

Monitoring Gambling Impacts in Massachusetts: Honing Strategies and Preventing Harm

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International Conference on Gambling & Risk Taking

June 6-10, 2016

Funding Declaration & Acknowledgements

- This study was funded by the Massachusetts Gaming Commission
- Many thanks to the members of the SEIGMA research team

BACKGROUND

2011 Expanded Gaming Act

- Allows for resort style casinos in three geographically diverse regions
- No more than one casino in each region
- Allows for one slots parlor statewide (not geographically restricted)



Features of the Expanded Gaming Act

- Regulators required to give equal importance to
 - establishing a viable casino industry
 - minimizing and mitigating negative impacts
- Host communities given a strong voice
- PG issue framed explicitly through a public health lens
- Central role of research to enhance responsible gambling and minimize problem gambling
- Funds to conduct research and provide services to problem gamblers and their families ensured

MGC Research Agenda

- MGC launched its research agenda in 2012
- Components currently include:
 - Impact study (SEIGMA)
 - Cohort study (MAGIC)
 - Crime component
 - Evaluation of RG activities
 - Strategic plan for PG services

SEIGMA's Topic Areas

Social & Health Impacts

- General population surveys
- Targeted population surveys
- Online panel surveys
- Secondary data collection

Economic & Fiscal Impacts

- REMI modeling using primary & secondary data
- Community comparison analysis
- Profiles of host communities
- Real estate data analysis

Problem Gambling Services Evaluation

- General population surveys
- Online panel surveys
- Online focus groups
- Secondary data collection

Cohort Study (MAGIC)

- Focus on incidence & etiology
- Launch delayed due to repeal referendum
- Wave 1 = Baseline Population Survey
- Stratified sample drawn based on risk profile
- Wave 2 launched March 2014
 - Achieved sample = 3139
- Wave 3 expanded quex developed
- Wave 3 launched in March 2015

Additional Components of MGC Research Agenda

Crime

- MGC crime analyst obtains quarterly updates on police incident reports from host & surrounding communities
- Intended to provide real time data for timely deployment of local police resources
- Higher-geography data will be analyzed for SEIGMA

Evaluation of RG Efforts

- Voluntary self-exclusion
- Responsible Gambling Information Centers in gaming venues
- Play management system to be offered to all loyalty card customers
- Evaluation contracted to Cambridge Health Alliance, Division on Addictions

Overview

STRATEGIC PLAN FOR PROBLEM GAMBLING SERVICES

Strategic Plan for Prevention and Treatment

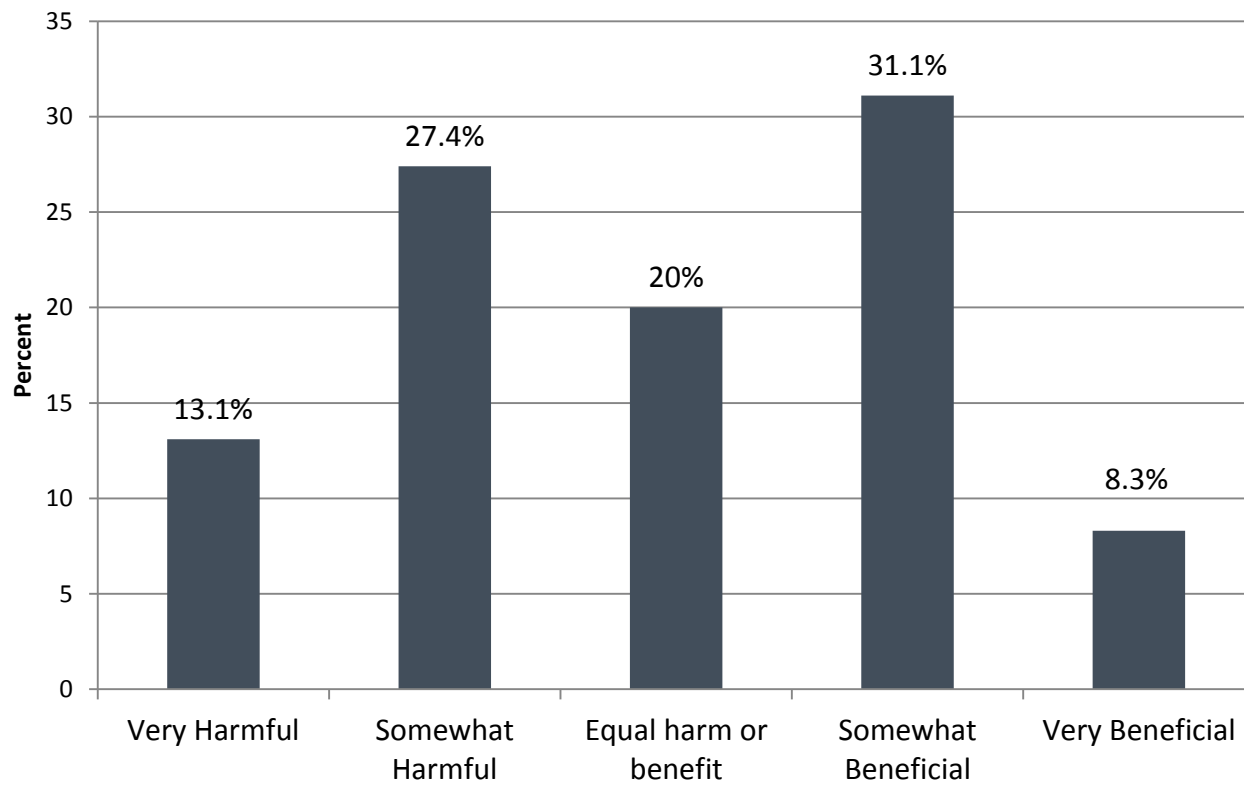
- In 2014, MA DPH contracted with Education Development Center's (EDC) Massachusetts Technical Partnership for Prevention to develop a strategic plan for problem gambling services in MA
- The resulting strategic plan:
 - Provides an overview of existing PG-related services in MA
 - Incorporates key findings identified in a SEIGMA white paper
 - Provides recommendations for how best to utilize available funds

SEIGMA Research Activities in Support of Strategic Plan

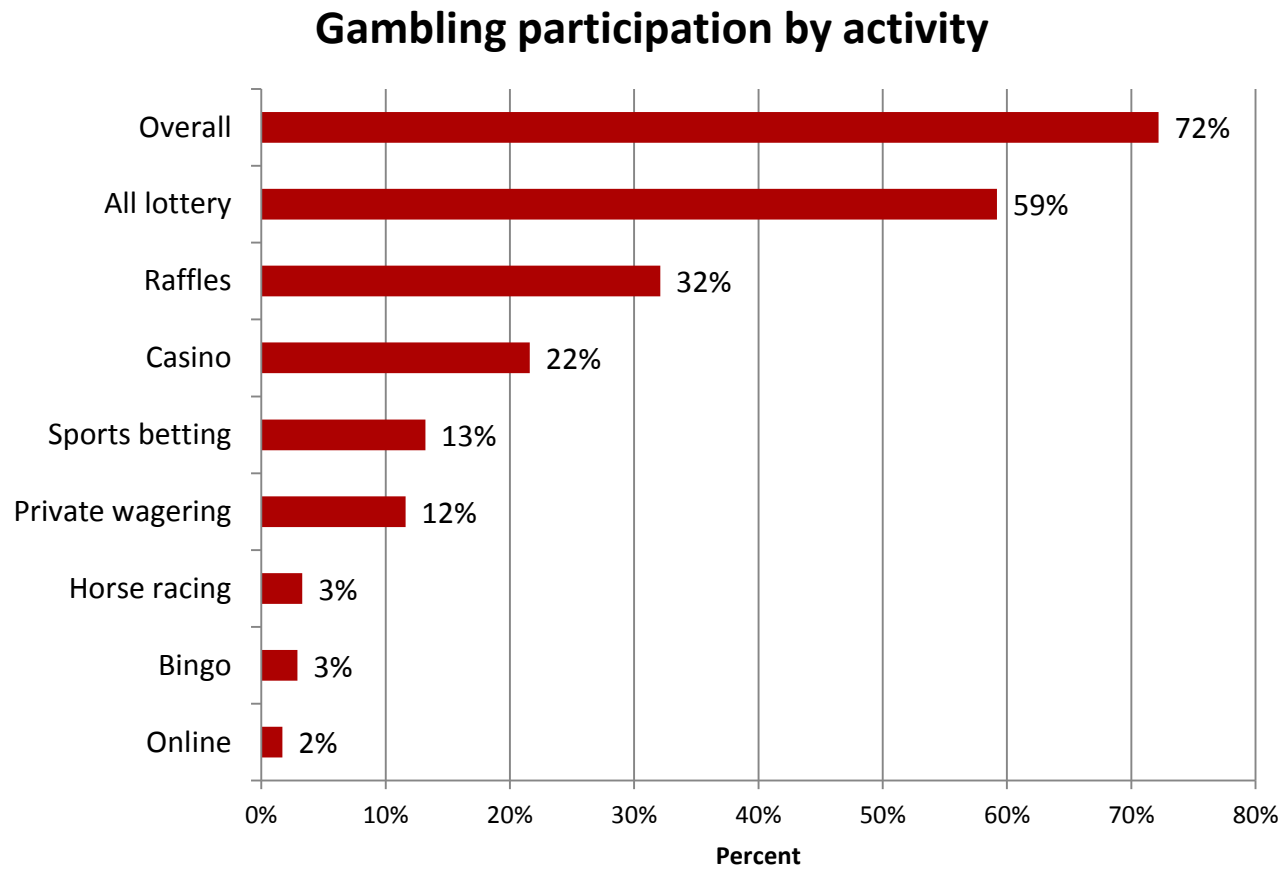
- SEIGMA survey data
 - Baseline Population Survey
 - Online Panel Survey
- MCCG Problem Gambling Helpline data
- Online focus group with treatment providers

Impact of Gambling Expansion on State

Perceived impact of gambling in Massachusetts

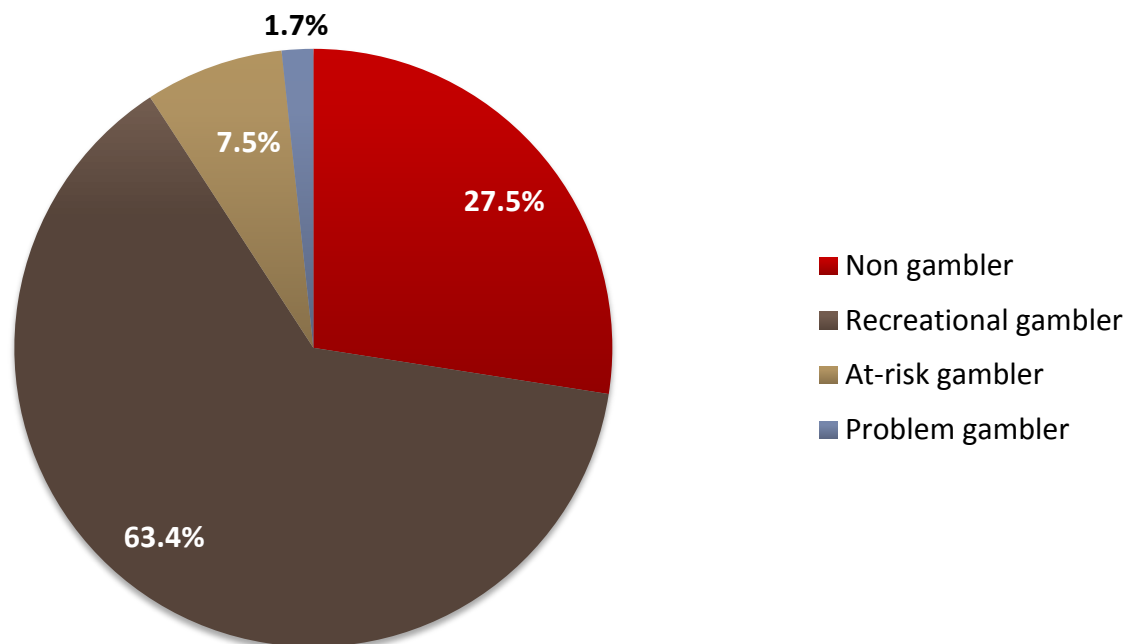


Past-year Gambling Participation



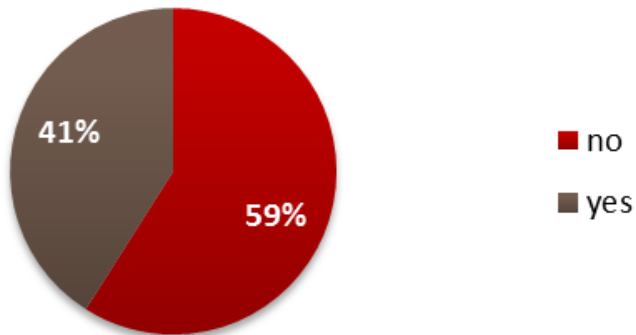
Problem Gambling Prevalence

Problem gambling prevalence

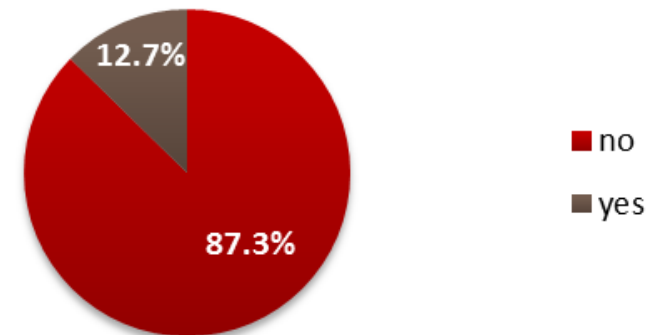


Awareness of Media Campaigns & Programs

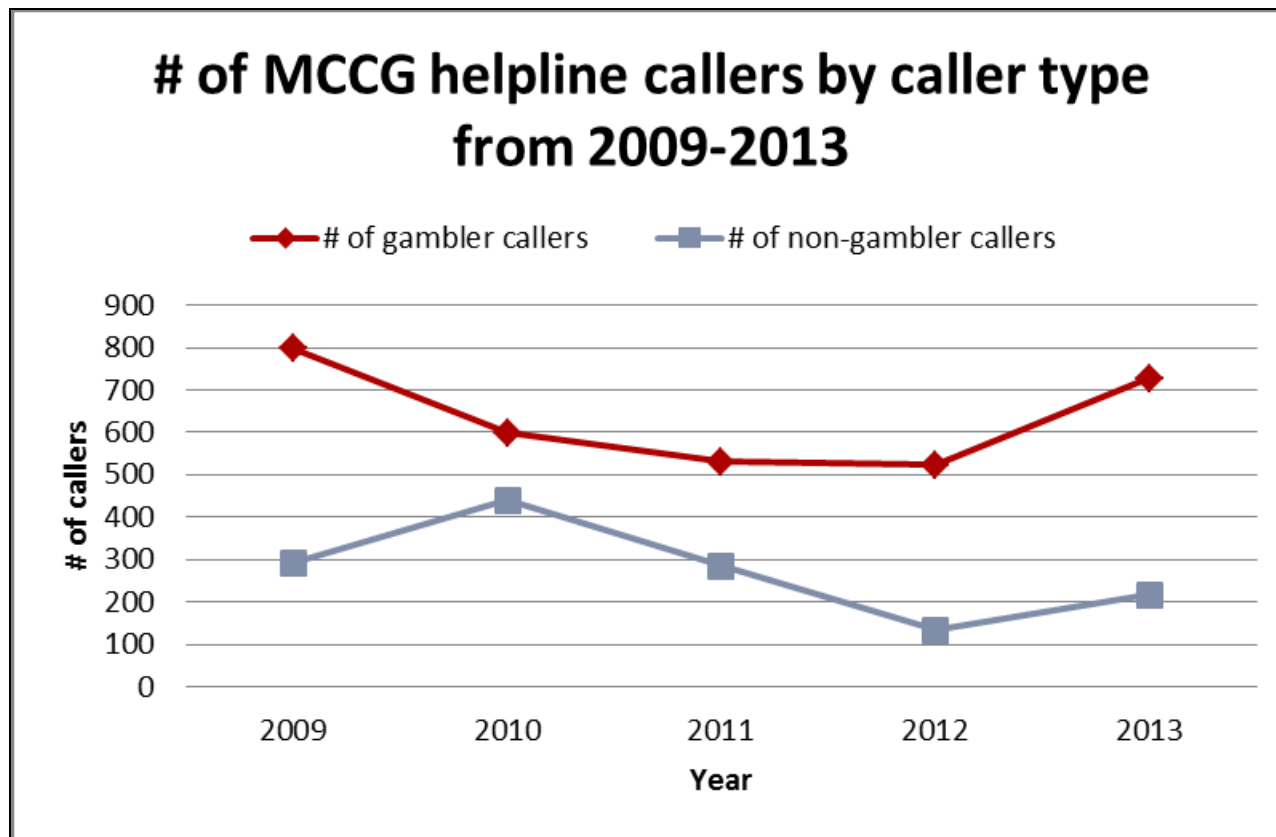
Awareness of media campaigns



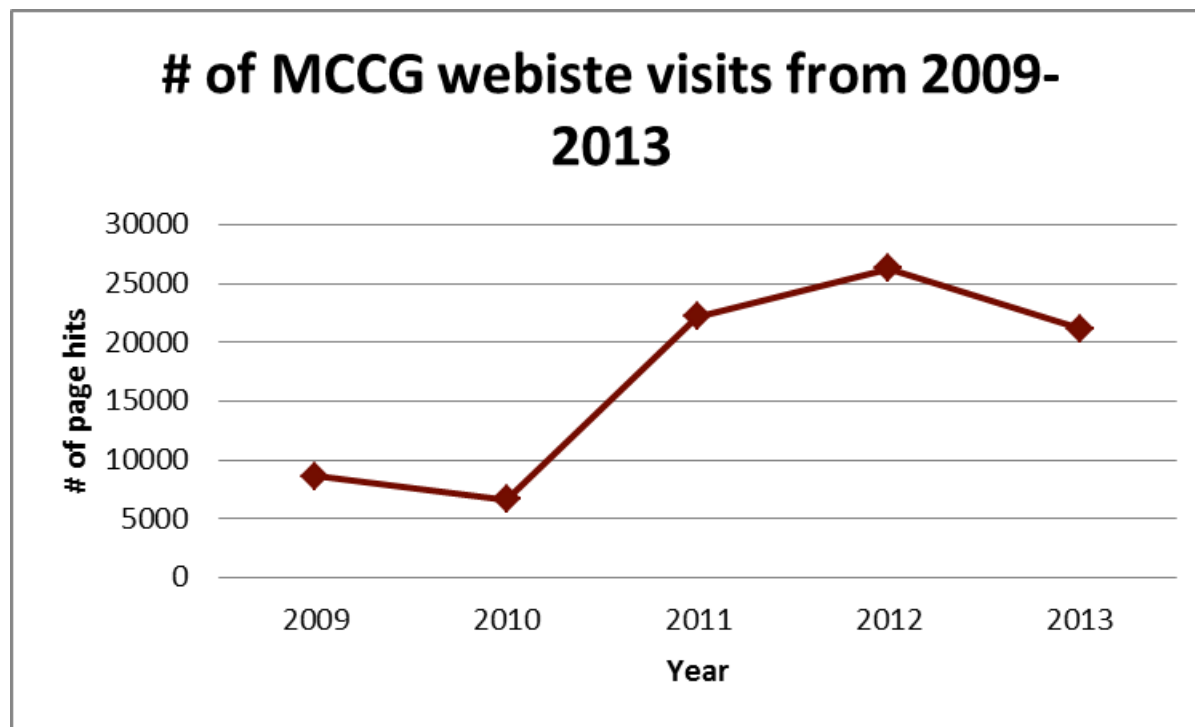
Awareness of non-media programs



Mass Council Helpline Data



Mass Council Website Data



Analysis of MCCG Helpline Data

Summary of Key Findings

- Majority of gambler callers were middle-aged men
- Majority of concerned others were women
- Most common reasons for seeking help were financial problems, emotional health issues, and relationship issues
- MCCG made ~900 referrals to state-run treatment centers
- MCCG also made ~2600 referrals to other sources

Online Focus Group Summary of Key Findings

- Providers use a variety of screening tools in various different ways
- Providers set treatment goals and evaluate treatment outcomes in different ways
- Providers differ in their opinions regarding treatment goals and outcomes
- Providers have a number of unmet needs
 - Desire for skills-based clinical training opportunities
 - Desire to be part of a community of practice
 - Desire for clinical supervision and mentorship
 - Greater ability to track/evaluate/improve client outcomes
 - More outreach to raise awareness about available services

Common Themes Identified

- Information about gambling behavior and problems in Massachusetts can be used to tailor prevention messages and target outreach efforts
- At-risk and problem gambling prevalence estimates and information about concerned others can be used to estimate treatment volume and plan for treatment-seekers
- Improved data collection regarding help- and treatment-seekers in the Commonwealth is needed
- Improved problem gambling service administration is needed—clinical supervision, best practices, standardized practices, evaluation, etc.

Key Findings from the

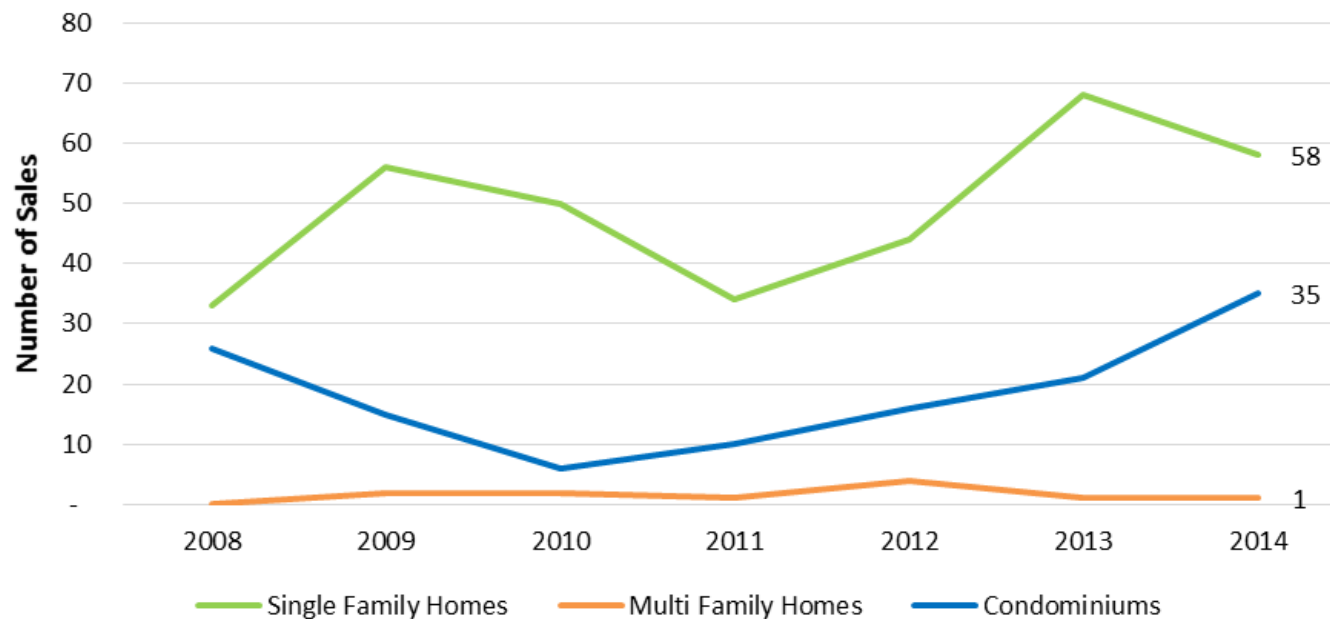
LOOKING AT THE ECONOMIC IMPACTS

Real Estate Analysis

- Focus on baseline conditions in/around host communities
 - Residential properties
 - Sales, sale price, rents
 - Commercial/industrial properties
 - Inventory, net absorption, lease rates
 - Analysis at multiple scales
 - Host community, surrounding communities, immediate region, distance from casinos

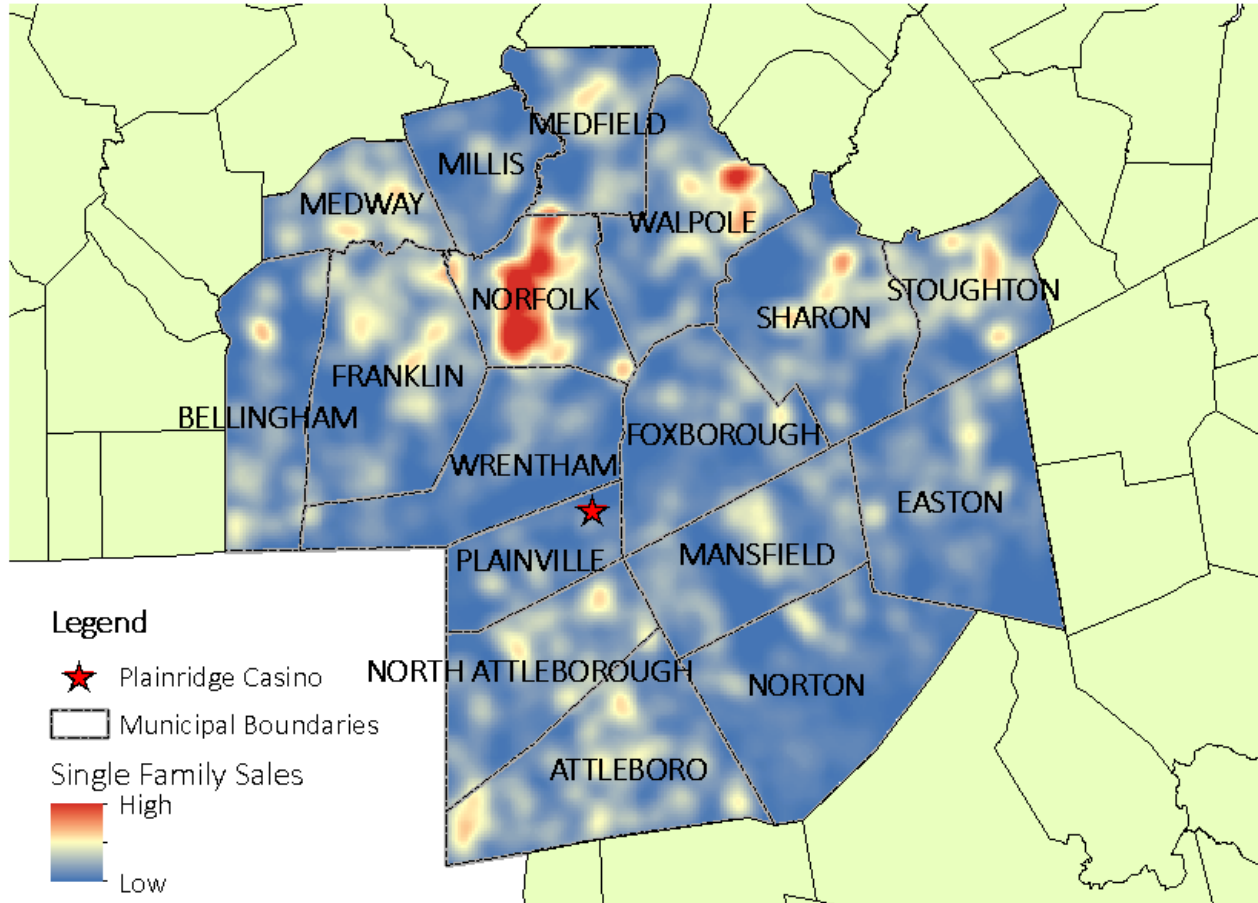
Plainville Sales Trends

- Small market, dominated by SF home sales
- Upward trend, but highly variable



SF Home Sales “Hot Spots”

Areas of Concentrated Single-family Home Sales, 2008 to 2014



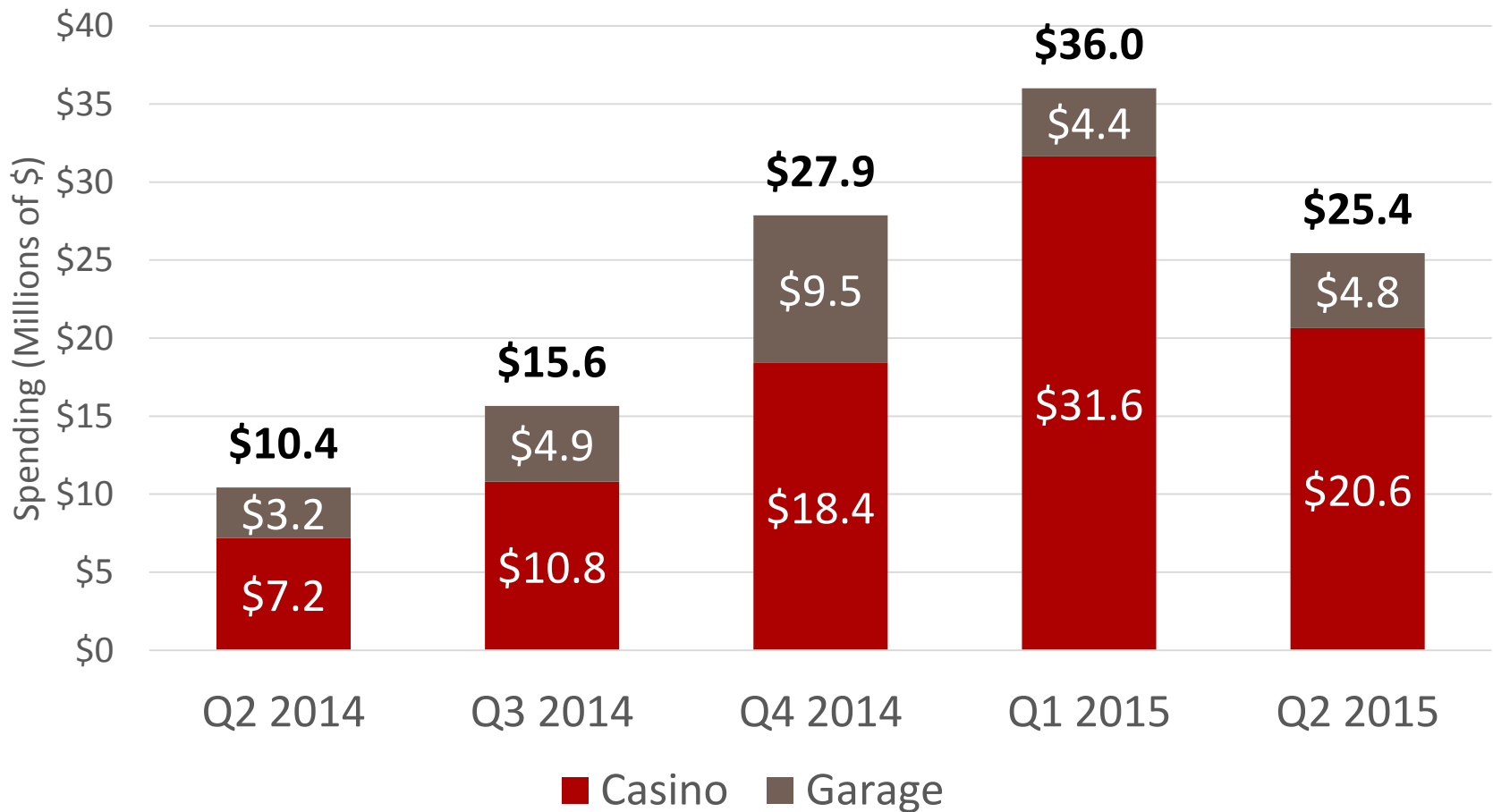
Construction of PPC

- Collected construction data on Plainridge Park
- Finalizing report of construction spending and its impacts
 - This analysis will change slightly with the inclusion of design and engineering.
- Developed data collection relationships with PMA, Pinck, MGC, MGM, and Plainridge Park

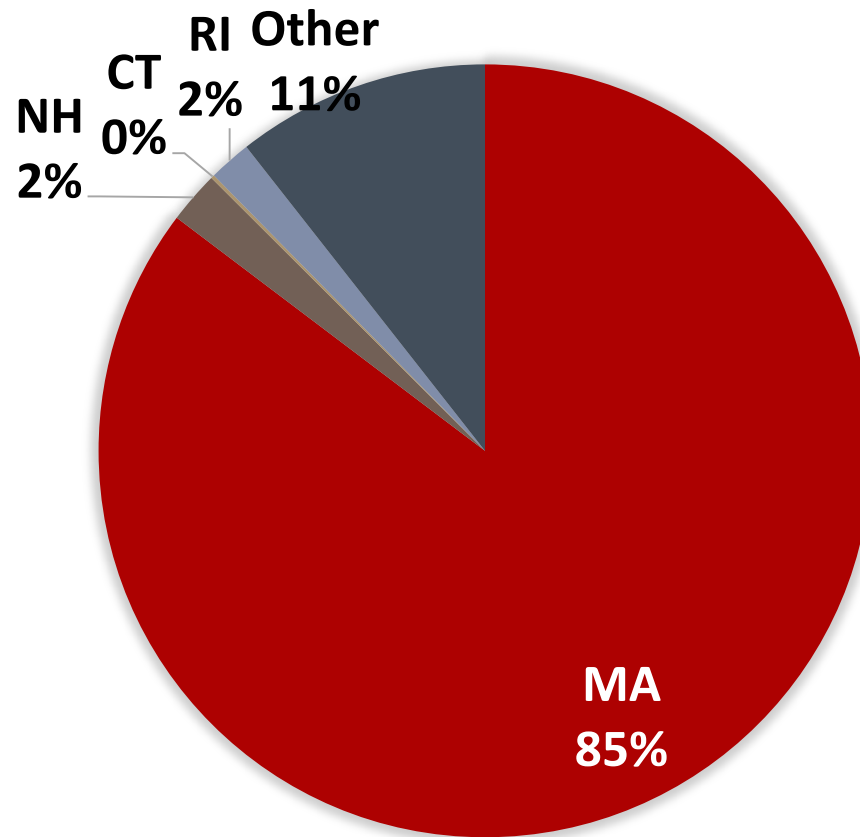
Plainridge Park Project Background

- Property includes four main structures
 - Racetrack, grandstand and simulcast building, casino, parking garage
- The track carried over, the grandstand was remodeled, and the casino and parking garage are new
- Construction took approximately 14 months and cost \$115 million

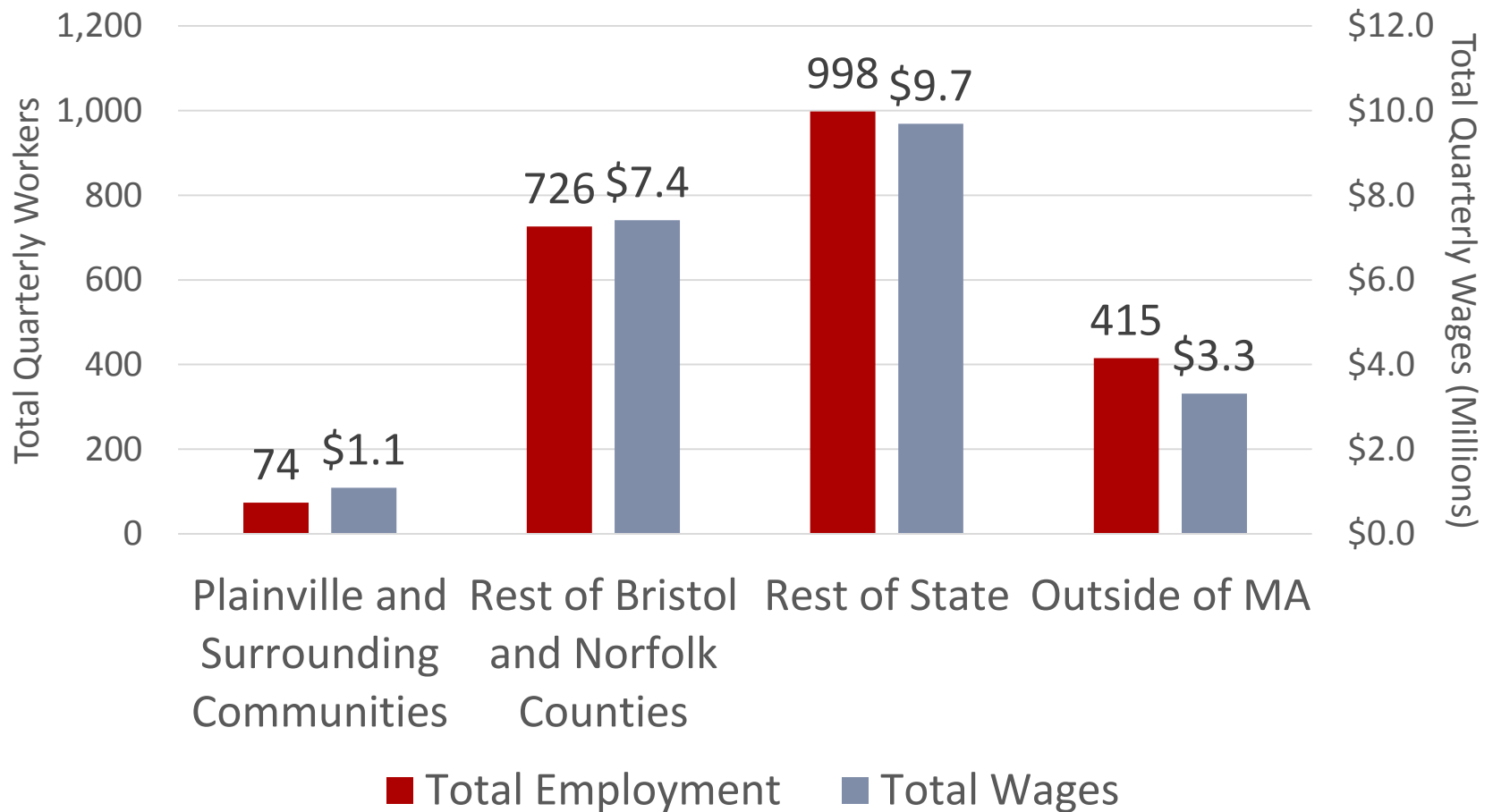
Spending by Quarter



Share of Construction Spending



Total Quarterly Workers and Wages



Total Employment Impacts by Region

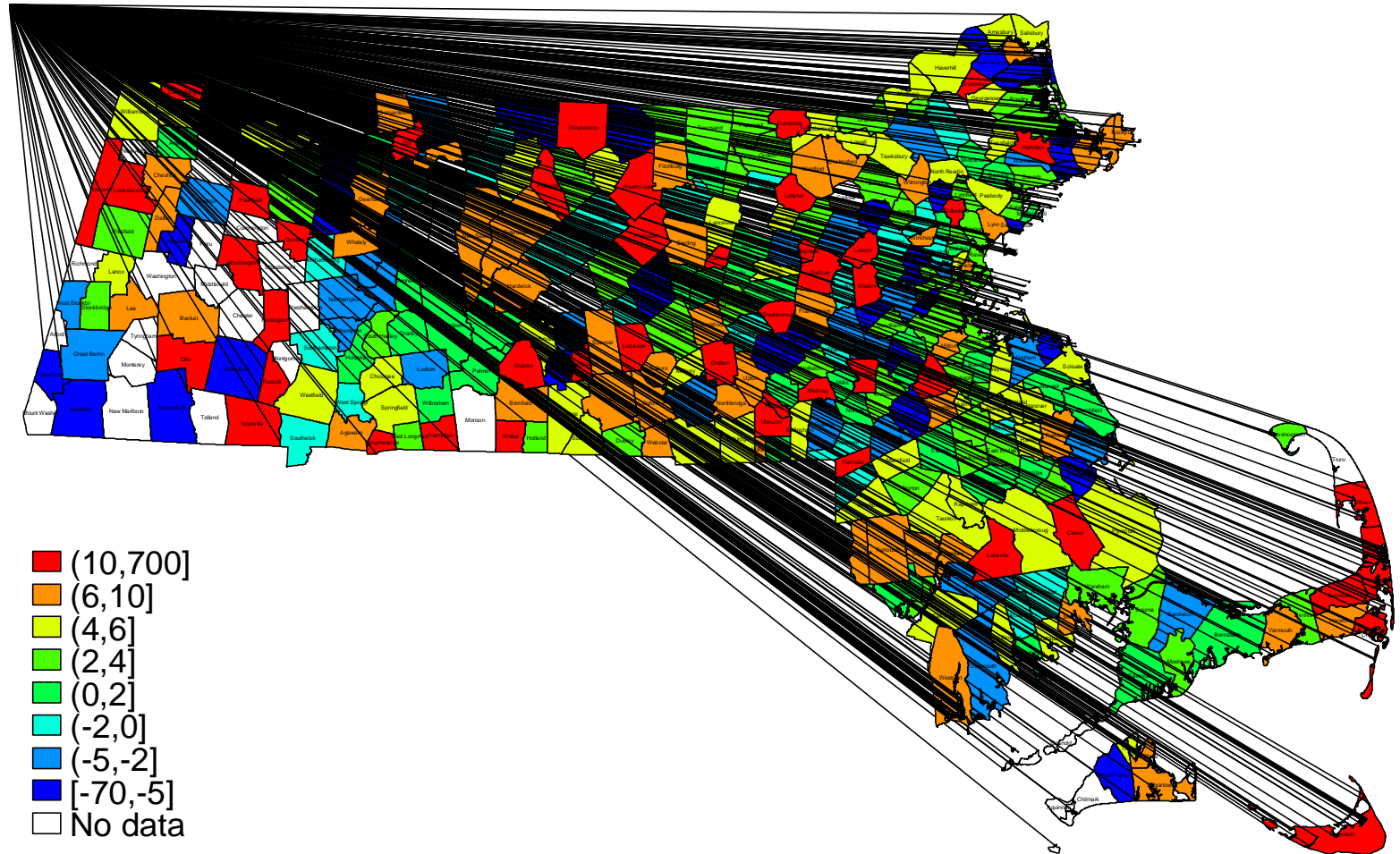
Total Employment (Job-Years)	2014	2015
Bristol and Norfolk Counties	400	355
Rest of Southeastern MA	53	61
Boston Metro	102	102
Rest of Central MA	18	20
Lower Pioneer Valley	2	2
Rest of Western MA	0	0
Total	576	540

Weekly Lottery Outlet Data

- MA Lottery is providing weekly sales data by outlet (weekly sales for 8,028 outlets)
- Outlet specific data is unique opportunity and big advantage
- Allows analysis lottery sales by community, by driving time and/or mileage from casino, and by game

Percent Change in Lottery Sales by City

Jun-Dec 2015 vs Jun-Dec 2014



Economic & Fiscal Impacts Analyses

CONCLUSION

Lessons We Have Learned

- Developing & maintaining relationships is vital
- Regular communication is essential
- Collaboration needed to effectively assess & address gambling impacts
 - But requires extensive resources of time & good will
- Challenges in balancing feedback & best practices

Thank you!

For more information, visit:

www.umass.edu/seigma