



Busting the Myths

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Responsible Gaming Information Centres (RGIC)

- Joint project of Manitoba Lotteries Corporation (MLC) & AFM
- First project of it's kind in North America – now copied across Canada
- At both Winnipeg Casinos
- Staffed by AFM Gambling Prevention & Education Consultants

RGIC Timeline

- Dec 2002 – Started as a pilot project at McPhillips Street Station Casino (MSSC)
- Feb 2004 – Expanded to Club Regent Casino (CRC)
- Open Houses
- Apr 2005 – Floor display at CRC
- May 2006 – Floor display at MSSC
- January 2008 – Stand alone touch screen
- April 2008 – Activity reports

Staff at the RGIC Provide:

- Information, Support and Referral to Guests
- Information & Consultation to Casino Staff & Managers

Since December 2002 over 20,000 Casino guests and staff have accessed the RGIC's (over 80 % for information)

Information

- Dispelling myths & misinformation
- On randomness & house advantage in casino games
- On how slot machines work
- On how much it will cost to play casino games
- Tips on safe gambling strategies

Why People Say They Gamble

- For fun and entertainment
- To win money
 - Some say to "make" money
 - Many say the fun part of gambling is winning money

From MLC survey 1995

- What do we mean by a win?

Prevalence of Gambling Myths with Casino Guests

- "I'm Due"
- "You need to stay at it until the machine is ready to pay"
- "The machine is starting to warm up"
- "My lucky machine"
- "It's getting ready to pay"
- "you need to watch for the pattern"
- "I've played all day and haven't won once"
- "Near miss"
- "I have a system"
- "It owes me"
- "I've played all day and haven't won once"
- "That's my money you've won"
- "You've turned down the machines"
- "The machines like him"
- "You have to know how to play it right"
- "that's a cold machine"

Manitoba Survey Results

Up to 41% of gamblers surveyed in Manitoba believe in one or more gambling "myths".

- The odds of winning on a slot machine/VLT change as you play - 36%
- Having a system when gambling increases the chances of winning - 26%
- Staying at the same slot machine will improve your chances of winning - 25%
- If you have been losing for awhile, odds are you are due for a win - 16%

MGCC 2004

Question:

Is there one statement that could capture what all these misperceptions are saying?

Answer:

The "Umbrella Myth" - I can make money through gambling.



Where Do Myths Come From?

- Lack of accurate information on "How Gambling Works"
 - Randomness
 - House Advantage
 - Independence of events
 - Odds
 - Probabilities
 - Volatility
- Normal human traits
 - Persistence pays off
 - Achieving goals
 - Linking of how & why things happen
 - Seeing patterns
 - Developing systems
 - Consistency
 - Positive thinking
 - Selective recall
 - Theories on how things work

= Myths

■ Examples

- Random outcomes → Seeing patterns
- Near miss → Machine warming up / getting close
- Independence of events → Persistence / playing until the machine pays
- Volatility → Machine turned down

Busting the Myths

- Acknowledge normal human traits as some of our best qualities but of no value playing slot machines
 - Provide accurate information on "How Gambling Works"
- = Busted Myths

An Interesting Point

- In the 2000 Regular VL Players Follow-up Survey, resolved present players* stated that, "the realization that they cannot win playing the machines" had an impact in reducing their play.

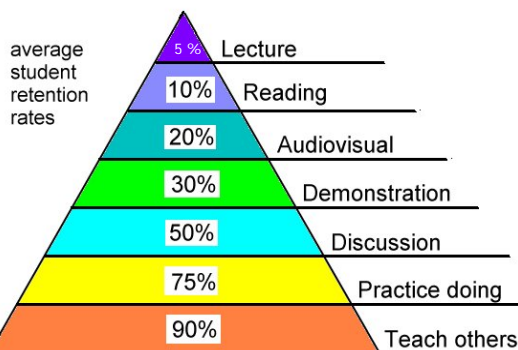
Nova Scotia Department of Health
 *Players who had experienced problems, resolved them, and currently play VL.

Educational Basics

Tell me, and I'll forget.
 Show me, and I may remember.
 Involve me, and I'll understand.

Proverb

Learning Pyramid



Source: National Training Laboratories, Bethel, Maine

Reaching Players on the Casino Floor

- RGIC Display TV – computer applications
- Self Serve Touch Screen
- Demo Slot Machine
- Cost of Play charts
- Player Log books
- Activity Reports
- Private office for guests in distress
- Voluntary Exclusion interviews

What Are the Key Concepts

- Randomness
 - Law of large numbers
- House advantage

Providing Accurate Information on the Casino Floor

- First RGIC Resource:

Slot Tutorial



Development of "Get Gambling Facts" Applications

- How do you demonstrate the complex concepts in a more simple way?
- History of development
- End result "get gambling facts"

" Get Gambling Facts "

- Win VLT 2008
- Pick – A – Card
- Cost of Play Calculators
 - slots
 - table games

Chocolate Loonie (coin) Game

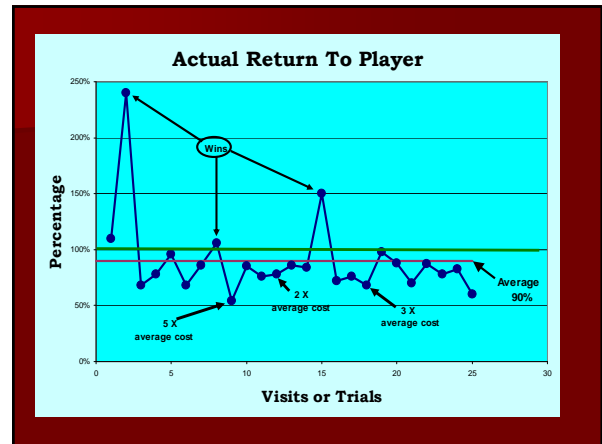
- How do you play?
- Rules
- Learning points



- Accurate information helps guests see gambling as a form of entertainment
- Most types of entertainment cost money (Gambling is no different)

How much are you willing to spend on your entertainment?

- Cost of Play Calculator (long term average cost)
- Volatility chart (short term experience)



Other RGIC Resources

- Touch Screen
- Demo Slot Machine
- Cost of play charts
- Player Log books
- Activity Reports

Other Ways to Reach and Educate Gamblers

- Public awareness
- Gaming industry staff training
- Clients in your office

Public Awareness

- Get Gambling Facts website (5 languages)
www.getgamblingfacts.ca
- MGCC Myth Busting campaign
- Occasional Service Requests

Gaming Industry Staff Training

- Levels 1 – 3 Training for Casino Staff
- Modified training for Casino departments
- Customer Assistance Training for VLT Site-Holders
- Lottery Retailers Training

Clients in your Office

- Can these interactive tools be used with gambling clients?
- Relapse Management
- Benefits
- Limitations

Questions & Answers

Thank you

