

## ANNOUNCING

### WLA INAUGURAL RESPONSIBLE GAMING WEEK

October 16-18, 2023, from 15:00 to 17:00 CET

Responsible Gaming is the lottery sector's most critical element of Corporate Social Responsibility. As such, it is essential that WLA member lotteries not only grow their sales and returns to good causes but that they facilitate responsible play.

Doing the right thing for players and the broader community is a priority for the WLA. In order to further promote industry best practices, the WLA decided to initiate a Responsible Gaming week which will honor the best responsible gaming programs developed by its members. The event will focus on three themes:

October 16 – Lottery Holiday Campaign – Attention to Minors



Jeffrey Deverensky: Professor Emeritus at McGill University, Montreal, Canada, and member of the advisory board for the World Health Organization concerning behavioral addictions, has been published widely in the field of gambling studies, adolescence, behavioral addictions and developmental psychopathology for over 50 years.

- Nathalie Gemme and Elise Badey  
Loto-Quebec
- Krystal Smith  
Associate Program Marketing Manager: Responsible & Problem Gambling  
Oregon Lottery
- Kate Carlson  
Director of CSR & Compliance  
Hoosier Lottery

October 17 – Demystifying and assessing vulnerable groups



**Topic: Harm Minimisation Strategy –  
Supporting Vulnerable / Priority  
Groups**

Jeremy Logan is the co-owner and managing director of Dioscuri, a strategic consultancy agency based in Aotearoa, New Zealand, which is dedicated to working within indigenous and vulnerable communities to build equity and develop stronger and sustainable futures for them.

Of Pacific descent, he has experienced first-hand many of the issues that face the most vulnerable communities and is well placed to achieve his goals. .

With over 15 years of experience working in marketing and strategic consultancy space, his expertise focuses on taking innovative solutions that are grounded in cultural competency to partner both public and private organisations with communities, to build solutions together.

This unique approach has seen great success and he currently works with a number of Government organisations within New Zealand across the sector on such projects, including the Ministry of Health, Ministry of Foreign Affairs and Trade, Ministry for Pacific Peoples, Police, Ministry of Justice, and Lotto New Zealand .

- Kelly Bleakley  
Senior Social Responsibility Manager  
Lotto New Zealand
- Ian Jameson  
Head of ESG | Sustainability  
Lotto New Zealand



Title: Neighborhood And Environmental Predictors Of At-Risk And Problem Gambling In Massachusetts.

Kendra Pugh, PhD: Health Science Specialist for the Mental Illness Research, Education & Clinical Center (MIRECC) and Associate Director of VOICES Research at VA Bedford Healthcare System in Bedford, MA

This webinar presents the results of an investigation of the relationship between lottery gambling and the zip code where gambling occurs, as well as the influence of individual-level characteristics that predict at-risk or problem gambling (AR/PG). A GIS analysis was conducted to identify vulnerable areas based on neighborhood characteristics, lottery sales, and AR/PG in Massachusetts. An index of community characteristics that increased risk for AR/PG was created to demonstrate improved targeting of resources and interventions.



**Title: Veterans, Gambling Addiction, and Lottery Play: Understanding a Unique and Vulnerable Population**

Joshua Grubbs, Ph.D., is an Associate Professor at the University of New Mexico and an investigator at the Center on alcohol, substance use, and addictions, where he studies compulsive sexual behavior disorder, gambling disorder, and personality traits. He is especially interested in the social construction of addiction and understanding what leads people to feel out of control in their behavior. Dr. Grubbs is interested in veteran health and the experiences of U.S. Armed Forces veterans dealing with compulsive, excessive, or out-of-control behaviors.

## October 18 – RG’s importance in game design



Anne Pattberg is a long-time sustainability professional with broad experience and a record of successful cooperation with the lottery industry. From 2006 to 2011 she headed the sustainability department at Camelot Group plc, reporting directly to CEO Dianne Thompson. During that time, she was also Chair of the European Lotteries Working Group on Responsible Gaming, and was instrumental in the development of both the WLA Responsible Gaming Framework and the EL Responsible Gaming Standard. After Camelot, Anne worked for a number of years in a senior position at PwC, Germany, where she has advised DAX 30 and SME's on sustainability issues as well as conducting a variety of assurance projects, also for many German lotteries. She began her own business in 2015 – PB Consulting GmbH – and continues to work with some of Germany's largest companies in the areas of sustainability strategy, supply chain management, non-financial reporting etc. alongside her work as one of the WLA RG IAP Chairs.

- Ryan McCarthy  
Director, Player Health  
British Columbia Lottery Corporation
- Française des Jeux (tbc)
- NGUYEN DIEU HONG  
Project Management Department  
VIETNAM LOTTERY COMPANY (VIETLOTT)

The program will include examples of best practices from lotteries worldwide after hearing from expert keynote speakers. The first edition of the WLA Responsible Gaming Week is not to be missed!