

Lane County Public Health

Prevention Program - Problem Gambling Prevention

2013 Session Bill #: HB 2163
Joint Committee on Pages: 3
Ways and Means Trans/Econ Dev Subcommittee
Date: 6/10/13 Exhibit #: 4

DATE: June 10, 2013

TO: Joint Committee on Ways and Means Subcommittee on Transportation and Economic Development

RE: Testimony in Support of HB 2163 A-Engrossed | Requires Oregon State Lottery to balance mission to maximize net revenue with mission to serve public good. Requires Oregon State Lottery Commission to adopt comprehensive policy to ensure integrity, security, honesty and fairness of lottery games.

Dear Co-Chairs and Members of the Committee,

Thank you for the opportunity to testify regarding House Bill 2163 A-Engrossed. The Lane County Board of Commissioners has reviewed and is in support of this bill.

I am one of several problem gambling prevention coordinators at the local level and been involved in this field for over 11 years. Local prevention specialists like me across the state spend a portion of our time on problem gambling efforts; we work to increase community awareness of problem gambling, promote resources available for problem gambling, and work to help reduce risk factors for those susceptible to risky gambling. We often have to try and counter industry messages which have far more resources devoted to the promotion of gambling.

In our field, we often liken the awareness of problem gambling to where alcohol and tobacco were decades ago. There is relatively overall low public awareness of problem gambling, high stigma and few policies devoted to mitigating problem gambling.

The Federal Trade Commission's Division of Advertising Practices monitors advertising and marketing of alcohol and tobacco to children. No such protection is offered when it comes to the advertising and marketing of gambling. Those same protections should be in place, and the code of conduct as stipulated in this bill would help offer protection. As technology and online/mobile gambling industries move forward, we need to be prepared and be sure we are protecting our most vulnerable.

The language change in this engrossed bill fits in alignment with the Department of Justice's March 2013 opinion that the Lottery not use its administrative funds to support problem gambling advertising, policies, procedures and programs.

A comprehensive policy as stipulated in this bill would help prevent future public relations issues with the Lottery, as has occurred in the past with campaigns that appeared to target



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youth (see Exhibits). Since then, the Lottery has engaged Oregon problem gambling professionals and made a variety of changes; however the Lottery's response to the recent Department of Justice opinion has stuttered, if not may reverse, many of those progresses made.

Institutionalizing a proper social responsibility effort is in the State's duty of care to protect its citizens and state from the social and economic harms of problem gambling. This bill will aid the people of Oregon in ensuring the Lottery works to minimize risks of gambling and ensures from a policy standpoint that, regardless of who presides in leadership levels at the Lottery, standards are upheld.

Thank you again for the opportunity to provide comment on this bill.

Sincerely,

Julie Hynes, M.A., C.P.S.

Coordinator, Lane County Problem Gambling Prevention

Recipient, National Council on Problem Gambling 2012 Wuelfing Award for Prevention



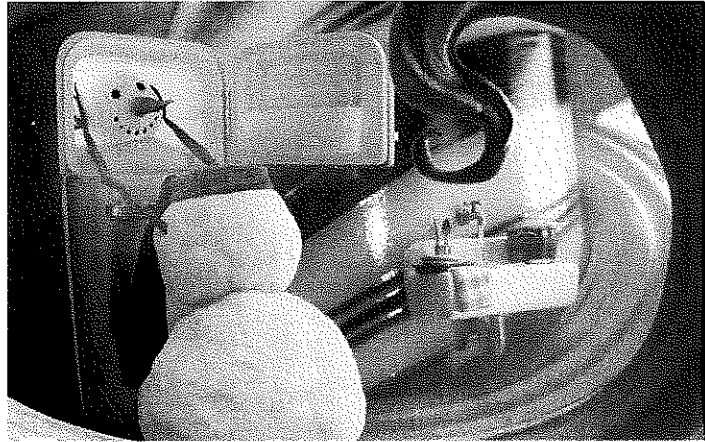
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Exhibits

A 2010 "Beard World" Oregon Lottery television ad was a highly animated look inside Santa's beard.

(Screenshot source: [Borders Perrin Norrander, Inc.](#))



"What's in Santa's Beard?" Oregon Lottery billboard

(Image source: J. Hynes)



"Icicle Climb" themed scratch ticket was to begin in conjunction with the launch of Oregon Lottery's ORcade. The Icicle Climb online game features a children's cartoon penguin named Pingu.

(Image source: [The Oregonian](#))

