Risk Mitigation Strategies for Lottery

Sasha Stark, PhD
Senior Researcher
Centre for the Advancement of Best Practices
Responsible Gambling Council
RG+
Outline

1. Why Lottery?
2. Player Needs
3. Retailer Needs
4. Organizational Support
Why Lottery?

Some level of risk
High participation
Gateway to other activities
Those at risk play the lottery
Retailers are point of access
Lotteries are powerful brands

Binde, 2011; Costes et al., 2018; Subramaniam et al., 2016
Lottery Risks

1 Costes, Kairouz, Monson, & Eroukmanoff, 2018
2 Responsible Gambling Council, 2012
3 Short, Penney, Mazmanian, & Jamieson, 2015; Castrén, Perhoniemi, Kontto, Alho, & Salonen, 2017
4 Welte, Barnes, Wieczorek, Tidwell, & Parker, 2004
5 Grüsser, Plötzke, Albrecht, & Mörsen, 2007
6 Felsher, Derevensky, & Gupta, 2004
7 DeFuentes-Merilla, Koeter, Schippers, & VanDenBrink, 2004
8 Lutter et al., 2018
Fewer responsible gambling initiatives exist for lotteries compared to other types of gambling.
Risk mitigation strategies should focus on more than just the player.
What does Lena need to limit her risk while playing lottery products?
I want to buy a ticket at this store because I know someone won here recently.

I think my gambling is getting out of hand. I wish I could do something about it.

I’m just going to buy a few more tickets. I really need to win back my money.
Odds of winning
Randomness
Independence of events
House edge
Common myths
How the games work

Game

Play

Information

Support

Risks of play
Risk factors/risky behaviours
Signs of a problem
Safe play strategies

Where to get more information
Where to get help
Retailer response procedures

Targeting Support

Low-Risk Player → Game Information
Broad Based

High-Risk Player → Play Information
Support Information
Targeted

Responsible Gambling Council, 2010
Retailer Needs

What does Ray need to support his players in limiting their risk while playing lottery products?
I don’t want to lose any sales by talking to people about their play.

It’s not my place to tell customers how to spend their money.

I wouldn’t even know what to do if I saw someone struggling in my store.

Why

How
What to Look For

**Play Behaviour**
- Frequency
- Spend
- Amount purchased
- Chasing

**Emotional Responses**
- Anger
- Anxiety
- Crying
- Aggression

**Customer Comments**
- Asking for credit
- Speaking about financial difficulties
- Blaming the retailer for losing
- Swearing because of losing
When to Respond

- Is the player showing multiple signs?
- Did they ask for help?
- Did a third party ask for help for a player?

- Is the retailer concerned about the player?
- Are they prepared for the conversation?
- Is there an opportunity for a responsible play conversation?

- Can the retailer speak with the player discreetly?
How to Respond

- Be proactive
- Maintain privacy
- Be respectful and non-judgemental
- Have a customer service focus (not counselling or diagnosing)
- Provide information – game, play, and/or support
Support Strategies

- In-Person Training
- Reference Materials
- Player Facing Materials
- Online Training
- Reinforcements

Retailer Training Impacts

- Preparedness to Respond
- Comfort in Responding
- Knowledge of Available Support and Resources for Players
Organizational Support

How can the operator support players and retailers in getting what they need to limit risk?
Organizational Support

How can the operator support players and retailers in getting what they need to limit risk?
Top Down Support

- Buy-In
- Managerial Support
- Organizational Culture
- Feedback & Mentorship
- Progressive Process

Responsible Gambling Council, 2011; Hing, Nisbit, & Nuske, 2010; Oehler et al., 2017
Support Strategies

- Corporate Training
- Training Reinforcements
- Sales Team Training
- RG Policies

Dufour, Ladouceur, & Giroux, 2010; Responsible Gambling Council, 2011; Hing, Nisbit, & Nuske, 2010
Sales Team Training

Goals
- Generate Buy-In
- Build Knowledge
- Increase Comfort
- Improve Skills
- Create Foundation

Tips
- Train the Trainer Model
- In-Person
- Interactive & Engaging
- Show Value

Tips
Sales Team Training Impacts

Self-Reported Knowledge of Training Topics

Knowledge Check Results

Confidence in Supporting Staff
Important Considerations

1. Tailor Materials to Audience
2. Honour and Address Barriers in the Retail Space
3. Explore Specialized RG Support
4. Invest in Ongoing Evaluation

Responsible Gambling Council, 2012
A focus on risk mitigation benefits everyone.
Informed Choices

Sustainable Players
Staff Satisfaction & Trust

Job Easier
Increased Satisfaction

Quitly et al., 2016; Vong & Wong, 2013; Lee et al., 2013
What’s Next for Lottery RG?
Thank you!

Any questions?
SashaS@rgco.org