

“The Pied Piper Effect” of State Lotteries on Juvenile Gambling

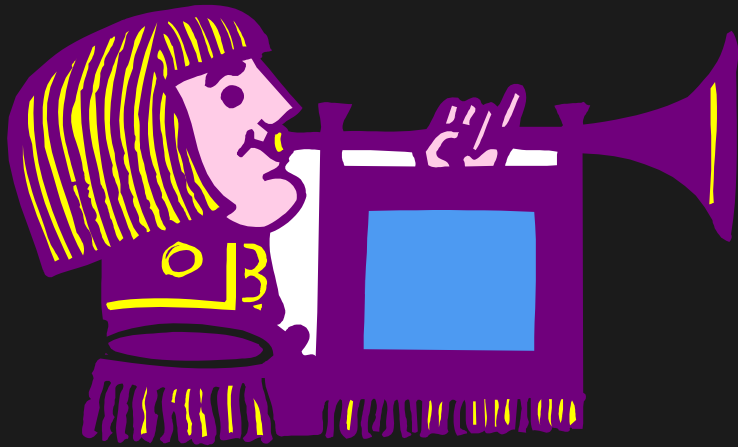


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Today's Agenda

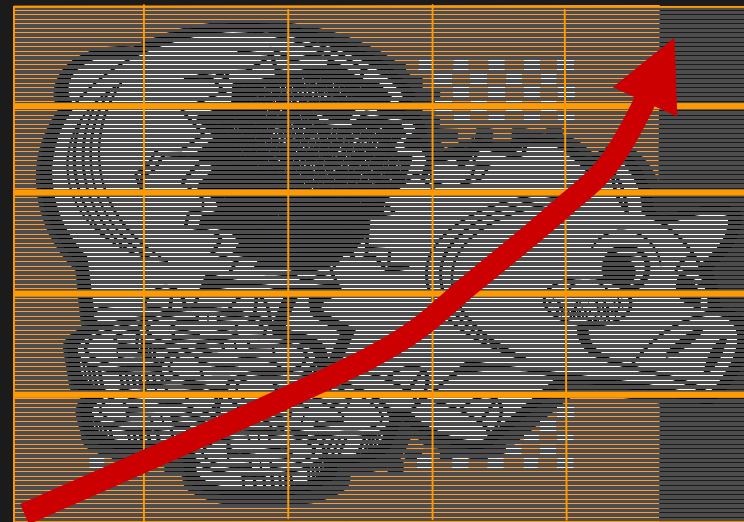
1. **Effects on juveniles of state-sponsored lotteries: smoking gun data**
2. **Rethink the lottery as a fund-raising vehicle in light of product risk and safety issues**
3. **Consider product safety impact on children—practical steps to lessen dangers**
 - A. **Revisit policies on state-supported advertising volume**
 - B. **Revisit policies on state-endorsed advertising content**
 - C. **Revisit vendor accountability**

Effects On Juveniles of State Lotteries = Gambling Increases

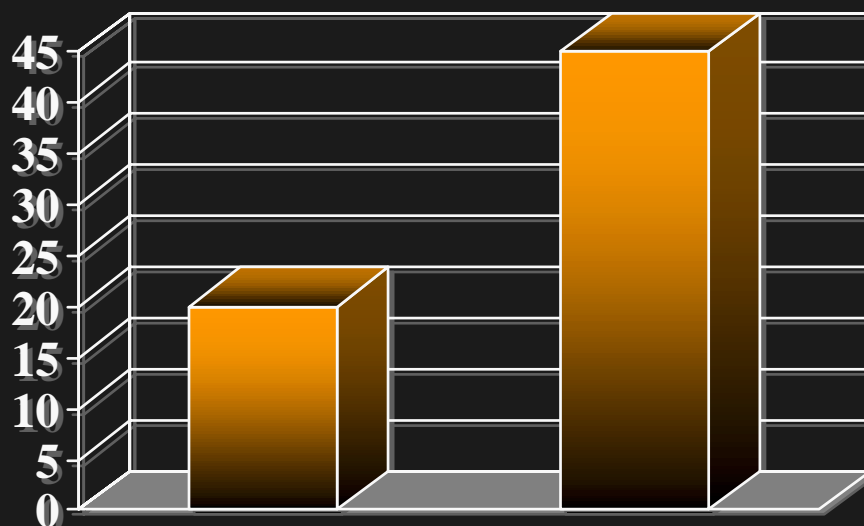


Active promotion
+ Seductive Content
+ Lots of Seller Outlets

=
Increased
Juvenile Gambling



Comparison Between Pre and Post-Lottery Levels of Gambling Among Juveniles In California



Pre-Lottery **Post-Lottery**

(1985)

(1987)

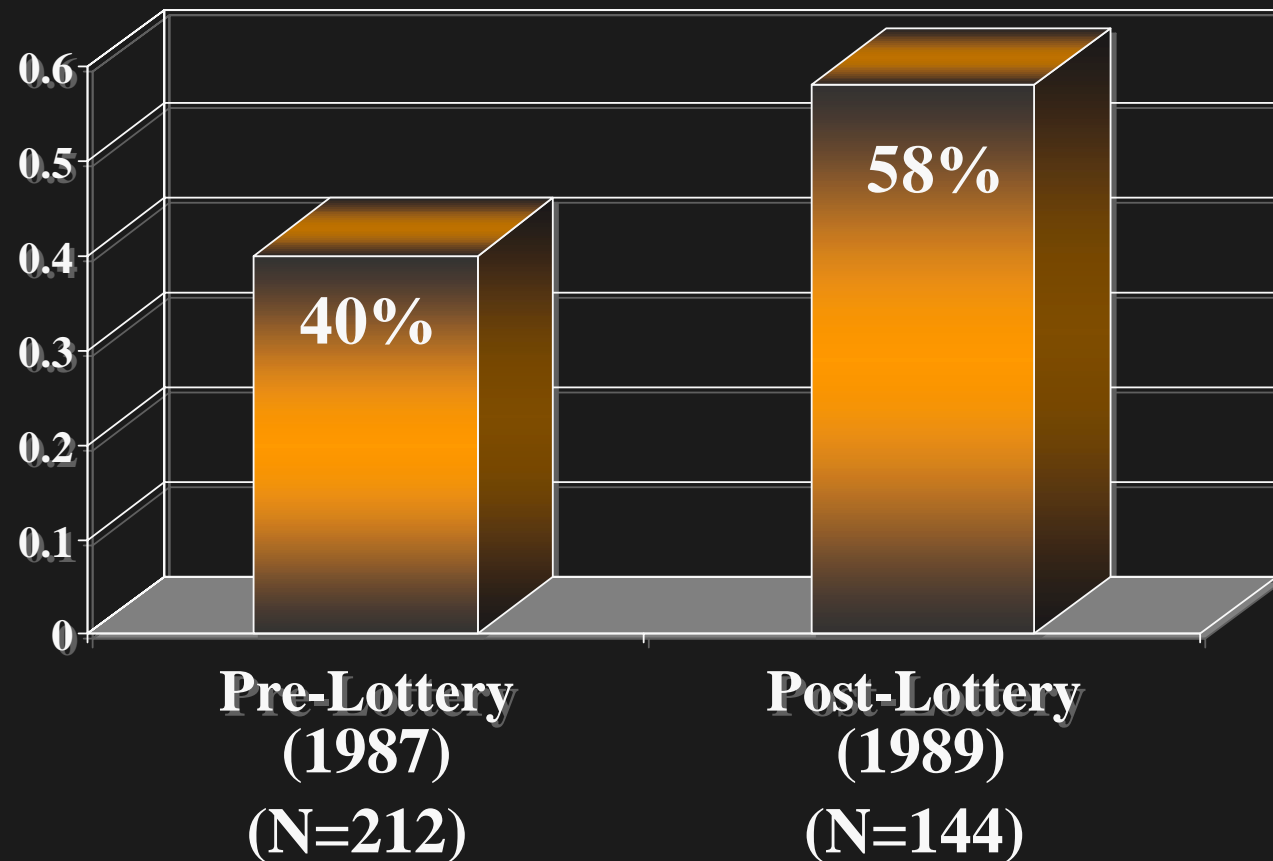
N=843

N=257

Gambled in past 12 months 20%

45%

Comparisons Between Pre-Lottery and Post-Lottery Levels of Gambling Among Juveniles in Virginia

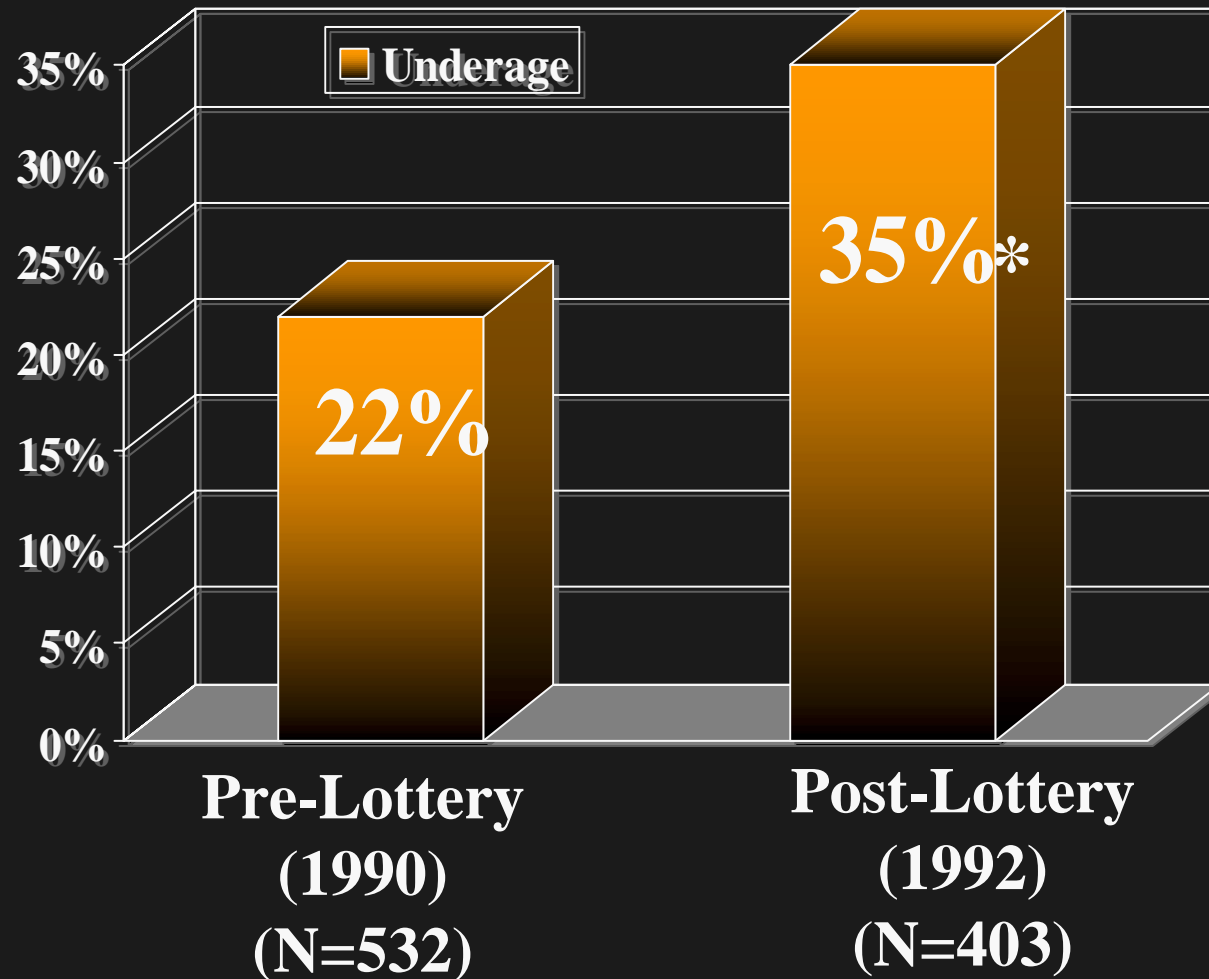


Gambled in past 12 months 40%

58%

Comparisons Between Pre-Lottery and Post-Lottery Tickets Purchase Among Juveniles in Minnesota

**%
Buying
Lottery
Tickets**



*significant at $p < .05$ level

Effects on Juveniles of State Lotteries—All Gambling Increases

Pied-Piper Effect

Once a state has legalized and promoted **one form** of gambling



Participation by juveniles *in all forms* of gambling—legal and illegal—will tend to increase

Pre and Post-Lottery Levels of Gambling: Juveniles In Virginia

Pre-Lottery Post-Lottery

(1987)

(1989)

(N=212)

(N=144)

Gambled in past 12 months

40%

58%

Gambled weekly or more often

10%

increased

Breakdown By Games

Cards with family and friends

36%

increased

Betting on games of skill

30

increased

Buying lottery tickets

26

36%**

Betting on sports events

24

increased

Bingo (church, service club)

24

increased

Betting at race track

12

increased

Playing the numbers

9

increased

Shooting dice, craps

9

increased

Betting with a bookie

3

6%**

Parent described as compulsive gambler

6%

(8%)

**significant at a $p < .01$ level

Comparisons Between Pre-Lottery and Post-Lottery Tickets Purchase Among Juveniles in Minnesota

Total \$\$
Amount
Spent on
Gambling



**significant at $p < .01$ level

Pre and Post-Lottery Levels of Gambling: Juveniles In California

	Pre-Lottery (1985) (N=843)	Post-Lottery (1987) (N=257)
Gambled in past 12 months	20%	45%
Gambled weekly or more often	4%	6%

Breakdown By Games*

Cards with family and friends	40%
Buying lottery tickets	40
Betting on sports events	34
Betting on games of skill	33
Betting at race track	14
Bingo	13

Parent described as compulsive gambler	6%	9%
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*Not assessed in 1985

Levels of Juvenile Gambling In States With and Without Lotteries

Lottery (N=10)	Level	Non-Lottery (N=5)	Level
CA (1987)	45%	CA (1985)	20%
GA (1996)	53	CT (1988)	60
LA (1998)	86	MN (1990)	52
MA (1994)	70	TX (1993)	66
MN(1992)	52	VA (1987)	40
NJ (1984)	86		
TX (1995)	67		
VA (1989)	58		
WA (1993)	71		
WA (1999)	65		
MEDIAN	66%	MEDIAN	52%

SUMMARY

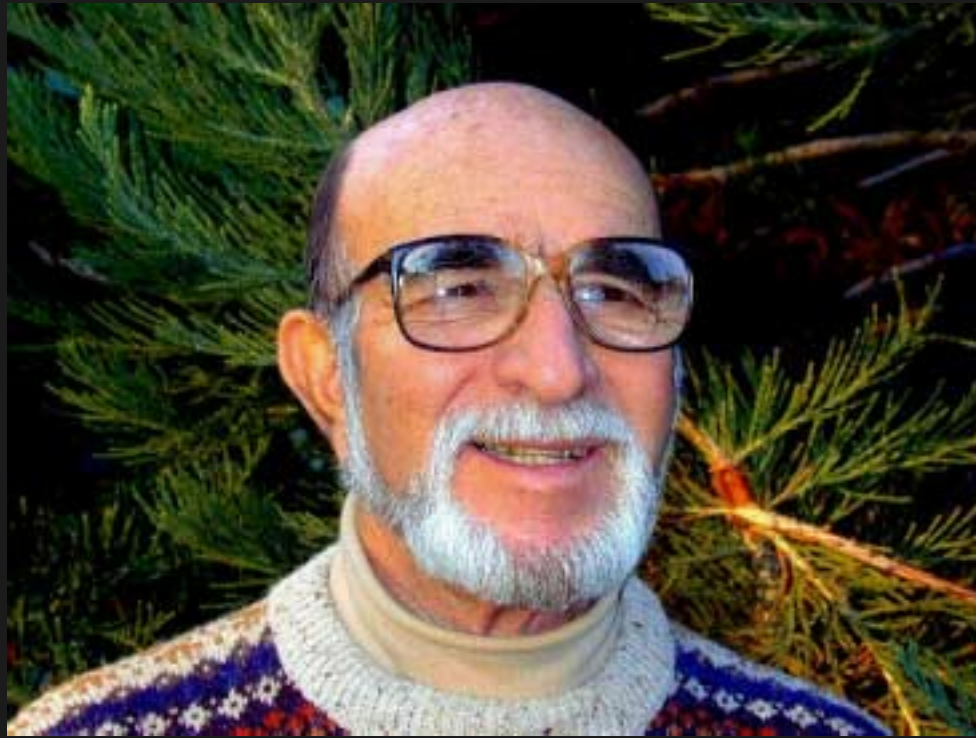
Once A Lottery Is Introduced

- **Former rates of juvenile gambling increase**
- **Juveniles make lottery games a favorite bet**
- **Juveniles increase other forms of gambling**
- **Juveniles spend more on gambling**

*The Product Is Dangerous To
Juveniles And Is Causing Harm*

Steps To Improve Product Safety For Children

- Zero tolerance for underage gambling**
- Age posting and policing of vendors**
- Reduce advertising & “seductive” ads**
- Public education about hazards**
- Free 800 Help lines**
- Training of therapists**
- Funding for treatment & research**



THANK YOU

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Illustrator: Kate Greenaway

**London: Frederick Warne and
Co., Ltd., 1888**

Changes in Pre-Lottery to Post-Lottery Levels of Participation in Legalized Forms of Gambling By High School Age Adolescents in Minnesota

	Pre-Lottery (1990) (N=532)	Post-Lottery (1992) (N=403)	
Average age of students	16.1 years	17.6 years	
Legalized Types of Gambling	Pre-Lottery Levels of Participation	Post Lottery Levels of Participation	Extent of Change
Scratch Tabs	57%	71%	Increased 25%
Bingo	33	24	Decreased 27%**
Pull Tabs	26	16	Decreased 38%**
Lottery	22	35	Increased 59%**
Race Tracks	13	10	Decreased 23%
Casino machines	11	18	Increased 64%**

****Significant at p<.01 level**