



TO: The Honorable Representative Monnes Anderson , Chair
Senate Committee on Health Care and Human Services

FROM: Jeff Marotta, Ph.D.

DATE: February 20, 2014

SUBJECT: HB 4028A –Amendment to ORS 461.549; Problem Gambling Awareness Ads

Chair Monnes Anderson and members of the committee, my name is Jeff Marotta, Owner and Senior Consultant of the consulting firm, Problem Gambling Solutions, Inc.. From 2000 to 2007, I was the Problem Gambling Services Manager working within the Oregon Department of Human Services (DHS) and during that time I collaborated with the Oregon State Lottery (OSL) on responsible gambling and problem gambling awareness projects. After my departure from civil service, I resumed a relationship with the OSL as a contracted problem gambling and responsible gambling consultant. The OSL is one of many agencies I have provided consulting and training services for on a national and international stage.

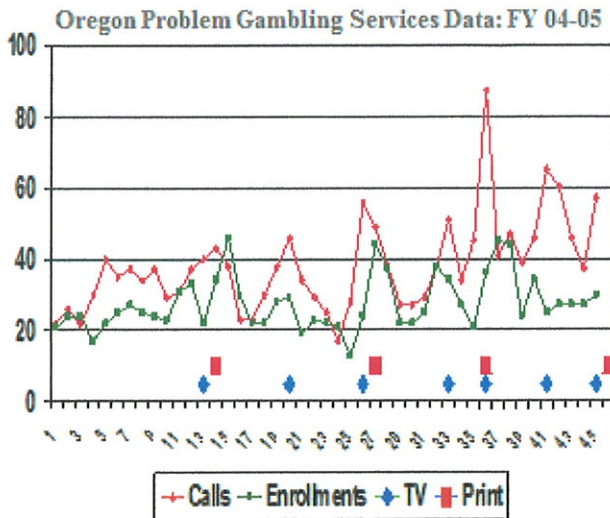
Foremost, I would like to express my appreciation for the work you and your committee members are doing to support Oregon's public health by taking measures to reduce gambling related harm. Importantly, HB 4028 expressly links the lottery's operating principles of integrity, security, honesty and fairness with the provision of gambling services in a way that seeks to minimize harm to customers and the community associated with gambling. In doing so, the OSL is permitted to utilize their operational budget to mitigate gambling related harms including reinstating efforts to raise the awareness of Oregonians about how to identify and obtain help for gambling problems.

Investing in efforts to promote problem gambling prevention and treatment information makes a difference. During my tenure as Oregon's Problem Gambling Service Manager, we tracked the impact of Lottery problem gambling awareness ads and responsible gambling ads on problem gambling helpline call volume and gambling treatment enrollments. As detailed on the sheet attached to this written testimony, problem gambling advertising significantly increased our ability to help more Oregonians in need. Indeed, since last spring when the Lottery discontinued problem gambling awareness advertising, gambling treatment enrollments have declined.

In summary, HB 4028A is needed, its utility is backed by research, and it will allow the OSL to regain its footing as an exemplary responsible gaming operator.

Thank you again for the opportunity to provide this testimony. I would be happy to address any questions.

Relationship Between Advertising, Helpline Calls, & Treatment Enrollment



During weeks TV ads were aired, compared to non-ad weeks:

- Average call volume was 59% higher
- Average treatment enrollment increased 39%.

Oregon Lottery Television Ads Only Calls to the Problem Gambling Helpline				
Category	Number of Weeks	Average Number of Callers	sd	
FY 04-05				
Non-Ad Weeks	45	35.0	8.3	
“Batting Cages”	4	50.0	5.5	p < .01
“Normal”	3	74.0	11.0	p < .001
Any TV Problem Gambling Ad	7	60.3	14.5	p < .01
FY 05-06				
Non-Ad Weeks	44	36.2	8.3	
“Paint”	6	46.3	14.5	p < .05
“Normal”	2	51.0	5.0	p < .01
Any TV Problem Gambling Ad	8	47.5	13.0	p < .01
FY 06-07				
Non-Ad Weeks	40	40.2	8.2	
“Help-Men, Women, & Youth”	4	59.8	9.7	p < .01
“Normal”	2	59.0	3.0	p < .01
Any TV Problem Gambling Ad	6	59.5	8.1	p < .01
“Three Heads”	4	51.5	5.6	p < .01
“Big” & “Safety”	2	40.0	5.0	ns
Any TV Responsible Gambling Ad	6	47.7	7.7	ns
Any TV Ad				