce Development: Community Health Worker		
Task	Output/Deliverable	Practical Significance
Needs assessment of CHW and Gambling in Region A.	<ul style="list-style-type: none"> Plan and facilitate a Region A needs assessment to determine service delivery needs, systemic barriers, and 	<ul style="list-style-type: none"> The assessment will inform the implementation of CHW training and comprehensive services for screening and referrals at the

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

	<p>available resources.</p> <ul style="list-style-type: none"> • Review and utilize SEIGMA research reports, DPH surveillance data, and CHW data to inform needs assessment. • Provide a needs assessment report with findings, community assets, and recommendations. 	community-level.
Continue funding of CHW and Gambling training program in Plainville/Region C; evaluate.	<ul style="list-style-type: none"> • Conduct 2 training series targeting 50 CHWs and provide stipends. • Evaluate training and provide a training report. 	<ul style="list-style-type: none"> • Build the capacity of CHW to educate, screen, and refer individuals at the community level that is culturally responsive.
Initiate CHW and Gambling training program in Region B (based on training curriculum developed in Plainville/Region C); evaluate.	<ul style="list-style-type: none"> • Conduct 2 training series targeting 50 CHWs and provide stipends. • Evaluate training and provide a training report. 	<ul style="list-style-type: none"> • Build the capacity of CHW to educate, screen, and refer individuals at the community level that is culturally responsive.
Pilot the integration of gambling in CHW in community and/or mental health center services in both Plainville/Region C and Region B.	<ul style="list-style-type: none"> • Develop a plan for the integration of Problem Gambling into CHW work within community and/or mental health center services. The plan must include the following: integration strategies with goals and objectives, target groups and communities, service outline, and data collection. • Pilot services / Plainville/Region C and Region B. • Evaluation of the project. 	<ul style="list-style-type: none"> • Integration of CHW in community health and/or mental health centers to improve health access, services and outcomes.
Program/Project	Vendor	FY19 Budget
CHW and Gambling Needs Assessment: Region A	Dr. Terry Mason	\$25,000
CHW and Gambling Training: Plainville/Region C	CHEC-Lowell	\$75,000
CHW and Gambling Training: Region B	TBD	\$75,000

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

CHW and Problem Gambling in community health centers Project	TBD	\$450,000
Intervention: Intimate Partner Abuse Education Program		
Task	Output/Deliverable	Practical Significance
Pilot gambling screening, education, and intervention within the Intimate Partner Abuse Education Program (IPAEP) in each of the host communities of Region A/B.	<ul style="list-style-type: none"> Develop and implement a plan for the integration of gambling screening, education, and intervention within IPAEP services. Conduct evaluation to determine next steps. 	<ul style="list-style-type: none"> Enhance Intimate Partner Abuse Education Program ability to screen, provide intervention, and distribute information and services.
Program/Project	Vendor	FY19 Budget
Pilot IPAEP and Gambling Programmatic Services	TBD	\$150,000
Treatment: Workforce Development and Capacity Building: Treatment Providers		
Task	Output/Deliverable	Practical Significance
Substance Addiction and Gambling Helplines Evaluation	<ul style="list-style-type: none"> Evaluation of the Statewide Gambling and Substance Abuse Helplines to explore potential advantages, disadvantages, and mechanisms for connecting both helplines. Provide a report with outcomes and recommendations. 	<ul style="list-style-type: none"> Determine next steps for helpline services to meet the need of substance addiction and gambling resources and referral to individuals seeking help.
Develop treatment service plan based on the recommendations from the TGA.	<ul style="list-style-type: none"> Implement action steps of gambling treatment informed by the recommendations of the Treatment Gap Analysis (TGA). <p><i>Note: scope and budget is estimated and will be detailed upon the completion of the Treatment and Service Gap Analysis.</i></p>	<ul style="list-style-type: none"> Target goal is a comprehensive treatment approach for those seeking help for substance and gambling addiction.
BSAS Treatment and Services Gap Analysis Report: Phase II	<ul style="list-style-type: none"> Provide additional assistance and guidance as needed based 	<ul style="list-style-type: none"> Provide additional support for enhancing gambling treatment

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

	<p>on the results of the Treatment Gap Analysis and recommendations for next steps.</p> <p><i>Note: scope and budget is estimated and will be detailed upon the completion of the Treatment and Service Gap Analysis.</i></p>	services within behavioral health.
Statewide Training of Treatment Providers	<ul style="list-style-type: none"> Facilitate two state-wide trainings to the treatment workforce within all levels of care on the Practice Guidelines for Treating Gambling-Related Problems. 	<ul style="list-style-type: none"> Improve clinical skills in the treatment of disordered gambling for treatment providers.
Dissemination of Self-Assessment Tool	<ul style="list-style-type: none"> Distribute self-assessment tool/Your First to Change to 1,300 providers and 350 BSAS sites. 	<ul style="list-style-type: none"> Treatment providers will gain access and familiarization with self-assessment tool: Your First to Change.
Program/Project	Vendor	FY19 Budget
Helpline Evaluation/TGA Phase II/Trainings	Division on Addiction at Cambridge Health Alliance (DOA)	\$90,000
Distribution of Your First Step to Change	Health Resources in Action, Inc.	\$10,000
Gambling Treatment Enhancements and Initiatives	TBD	\$200,000
Community: Community Level Health Project		
Task	Output/Deliverable	Practical Significance
Fund community level capacity building to address gambling-related health issues and health improvement initiatives within Regions A/B host communities.	<ul style="list-style-type: none"> Develop a plan for community-level capacity building on health related issue within the host communities of Region A and B. Develop evaluation plan. Submit reports on progress and outcomes. 	<ul style="list-style-type: none"> Project will engage community stakeholders to develop a plan and implement health-related initiatives within the host communities. Goal to address and enhance community wellness and mitigate harms.

**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

Program/Project	Vendor	FY19 Budget
Community Level Health Project	TBD	\$200,000

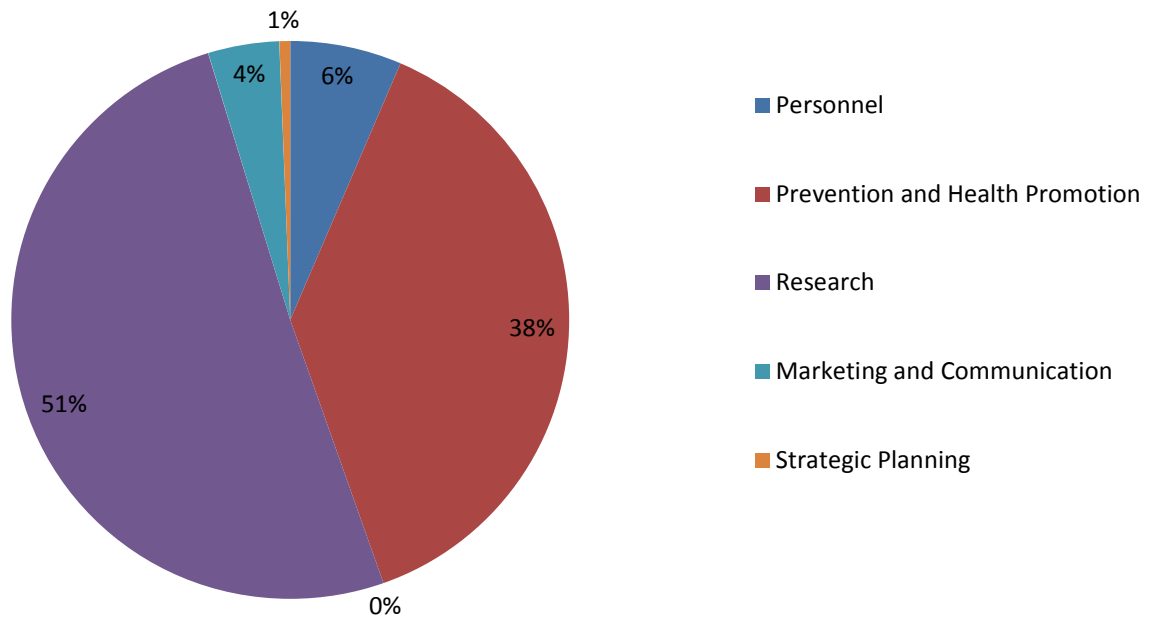
D. Research		
Evaluation of prevention pilots.	<ul style="list-style-type: none"> • Develop evaluation plan. • Conduct evaluation of prevention services. • Provide monthly report. 	<ul style="list-style-type: none"> • The evaluation of the pilots of prevention services will determine effectiveness and inform next steps.
Program/Project	Vendor	FY19 Budget
Evaluation of all Prevention Pilots	Social Science Research and Evaluation, Inc.	\$60,000

E. Marketing and Communication		
Task	Output/Deliverable	Practical Significance
Conduct a state-wide health promotion campaign targeting Men of Color with History of Substance Misuse.	<ul style="list-style-type: none"> • Develop and coordinate media buy plan. • Facilitate media buys. • Provide summary reports. 	<ul style="list-style-type: none"> • Aimed at raising awareness of the risk associated with gambling among Men of Color with a History of Substance Misuse.
Research, planning, and creation of a state-wide health promotion campaign targeting youth and parents and an additional target audiences (ex. Elders and Asian-Americans).	<ul style="list-style-type: none"> • Facilitate informative research to conduct environment scans and key informant interviews to most effectively reach a target audience. • Develop concepts and conduct messaging testing with youth and parents and at-risk populations. • Develop media campaign and evaluation strategies. • Utilize the Regional Planning Process Reports targeting youth and parents and at-risk populations. 	<ul style="list-style-type: none"> • The planning for a state-wide health promotion campaign targeting youth and parents and at-risk populations is aimed at raising awareness of the risk associated with gambling.

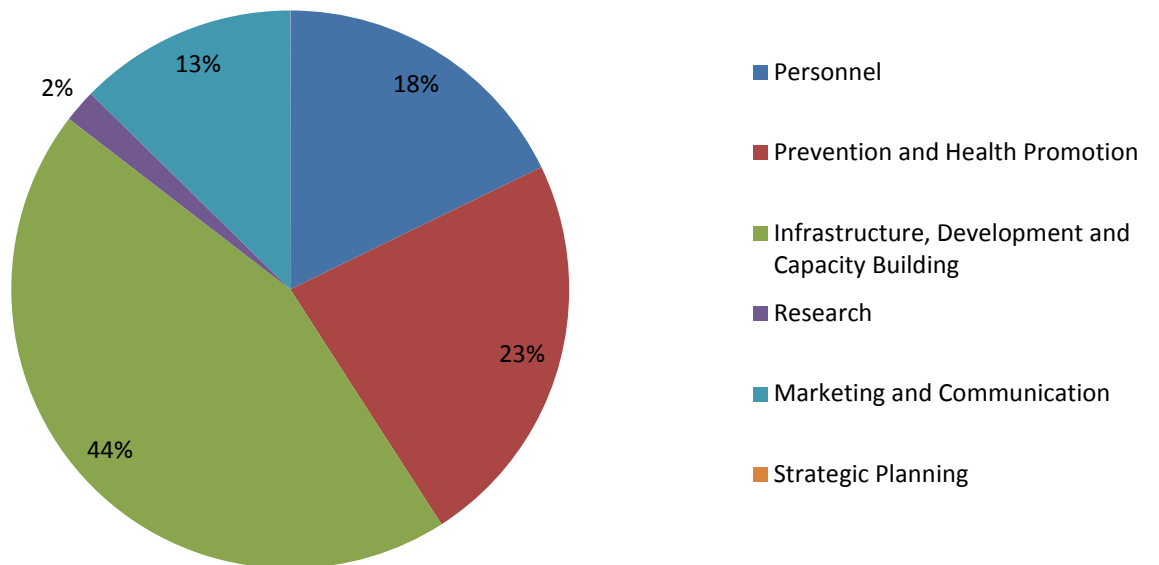
**Massachusetts Department of Public Health
Office of Problem Gambling Services
FY19 DRAFT Budget**

Program/Project	Vendor	FY19 Budget
Communication Campaign Implementation: Men of Color with History of Substance Misuse	Think Argus	\$200,000
Communication Campaign Research, Planning, and Development: Youth and Parents	TBD	<p style="text-align: center;">\$100,000</p> <p style="text-align: center;"><i>Note: This has been reduced by \$200k. With additional funding we will implement campaign, including media buys.</i></p>
Communication Campaign Research, Planning, and Development: additional target audience (TBD; e.g. Elders, Asian Americans)	TBD	<p style="text-align: center;">\$100,000</p> <p style="text-align: center;"><i>Note: This has been reduced by \$200k. With additional funding we will implement campaign, including media buys.</i></p>

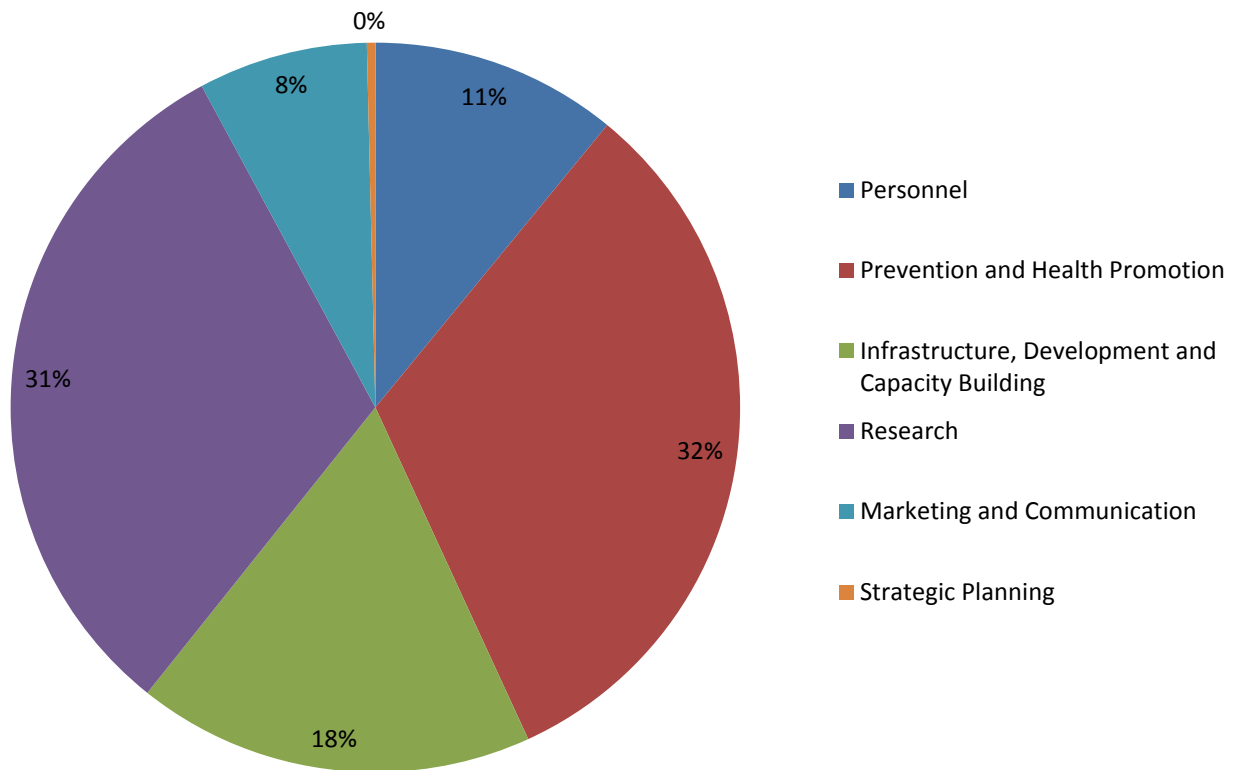
MGC Research and Responsible Gaming



DPH Office of Problem Gambling (PHTF)



Overall PHTF Distribution



DPH Office of Problem Gambling campaign

Goal: To develop an awareness campaign about problem gambling targeting men of color who have a history of substance misuse by equating problem gambling to other struggles with addiction they have experienced

Campaign process

- **Conduct extensive formative research**
- **Develop two creative concepts to test with our target audience**
- **Host three focus groups with our target audience to test creative concepts and gather feedback**
- **Revise creative based on focus group feedback**
- **Develop final creative assets and media buy for public launch**

This creative and messaging resonated strongly with our target audience



- Participants easily made the connection that gambling can be an addiction, just like addictions to drugs and alcohol, even though gambling is legal
- Participants recognized that the images depicted loss and showed the individual's role within their family/community

This creative and messaging resonated strongly with our target audience



- Participants connected to the “I” statements in the copy
- The tagline resonated with many of the participants because it was clear and straightforward

Final deliverables to be created

- Landing website
 - Personal stories
 - Resources
 - Advice and recovery tips
- Marketing
 - Posters in recovery centers
 - Cards/Flyers
- Media buy
 - Transit (both buy and PSA placement)
 - Digital (banner ads and pre-roll)

Next steps

- Discussion groups with friends and family members who have loved ones suffering from substance or gambling misuse
- These discussion groups will inform resources and help needed for friends or family that would like to support their loved ones suffering

Background: MassMen

- Males make up the majority (74%) of suicides in MA (MDPH Data Brief: Suicides and self-Inflicted Injuries in Massachusetts, 2015).
- The DSM-5 states that up to half of individuals in treatment for a gambling disorder have suicidal ideation and about 17% have attempted suicide (American Psychiatric Association, 2013).
- MassMen helps working-age men find information, discover tools, make decisions, and take action to address issues related to mental, emotional, and relational health. <https://massmen.org>
- The Gambling Screen adds a resource to the MassMen Initiatives.



MassMen.org



Worried About Your Gambling?



MassMen.org

WARNING SIGNS OF PROBLEM GAMBLING

- Restless or irritable when not gambling.
- Spending a lot of time gambling, thinking about or planning to gamble.
- Borrowing to pay bills because of gambling.
- Hiding bills or unpaid debts related to gambling.
- Lying about how much time or money is spent on gambling.

If gambling is causing issues with money, your job or your relationships, you could have a problem.

Take a free, confidential self-assessment to find out.

Get tools to address your gambling problem.

MassMen.org





MassMen.org



**¿Le preocupa
su problema
con las
apuestas?**



MassMen.org

SEÑALES QUE ALERTAN DE UN PROBLEMA CON LAS APUESTAS

- Estar inquieto o irritable cuando no apuesta.
- Pasar demasiado tiempo apostando, pensando en apostar o planeando apostar.
- Pedir dinero prestado para pagar cuentas como consecuencia de sus apuestas.
- Esconder cuentas o deudas sin pagar que estén relacionadas con las apuestas.
- Mentir sobre cuánto dinero gasta o cuánto tiempo pasa apostando.

Si apostar le trae complicaciones de dinero, en su trabajo o en sus relaciones, usted podría tener un problema con las apuestas.

Hágase usted mismo una evaluación gratuita y confidencial para averiguarlo.

Obtenga apoyo para tratar su problema con las apuestas.

MassMen.org

Thank You



BRAND ACTIVATION

WHAT'S POSSIBLE

GAMESENSE BRAND RELAUNCH

May 9, 2018

Our campaign objectives for Phase 1

Relaunch GameSense at Plainridge Park

Evolve with the BCLC GameSense brand refresh and focus on how to make it work harder to support the GameSense Info Center and Advisors.



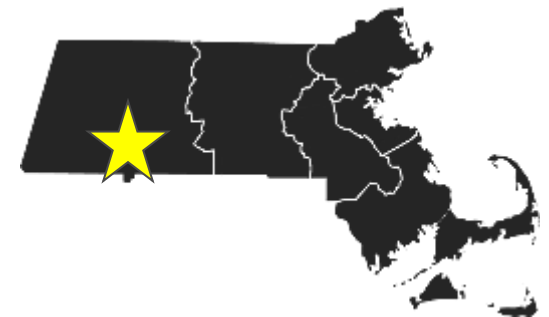
Launch GameSense at MGM

Create a successful launch coinciding with the opening of MGM in Springfield in Aug 24, 2018.



Introduce GameSense to Western MA

Drive awareness of GameSense as a responsible gambling resource for Western MA.



Our strategy

Recreational Gamblers



At Risk



Problem Gamblers



Address the continuum of gamblers and mindsets

Our discovery and input to date



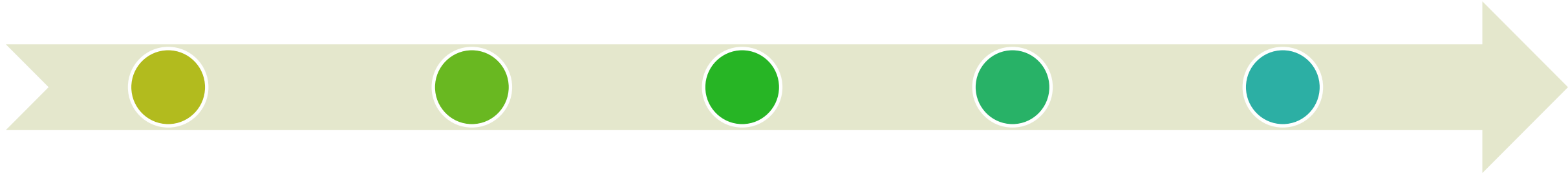
MassGaming
Commission Strategy
and Input session
2/6



Plainridge Park
Casino Site Visit
3/16



BCLC Final Brand
Book
4/17



BCLC Branding
Update
3/14



Meeting with
MGM Springfield
4/5



Review audience research and materials from February through April

Key creative elements

- **GameSense Info Center:**
 - Environmental branding within the Info Center
 - Signage throughout the casinos/resorts to drive to the Info Center
- **GameSense Advisor support:**
 - Branded shirts to encourage conversations
 - Swag to attract and give away to casino attendees
- **Promotional and interactive:**
 - Myths or facts printed on table top flip pieces
 - On digital screens
- **Website for awareness, education and engagement**

khj

BRAND ACTIVATION

GAMESENSE CREATIVE



BRAND ACTIVATION

ENVIRONMENTAL BRANDING







IS THIS SLOT MACHINE READY TO PAY OFF?
Look for a GameSense advisor and find out. 

"I GAMBLED MY BUDGET, NOW I'M LEAVING."

"Good attitude. That's gambling like a winner."

GameSense

Ask a GameSense advisor for gambling tips.

gamesensema.com

"I FORGOT WHERE I PARKED."

"Hey, at least you remembered to set a time limit."

GameSense

Ask a GameSense advisor for gambling tips.

gamesensema.com

"HEY, IS BLACKJACK ALL SKILL?"

"There are no guarantees in life, Jack."

GameSense

Ask a GameSense advisor for gambling tips.

gamesensema.com



BRAND ACTIVATION

RESTAURANT AND BAR



**“DON'T WAKE UP WITH
A GAMBLING HANGOVER.”**
Know your limits.

GameSense

Ask a GameSense advisor
for gambling tips.



**“DON'T WIND UP ON
THE ROCKS. PLAY FOR
FUN, NOT MONEY.”**

GameSense

Ask a GameSense advisor
for gambling tips.



**“HERE'S TO SETTING
A BUDGET AND
STICKING TO IT.”**

GameSense

Ask a GameSense advisor
for gambling tips.





BRAND ACTIVATION

UNIFORMS





BRAND ACTIVATION

WEBSITE

PEARLS OF GAMESENSE

by **CHIP**

"According to studies,
most people can't afford to lose
their entire life savings."



ABOUT GAMESENSE

What is GameSense? It's a higher state of gambling wisdom that any player can achieve. By following our invaluable tips and advice, you too can be a better, smarter gambler. Ready to get rolling?

PLAY VIDEO

GAMBLING QUIZ

“YOUR LUCKY RABBIT’S FOOT WASN’T SO LUCKY FOR THE RABBIT.”

Know myth from fact. Take this quiz.

[LET’S BUST MYTHS](#)



TIPS

DON’T BE A JOKER: LEARN THESE TIPS

Before you hit the casino, take this advice from gambling insiders

[LEARN NOW](#)

HOW GAMBLING WORKS



The science of Slots

Don’t get played. See how slots really work.

[TELL ME MORE](#)



Poker, the real deal

Strengthen your hand. See how poker really works.

[TELL ME MORE](#)



How Craps rolls

Turn the tables. See how craps really works.

[TELL ME MORE](#)

Bet on these tools and resources

The house may have the advantage, but you can improve your odds.

LEARN MORE



PlayMyWay

We've created an innovative tool to help you stick to your budget. PlayMyWay is an easy way to keep gambling fun.



GAMBLER'S SUPPORT

When the chips are down, we're here for you.

Voluntary Self-Exclusion Program

LEARN MORE



Ask a GameSense Advisor

LET'S CHAT



Massachusetts Gaming Commission
101 Federal Street, 12th Floor, Boston, MA 02110
P 617.979.8400 F 617.725.0258
mgccomments@state.ma.us

GameSense



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GameSense Gambling myths Useful tools Gamblers support About GameSense

PEARLS OF GAMESENSE

by CHIP

"According to studies, most people can't afford to lose their entire life savings."




ABOUT GAMESENSE

What is GameSense? It's a higher state of gambling wisdom that any player can achieve. By following our responsible tips and advice, you too can be a better, smarter gambler. Ready to get going?

PLAY VIDEO

GAMBLING GUIDE

"YOUR LUCKY RABBIT'S FOOT WASN'T SO LUCKY FOR THE RABBIT."

Know your math. Take the lead.

LET'S MEET MYTHS



TIPS

DON'T BE A JOKER: LEARN THESE TIPS

Don't play the game. Ask the advice from gambling pros.

LEARN NOW

HOW GAMBLING WORKS

- The science of Slots**
Don't get played. See how slots really work.
TELL ME MORE
- Poker, the real deal**
Strengthen your hand. See how poker really works.
TELL ME MORE
- How Craps rolls**
Turn the tables. See how craps really works.
TELL ME MORE

Bet on these tools and resources

The House has the advantage. But you can play smarter.

LEARN MORE



PlayMyWay

Take advantage of responsible gaming tools and resources to play smarter. PlayMyWay is an easy way to play smarter too.

GAMBLER'S SUPPORT

When the chips are down, we're here for you.

Welcome Self Exclusion Program

LEARN MORE

Ask a GameSense Advisor

LET'S CHAT



Responsible Gaming Commission
1000 Park Street, 10th Floor, Boston, MA 02114
1-800-327-4373
www.responsiblegaming.org

GameSense

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GameSense Gambling myths Useful tools Gamblers support About GameSense

PEARLS OF GAMESENSE

by CHIP

"According to studies, most people can't afford to lose their entire life savings."



ABOUT GAMESENSE

What is GameSense? It's a higher state of gambling wisdom that any player can achieve. By following our responsible tips and advice, you too can be a better, smarter gambler. Ready to get going?

PLAY VIDEO

MacBook



BRAND ACTIVATION

PROJECT PLAN



Project plan

	April				May					June				July				August				
	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	
Campaign Development																						
Plainridge Park Concept and Production																						
Outreach Planning																						
Develop plan																						
Assets																						
Website Design and Development																						
MGM Casino Material Design and Production																						
Media in Western MA begins																						



BRAND ACTIVATION

THANK YOU!

Questions?