



CERTIFIED
WLA RESPONSIBLE GAMING



WISCONSIN LOTTERY®

WLA Level 2

**Responsible Gaming
Certification**

Introduction

About the Wisconsin Lottery

- The Wisconsin Lottery was created in 1987 after a constitutional amendment was passed to authorize it. Since its first day of ticket sales on September 14, 1988, proceeds from the Lottery have been used to fund property tax relief for Wisconsin homeowners.

About Me:

- Marketing Specialist in charge of special programs, hired December of 2022.
- “The expert in anything was once a beginner.”
– ***Helen Hayes (First Lady of American Theater)***
- I began my Responsible Gaming journey in September 2023.



**WISCONSIN
LOTTERY**



WISCONSIN COUNCIL
ON PROBLEM GAMBLING

Wisconsin's Responsible Gaming Journey

Some interesting facts

- **Wisconsin Council on Problem Gambling (WCPG):** The Lottery has a long-standing partnership with the WCPG, the state's leading resource for gambling disorder information and support. The Lottery commits funds to support the WCPG's education and outreach efforts.
- The Wisconsin Lottery's responsible gaming efforts with the WCPG began with a public awareness campaign starting in 1998.
- The Wisconsin Lottery participates in the March Problem Gambling Awareness Month campaign, September Responsible Gaming Education Awareness Month, and the Gift Responsibly campaign in November and December.
- The Wisconsin Lottery encourages responsible gaming awareness throughout the year with posters, website messaging, and other literature.



Level 2 Certification

Wisconsin's Responsible Gaming Journey

WLA Level 2 Certification

- The Wisconsin Lottery applied for level 2 certification in 2022.
- The Lottery submitted their recertification for level 2 in September 2025.
- The Lottery had gone through major changes in staffing and felt that recertification at level 2 would be best to acclimate the team to the responsible gaming program.
- Recertification started with a review of the original responsible gaming certification document by the newly formed Responsible Gaming Committee.

Key People

The foundation of a good responsible gaming program is to find individuals who are dedicated to the collective goal of growing and improving the initiative.



**The Wisconsin Lottery Responsible
Gaming Committee Chair**



**The Wisconsin Lottery Responsible
Gaming Committee Representatives**



**Wisconsin Counsel on
Problem Gambling**

The Process

The journey to certification is different for everyone. What works for one organization may not necessary work for another. However, your experiences and the experiences of others may help everyone get to the collective goal of creating stronger responsible gaming programs.

1 st Create a committee	2 nd Review your current program	3 rd United States Lottery Forum	4 th Improve Educational Program	5 th Create Webpages	6 th File for WLA Level 2 Certification
July 2023	September 2023	April 2024	October 2024	Date	March 2025
Committee members were representatives of each department.	Created an excel spread sheet. List what is currently in place. List what goals and opportunities we wanted to address.	A questionnaire was sent out to every lottery in the United States. One of those questions was would you be interested in a Responsible Gaming Lottery group.	Started with new hire training. Developed an advanced training. Brought in speakers. Created a more engaging interactive training.	Developed an entirely new Responsible Gaming webpage for the Wisconsin Lottery.	Connected with Digital RG. Certified By October 1, 2025.

Tools that were helpful and lessons learned

"Individually, we are one drop. Together, we are an ocean".
—Ryunosuke Satoro (Japanese Writer)

- Created a committee
- Worked with other lotteries
- Worked with the Wisconsin Council on Problem Gambling
- Made connections through outside education and resources
- Documentation
- Digital RG



Benefits of the process

List some examples:

- Brought organization to the program
- Helped to set goals
- Created relationships with other Lotteries
- Learned more about responsible gaming and problem gambling education
- Opened doors to more resources



What is next

The Wisconsin Lottery will review the feedback from the World Lottery Association Independent Assessment Panel (IAP) and create an action plan to further develop our responsible gaming program.

- Document
- Educate
- Create and grow relationships
- Work through gaps and opportunities listed in the submitted certification document
- Review and assess feedback from the World Lottery Association Independent Assessment Panel (IAP)



Questions?



THANK YOU

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Wisconsin Lottery

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