



Overcoming barriers together

A journey of more than a decade in collaborative efforts to support players.

New Horizons Conference 2024



Lorelle Muller Lumsden

Director | PlaySmartCentre
Responsible Gambling Council (RGC)

Meet the presenters



- B.Ed Adult Education; M.A. Post Secondary Education
- Dedicated to 'RG' for over 20 years
- Live in Toronto, Ontario (originally from the Niagara Region)
- Family: husband, son + COVID dog



All in for safer gambling.



**Independent,
non-profit**
organization

40 years
of research, prevention,
education, training and
policy guidance

Provide evidence
informed **insights**
on RG, globally

360 approach: We work with all stakeholders including regulators, operators, treatment providers, community agencies, schools, leagues, players, and families to prevent problem gambling and reduce risk



Tyjondah Kerr

Director | Social Responsibility
Ontario Lottery Gaming (OLG)

Meet the presenters



- Pronouns She/Her/Hers
- B.A. Psychology, University of Windsor
- OLG veteran for 25 years
- Proud Trinidadian Heritage
- Wife and mother of 2 boys



About OLG

- Ontario Lottery Gaming (OLG) Corporation.
- Government agency that conducts & manages gaming facilities.
- Designs and delivers an award winning, globally recognized RG program call PlaySmart.



Play.Smart
Knowledge you can bet on.

A Decade of Supporting Players

Since 2005 OLG and RGC have partnered to ensure that everyone who gambles, those affected by gambling and venue staff have direct access to:

- **information** to help make informed decisions about gambling;
- immediate **assistance** and support when needed most; and
- **referral** information about where and how to access ongoing professional support in the community.



Session Agenda

Inclusive Engagement-by-Design

The Human Connection

Lessons Learned

Advancing Education & Support





PlaySmart Centres



PlaySmart Centre

Your source for gambling knowledge, finding help, or just taking a break.



What was the inspiration?

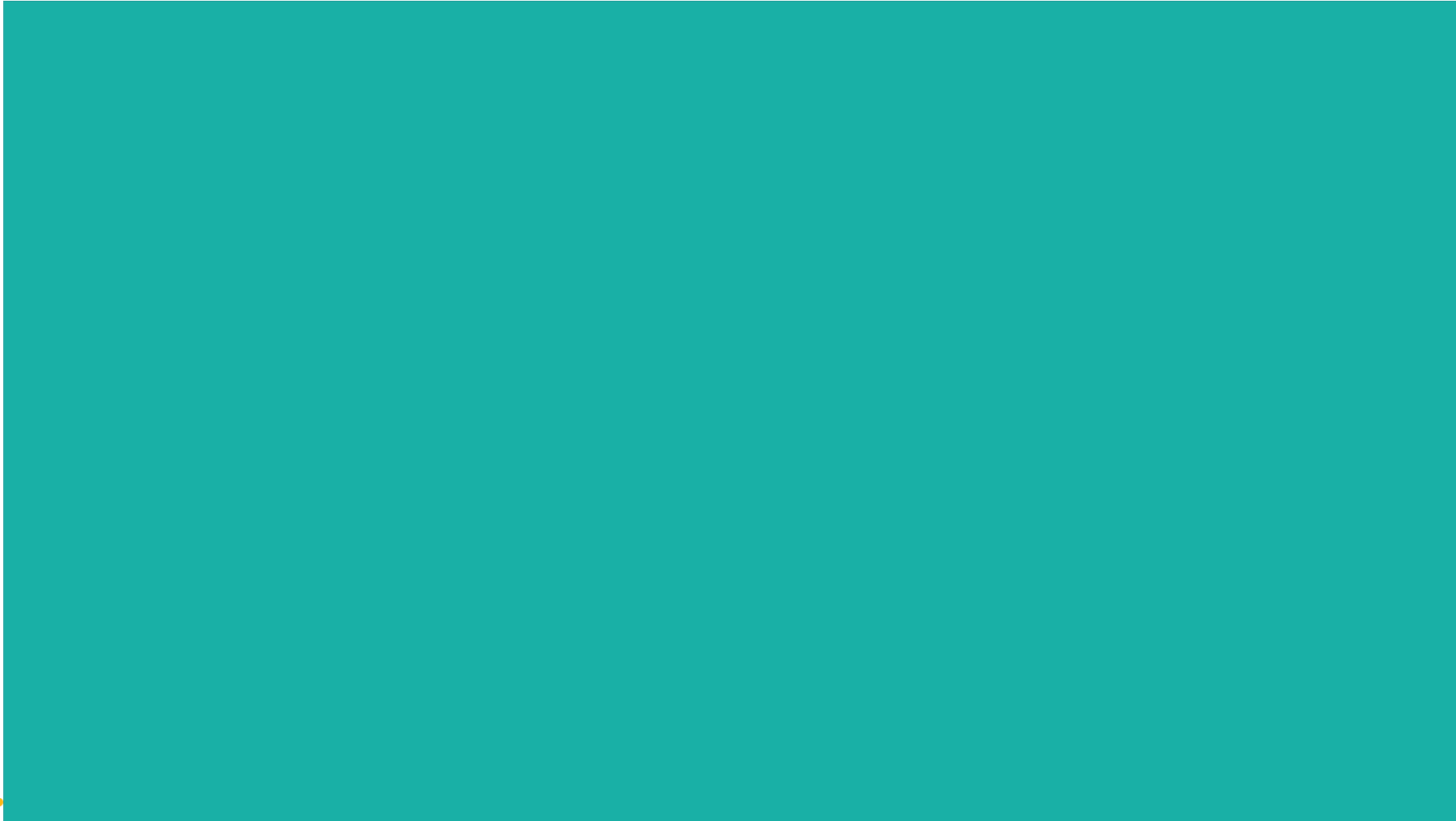
Science centre meets coffee shop.

We want a space that sparks curiosity, conversation and learning while making sure everyone feels comfortable and welcomed.



PlaySmart Centre

Your source for gambling knowledge, finding help, or just taking a break.





Inclusive Engagement-by-Design





Audience Poll #1



What aspects of inclusive design do you think are most important in a 'RG' Centre?

- A. Physical accessibility (e.g., ramps, seating, signage)
- B. Language and communication (e.g., multilingual materials, interpreters)
- C. Cultural sensitivity (e.g., diverse resources that resonate with different communities)
- D. Privacy and comfort (e.g., confidential spaces for support)
- E. Digital accessibility (e.g., accessible websites, apps)



Combining Inclusion and Engagement

We create programs where different abilities, cultures, and experiences are considered, and we actively invite people to share their views on how the centre and program can better serve them.



A Testament to the Power of Collaboration and Cultural Respect.





**The Human Connection:
Expertly Trained Staff**





Audience Poll #2



How important is the role of human connection (trained staff) in ensuring the success of player support programs?

- A. Extremely important
- B. Somewhat important
- C. Neutral
- D. Not so important



Meet our PlaySmart Advisors

Highly skilled and diverse professionals all with a demonstrated commitment and genuine interest in helping people.

- Social Work/Services
- Educators
- Nurses / Public Health
- Gaming industry

All Advisors complete a comprehensive onboarding program and participate in customized training throughout their career with RGC.

- Non-clinical Motivational Interviewing
- ASIST (Applied Suicide Interventions Training)
- Customer Service: PlaySmart Experience
- Mental Health First Aid



Meet our PlaySmart Champions

Demonstrated commitment to putting players first

- Casino staff
- Charitable Gaming Centre staff

Leaders in fostering an 'RG' culture in the workplace

- Initiate player and venue staff education events
- Collaborate with the PlaySmart Centre team on-site
- Ensure player and venue staff communications are up-to-date and accessible
- Chair their on-site PlaySmart Committee





Lessons Learned



Our Top 4 ...

PlaySmart is not a value-add it needs to be embedded in the business and the customer experience.

Create customized PlaySmart opportunities as part of your customer service approach.

Build it into your culture where everyone has a role in upholding a commitment to player health and wellbeing.

Collaborate and leverage each other's expertise and experience.

Enhanced Player Support: My PlayBreak Check-in Calls

PlaySmart Advisors can provide support at different points during someone's self-exclusion.

- On-site support during registration, breaches and return to play.
- Check-in call post registration and renewal to provide enhanced support to people, provide information, and facilitate a stronger connection to professional support.
- Help people keep to their commitment.



Boosting Knowledge Together: OLG, RGC & PlaySmart Champions

- Research shows that effective, responsible gambling (RG) knowledge requires frequent reinforcement.
- Through intentionally designed reinforcement training, we aim to build venue staff's knowledge, skills, and confidence so they can create PlaySmart opportunities with players and effectively respond to player needs.
- Delivered quarterly by PlaySmart Advisors
- Theme: Knowledge Matters
 - Body Language
 - Asking clarifying questions
 - Judgement-free zone
 - Putting it all together



OLG Customer Care, Sault Ste. Marie



OLG Prize Centre, Toronto



Advancing Player Education &
Support



Innovation. Collaboration. Human Connection.

1

Continue to learn everything about our players.

2

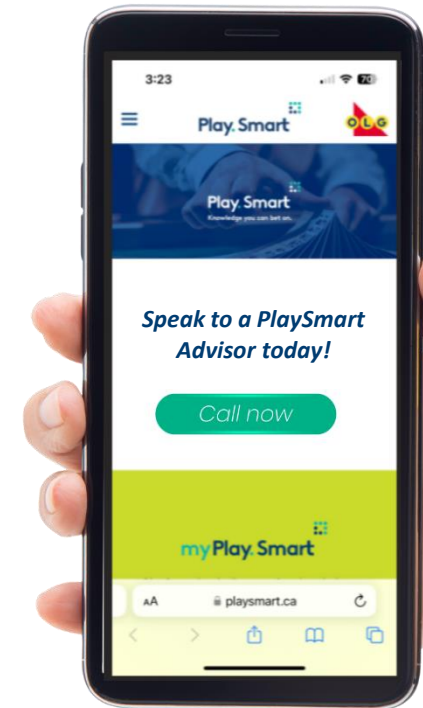
Further embed PlaySmart opportunities in the player's overall experience.

3

Expand access to PlaySmart Advisors through Virtual PlaySmart Centre.

4

Engage with community.





Audience Poll #3



In your opinion, what is the best way to balance technological innovation with a human-centered approach in responsible gambling support?

- A. Use technology for initial guidance but prioritize human interaction for ongoing support.
- B. Rely more on technology for self-help tools but offer human support when needed.
- C. Focus primarily on human-centered approaches, with technology as a supplementary tool.
- D. Integrate both equally, offering seamless transitions between digital tools and human support.



Blending Innovation with Personalized Care

- Varied degrees of dependency on technology vs. human interaction.
- Key challenge is to maintain that balance to enhancing patient support while ensuring human-centred care remains central when it's most needed.
- Response and design need to be innovative and empathetic.



Thank you. And keep in touch.

Tyjondah Kerr

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