

Industry Talking Points

Use these key messages to create materials and inform communications during Responsible Gaming Education Month (September 2022).

The American Gaming Association and its members are committed to building a sustainable market and ensuring bettors have a safe, fun experience.

- During September, Responsible Gaming Education Month (RGEM) provides an opportunity to showcase our efforts to promote gaming literacy and consumer education, elevate employee training, and work with partners to advance our understanding of responsible gambling.
- We are committed to fostering responsible gaming and addressing problem gambling to ensure that patrons play responsibly and those who may need help have the resources they need.
- The gaming industry invests hundreds of millions of dollars annually to:
 - » Empower players with ongoing education, self-limiting tools and monitoring for unusual or risky behavior.
 - » Conduct extensive employee training built on a culture of compliance.
 - » Fund independent research into effective responsible gaming approaches.
- We work closely with the country's more than 4,000 regulators to protect consumers and promote responsible gaming.

Our commitment extends to the growing legal sports betting market.

- With expansion to new markets, we are focused on continuing to educate seasoned and new customers alike on keeping sports betting fun.
- The *Have A Game Plan.® Bet Responsibly.™* public service campaign educates bettors on the principles of responsible sports wagering: set a budget, keep it social, know the odds and play legally.
- It's incumbent on everyone in sports betting ecosystem—from operators, leagues, teams, media—to ensure we're continuing to promote responsibility and educate consumers about this new opportunity.

Unlike legal operators, illegal gambling offers no consumer protections and exploits the vulnerable.

- Illegal gambling website and unregulated machines provide zero consumer protections.
- Illegal operators don't spend a dime on RG and exploit people at risk for problem gambling.
- Whether online or in-store, illegal operators have no concerns about underage gambling and use no age verification.



RESPONSIBLE GAMING EDUCATION MONTH

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Empowered employees serve as the front line for responsible gaming.

- Through regular training based on industry best practices, employees are empowered with the knowledge and tools to ensure that responsible gaming is top of mind for casino patrons.
- Educating and engaging the public about responsible gaming is on all of us—from the dedicated employees on gaming floors across the country to the highest levels of executive leadership—during Responsible Gaming Education Month and beyond.

EMPLOYEE PAYCHECK MESSAGE

This September, *<Insert company name>* is proudly supporting the American Gaming Association’s Responsible Gaming Education Month. You play a critical role in responsible game play. Take time this week to review our responsible gaming resources and consider how you can share your knowledge to help guests, colleagues and the public understand the importance of gambling responsibly.

Pull in AGA Research

- The number of Americans who say the industry is committed to responsible gaming has *increased by nearly 40 percent since 2018*.
- *Two-thirds (67%)* of Americans say that the industry behaves responsibly in the communities where we operate.
- *Three-quarters (78%)* of past-year gamblers in the U.S. are aware of at least one industry-provided RG resource.
- *Three-quarters (77%)* of past-year gamblers point to specific measures like deposit limits, casino employee training, and wager limits as effective responsible gaming policies.
- Most customers enjoy gambling as a form of entertainment. *90% of casual bettors* set a budget and stick to it.

