

**GameSense Licensing**  
Collaborating Around a Unified RG  
Program

Massachusetts

# GameSenseMA (GameSense Massachusetts)

New Horizons Conference  
Vancouver, British Columbia  
March 2023





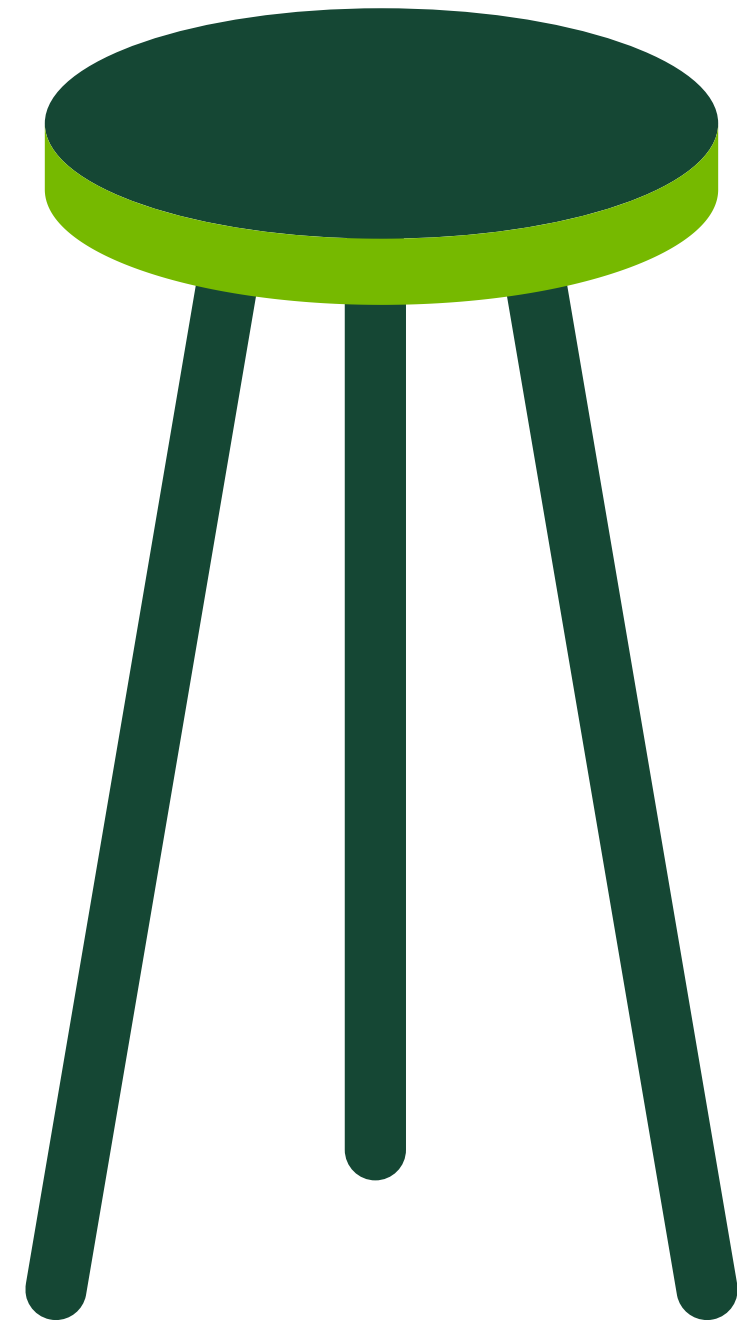
# Why does GameSenseMA exist?

- Expanded Gaming Act of 2011
- MGC and BCLC
- Spectrum of Gambling
- Public Health Approach



# What is GameSenseMA?

- Logic Model: Patrons, Employees, and At-Risk Communities
- Evidence-based Efforts (SEIGMA and MAGIC)
- Evolving tools and research to respond to needs presented
- Funded by PHTF





# Who is GameSenseMA?

- MGC R&R
- MACGH Senior Team
- GameSense Advisors
  - Backgrounds
  - Language
  - Interests/Strengths





# Where does GameSenseMA happen?

- GameSense Information Centers
- Back of House
- Out in the Community
- Online




# How does GameSenseMA work?

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**We can help you see the whole picture.**

Struggling to see the whole picture when gambling? Our Advisors are available 24/7 to chat and can provide tips to help keep your play fun & safe.




GameSense [Learn More](#)

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**If Your Gambling No Longer Feels Like A Game...**

If you find yourself gambling too much, the Voluntary Self-Exclusion program can be a first step in regaining control. LiveChat 24/7 to learn more!



GameSenseMA [Learn More](#)

- Live Chat and GamLine
- VSE (In-person and Remote)
- Educational Activities and Quizzes
- Digital Advertising
- Augmented Reality Tool
- Collaborative Efforts with the Casinos
- Trainings for Employees
- Community Tabling and Information
- Basket Raffles
- Newsletters
- GameSense Awards



**E-Newsletter**  
JAN / ENCORE BOSTON HARBOR



SIGA

# GameSense & SIGA

1. 7 casinos + PlayNow SIGA
2. Conferences
3. SIGA GA's/meetings
4. FNARF





# Training

- RG 1 Training
- RG 2 Training
- VSE – 1-1 sessions



**Red Flag Gambling Behavior**

- Discusses personal concerns
- Complains about losing or payouts
- Accuses casino of rigging machines
- Repeated ATM withdrawals
- Gambles alone, ignores interactions
- In the casino frequently
- Doesn't take a break
- Signs of distress: crying, sweating, hitting machines or table
- Gambles for an extended period of time (4+ hours)

Respond with main messages according to your level of training and level of comfort.

Refer issues to Supervisors, Security, CSM, APM or CXM.

**Problem Gambling Helpline**  
1-800-306-6789

# Collaterals

1. Brochures & Posters
2. QR Code
3. Cool Signs
4. Advertising
5. Sign-up cards
6. Website



**Use Your GameSense**

Scan the QR code for Responsible Gaming (RG) information and resources

**Play within your means** – Leave your ATM card at home, play with a set amount of cash on hand.

**Set a time limit** – Taking breaks helps you to improve decision making. If you are looking for a longer break, each SIGA Casino can provide you with a Voluntary Self-Exclusion starting at 6 months, up to 5 years.

**Slots Machines** – Slot machines utilize a random number generator, winning is never a guarantee. Play for fun, not to chase losses.

Looking for information on how gambling works?  
Visit the GameSense Information Centre or [SIGAGameSense.ca](http://SIGAGameSense.ca)

Problem Gambling Helpline 1-800-306-6789

CASINOS 



# Thanks from the GameSense Team!

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THANK  
you

# Panel Discussion