



*Presentation prepared for: Problem Gambling Treatment & Support Advisory Committee (PGTSAC)*

# **DRAFTKINGS RG ENGAGEMENT 2024**

**April 23, 2024**

# AGENDA



- **Brief Program Overview**
- **PGAM 2024**
- **2024 New Initiatives**
- **Platform Tools/Resources**
- **State Council Fund**
- **Messaging**



# **PROGRAM OVERVIEW**

# RG PILLAR OVERVIEW: EXTERNAL ENGAGEMENTS & RESEARCH

## TRAINING & EDUCATION

Enhance best-in-class RG training and awareness programming to educate our workforce and player base

## DETECTION & INTERVENTION

Continue to progress from manual RG processes to a proactive and predictive model

## EXTERNAL ENGAGEMENTS & RESEARCH

Leverage affiliate relationships to enhance the DK brand and advance the RG knowledge base by supporting evidence-based research

## MARKETING & ADVERTISING

Position DK as a leader in RG in the U.S. through targeted player messaging and advertising

## PLATFORM TOOLS & RESOURCES

Provide a robust offering of RG tools and resources to our players

# DRAFTKINGS AFFILIATIONS/RESEARCH FUNDING AND TOOLS & RESOURCES

## AFFILIATE RELATIONSHIPS

### American Gaming Association (AGA)

- Sports Wagering Code of Conduct
- RG Campaign: *Have a Game Plan, Bet Responsibly*
- Responsible Gaming Education Month (RGEM)

### National Council on Problem Gambling (NCPG)

- Responsible for 1-800-GAMBLER
- RG Campaign: *responsibleplay.org*
- Problem Gambling Awareness Month (PGAM)

### iDEA Growth (Development and Economic Association)

### State Council Funding Program

- Provide funding for RG State Councils across the US

## RESEARCH FUNDING

### Cambridge Health Alliance, Division on Addiction (CHA/DOA)

- Having a long standing relationship with one of the preeminent academic research organizations in the world positions DraftKings as pioneering contributor to RG knowledge expansion

### International Center for Responsible Gambling (ICRG)

- Supporter of the Sports Wagering Fund

### Kindbridge Research Institute (KRI)

- Funding a project that recognizes the lack of comprehensive research and researchers for veterans and problem gaming. It also demonstrates DraftKings' commitment to support evidence-based research

## TOOLS/RESOURCES

### BetBlocker

- Free blocking tool

### CHA/DOA

- Toolkits
- RG Screening Day
- Resource Articles

### EPIC RISK MANAGEMENT

- Lived experiences trainings

### Gamres

- Positive Play Scale

### KIndbridge Behavioral Health (KBH)

- SE players access to clinical services

### Responsible Gaming Council (RGC)

- DraftKings U.S. and Canada (ON) business operations successfully accredited



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# RS

**2024 PGAM**

# 2024 PGAM EFFORTS (March 2024)

## WHAT IS PGAM?

Problem Gambling Awareness Month or “PGAM” takes place every March as an initiative of the National Council of Problem Gambling and its stakeholders.



## INTERNAL FACING

Used a multi-platform approach to educate employees and enforce responsible gaming strategy and resources. Highlight this year’s theme of “*Every Story Matters.*”

- In-Office TV messages with QR code directing to employee RG intranet PGAM resources
- Employee Spotlights
- Huddle (DK internet) posts and Slack messages throughout the month
- PGAM employee quiz
- EPIC Risk Management Lived Experience Session

## EXTERNAL FACING

- Resources and quiz featured on [DKSaferPlay.com](https://DKSaferPlay.com)
- Featured Gambling Disorder Screening Day (Mar 12)
- Media outreach and press releases on various topics, including new My Stat Sheet tool and expanded partnership with Kindbridge Behavioral Health
- LinkedIn thought pieces and posts through DKLife talent acquisition channel
- Digital screens featuring PGAM at all retail access partners with QR to DKSaferPlay.com PGAM resources





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**NEW INITIATIVES**



# RESPONSIBLE ONLINE GAMING ASSOCIATION - ROGA

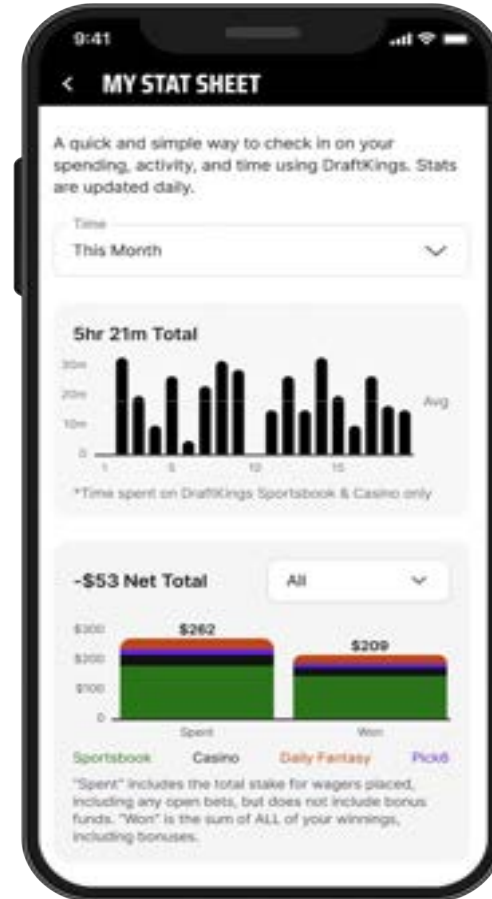
- Launched March 2024
- 7 operators  
(85% of legalized online gaming market)
- Primary mission to support:
  - Research
  - Promoting Responsible Gaming Best Practices
  - Consumer and Industry Responsible Gaming Education and Awareness
  - Independent Data Clearinghouse
  - Independent Certification Program

[ROGA Press Release](#)



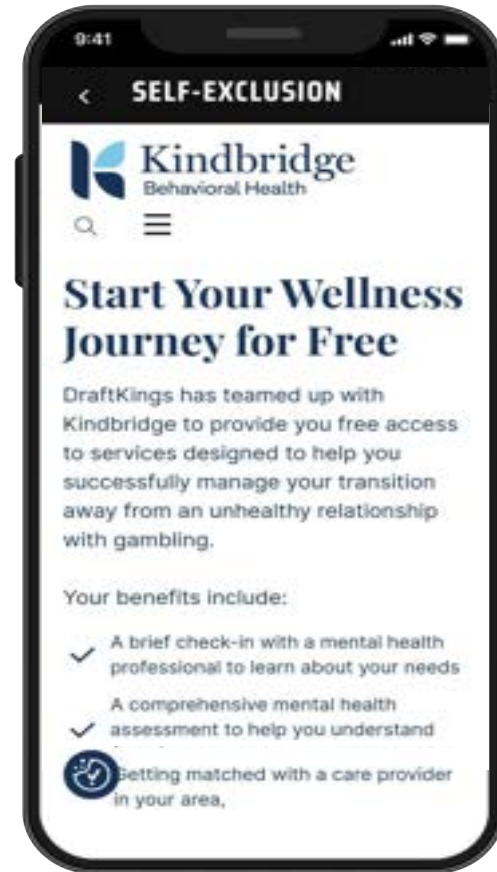
# MY STAT SHEET

- My Stat Sheet launched in February 2024
- Players can see This Month, Last Month, This Year, Last Year, and Lifetime stats for time, money, and activity
- Integration into setting a limit and viewing full transaction history through our Financial Center
- We have plans to expand this with additional detail on specific bets and trends — stay tuned!



# KINDBRIDGE BEHAVIORAL HEALTH RESOURCE LINK

- As of April 2024, all self-excluded players are offered access to Kindbridge Behavioral Health clinical services.
- Allows anyone who self-excludes on, or RG-restricted from, DraftKings to get a free gambling help session and resources from Kindbridge
  - On platform: Self-exclusion page
  - Email following self-exclusion with resources
  - Player Protection macros following RG suspension or ban





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**PLATFORM TOOLS & RESOURCES**

# PLATFORM TOOLS & RESOURCES: DESKTOP

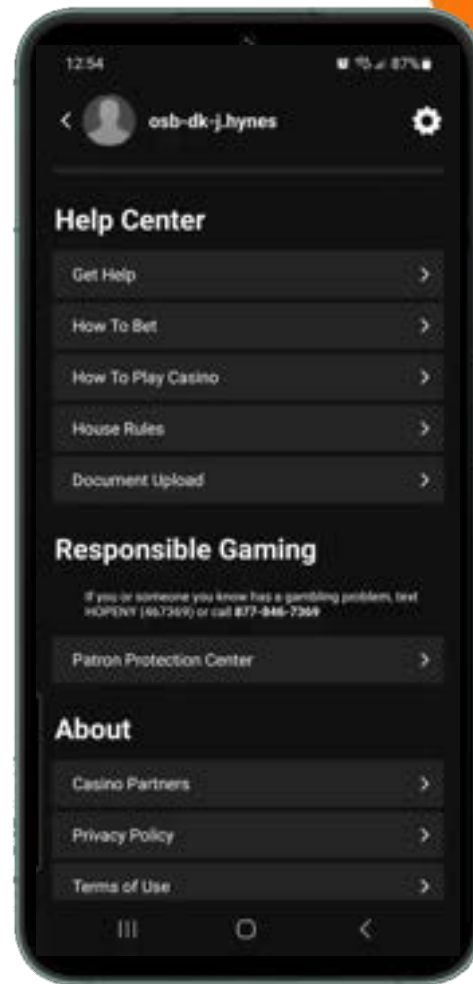
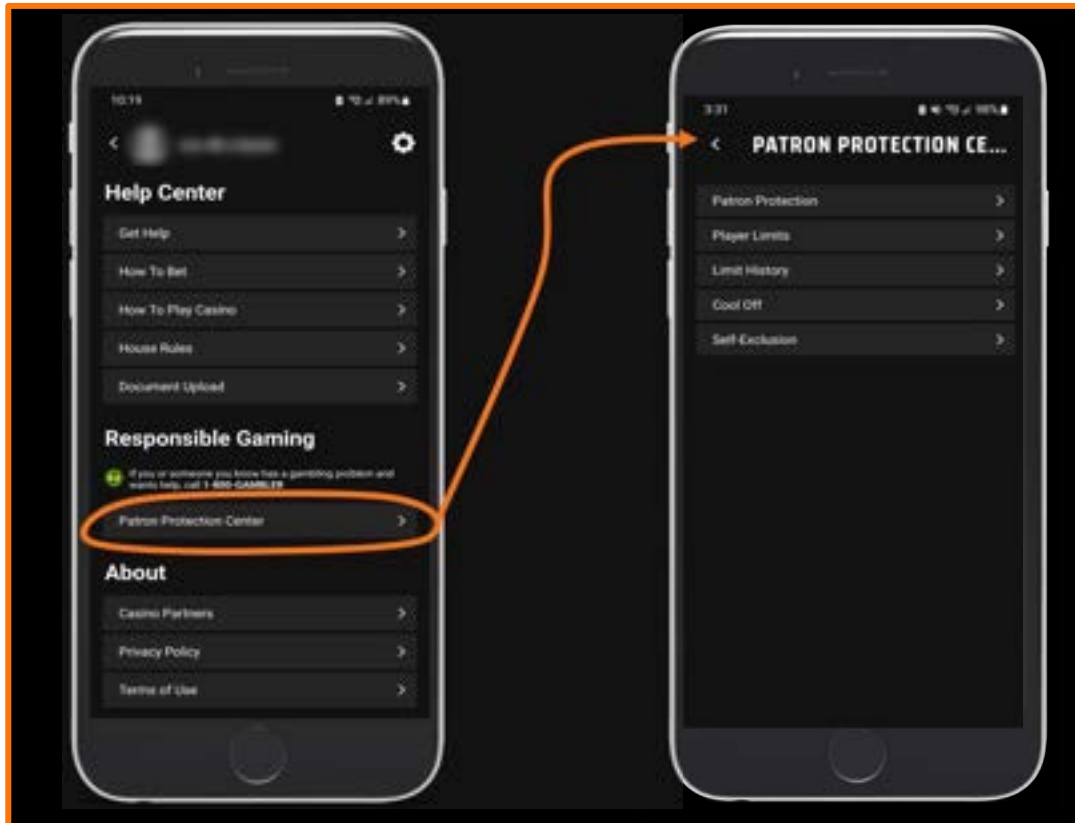
The image shows a desktop screenshot of the DraftKings Sportsbook interface. The top navigation bar includes links for DAILY FANTASY, SPORTSBOOK, CASINO, MARKETPLACE, and REIGNMAYERS. The user's account information shows a balance of \$148.21 and a deposit button. The main content area features promotional banners for NHL SGP and a referral offer. A 'BET SLIP' panel is visible on the right. The footer contains a list of legal and policy links. Two green callout boxes with white text and arrows point to specific areas: one points to the 'SPORTSBOOK & CASINO VERTICALS' section in the top right, and another points to the 'DFS, SPORTSBOOK & CASINO VERTICALS' section in the footer.

**SPORTSBOOK & CASINO VERTICALS**

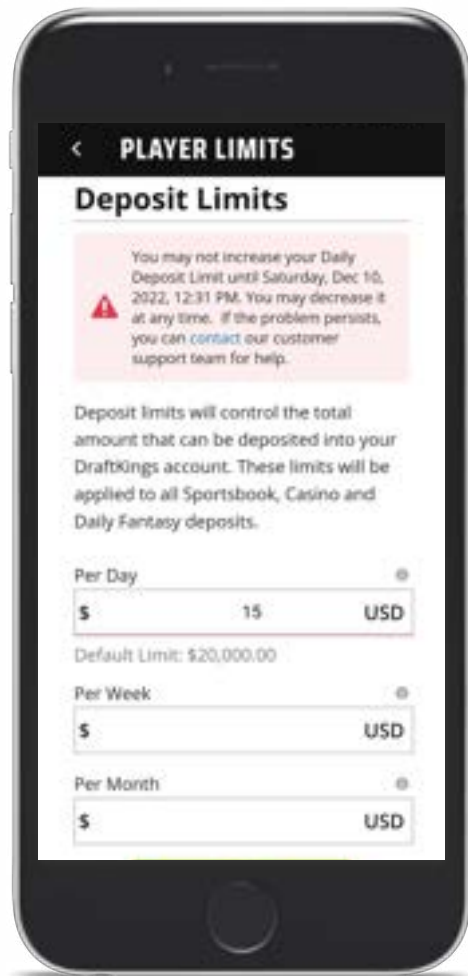
**SPORTSBOOK & CASINO VERTICALS**

**DFS, SPORTSBOOK & CASINO VERTICALS**

# PLATFORM TOOLS & RESOURCES: MOBILE

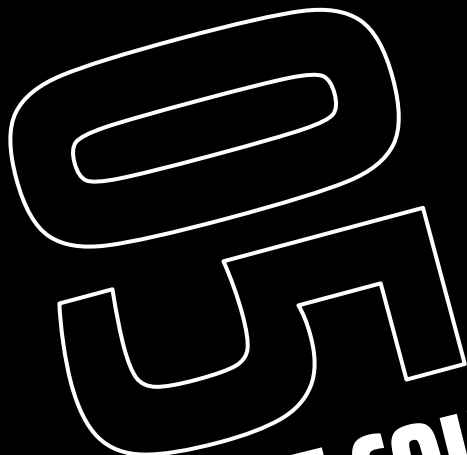


# LIMIT SETTING TOOLS





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**STATE COUNCIL FUND**





# ENGAGEMENT SURVEY OVERVIEW

## We encouraged Councils to:

- Share ways in which they've utilized the funding
- Provide feedback about their State Council Fund experience
- Let us know how we might better engage with them in 2024

**25**   
**Responses**

"This funding entirely supports all of our marketing, social awareness, website, and training endeavors. With the funding we launched a new website last year and we continue to update and build it."

VA Council on Problem Gambling

## Overall Themes



Programming & awareness efforts



Extend helpline services



Annual conferences



Staff training & education



Improve treatment facilities



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# OS MESSAGING

# EXAMPLE MESSAGES: EMAIL

All eligible players receive RG specific messaging on a monthly basis



# EXAMPLE MESSAGES: UNDER 25 ONBOARDING EMAIL

All players under 25 receive targeted CRM sends: Day 3 of new player onboarding, Day 14 new player onboarding & bimonthly thereafter.



Day 3 - new player email - general tips



Day 14 - new player popup - mythbusting



Bimonthly popup - general tips



# DK SAFER PLAY

## Safer Play Portal

- Intranet for DK Employees
- One-stop-shop for all things RG at DraftKings

## DK Safer Play

- [www.dksaferplay.com](http://www.dksaferplay.com)
- Public website for DK players & the general public
- RG Resources, Quizzes, Definitions, and MYTHconceptions



[www.dksaferplay.com](http://www.dksaferplay.com)



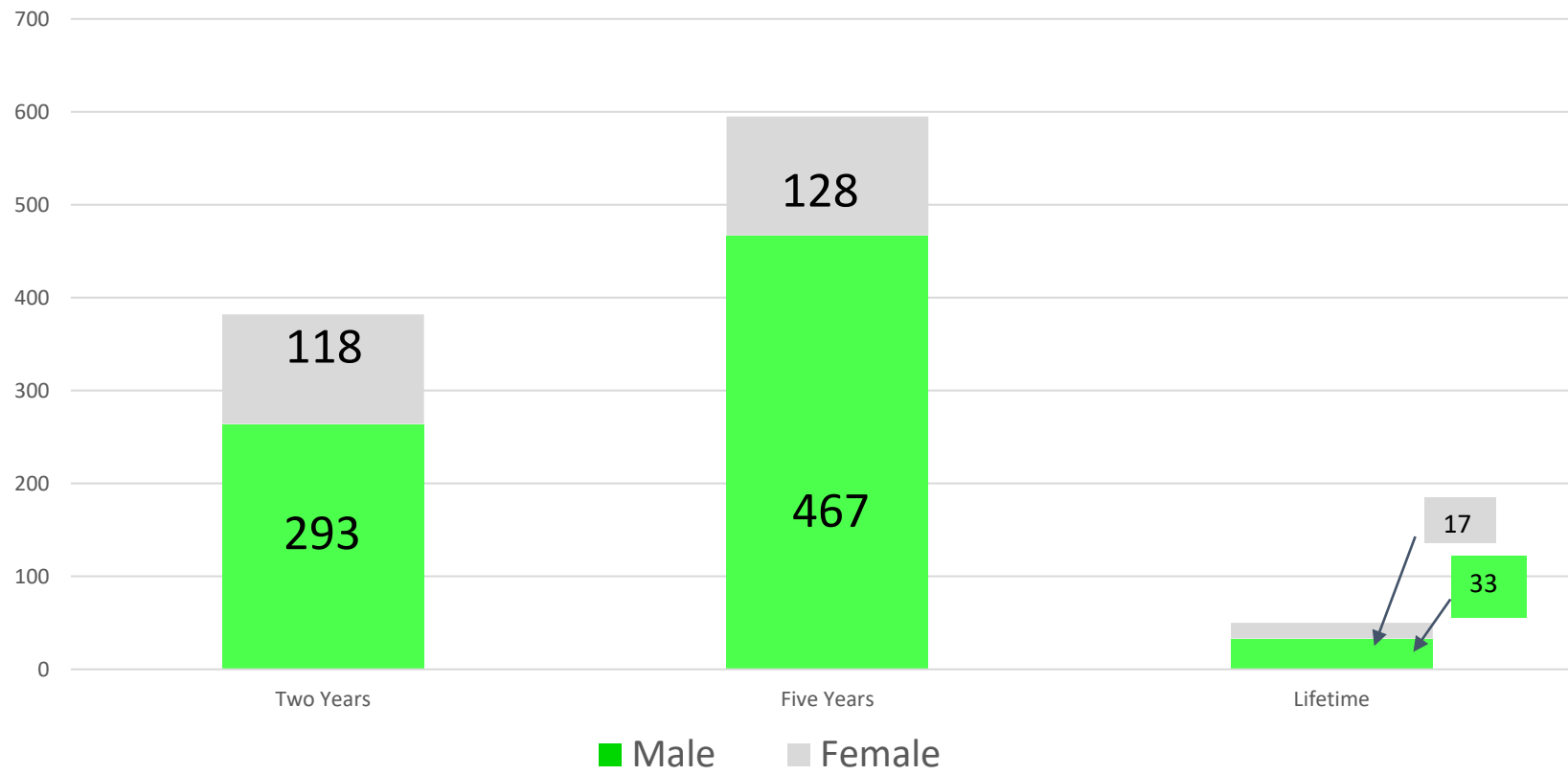
**THANK YOU!**

# Voluntary Exclusion Program

Exclusion Period Breakdown by Gender (as of April 20, 2024)

Total Active = 1056

Two, Five Years, and Lifetime

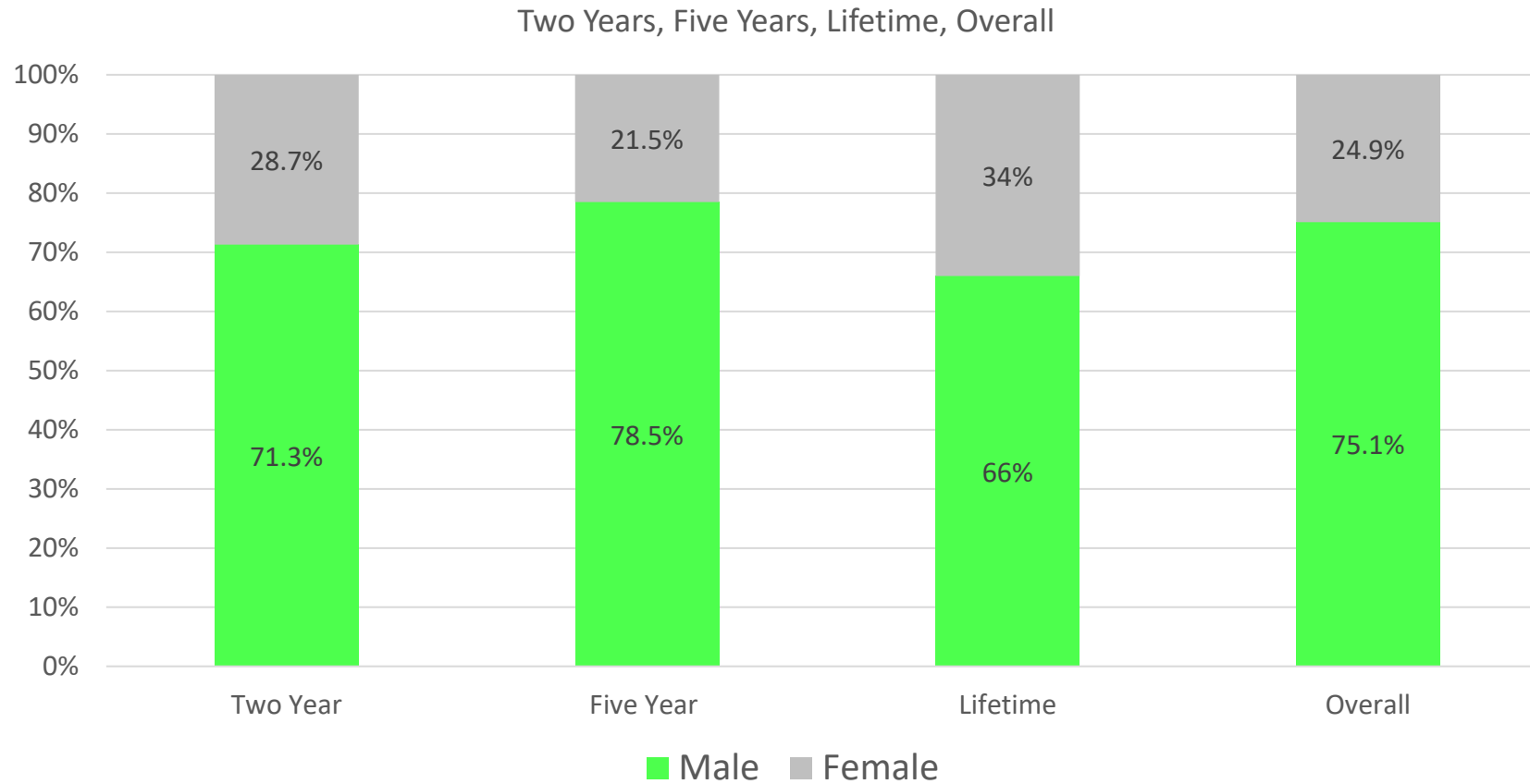




# Voluntary Exclusion Program

Exclusion Period Percentage Breakdown by Gender (as of April 20, 2024)

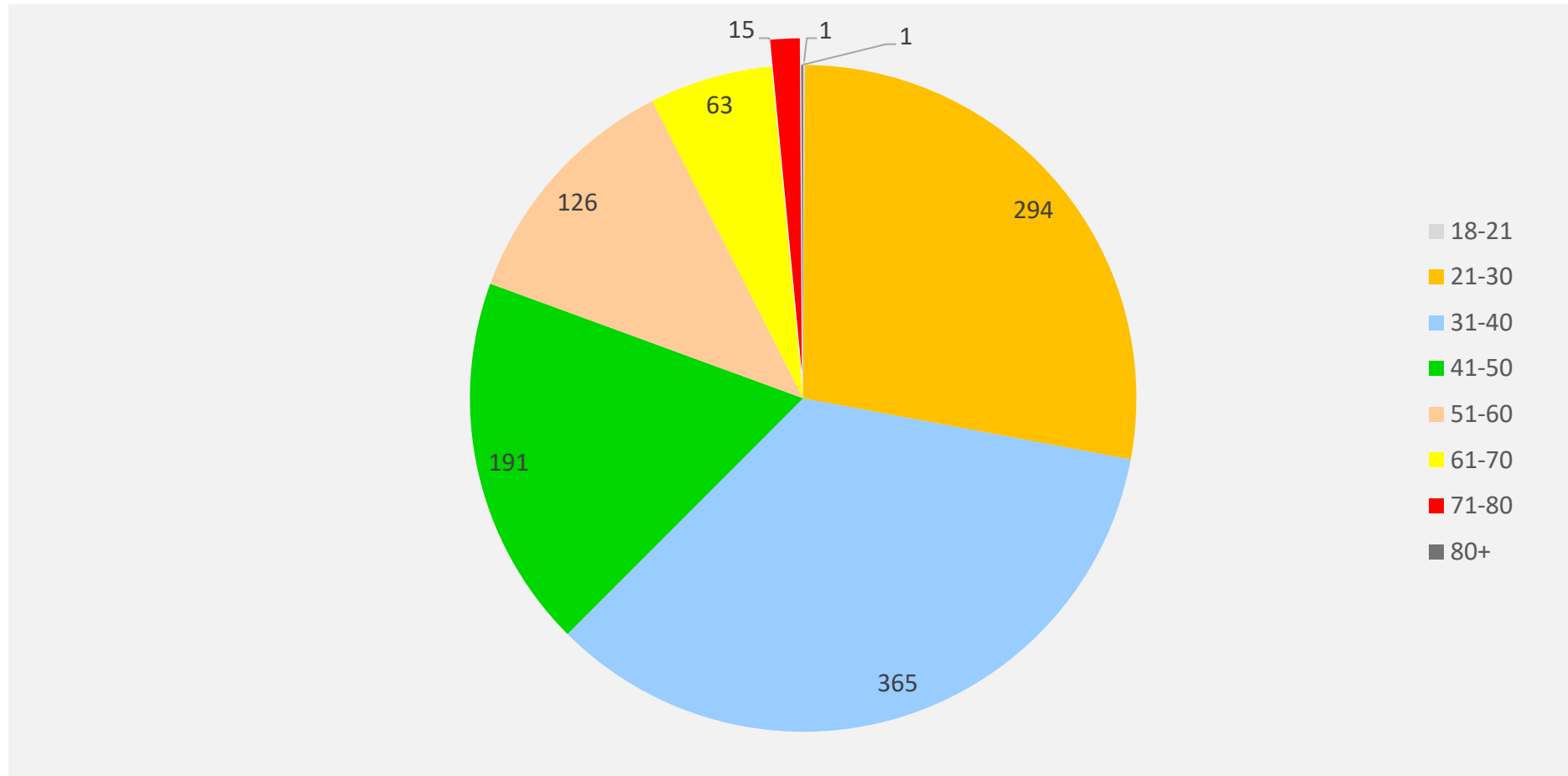
Total Active = 1056



# Voluntary Exclusion Enrollees By Age

As of April 20,2024

Total Active =1056



# VA PG Helpline Data Q1



- 274 intakes
  - 74% gambler
- Age
  - 18-24 – 13%
  - 25-34 – 25%
  - 35-44 – 19%
  - 45-54 -20%
  - 55-64 -13%
  - 65+ - 10%
- Gender
  - Female – 30%
  - Male – 70%
- Top Preferred Gambling
  - Casino Other (poker, roulette, etc.) 23%
  - Casino Slots 22%
  - Internet Sports 21%

# Quarter 1 2024 Public Awareness Metrics



VIRGINIA COUNCIL on PROBLEM GAMBLING

- **News Releases**

- [\*\*Virginia Council on Problem Gambling Reminds Super Bowl Viewers about the Risks of Wagering on the Big Game\*\*](#)

- [\*\*Problem Gambling Awareness Month Spotlights Resources for Support & Recovery\*\*](#)

- **Earned Media Placements**

- [\*\*Super Bowl betting reaches records, gambling experts warn children can get hooked too\*\*](#) (NBC 12)

- [\*\*Guest Column: Skills Games Unsafe for Problem Gamblers\*\*](#) (Northern Virginia Daily)

- [\*\*Morning News with John Reid, approx. 7 minute segment\*\*](#) (WRVA Radio)

- [\*\*Calls for Help with Gambling Problems Continue Rising in Virginia\*\*](#) (Bristol Herald Courier + Richmond Times-Dispatch)

- [\*\*As options grow for in-state gambling, so does need for more prevention and treatment of problem gamblers\*\*](#) (Cardinal News)

- [\*\*Central Virginia Fourth most affected area in VCPG's 2023 Report\*\*](#) (WRIC 8)

# Website

## Q1 metrics



### **VCPG Website**

17,000 New Visitors (up 3,000 v. Q4)

251 Returning Users

Web Traffic Source: 9,000 direct; 6,100 by referral sites

### **Newsletter**

Sent- 982

Open Rate- 52.6% (much higher than nonprofit industry average of 23%)

### **[2023 Annual Report Released](#)**

# Social Media Q1

- **Facebook & LinkedIn**  
Impressions: 9,213  
Interactions: 575  
Top Performing Posts:



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# Community Engagement Q1

- Webinars
  - Dr. Malkin: LGBTQ+ Issues & PG
  - George Miandez: Language of recovery: combating gambling stigma (May 7<sup>th</sup>).
- Conference Presentations
  - Horizon PG Webinar
  - SW VA PG Prevention Conference
  - East Coast Gaming Conference
- Student Learning
  - 4 VCU Bachelor of Health Science Interns
  - 1 Monacan HS Student



VIRGINIA COUNCIL on PROBLEM GAMBLING

# Virginia Partnership for Gaming & Health Data Q1

	166 Referrals	Connected with 54% At 1 week follow-up 66% reached had met with provider
	VPGH Intakes	83% referred to treatment 78% referred to CPRS
	Clinical Services	306 sessions 77 clients
	External Peer Services	117 sessions 61 clients
	Total Provider Reimbursement 1/1/24 to 3/31/24: <b>\$59,678.00</b>	January \$11k February \$39k March \$9k



**Virginia Partnership**  
FOR GAMING & HEALTH



# VPGH Outcome Data Q1

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- Clinical Providers
  - 105
- Certified Peers
  - 5 Recovery Organizations
  - 15 CPRS



**Virginia Partnership**  
FOR GAMING & HEALTH

# Community Outreach Q1

- 118 Gambling Screens for PGAM
- 17 Peer Community Outreach Activities
  - DOC project proposal
  - PG Statewide Peer Summit
  - CSB outreach
- 2 NCPG Annual Conference Sessions (July '24) on VA Model



**Virginia Partnership**  
FOR GAMING & HEALTH



# First 9 Months of SFY24

Problem Gambling Prevention in Virginia  
Where the funds are going

PGTS Advisory Committee 04/23/2024


Anne Rogers, Problem Gambling Prevention Coordinator  
Department of Behavioral Health and Developmental Services



# July through March

9  
Months

SFY  
24

- Conducted Merchant Education in over 555 gambling retail establishments
    - 25% of which were coordinated with tobacco and alcohol retail visits
    - Included providing signage and educational materials
  - Conducted 36 Social Marketing and Social Norm Campaigns
    - Includes 209 social media messages and website development
    - Distributed over 18,000 guides, brochures, and rack cards
    - Campaigns: PGAM month, Gift Responsibly
    - Other Messaging: Helpline and VSP Tipline, Signs of PG, Preventing Youth Gambling
  - Participated in or led 157 workforce development and training opportunities
  - Participated and/or presented at over 100 Community Events
    - Includes the States first PG Conference, planned and hosted by Region 3
  - Over 75 Collaborations
    - Including with Veteran organizations, Rotary clubs, schools, cross-CSB's, Colleges, VCPG, NCPG, gambling establishments, and more
- 

# Bus Ads

A sample from the East to the West.  
External and Interior of Bus and Vans.





# Billboards

Small sample of billboards



# Audio and Videos

HNN CSB Theater Ad



Social Media Ad

[Southern Virginia Problem Gambling - 30 Second Spot \(youtube.com\)](#)

Movie Theaters

Social Media

Bank ATM's

Gas Station Pumps

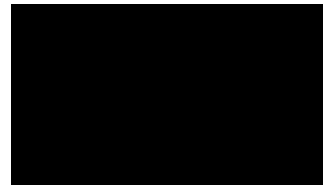
Streaming

Podcasts

PSA's

Radio and TV interviews

MPNN Theater Ad



## Events

- There were many hosted events:
- Workforce development
- Inservice
- Parent trainings
- Webinars
- Problem Gambling 101 T4T
- Conference



### CONFERENCE AGENDA

8:00 am	Registration (Coffee/Water/Snacks)
8:15 am	Opening Remarks – Region III West Prevention Council- Willard Robertson
9:00 am	Speaker Introduction – Emily Mullins/Dickenson County Behavioral Health Services
	Don McCourtney – Virginia Department of Behavioral Health and Developmental Services
10:30 am	Speaker Introduction – Jennifer Johnson/Mount Rogers Community Services
	John Hagerly – Virginia Lottery
10:45 am	Break
11:30 am	Speaker Introduction – Katie Lawson/Frontier Health-PCD
	Carolyn Hawley – Virginia Council on Problem Gambling
12:00 pm	Speaker Introduction – Corie Woodell/Cumberland Mountain Community Services
	Tom Dodier – Peer Recovery Speaker
12:45 pm	LUNCH – provided by Your Great Escape
1:30 pm	Speaker Introduction – Anne Rogers/DBHDS
	Keith Whyte – National Council on Problem Gambling
3:00 pm	Speaker Introduction – Willard Robertson/Highlands Community Services
	Paul Pellizzari – Hard Rock Hotel and Casino Bristol

## THE HIDDEN ADDICTION

### Recognizing and Treating Problem Gambling as a Co-Occurring Disorder

Featuring Guest Speakers:

**Donald McCourtney, PhD, R-PRS, ICGC-1**  
 Problem Gambling Coordinator  
 Office of Recovery Services  
 Department of Behavioral Health and Developmental Services

**Carolyn E. Hawley, PhD**  
 President  
 Virginia Council on Problem Gambling

**DID YOU KNOW?**


Over 37% of those with a gambling disorder also have a mood or anxiety disorder

57.5% of those with a gambling disorder also have a substance use disorder

People who struggle with a gambling disorder can often have several co-occurring disorders that collectively impact their overall wellbeing. Carolyn Hawley and Donald McCourtney will address the changing landscape of problem gambling in Virginia, identify how to recognize someone who is struggling, and offer treatment options. This free educational opportunity is open to all.

**March 19th, 2024**  
**12:00 PM - 1:30 PM**  
 Zoom link provided upon registration

**REGISTER ONLINE**  
<https://www.eventbrite.com/e/the-hidden-addiction-tickets-850722934197>



For questions, contact: [mhealth@horizonbh.org](mailto:mhealth@horizonbh.org)

**HORIZON**  
www.horizonbh.org

Gaming & Gambling 101 discusses youth gaming and gambling, problem gambling, signs of youth addiction to gambling, and what we can do to help.

For additional questions, information, or to request a presentation, please reach out to [bchoate@brbh.org](mailto:bchoate@brbh.org)

**HELP FOR PROBLEM GAMBLING** CALL 1-800-GAMBLER 703-780-5457 1-800-985-1387 [1800GAMBLER.org](http://1800GAMBLER.org)

 @RVPGP  
 Roanoke Valley Problem Gambling Prevention  
 @RVPGP





Blue Ridge Behavioral Healthcare  
Also: Swain-Alter

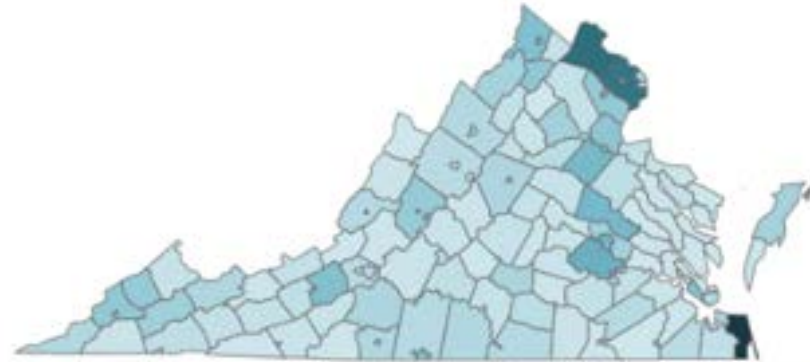


# Behavioral Health Survey of Virginians 18-25

**5,921** Collected

**42%** Military Affiliation

**55%;**  
**45%** 18-20;  
21-25



Statewide	5,921
Grand Total	5,921

### Participant Demographics

Hover over the visuals below to see additional details about the data.

