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## ADVISORY COMMITTEE ON PROBLEM GAMBLING MINUTES

DATE: February 20, 2020 TIME: 9 a.m.

Meeting Locations:

Division of Public and  
Behavioral Health  
4150 Technology Way, Suite  
303

Carson City, Nevada 89706  
Desert Regional Center  
1391 S Jones  
Las Vegas, NV

CALL-IN NUMBER: 888-363-4735 ACCESS CODE: 1602938

1. Call to order/roll call

**Members Present:** Alan Feldman, Chair; William Theodore Hartwell; Constance Jones; Carol O'Hare; Denise Quirk, Vice Chair; Brenda Joy Rose; Donald Yorgason; Carolene Layugan

**Staff and Guests Present:** Kimberly Garcia, Brook Adie, and Joan Waldock, Division of Public and Behavioral Health (DPBH); Sarah St. John and Andrea Dassopoulos, University of Nevada, Las Vegas (UNLV); Jeff Marotta, Problem Gambling Solutions; Lana Robards, New Frontier Treatment Agency; DeNeese Parker, Eighth Judicial District Court; Jaclyn March and Sarah Polito, KPS3, Inc.; Chaz Fernandez, Nevada Psychiatric Association; Kathy Goodman; Nann Meador; Stephanie; Jeanyne Ward, Center for the Application of Substance Abuse Technologies (CASAT); Michele Countryman and Linda Marantette DPBH Fiscal.

Mr. Feldman determined a quorum was present.

2. Public Comment

There was no public comment.

3. Approval of Minutes November 14, 2019 Meeting

Ms. Jones moved to approve the minutes. Ms. Quirk seconded the motion. The motion passed without opposition or abstention.

4. Advisory Committee on Problem Gambling (ACPG) Workgroups Updates

Ms. Quirk read the Workforce Development Workgroup Summary Report.

5. Project Updates

a. Research Project Updates: UNLV, International Gaming Institute

Ms. Dassopoulos gave an overview of the International Gaming Institute's Quarterly Progress Report.

- Behavioral Risk Factor Surveillance System (BRFSS) update  
The final questionnaire has been submitted.

- Research Grant Program update

Ms. Dassopoulos reported 27 applications were received and 7 awards made.

- Pathways to Long Term Recovery Research Project  
Ms. Dassopoulos reported on a new procedure for interviews with problems gamblers beyond the 12 months post-intake interview.
- b. Gambling Treatment Diversion Court  
Ms. Parker said the Board of Commissioners approved their plan in December. She provided an update report. The Gambling Treatment Court was chosen to make a presentation at the state conference and at a national event in Anaheim, California, on May 27.
- c. Workforce Development - Center for the Application of Substance Abuse Technologies (CASAT)  
Ms. Ward reviewed the report. She said CASAT plans to engage with members of the community and the Board of Examiners for alcohol, drug, and drug counselors to better identify gaps in training. They will work with approved curriculum developers and trainers to identify module content.
- d. State Conference –Nevada Council on Problem Gambling  
Ms. O'Hare reported the conference is scheduled for June 4-5 at the Southpointe Hotel. Online registration should be open by the end of February.
- e. Prevention  
Ms. O'Hare reported The Problem Gambling Awareness event will be held March 14 at the East Las Vegas Community Center with Vance Johnson as the keynote speaker. The Clark County School District has included a course called "The Games We Play" in Family and Community Engagement Services (FACES). The presentation talks about gambling, video gaming, and sports betting. The FACES program provides translators and equipment. Mr. Feldman mentioned a study to find out when youth began to gamble and what types of gambling they do. Many student athletes at UNLV were not aware of restrictions on betting at the collegiate level. Ms. O'Hare's monthly schedule of presentations will be sent out on DPBH's ListServ.
- f. Public Awareness Campaign  
Mr. Feldman noted this was the first time the State has directly contracted a public awareness campaign on problem gambling. KPS3's presentation will show the value of getting a fresh perspective on how to get more people into treatment.  
Ms. March and Ms. Polito reported working with Ms. Garcia and Mr. Marotta on the PowerPoint presentation and updates. They are developing a brand; website; landing page; and strategic communications plan, including social media and public relations efforts. They found there was a stigma that this was not a real addiction and that there is hope through a path of getting treatment. While it is hard to recover alone, there are resources available. Problem gamblers feel isolated; loved ones are often the key to getting them the help they need. Problem gambling affects people across all demographics. Gambling should be fun and affordable, but it is possible to lose control. There are warning signs to know. The website will have an

online assessment quiz.

The theme of the campaign is a person is worth more than the problem gambling addiction. The goal is to help people get treatment, increasing statewide treatment by ten percent by increasing awareness of treatment resources, driving people to the landing page. Data about who uses the resources, takes the self-assessment, and clicks on provider links will be available. The campaign is called Project Worth, giving a positive, hopeful message. The website will go live in March, which is Gambling Awareness Month. It has a list of state-funded treatment providers. As the site grows, more pages may be added. They hope to grow a social media audience of 100 followers by June 30, 2020; and to have 10 media stories and a spokesperson by June 30, 2020. There might be an opportunity to promote some prevention pieces. They will draft talking points and provide direction for treatment center leadership to be spokespeople. They will draft pitches to media focusing on treatment facilities, talking about Project Worth and the worth of others, providing that hopeful message. They will create press releases about the landing page and the campaign, encouraging people to take the self-assessment quiz. They will also work with Nevada bloggers who reach a different audience. They will post stories from the media on social media—Facebook, Twitter, and Instagram—weekly and on Twitter three times a week. "Project Worth" will be the hashtag to reinforce brand identity and to help track conversations in the online community.

Tactics will change in April through June. Some stories may change, too. They will continue to draft new press releases, keeping the story alive by engaging reporters who showed interest in March. They will look for different angles, depending on this Committee for story ideas. They will continue to post on social media, scaling back to two times a week.

Ms. Ward suggested collaborating to ensure that what CASAT develops as a pathway for people to enter the workforce is shared on that page, with links to the websites for the Board of Examiners and for CASAT trainings. Ms. March said they could do that in the next phase of the campaign.

Ms. Jones asked who provided feedback on the project. Ms. March said they spoke with Ms. O'Hare, Mr. Feldman, Ms. Garcia, Mr. Marotta, Ms. Parker, Mr. Hartwell, Stephanie and Laurie in Las Vegas, and Ms. Dassopoulos. They held two group sessions in the north with some of Ms. Parker's folks and will talk to three of her alumni.

Feedback for this campaign came through Mr. Feldman, Mr. Marotta, and Ms. Garcia who reviewed the research and documentation, potential themes, and messaging. Members can provide feedback on minor changes that could be made. Mr. Feldman noted this was the right message for Nevada—worth is hopeful, with economic and interpersonal meanings.

Ms. March explained how they would measure the effectiveness of the campaign. News stories will be counted; they will track how many people visit the website to learn more; and the media tracks readership and unique

visitor numbers. They will use a different tracking tool for social media. They will set up Google analytics with the site and change the path if something does not work.

There was a discussion about the negative connotations of the word "worth." Some were concerned about calling this a project. They discussed inviting a group of stakeholders from the recovery community to be a focus group as they will be voices within their own community.

6. Division of Public and Behavioral Health and Bureau of Behavioral Health, Wellness and Prevention (BHWP) Updates

a. Discussion on Fiscal Reports

Ms. Countryman explained the summary page breakdown of funding and expenditures. She noted being 60 percent of the way through the year and are only about 34 percent spent.

Ms. Garcia said amounts for category 86 are reserved—the money cannot revert to the General Fund and was moved into this one. It cannot be spent because awards are underspent. The amount plus interest might be moved to the next fiscal year. Ms. Countryman verified that. The Committee has reallocations to do this fiscal year, based on spending patterns. Because rates for service have gone up, there may be an increase and spend that takes up the reserve. Ms. Garcia agreed, adding not a lot of money was unobligated; it just needed to be spent.

b. Discussion on Program Updates

Ms. Garcia's noted her report included information as of December 31, 2019, showing expenditures for the second quarter. Funds are 34 percent spent; by December 31, they should have been 50 percent spent. After allocating all the money agreed upon in previous meetings, about \$18,000 is unobligated.

c. Treatment Provider Data Update (This item was taken out of order.)

Ms. St. John reviewed the quarterly report UNLV produced. She pointed out that providers were closer to target on their goals than with their expenditures. There were just as many extended continuing care numbers as people who were discharged in the past year. She discussed reasons that some providers are not seeing many family members of clients, even though they have new billing codes to use. She noted that the gambler did not have to seek treatment for the family of the gambler to get help. Ms. Quirk suggested another quarterly grantee phone call to share ways to use the new billing codes.

7. Discussion and Possible Approval of Department Mid-year Reallocation Recommendations

Ms. Garcia's reallocation plan covers treatment providers. Reallocations were determined by the draws that were done through the second quarter and discussions with subawardees. Three treatment providers requested a review at the end of the third quarter to see if readjustments were needed. Ms. Garcia suggested meeting on April 23.

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Ms. O'Hare moved to approve the reallocation recommendations and to hold a second meeting in April for any additional adjustments. Mr. Hartwell seconded the motion. The motion passed without opposition or abstention.

Ms. Garcia said it is possible the questions in the UNLV work order for Behavioral Risk Factor Surveillance System (BRFSS) might need to be paid by this budget.

8. Discussion on future agenda items

Mr. Feldman mentioned they will hold a meeting in April to discuss adjustments on reallocations for potential additional spending. He suggested discussions on legislation be held after summer. Ms. Garcia suggested moving the May meeting to April, discussing spending for the next fiscal year. Mr. Marotta said the May meeting usually includes allocations for the next fiscal year and adjustments to the strategic plan. In the past, the allocations have been strictly formula-based based on the previous year's first three quarters plus the projected final quarter and on performance indicators. He expressed concern the approach might need to be changed if this is done in April. Allocations could be done based on conversations, rather than based on a formula. Ms. O'Hare pointed out they are doing a better job of spending the money since they had these conversations. Mr. Feldman suggested they not rule out a May meeting. They can discuss at the April what they might cover in a May meeting.

9. Additional Announcements - Upcoming Conferences

- a. Focus on the Future 2020 Conference – Evergreen Council on Problem Gambling – May 4-7, 2020 in Portland, Oregon at Red Lion on the River
- b. Nevada State Conference – Nevada Council on Problem Gambling June 4-7, 2020, in Las Vegas at Southpointe Casino
- c. 34th National Conference on Gambling Addiction and Responsible Gambling July 23-25, 2020, in Washington, D.C. at Hyatt Regency on Capitol Hill. Pre-conference workshops will be held on July 22.
- d. International Center for Responsible Gaming Conference & Global Gaming Expo – October 5-8, 2020, in Las Vegas at the Sands Expo. Mr. Feldman said the Japanese government announced that treatment for gambling addiction would be covered by the national health service. He added that currently, a medical professional is required to take a one-hour class in order to treat problem gambling. He said Japan defined gambling addiction by the type of gambling involved.

10. Public comment

There was no public comment.

11. Adjournment

The meeting was adjourned at 11:50 a.m.

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