

*Proactive Problem Gambling  
Programs – Missouri's  
Approach*



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Missouri Alliance to Curb  
Problem Gambling

Discovery 2003 Conference

# *The Show Me State*



# *A State of Extremes*

- Extremely hot
- Extremely cold
- Extremely humid
- Extremely wet
- Extremely dry

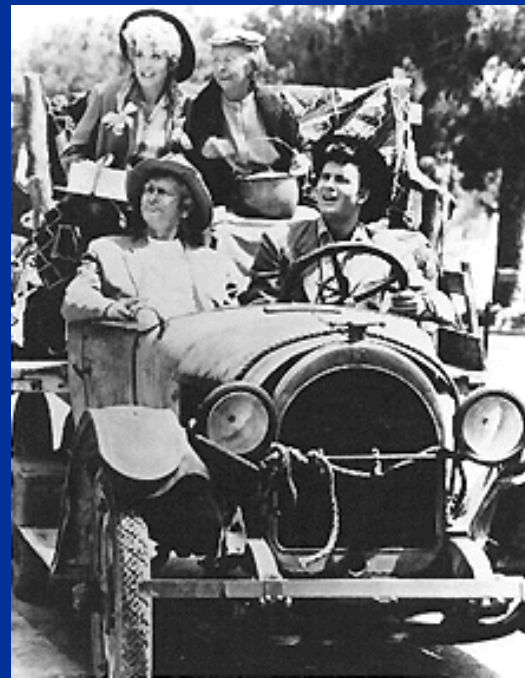
And other extremes:

- Home of rap stars Nelly & Eminem and the country music mecca of the Midwest – Branson.



# *A State of Culture and ...*

- United States Gateway to the West;
- Western culture's City of Fountains;
- Best known for the KC Strip, Pony Express, Chiefs, Royals, Rams, Cardinals, barbecue & Budweiser Beer
- Home of Mark Twain, Walt Disney, Wyatt Earp, Jesse James, Walter Cronkite, Brad Pitt, Cheryl Crowe ...
- ... and the Beverly Hillbillies



# *Missouri's Varied Culture*



- Metropolitan vs. Rural;
- Conservative vs. Liberal;
- Changing diverse ethnic population;
- High number of older adults, baby boomers and now a growing number of children under the age of 18.

# *Legalized Gambling in Missouri:*

- In 1981, Missouri's voters approved a constitutional amendment to allow religious, charitable, veteran, fraternal or service organization to host bingo.
- In 1984, voters approved the Lottery. Sales began in January 1986.
- In 1992, Missouri voters approved the creation of riverboat gambling. The first riverboat casinos opened in 1994. Currently there are 11 casino locations.

*Missouri Alliance to Curb  
Problem Gambling (MACPG)*



## *MACPG members*



- Missouri Department of of Mental Health
- Missouri Lottery
- Missouri Gaming Commission
- Missouri Riverboat Gaming Association
- Missouri Council on Problem Gambling Concerns, Inc.
- Port Authority of Kansas City

## *MACPG goals*

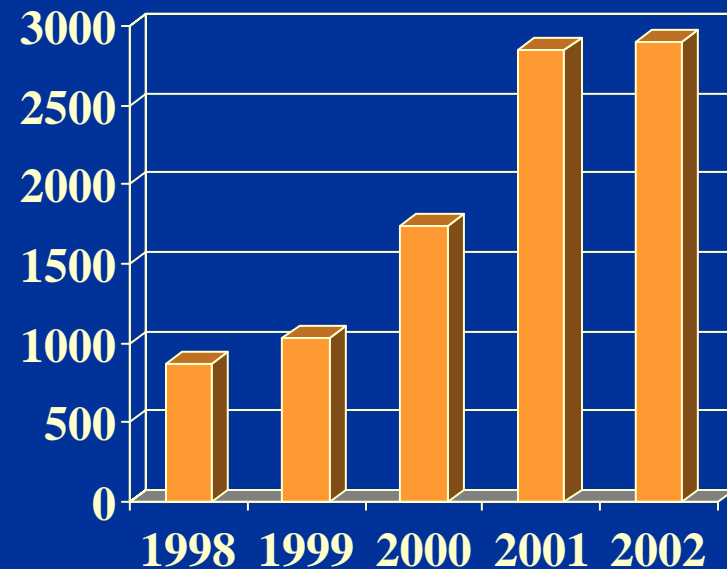


- Promote prevention & education programs for Missouri's youth.
- Raise public awareness of the dangers of problem and underage gambling.
- Publicize toll-free 888-BETSOFF help line.
- Promote the availability of free treatment.
- Promote responsible gaming.

# *1-888-BETSOFF*

## Number of Help Line Calls

Help line is managed by  
Life Crisis Services of  
St. Louis.



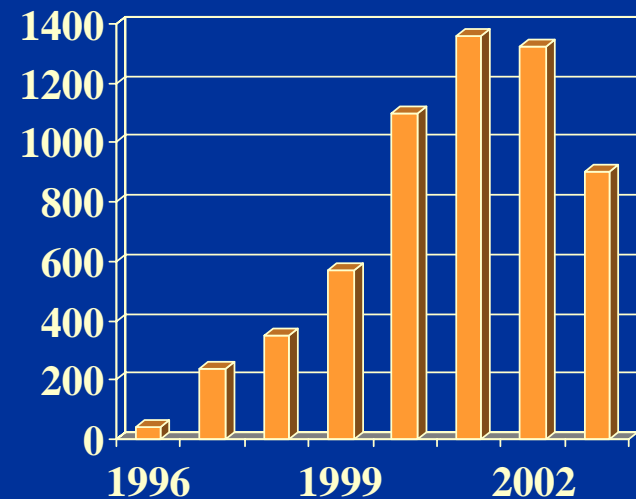
## *Free Treatment*

- Free treatment is provided through 20 addiction service providers located throughout the state, including five new providers .
- More than 370 individuals received free treatment in calendar year 2002.
- Currently there are 152 certified compulsive gambling counselors in Missouri.
- Funding for treatment is provided through 1-cent/admission fee to Missouri's riverboat casinos. The admission fee is paid to the state, so funding must be allocated annually.

# *Missouri Voluntary Exclusion Program*

- Allows problem gamblers to voluntarily self-exclude from all casinos in Missouri
  - Lifetime exclusion
  - Confidential
  - Nearly 900 individuals have self-excluded already in 2003 (January – July)

Voluntarily Excluded Individuals



# *Other Voluntary Exclusion Programs*



- Individual exclusion programs offered by casinos
- Self-transaction programs to limit or deny access (while in a casino) to funds obtained by using:
  - ATM cards
  - debit cards
  - cash advances from credit cards

# *MACPG awareness tools*



Posters & brochures in riverboats, retailers  
and mental health outlets.

# *Different Audiences – Different Campaigns*

## Generic campaign

- Revised in 2002;
- Focus on friends and family members of problem gamblers.



You were there when he caught the big one.

You were even there when he had surgery.

Will you be there to tell him he has a gambling problem?

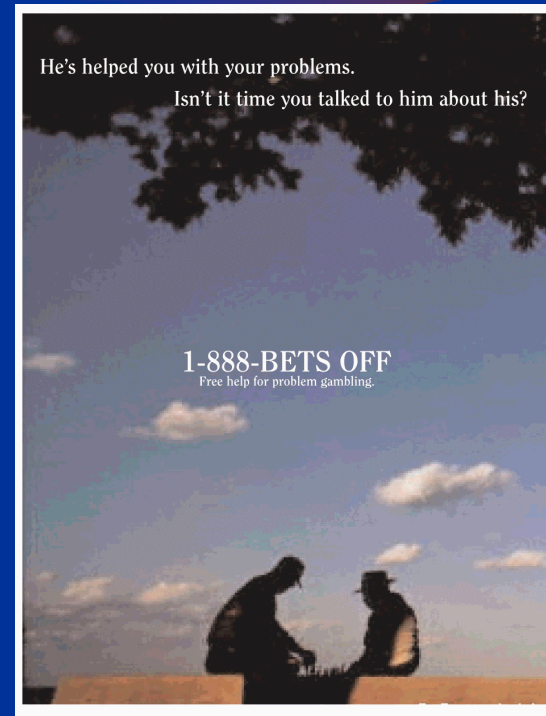
If you know someone with a gambling problem, make sure he calls this number.

**1-888-BETSOFF**

# *Different Audiences – Different Campaigns continued:*

## Older Adult

- Revised in 2001;
- Focus on friends and family members of problem gamblers.



# *Different Audiences – Different Campaigns continued:*

## Youth

- Revised in 2002;
- Focus on friends and family members of problem gamblers.



It's awkward.

It's painful.

It's humiliating.

It's the perfect job for a friend.

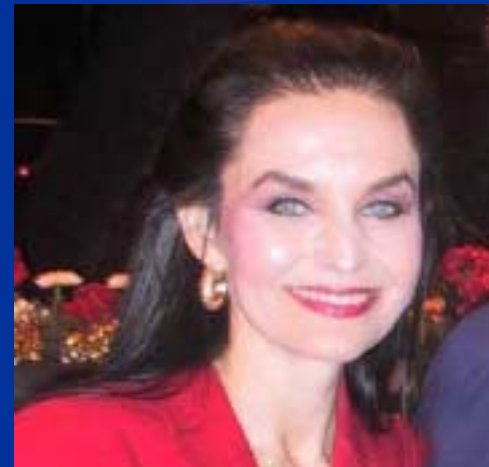
# *MACPG awareness tools*



Broadcast PSAs statewide ...

*Public Service Announcement*  
*featuring:*

*Crystal Gayle*



*Public Service Announcement*  
*featuring:*

*Wynonna Judd*



# *MACPG awareness tools*



## **August is Responsible Gaming Education Month**

2003 Featured:

- Public forum;
- Gambling prevention track in national youth conference held in St. Louis;
- Annual public meeting of the Alliance;
- Featured speaker;
- Counselor training; and
- Educational exhibits.

# *Additional MACPG awareness tools*

- [www.888BETSOFF.com](http://www.888BETSOFF.com) Web site;
- Play responsible message in advertising;
- Employee training;
- Informational video;
- Billboards in major cities;
- Educational exhibits;
- Quarterly newsletter, “Bets Off Bulletin”;
- Speakers Bureau;
- Youth Gambling Prevention programs...



# *Youth Gambling Prevention Program elements*



- Posters;
- Brochures;
- Mass mailings;
- Exhibits and presentations at educational conferences.

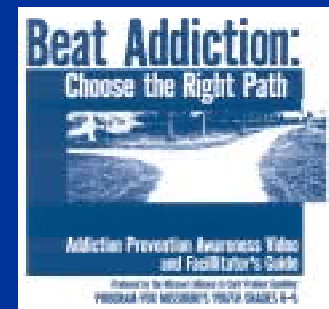
# *“Addiction – The Game No One Wins”*

- This program was enhanced in FY03 to include an assembly program;
- FY 2003 was second year for in-school addiction awareness program;
- In FY03, 30 programs were presented to more than 7,400 students in schools throughout the state.



# *“Beat Addiction – Choose the Right Path”*

- This is a kit that includes an award-winning video and a companion facilitator’s guide.
- Free to all Missouri schools.
- From January to May 2003, more than 385 video kits have been requested and distributed, effectively reaching about 45 percent of Missouri’s secondary enrollment or more than 210,000 secondary-level students in grades 6-12.



**MISSOURI ALLIANCE  
TO CURB PROBLEM GAMBLING**

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