

# Lane County Problem Gambling Advisory Committee

## Meeting Minutes: April 4, 2006

### *'Know the Rules of the Game'*



*Attending: Michele Tantriella-Modell, emergence; Ronda Hatefi, Oregonians for Gambling Awareness Organization; Gary, community member; Sarah Kerr-Daly, Monroe Middle School teacher; Julie Hynes, Lane County H&HS (facilitator)*

### **Introductions**

Gary and Sarah introduced themselves to the committee. Gary is a gambler in recovery and has been recently active in highlighting awareness of this issue. Sarah's classes have been participating in Lane County's problem gambling prevention in-class workshops, and her students participated in the poster search for the second year. Both have had a great deal of involvement and participation with this year's Problem Gambling Awareness Week activities. We welcome them and thank them for their time and interest in being part of this committee.

### **Oregon Problem Gambling Awareness Week debrief**

The group debriefed this year's efforts and their efficacy. All who participated in previous years' efforts agreed that this year awareness was highlighted more than ever in the media. The state's media release likely had a lot to do with the increased attention. As a recap, around the county we coordinated: a half-day training on problem gambling for clinical providers conducted by Michele and Julie; new public service announcements developed by this committee; a guest editorial printed in the R-G, written by Ronda; Eugene mayoral proclamation; Green-and-White Ribbon Week, conducted by Ronda and high school students; several media interviews and articles; poster search recognition event; college prevention course presentation; and more.

### **Poster judging: Selection of top 10 Lane County posters**

Julie reported that the poster search judging will take place in Salem on April 7. DHS and its partners would be judging the posters, which would represent the top 10 posters from each participating county. Lane County received a total of over 150 posters in all.

Julie presented the group with voting criteria, and stated she was waiting for two schools to turn in their posters. The group decided that it would select the top 8 posters during the meeting, then Julie would decide on the final two posters from the outstanding posters. The top posters were then voted upon during the meeting. (Sarah abstained from voting, as her classes participated in the poster search.)

### **Plans for upcoming PSAs**

Positive feedback was received from the "Know the Rules of the Game" parent-targeted PSAs. Help line activity changes due to the PSAs are unknown at this

point. The consensus of the committee was great interest in running the PSAs again, using the exact same 30-second spot, and with different voice talent production for the 60-second spot. We have not scheduled run dates yet for future spots.

### **U of O prevention efforts update (Julie)**

Julie presented to the University of Oregon's Substance Abuse Prevention Team meeting on April 4. The presentation was arranged after the University's response to the recent media attention around state college problem gambling prevention project. The meeting included members from the athletic department, Student Life office, Health Center, Greek community, housing, public safety, Student Judicial Affairs, and the Substance Abuse Prevention Program.

Suggestions for U of O in the presentation were: involvement in Oregon Problem Gambling Services upcoming college prevention program, inclusion of policies in residence halls, curriculum infusion, prevention programs, RA trainings, and screening. Chris Loschiavo, Director of Student Judicial Affairs, stated that the U of O will be placing language about gambling into its code. The code will be directed toward addressing bookmaking activities on campus.

Follow-up plans as a result of the meeting include: future presentations to specific on-campus programs, and adding gambling questions to an online assessment tool by 2007. Members were encouraged to provide suggestions to Julie for future outreach plans.

### **Youth incentives**

Julie presented the group with several options for purchase of future youth incentives for general use in schools. Currently the 'weepuls' (fuzzy green animals) and pencils are used, and are found to be quite popular with middle school students. Sarah and Ronda agreed that the students respond well to the weepuls. After reviewing a list of alternative options, the group decided that the Lane County Problem Gambling Prevention will purchase weepuls and pencils for future youth incentives. The weepuls will be ordered with the new "Know the Rules of the Game" tagline.

### **Other**

- Gary had a suggestion for the Lottery's responsible gambling campaign. He would like to see the responsible gambling ads on public transportation. He has spoken to Jeff Marotta about this idea, and received a positive response. Gary also suggested the Lottery start placing the Lie-Bet questions on their posters for placement in video lottery retailer locations. This way, players who may experience problems with gambling will have the brief screening readily available to them. Julie volunteered to discuss both ideas with Jeff at the April 7 meeting in Salem.

*[Follow-up: ON April 7 Julie spoke with Jeff Marotta, who said that he thought both ideas were sound and that he would bring these issues up before an upcoming meeting he had with Lottery representatives in late April. Jeff said the Lottery is in currently considering bus ads for their responsible gambling campaign.]*

- Ronda wanted to know about recent casino television advertisements she has seen with regard to the video slots/poker games (aka “line games”). According to law, the Lottery may not advertise video line games. Ronda wanted to know why these laws do not seem to be applied. Julie volunteered to ask Jeff Marotta at a meeting April 7.

*[Follow-up: On April 7 Julie spoke with Jeff Marotta, who said that the casinos are not subject to the same law that the Lottery must follow. Casinos in Oregon may advertise video line games.]*

- Sarah commented that she would like to see a “Then and Now” comparison of how much education funding has changed with Lottery funding. This may be a future project for the committee, for interest purposes.
- FYI on Lottery commission meetings: We had an inquiry about the Lottery Commission meetings. The Commission meets next on Wednesday, April 27 10am-12pm at the Lottery building in Salem (500 Airport Road NE, Salem). Meetings are open to the public. A complete meeting schedule can be found on the web at: <http://info.oregonlottery.org/033.htm>

**Next Meeting:**

Tuesday, May 2 from 3:30 - 5pm at Perugino (767 Willamette St.) in Eugene.  
All meetings are open to the public!