

# Lane County Problem Gambling Advisory Committee

## Meeting Agenda: May 2, 2006



*Attending: Michele Tantriella-Modell, emergence; Ronda Hatefi, Oregonians for Gambling Awareness Organization; Zach Hatefi, 6<sup>th</sup> grade student/Harry Potter aficionado; Gary, community member; Julie Hynes, Lane County H&HS (facilitator). Sarah Kerr-Daly, Monroe Middle School teacher provided later input/feedback by phone.*

### ⇒ **Poster judging: Selection of top 10 FINAL statewide posters**

The group decided to select posters #2-5, as the top poster statewide has already been selected.

Collective votes from each of the 5 people attending were:

- #2: "Problem gambling: It's a family affair." Good message, nice, clean artwork, easily translatable to a poster, and potential good target to all audiences.
- #3: "Girl in hat" (a.k.a., "You may have won them back this time, but what about next time?") Simple, clean artwork and good message. Potential target to all audiences, but especially good for youth audiences. Easily modifiable and can include the help line number.
- #4: "Cartoon" (a.k.a. "Why gamble when you have family and friends?") We really liked the artwork. . However, the message just didn't fit. We would suggest to modify the message to something similar to, "Faced with whether to gamble? Know the risks."
- #5: "Money" good message, very nice artwork, but REALLY busy to reprint as a poster. Suggested as a possible artwork/message for new brochures.

Off the list were:

- "Joker," which had great artwork but seemed too 'dark' overall.
- "Life's Not a Game: Why Gamble?" was selected as a poster with top artwork. However, there were issues from about it being a potential trigger (money and the falling dice).
- "Cards" (bunches of cards with messages about 'no money,' 'drugs & alcohol,' 'crime,' etc. was selected as a top messages poster but was too busy to be selected as a top overall poster.
- "When you gamble...You could lose more than everything" was a very interesting concept but the picture frame message didn't seem to translate easily/quickly enough for a poster..
- "Dice and Cards" (a.k.a. "Think about it...") Too busy and, again, the message just wasn't strong enough.

### ⇒ **Plans for 60-second radio PSA**

- Run dates: Late June, so as not to run during the same times as the emergence PSAs
- Emergence will be funding and running 2-4 60-second PSAs advertising problem gambling treatment in Lane County. "You can't afford not to make a call."
- Production: New voice talent will be used for 60-second PSA, since we got feedback that the voices didn't sound like an actual mom and dad. Gary has volunteered to be the male voice talent, and Brinda Narayan-Wold with Lane County H&HS volunteered to be the female voice talent. Both have extensive experience in radio voice.

### ⇒ **School and U of O prevention efforts update (Julie)**

- Residence life team: upcoming presentation/trainings for RAs and other housing staff
- Curriculum collaboration with state for middle school health curriculum; language to be determined

### **Responsible gambling campaign:**

- Julie will follow-up with Jeff on the meetings with the Lottery about bus ads and Lie-Bet. *[Follow-up: Called Jeff on 5/3 and awaiting response.]*

### ⇒ **Poker/card rooms issue**

Julie was recently contacted by a concerned community member regarding lack of oversight of local 'social gaming' establishments. Particularly of concern to this community member was the 'rake' that poker establishments are collecting.

The primary problem with oversight and enforcement is that social gaming does not fall under the jurisdiction of the Lottery or Oregon Liquor Control Commission. So, local law enforcement is the only authority for oversight/enforcement.

Julie followed up with the Lane County district attorney's office, and City of Eugene, but responses by Chief Deputy Alex Gardner of the DA's office and the City of Eugene was that enforcement of codes is "resource intensive" and currently enforcement is overtaxed.

The committee decided that this issue is so large it needs to be brought forth on a statewide level. Codes/legislation needs to be established, perhaps be brought to friendly legislators with an interest on this issue. Gary suggested that responsible gambling materials also be required to be displayed in any

establishment that offers this kind of gambling. Recommendations for bringing this issue up at the state level included:

- enforcement language included in social gaming, possibly through OLCC, which already has a structure in place for enforcement)
- minimum age (21, for alignment with establishments selling alcohol)
- responsible gambling materials requirement

Julie will bring this issue up at the next statewide problem gambling prevention committee meeting and report back to this committee.

⇒ **Other**

Group decided to break and have no meetings during July and August. We will reconvene in September.

**Next Meeting:  
Tuesday, June 6 from 3:30 - 5pm  
at Perugino in Eugene.**