


Beyond Problem Gambling:

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Responsible Gambling  
**Prevention Messaging** that  
Anyone Can Use

A decorative graphic consisting of numerous thin, parallel blue lines that fan out from the right side of the text, creating a sense of movement and depth.

# RGC: Preventing Problem Gambling



Home base in Toronto, conducting work globally



RGC is an independent non-profit organization



Our mission is to prevent problem gambling and reduce its impacts



35+ years experience in research, prevention, and education



360 perspective: players, the public, operators, regulators, policy makers, treatment professionals

# Who We Are: RG+

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RG+ is a social purpose enterprise primarily offering **research and development** services to the gaming industry.



We uncover cutting-edge evidence and use it to inform and develop **industry leading RG services** worldwide.

2

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We're advisors to gaming operators and regulators, delivering **practical and impactful** program reviews, evaluations, training, and strategy development.





# Agenda



01

Understanding the  
ROI on RG

02

Prevention messaging  
for players

03

Preparing staff for  
proactive prevention

04

The importance of top  
down RG



# Ruth's Story



Ruth started visiting the casino as a way to socialize and get out of the house



She started playing longer and more often



Now she often shows up early, waiting for the venue to open



She gambles more than she can afford, making it hard to cover bills and groceries

What can RG do  
for Ruth?



Could Ruth's  
Problems have  
been prevented?

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RG is not just a response to PG

**RG**  $\neq$  **PG**

**RG is for all players, and can help them:**



Make informed decisions



Develop positive play habits



Lower their risk of experiencing harms



Enjoy their gambling experience more



# The ROI on Preventative RG

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What are the benefits of RG?

For business

Social licence to operate

For staff

Engagement, satisfaction

For players

Player experience, harm mitigation





## Touchpoints

- Casual conversations with staff
- Pamphlets and posters
- Information centres



## Focus

- How games work
- Randomness and odds
- Debunking myths

# RG Touchpoints for **New** Players

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# Information Centres

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GameSense

Play.Smart 



Setting win limits



Setting budget limits



Setting time limits



Help and info from Advisors/  
Ambassadors



# RG Touchpoints for **Serious** Players

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## Touchpoints

- Integrating RG into VIP programs and marketing
- Safeguards build into games



## Focus

- Strategies and tools for safer sustained play

# Prevention Messaging For Players

Player facing materials should appeal to a **broad range** of players:

## 01 TONE



Positive and inviting, increase comfort publicly using materials

## 02 CONTENT



Include positive habits and prevention, not just gambling problems

## 03 DELIVERY



Thoughtful approach to where and when materials are available



# Ruth's Story



**“I brought my lucky charm to help me win.”**

**“This machine is due for a payout.”**

**“I’ll have a better chance of winning if I play on two machines at once.”**

How would a staff member offering PG resources feel if it's Ruth's first RG touchpoint?





How would they feel introducing  
RG early, before serious warning  
signs start to appear?





Staff who are equipped for positive, early RG interactions

vs.



Staff who are **not** equipped for positive, early RG interactions

Motivated

Gratified

Regretful

Overthinking

Fulfilled

Happy

At ease

Disappointed

Guilt

Unmotivated









## Training



## Reinforcement



## Support

- Practical content to help staff implement programs
- Interactive, hands-on, and engaging
- Allow staff to develop and practice skills
- Demonstrate the value of RG



# Preparing Staff for Prevention

Staff should be well-informed and confident in their roles:

01

TONE



Positive,  
encouraging,  
empowering

02

CONTENT



RG as customer  
service, focus on  
practical skills

03

DELIVERY



Basic all-staff  
training, ongoing  
reinforcement

# Poll #1



What do staff need at an organizational level to effectively implement the concepts they learn in training?

- A.** Support and resources to implement programs
- B.** Knowing RG is valued at the organization
- C.** Seeing others lead by example
- D.** Frequent RG reminders to keep it top of mind



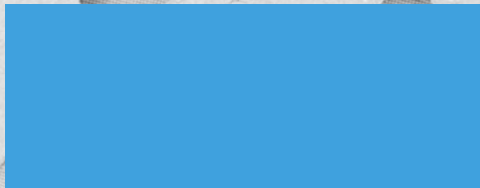
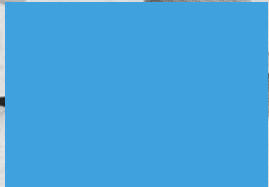
# Poll #2



How can executives/corporate level staff be more involved in RG?

- A.** Have frequent discussions about RG in board meetings
- B.** Receive a refresher training annually
- C.** Attend RG related workshops and seminars/webinars
- D.** Ensure RG related information is disseminated to all staff

# Top-Down RG



01

Board buy-in and involvement in RG strategy

02

Training for owners and executives

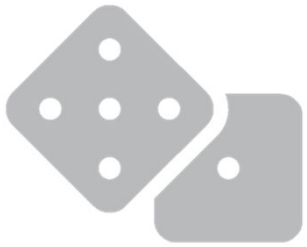
03

Communicating down throughout the organization

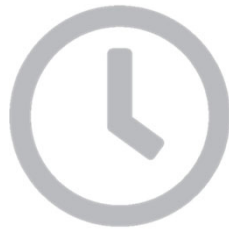


# Board and Executive Training

The decision-makers who set RG strategy need regular opportunities to:



Understand the value of RG



Stay up to date in an ever-evolving industry



Learn how to evaluate and adjust course



Understand the needs of players and communities

# Top Down Prevention

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Executives need to walk to talk for RG to be taken seriously:

## 01 COMMITMENT



Clear, public  
commitment to RG

## 02 COMMUNICATION



Sharing meaningful  
information with  
staff and customers

## 03 FEEDBACK



Asking staff and  
customers for  
feedback– and  
acting on it



# Culture of RG

01

**Board members:**  
Passionate RG advocates

02

**Executive team:**  
RG champions and innovators

03

**Management:**  
RG ambassadors who provide  
mentorship, coaching, feedback

04

**Staff:**  
Enthusiastic, knowledgeable,  
and confident

# Revisiting Ruth's Story



Ruth started visiting the casino as a way to socialize and get out of the house



She learned about how the games work



Her visits to the casino provide excitement and a change of pace



She includes gambling in her entertainment budget, becoming a long-term customer





**THANK YOU!**

Questions?

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