



# CHATTER THAT MATTERS®

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## Message from Interim President & CEO, Chelsea Turner:

### An Update on GameSense

As many of you know, the CT Lottery Corporation (CLC) was the first U.S. Lottery to become a licensee of the GameSense brand. GameSense is an innovative and fresh approach to responsible gambling (RG) that originated at the British Columbia Lottery Corporation (BCLC) in 2009. The GameSense brand is designed to encourage players to use their GameSense, or common sense, when gambling, with simple messages such as “don’t chase your losses,” “know when to take a break,” and “set a limit.”

This campaign educates players about RG and is designed to reach players before they develop a problem with gambling. It does this with a little bit of humor, which grabs peoples’ attention and reinforces the message that too much gambling can become a problem.

In Connecticut, GameSense was rolled out in conjunction with Keno. It has been received very positively by our players, retailers and the RG community. The GameSense brand recognition is high for an educational campaign that is so new. Based on a 2016 Ipsos research survey conducted by the CLC less than a year after the GameSense and Keno launch, 71% of CT residents were aware that the CLC has responsible gambling initiatives, 20% had heard of GameSense, and the recall for our GameSense messaging was particularly high:



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*Want to know about GameSense? See Page 7.*

# Finding Abilities in DisAbilities

By: Jessica Hayton



It is an objective of CW Resources, a private, nonprofit corporation serving the needs of persons with disabilities, veterans, and the socioeconomically challenged. Its vision is simple – all people who want to work should have the opportunity to work. CW Resources believes all people have abilities that can be discovered, strengthened and shared. After all, in the word disability there is ability. Founded in 1964 in New Britain, CT, CW Resources now has centers throughout Connecticut and employment sites nationwide creating meaningful employment and training opportunities in the following lines of business: Production Services, Contract Services, and Food Services.

Production Services is an area of business where the CLC was fortunate to have worked with CW Resources. This past April, we worked together on a Marketing kitting project. In fact, during our visit, we had the pleasure of being introduced to Kim, a disabled worker who helped assemble 2,500 KENO kits (pictured left with her Job Coach Simone).



CW Resources is always looking for areas where persons with disabilities are able to meet and exceed expectations, and Suzanne Colley and I were excited to see what other areas might be a match to CLC's needs. We had the pleasure of meeting with Christopher Cauffman, Facility Manager; Joan Rhine-smith, Public Relations; and Patrick Craig, Production Coordinator, and touring CW Resources' impressive 164,000 square foot facility.

While there, we learned that CW Resources produces a multitude of products for various companies, secures service contracts with federal, state and commercial customers, runs the Meals-on-Wheels program for the State of Connecticut Home Care Program for Elders, and is an Elderly Nutrition Program provider. In each area, CW Resources trains and employs persons with disabilities, veterans, and the socioeconomically challenged in order to provide "Empowerment through Employment" and to find abilities in all.

As of June 30, 2016, CW Resources provided employment opportunities to 1,493 individuals with disabilities. As Mr. Cauffman noted "not everyone can do everything but everyone can do something. With a team effort, we can always get the job done."

## Congratulations! 2017 NASPL's Powers Award



The Powers Awards are presented in recognition of the significant contributions lottery and/or vendor employees have made through exceptional job performance. These awards are named in honor of the late Edward J. Powers and are presented to industry stand-outs.

**Congratulations to 2017 Award Winner**

**Jane Rooney**

**CLC Director of Human Resources**

# An Inside Look at Gambler's Anonymous

By: Suzanne Colley

Allow me to introduce Nicole, a woman in recovery.

I would be remiss if I did not express my appreciation to Nicole for this candid interview. She bravely shared with me a bit of her own struggles with gambling addiction and, perhaps more importantly, she opened a door so that I could witness her passion for recovery and the people who struggle, along with her, to battle this serious illness.



**Q:** From Gamblers Anonymous' (GA) humble beginning grew an important and critical outreach. How has Gamblers Anonymous helped you?

**A:** First of all, it is the fellowship. The friendships you form when part of this group make it easier to talk. It is as if you are talking to a friend. My journey started in 1994, I was put in touch with GA by a counselor. In my day, people were referred to Gamblers Anonymous or a support group by their counselor, a minister, or a priest. People need to realize compulsive gambling is a serious illness.

**Q:** Was it easy to locate a meeting?

**A:** We used the phone book to locate a GA meeting. Now there is the internet and you can connect with all kinds of information.

**Q:** What was important about that first step?

**A:** Getting to the GA meetings. And just as immediate, and important, and this is for everyone, is finding someone to handle your money.

**Q:** Other important steps?

**A:** Find a sponsor. The GA group where I am involved has long-time sponsor relationships, in fact, many have lasted for 30 to 35 years.

**Q:** What do you attribute to your success?

**A:** I have a strong support system, my family. I continue to have my money managed by someone else. For me, knowing my family supports me means the world. I would never, ever, jeopardize that for anything.

**Q:** Describe why anonymity is important?

**A:** It is for privacy and a chance to improve. It is the accountability, you go to these meetings, and you take ownership.

***“The fellowship of Gamblers Anonymous is the outgrowth of a chance meeting between two men during the month of January in 1957. These men had a truly baffling history of trouble and misery due to an obsession to gamble. They began to meet regularly and as the months passed neither had returned to gambling. . . .”***



***“It’s not what happens in the meeting that counts, it’s what happens in-between that matters.”***

***~ Nicole***

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**Q:** *Why do these meetings work?*

**A:** Because someone notices if you are acting different or something might be wrong. These are people who understand those “in-between” times with potential triggers and personal trials.

When I first started, there was only one or two women, it was lonely. It was odd to see a woman who was a gambling addict. It was also difficult to find a male sponsor who was comfortable enough to help a female in the group. Now, it is not that way because the role of women in today’s GA has changed.

**Q:** *Why do you think more women seek help today?*

**A:** Women are more empowered today, they are stronger and have a stronger presence in the “rooms” than earlier. When I first joined women did not take a leadership role. It was a struggle for a woman to continue attending GA meetings because of the solitude.

**Q:** *If you could impose a change or challenge to “GA,” what would it be?*

**A:** To get younger people involved, to get them to come and stay with these meetings. Younger people are not the same gamblers of my day. They are into sports betting, video gaming. In my opinion, on-line gambling will make things worse, especially for younger players. It imposes a real danger.

For GA to provide expanded programming for younger people. I knew of a 16 year old who sought help for an addiction with video gambling. We are not sure what ever happened to him. Younger people do come, but then they leave and do not keep in touch. So, we never know if they seek help in other ways or drop out of recovery. The hope is that they find something else that works for them. From what I’ve seen, GA has an older membership, we need a new focus on youth awareness.

### **“Information is Power.” ~ Nicole**

**Q:** *What about challenges to stakeholders (lotteries, casinos, etc.) and advocates (DMHAS, GFACT, etc.)?*

**A:** Awareness and Knowledge of Gamblers Anonymous services – what it’s all about?

We would like for GA to be included in pamphlets about responsible gambling. To have the GA, 24/7 help line number, 855-222-5542 included. That nation-wide number can locate a meeting near the caller no matter where they reside.

**Q:** *Are you familiar with the Connecticut Council on Problem Gambling’s (CCPG) helpline number? What about several of the groups and advocates in this State who offer help compulsive gamblers?*

**A:** Yes, 888-789-7777. **B:** GA should move up everyone’s list of alternatives and solutions. There are times when we are not even mentioned by other responsible gambling support groups. I have never heard of some of the names you offered. Do they recommend GA to their clients? I guess with the internet that would make finding those support groups easier.

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**... As a result of favorable publicity by a prominent newspaper columnist and TV commentator, the first group meeting of Gamblers Anonymous was held on Friday, September 13, 1957, in Los Angeles, California. Since that time, the fellowship has grown steadily and groups are flourishing throughout the world.”**

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Prevention – gambling addiction should be included in all addiction curriculum. It is harder now to access educators. GA should be part of high school health fairs, taught in health classes, and be available to host an assembly. This is what we ran into: we sent inquiries to every high school in Connecticut to see if we could talk with them... we did not even receive one response! There is a bright spot, we do have access to community colleges.

Another advocate is Gam-Anon – although there are only a few programs in this state. There were more, but now only about 3 or 4 groups still exist.

*Gam-Anon:*

*“If you've heard of Gamblers Anonymous (GA), you might know that as a 12-step recovery program for people struggling with a gambling addiction. Well, Gam-Anon is its counterpart for spouses, family, and close friends of compulsive gamblers. In other words, it's a self-help organization that offers support in dealing with the struggles that inevitably arise from being close to a problem gambler.”* [Source: Help With Gambling Addiction.com]

*“These groups are composed of men and women who are husbands, wives, relatives or close friends of compulsive gamblers. They are seeking a solution for living with this problem by changing their own lives.”* [Source: gamblersanonymous.org]

**Q:** What is the first thing a compulsive gambler ought to do in order to stop?

**A:** “START”

START by coming clean, address the issue with family. If they are unable to have that conversation as a first step, get to a GA meeting. Find out options.

Find someone to manage their money or the problem will never go away. A gambler cannot do it on their own.

**Q:** Is knowing why the person gambled important?

**A:** It is probably not a starting priority – just get help first and further down the road address ‘why.’

**Q:** Are there co-occurring (alcohol and gambling or narcotics and gambling) issues that need to be addressed?

**A:** Sure. But in my group, not as much as you might think. Some folks may have an alcohol or narcotics issue but, primarily with this group, it is more about gambling.

*Nicole went on to explain that when a gambler first enters recovery, they are in shock. It is the first time the person is looking at the “damage” and the staggering amount of work that needs to be done – by them. Some people have lost contact with or support from their family. Grandkids are not allowed to see them, other loved ones turn away so GA becomes their family.*

*People often said “you don’t look any different.” Gamblers are often masters at manipulating and once loved ones realize that influence, they may not be able to repair the damage. The destructive illness facing a problem gambler is on the inside.*

**Q:** What advice do you have for someone who ‘thinks’ they or a family member may have a gambling problem?

**A:** Well, the family member should offer both the GA and CCPG helpline numbers. Then find someone to immediately take over their money.

Realize that there will be anger, from both sides – family and the addict. This often happens and when the gambler is first coming to grips with their addiction.

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Family members are allowed to come to the first GA meeting, but after that the addict needs to come on their own - to “do the work” required. Remember, recovery cannot be forced, the person must want it. Families may have the best of intentions, driving them to and from meetings, but unless the addict puts in the effort, simply “wanting their loved one to recover” does not work.

**“Gambling addiction is like a sleeping tiger – it’s always there.” ~ Nicole**

*“I see the pain that this illness causes: divorce, loss of contact with family, their job, even falling into the depths of suicide.”*

**Q:** *In conclusion, what do you hope to get out of this interview?*

**A:** I hope to raise awareness. To tell others who may need help about the services that Gamblers Anonymous offers. To share information and get the GA helpline number out there.

I hope that Gamblers Anonymous comes to see a greater collaborate between stakeholders and all support groups. My final message is, gambling is a serious illness and not a game!

**If you or someone you love has a gambling problem, help is available:  
Toll Free, Confidential, 24/7 Gamblers Anonymous at 855-222-5542 or  
Connecticut Council on Problem Gambling: 888-789-7777**

## Efficient, Productive and Green



*By Derek Wong*

When the CLC launches new games, a set of documentation or “working papers” are created for full internal and Department of Consumer Protection review. These documents, created by the CLC Games Department, include information such as packaging, art work, ticket size, and prize structure. To ensure consistency and efficiency, the CLC has effectively digitized these documents into shared drives so that internal and external review teams can save paper. Normally, physical copies are hand delivered to review teams which can be a time consuming and wasteful. Electronic copies are now fully available for approval by all parties.

In another effort to eliminate the use of paper, the CLC Games Department has created a new “boilerplate template” for all working papers to ensure consistency and timely communication with our game vendors. On average, the boilerplate template reduces about 20 pages of game information that consists of known specifications and guidelines. In fact, currently there is a single reviewed and revised boilerplate template for each game vendor, eliminating an immense amount of redundant information.

***Conservatively, the CLC with its green digital effort and boilerplate template, will save about 4,800 sheets of paper per year.***



Furthermore, to upload approved games into the CLC Games System for launch, a courier normally hand delivers CDs and paper files to a vendor. With the new digitizing effort, files are now sent via Secure File Transfer Protocol (SFTP), which are password protected and paperless. Not only does this save materials and improve security, it eliminates courier fuel usage and emissions. Currently, two out of three game vendors have adopted this SFTP process.

Going forward, the CLC Games Department will continue to seek out Green initiatives that will benefit the environment while improving efficiency and maintaining consistency.

# Community Volunteer: Mothers in Action



By: Lynette Hazelwood



Always bringing positivity and cheerfulness to the CLC, it comes as no surprise that Lynette Hazelwood consistently gives back to her community. “I was raised in an era where “it takes a village to raise a child” and I wanted to be a part of that village. In saying so, it prompted me to become heavily involved within my community.

I am a proud member of Mothers Demand Action (MDA), which is a non-profit organization that provides support to families in the local community in the city of New Haven and surrounding towns that have been affected by gun violence. MDA's goals are to provide emotional support, community events and monthly prayer vigils.

I was inspired to join MDA because I believe our youth are dying at an alarming rate, especially due to gun violence. I am committed to serving in MDA to help increase community awareness and bring an end to gun violence within my community.

I am also a youth mentor at my Church, Christian Tabernacle Baptist Church and with the city of New Haven. I have volunteered for many community events, such as Hamden's National Night Out, New Haven's annual Hoop it Up, New Haven's Winter Wonderland, and New Haven's Feed the Homeless just to name a few.”

**“In a world that has become so complex, I believe humanity still exists and I will continue to do my part.” ~ Lynette Hazelwood**

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37% had heard the GameSense message that you should “only play with money you can afford to lose”  
36% had heard that you should “set a budget and stick to it”  
34% had heard that you “don’t borrow money to gamble”

These are impressive results! We look forward to continuing to test stakeholder awareness and interest in the GameSense brand, as the campaign continues to evolve.

One major evolution of GameSense, led by BCLC, was a recent “brand refresh.” In discussing this project with Candice May, GameSense Business Development Manager, BCLC partnered with a marketing agency to test how GameSense aligns with products and engages players. She explained that “stakeholders reported that: the line between ‘problem’ and ‘responsible’ gambling seems blurred . . . photography style tends to come across as negative . . . GameSense often overloads players with content . . . [and] demonstrating the effectiveness of GameSense is key to resonating with wider audiences (players and general population).”

This market research led BCLC to develop a new look for GameSense that uses more iconography than photos, and is designed to be more relevant to the modern day consumer. We have begun incorporating this new look, and we look forward to hearing your feedback.

Currently, we are weaving the new GameSense look into our advertising and messaging. You may have heard “Use Your GameSense” as part of a radio spot, or you may have already seen the new look on our website, or heard about it at the CT Council on Responsible Gambling Conference. Soon it will also start appearing on the back of all of our instant tickets, and on the back of retailer sell-sheets. We plan to continue to think creatively about how to utilize and maximize the impact of the GameSense brand. If you have any ideas, please don’t be shy.

Finally, if you don’t know about GameSense, or want to learn more, please ask someone on the Corporate Responsibility team or read more about the program under the Corporate Responsibility Section of our website. And if you want to join the Corporate Responsibility Team, please don’t hesitate to let me know.

— Chelsea E. Turner



## The Corporate Responsibility Team:

- Suzanne Colley
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- Kendra Eckhart
- Bryan Figueroa
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