



Responsible Gaming In Action

Caesars Entertainment Policies and Practices

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What is Problem Gambling?

The vast majority of adults, in every culture and jurisdiction studied, experience no significant negative consequences related to their gambling.

The small minority that does experience problems is known by several names in the literature, including: problem gamblers, pathological gamblers, compulsive gamblers, and disordered gamblers.

People with gambling problems are those whose gambling significantly interferes with their personal, professional, and financial lives.

What causes a person to become a problem gambler is poorly understood. We do know, however, that most problem gamblers have co-occurring disorders. Common among these disorders are depression, anxiety disorders, and drug and alcohol abuse.

The frequency of co-occurring disorders has suggested to some scientists that problem gambling may be an expression of an underlying generalized addiction syndrome or other disorder.

There is growing evidence that rather than being a permanent, chronic condition, problem gambling can be episodic. Most people with gambling problems improve, whether or not they access formal treatment services.



How Common is Problem Gambling?

Severe gambling problems are confined to about 1-2 percent of the adult population, regardless the availability of casinos or other forms of gambling. Listed below are recent rates of severe gambling problems in various jurisdictions:

- Australia 2.1%
- Hong Kong 1.9%
- Macau 1.8%
- Singapore 2.1%
- South Africa 1.4%
- U.S.-Canada 1.5%

An additional small percentage of adults suffers from gambling problems that are not classified as “severe.”

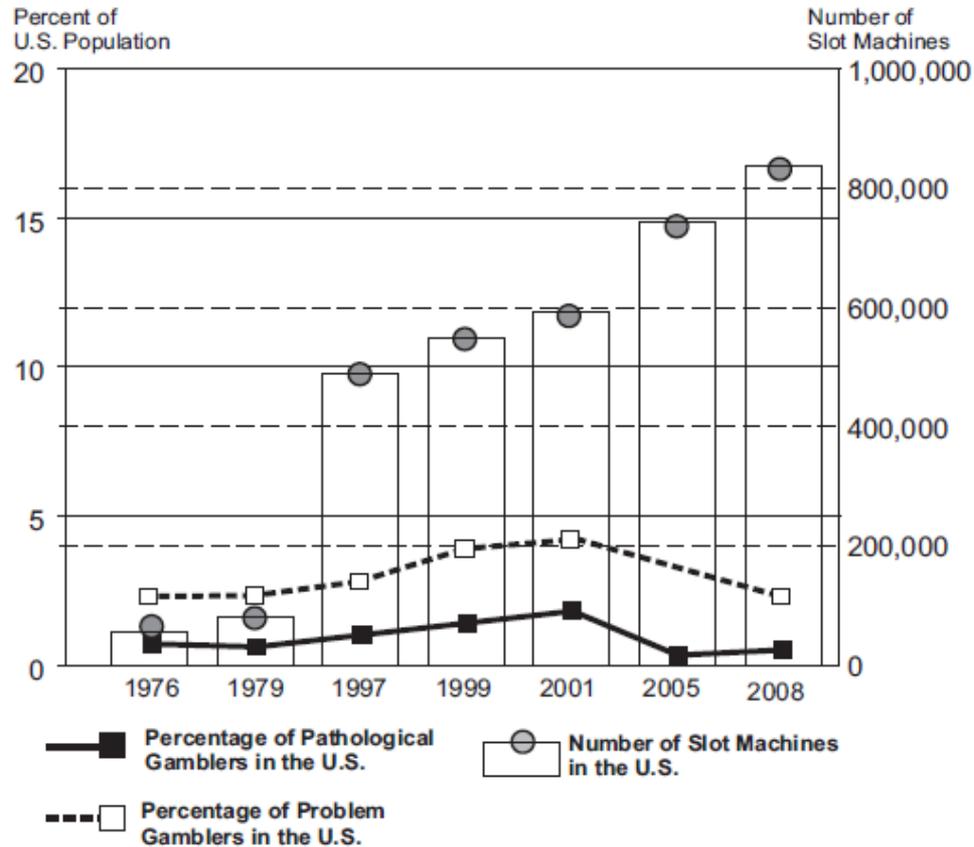
Caution is urged in direct comparisons across countries because of the different nomenclatures and methodologies used in prevalence studies. Nevertheless, the rates around the world tend to cluster in a very small range, despite wide differences in the availability of gambling, and the significant expansion of gambling over the last several decades.

Evidence from a number of jurisdictions suggests that rates of problem gambling are stable or declining over time.



Stable to declining rates of gambling problems, despite huge increases in availability

Impact of Slot Machine Expansion on Prevalence of Pathological and Problem Gambling 1976-2008





Addressing Problem Gambling

Addressing problem gambling should be a shared responsibility of gambling providers, government, service providers, community groups, and the public.

A comprehensive approach to problem gambling has three important components:

- Education and consumer awareness
- Responsible provision of gambling
- Services and resources for those experiencing problems

Education and consumer awareness campaigns in communities and in venues

- Dispelling myths about “beating the odds”
- Encouraging consumers to set limits
- Improving awareness of potential signs of problem gambling
- Providing consumers knowledge of how to access assistance
- Educating consumers as to how gambling works

Responsible provision of gambling

- Self-exclusion and self-restriction, including unilateral exclusion by gaming venue
- Staff training to encourage responsible gaming

Services and resources

- 800 hotlines and web-based access to assistance
- Network of trained counselors and other community health providers



Responsible Gaming Is Important Industry Issue

Problem gambling is an important social problem and moral issue

Affects employee attraction, retention, morale

Important component of the effort towards normalization of the industry

- Impacts public perception and acceptance of gambling
- Public believes problem gambling more prevalent than it is

Some form of responsible gaming legislation or regulation in virtually all jurisdictions

- Ten states in which we operate maintain state self-exclusion programs



Responsible Gaming in Action: Caesars Example

Responsible gaming initiatives informed by latest science, evaluated objectively

- Committed to working with local researchers, service providers to tailor programs

First company to recognize, address problem gambling

- Underage gaming prevention and responsible gaming education programs served as model for industry efforts

First to be recognized for leadership by National Council on Problem Gambling

First to offer nationwide self-exclusion and self-restriction

Partnered with National Council to establish first national tollfree helpline

First to broadcast local and national responsible gaming messages



Caesars Responsible Gaming Philosophy

Caesars wants everyone who gambles at our casinos to be there for the right reasons—to simply have fun.

Caesars doesn't want people who don't gamble responsibly to play at our casinos, or at any casino.



Responsible Gaming Foci

Provide information and meaningful alternatives for those who may not gamble responsibly

- Self-exclusion and self-restriction
- EAP and insurance coverage for employees
- Support for publicly-funded treatment and other problem gambling services
- Create awareness and provide support for national and state problem gambling councils, helplines
- Support research through National Center for Responsible Gaming



Responsible Gaming Foci

Effectively communicate our responsible gaming ethic

- Audiences
 - Employees
 - Customers
 - Public
- Provide information on gambling responsibly
 - On-property collateral specific to responsible gaming, and the odds of winning/losing
 - On-property, direct marketing materials include problem gambling helpline number(s)
 - Responsible Gaming specific media campaign



Patron Communication and Awareness

On-property collateral specific to responsible gaming located at major customer contact points

Direct mail pieces featuring responsible gaming specific messages

In-room TV ads featuring responsible gaming messages

Responsible gaming specific on-hold messages

On-property and direct marketing materials include responsible gaming helpline number(s)

- On-property marketing posters
- On-property marketing brochures
- Digital messaging
- Player cards
- Direct mail
- Caesars website
- TV advertising



Patron Communication and Awareness

RESPONSIBLE GAMING MEANS:

Knowing when to stop



At Caesars, we're committed to responsible gaming. If you would like to restrict your credit, check cashing, mail, or casino play privileges, just ask any employee for more information.

WHEN GAMBLING MIGHT BE A PROBLEM:
Gambling makes home life unhappy.
Gambling to escape worry or trouble.
Gambling to obtain money for debts.
Considering or committing an illegal act to finance gambling.
Feeling remorse after gambling.
Changing sleeping or eating habits due to gambling.
Losing work time due to gambling.
Borrowing to finance gambling.
Considering harming yourself as a result of gambling.

Responsible Gaming Is Our Business.® If you think you or someone you care about may have a gambling problem, call: 1-800-522-4700. All calls are confidential.


YOU MUST BE 21 OR OLDER TO GAMBLE
©2011 Caesars Entertainment, LLC

IT'S WHO WE ARE 

RESPONSIBLE GAMING MEANS:

You must be at least 21 to gamble



This casino does not allow underage gambling.

Any person under the age of 21 found gambling in the casino is subject to arrest and prosecution.

If you think you or someone you care about may have a gambling problem, call 1-800-522-4700. All calls are confidential.

We Care. We Card.®


YOU MUST BE 21 OR OLDER TO GAMBLE
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IT'S WHO WE ARE 

RESPONSIBLE GAMING MEANS:

Don't leave your kids unattended



Keeping an eye on your children when you're in a casino is just as important as knowing where they are at a baseball game or at the mall.

So help keep your children safe by not leaving them unattended. And remember, children are not allowed to loiter on the gaming floors, or even accompany a parent who is gambling on a casino floor.

Responsible Gaming Is Our Business.® If you think you or someone you care about may have a gambling problem, call 1-800-522-4700. All calls are confidential.


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IT'S WHO WE ARE 



Public Communication and Awareness

Responsible Gaming specific TV ads

Pilot test of campaign

- Ads were initially run in Missouri, Louisiana, Iowa, and Illinois

CEO message

Campaign extension, routinization

- Marketing ad buy includes RG spots in rotation in all markets
- Heavy rotation during ESPN's coverage of the World Series of Poker for national audience



Public Communication and Awareness





Employee Communication and Awareness

Training at orientation, refreshed annually

Back-of-house signage

Paycheck stuffers

Counseling information

- Employee assistance program (EAP)
- Insurance coverage for problem gambling counseling

Internal publications



Responsible Gaming Employee Training

Responsible gaming training for all employees

- New Hire Orientation
- Back of House
- Front Line
- Responsible Gaming Ambassadors

Specialized training for “Responsible Gaming Ambassadors” who conduct guest conversations

Specialized CMS/RG2 training for specific departments, roles



Responsible Gaming Employee Training

Three modules

- “*Responsible Gaming Awareness*” -- all employees
- “*Roles in Responsible Gaming*” – customer contact employees and all supervisors
- “*Responsible Gaming Ambassador Training*” -- select group of employees at each property who conduct guest conversations

Emphasis on listening to customer statements, not observing behaviors

Emphasis on reporting employee concerns about customers, not identifying problem gamblers

Linkages between security, customer service and responsible gaming procedures



Restriction / Exclusion Policy

Company-wide

Excluded/restricted at all properties (entire facility)

Timeframes

- One year, Five Years, Lifetime

Restricted Activities

- Credit, Check Cashing, Mail

Excluded Activities

- Credit, Check Cashing, Mail and Promotions, Comps, Gaming Privileges



Restriction / Exclusion Policy

Primarily self-initiated, but some company initiation may be involved

- Triggering Events
 - Patron self reports
 - Employee hears statements from customer that cause concern
 - 3rd party written reports
- Customer interaction (by trained employees)
 - Responsible Gaming Ambassadors

Corporate Panel

- Company initiated exclusions
- Three person panel composed of Senior Management Executives
- Reviews cases referred from property
- Makes final & binding decision



Self-Exclusion

Tool, not treatment

Shared responsibility

“Philosophically the current system is hampered by a focus on external control that all but abrogates individual responsibility to control gambling behavior. The individuals are active in initiating the program, but once initiated, they become passive, as responsibility shifts to the gambling venues to detect and police possible breaches. Such a perspective effectively limits opportunities for gamblers to develop improved stress-coping skills and increases the possibility that they will return to gambling or substitute alternative, maladaptive coping strategies in the future. In contrast, the following proposed system is one that advocates the need to move away from a detection-based enforcement model, to an active approach of personal responsibility, with opportunities for additional support from external counseling programs.”

-Dr. Alex Blaszczynski, Dr. Robert Ladouceur, and Dr. Lia Nower



Recommended Resources

Reno Model

- Dr Alex Blaszczynski, Dr Robert Ladouceur, Dr Howard Shaffer
- Scientific framework to guide regulators in implementing and promoting Responsible Gaming

On the Shoulders of Merton: Potentially Sobering Consequences of Problem Gambling Policy

- Dr Bo Bernhard, Dr Frederick Preston
- Unintended consequences

Parameters for Safer Gambling Behavior: Examining the Empirical Research

- Dr Allyson Peller, Dr Debi LaPlante, Dr Howard Shaffer
- Empirical research review of emerging technology