

Data Impacts Report: Measuring the Effectiveness of Messaging and Lessons Learned

Krystal Smith
Program Manager,
Responsible Gaming/
Safer Play, Oregon Lottery,
USA -

Doing Good Things Since 1985





SAFER PLAY (RG) PROGRAM Data Impacts



TODAY'S SESSION TOPICS INCLUDE

Safer Play is a less stigmatizing, more inclusive, way of looking at Responsible Gambling.

It suggests that gambling is offered as entertainment or play for adults, and safer recognizes that it's an activity that carries risk.

Safer Play Program Overview

- Our Goals and Code of Practice
- Areas of Focus

2024 Safer Play Program Data Impacts Report

- Annual Program Metrics
- Key Accomplishments & New Initiatives

Safer Play Program Focus Areas

01

Investment in Research

06

Online Gaming

02

Employee Engagement

07

Player Education

03

Stakeholder Engagement

08

Treatment & Referrals

04

Retailer Engagement

09

Advertising & Promotion

05

Retail Gaming

The Oregon Lottery Code of Practice

The *Safer Play* Program is Guided by the *Oregon Lottery Code of Practice* and commits Lottery to:



Provide information and tools that help customers **to make informed choices about playing Lottery games**



Promote a shared sense of responsibility with our retail partners, **engage with the Responsible Gaming community**. Ensure **cultural relevancy and diversity**. demonstrate a **commitment to the communities in which we operate**.

OPGR

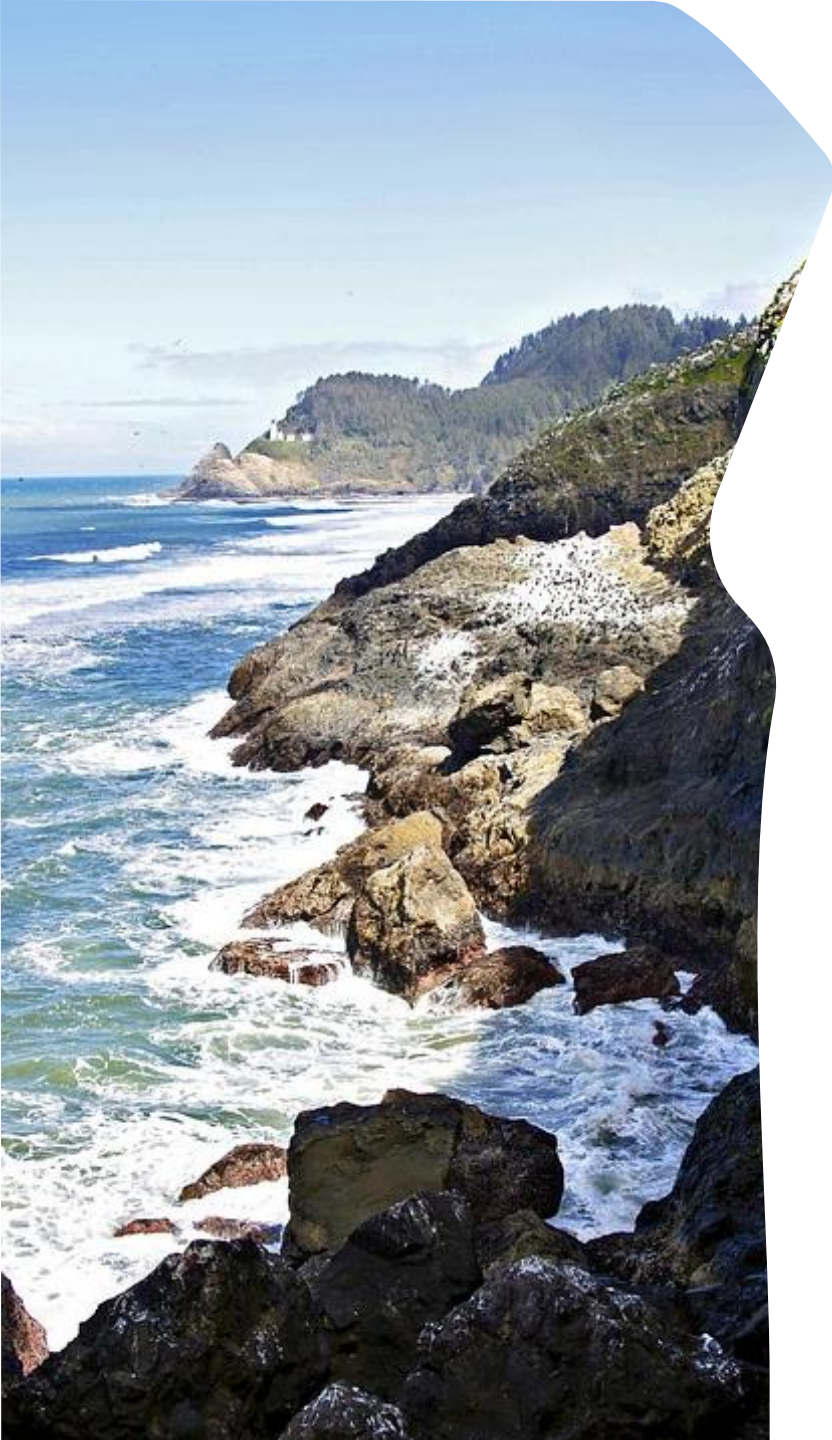
Ensure that players and affected others know **how to access available resources for gambling issues**, and that free, professional help is available



Devote energy, funding, and resources to have the **most positive impact** on the promotion of safer gaming practices and awareness of resources.



Measure & report performance. Develop new practices in response to emerging **research, evolutions in technology, emerging market trends**



2024 Annual Program Metrics

- Brand Promise
- Marketing & Advertising
- Required Training

Safer Play Program Annual Data Impacts

- Annual measurements look at year-over-year trends
- Key accomplishments document non-repeatable activities
- Using combination of internal monitoring and independent assessments

2024 RG BY THE NUMBERS



\$148+ MILLION
PROBLEM GAMBLING FUNDING
SINCE 1999



\$730,000+
ADDITIONAL PLAYER EDUCATION
MARKETING & OUTREACH SPEND



24.5
TIMES THE AVERAGE OREGONIAN
VIEWS RGPG MESSAGING



2135
CALLS TO THE HELPLINE



400+
OREGON LOTTERY STAFF
TRAINED ANNUALLY



84.2+ MILLION
TOTAL DIGITAL MEDIA IMPRESSIONS



4023
LOTTERY PRODUCT RETAIL
EMPLOYEES TRAINED, AVERAGE OF
2.4 AT EACH RETAILER

Brand Promise

Awareness of Funding

Awareness of Lottery Funding

Oregonians' awareness of Lottery revenue funding Problem Gambling services remains high. About 3-in-4 remain positive about Lottery's support of these services.



73%

Of Oregonians know
Problem Gambling
Counseling and
Treatment receives
funding from Lottery

Source #1

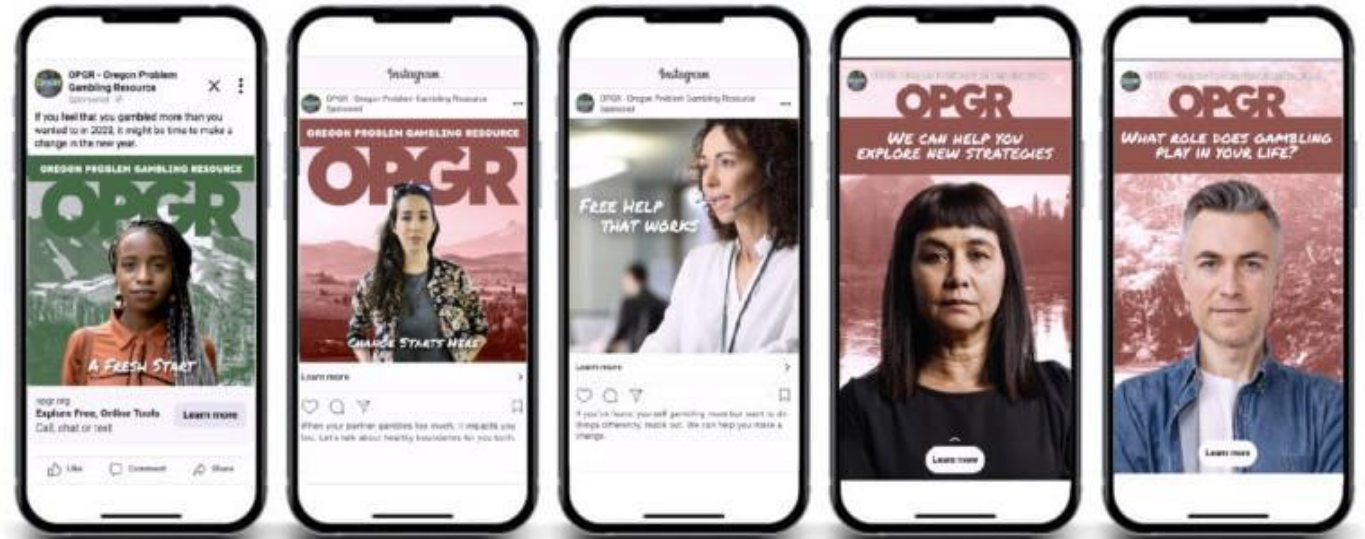
Brand Promise

Awareness of Treatment Features

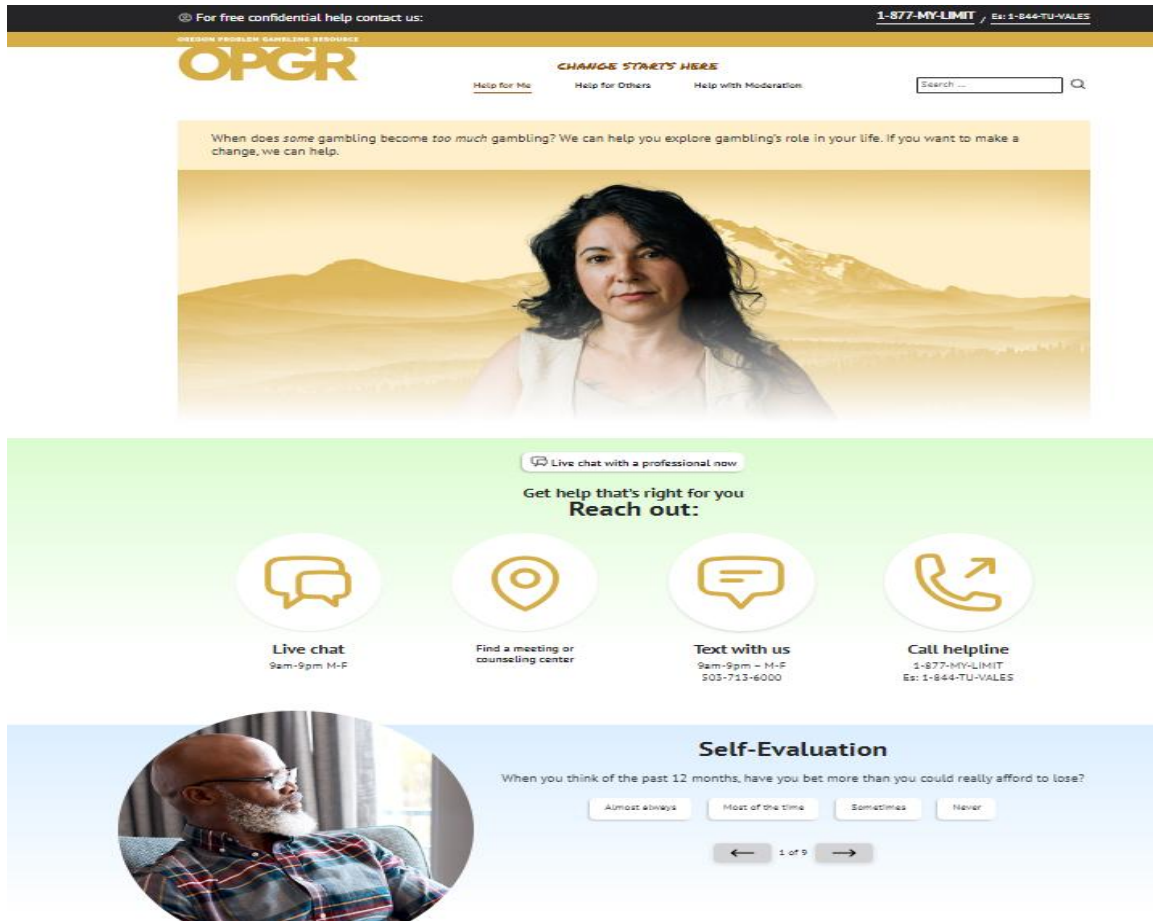


Marketing & Advertising

What is OPGR.org? A non-branded online resource site. Developed, maintained and promoted by Oregon Lottery. Lottery also develops the advertising that directs help seekers to the site.



Small But Important Changes to opgr.org

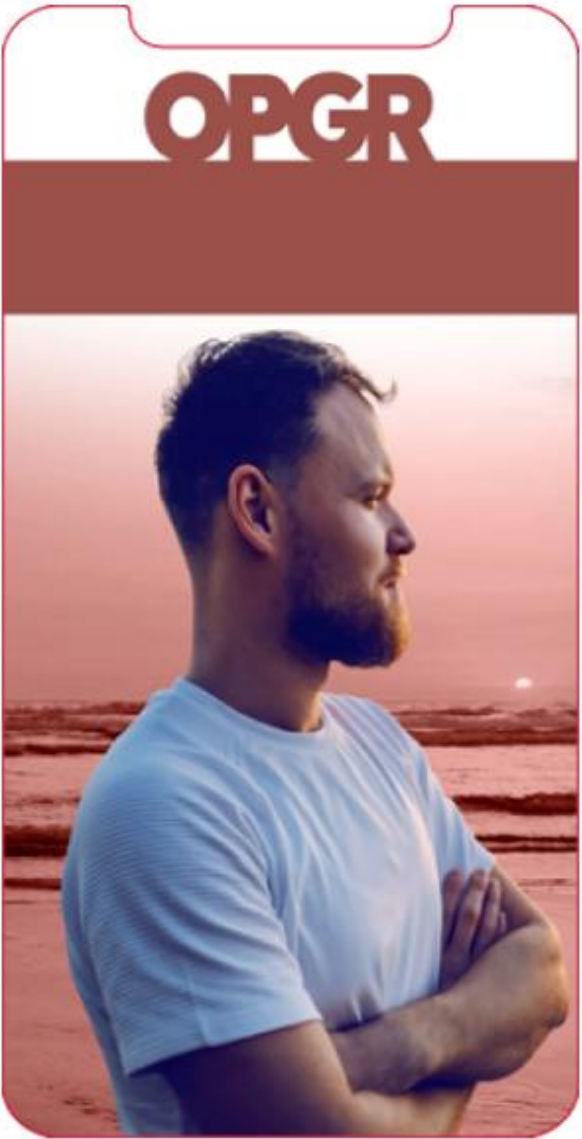


Whether you just want to chat, get more information, or be referred for counseling, you'll be connected to the resources that are right for you.

- Recovery Starts Here becomes *Change Starts Here*
- Help for Gamblers becomes *Help for Me*
- Call to action to a *Professional*
- Treatment becomes *Counseling*
- Introduce options beyond counseling

Small But Important Changes to Marketing Outreach

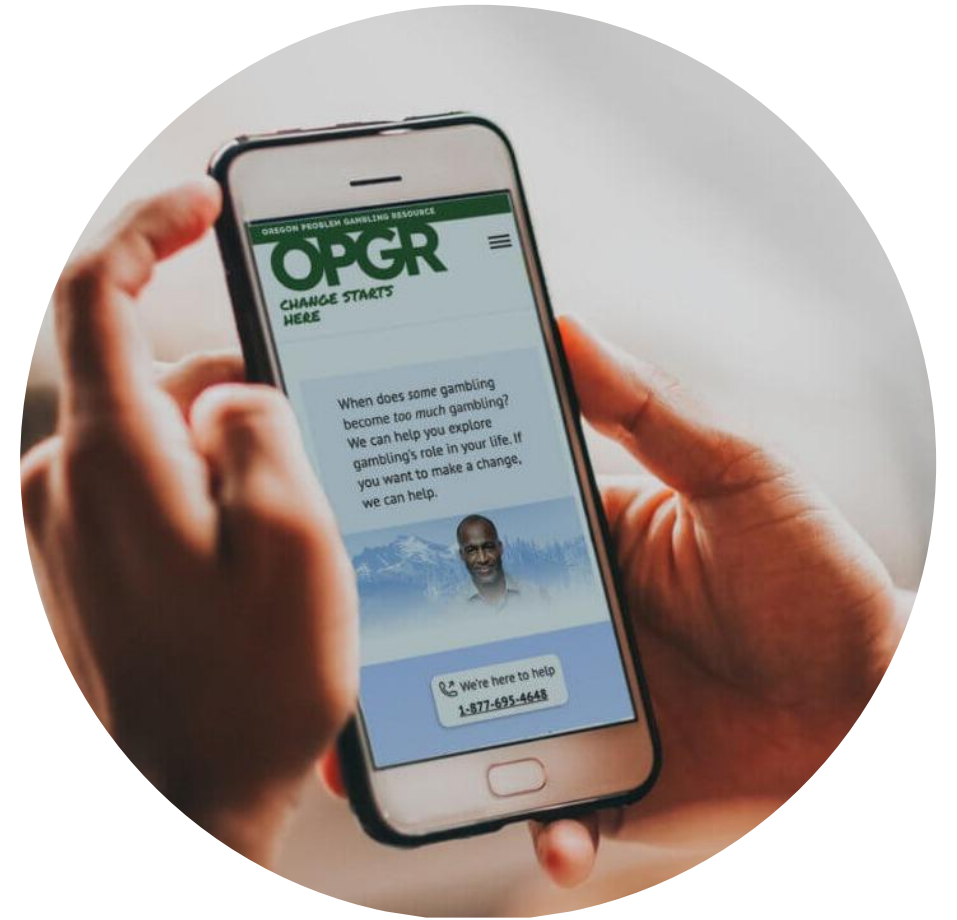
Updated language and messaging for existing and new digital, print and paid social advertising



Marketing & Advertising OPGR.org Site Sessions

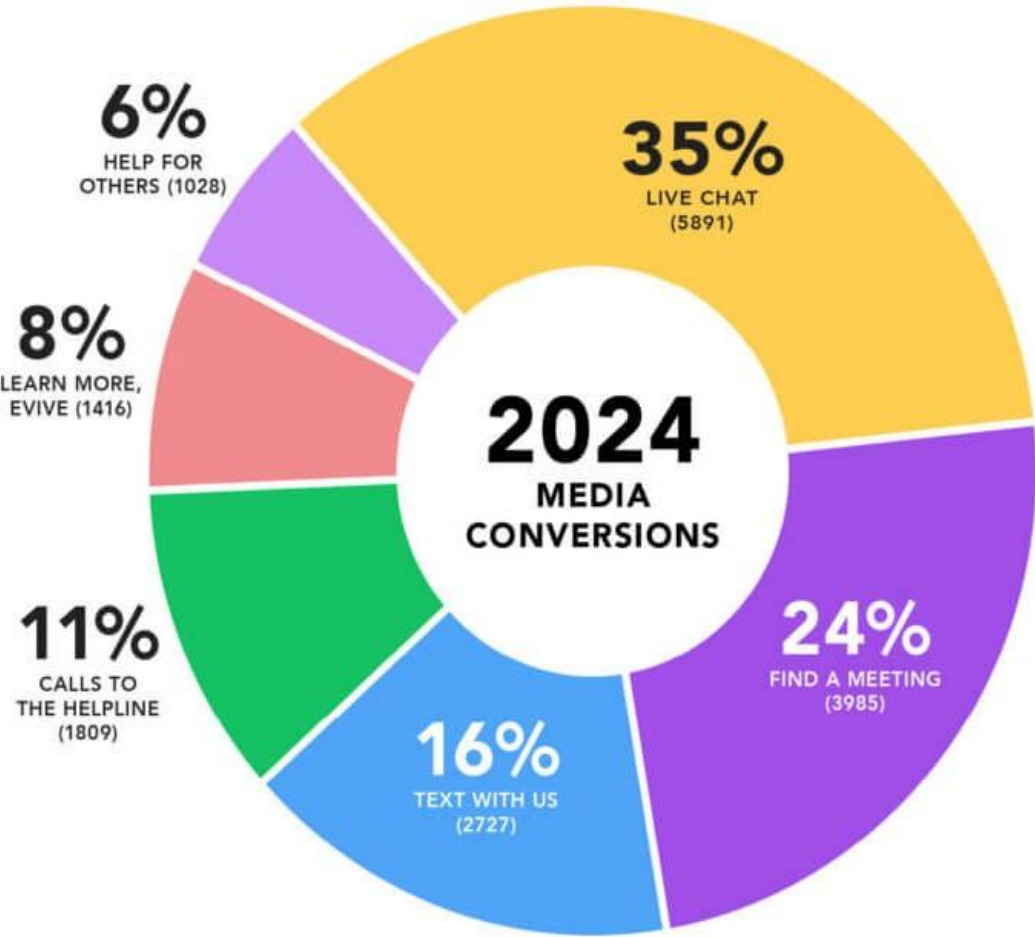
In 2024 OPGR.org had **644,000** site sessions - up over 200% from the previous year.

OPGR advertising developed by Lottery is responsible for over **95%** of all site sessions.



Marketing & Advertising Engagement and Conversions

	2024	2023
Site Sessions	644,000	285,000
Conversions	16,856	6,902
Conversion Ratio	2.61%	2.42%



Marketing & Advertising

Connecting to a Professional

Calls, Chats & Texts to the Helpline

In 2024 we began promoting connecting with a professional “just to chat”



2,135

Calls to the Helpline



404

Referrals to Treatment



123

Helpline Text



846

Helpline Live Chat

Required Training

Lottery Product Retailer Training 2024

- **4023** Lottery Product retail staff trained
- **2.4** average staff trained per retailer
- Most retailers strongly agree that promoting responsible gaming is a shared responsibility between Lottery retailers and Oregon Lottery

“I was happy to see this video, as I know, myself, I've wondered how to handle certain situations when it comes to customers & where my responsibility lies.”

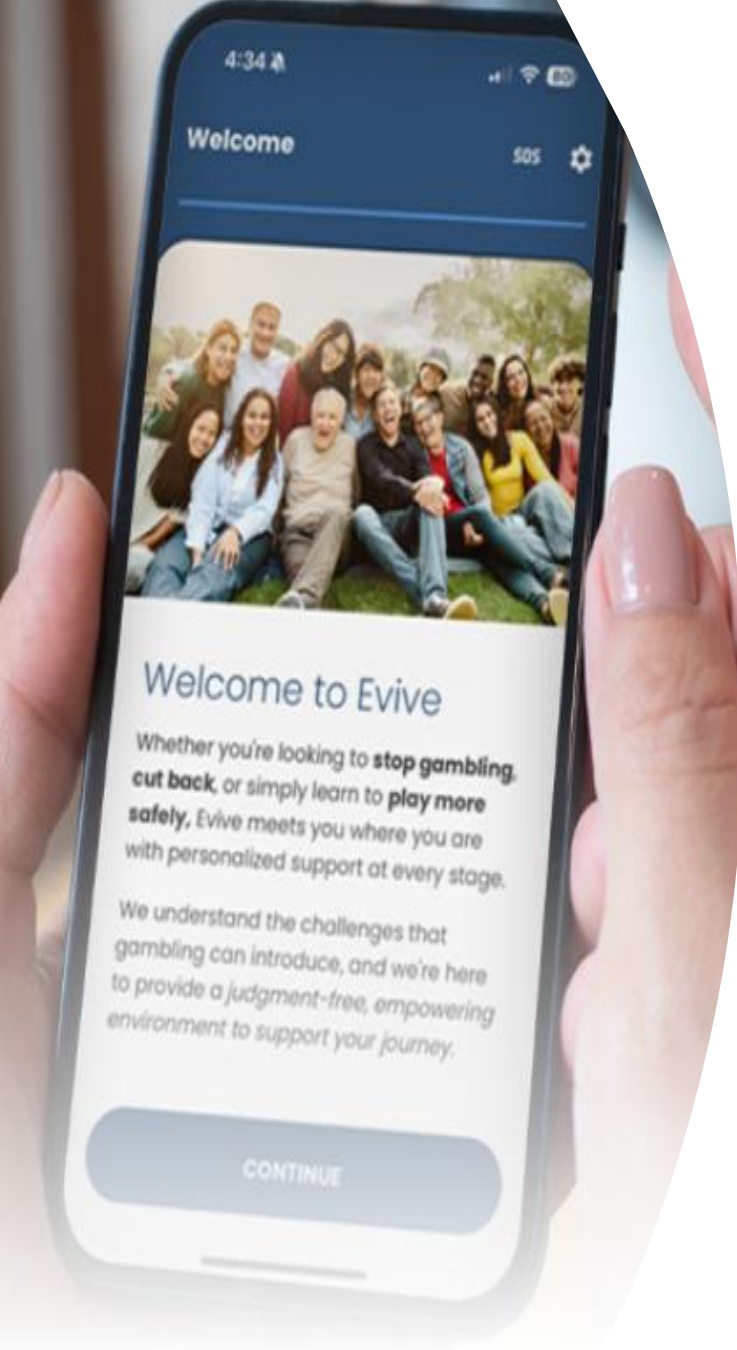


All Lottery Employee Training 2024

- **450** Employees trained
- **Over 98%** of all Lottery employees agree that promoting Safer Play (RG) is good for business
- Staff were able to connect the training to their role as a Lottery brand ambassador

“I am glad to see the name shift away from Responsible Gambling to Safer Play. This definitely highlights the activity in a more realistic way.”





Key Accomplishments

Outcomes from the research included:

- **Piloted a gambling specific health app called EVIVE** for stop, reduce, and play safe, in partnership with OHA
- **New Content & Tools** including video's, quizzes, and community resources
- **Affected Other (AO) Research:** A multi-phased study began in 2024 and just concluded in early 2025.
- **Marketing messages** designed to address barriers to help seeking journey and answer the big questions players have when contemplating a change.
 - [How Much is Too Much,](#)
 - [Setting a Change Goal](#)
 - [When You Are Ready.](#)
- **Training:** RG on the GO – and Advanced Self care for Player facing staff to help cope with day-to-day interactions.



Focus in 2026

- Affected Others Marketing efforts – Actioning our findings
- Introduce new Safer Play Lottery Product Retailer Training
- Introduce New Safer Play Employee training

Reach out if you would like to see any of our training videos

Thank You

Contact info:

krystal.smith@lottery.oregon.gov

2024 Impacts Report:



**OREGON
LOTTERY®**

Together, we do good things.