

Missouri Lottery

The Missouri Lottery values its role as a founding member of the Missouri Alliance to Curb Problem Gambling. In 2009, the Lottery continued to build awareness of problem gambling and promote the availability of free treatment to problem gamblers and their families in a variety of ways.

The Lottery played a valuable role in the planning and coordination of the sixth annual Midwest Conference on Problem Gambling and Substance Abuse held in St. Louis. Lottery employees created and maintained the conference Web site, worked at the registration desk, executed media campaigns to promote the conference and provided video-assist during the event.

Additionally, the Lottery hosts the Alliance's Web site, www.888betsoff.org. The Web site includes: a comprehensive list of certified compulsive gambling counselors by county, links to the Midwest Conference Web site, Alliance news, frequently-asked questions, resources and links to other problem gambling sites and organizations.

The Lottery also produces the Bets Off Bulletin, a free bi-annual newsletter for the Alliance. The newsletter includes news, research, features and upcoming events to help keep subscribers informed on what is happening in Missouri. The newsletter is available on the Alliance's Web site.

The Lottery's responsible gaming program includes the creation and distribution of an award-winning youth addiction prevention program, "Beat Addiction: Choose the Right Path," which is available at no charge to all Missouri schools with students in grades 6 through 12. The program was originally created in 2002, and it was revised and re-released in 2009. The new program includes a 30-minute DVD with four testimonials from a diverse cast of youth in recovery from various addictions (Spanish and closed-caption versions are available on the disc), a facilitator's guide and poster. Free copies can be ordered by contacting the Lottery's responsible gaming coordinator at (573) 526-7467 or koofeh@molottery.com.

In addition to the above-mentioned services, the Lottery is responsible for:

- Problem gambling public service announcements (PSAs) for radio and television;
- Permanent outdoor billboards in Kansas City and St. Louis that publicize the 1-888-BETSOFF help line number;
- 1-888-BETSOFF help line number and "Play Responsibly" message on the back of all Lottery tickets, publications, vending machines and on the Lottery's Web site;
- Stickers stating "Players must be 18 or older" are on all Lottery Numbers terminals and Instant Ticket Vending Machines at retail locations;
- Inclusion of "Players must be 18 or older" messages on the back of Numbers Game tickets and Scratchers tickets;
- Promoting the 1-888-BETSOFF help line number through placement of posters and brochures in Lottery retail locations;
- Problem gambling awareness articles in retail and player publications;
- Reminders that players must be 18 or older and "play responsibly" messages included in all Lottery publications, including a player newsletter, a retailer publication and the Lottery's fact book;
- Exhibiting and presenting at conferences and workshops for educators, judicial personnel, prosecuting attorneys, university/college representatives, counselors, social workers, older adults and the general public to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Creating and maintaining an adequate supply of public awareness posters and brochures for Alliance members;
- Creating and producing informational videos for the Alliance;
- Training of Lottery employees in problem-gambling sensitivity; and
- Development of a Code of Ethics for Lottery advertising.



