



CT Lottery

Awareness Training Programs and Corporate Social Responsibility



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The Lottery Industry as Big Business

Greater Sales + Marketplace Prominence =
Increased Regulatory Oversight and Intense
Scrutiny



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Role of Government-Owned and Government-Operated Lotteries

Raise Revenue

Protect Consumers

Promote Public Health and Well-Being



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In other words ...

- To Accept Responsibility for the products we put into the marketplace and for the effect of those products on the people we serve

An Evolution

- New Logo and Tagline
- New Community Outreach and Speakers Bureau
- Partnerships and Alliances with the Experts
- Awareness Training Programs



Awareness Training Programs

Connecticut has integrated Responsible Gambling Training into our Business Model

- Every new retailer receives responsible gambling training during terminal training
- Every new employee receives responsible gambling training during orientation

Retailer Training Program



Video & Instructional Booklet
Q&A Session



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Goals of Retailer Training

- Understand Retailer Attitudes about Responsible Gambling
 - Retailers are fiercely competitive
 - Retailers sell tickets to make money to sustain businesses to support their families
- Create Awareness
- Create Relevance

Fundamental Elements

➤ Promote Sound Business Practices

- Display RG advertising and point-of-sale materials.



- Don't sell to minors.
- Don't sell lottery tickets on credit.
- Establish effective store policies about gambling on the job.
 - Don't loan money to customers or employees to buy lottery tickets.

Fundamental Elements

- Use Good Judgment and Offer Help in whatever way possible
 - Know the HELPLINE number.
 - Use Employee Assistance Program, if available. Implement one, if not available.



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Training Results

- Catalyst for Additional Requests for More Information and Training
- Gradual Shift in Attitude
 - Willingness to learn as problems increase

Next Steps

A New Retailer Training Program is Under Construction

- Retraining to start in January 2008
- Foundation will be best business practices – with stories about employee theft and with interventions by family members
- Interactive component will be installed on retailer web site



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Goals of Employee Training

- Raise Sensitivity Levels
- Build Capacity
- Provide Specific Skills and Confidence
- Reinforce Lottery's Commitment to Responsible Gambling



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Employee Training Program

Completely different concerns and challenges than those of retailers

- Collective Bargaining issues
- Compensation Plan issues
- Perception issues

Fundamental Elements



A professionally-staged event with all the technical bells and whistles.



Fundamental Elements

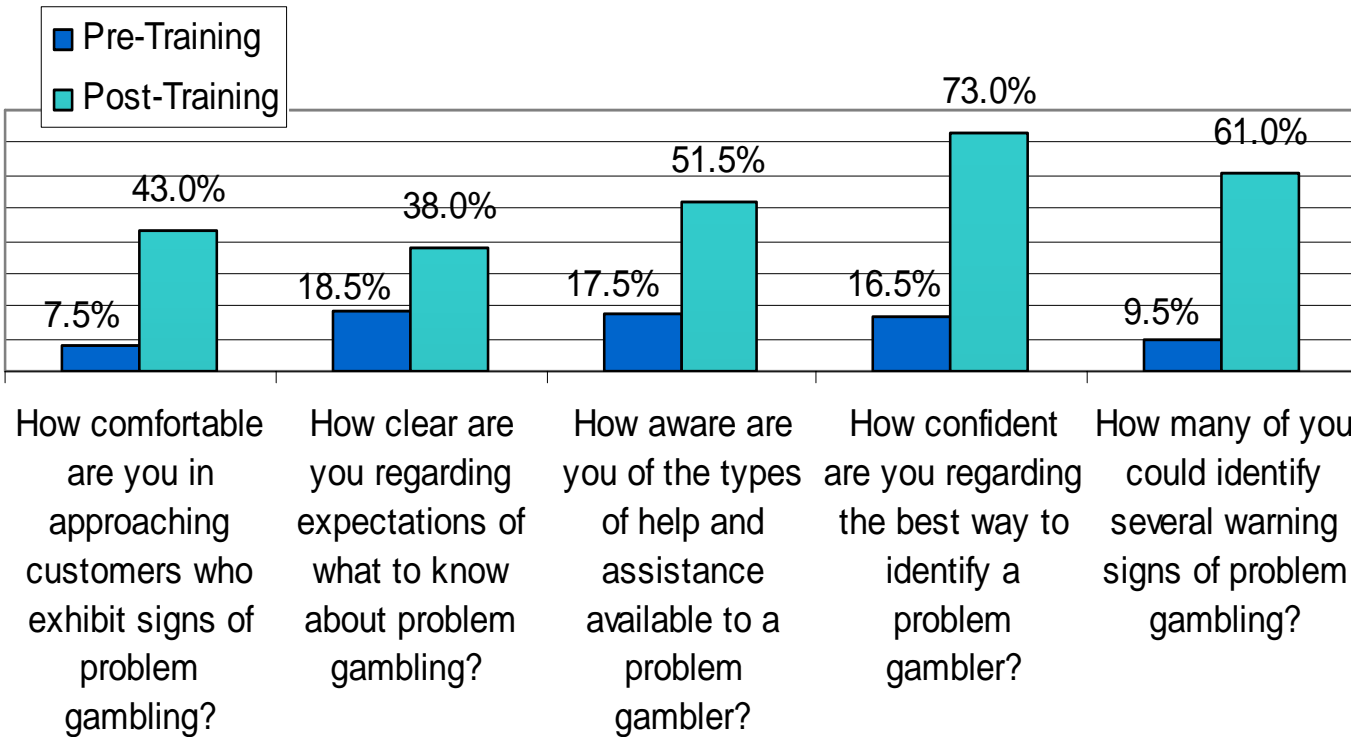
Theme was “Life in Balance”

- Keynote Speaker was Joanna Franklin
- Collaboration with prevention and treatment experts
- Participation of recovering gamblers and family members
- Real-life stories and observations as told by employees

Fundamental Elements

Assessment Surveys and Interactive Keypads

- Conducted BEFORE and AFTER the training to determine attitudinal changes
- Encouraged consensus-building
- Results were immediately available and discussed during the event



Training Results

Increased Employee Knowledge, Confidence and Awareness

- Positive Comments -- "I've never been more proud to work for the Lottery.", "We should do this every year.", "I had no idea the Lottery felt so strongly about RG."
- Employees learned how to RESPOND appropriately
- Lottery as an organization with BALANCE

Next Steps

- Expansion to eLearning
- Development of micro-website on the Lottery's corporate site

Conclusions

- Responsible Gambling is a foundation and core value of the Connecticut Lottery.
- Responsible Gambling is our covenant to raise revenue with integrity, conscience and social responsibility.
- Responsible Gambling is an investment in our success and an integral part of our future.



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Employee Training Program Vignettes

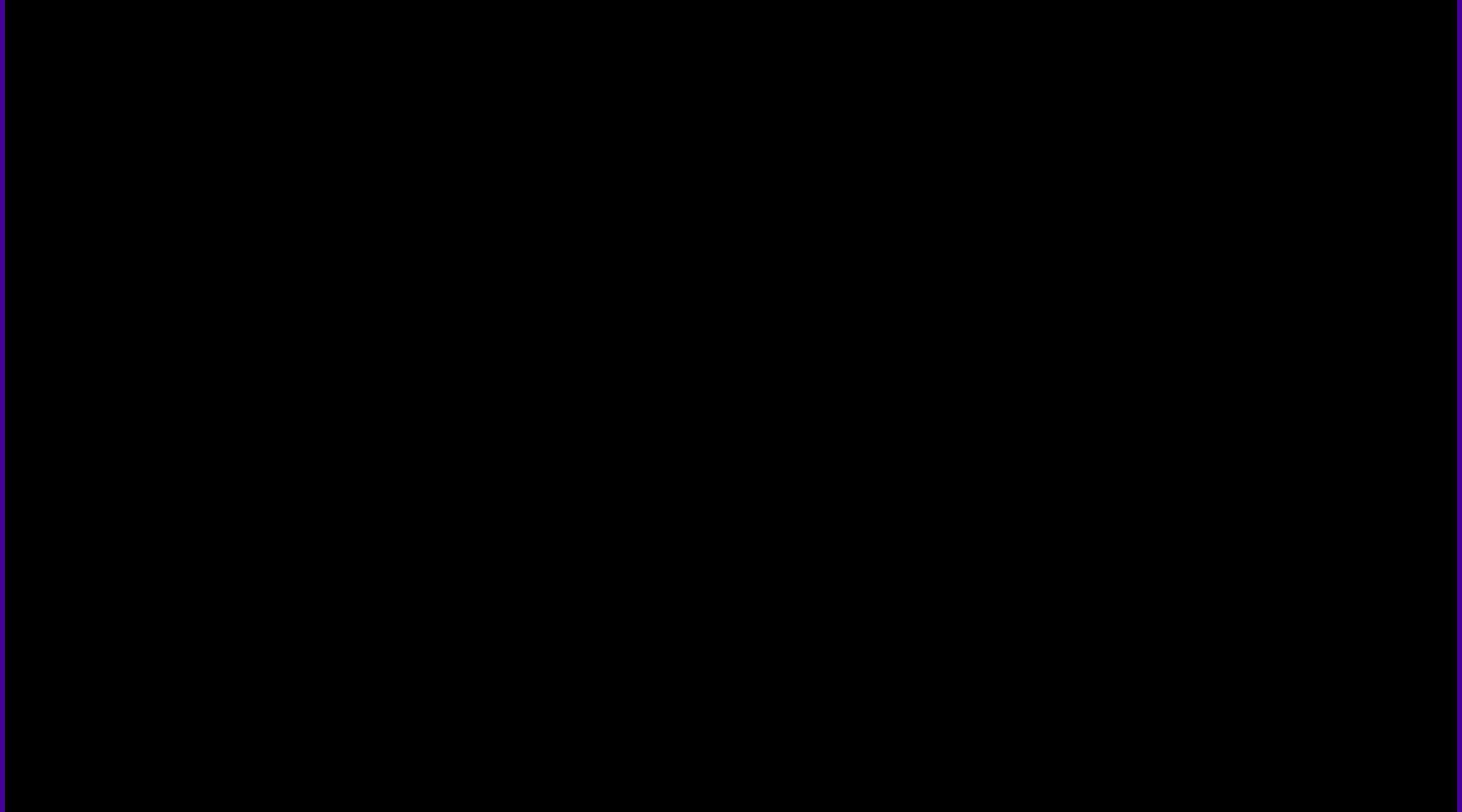
Vignette #1 "The Husband and Wife"

Vignette #2 "The Elderly Woman"

Vignette #3 "The Repeat Customer"

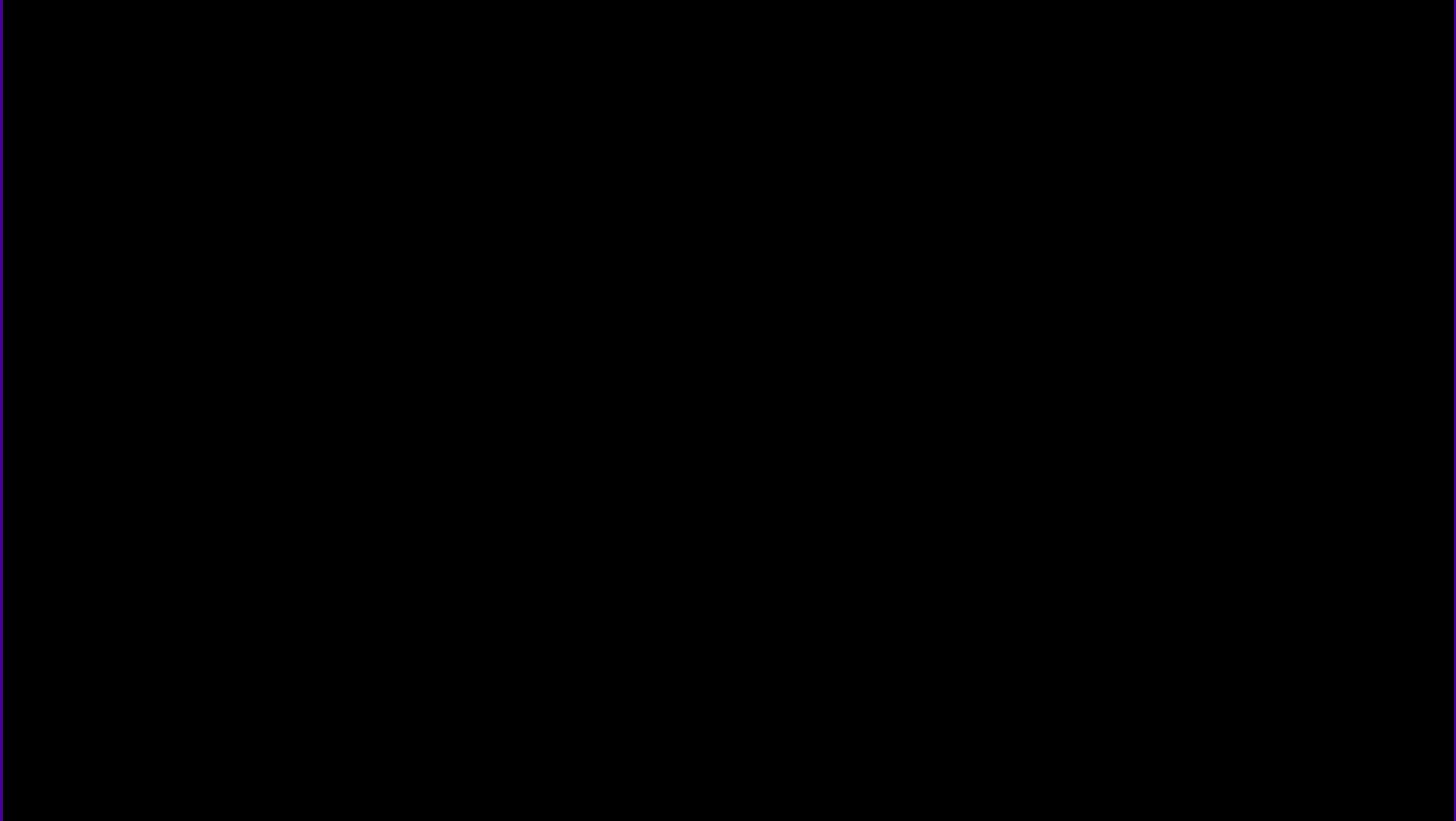


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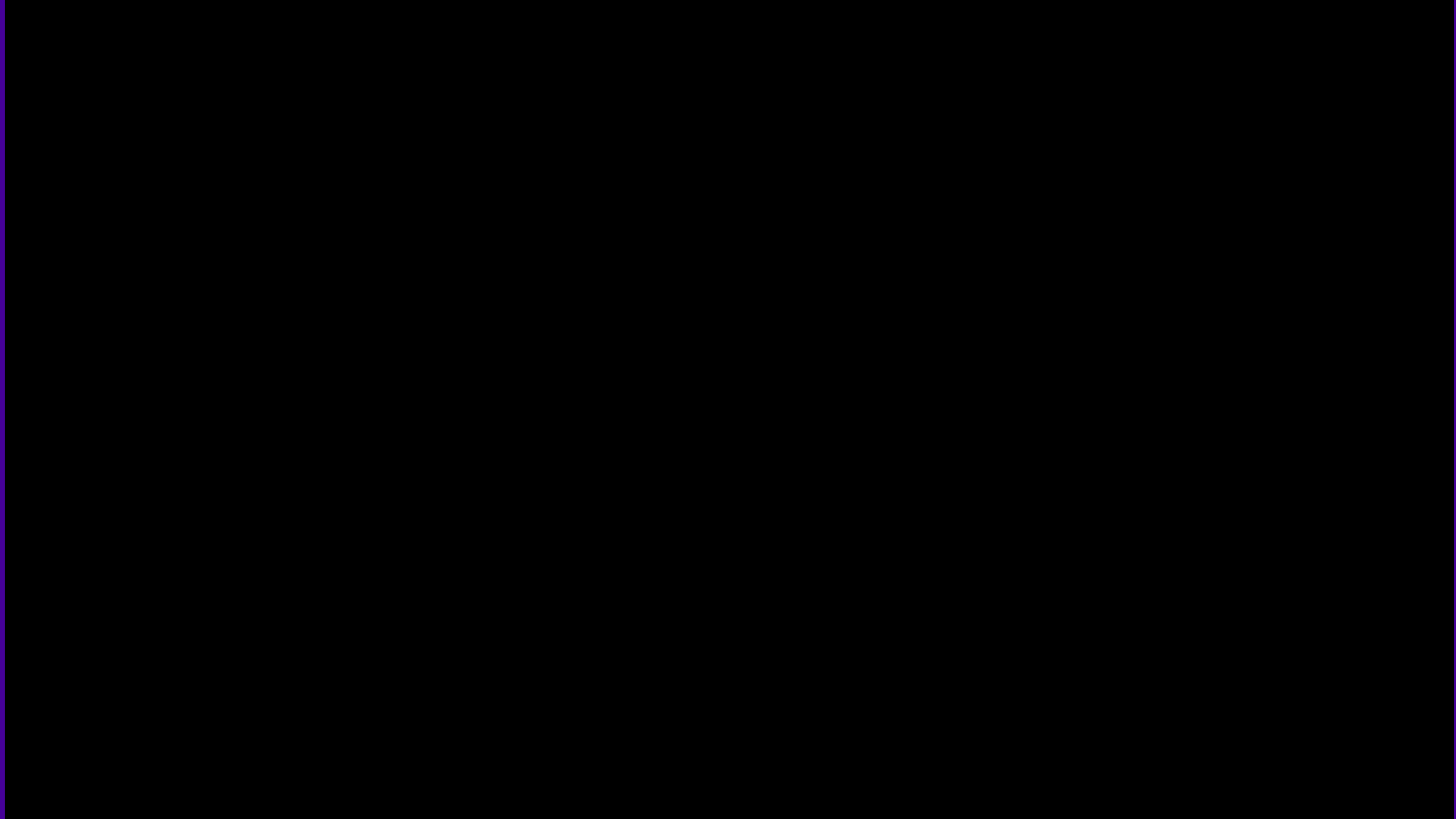


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Employee Training Program

Website Development



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life in balance

[home](#)

[Pre Questions](#)

[Videos](#)

[Post Questions](#)

[F.A.Q.](#)

[The Event](#)

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Welcome

to the Connecticut State Lottery Responsible Gambling Site. Below, you can take a virtual tour of the Questions and Video segments from The Event. We recommend following the tour in the order in which it is presented below:





life in balance

next

Videos

"A Gambler's Life"

A Gambler's Life



Convenience Store



In-And-Outers



Elderly Woman

Myth #1

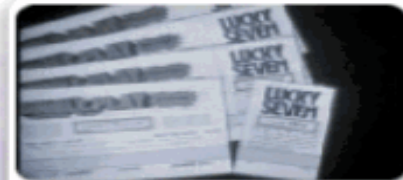
If I keep gambling,
I know my
luck
will change.



Myths and Misconceptions



Warning Signs



A Philosophical Evolution



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Retailer Training Video
"The Problem Gambler"



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Thank you.