

SUBCOMMITTEE ON ADDICTION SERVICES

(Subcommittee of the Gaming Policy Advisory Committee)

Notice of Meeting and Agenda

Pursuant to the Massachusetts Open Meeting Law, G.L. c. 30A, §§ 18-25, and Section 22 of the Acts of 2022, notice is hereby given of a meeting of the Subcommittee on Addiction Services, formed under G.L. c. 23K, s. 68(c). The meeting will take place:

Friday, May 20, 2022 | 10:00 AM – 11:30 PM

Call-in Number: 1-646-741-5292

Meeting ID: 111 271 6306

Please note that the Commission will conduct this public meeting remotely utilizing remote collaboration technology. Use of this technology is intended to ensure an adequate, alternative means of public access to the Commission's deliberations for any interested member of the public. If there is any technical problem with the Commission's remote connection, an alternative conference line will be noticed immediately on www.MassGaming.com.

All documents and presentations related to this agenda will be available for your review on the morning of the meeting date by visiting our website and clicking on the News header, under the Meeting Notifications and Agendas drop-down.

1) Call to Order

Mark Vander Linden, Subcommittee Chair

2) Approval of the Minutes – VOTE

Committee

3) Third-Party Exclusion, Discussion and next steps

Long Banh, Program Manager – Responsible Gaming
Judith Glynn, Research Consultant

4) Research and Responsible Gaming Updates

Mark Vander Linden

- a) **Responsible Gaming Considerations for Gambling Advertising; Discussion and next steps**
- b) **FY23 Gaming Research Agenda**
- c) **Staffing**

5) Other Business - Reserved for matters not reasonably anticipated at the time of posting.

5/16/2022

(date)

Mark Vander Linden

Mark Vander Linden

Chair, Subcommittee on Addiction Services

I certify that this notice was posted as "GPAC Subcommittee on Addiction Services meeting" at www.massgaming.com on 5/17/2022 at 12:00 p.m. and emailed to: regs@sec.state.ma.us.



Massachusetts Gaming Commission

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Subcommittee on Addiction Services Meeting Minutes

December 7, 2021

PRESENT: Mark Vander Linden, Chair
Victor Ortiz
Rodolfo Vega
Marlene Warner
Yoyo Yau

10:33 a.m. Call to Order and Approval of Minutes

Mr. Vander Linden called to order the second meeting of the Gaming Policy Advisory Committee's Subcommittee on Addiction Services. A motion was made to approve the minutes from the October 14, 2021 meeting, with all in favor.

10:34 a.m. Discussion: Topics and Issues for Subcommittee Recommendations

Ms. Warner identified that the subcommittee was interested in discussing the topic of third party exclusion at the previous meeting, and that recommendations from the Asian CARES report, as well as advertising had also been mentioned. Ms. Yau provided an overview of some of the recommendations from the Asian CARES report, with Mr. Ortiz suggesting there may be some overlap through the Community Level Health Project, which could result in some informed recommendations.

Mr. Vega suggested compiling the recommendations sections from various related reports, extracting which ones were relevant to the subcommittee's mission. Ms. Warner and Mr. Vander Linden agreed. Mr. Ortiz offered that certain considerations may be conflating the subcommittee's mandate, and wanted to be sure the determinations would be aligned. The subcommittee briefly reviewed and considered the charge as written in the statute, highlighting that the research recommendations "including but not limited to prevention and intervention strategies."

The subcommittee discussed whether their charge included taking on research or audits, but determined that they would be recommending considerations to the Commission, who would then evaluate and work to facilitate.

Mr. Vander Linden noted that his team at the Gaming Commission was currently looking into the gambling advertising topic, as the Commissioners had expressed interest in that. The subcommittee agreed they would be interested in a presentation on that topic during a future meeting.

Mr. Ortiz offered that responsible gambling recommendations often are very focused on gambling, and would encourage the group to consider larger recommendations such as community context. He provided the advertising on busses as an example, noting that asthma rates contribute to health issues and are related to the use of the busses.

Mr. Vander Linden and Todd Grossman, General Counsel for the Commission then discussed the Voluntary Self-Exclusion program and its historical context, as well as their relevance for public records. He noted that a third party exclusion is something that the Commission hasn't yet taken action on, but it does state in statute that a family member or guardian may request in writing an order of exclusion from gaming establishments, applicable to concern that there is a gambling issue. Mr. Vega wondered if any research had been done on the implications of such a provision, superficially concerned about domestic violence as a result. Mr. Grossman added that the language is modeled after similar language in MA pertaining to individuals with drug and alcohol issues, allowing a family member to get a court order to bring someone in to get evaluated and get treatment against their will. Mr. Vander Linden stated that the subcommittee could consider what such a recommendation would look like and what the Commission's role would be. Ms. Warner added that the other two programs she was aware of don't use courts. The casino or business is working behind the scenes regarding the individual's play and utilizing arbitration. She suggested the committee could recommend intermittent steps to court involvement. Mr. Ortiz expressed concerns about family supports and any evidence of such practices and cost/benefit analysis. Mr. Vander Linden supported his concerns but reminded that it was in the statute, so worth evaluating. Ms. Yao expressed interest in evaluating a way of strengthening the consequence.

Ms. Warner asked if there was an expectation that the subcommittee on addiction services report up to the GPAC at a future meeting. Ms. Crystal Howard, Chief Administrative Officer to the Chair and Special Projects Manager at the Gaming Commission clarified that in the past year the GPAC had heard from other subcommittees, and Mr. Ortiz confirmed as a member of that committee that it can only enhance the work.

11:49 a.m. Next Meeting/ Next Steps/ Other Business

Mr. Vander Linden confirmed that there would be three items to consider and review: third party exclusion, advertising, and recommendations from community driven research projects, and that they continue to use this group as a catalyst to keep these conversations going. The subcommittee discussed a time frame for the next meeting, noting there is no requirement about when to meet and how often. The committee agreed to meet 3-4 times a year, aiming for quarterly.

Ms. Howard reminded the committee members to submit their signed conflict of interest forms and complete their required ethics training if they had not yet done so.

11:52 a.m. Meeting Adjourned



TO: Mark Vander Linden, Director of Research and Responsible Gaming

FROM: Long Banh, Responsible Gaming Manager

DATE: May 17, 2022

RE: Third Party Exclusion

The purpose of this memorandum is to research how the third party exclusion can be implemented by comparing how the Commonwealth of Massachusetts' district court or any division of the juvenile court department can place an order of commitment of a person for treatment. Third party exclusion is in Regulation 205 CMR 133, Section 45 (h), "an immediate family member or guardian may petition, in writing, a district court for an order of exclusion from gaming establishments applicable to a person whom the petitioner has reason to believe is a problem gambler."

Regulation 205 CMR 133, Section 45 (h) is similar to G.L. 123, Section 35, or commonly known as Section 35. In Section 35, "any police officer, physician, spouse, blood relative, guardian or court official may petition in writing any district court or any division of the juvenile court department for an order of commitment of a person he has reason to believe has an alcohol or substance use disorder." The process is similar as both require the court shall immediately schedule a hearing on the petition, order examination by a qualified psychologist, and if the court determine there is a likelihood of serious harm, the court can place the order.

However, the differences between Section 35 and the third party exclusion are who can petition the court for an order and terms of the order. Section 35, the following individuals--any police officer, physician, spouse, blood relative, guardian or court official--may petition for the court to schedule a hearing while third party exclusion identifies only immediate family member or guardian are able to petition for the court to schedule a hearing. The biggest difference between Section 35 and third party exclusion is the terms of the order: In Section 35, the court may place an order to commit a person while third party, the court may place an order to exclude a person from gaming establishments.

Third party exclusion should be implemented similarly as Section 35 in that once a petition is filed, the court shall immediately schedule a hearing to determine a likelihood of serious harm from the hearing and examination by a qualified psychologist to place an order of exclusion from the gaming establishments.



Massachusetts Gaming Commission



Third Party Exclusion to Address Harm to Families & Affected Others

Presented to the GPAC Addiction Services Sub-committee

May 20, 2022

Prepared by:

Judith Glynn | President, PRET Solutions Inc.

Massachusetts context

Section 45 (i) Expanded Gaming Act

- (1) “Immediate family”, the spouse, parent, child, brother or sister of an individual.
- (2) “Problem gambler”, a person who chronically or habitually gambles to the extent that such gambling substantially interferes with the person’s social or economic functioning or that the person has lost the power of self control over that person’s gambling.

An immediate family member or guardian may petition, in writing, a district court for an order of exclusion from gaming establishments applicable to a person whom the petitioner has reason to believe is a problem gambler. Upon receipt of a petition for an order of exclusion of a person and any sworn statements the court may request from the petitioner, the court shall immediately schedule a hearing on the petition and shall cause a summons and a copy of the petition to be served upon the person as provided in section 25 of chapter 276. The person may be represented by legal counsel and may present independent expert or other testimony. The court shall order examination by a qualified psychologist. If after a hearing the court based upon competent testimony finds that the person is a problem gambler and there is a likelihood of serious harm as a result of the person’s gambling, the court may order that such person be prohibited from gaming in gaming establishments. The court shall communicate this order to the commission, which shall place the person’s name on the list of excluded persons.

Agenda

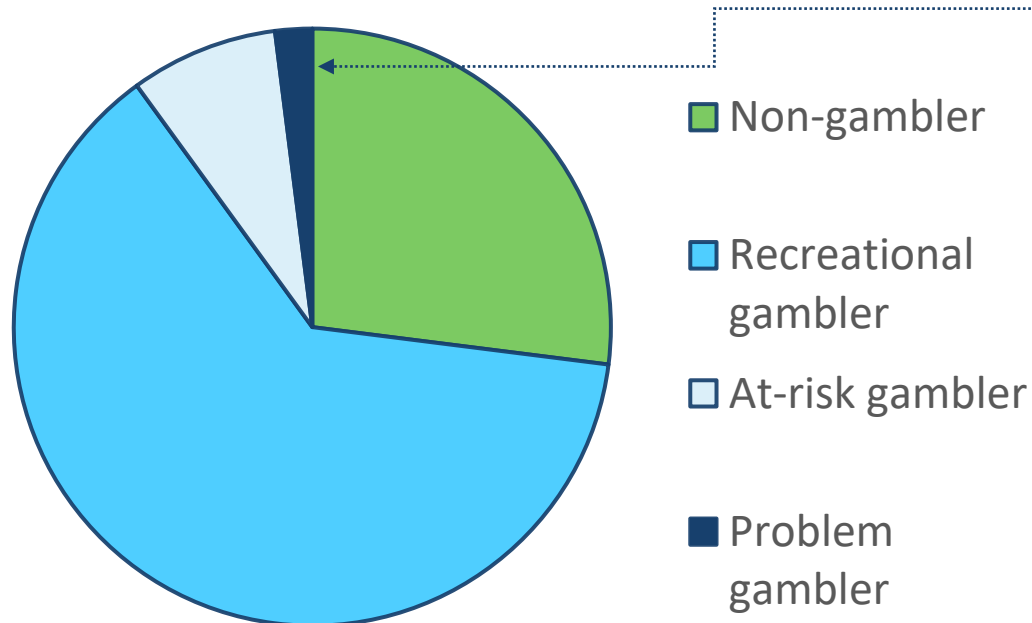
- Addressing harm to families and affected others (AOs)
- Current third party exclusion models
- Work to date and key learnings
- Options for third party exclusion strategy in
Massachusetts

Problem Gambling in Massachusetts

In 2013-2014, a total of 18% (5,185,795) of adults Massachusetts residents say there was a person in their life who they considered gambled too much, of these:

- The person was a family member outside their household 31.1% (297,000)
- A spouse or partner 7.1% or (67,000)

(Volberg et al., 2017)



Just **2%** of MA adults (~110,000) are experiencing problems with gambling

(Volberg et al., 2017)

More work is needed to address third party harm



0.003%

Percentage of PG research that specifically examines third party harm



~1

Treatment & support programs (worldwide) fully dedicated to harmed families and partners



0

Number of public & accessible family exclusion programs in the U.S.

Third party exclusion models

Operators



SkyCity (Auckland, NZ) & Crown (Melbourne, AUS)

- Family members, friends, employers, GPs, and casino staff can apply to exclude an individual
- Claims are reviewed and addresses according to a rigorous internal process, by a specialized team

Regulators



Casino Regulatory Authority (Singapore)

- Immediate family members can apply to limit visits per month or to exclude
- Recipients of public assistance and bankrupt individuals are automatically excluded

Other



BetSafe Responsible Gambling Program (Australia)

- Family members or friends can apply to exclude an individual from a BetSafe member casino/club by completing a statutory declaration and providing supporting documentation
- BetSafe reviews claim and provides a recommendation to the member club

Inputs to date

...has involved exploring a range of perspectives from different stakeholder groups; and revealed important considerations, potential challenges and ways to address them.

Research	<ul style="list-style-type: none"> • Scan and inventory of published research specifically examining third party harm • Interviewed Dr. Matthew Browne who is developing new instruments to assess third party harm in the population
Lived Experience	<ul style="list-style-type: none"> • <i>RGC Discovery 2021</i> panel included the former partner of a problem gambler • Shared her story and first hand view of supports needed for family members
Operator	<ul style="list-style-type: none"> • Interviewed <i>SkyCity's</i> Head of Host Responsibility to understand their third party exclusion program, key challenges and outcomes
Treatment/Support	<ul style="list-style-type: none"> • Collaborated with the UK's <i>Addiction Recovery Agency (Ara)</i> to spread awareness of third party harm and ways to meaningfully address it • Support Ara's <i>Six to Ten project</i>, the world's first treatment and support program dedicated to affected others
Other Stakeholders (incl. regulators, tribes, public health)	<ul style="list-style-type: none"> • Conducted facilitated discussion across stakeholder groups to understand real-world challenges and obstacles to addressing third party harm through policy

Key learnings – gaps in support

- **Research** examining the impacts of third party harm and evaluating initiatives that seek to address it

- **Education and awareness** efforts that empower families and partners to recognize the signs of harm before it's too late, and take advantage of tools available

- Well-promoted, easily accessible **means for family members and partners to stop harm** occurring from a loved one's gambling (e.g., third party exclusion programs)

- State-level, cross-channel and coordinated exclusion to prevent site-hopping

- **Collaboration** with stakeholders involved across the gambling journey – e.g., financial institutions

- **Immediate, crisis care** for families and partners suffering life changing harms because of a loved one's gambling (e.g., financial assistance, domestic violence support)

- **Long term support and resources** to help harmed families and partners recover and reintegrate

Key learnings – program design

- Third party exclusion programs do have measurable, meaningful impacts
- Malicious or unsubstantiated claims are rare (~16% of SkyCity applications)
- Adequate, specialized training is vital for individuals who will be tasked with running and executing a program
- For the program to be effective, family members must:
 - Be empowered to know there is a problem
 - Be aware that a program exists
 - Feel comfortable, safe, and supported using a program
- Metrics for success and methods of measuring should be established from the outset
- Opportunity to complement with education/prevention campaigns that empower affected others to identify and address potential gambling-related harm (e.g., financial wellness check, prevention toolkit)

Massachusetts context

Section 45 (i) Expanded Gaming Act

- (1) “Immediate family”, the spouse, parent, child, brother or sister of an individual.
- (2) “Problem gambler”, a person who chronically or habitually gambles to the extent that such gambling substantially interferes with the person’s social or economic functioning or that the person has lost the power of self control over that person’s gambling.

An immediate family member or guardian may petition, in writing, a district court for an order of exclusion from gaming establishments applicable to a person whom the petitioner has reason to believe is a problem gambler. Upon receipt of a petition for an order of exclusion of a person and any sworn statements the court may request from the petitioner, the court shall immediately schedule a hearing on the petition and shall cause a summons and a copy of the petition to be served upon the person as provided in section 25 of chapter 276. The person may be represented by legal counsel and may present independent expert or other testimony. The court shall order examination by a qualified psychologist. If after a hearing the court based upon competent testimony finds that the person is a problem gambler and there is a likelihood of serious harm as a result of the person’s gambling, the court may order that such person be prohibited from gaming in gaming establishments. The court shall communicate this order to the commission, which shall place the person’s name on the list of excluded persons.

Current statute

Strengths

- ✓ Intention behind third party exclusion already exists in the regulation
- ✓ Spirit of the requirements stipulated in existing regulation can be maintained (e.g., need to demonstrate harm from gambling)
- ✓ Exclusion applies to state-wide gaming establishments

Opportunities

- ✗ Process may be cumbersome, costly and intimidating for family members
- ✗ Likely would not offer relief in a timely manner (due to court system)
- ✗ Diagnosis of "problem gambler" and assessment of likelihood their gambling may cause serious harm should be distinct
- ✗ Does not account for key attributes of an effective program, i.e., promoted, accessible, timely

Implementation considerations

Evidence & jurisdictional reviews	<ul style="list-style-type: none"> • Rationale and precedence for building a new program
Expert consultation	<ul style="list-style-type: none"> • Understand federal and state laws, regulations, restrictions with which a program must comply (legal, privacy, etc.)
Stakeholder consultation	<ul style="list-style-type: none"> • Understand the needs of those the program will impact • Understand how programming can complement existing tools and services (e.g., treatment professionals, community representatives)
Rigorous policies & processes	<ul style="list-style-type: none"> • To underpin and ensure program success – incl. staffing/training, application and review processes, reinstatement, program evaluation
Launch/promotion strategy	<ul style="list-style-type: none"> • To encourage program awareness and uptake – e.g., launching alongside an educational campaign focused on third party, financial harm

Resources

Six to Ten Project (UK) – first global support program dedicated to those affected by a loved one's gambling

<https://thesixtoten.co.uk/#support>

Lived experience from a range of perspectives, as recorded at the *Guilty by Association* online conference (March 2021)

<https://beaconcounsellingtrust.co.uk/guilty-by-association-the-unspoken-impact-of-gambling-related-harms/>

Volberg, R. A., Williams, R. J., Stanek, E. J., Houpt, K. A., Zorn, M., RodriguezMonguio, R. (2017). *Gambling and Problem Gambling in Massachusetts: Results of a Baseline Population Survey*. Amherst, M Gambling A: School of Public Health and Health Sciences, University of Massachusetts Amherst.

<https://massgaming.com/research/gambling-and-problem-gambling-in-massachusetts-results-of-a-baseline-population-survey/>



Responsible Gaming Considerations for Gambling Advertising

May 25, 2022

MASSACHUSETTS GAMING COMMISSION

Mark Vander Linden, Director of Research and Responsible Gaming

Long Banh, Responsible Gaming Manager

Marie-Claire Flores-Pajot, Research Manager

An overview of gambling advertising practices and considerations based on principles of the Massachusetts Responsible Gaming Framework

This document is intended to provide information to commissioners that will help inform decisions on policies and regulations related to gambling advertising in Massachusetts.

Introduction

Advertising to sell a product or service is nothing new, but how it's delivered to customers is rapidly changing. It's no longer television commercials, billboards, and newspaper ads. As technology evolves and becomes even more central in our daily lives, businesses, including the gaming industry, leverage this to engage with potential customers. Today, it's common practice to utilize user-specific data to curate highly targeted ads pushed out through social and digital media. The gaming industry uses additional strategies to reach and retain customers. For example, free-to-play advertising and offers for casino amenities are powerful marketing tools used to entice new and existing customers to gamble. The widespread expansion of sports wagering in the U.S. has brought this issue into focus, as the gaming industry seeks to secure new customers and retain existing ones. On the surface, it appears this is the free market at play, but gambling is not a risk-free activity. Commissioners may wish to consider additional measures to limit gambling advertising by gaming licensees and their parent companies in Massachusetts in order to minimize harm, particularly to youth and populations at greater risk of gambling-related harms.

Note: For the purpose of this paper the term gambling and gaming may be used interchangeably.

This white paper is organized into the following sections;

- 1) Current Massachusetts statute, regulations, and frameworks related to advertising and marketing;
- 2) An overview of some relevant research findings;
- 3) A review of select regulations in the U.S.;
- 4) Considerations for additional strategies and measures regarding gambling advertising.

1. Current Massachusetts statute, regulations, and frameworks related to advertising and marketing

In drafting the expanded gaming laws contained in Chapter 194 of the Acts of 2011, and G.L. c. 23K ("the Gaming Act"), the Massachusetts Legislature and Governor Patrick laid out a vision for casino gaming that would create the greatest possible economic benefit to the

Commonwealth balanced with the need to establish a comprehensive plan to mitigate gambling-related harm.

To fulfill the mandate of the expanded gaming law, the Massachusetts Gaming Commission (MGC) included as part of its mission a commitment to “*reduce to the maximum extent possible the potentially negative or unintended consequences of expanded gaming.*” To effectuate the mission, the MGC adopted a number of regulations and other measures with the goal of mitigating gambling harm to the maximum extent possible. As it relates to marketing, 205 CMR 150.3 states “*No gaming licensee shall authorize or conduct marketing, advertising, and/or promotional communications or activity relative to gaming that specifically targets persons younger than 21 years old*” and 205 CMR 133.06(3) prohibits gaming licensees from marketing to individuals on the Voluntary Self-exclusion list.

Pursuant to G.L. c. 23K, § 9(a)(8) requires the licensee to: “prominently display[] information on the signs of problem gambling and how to access assistance” and to describe “a process for individuals to exclude their names and contact information from a gaming licensee's database or any other list held by the gaming licensee for use in marketing or promotional communications” Further, section 21(a)(17) requires licensees to “keep conspicuously posted in the gaming area a notice containing the name and telephone number for problem gambling assistance.”

In addition, in 2014 (and revised in 2018) the MGC adopted a [Responsible Gaming Framework](#) (RGF) intended to inform gambling regulation and provide an overall orientation to responsible gaming practice and policy adopted by the MGC and gaming licensees. The RGF is based on the commitment by the MGC and its gaming licensees to the guiding value of ethical and responsible behavior. Within this commitment is an expectation that legalized gambling in the Commonwealth will be conducted in a manner to minimize harm. While the RGF provides a comprehensive approach to responsible gaming, Strategy 4 of the RGF addresses gambling marketing. Specifically, the RGF states that:

Gaming licensees should develop and implement strategies to ensure advertising and promotions are delivered in a responsible manner. This includes advertising that is sensitive to concerns about youth exposure to gambling promotion, including casino marketing on non-age-restricted social casino apps or online free-play sites. An important aspect of responsible marketing is including messaging related to promoting positive play and advertising problem gambling help resources.

The primary objectives of this strategy are to: 1) prevent underage gambling, 2) direct persons experiencing gambling-related harm to available resources, and 3) discourage people from playing beyond their means.

The American Gaming Association (AGA) has a [Responsible Gaming Code of Conduct](#) that was updated in 2018. The code applies to AGA member companies’ advertising and marketing of casino gaming, including sports betting with a specific message to members to “advertise

responsibly”. The objectives of the advertising and marketing section of the code is in line with the Massachusetts RGF. In 2020 the AGA released a [Responsible Code for Sports Wagering](#). This version of the code provides additional details about location and placement of sports wagering advertising and messages, including controlling digital media and websites as well as a mechanism to monitor compliance.

2. An overview of relevant research findings

What is the effect of advertising on gambling behavior? Research on the effects gambling advertising has on gambling behavior is sparse, as opposed to comparable areas with more robust data, such as alcohol and tobacco (1, 2). Researchers have been challenged with determining the specific impact of gambling advertising on gambling-related harms, as advertising is only one of several environmental factors that may influence gambling behavior (3). Nonetheless, existing evidence suggests that exposure to gambling advertising is associated with more positive gambling related-attitudes, greater gambling intentions, and increases in gambling and problem gambling behavior (1). These patterns are consistent with those found in the fields of alcohol and tobacco, and electronic cigarettes (4-8).

While gambling in moderation may be thought of as not inherently harmful, it is an activity with a propensity for risks at higher frequency or amounts, and thus warrants regulation at the individual and the environmental level (9). Prior investigations on reducing harms associated with alcohol and tobacco use have found that restrictions on advertising, along with availability and pricing, is one of the most cost-effective measures (10) and might also be effective for gambling.

Gambling advertising should accurately represent gambling as an activity associated with risks, and not be overly enticing or glamorized so that people can make a fully informed decision. However, existing research indicates that gambling advertising usually presents gambling as a harmless, normal, and fun behavior (11-14). A community-based participatory research study in Massachusetts looking at the impact of MGM Springfield on Hispanic communities applied the data from their study to an explanatory model of problem-gambling, based on the concept of community-stress theory, and suggest that “The MGM casino, located in Springfield, uses advertisement and marketing strategies to offer hope combined with leisure and entertainment opportunities. These offerings could help release stress. For some residents, a visit to the casino can be an escape to cope with stress.” (15).

The overly positive framing of gambling in advertisements can reach and impact unintended populations. For example, a German research study with young people (13–25-year-old) found a positive correlation between exposure to gambling advertising and gambling frequency, noting that part of the central message being extracted by young people from the advertisements is that gambling leads to winning money and having fun (11).

Evidence has found that an early age of initiation is strongly associated with the development of problem gambling later in life and with greater severity of problem gambling (16, 17). Even though Massachusetts prohibits people under the age of 21 from gaming, underage people still find ways to gamble (18) and exposure to advertising may increase this risk (19).

People experiencing gambling problems have also been identified as a population particularly vulnerable to gambling advertisements and promotions. Research has found that people with gambling problems were significantly more likely than non-problem gamblers to be influenced by gambling promotions and incentives (20), and that advertising was a catalyst for people with gambling problems' relapse (1, 13, 14).

Similarly, a recently released prospective study of gaming and problem gambling in Massachusetts found a significant increase in problem gambling relapse in 2018. That period saw an increased number of news stories related to the planned opening of one of the Massachusetts casinos. The increased publicity and media attention in advance of the opening of the casino aligned with elevated rates of problem gambling, indicating that problem gambling relapses in Massachusetts was not likely due to physical availability to gamble, but rather could be due to the increased publicity and media attention in advance of the opening of the casino (21).

The same study identified demographic groups at higher-risk of experiencing gambling-related problems in Massachusetts, specifically males and lower income households (the latter is composed of mostly African Americans and Hispanics). One of the key recommendations in response to the study findings was to limit gambling advertising and availability, especially in lower socioeconomic neighborhoods, or to groups that may be at increased risk of experiencing gambling harms. (21).

Asian communities have also been identified as a population at greater risk of experiencing problems related to gambling (22, 23). As such, gambling advertising targeting Asian communities also deserves scrutiny. A recent study investigated the causes of problem gambling in the Asian Community in Boston's Chinatown and surrounding communities. This study found that people in the Asian community felt targeted by casinos to entice them into gambling through seductive marketing and advertising (24).

Gambling advertising can potentially reach many population groups, including young people and groups at higher-risk of experiencing gambling-related harms. There is a need to balance this overwhelmingly positive representation of gambling with more accurate information on the low probability of winning and the risk of harm associated with gambling (14). Research has shown that gambling advertising has a potential impact on gambling behavior, independent of physical gambling location. Careful consideration is needed in terms of the content, and distribution of gambling advertising.

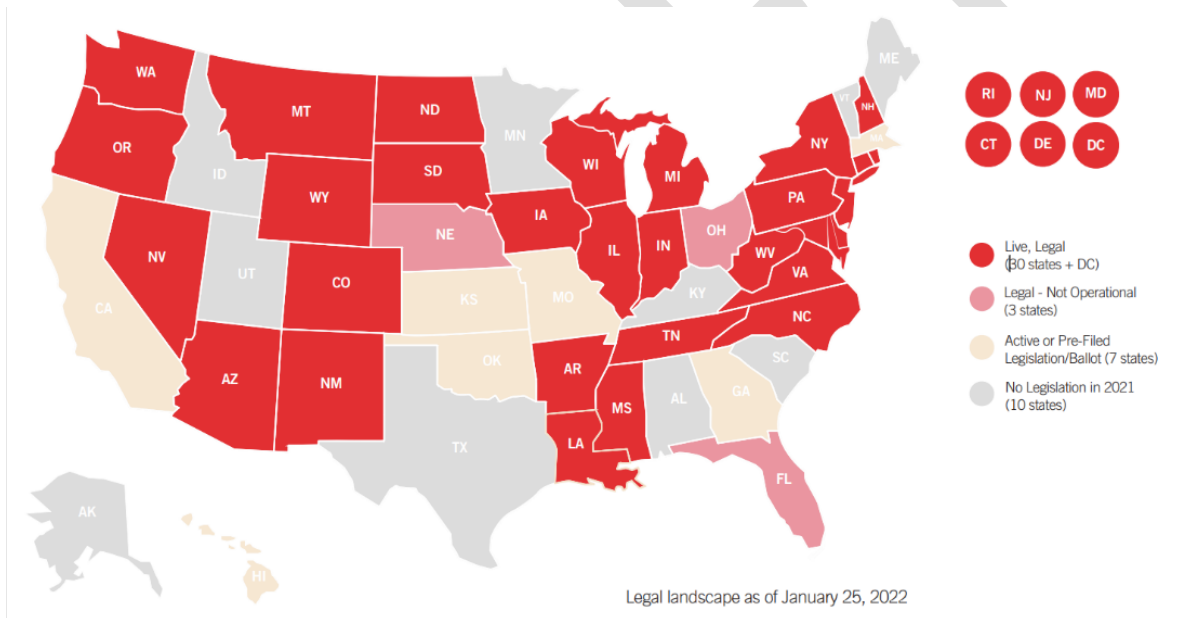
Based on existing evidence in this area, future direction of the MGC Research Agenda should include:

- Measuring the impact of gambling advertising on the Massachusetts population, with specific attention to persons under the legal gambling age and groups at higher-risk of experiencing gambling-related harms.
- Conducting research to monitor the impact of the changes in gambling advertising regulation, gambling behavior and gambling harms.
- Exploring the reach and impact of newer modes of gambling advertising, such as via the internet and social networks.

3. A review of select regulations in the US and other jurisdictions

As of January 2022, in the United States, all the states but two, Utah and Hawaii, have legalized gambling. Of the 48 states that have legalized gambling, 33 states and the District of Columbia have legalized sports betting. Only three states out of the 33 that legalized sports betting, Florida, Ohio, and Nebraska have not operationalized sports betting (Fig. 1).

Figure 1. American Gaming Association's map of Legal Sports Betting in the US (25)



In 2021, when *The Marketing Moment: Sports, Wagering, and Advertising in the United States* was published, there were only 13 states and District of Columbia that have legalized sports betting. This paper is specific to the general advertising regulations on gambling, however, with 20 states legalizing sports wagering within one year of publication and the limited body of research on gambling advertising, the paper reviews regulations pertaining to sports wagering (26).

Shatley, Ghararian, Benhard, Feldman, and Harris found that regulations for sport wagering advertising in the United States can be divided into three main categories: responsible gaming messaging, target audience, and content.

The first category of regulations in the United States, responsible gaming messaging, all 14 states require a toll-free problem gambling helpline be featured on all marketing materials (Table 1).

In the second category, target audience, all 14 states have regulations prohibiting marketing that targets individuals on self-exclusion lists and those below the legal age to gamble. However, District of Columbia extends advertising prohibitions to those who *“are considered moderate and high-risk groups for gambling addiction.”*

The final category, content, of the 14 states that legalized state-regulated sports betting, only eight states include advertising requirements prohibiting operators from engaging in false or misleading advertising and adhere to standards of good taste and decency.

However, there are some jurisdictions that extended requirements beyond the three main categories such as regulating the placement or frequency of sports wagering advertising and an approval process for sports wagering advertising.

There are two jurisdictions that extended requirements to include regulation around the placement or frequency of sports wagering advertising. District of Columbia prohibits the placement of advertising within *“two (2) blocks of any of the designated Class A Sports Wagering Facilities.”* Tennessee regulations stipulate *“advertisements shall not be placed with such intensity and frequency that they represent saturation of that medium or become excessive.”*

Finally, the two states that require advertising to be submitted to the regulatory agency in advance for approval prior to publication or dissemination are Tennessee and West Virginia.

Table 1. States/Jurisdiction’s specific gaming advertising regulations (26, 27)

Regulation Category	States/Jurisdictions	Regulation
Helpline Messaging	NV, NJ, WV, PA, RI, IA, OR, IN, NH, IL, MI, CO, DC, TN, NY, OH, CT, LA, FL, MA*	Toll-free problem gambling hotline featured on marketing materials across variety of media
Target Audience	NV, NJ, WV, PA, RI, IA, OR, IN, NH, IL, MI, CO, DC, TN, WY, NC, CT, MA, Ontario	Prohibits marketing that targets individuals on self-exclusion lists and those below the legal age to gamble
	DC, Ontario	Prohibits marketing to “those considered moderate and high-risk groups for gambling addiction”

	Ontario	Prohibits all public advertising, including targeted advertising and algorithm-based ads
Content	CO, DC, IA, NV, NJ, PA, IL, TN, WY, MS, OH, CT, AR, Ontario	Prohibits operators from engaging in false or misleading advertising and require to adherence to standards of good taste and decency
	DC, CT	Advertising content must not <i>“encourage players to chase their losses or re-invest their winnings”</i> or <i>“suggest that betting is a means of solving financial problems”</i> ; mandates advertising provide “balance message with regard to winning and losing”
	TN, CT	Requires advertising to avoid claims that gambling will <i>“guarantee an individual’s social, financial, or personal success”</i>
	Ontario	Gambling inducements, bonuses, and credits must not be described free unless the inducement, bonus, or credit is free. If the player has to risk or lose their money or if there are conditions attached to their own money, the offer must disclose those terms and may not be described as free.
Placement	DC	Prohibits advertising within <i>“two (2) blocks of any of the designated Class A Sports Wagering Facilities”</i>
	TN	Prohibits advertising on any medium that is <i>“exclusively devoted to responsible gaming”</i>
Frequency	TN	<i>“Advertisements shall not be placed with such intensity and frequency that they represent saturation of that medium or become excessive”</i>
Approval Process	TN, WV, DE	Requires advertising be submitted to the regulatory agency in advance for approval prior to publication or dissemination

*Massachusetts statute: 2011 Massachusetts Acts 194, Section 9(a)(8) and Section 21(a)(17).

Because regulations on gambling advertising tend to be general and brief, this paper will also draw on insights and experiences from the alcohol industry self-regulations on advertising (Table 2).

Table 2. The Alcohol Industry’s Self-Regulatory Codes and practices in the US, from the 2014 Federal Trade Commission (28):

	Practices
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Online and Other Digital Marketing	<p>“Age-Gated”: consumer must enter date of birth showing legal age status or certify being 21+ before entry into site is permitted</p> <ul style="list-style-type: none"> • Company websites are age-gated • Facebook age-gated; limiting alcohol company page viewing and “likes” to persons registered as 21+ and delivering alcohol ads only to persons registered • Twitter age-gating tool: customized pop-up age gate • Not all companies are taking advantage of age-gating technologies offered by YouTube
	<p>Consumers are generally advised:</p> <ul style="list-style-type: none"> • Online registration opportunities • How information will be used • Consumers opt-in to receive further communications • Have ability to readily opt-out when they want to stop receiving marketing information <p>Company websites include privacy policies that are lengthy and difficult to understand</p>
	<p>Use of cookies and tracking tools on brand websites appears limited to permit re-entry of consumers who previously provided date of birth or determine optimal site content and facilitate browsing within a site</p>
External Review of Complaints	<p>A procedure for external review of complaints regarding alcohol advertising</p>

Finally, this paper will draw on advertising regulations from the Massachusetts’ Cannabis Control Commission, which regulates medical use and adult recreational use of marijuana (Table 3).

Table 3: Massachusetts Cannabis Control Commission’s Prohibited Practices Regulations (29, 30):

Regulations	Medical Use of Marijuana (935 CMR 501)	Adult Use of Marijuana (935 CMR 500)
Prohibits advertising in such a manner that is deemed to be is deceptive, misleading, false or fraudulent, or that tends to deceive or create a misleading impression, whether directly or by omission or ambiguity	✓	✓
Prohibit use of unsolicited pop-up advertisements on the internet or text message; unless advertisement is a mobile device application installed on the device by the owner of the device who is a Qualifying Patient or Caregiver or 21 years of age or older and includes a permanent and easy opt-out feature	✓	
Prohibit operation of any website of a Marijuana Establishment that fails to verify that the entrant is 21 years of age or older		✓

Prohibit advertising by means of television, radio, internet, mobile applications, social media, or other electronic communication, billboard or other outdoor Advertising, or print publication, unless at least 85% of the audience is reasonably expected to be 21 years of age or older or comprised of individuals with debilitating conditions, as determined by reliable and current audience composition data	✓	✓
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4. Considerations for additional strategies and measures regarding gambling advertising

Existing MGC regulations provide protection for persons under the age of 21, and participants in the voluntary self-exclusion program. Though it doesn't have the force of regulation, the *MGC Responsible Gaming Framework* and the *AGA Responsible Gaming Code of Conduct* add additional guidance to operators for higher-risk audiences and content.

Based on evidence supporting the need for additional measures, and the evolving advertising landscape discussed in this paper, we recommend that the MGC consider the following actions. Where feasible and consistent with statute, we recommend select measures be promulgated into regulations. Measures which are difficult to monitor and/or measure, maybe better suited for inclusion in the MGC Responsible Gaming Framework as it provides an overall orientation to responsible gaming for licensees. Certainly, the particulars of these recommendations would, if pursued, require refinement.

1) Strengthen MGC regulations by adding the following requirements:

- Restrict advertising and marketing campaigns which are geared to disproportionate groups identified by empirical evidence to be considered at higher-risk of experiencing gambling-related harm;
- Require that MGC approved GameSense, Safer Gambling Education, and/or problem gambling helpline messaging be incorporated into all casino advertising and marketing materials;
- Prohibit advertising placed with such intensity and frequency that it saturates that communication medium, or in some cases, location;
- Ensure that any advertising restrictions include messages placed in digital media, including third-party internet and mobile sites, commercial marketing emails or text messages, social media sites and downloadable content;
- Prohibit advertising that is false, misleading or encourages risky gambling behavior, such as advertising which:
 - Encourages players to chase their loss or re-invest their winning;

- Suggests that gambling is a means of solving financial problems or way to pay bills;
- Suggest that gambling can solve personal or professional problems
- Guarantees winning or social, financial, or personal success.
- Imply that chances of winning increase the longer one plays or the more one spends
- Suggests that skill can influence outcome (for games where skill is not a factor)
- Strengthen protections to avoid advertising to underage populations, such as:
 - Should not advertise by means of television, radio, internet, mobile applications, digital or online media, or other electronic communications, billboard or other outdoor advertising, or print publication, unless at least 85% of the audience is reasonably expected to be 21 years of age or older as determined by reliable and current audience composition data;
 - Should not feature anyone who is, or appears to be, under the age of 21;
 - Should not contain images or likeness, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors, themes or language designed to appeal specifically to those under the age of 21;
 - Suggest that gaming is a rite of passage;
 - Should not be placed before any audience where the majority of the viewers or participants is presumed to be under the age of 21, including college sports venues and digital and online media;
 - Should not use unsolicited pop-up advertisements on the internet or text message; unless the advertisement is a mobile device application installed on the device by the owner of the device who is 21 years of age or older and includes a permanent and easy opt-out feature;
 - Should verify that entrant on website is 21 years of age or older.
- Advertising and marketing materials that communicate gambling inducements, bonuses and credits must;
 - Not be described as free unless the inducement, bonus or credit is free. If the player has to risk or lose their own money or if there are conditions attached to their own money, the offer must clearly disclose those terms and may not be described as free.
 - Not be described as risk-free if the player needs to incur any loss or risk their own money to use or withdraw winnings from the risk-free bet.

2) Establish a compliance process

Following a model developed by the American Gaming Association, we recommend the MGC establish a complaint process for suspected violations of MGC advertising regulation.

The [MGC's Fair Deal](#) tip line could include a mechanism to file a complaint, in various languages, about licensee's advertising and marketing practices which potentially violate MGC regulations.

We further recommend that the MGC establish an Advertising Review Advisory Committee (ARAC) to review marketing and advertising complaints that are submitted to Fair Deal. The ARAC should include representation from the MGC, as well as external expertise and representatives from the community, if appropriate.

The complaint review process should offer the licensee an opportunity to respond to the complaint, including the licensee's assessment of the claim's merit and any action taken in response.

If the ARAC determines there is sufficient evidence the licensee violated the MGC regulation, the matter should be elevated to an MGC adjudicatory hearing.

The ARAC may also be available to MGC licensees should they wish to discuss advertising strategies to assure compliance with MGC regulations and RGF guidelines.

3) Require awareness and capacity building training

To promote safe and healthy gaming messages and ensure advertising materials are culturally appropriate, we recommend mandatory training for casino hosts and key positions identified with involvement in advertising or marketing. The training would include;

- A review of up-to-date relevant regulations and policies.
- An emphasis towards communities considered at higher-risk of experiencing gambling related harms. The Commission may wish to consider the Massachusetts' Culturally and Linguistically Appropriate Services (CLAS), for the purpose of ensuring diversity and inclusion including, but not limited to race, gender, age, sexual orientation, education, ethnicity, socio-economic status, and veteran status.

4) Update the MGC Responsible Gaming Framework and Sports Wagering Whitepaper

To keep up with the evolving landscape, we suggest updating the *MGC Responsible Gaming Framework (2018)* and *Applying Principles of the Massachusetts Responsible Gaming Framework to Sports Wagering Policy and Practice(2021)*, to strengthen the content and recommendations, especially regarding gambling advertising. The updated RGF would provide more accurate and timely recommendations for gaming practices and policies to the MGC and gaming licensees.

5) Conduct research to inform regulations, training, and problem gambling programs

Finally, because there is ambiguity on the impact gambling advertising has on Massachusetts residents, we recommend the MGC add to the research agenda studies which investigate:

- The impact of gambling advertising on the Massachusetts population, with specific attention to groups at higher-risk of experiencing gambling related harms, such study should seek to obtain a larger sample size than that captured in the community-driven research referenced in this paper.
- The impact of the changes in gambling advertising regulation, on gambling behavior and gambling harms.
- The reach and impact of newer modes of gambling advertising, such as via the internet and social networks.
- The correlation between gambling advertising and increased gambling-related harms among Massachusetts residents and specifically higher-risk populations.

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DRAFT



TO: Chair Judd-Stein, Commissioners O'Brien, Hill, Skinner

FROM: Mark Vander Linden, Director of Research and Responsible Gaming; Marie-Claire Flores-Pajot, Research Manager

CC: Karen Wells, Executive Director,

DATE: May 6, 2022

RE: Proposed FY2023 Gaming Research Agenda with GPAC feedback

Background:

The Expanded Gaming Act enshrines the role of research in understanding the social and economic effects and mitigating the negative consequences of casino gambling in Massachusetts. To this end, with the advice of the Gaming Policy Advisory Committee (GPAC), the Commission is charged with carrying out an annual research agenda to comprehensively assess the impacts of casino gambling in Massachusetts. The GPAC met on April 4, 2022 to discuss the below FY2023 Gaming Research Agenda. The GPAC suggestions are incorporated in the below gaming agenda and are further described at the end of this memo.

Specifically, [M.G.L. Chapter 23K §71](#) directs the research agenda to examine the social and economic effects of expanded gambling and to obtain scientific information relative to the neuroscience, psychology, sociology, epidemiology, and etiology of gambling.

To fulfill this statutory mandate, the Commission adopted a strategic research plan that outlines research in seven key focus areas, including:

Economic Impact Research

The Social and Economic Impacts of Gambling in Massachusetts (SEIGMA) study, conducted by a team from the UMass Donahue Institute, analyzes the fiscal and economic effects of expanded gaming across the Commonwealth. The economic research is intended to provide 1) neutral information of decision-making, 2) early warning signs of changes connected with casino gambling, and 3) help reducing gambling-related harm. To explore more about the economic impact research including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=economic-impact>

Social Impact Research

The Social and Economic Impacts of Gambling in Massachusetts (SEIGMA) study, conducted by a team from UMass Amherst, analyzes the social and health effects of expanded gaming across



Massachusetts Gaming Commission

the Commonwealth. To explore more about the social impact research, including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=social-impact-research>

Community-Engaged Research

The objective of community-engaged research is to understand and address the impact of casino gambling in Massachusetts communities. The specific research topic or question is developed by the community through a community-driven process. To explore more about the community-engaged research, including completed reports:

<https://massgaming.com/about/research-agenda-search/?cat=community-engaged-research>

Public Safety Research

Public safety research examines Massachusetts casino impacts on public safety, including crime, calls-for-service, collision, and driving under the influence data. This element of the Commission's research agenda has produced a baseline for each casino host and surrounding communities. Annual follow-up studies measure change in activity and highlight possible connections to the casino. To explore more about the public safety research, including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=public-safety>

Responsible Gaming Program Evaluation

The Commission is committed to offering effective, evidence-based responsible gaming programs and initiatives. Currently, these initiatives include statewide Voluntary Self Exclusion, PlayMyWay Play Management System, and the GameSense program. Ongoing and independent evaluation informs the overall responsible gaming strategy and future direction of these programs. To explore more about the evaluation research, including completed reports:

<https://massgaming.com/about/research-agenda-search/?cat=responsible-gaming-program-evaluations>

Massachusetts Gaming Impact Cohort

The Massachusetts Gambling Impact Cohort (MAGIC), the first major longitudinal cohort study of gambling behavior in the United States, identifies demographic groups particularly at risk of experiencing gambling-related harm and provides information on how gambling and problem gambling develop, progress and remit, and will identify demographic groups particularly at risk of experiencing gambling-related harm. To explore more about the Massachusetts Gaming Impact Cohort, including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=massachusetts-gambling-impact-cohort>

Data Sharing

To improve transparency and build upon the existing research body of research, the Commission has a robust research library and data sharing portal. The Massachusetts Open Data Exchange (MODE) invites researchers of all disciplines to use available gaming-related data to advance the empirical evidence and knowledge base about casinos' social and economic effects on

individuals and communities. To explore more about the Massachusetts Open Data Exchange:
<https://massgaming.com/about/research-agenda/>

Proposed FY23 Gaming Research Agenda

The proposed FY23 Gaming Research Agenda is \$1,438,000. This is roughly half the adopted FY22 budget of \$2,940,000. The major difference is that in FY22 the SEIGMA research team fielded the Follow-up General Population Survey and had a sub-contract with the National Opinion Research Center (NORC) at the University of Chicago to complete this work. The survey phase is near complete and attention in FY23 will turn to analysis and reporting lead by Drs. Rachel Volberg and Robert Williams. A final report is expected in March 2023.

Below, the proposed FY23 research agenda is shared with you in the following table and includes 1) general description of each project, 2) specific deliverables/activities, 3) a reference to the section of M.G.L. c. 23K, and significance.

Proposed FY2023 Gaming Research Agenda	
Social and Economic Research	
The Expanded Gaming Act (M.G.L. c. 23K § 71) required the MGC to engage research to understand the social and economic effects of casino gambling in Massachusetts. Since 2013 the MGC has contracted the University of Massachusetts Amherst, School of Public Health and Health Sciences to carry out this part of the research agenda.	
Task/deliverable	Statutory and Practical Significance
Follow-up General Population Study (FGPS)	Relates to: M.G.L. c. 23K, § 71 (1) and §71 (2)(iii)
	This report on the results of the Follow-up General Population Survey(n=8,000) will provide information about gambling behavior, gambling attitudes, and problem gambling prevalence in MA in 2021-2022. The report will also examine changes in gambling behavior, attitudes, and problem gambling prevalence since 2013-2014.
Task/deliverable	Statutory and Practical Significance
Follow-up Online Panel Technical Report	Relates to: M.G.L. c. 23K, § 71 (1) and §71 (2)(iii)
	This report will describe the methods used to calibrate the results of the FGPS and the Follow-up Online Panel Survey (FOPS) allows the results of future online panel surveys to be generalized to the MA population.
Task/deliverable	Statutory and Practical Significance
Administer new FOPS	Relates to: M.G.L. c. 23K, § 71 (1) and §71 (2)(iii)

questions to ~200 FGPS respondents	NORC will re-contact a small number of randomly selected FGPS participants and ask them to complete a brief additional questionnaire. This information will improve calibration of the FGPS and FOPS with the purpose of moving to online panel surveys in the future to monitor gambling behavior, gambling attitudes, and problem gambling.
Task/deliverable	Statutory and Practical Significance
Encore Boston Harbor Patron & License Plate Survey Report	<p>Relates to: M.G.L. c. 23K, § 71 (2)</p> <p>This report will focus on the results of the Encore Boston Harbor Patron & License Plate Survey carried out in April 2022. Information about patron origin, expenditures, and behavior is important in understanding the social and economic impacts of casino gambling in MA.</p>
Task/deliverable	Statutory and Practical Significance
Encore Boston Harbor – First 3.5 years of Operation Economic Impacts Report	<p>Relates to: M.G.L. c. 23K, § 71 (2)(vii)</p> <p>This report will focus on the impacts of the operations of Encore Boston Harbor during its first 3.5 years of operations on the regional and state-wide economy.</p>
Task/deliverable	Statutory and Practical Significance
Gambling Advertising study	<p>Relates to: M.G.L. c. 23K, § 71 (2)(iv)</p> <p>This study will use an online panel to investigate the correlation between gambling advertising, gambling behavior and increased gambling-related harms among Massachusetts residents.</p>
Task/deliverable	Statutory and Practical Significance
Casino Jobs and Employment – Impacts Report	<p>Relates to: M.G.L. c. 23K, § 71 (2)</p> <p>This study will analyze employment characteristics and conditions at the three Massachusetts casinos to assess the extent to which Massachusetts casino jobs are benefitting the workers in the casino workforce.</p>
Community comparisons methodology updates and analysis	<p>Relates to: M.G.L. c. 23K, § 71(2)(iii)(v)(vii)</p> <p>The Economic Team will update work conducted in 2014 to select communities in the Northeast matched to the MA casino host communities for purposes of counterfactual analysis of the economic impacts of casinos in MA.</p>
Public Safety Research	
The MGC is examining changes in crime, calls for service, and collisions following the opening of casinos in Massachusetts. The intention is to demonstrate 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.	
Task/deliverable	<ul style="list-style-type: none"> • Provides ongoing monitoring system of crime, calls for service, and traffic. • Allows for early detection and
Assess the influence of gambling on public safety for Springfield and eight surrounding communities. Produce a	

year-4 report. Provide crime analyst technical assistance as needed.	<div>response to casino related problems that may arise.</div> <ul style="list-style-type: none">Provides an opportunity for greater collaboration with local police chiefs and crime analysts.
Task/deliverable	
Assess the influence of gambling on public safety for Everett and seven surrounding communities . Produce a year-3 report. Provide crime analyst technical assistance as needed.	
Community-Engaged Research	
Task/deliverable	Statutory and Practical Significance
Support an estimated two new community driven research projects	Relates to: M.G.L. c. 23K, § 71 (3)(ii)
	The objective of community-engaged research is to more deeply understand and address the impact of casino gambling in Massachusetts's communities. The specific research topic or question is developed by the community through a community-participatory process.
Data Sharing	
Task/deliverable	Practical significance
Maintain existing datasets in the MODE repository and add additional datasets as they become available, including player card data as required.	Relates to: M.G.L. c. 23K, § 71 (2); Chapter 194, Section 97
	The purpose of MODE is to provide access to data generated by research projects funded and overseen by the MGC. Datasets from existing and ongoing research projects and player card data are publicly available with certain parameters.
Responsible Gaming Evaluation	
The MGC is committed to offering effective, evidence-based responsible gaming programs and initiatives. MGC responsible gaming initiatives include; statewide Voluntary Self-Exclusion, the PlayMyWay play management system and the GameSense program. Ongoing and independent evaluation informs the overall responsible gaming strategy and future direction of these programs.	
Task/deliverable	Practical significance
Evaluation of PlayMyWay at MGM Springfield	<div>This study will examine the effectiveness at achieving program goals; 1) Sustain recreational gambling by establishing feasible parameters, and 2) Eliminate the regret arising from loss of control</div> <div>NOTE: This study will be funded entirely by the International Center for Responsible Gaming</div>
Evaluation of the GameSense program at Plainridge Park Casino, MGM Springfield and	Continuation of a study that launched in April 2022. The study will measure the effectiveness of the GameSense Program at meeting the goals stated in the GameSense Logic Model; 1) Create a responsible gaming enabled casino workforce, 2) Promote positive play, 3) Reduce

Encore Boston Harbor.	gambling related harm
Research Review	
To ensure the highest quality research, the MGC has assembled a 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 advice from experts with specific subject matter expertise to review reports and advise on research matters.	
Knowledge Translation and Exchange	
To ensure findings from the MGC research program are accessed and used by key stakeholders, engage an organization with expertise in this area to help develop a strategic plan, provide on-going training, consultation, and support to build in-house capacity to improve current KTE strategies, practices, and skill sets.	

GPAC Feedback

As required by [M.G.L. Chapter 23K §71](#) the Gaming Policy Advisory Committee (GPAC) met on April 4, 2022 to discuss and advise on the proposed FY2023 Gaming Research Agenda. Following a presentation of a proposed agenda, it was suggested the MGC add a study to better understand the casino workforce. This would include measures such as salaries/payroll and benefits, to assess the quality of jobs degree to which casino employment has benefitted host casino workers. A member of GPAC emphasized the importance of such study, and if research funds were strained for FY23, in order to accommodate the workforce study, they suggested the MGC consider removing the gambling advertising study and follow the current recommendations included in [the draft advertising white paper](#) rather than further research the area.

We discussed the GPAC recommendation with the SEIGMA team on April 13, 2022. The SEIGMA team creatively suggested that we adjust the “Community comparisons methodology updates and analysis” study, to accommodate the workforce a study and keep the advertising paper, all within the proposed budget.

Based on the discussions mentioned above, the proposed FY23 agenda, incorporates a workforce study suggested by GPAC, and maintains the gambling advertising study.