



# Best Practices in Problem and Responsible Gambling Policy

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- Brianne Doura-Schawohl is a passionate, seasoned government relations professional with a decade of leadership in advocacy, public policy, government affairs, and communications.
- Her experience spans a wide range of work with executive and legislative branch officials and private sector stakeholders at the international, federal, state, and local levels of government.
- Named one of the **Top 100 Lobbyists** in 2022 and 2021 by the *National Institute of Lobbying and Ethics (NILE)*.
- Named **Top Lobbyist** in 2022 and 2023 by *The Hill*.
- Named by Global Gaming Business as one of the **Top 25** people to watch in **2022**.
- An honoree of the 2023 class of **40 under 40 Emerging Leaders in Gaming**.
- Recognized as one of **10 women rising in Gaming** in 2023-2024.
- History of experience and achievements in United States State and Congressional legislative work, including a diverse portfolio of complex problem gambling policy issues.
- Works with Congress and state legislatures and regulators to provide expert advice on gambling policy. She continues to work with stakeholders on both sides of the aisle across the country.
- Featured in numerous local, state, national, and international media, including CNBC, ESPN, Forbes, Bloomberg, The Financial Times, The New York Times, The Washington Post, The Washington Times, The Guardian, CBC, and others.
- She continues to speak at many conferences and other public events on gaming policy in the United States, Europe, Canada, and Australia.
- Serves on the Board of Directors for Kindbridge Behavioral Health.

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# State of the Nation

- **Forty jurisdictions** -- representing 51% of the U.S. population or over 153 million people -- now have access to regulated sports betting markets.
- **Thirty jurisdictions** have approved some iteration of online sports betting, including Tennessee and Wyoming, which offer online wagering only.
- **Eight states** have legalized iGaming - CT, DE, MI, NJ, NV, PA, RI, and WV
- **Forty-Eight jurisdictions**, 45 states, DC, PR and U.S. Virgin Islands run lotteries
- **Twenty-Three** states offer Daily Fantasy Sports
- There has never been in our nation's history so many proposed 'clean up' gambling bills/regulatory overhauls all relating to responsible and problem gambling being debated.



# From the Headlines



**State Senator Addabbo's bill directing mobile sports tax revenue to gambling addiction services passes in Albany**

**Gambling Regulator in Ohio Proposes Changes to Promotions, Ads**

New proposal seeks to ensure the protection of vulnerable individuals and refine the rules related to gambling promotions and advertising

**Ahead of Super Bowl, NJ launches program to track gamblers for signs of problem betting**



# Problem Gambling



**Problem gambling, or gambling addiction, includes all gambling behavior patterns that compromise, disrupt, or damage personal, family, or vocational pursuits.**

According to a new 2022 review published by the scientific journal *Addiction*, globally, **one (1) in every four hundred (400) adults has sought help for gambling problems**, either in the past twelve (12) months or at some point in their lifetime.

The U.S. estimates about 1-2% of the adult population struggles with problematic gambling.

Approximately **five percent** of all those who actively gamble will suffer from problematic gambling per the National Council on Problem Gambling

There are biological, psychological, and sociological factors that leave an individual at greater risk for developing a gambling addiction.

- Childhood gambling

- Early, unexpected big win

- Men 18 - 24 years old

- Current or lifetime history of depression and/or anxiety

- Current/lifetime substance use



# Problem Gambling in America



- The national annual social cost of problem gambling is \$14 billion.
- NCPG estimates 9 million American adults suffer from gambling addiction.
- There are currently no federal funds designated for problem gambling treatment or research, unlike the billions in funding for alcohol, tobacco, and drug addiction.



# Prevalence

Roughly **2%** of Virginia's population could be impacted by problem gambling, the state's Department of Behavioral Health and Developmental Services commissioner said

**Problem Gambling in Illinois** The statewide **prevalence** of **problem gambling in Illinois** in 2021 was 3.8%. An estimated 383,000 **Illinois** adults may have a **gambling problem**, while an additional 761,000 are estimated to be at risk for developing a **gambling problem**. • Types of **gambling** behaviors

Approximately 220,000 Ohioans engage in at-risk gambling with 30,000 engaging in problem gambling behaviors. 1 Of Ohioans that participate in casino gambling, **8.2%** are estimated to be at low-risk, moderate risk or meet criteria for problem gambling, compared to 4.8% for lottery and 5.1% for other gambling. 1





# New Jersey

## STUDY SAYS NJ IS ONE OF THE MOST GAMBLING ADDICTED STATES

- The overall rate of high-risk problem gambling decreased from 6.3% to 5.6%. Low/moderate-risk gambling also decreased from about 15% to about 13%.
- New Jersey's rate of problem gambling is about three times the national average, similar to the findings from the 2017 report.
- Participation in sports wagering increased from about 15% to a little more than 19%.
- The proportion of online-only gamblers nearly tripled from about 5% in 2017 to nearly 15%, while the proportion of individuals who gambled at mixed venues (both brick-and-mortar locations and online) nearly doubled from 19% to 36%.





# Connecticut

“The proportion of Connecticut gambling revenue from the 1.8% of people with gambling problems ranges from 12.4% for lottery products to 51.0% for sports betting, and is 21.5% for all legalized gambling,” Gemini concluded.

the researchers found that nearly 71% of all legal gambling revenue in the state comes from the fewer than 7% of residents who are problem (1.8%) or at-risk gamblers (4.9%).



# NGAGE: National Survey on Gambling Attitudes & Gambling Experience

The National Survey of Gambling Attitudes and Gambling Experiences

A large-scale survey of **3,000** Americans

- Total of 28,384 interviews

- 500 interviews in most states

- 100-200 sports bettors in all states

Includes questions on:

- Gambling participation

- Emphasis on sports betting and fantasy sports betting

- Problematic behavior

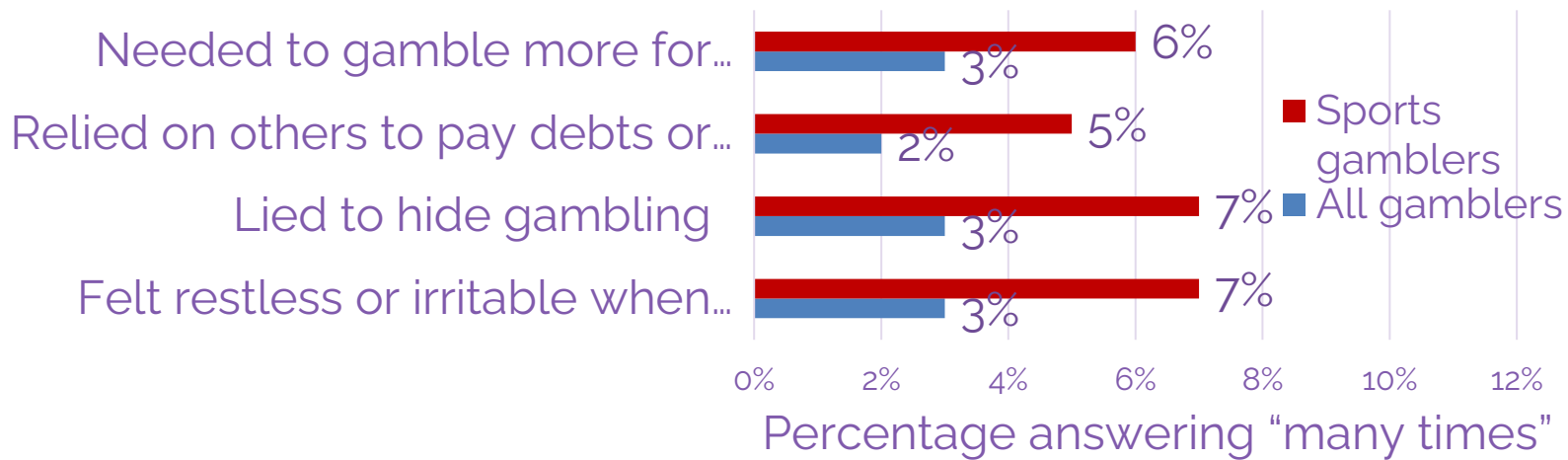
- Positive play

- Beliefs and opinions about problem gambling



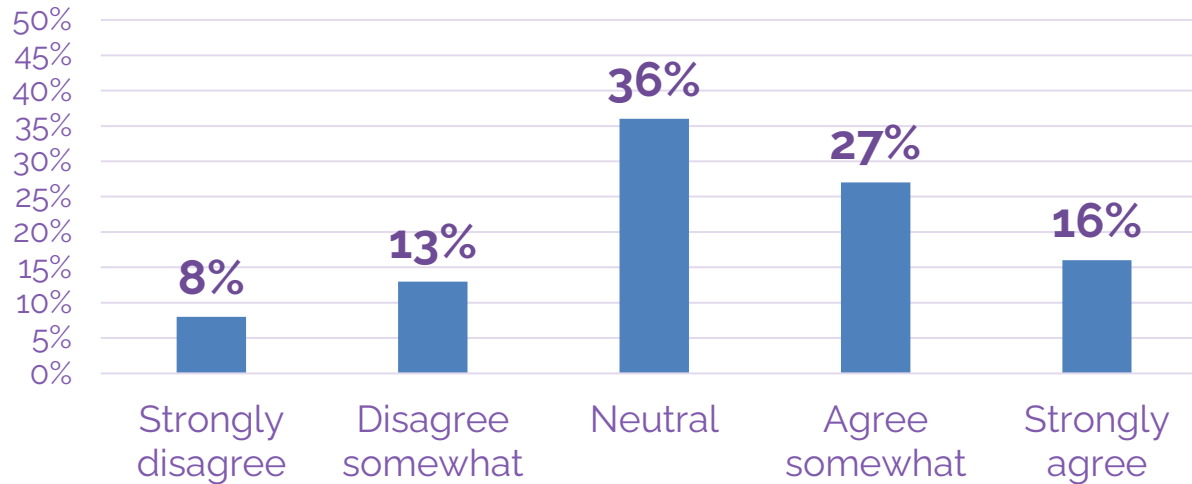
# NGAGE: National Survey on Gambling Attitudes & Gambling Experience

## Past year problematic gambling activity among sports bettors



# NGAGE: National Survey on Gambling Attitudes & Gambling Experience

**The government should do more to help people with a gambling addiction**



# Current Problem Gambling Infrastructure in the U.S.

## Substance Use Disorders

- ▶ U.S. Pop. With Past Year Problem (Est.)<sup>1</sup>

40.3 Million<sup>2</sup>  
14.5%

- ▶ 2021 Public Funds Invested into SUD Treatment (Est.)

\$31.8 Billion  
\$20.1 B Federal<sup>5</sup>  
\$11.7 B State<sup>6</sup>

## Gambling Disorders

- ▶ U.S. Pop. With Past Year Problem (Est.)<sup>3</sup>

2.2%  
5.67 Million<sup>4</sup>  
(7.1 times smaller)

- ▶ 2021 Public Funds Invested into Problem Gambling Services<sup>7</sup>

- \$94.0 Million  
(338 times smaller)  
\$0 Federal  
\$94 M State

▶ <sup>1</sup> 2020 National Survey on Drug Use and Health. <sup>2</sup> Estimate based on ages 12 + <sup>3</sup> Williams, R.J., Volberg, R.A. & Stevens, R.M.G. (2012). <sup>4</sup> Estimate based on 2020 U.S. Census ages 18+. <sup>5</sup> National Drug Control Budget FY 2022. <sup>6</sup> SAMSHA Spending Estimates – Projections for 2010-2020. <sup>7</sup> 2021 NAADGS Survey

## A Tattered Safety Net:

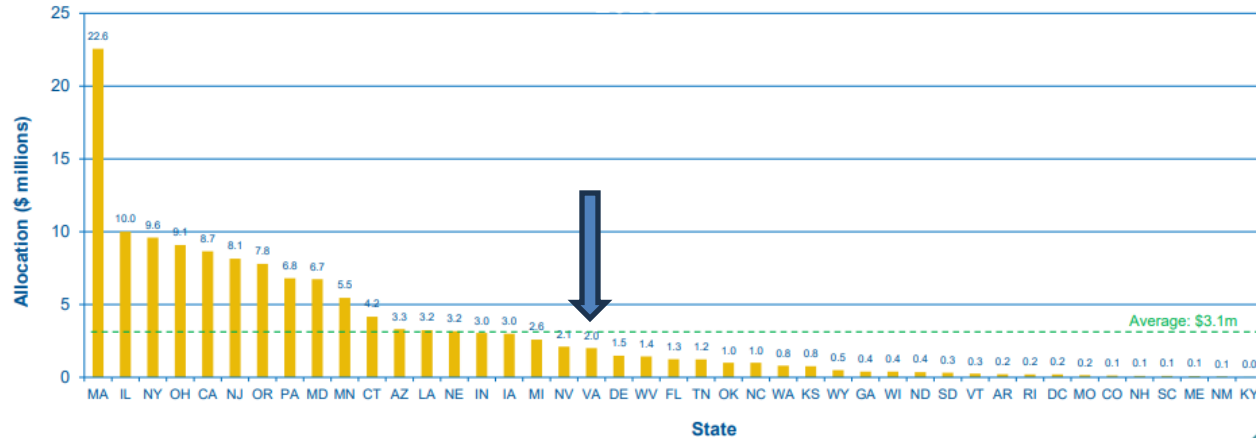
- Total average \$ per PG per capita is **54 cents**
- **8 jurisdictions** with \$0
- Virginia, the per capita average spend is **20 cents**.
- Virginia **ranks 27<sup>th</sup>** in the nation for per capita investment
- The estimated annual social costs incurred by the state of Virginia is **\$358 million**
- Substance abuse was **338x** more funded than publicly funded Problem Gambling services, only **7.1 times more prevalent**



# Current Problem Gambling Infrastructure in the U.S.

## U.S. State Agency Problem Gambling Services Allocations, by state: 2023<sup>1</sup>

There was a wide range of state allocation levels, from \$22.6m for MA and \$.01m for KY. The average 2023 allocation was \$3.1m. (The median was \$1.2m.)



# Current Problem Gambling Infrastructure in the U.S.

## States with largest increases in 2022-23 allocations



### Tennessee: **586%**

TN allocation increased 586%, from \$180,000 to \$1,235,000.

The increase was due to an increase in TN's privilege tax, a biproduct of legislation legalizing sports wagering, which is a source of income for supporting problem gambling services.



### New York: **168%**

NY allocation increased 168%, from \$3,600,000 to \$9,600,000.

The increase was due to new legislation related to mobile sports wagering which directs \$6,000,000 to problem gambling treatment and education.



### Massachusetts: **113%**

MA allocation increased 113%, from \$10,600,000 to \$22,562,012.

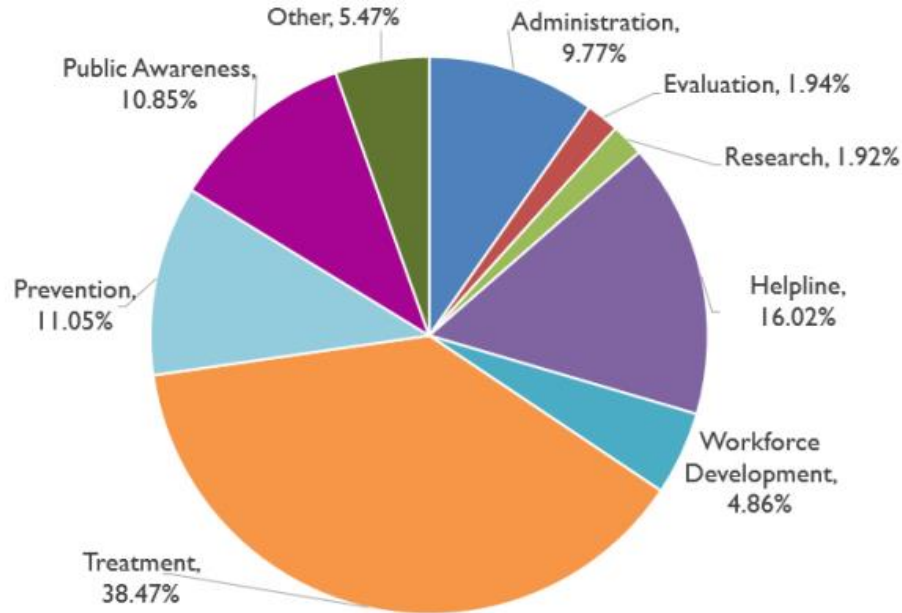
The increase was largely due to legislation legalizing sports wagering, which allocates a portion of sports wagering to problem gambling programs and services.





# State Model for Strategic Planning Purposes

Figure 16. State Budget Allocations by Service Category, By % Allocation



## PROBLEM GAMBLING ECOSYSTEM



# State Model for Strategic Planning Purposes



As I discussed at the PGTSAC meeting on October 18, the most recent survey by the National Association of Administrators for Disordered Gambling Services (see graph below) found the national average for problem gambling spending on prevention is 11% and treatment is 38%. According to the information presented at this meeting, in FY 2023 in Virginia only 18% of the problem gambling budget was spent to support treatment while 66% went to prevention. In FY 2024 the proposed figures are 31% to treatment and 57% to prevention, with prevention funding still five times the national average while treatment and recovery are still below the national average.

–Keith Whyte, Executive Director NCPG, October 2023 memo to DBHDS



# Best Practices



## Funding:

States have an obligation to dedicate a percentage of gross tax revenue from all forms of legal and regulated gambling in the state. Those dollars should be allocated for: research, prevention, treatment, and recovery of problem gambling.

## Research:

An annual research agenda should be funded and consulted to inform policy. Massachusetts, New Jersey, and Ohio are strong frameworks.

"The state shall develop an annual research agenda in order to understand the social and economic effects of expanding gaming in the state and to obtain scientific information relative to the neuroscience, psychology, sociology, epidemiology and etiology of gambling.

## Prevention/Education:

Should be administered by addiction experts in DBDHS and coordinated with a responsible gambling expert in the regulators office.

"The Expanded Gaming Act established a Public Health Trust Fund, which supports social service and public health programs dedicated to addressing problem gambling and related issues, including research, prevention, and treatment.

The Public Health Trust Fund is administered jointly between the Massachusetts Gaming Commission and the Massachusetts Department of Public Health, as a designee of the Executive Office of Health and Human Services."



# Best Practices



## **Treatment:**

States should provide subsidized treatment to individuals struggling and affected others. A variety of treatment options should be offered. Options to be considered: teletherapy, outpatient, inpatient, group therapy. Louisiana is a model example:

“Louisiana has developed unique programs to address these problems. The result is an exciting, new treatment concept, which affords varying levels of counseling and help, up to and including residential treatment. The level of treatment to which the person assigned is based on an assessment with our staff. The need for treatment is supported by the fact that studies commissioned by the Louisiana State Office of Behavioral Health show that as many as 200,000+ Louisiana residents suffer from gambling related problems.

## **Recovery:**

Research highlights that 90% of individuals struggling with problem gambling will relapse. With this in mind, any state run program should have ample programs to support after-care and help assist individuals seeking recovery.

“Better Choice Programs are gambling-specific treatment programs funded by the State of Connecticut. Services are offered at more than 14 locations in Connecticut through community agencies. Most programs offer a variety of outpatient services including: individual, group, peer recovery support, medication, and budget counseling for both individuals impacted by problem gambling and affected loved ones. Services are provided at little to no cost.”



# Virginia Helpline V. National Helpline



The National Council on Problem Gambling operates the National Problem Gambling Helpline. This helpline serves as a one-stop hub connecting people looking for assistance with a gambling problem to local resource. This network includes 27 contact centers, each covering all 50 states, and U.S. territories.

National Helpline 1-800-GAMBLER

Jan 1, 2020 – August 19, 2024 Calls (25,544), Texts (406), & Chats (569) **26,519**

January 1 – August 19 2024 – **3,506, 73 texts, 111 chats**

Virginia Specific Helpline – **967** calls this year



# A Collaborative Approach

- The most **comprehensive model to mitigate risk and reduce harm** is a bifurcated approach between the **state health agency and one central gaming regulatory agency**. Utilizing non-profits and other experts within communities and across the state.
- Research should serve as the backbone for all policy decisions.
- Regulations should be robust but also nimble enough to respond to the market and innovations.
- The regulator should be empowered to require and enforce stringent consumer protection provisions as part of licensure. These should be based off the findings from the state health agency.
- A state strategic plan should be designed to coordinate all the ways to address this public health issue in a streamlined and effective manner.
- All aspects of the problem gambling ecosystem must be addressed, or the system will collapse.



# Understanding Current Trends

- Cashless Gaming – utilization of credit cards and anonymous prepaid cards.
- Legal age for engaging with products. Lottery, DFS, 18+.
- Operators state that their systems have capabilities – yet all aren't deploying them for consumer utilization unless mandated. Or these systems vary operator to operator and make it cumbersome for consumers.
- Only certain stakeholders are currently carrying the burden for funding problem gambling – all who profit must contribute.
- Regulators and Legislators across the country are becoming increasingly worried about the implications of advertising on communities and vulnerable populations.
- Problem and responsible gambling regulations and policies vary immensely from state to state and across the nation – the nation is only as strong as its weakest actor.
- Operators are struggling to comply and provide substantive and comprehensive tools and information to the players across jurisdictions.







# THANK YOU

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