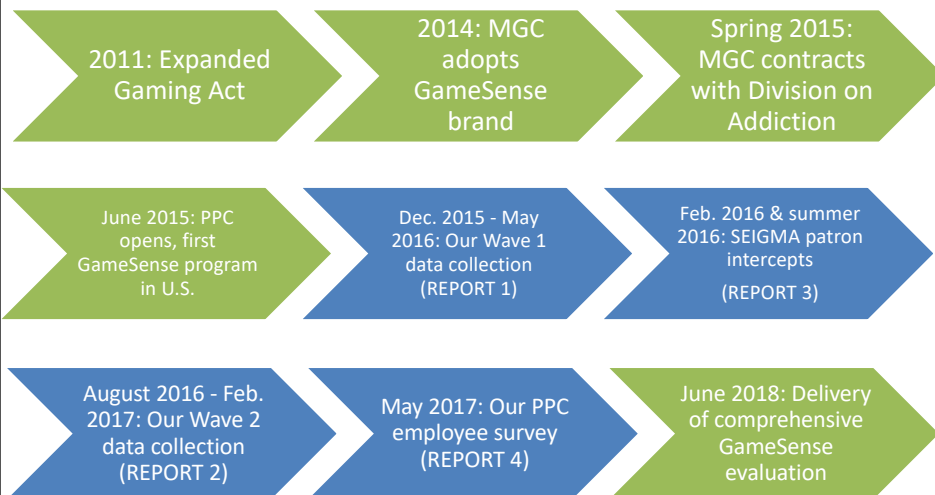


Comprehensive Evaluation of the GameSense Program at Plainridge Park Casino: 2015-2018

*Division on Addiction, Cambridge Health Alliance
Harvard Medical School*

Timeline



Four Reports

1. REPORT 1: summarized 6 months of data from 2 sources
 - Computerized records of services provided by GameSense Advisors (i.e., Checklists)
 - Surveys completed by patrons, PPC staff, and others who engage with GameSense Advisors (i.e., Visitor Surveys)
2. REPORT 2: same as REPORT 1, with greater focus on visitors' responsible gambling thoughts & behavior
3. REPORT 3: analysis of SEIGMA's patron intercepts
4. REPORT 4: analysis of PPC employee survey

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RE-AIM Framework

Reach: Are the right people receiving it?

Effectiveness: Is it working as intended?

Adoption: Is it being adopted in the right settings?

Implementation: Is it being implemented as intended?

Maintenance: Is it being sustained over time?

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What is the Purpose of GameSense?

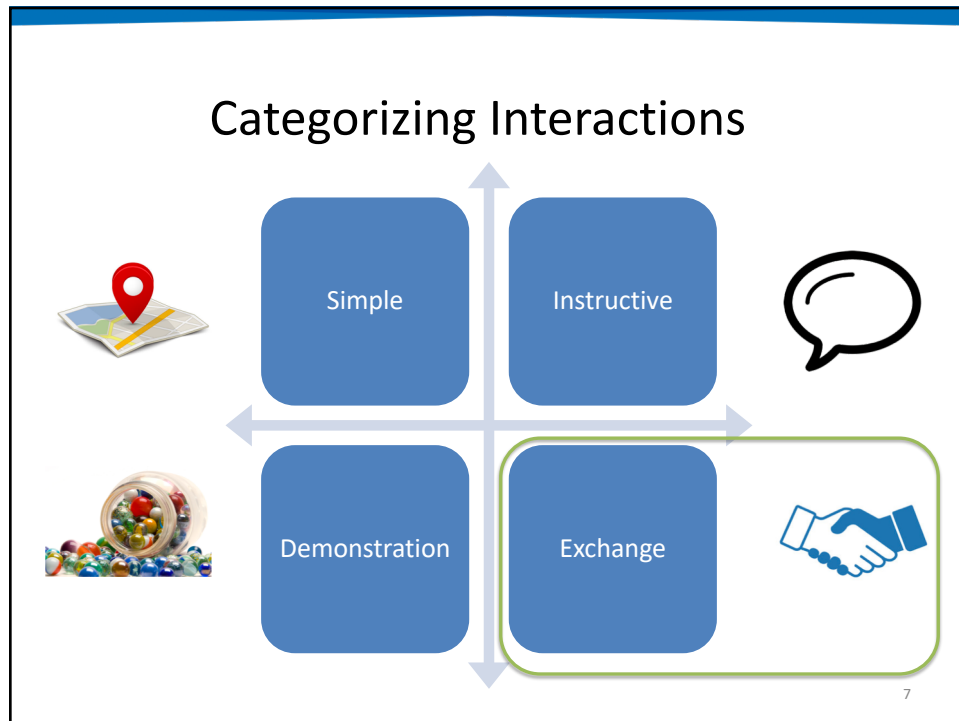
- 2014 Responsible Gaming Framework:
 - Designed “to serve as the patrons’ central point of contact for inquiries and enrollment into voluntary responsible gaming programs and services, including self-exclusion programs; play information and management systems; and educational tools to assess play risks, provide responsible gaming tips, and increase players’ knowledge of how games work while dispelling common gambling myths”

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What is the Purpose of GameSense?

- 2018 Responsible Gaming Framework:
 - Serve as patrons’ “central point of contact for information about programs to support positive play”
 - Positive play is defined as “gambling within personally affordable limits, being honest with oneself and others about one’s gambling, and not being significantly negatively impacted by belief in luck or other superstitions”

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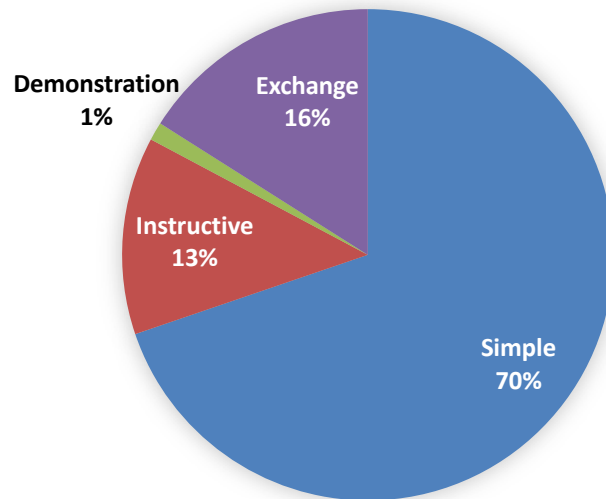


REPORT 1: Selected Findings

- GameSense Advisors recorded **5,659** interactions
 - On average, **31** interactions each day
- These interactions involved **9,342** visitors, most of whom were PPC patrons
 - On average, **52** visitors each day
- On average each day, GameSense Advisors directly connected with **0.67%** of casino patrons

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REPORT 1: Selected Findings



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REPORT 1: Selected Findings

<i>Did you have any of the following concerns when you began your conversation with the GameSense Advisor? (n = 982)</i>	n	%
I was curious about GameSense.	681	69.3
I wanted to learn more about how gambling works.	383	39.0
I wanted to learn more about strategies to keep gambling fun.	305	31.1
I wanted to learn more about or enroll in the play management system.	40	4.1
I wanted help or information about problem gambling.	25	2.5
I didn't have any of these concerns at the start of the conversation.	92	9.4

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REPORT 1: Selected Findings

<i>Did you learn about any of the following? (n = 159)</i>	n	%
Strategies to keep gambling fun	122	76.7
How gambling works	77	48.4
The play management system: what it is, how it works	42	26.4
How to get other support for gambling-related problems, such as self-help resources, screening for gambling problems	8	5.0
A referral for gambling treatment	7	4.4
How to get legal or financial help	7	4.4
The voluntary self-exclusion program	6	3.8

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REPORT 1: Selected Findings

<i>How satisfied are you with your interaction with the GameSense Advisor (n = 180)</i>	n	%
Not at all Satisfied	1	0.6
Slightly Satisfied	0	0.0
Moderately Satisfied	3	1.7
Very Satisfied	30	16.7
Extremely Satisfied	140	77.8
Missing	6	3.3

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REPORT 1: Selected Findings

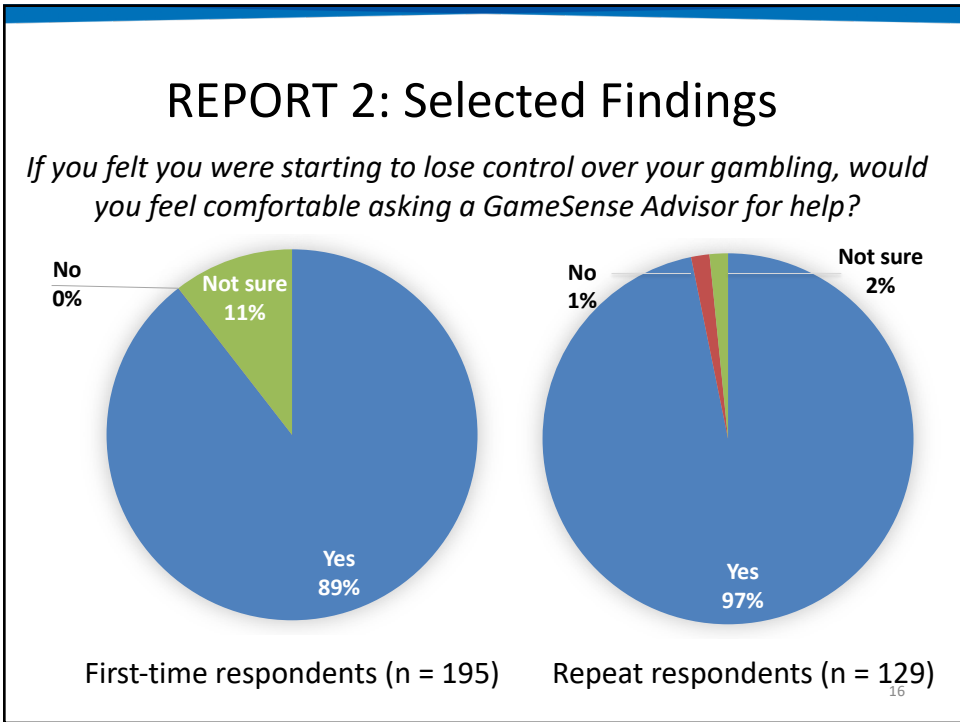
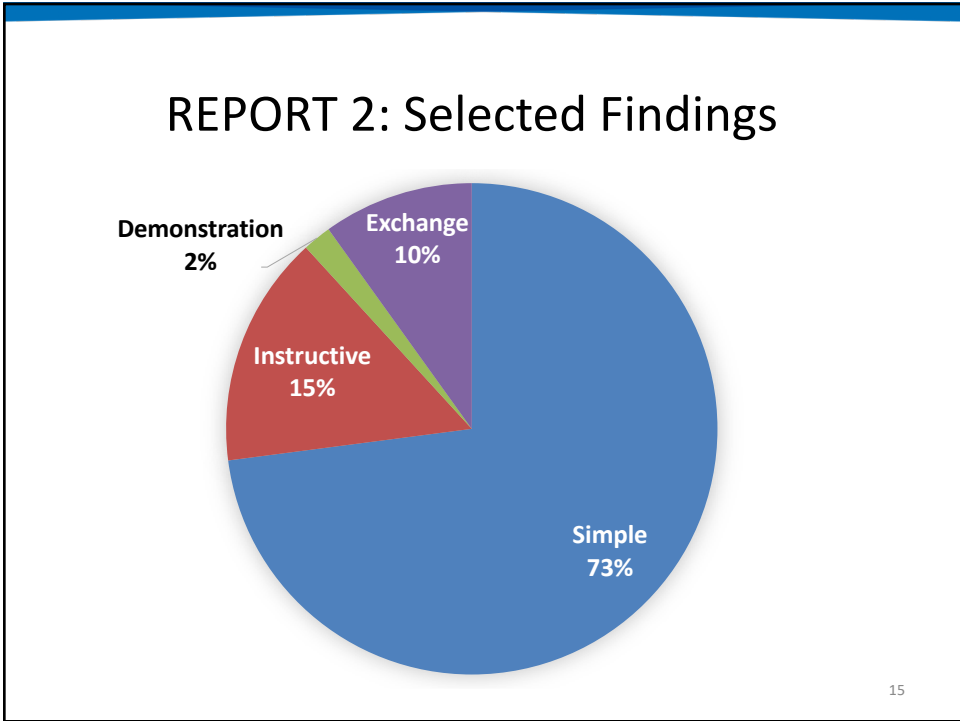
<i>As a result of your conversation with the GameSense Advisor, will you... (n = 144)</i>	n	%
Tell someone about the GameSense Info Center	82	56.9
Visit the GameSense website	75	52.1
Think about my own gambling	47	32.6
Think about someone else's gambling	13	9.0
Talk to someone I know who may have a gambling problem	11	7.6
Reduce my gambling behaviors (e.g., spend less, take more breaks)	9	6.3
Increase my gambling behaviors (e.g., spend more, take fewer breaks)	5	3.5

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REPORT 2: Selected Findings

- GameSense Advisors recorded **7,878** interactions
 - On average, **44** interactions each day
- These interactions involved **16,993** visitors, most of whom were PPC patrons
 - On average, **94** visitors each day
- On average each day, GameSense Advisors directly connected with **1.33%** of casino patrons

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REPORT 2: Selected Findings

Today, I talked to a GameSense Advisor because...

	First-Time (n = 195)		Repeat (n = 129)	
	n	%	n	%
I was curious about GameSense.	150	76.9	38	29.5
I wanted to learn more about how gambling works.	96	49.2	63	48.8
I wanted to learn more about strategies to keep gambling fun.	74	37.9	79	61.2
I wanted to learn more about or enroll in PlayMyWay.	62	31.8	31	24.0
I wanted to enter a raffle.	41	21.0	20	15.5
I wanted information or help about a gambling problem.	8	4.1	3	2.3

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REPORT 2: Selected Findings

As a result of your conversation with a GameSense Advisor, will you/did you do any of the following?

	First-Time (n = 195)		Repeat (n = 129)	
	n	%	n	%
I will seek out/I sought out more information about how to keep gambling fun.	133	68.2	70	54.3
I will think about/I thought about changing my own gambling behavior.	72	36.9	50	38.8
I will spend/I spent less time or money gambling.	43	22.1	34	26.4
I will seek/I sought help to change my gambling.	14	7.2	15	11.6

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REPORT 2: Selected Findings

- Among First-Time respondents, total GameSense exposure was...
 - Unrelated to all **15** *Responsible Gambling Knowledge and Behavior* outcomes (e.g., responsible gambling strategies, gambling fallacies)
 - Unrelated to all **15** *Reactions to GameSense* survey outcomes (e.g., recommend GameSense to a friend)
 - Unrelated to all **12** *Resources and Treatment Knowledge* outcomes **except** (1) awareness of PlayMyWay, (2) awareness of local gambling treatment resources, (3) understanding how PlayMyWay works, and (4) identifying the purpose of PlayMyWay
- Among Repeat survey respondents, exposure to GameSense was unrelated to all survey responses

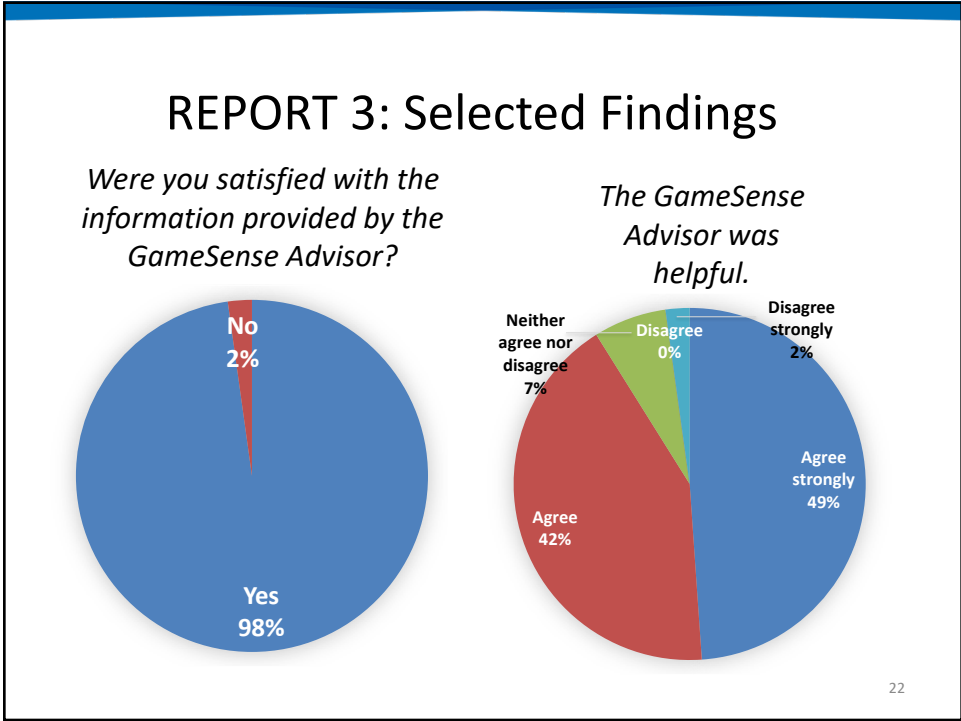
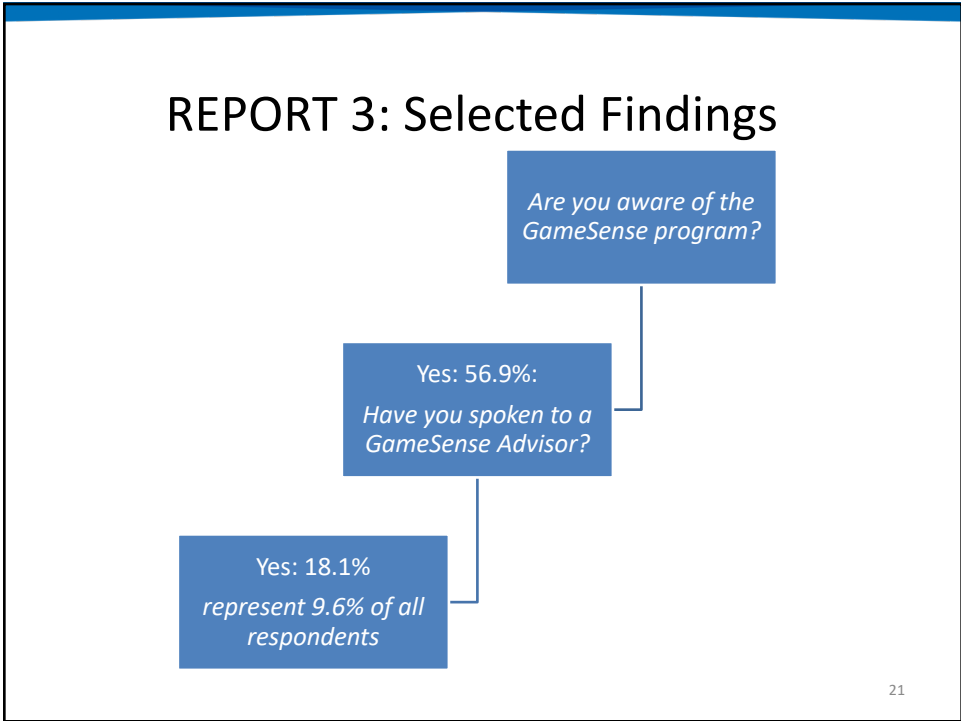
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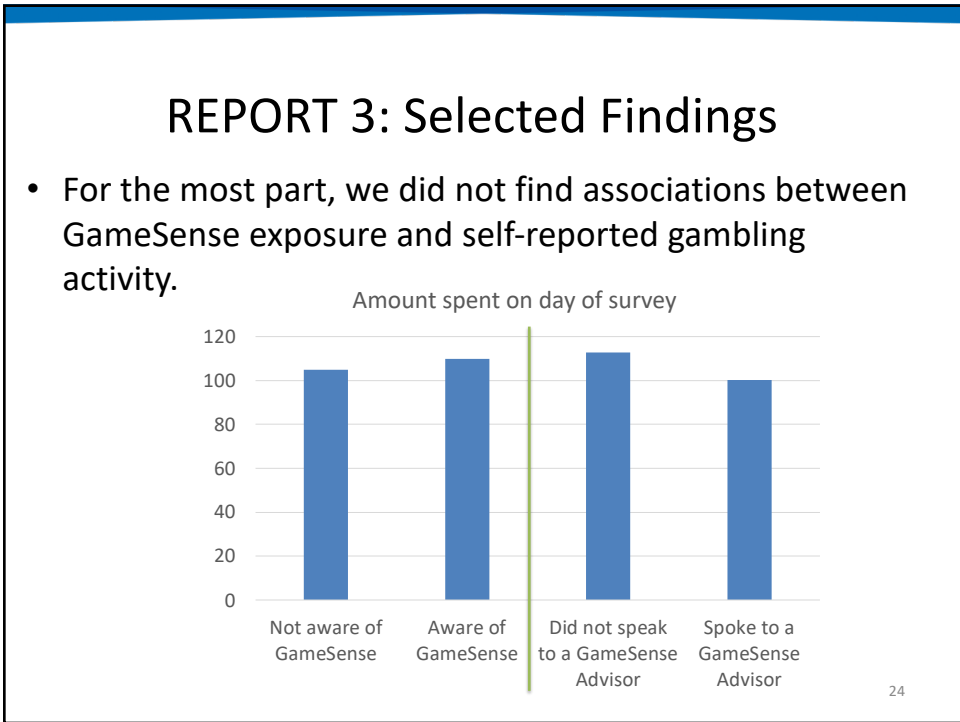
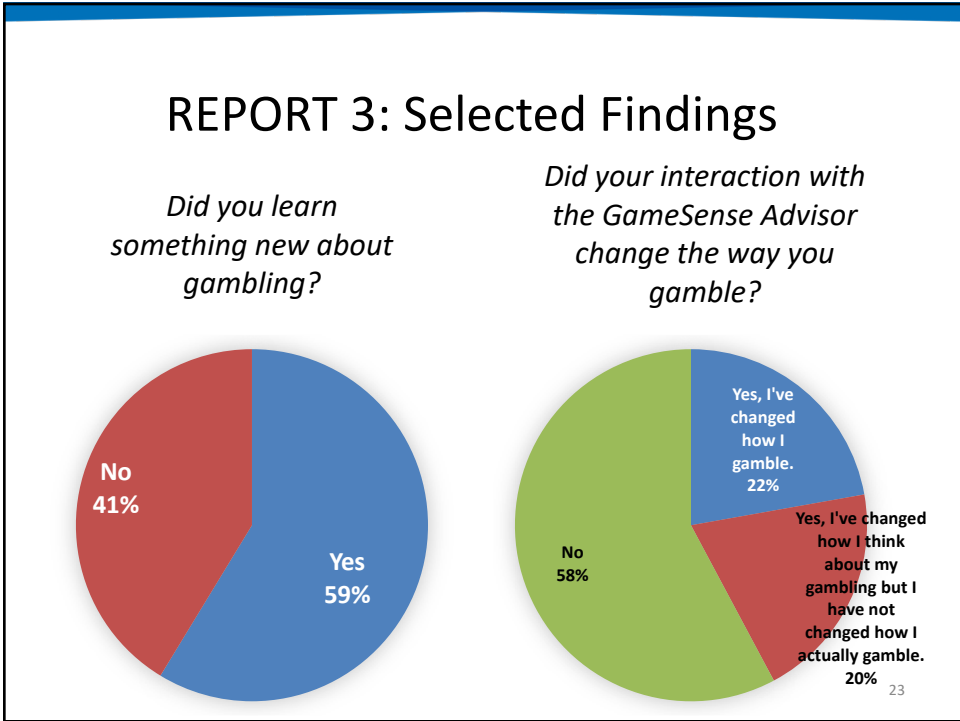
REPORT 3: Selected Findings

- SEIGMA surveyed 479 patrons
 - Different population than REPORTS 1 & 2
 - Survey response rate was 22.4%



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REPORT 4: Selected Findings

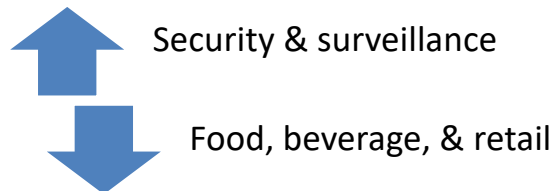
- Respondents were 258 PPC employees who attended one of four “town hall” style meetings at PPC in May 2017.
- They represented 72% of employees who attended town halls and 52% of all employees.



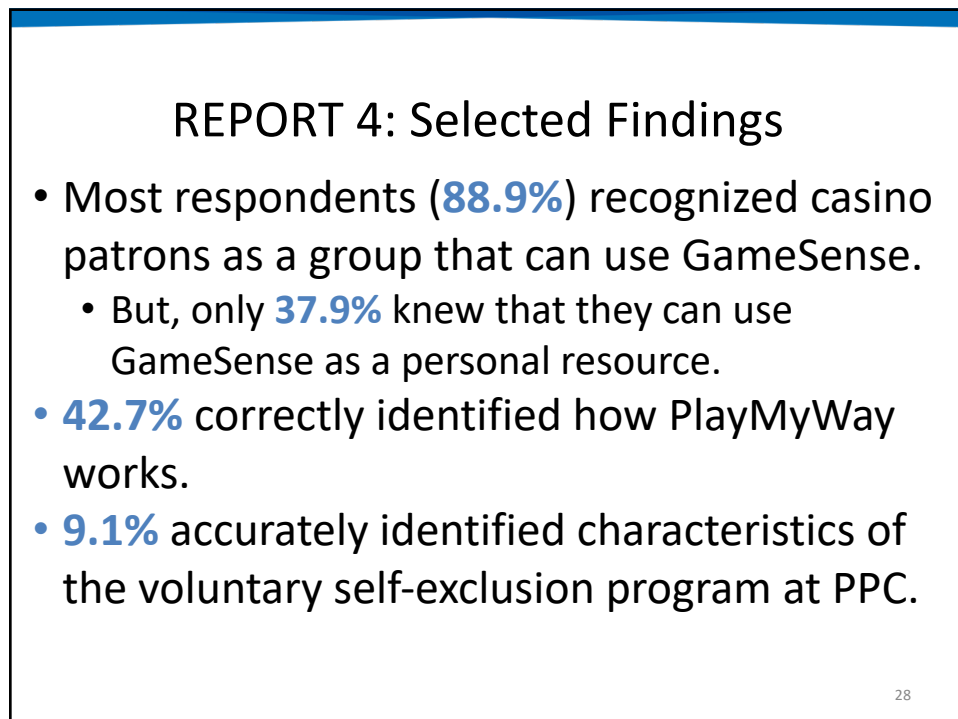
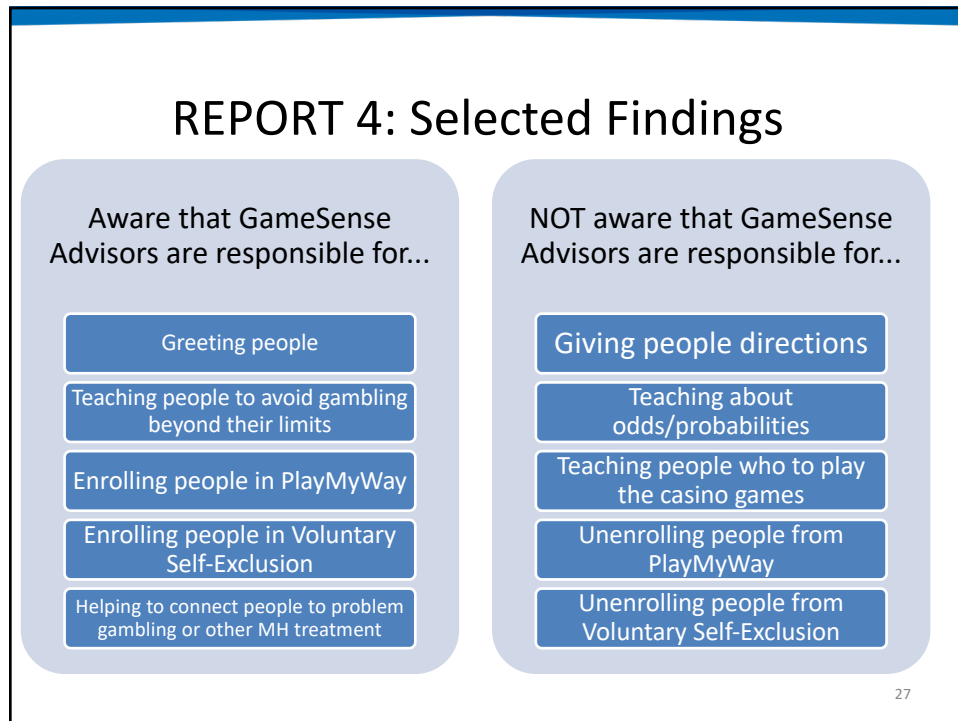
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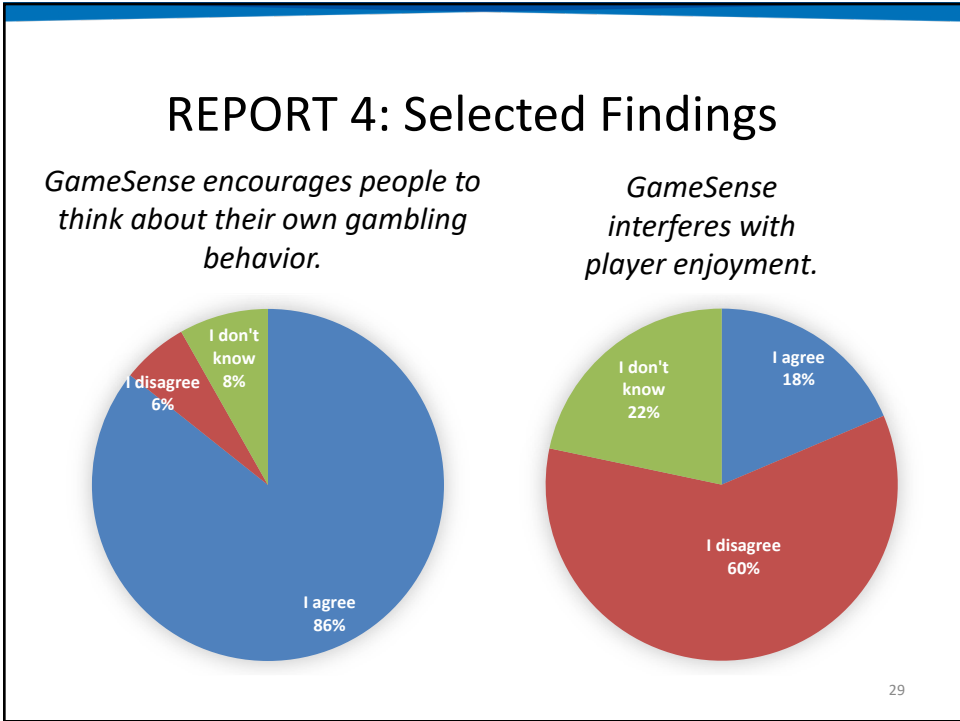
REPORT 4: Selected Findings

- **58.5%** indicated that they had ever interacted with a GameSense Advisor.
- **33.5%** reported that they had spoken with a GameSense Advisor about problem gambling or responsible gambling.
- **71.4%** reported that they had never referred a casino patron to a GameSense Advisor, typically (**88.1%**) because the opportunity had never come up.



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REPORT 4: Selected Findings

- Employee exposure to GameSense was associated with some but not all key outcomes.
- Respondents who had ever interacted with a GameSense Advisor...

Were more likely to

- Identify specific GameSense Advisor activities
- Understand how PlayMyWay works
- Correctly answer 1 question about the independence of slot machine play

But not more likely to

- Know that they can use GameSense
- Understand how voluntary self-exclusion works at PPC
- Understand their own role in intervening with patrons with potential gambling-related problems
- Have positive (or negative) opinions about GameSense

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Cross-Report Conclusions (1 of 3)

- Reach
 - In Reports 1 and 2, estimates of reach were **~1%**
 - **~70%** of these interactions were superficial (i.e., Simple).
 - In Report 3 (SEIGMA patron intercept), the estimate of reach was closer to **10%**.
 - Interactions that directly relate to promoting responsible gambling among casino venue patrons were rare.
- Does this extent of reach fulfill program goals?
Is the cost per patron is acceptable?

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Cross-Report Conclusions (2 of 3)

- High levels of program satisfaction and satisfaction with GameSense Advisors
- Most respondents who had spoken with a GameSense Advisor reported that they learned something new about gambling or strategies to keep gambling fun; about 20% reported changing their behavior as a result of their conversation
- *For the most part*, respondents' responsible gambling knowledge and behavior was unrelated to their GameSense exposure
- Exception:



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Cross-Report Conclusions (3 of 3)

- Limitations
 - Visitor Surveys do not represent all casino patrons; only those who chose to discuss problem gambling or responsible gambling with GameSense Advisors
 - Cannot establish causal effects
 - Halo effects
 - Ceiling effects/restriction of range

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Recommendations (1 of 2)

- Prior recommendations and MGC responses
 - e.g., efforts to increase GameSense Advisors' clinical supervision, improve messaging to increase GameSense awareness
- Current program recommendations:
 - Repeatedly evaluate legislative fit, as the ability of GameSense Info Centers to address substance and mental health issues remains unclear
 - Develop new ways to engage with PPC patrons
 - Encouraging new ways to engage with PPC employees and provide additional employee training, to enhance their knowledge of GameSense and its activities

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Recommendations (2 of 2)

- Evaluation recommendations
 - Establish objectives (e.g., reach) and measure progress toward those objectives at PPC & at two forthcoming GameSense Info Centers
 - Premature to conclude that GameSense promotes positive play among most patrons or increases players' knowledge of how games work while dispelling common gambling myths
 - Future work could document GameSense impact by investing in randomized controlled trials, assessing positive play before & after GameSense exposure

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Thank You

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