

# 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**

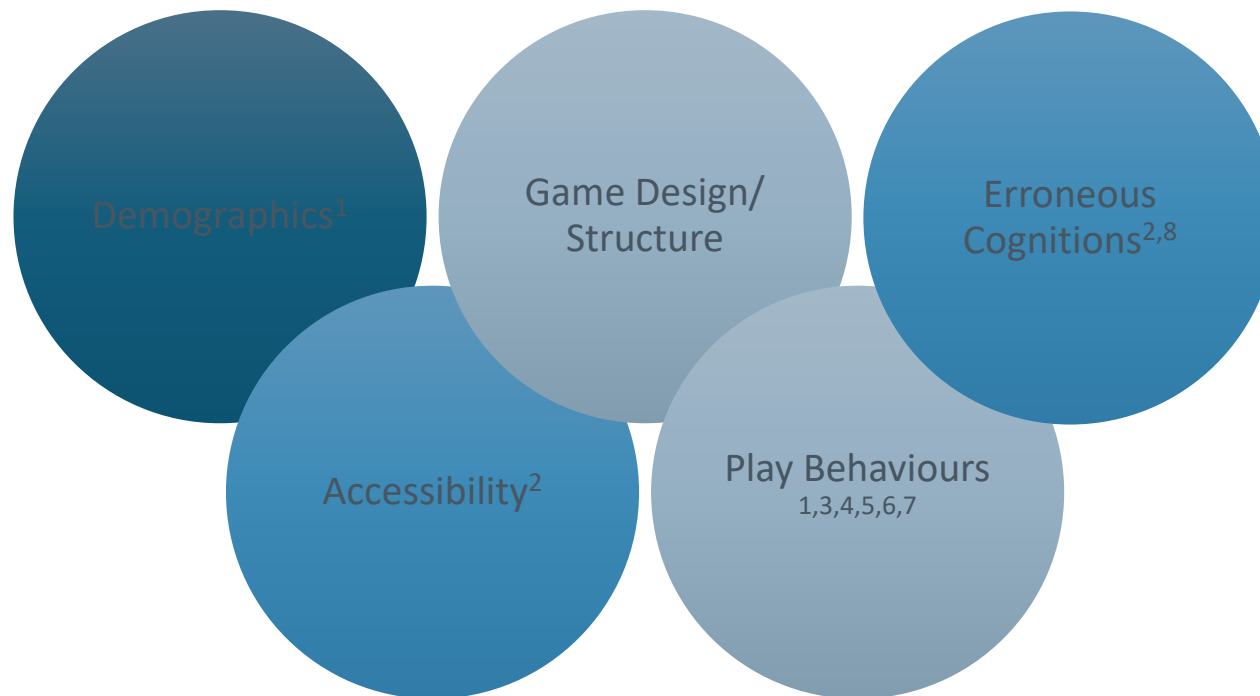
**Those at risk play the lottery**

**Retailers are point of access**

**Lotteries are powerful brands**



# 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, Plöntzke, Albrecht, & Mörsen, 2007

6 Felsher, Derevensky, & Gupta, 2004

7 DeFuentes-Merilla, Koeter, Schippers, & VanDenBrink, 2004

8 Lutter et al., 2018

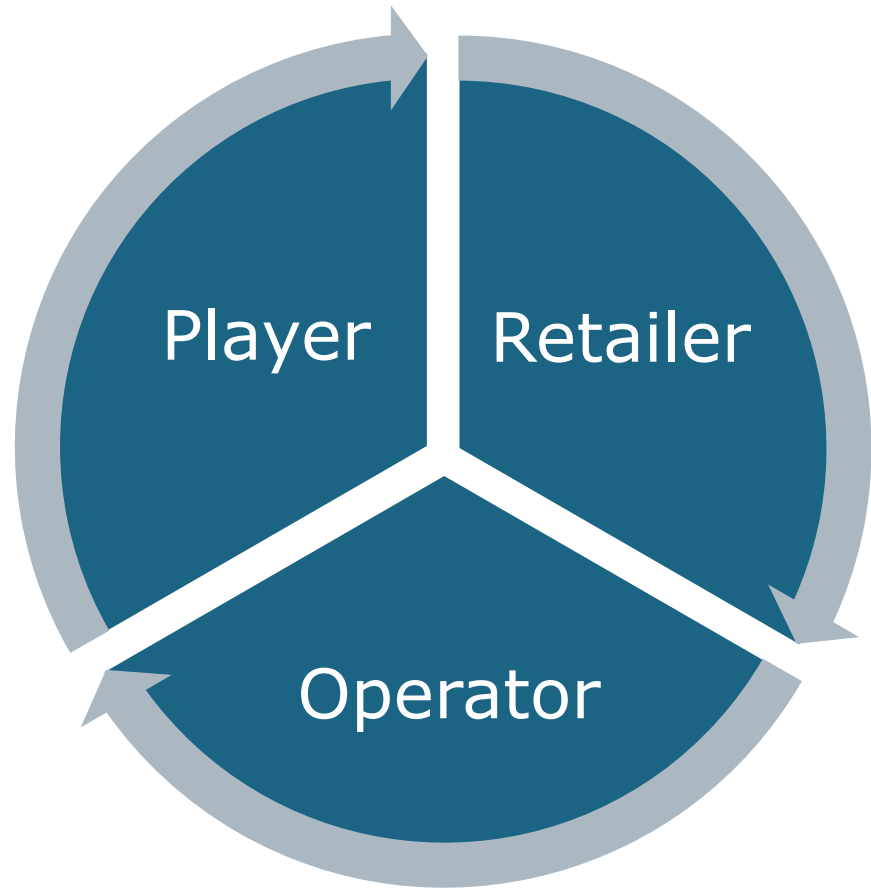




**Fewer responsible gambling initiatives exist for lotteries compared to other types of gambling.**



**Risk mitigation strategies should focus on more than just the player.**



# Player Needs

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'm just going to buy a few more tickets. I really need to win back my money.

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





**Odds of winning**  
**Randomness**  
**Independence of events**  
**House edge**  
**Common myths**  
**How the games work**



**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**

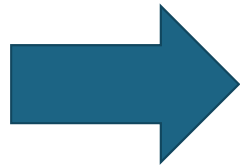


# Support Strategies



# Targeting Support

**Low-Risk  
Player**



**Game Information  
Broad Based**

**High-Risk  
Player**



**Play Information  
Support Information  
Targeted**



# Retailer Needs

What does Ray need to support his players in limiting their risk while playing lottery products?



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.

I don't want to  
lose any sales by  
talking to people  
about their play.

# 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

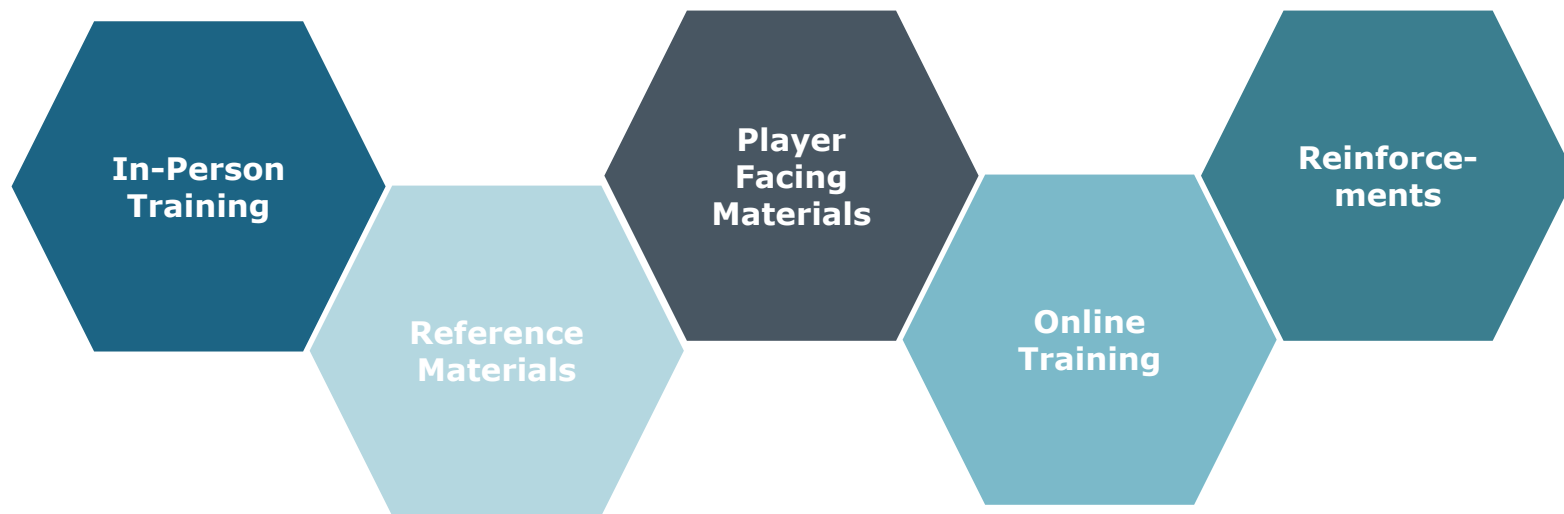
---

- ✓ **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**

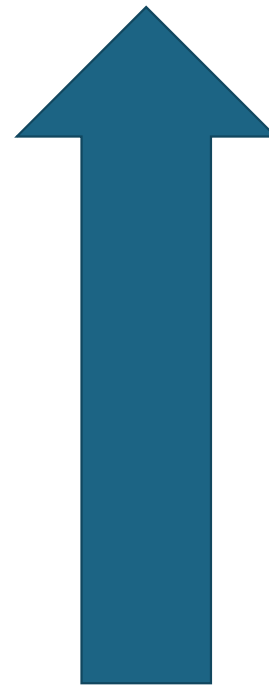




# Support Strategies



# Retailer Training Impacts



Preparedness to  
Respond

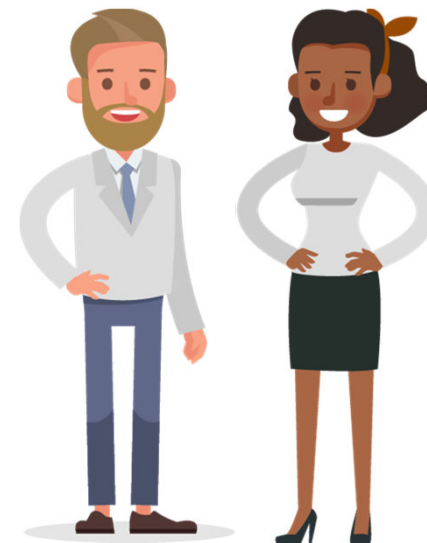
Comfort in  
Responding

Knowledge of  
Available Support  
and Resources for  
Players



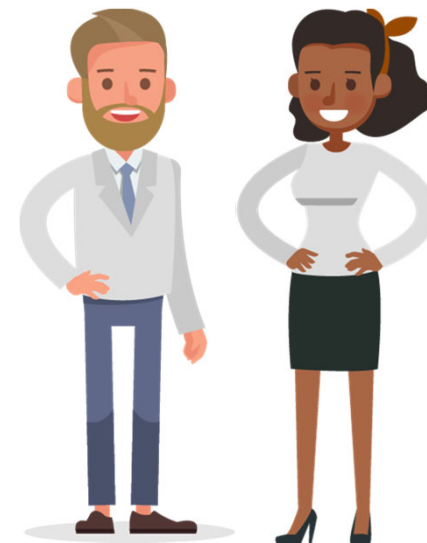
# Organizational Support

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

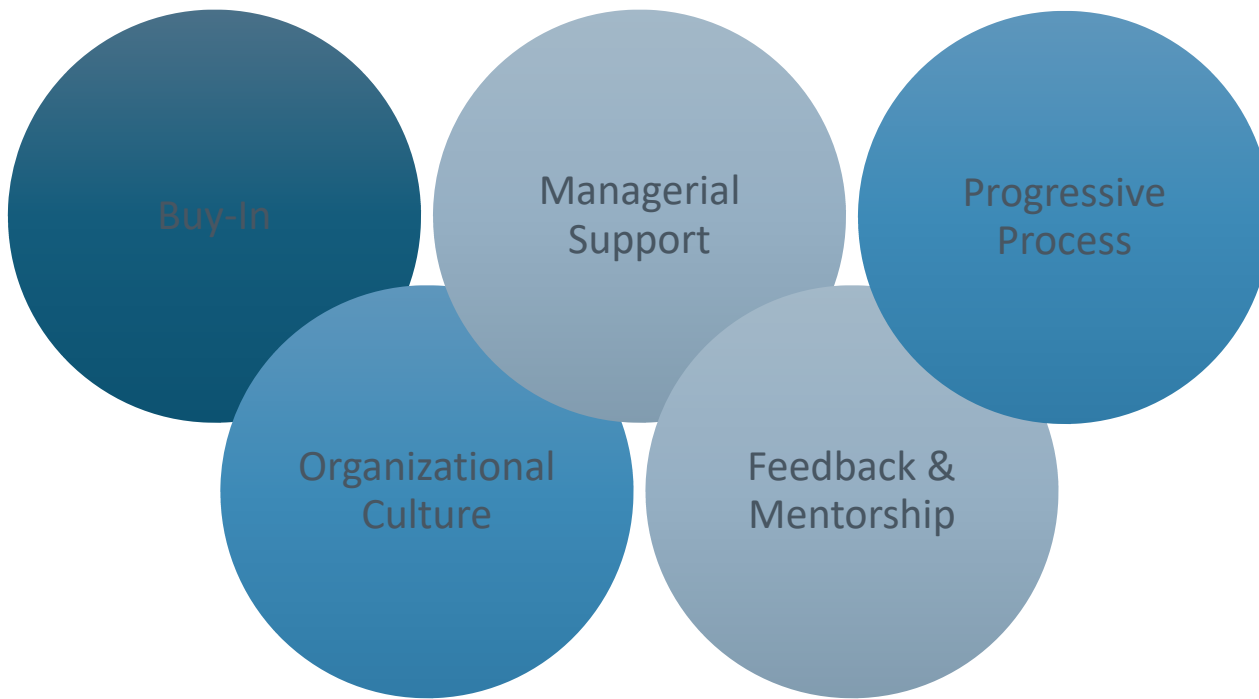


# Organizational Support

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



# Top Down Support



# Support Strategies



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**



# Sales Team Training Impacts



Self-Reported  
Knowledge of  
Training Topics

Knowledge Check  
Results

Confidence in  
Supporting Staff





Tailor  
Materials to  
Audience

Honour and  
Address  
Barriers in the  
Retail Space

Explore  
Specialized RG  
Support

Invest in  
Ongoing  
Evaluation

# Important Considerations





**A focus on risk mitigation  
benefits everyone.**



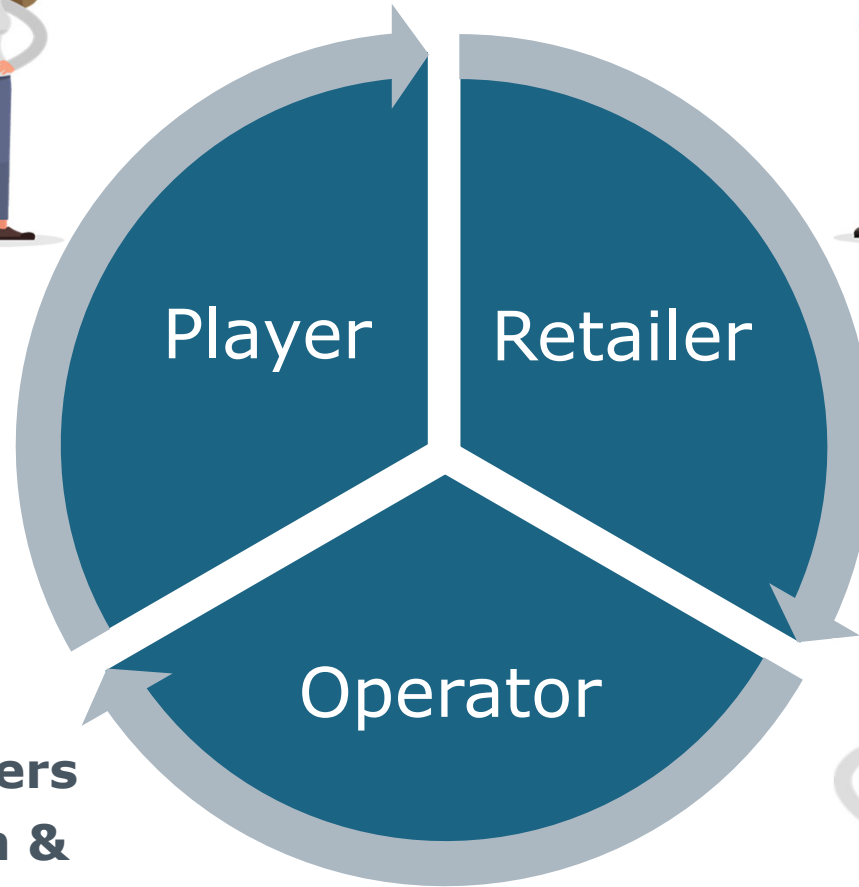
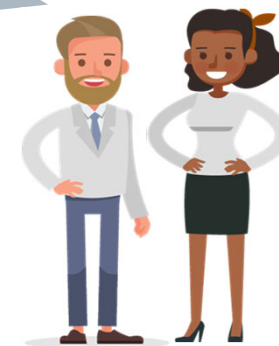
**Informed Choices**



**Job Easier  
Increased Satisfaction**



**Sustainable Players  
Staff Satisfaction &  
Trust**



MENU

CUSTOMER PROFILES

## LENA'S PROFILE

- Constantly coming in late at night and early in the morning
- Keeps paying for scratch tickets with loose change
- Overheard her arguing with someone on her phone outside the store recently

Physical and mental health is being noticeably impacted in a negative way

She's looking more rough everyday. I hope she's ok.

SHOULD I INTERVENE?

BEGIN THE CONVERSATION



# What's Next for Lottery RG?

# Thank you!

Any questions?

SashaS@rgco.org

