

Iowa Lottery Responsible Gambling Overview and Plan

Introduction

The Iowa Lottery is committed to meeting its statutory mandate of responsibly generating revenues for vital state causes. The Lottery's core values are built upon the foundations of integrity, security and accountability, in keeping with Iowa Code, which declares that *"lottery games shall be operated and managed in a manner that provides continuing entertainment to the public, maximizes revenues, and ensures that the lottery is operated with integrity and dignity and free from political influence."*

This Overview and Plan exhibits the Iowa Lottery's ongoing efforts to help all individuals understand the importance of healthy play; make informed decisions when they play the Lottery; and protect themselves through consumer safety awareness. This document likewise serves to memorialize the Iowa Lottery's commitment to conducting its games and operations in a responsible manner.

While this 2025-2026 version of the document reflects current initiatives, the Iowa Lottery builds additional resources into its practices over time to best continue emphasis on healthy play. For example, in the fall of 2023, the Lottery partnered with Scientific Games as part of national research to establish a baseline among stakeholders of Lottery knowledge as well as the impact of healthy-play efforts. The Lottery will participate in that same research again in late 2025 to continue to gain greater insights and identify gaps.

Also in 2025, the Iowa Lottery anticipates applying for Level 2 Responsible Gambling Certification through the World Lottery Association.

The Iowa Lottery pledges to meet or exceed the Lottery industry's best practices in the area of Responsible Gambling. Its initiatives follow the standards provided by the Responsible Gambling Framework of the North American Association of State and Provincial Lotteries and the National Council on Problem Gambling.

A timeline included as an attachment to this Overview and Plan shows the growth through the years of Iowa Lottery healthy play initiatives designed to reach players, retailers, employees, and the public.

Overview and Plan Sections

1. Planning
2. Public Education and Awareness
3. Product Development and Oversight

4. Retailer Training
5. Employee Training
6. Advertising Standards
7. Research
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1. Planning

From its start in 1985, the Iowa Lottery has been committed to its statutory mission of responsibly generating revenues for important state causes. Healthy-play efforts are vital to the Lottery's core principles of integrity and responsibility, and are detailed within this section.

Snapshot of the Iowa Lottery

Approximately 110 employees at the Iowa Lottery and within Iowa's Executive Branch of state government support the Lottery's work at its four office locations and central warehouse along with administrative functions provided by the Iowa Department of Revenue. The Lottery CEO and five citizen members of the Lottery Commission are appointed by the Iowa Governor and confirmed by the Iowa Senate to oversee the Lottery's operations. Since July 1, 2023, the Iowa Lottery has been a division of the Iowa Department of Revenue, with the Iowa Lottery CEO serving as a member of the Department's Steering Committee along with the Director of the Department and the leaders of the Department's seven other service divisions.

The Lottery CEO directs and supervises all administrative and technical activities of the organization. The Iowa Lottery Commission in particular is responsible for adopting administrative rules, policies and procedures related to the management and operation of the Lottery.

The Iowa Lottery reports its financial results quarterly and annually to the Governor, Auditor of State and Iowa Legislature. In addition, the Lottery reports on its operations twice a year to the Iowa House and Senate Government Oversight Committees.

Iowa Lottery tickets are sold in approximately 2,500 retail locations in the state. The Lottery has four product categories, with this approximate number of offerings: 60 instant-scratch games, 6 lotto/draw games (including Powerball® and Mega Millions®), 17 InstaPlay Games and 25 pull-tab games.

In its latest fiscal year (FY 2024), the Lottery generated \$106.6 million in proceeds to state causes, had annual sales of \$489.9 million, paid prizes to players of \$312.6 million, and paid \$31.9 million in commissions to the Iowa retail locations that sold its tickets.

As part of its commitment to transparency, the Iowa Lottery makes information about its operations and games easily available through a variety of platforms and is glad to dialogue with interested parties in person, via the telephone and at these sites:

Iowa Lottery website: www.ialottery.com

Iowa Lottery LotteryPlus mobile app available in the Google Play Store® and Apple iTunes Store®

Iowa Lottery blog: www.ialotteryblog.com
 On Facebook: @IowaLottery
 On Instagram: @iowalottery
 On Threads: @iowalottery
 On Twitter: @ialottery
 On YouTube: Iowa Lottery channel
 Iowa Lottery players club: VIP Club

Guiding Principles

These are the Iowa Lottery's guiding principles, which direct the work of its team members in fulfilling the mission of the organization:

- Develop and distribute products that are fun and entertaining.
- Maintain integrity and security in the production and delivery of Lottery products while utilizing the latest technology to guide the process.
- Educate the public to play Lottery games in a healthy, informed way.
- Provide truthful, informative Lottery advertising that does not over promise.
- Develop an effective employee workforce that is professional, knowledgeable, skilled, and offers maximum service and reliability to retailers, players, and the public.
- Responsibly maximize net revenues to state programs.

Objectives

- The Iowa Lottery will provide the public with clear information in a variety of ways demonstrating its commitment to healthy play.
- The Iowa Lottery will maintain a Responsible Gambling Plan detailing the actions by the organization to support its guiding principles.
- The Iowa Lottery's Responsible Gambling Plan will be made readily available.
- The Lottery will review its Responsible Gambling Plan over time to incorporate additional practices that can best continue its emphasis on healthy play.

Initiatives

- On an ongoing basis, the Lottery will:
 - Maintain a Responsible Gambling Plan detailing the Lottery's guiding principles along with actions the Lottery will take in support of them.
 - Review and update the Responsible Gambling Plan at least every two years to make relevant updates and incorporate additional practices as needed to continue the Lottery's emphasis on healthy, informed play.
 - Make the Responsible Gambling Plan readily available on the Lottery website.
 - Provide staff time and other adequate resources to inform players, retailers, employees and the public about healthy play and informed decision-making in lottery purchases.
 - Maintain ongoing dialogue with leaders of the Your Life Iowa Program within the Iowa Department of Health and Human Services; the Iowa Behavioral Health Association; and other experts about gambling treatment services and healthy play initiatives.

Staff Responsible for overview and planning:

- CEO
- Vice President, External Relations and Social Responsibility
- Chief Revenue Officer

- Vice President, Lottery Systems
- Vice President, Security

2. Public Education and Awareness

Public education and awareness of healthy play have been central to the Iowa Lottery's operations since its start in 1985. Understanding that its products are a popular form of entertainment available in retail locations statewide, the Lottery recognizes its responsibility to provide information to consumers about making informed decisions to play in a healthy way if they choose to participate in Lottery gaming.

Over time, the Lottery has added to the education and awareness initiatives it utilizes. Today, the Lottery embraces a three-pronged approach of healthy play, product transparency, and player security designed to collectively provide information addressing consumer awareness and protection.

Objectives

- The Lottery will provide the public with accurate, detailed information about Lottery products including how-to-play information and game prize structures, odds of winning, remaining prizes and unclaimed prizes.
- The Lottery will provide consumers with information detailing the concept of healthy play, and particularly playing within your means.
- The Lottery will provide the public with accurate details about the legal minimum purchasing age of 21 for Lottery products in Iowa, the legal forms of payment in Iowa for the purchase of Lottery products, and the locations where Lottery products can be purchased in the state.
- The Lottery will provide the public with information about the help available in Iowa for those with questions or concerns about problem gambling.
- The Lottery will work in conjunction with the Your Life Iowa Program in the Iowa Department of Health and Human Services, Iowa Behavioral Health Association, National Council on Problem Gambling, and other stakeholders to provide information about problem gambling and healthy play.
- The Lottery will provide the public with player security information, including warnings about lottery scams and details to keep Lottery play safe, healthy, and fun.
- The Lottery will provide the public with accurate and up-to-date information about the use of lottery proceeds in Iowa.

Initiatives

- On an annual basis, the Lottery will:
 - Provide information in a variety of ways about the Your Life Iowa Program and 1-800-BETS OFF, the program's statewide helpline for those with questions or concerns about problems with gambling. The information from the Lottery includes messages on Lottery tickets and play slips; at the point of sale; in Iowa Lottery office and warehouse locations; on the Lottery website and its mobile app; on the Lottery's social media sites; in Lottery reports throughout the year to the Lottery Commission and Iowa lawmakers; permanent call-outs in its biweekly newsletters for retailers and employees and its monthly newsletter for players; and through high-profile annual initiatives that highlight healthy play, including

campaigns for Problem Gambling Awareness Month and the responsible gifting at the holidays. (Note: The Iowa Lottery's biweekly retailer newsletter, called Lottery Action, also is distributed to all Lottery employees.)

- Provide information in a variety of ways about the Iowa Lottery's voluntary self-exclusion program. These include hard-copy "Taking The First Step" brochures in retail locations and Iowa Lottery offices; details on the Lottery website; and information distributed through the treatment provider organizations of the Your Life Iowa Program.
- Provide information in a variety of ways about the minimum legal purchasing age of 21 in Iowa for Lottery products. These include "Must be at least 21" stickers on lottery equipment in retail locations; informational stickers permanently affixed to all lottery terminals and self-service kiosks; information on the Lottery website and mobile app; information on the Lottery's social media sites; and permanent call-outs in the Lottery's biweekly newsletters for retailers and employees and its monthly newsletter for players.
- Provide information in a variety of ways about Lottery games including prize structure, odds of winning, how-to-play details, remaining prizes, and unclaimed prizes. This information is provided through brochures and signage at the point of sale and in Lottery offices; information on the Lottery website and mobile app; details on the Lottery's social media sites; and permanent call-outs along with regular articles in the Lottery's biweekly newsletters for retailers and employees and monthly newsletter for players.
- Maintain ongoing dialogue with leaders of the Your Life Iowa Program and Iowa Behavioral Health Association about problem gambling services and healthy play initiatives.
- Provide consumer-protection and healthy play information through the "Play Smart, Be Informed" and "Player Security" sections on the Lottery website. Share those same details over time through other Lottery platforms, including its retailer, player and employee newsletters and social media sites.
- Provide its Responsible Gambling Plan on the Lottery website.
- Emphasize healthy play through news releases and details highlighted on its website and social media sites at times when lotto jackpots are high, including the statement that it only takes one ticket to win.
- Provide Iowa Lottery winners of \$1 million or more with an informational packet addressing general questions about winning a significant prize, things to consider when managing winnings, public information laws in Iowa, and cash vs. annuity questions for jackpot prizes.
- On an annual basis, the Lottery will:
 - Participate in the National Council on Problem Gambling's responsible gifting initiative at the holidays with a multi-media campaign delivering gift responsibly messages in December on outdoor billboards, in social media postings, displays on the Lottery's point-of-sale screens in retail locations, a segment in the Lottery's "Winning Minute" radio program, and graphics and messaging on the homepage of the Iowa Lottery's website.
 - Highlight Problem Gambling Awareness Month in March through a multi-media statewide public-service campaign utilizing outdoor billboards, PSA announcements on broadcast television, cable, radio and popular online streaming services, social media postings, displays on the Lottery's point-of-sale screens in retail locations, a segment in the Lottery's "Winning Minute" radio program, and graphics and messaging on the homepage of the Iowa Lottery's website.

Measurement

- Information about healthy, informed Lottery play is provided daily by the Iowa Lottery in its approximately 2,500 retail locations via retailer- and customer-facing stickers permanently affixed to lottery equipment; and electronic Play Responsibly icons programmed for continuous display on the screens of the Lottery's terminals and self-service kiosks at any time the Lottery's central gaming system is active.
- Information to about healthy, informed Lottery play is provided 24/7 on the Lottery website and updated by the established schedules by the Web, Marketing, and External Relations teams. The details include:
 - How-to-play information about all games offered by the Iowa Lottery, including odds of winning, prize structure, and ticket artwork, which is posted when a game begins sales and remains available until the prize-claim period expires for prizes won in it.
 - Jackpot information updated at least daily for all lotto and Progressive InstaPlay games offered by the Iowa Lottery.
 - Remaining prize lists updated daily for all scratch, pull-tab and InstaPlay games offered by the Iowa Lottery.
 - Unclaimed prize lists updated daily for all lotto and InstaPlay games offered by the Iowa Lottery.
 - A list of all Iowa Lottery prize winners of more than \$600 in the past 12 months, updated monthly.
 - A list of Iowa Lottery prize winners of \$1 million or more since the lottery's start in 1985, updated on an as-needed basis for wins at that level.
 - Information about healthy, informed play, player security reminders, and the Iowa Lottery's voluntary self-exclusion program provided in the "Play Smart, Be Informed" and "Player Security" sections of the website.
- All Iowa Lottery winners of prizes of \$1 million or more are given the lottery's Winner Information packet during in-person meetings as part of their prize-claim process. The winner packet addresses general questions about winning a significant prize, things to consider when managing winnings, public information laws in Iowa, and cash vs. annuity questions for jackpot prizes.
- A supply of the Lottery's "Taking the First Step" brochures about responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders, is available as follows:
 - During all business hours at the Iowa Lottery's four Regional Offices.
 - through initial distribution and ongoing replenishment of brochure supplies by Lottery District Sales Representatives during their weekly in-person visits to the Iowa Lottery's 2,500 licensed retail locations in the state.
 - Through initial Lottery distribution and the ongoing re-order of supplies from the Lottery by the clearinghouse of the Your Life Iowa Program for distribution to the local Iowa organizations that provide gambling treatment across the state.
- In each edition of the lottery's bi-weekly "Lottery Action" newsletter distributed in person by Lottery District Sales Representatives to all lottery retail locations in Iowa, call-outs are published about 1-800-BETS OFF, the statewide hotline for those who have questions or concerns about problems with gambling, and the minimum legal age to purchase Iowa Lottery tickets. In addition, a larger article focusing on healthy, informed play and responsible gambling is published at least each calendar-year quarter in the Lottery Action newsletter.

- Call-outs about 1-800-BETS OFF, the statewide hotline for those who have questions or concerns about problems with gambling, and the minimum legal age to purchase Iowa Lottery tickets are published in each edition of the lottery's monthly "VIP Connection" newsletter distributed electronically to the approximate 140,000 members of the Iowa Lottery's VIP Club player loyalty program who accept electronic communications from the lottery. In addition, a larger article focusing on the issue of healthy, informed play and responsible gambling is published at least each calendar-year quarter in the VIP Connection newsletter.
 - In the first three months of calendar year 2025, the VIP Connection newsletter had a 98 percent electronic delivery rate and an open rate ranging from 65 percent to 69 percent.
- In calendar years 2024 and 2025, the Iowa Lottery has utilized a "Truth vs. Myth" series to highlight and correct myths about lottery play. The details have been provided on the lottery's point-of-sale display screens at retail, on the lottery website, on its social media sites, and in newsletters for retailers, players, and employees. The messages at the point-of-sale are shown approximately 690 times per day as part of ongoing messages on the lottery's display screens, while each of the social media posts has generated comments and engagement.
- Each December, the Iowa Lottery conducts a "Gift Responsibly" statewide messaging campaign as part of the North American initiative by the same name from the National Council on Problem Gambling (NCPG). The campaign is conducted as a standard practice during the first two weeks of December. The lottery's Gift Responsibly messaging includes details on its blog and social media sites, website homepage, point-of-sale display screens in retail locations, and outdoor billboards.
- Each March, the Iowa Lottery conducts a statewide multi-media campaign to highlight Problem Gambling Awareness Month, a nationwide grassroots effort organized by the National Council on Problem Gambling. The Lottery's public service awareness campaign, which in the past three fiscal years achieved a cumulative total of nearly \$900,000 in media and advertising assets, is conducted as a standard practice for at least 7 days in early March. The lottery's messages air on cable and broadcast television and terrestrial and streaming radio; and are displayed on outdoor billboards, fuel-pump toppers at retail locations, the lottery's blog and social media sites, the lottery's website homepage, and point-of-sale display screens in retail locations. The real-dollar value of the in-kind advertising assets achieved by the campaign are reported each year by the Lottery CEO to key government stakeholders
- The Iowa Lottery's Vice President for External Relations and Social Responsibility coordinates as a standard practice each year with leadership at the Your Life Iowa Program and Iowa Behavioral Health Association as part of the lottery's implementation of its Gift Responsibly and Problem Gambling Awareness Month campaigns. Other meetings with the organizations' leadership are held periodically to exchange ideas and review the latest data, including annual reports of the Iowa Office of Problem Gambling Prevention & Treatment Services.

Staff Responsible for planning and implementation:

- Vice President of External Relations and Social Responsibility
- Chief Revenue Officer
- Vice President of Lottery Systems
- Director of Sales and Retail Services
- Regional Office Managers
- District Sales Representatives

- Director of Marketing and Advertising
- Instant and Pull-tab Product Manager
- Information Specialist II employees in the Marketing and External Relations Departments
- Website and VIP Club Project Manager
- Website and VIP Club Programmer

3. Product Development and Oversight

The Iowa Lottery designs its products to provide clear and accurate details about their prize structures, odds of winning, purchase price, and how-to-play instructions. The Lottery seeks to avoid over-promising messages or graphics of any type in its games or advertising. Information about problem gambling resources are printed on Iowa Lottery tickets and made available through the Lottery's website, social media pages, and broader informational campaigns. In addition, the Iowa Lottery provides details to the public about its prize winners, as that information is public under Iowa Code.

Objectives

- Lottery tickets, play slips and game brochures will include clear details about prizes, odds of winning and how-to-play instructions along with information about problem gambling resources.
- From concept through implementation, Lottery games will be reviewed and designed to provide clear and accurate details about how to play and the prizes and odds of winning, while also protecting against appeal to under-age consumers and over-promising images or messaging.
- The Lottery will provide detailed information to the public about the number of prizes already claimed and those still remaining in its scratch, InstaPlay and pull-tab games.
- The Lottery will provide detailed information to the public about prizes that have been won but remain unclaimed in its lotto and InstaPlay games.
- The Lottery will provide details about prize-claim deadlines in its games and promotions.

Initiatives

- On an annual basis, the Lottery will:
 - Design its tickets, play slips, game brochures, website and mobile app to include clear and accurate information about prizes, odds of winning, and how-to-play instructions as well as problem gambling resources in Iowa.
 - Identify Lottery employees who, along with Lottery senior management and in many instances the Iowa Lottery Commission, review the design of games and promotions to protect against appeal to under-age players and over-promising images or messaging.
 - Ensure that Lottery advertising is in compliance with the Iowa Lottery Advertising Standards.
 - Post on the Lottery website information updated daily about the number of prizes already claimed and those still remaining in its scratch and InstaPlay games.
 - Post on the Lottery website information updated daily about jackpot amounts and the prizes that have been won but are still unclaimed in its lotto games.
 - Post in retail locations lists updated weekly about the number of prizes already claimed and those still remaining in its scratch and InstaPlay games.

- Print call-outs on lottery tickets for 1-800-BETS OFF and instructions directing consumers to the Lottery website for complete rules and prize-claim deadlines in its games and promotions.
- Provide messaging at retail, on the lottery website, on its social media sites and in newsletters for retailers, players, and employees, that addresses and corrects myths about lottery play.
- Provide details of the Lottery's annual results in the Iowa Department of Revenue's annual report.

Measurement

- For lotto games:
 - Overall development of the game, including its name, logo, ticket artwork, game rules and prize structure, is conducted by the U.S. Lottery Directors in the specific Game Product Group with support from staff at the Multi-State Lottery Association or the Game Product Group. For Iowa's participation and tickets in the game, review and input is given by the CEO, Vice President of Lottery Systems, Chief Revenue Officer, Vice President of Security, and Vice President of External Relations and Social Responsibility. Approval is then required by the Internal Audit and Online Accounting Manager or Management Analyst, an attorney in the Iowa Department of Revenue's Legal Services and Appeals Division, and the Iowa Lottery Commission. The Vice President of Lottery Systems provides Iowa Lottery sign-off of the System Requirements Specification document for each lotto game.
- For scratch games:
 - Initial game selection is made by a lottery team working in conjunction with the lottery vendor(s) under contract with the Iowa Lottery to provide the product. The lottery team is comprised of its Chief Revenue Officer, Vice President of External Relations and Social Responsibility, Director of Marketing and Advertising, Instant and Pull-tab Product Manager, Graphic Designer, and Regional Manager of the Region 2 Office. From those initial selections, development of individual games, including name, artwork, game rules, and prize structure, is conducted by the Instant and Pull-tab Product Manager in conjunction with the lottery vendor(s) providing the product. The CEO and Chief Revenue Office review and give input into the proposed games, then the game name, ticket artwork, game rules and prize structure are approved by the Vice President of Security, the Internal Audit and Online Accounting Manager or Management Analyst, an attorney in the Iowa Department of Revenue's Legal Services and Appeals Division, and the Assistant Attorney General who focuses on Lottery issues. The Lottery Commission then reviews and can provide comment or refusal to those same details for each game. The Vice President of Security provides Iowa Lottery sign-off on the game working papers for each game.
- For pull-tab games:
 - Initial game selection is conducted by the Instant and Pull-tab Product Manager working in conjunction with the lottery vendor under contract with the Iowa Lottery to provide the product. The CEO and Chief Revenue Officer review and give input into the proposed games, then the game name, ticket artwork, game rules, and prize structure are approved by the Vice President of Security, the Internal Audit and Online Accounting Manager or Management Analyst, an attorney in the Iowa Department of Revenue's Legal Services and Appeals Division, and the Assistant Attorney General who focuses on Lottery issues. The Lottery Commission then reviews and can provide comment or refusal to those

same details for each game. The Vice President of Security provides Iowa Lottery sign-off on the game working papers for each game.

- For InstaPlay games:
 - Initial game selection is conducted by the Chief Revenue Officer and Instant and Pull-tab Product Manager working in conjunction with the lottery vendor under contract to provide that product. From those initial selections, the CEO reviews and give input into the proposed games, then the game name, ticket artwork, game rules and prize structure are approved by the Vice President of Security, the Internal Audit and Online Accounting Manager or Accounting or Management Analyst, an attorney in the Iowa Department of Revenue's Legal Services and Appeals Division, and the Assistant Attorney General who focuses on Lottery issues. The Lottery Commission then reviews and can provide comment or refusal to those same details for each game. The Vice President of Security provides Iowa Lottery sign-off on the game working papers for each game.
- Note:
 - In addition to the procedures specific to each product type, the programming to allow all Iowa Lottery games to be recognized and offered on the lottery central gaming system with accurate prize validation is prepared and tested by the lottery vendor that provides and operates the gaming system before additional review and approval by the Lottery's Information Specialist III and Gaming Network Coordinator in conjunction with the Vice President of Lottery Systems.
 - Tickets in lotto games must pass testing for accuracy in ticket design (including call-outs for 1-800-BETS Off and directions to the Lottery website for complete rules and prize-claim deadlines) and prize validation by Lottery Security Investigators and the Information Specialist III and Gaming Network Coordinator working in conjunction with the Vice President of Lottery Systems.
 - Tickets in scratch games must pass testing for accuracy in ticket design (including call-outs for 1-800-BETS Off and directions to the Lottery website for complete rules and prize-claim deadlines), and prize validation by Lottery Security Investigators, and the Information Specialist III and Gaming Network Coordinator working in conjunction with the Vice President of Lottery Systems.
 - Tickets in InstaPlay and pull-tab tickets must pass Lottery testing for accuracy in ticket design (including call-outs for 1-800-BETS Off and directions to the Lottery website for complete rules and prize-claim deadlines) and prize validation by the Information Specialist III and Gaming Network Coordinator working in conjunction with the Vice President of Lottery Systems.
- Also Note:
 - In September 2025, the game-approval process for scratch, InstaPlay and pull-tab products will be further updated to require Lottery Commission approval of the game offerings and rules for the games in each of these product categories.
- For promotions and advertising:
 - The Lottery CEO, Chief Revenue Officer, Vice President of External Relations and Social Responsibility, Director of Marketing and Advertising, and Promotions Manager review and approve its promotions and promotional calendar. Those same staffers along with the Vice President of External Relations and Social Responsibility approve game advertising and other related advertising materials to ensure they are clear, accurate and in compliance with the Lottery's Advertising Standards.
 - The Lottery Chief Revenue Officer, Director of Marketing and Advertising and often the CEO and Vice President of External Relations and Social Responsibility

work directly with its Advertising agencies in the development and placement of Lottery advertising materials to ensure compliance with the Lottery's Advertising Standards, which are provided to the agencies by the Director of Marketing and Advertising.

- The Lottery Director of Marketing and Advertising makes proposed revisions to the Lottery's Advertising Standards before presenting them for review and approval to the CEO, Chief Revenue Officer, and Vice President of External Relations and Social Responsibility.
- The Lottery Website and VIP Club Project Manager along with the Lottery Website and VIP Club Programmer ensure that the Lottery website receives automated updates daily from the lottery's central gaming system with the latest prize and winner information along with details for remaining prizes in scratch, pull-tab and InstaPlay games and unclaimed prizes in lotto and InstaPlay games. When necessary, those lottery staffers or the Vice President of Lottery Systems provide manual updates of those details on the website along with:
 - How-to-play information for all games offered by the Iowa Lottery, including odds of winning, prize structure, and ticket artwork.
- During their weekly in-person visits to Lottery offices and each of the Iowa Lottery's 2,500 retail locations, Lottery District Sales Representatives distribute hard-copy lists of the remaining prize information in scratch, pull-tab and InstaPlay games.
- Each year, the Lottery CEO, Chief Revenue Officer, Vice President of External Relations and Social Responsibility, and Accounting and Validations Manager coordinate with the Iowa Department of Revenue Chief Financial Officer to include the lottery's annual financial performance numbers, including game and winner details, in the annual report of the Iowa Department of Revenue.

Staff Responsible for planning and implementation:

- CEO
- Members of the Iowa Lottery Commission
- Chief Revenue Officer
- Vice President of Lottery Systems
- Vice President of Security
- Vice President of External Relations and Social Responsibility
- Instant and Pull-tab Product Manager
- Internal Audit and Online Accounting Manager
- Management Analyst
- Attorney, Iowa Department of Revenue, Legal Services and Appeals Division
- Assistant Iowa Attorney General focusing on Lottery issues
- Information Specialist III
- Gaming Network Coordinator
- Lottery Security Investigators
- Director, Sales and Retail Services
- Regional Office Managers
- District Sales Representatives
- Director of Marketing and Advertising
- Promotions Manager
- Graphics Designer (Information Specialist II in the Marketing Department)
- Accounting and Validations Manager
- Lottery Website and VIP Club Project Manager

- Lottery Website and VIP Club Programmer
- Iowa Department of Revenue Chief Financial Officer

4. Retailer Training

Iowa Lottery products are sold in about 2,500 locations across the state. While Lottery District Sales Representatives call on Lottery retailers weekly and Lottery Security staff conduct unannounced security-compliance checks at retail locations throughout the year, it is retail employees who have the most daily interactions with Lottery players. It is therefore important that the Iowa Lottery provide accurate information at retail regarding the Lottery and its products, including the legal minimum purchasing age of 21 for Lottery tickets in Iowa. It is likewise important that the Lottery provide details at retail about the Your Life Iowa Program and tools that can easily be used to provide information to the public about problem gambling resources in Iowa.

Objectives

- The Iowa Lottery's "Taking The First Step" brochure about responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders will be provided to all new Lottery retail locations as part of their introductory visits by Lottery personnel.
- The Lottery will ensure permanent Play Responsibly stickers and electronic icons are available on all Lottery terminals and self-service kiosks to provide information about the minimum purchasing age of 21 in Iowa for lottery tickets, and the help available in Iowa for gambling disorders.
- Information about problem gambling resources in Iowa, including the Lottery's voluntary self-exclusion program, will be available on an ongoing basis to the public at Lottery retail locations, in Lottery offices, and on the Lottery website.
- Unannounced, undercover security-compliance checks by Lottery Investigators will be conducted annually in at least 20 percent of Iowa Lottery retail locations.

Initiatives

- On an annual basis, the Lottery will:
 - Provide the Lottery's "Taking The First Step" brochure about responsible play, the Lottery's voluntary self-exclusion program, and other resources available in Iowa for gambling disorders to newly-licensed retailers during their initial in-person meetings with Lottery Personnel.
 - Provide those same "Taking The First Step" brochures on an ongoing basis in retail locations, at Lottery offices, with similar details available on the Lottery's website.
 - Print call-outs about 1-800-BETS OFF, Iowa's statewide hotline for those with questions or concerns about problem gambling, on Lottery tickets.
 - Maintain electronic "Play Responsibly" icons on the screens of all Lottery terminals and self-service kiosks. The icons can be used at any time the lottery central gaming system is operational to view and print messages about the Your Life Iowa Program and 1-800-BETS OFF, its statewide helpline for those with questions or concerns about problems with gambling. The icons are programmed so that their use cannot be monitored, thereby giving retailers and players comfort in utilizing the information without fear of tracking.

- Provide reminders about the legal minimum purchasing age in Iowa for Lottery products and the importance of age verification for customers. These reminders include signage in retail locations, “Must be at least 21” stickers on lottery equipment, and call-outs and periodic articles in “Lottery Action,” the Iowa Lottery’s newsletter for retailers.
- Publish call-outs about 1-800-BETS OFF, the statewide hotline for those with concerns or questions about problems with gambling, along with the minimum legal age to purchase Iowa Lottery tickets in each edition of the lottery’s bi-weekly “Lottery Action” newsletter distributed in person by Lottery District Sales Representatives to all lottery retail locations in Iowa. In addition, a larger article focusing on healthy, informed play and responsible gambling is published at least each calendar-year quarter in the Lottery Action newsletter.
- Provide retailer-specific information including licensing, compensation, forms and guidebooks, FAQs, and Tips through the “For Retailers” section of the Lottery website.
- Provide healthy play and consumer-protection information through the “Play Smart, Be Informed” and “Player Security” sections of the Lottery website. Share those same details over time on other Lottery platforms, including in its retailer, player and employee newsletters and social media sites.
- Conduct unannounced, undercover security-compliance checks annually in a percentage of Lottery retail locations to ensure that: Lottery equipment is installed where it can be monitored by retail employees; Lottery tickets are being purchased only with cash or the equivalent; and winning tickets are being properly handled, identified and paid.

Measurement

- Healthy-play information, including the Lottery’s “Taking The First Step” brochure, is provided to personnel at each new Lottery retail location during the initial in-person Lottery meeting with a Regional Manager or District Sales Representative. A copy of the Iowa Lottery’s Retailer Licensing Terms and Conditions also is provided to the retail personnel during that meeting.
- A supply of the Lottery’s “Taking the First Step” brochures is provided in all 2,500 Iowa Lottery retail locations via initial Lottery distribution and ongoing replenishment of brochure supplies by Lottery District Sales Representatives during their weekly in-person visits to the Iowa Lottery’s 2,500 licensed retail locations in the state.
- Details regarding Iowa’s legal minimum purchasing age of 21 for Lottery products and the help available in Iowa for gambling disorders are exhibited 24/7 in retail locations via permanent stickers on lottery equipment, messages printed on all Iowa Lottery tickets, and electronic Play Responsibly icons on the screens of lottery terminals and self-service kiosks.
- Each year, the Iowa Lottery prints “Must Be Born On” signs for display in retail locations to help retail employees quickly identify and communicate to customers whether they are of the minimum legal age of 21 to purchase lottery tickets in Iowa. The signs are distributed by Lottery District Sales Representatives during their in-person visits to all Lottery retail locations during the last week of a calendar year and the first week of the New Year.
- Call-outs about 1-800-BETS OFF, the statewide hotline for those seeking information and help about gambling addiction, and the minimum legal age of 21 to purchase Iowa Lottery tickets are published in each edition of the lottery’s bi-weekly “Lottery Action” newsletter distributed in person by Lottery District Sales Representatives to all lottery

retail locations in Iowa. In addition, a larger article focusing on healthy, informed play and responsible gambling is published at least each calendar-year quarter in the Lottery Action newsletter.

- Retailer-specific information including licensing, compensation, forms and guidebooks, FAQs, and Tips is provided 24/7 through the “For Retailers” section of the Lottery website and updated as necessary with additional details over time.
- Healthy play and consumer-protection information is provided 24/7 through the “Play Smart, Be Informed” and “Player Security” sections of the Lottery website and updated as necessary with additional details over time. The Lottery also shares those same healthy play details over time in its retailer, player and employee newsletters and on its social media sites.
- Investigators from the Iowa Lottery’s Security Department conduct unannounced, undercover security-compliance checks in at least 20 percent of Lottery retail locations each year to check that the locations are meeting the requirements of the Iowa Lottery’s Retailer Licensing Terms and Conditions. Among the details that the Security Investigators review:
 - Winning tickets and lottery prize payments are being handled appropriately and accurately at the location.
 - Lottery tickets are being purchased with cash or the equivalent by those at least 21 years of age.
 - No addition fee, surcharge or tax is being applied to the purchase of low Lottery tickets.
 - Lottery equipment is installed within direct line of sight of personnel working in the location.
 - The location’s license to sell lottery products is being displayed to the public.
 - Upon completion of a security-compliance check, the Lottery Security Investigator enters the details found into a Lottery database, which automatically generates a letter communicating the results.
 - Each letter, signed by the Vice President of Security, is forwarded by the Lottery Security Investigator to the appropriate Lottery Regional Office providing service to the retail location involved.
 - In most instances, a Lottery District Sales Representative provides a copy of the letter within two weeks of the compliance check to personnel at the retail location during the Sales Representative’s next weekly in-person visit to the location.
 - If a situation of non-compliance found during a Security Compliance Check rises to a more serious level of concern for the Lottery Security Investigator working in conjunction with the Vice President of Security, the Iowa Lottery can apply disciplinary sanctions to the location in accordance with the Lottery’s Licensing Terms and Conditions. As a standard practice, such decisions are made on a case-by-case basis.
 - Based upon the findings of a Lottery security-compliance check, a lottery retail location also may be added to a list of locations to receive more frequent checks moving ahead. Again, as a standard practice, such decisions are made on a case-by-case basis.

Staff Responsible for planning and implementation:

- Vice President of External Relations and Social Responsibility
- Chief Revenue Officer
- Vice President of Lottery Systems

- Vice President of Security
- Director of Sales and Retail Services
- Regional Office Managers
- District Sales Representatives
- Lottery Security Investigators
- Director of Marketing and Advertising
- Lottery Website and VIP Club Project Manager
- Lottery Website and VIP Club Programmer
- Information Specialist II employees in the Lottery's External Relations and Marketing Departments

5. Employee Training

As the most knowledgeable sources of information about the organization, its products, and its initiatives, the team of employees supporting the Iowa Lottery can have tremendous impact in helping the public to understand the importance of healthy play. It is therefore central to the Lottery's healthy-play efforts that its employees have accurate information about gambling-treatment services available through 1-800-BETS OFF and the Your Life Iowa Program; the Lottery's voluntary player self-exclusion program; and the Lottery's overall healthy-play initiatives. With those details, Lottery employees can provide accurate information about healthy play and the resources in Iowa to help those who have questions or are struggling with gambling disorders.

Objectives

- Iowa Lottery staff will be provided with information about Lottery healthy-play initiatives and the resources available in Iowa to help those with questions or concerns about problem gambling.
- Lottery staff will understand that 1-800-BETS OFF is the statewide helpline for problem gambling.
- Lottery staff will be aware of the Lottery's player self-exclusion program as a tool for those seeking to address gambling disorders and be able to provide information about how someone can sign up for the Lottery's player self-exclusion program.
- Lottery staff will be aware of the tools that the Lottery provides about healthy play, the minimum legal purchasing age in Iowa for Lottery products, and where those seeking help can find information about problem gambling.

Initiatives

- On an annual basis, the Lottery will:
 - Provide employees with information about problem gambling resources in Iowa, including the Lottery's player self-exclusion program, through training, new-employee orientation meetings with the Vice President for External Relations and Social Responsibility, information available in lottery regional offices, regular company-wide employee communications about responsible play initiatives, details on the Lottery's website, and in Lottery publications including its newsletters for retailers, employees and players.
 - Through direct employee communications and publications, provide details about the Lottery tools to address problem gambling, including:

- The Lottery's "Taking The First Step" brochure about responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders.
- 1-800-BETS OFF messages printed on all Lottery tickets.
- Periodic articles in "Lotter-e Today," the Iowa Lottery's bi-weekly employee newsletter distributed electronically to all Lottery employees.
- Electronic Play Responsibly icons on Lottery terminals and self-service kiosks.
- Lottery website sections called "Play Smart, Be Informed" and "Player Security."
- Through direct employee communications and publications, provide reminders about the legal minimum legal purchasing age of 21 in Iowa for Lottery products and the importance of age verification for customers.
- Through direct employee communications and employee newsletters, provide information about the Lottery's annual participation in campaigns to highlight Problem Gambling Awareness Month and the responsible gifting at the holidays.
- Work with the Your Life Iowa Program, the Iowa Behavioral Health Association, the National Council on Problem Gambling, and Lottery industry experts to provide information tailored for Lottery employees at the Lottery's Annual Meeting, providing that the same information to employees who are unable to attend the meeting.

Measurement

- During employee orientation with the Vice President of External Relations and Social Responsibility, all new Iowa Lottery employees are provided information about healthy, informed play, including copies of the Lottery's "Taking The First Step" brochure that addresses responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders.
- Through initial distribution and ongoing replenishment of supplies by the Lottery District Sales Representative assigned to provide supplies and tickets to each Lottery Regional Office, copies of the Lottery's "Taking the First Step" brochures are provided during all business hours in public areas of each Lottery office location.
- Through a baseline annual survey, Lottery employee awareness is gauged of healthy play information and the help available in Iowa for problem gambling. The survey results are then shared with employees through a follow-up article in the "Lotter-e Today" employee newsletter and information presented at the Iowa Lottery's Annual Meeting.
- The Vice President of External Relations and Social Responsibility works annually with the Your Life Iowa Program, Iowa Behavioral Health Association, National Council on Problem Gambling, and/or Lottery industry experts to provide information tailored for Lottery employees at the Lottery's Annual Meeting. The same information is provided to any employees unable to attend the meeting.
- Through periodic direct employee communications by the CEO and articles published in the "Lotter-e Today" bi-weekly employee newsletter, employees are provided with information about healthy, informed play details and resources, including:
 - Highlights of how-to-play and prize-structure details in the Lottery's games and promotions.
 - Myths vs. Facts about lotteries and lottery games.
 - General details about the Iowa Lottery, its operations and history, including the use of lottery proceeds in Iowa.

- Highlights of the resources the lottery makes available in retail locations to address healthy, informed play.
- Details about the Lottery's annual participation in the Problem Gambling Awareness Month and holiday Gift Responsibly initiatives.
- Information about the minimum legal purchasing age in Iowa of 21 to buy lottery tickets.
- Highlights about the Your Life Iowa program and its 1-800-BETS OFF statewide hotline for problem gambling.
- Highlights of the details provided in the Lottery website sections providing "Play Smart, Be Informed" and "Player Security" information.

Staff Responsible for planning and implementation:

- CEO
- Vice President of External Relations and Social Responsibility
- Chief Revenue Officer
- Regional Office Managers
- Lottery District Sales Representatives
- Information Specialist II employees in the Marketing and External Relations areas
- Lottery Website and VIP Club Project Manager
- Lottery Website and VIP Club Programmer

6. Advertising Standards

As a highly visible, statewide marketing vehicle of the Iowa Lottery, its advertising messages draw attention and scrutiny. The Lottery strives in its advertising to provide accurate information about its games, initiatives and operations and is committed to marketing its products in a socially responsible manner.

The Lottery maintains Advertising Standards and updates that document as needed to adhere to the enumerated principles as technology and advertising methods change; and to incorporate the latest social responsibility approaches for advertising and gambling.

The latest update to the Lottery's Advertising Standards was made in March 2025.

Objectives

- The Iowa Lottery will adopt Advertising Standards that set forth the principles by which the Lottery conducts and provides its advertising.
- The Advertising Standards will establish principles for the Lottery to market its products in a socially responsible manner and restrict its advertising from children whenever reasonable and possible.
- The Advertising Standards will establish principles to help the Lottery avoid: making false promises, encouraging consumers to play beyond their means, or promoting Lottery play as an alternative to work, as an investment, or as a way to relieve personal financial difficulties.
- The Advertising Standards will include requirements for Lottery advertising to support healthy play, player security, and proceeds messaging.

- The Lottery will provide its Advertising Standards to its advertising agencies to ensure that personnel there who prepare and work with Lottery messaging are aware of the requirements.

Initiatives

- On an ongoing basis the Lottery will:
 - Review and make any necessary updates to its Lottery Advertising Standards to continue to set forth the principles by which the Lottery conducts and provides its advertising.
 - Ensure that the Lottery Advertising Standards require the Lottery to market its products in a socially responsible manner, restricting Lottery messaging from children whenever reasonable and possible.
 - Provide review by Lottery leadership and staff and advertising agency personnel of Lottery advertising from concept to implementation to ensure compliance with the Lottery's Advertising Standards.
 - Provide the Lottery Advertising Standards to the personnel at the Lottery's advertising agencies who prepare and work with Lottery messaging.

Measurement

- The Lottery CEO, Chief Revenue Officer, Vice President of External Relations and Social Responsibility and Director of Marketing and Advertising review the Lottery's advertising from concept through implementation to ensure the messaging complies with the Lottery's Advertising Standards.
- The Lottery Director of Marketing and Advertising provides the Lottery Advertising Standards to the personnel at the Lottery's advertising agencies who prepare and work with Lottery messaging.
- The Chief Revenue Officer, Vice President of External Relations and Social Responsibility, Director of Marketing and Advertising, and Promotions Manager review the Lottery's Advertising Standards to recommend for approval by the Lottery CEO those updates they believe are needed to the enumerated principles.

Staff Responsible for planning and implementation:

- CEO
- Chief Revenue Officer
- Vice President of External Relations and Social Responsibility
- Director of Marketing and Advertising
- Promotions Manager

7. Research

When Iowa lawmakers established a gambling-treatment program in Iowa, they specified that it would be a public health entity to serve as Iowa's expert source on problem gambling with a perspective independent from the gambling sectors. Today, the Your Life Iowa Program within the Iowa Department of Health and Human Services serves as Iowa's authority for gambling treatment services, research, and information regarding problem gambling. The Your Life Iowa Program also administers 1-800-BETS OFF, the statewide hotline for those with questions or concerns about problems related to gambling.

On an ongoing basis, the Iowa Lottery collaborates with the Your Life Iowa Program to support its mission and review and exchange the latest information with program personnel to remain well informed.

In addition, the Lottery occasionally conducts additional research about gambling, including participation in national research by Scientific Games, the provider and operator of the Lottery's statewide gaming system.

For historical context, during 21 years of the Iowa Lottery's operation, Iowa Code specified that a portion of annual Lottery proceeds would be dedicated to the Iowa Gambling Treatment Fund to help provide resources for gambling treatment services and administration in Iowa. That changed in 2009 when legislation was signed into law that eliminated the specific fund. Today, the Your Life Iowa Program receives an annual appropriation from the state General Fund with no direct tie to revenues produced by the Iowa Lottery or other forms of gambling in the state.

The Lottery seeks opportunities throughout any given year to support responsible-gambling efforts, including through annual efforts to highlight Problem Gambling Awareness Month and a responsible gifting campaign during the holiday season.

Objectives

- The Iowa Lottery will regularly consult with the Your Life Iowa Program and national industry organizations including lottery vendors and the National Council on Problem Gambling, to receive and evaluate information about responsible gambling.
- The Lottery will occasionally conduct research about gambling behaviors, beliefs, and participation; as well as awareness and opinions about the Iowa Lottery.
- On an ongoing basis, the Lottery will consult with the Your Life Iowa Program and Iowa Behavioral Health Association about Lottery healthy play efforts and potential additional initiatives.
- The Lottery will work with the Your Life Iowa Program on the content of the Lottery's "Taking The First Step" brochures about responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders. The Lottery also will work with the Your Life Iowa Program to distribute copies of the brochure to the organizations that provide gambling treatment services in Iowa.
- The Lottery will collaborate with the Your Life Iowa Program on the annual Problem Gambling Awareness Month initiative in March and share details with the Program about the Lottery's participation in the annual holiday Gift Responsibly initiative.

Initiatives

- In the fall of 2025:
 - The Lottery will conduct responsible gaming research through participation in a national study by Scientific Games, the provider and operator of the Lottery's central gaming system. The 2025 research will be a follow up to its 2023 baseline survey of Lottery stakeholders, which the Lottery likewise conducted as part of the national study that year conducted by Scientific Games.
 - The goals of the research are to: identify national and state behaviors and beliefs regarding gambling and the larger topic of gaming (including video and social gaming); continue to evaluate the impact of problem gambling on

- the national and state level; and identify potential changes in Lottery healthy play messaging, mechanisms, and practices to inform Lottery players, retailers, employees and the public.
- The research and its results are confidential under Iowa Code section 99G.34 and in addition, are defined as proprietary and confidential by Scientific Games under the Iowa Lottery's agreement with that company for participation in the research. The Iowa Lottery therefore maintains the research and its results as confidential and strictly limits access to the information only the Iowa Lottery CEO, Vice President of External Relations and Social Responsibility, Chief Revenue Officer, Vice President of Security, and Vice President of Lottery Systems.
- In addition, on an ongoing basis, the Lottery will:
 - Regularly meet with leadership at the Your Life Iowa Program to discuss problem gambling developments, including statistics for gambling treatment.
 - Regularly consult with leadership of the Your Life Iowa Program and the Iowa Behavioral Health Association regarding Lottery healthy play initiatives and potential additional ideas.
 - Provide supplies of the Lottery's "Taking The First Step" brochures to the Your Life Iowa Program for distribution to the organizations that provide gambling treatment in Iowa.
 - Collaborate with the Your Life Iowa Program on annual initiatives including a gift responsibly campaign at the holidays and support for Problem Gambling Awareness Month.

Measurement

- Through participation in a national study by Scientific Games, the Lottery will conduct responsible gaming research in the fall of 2025, with the Lottery CEO, Vice President of External Relations and Social Responsibility, Chief Revenue Officer, Vice President of Security, and Vice President of Lottery Systems reviewing details of the findings with Scientific Games researchers and staff. The review will include a comparison of the results from the same 2023 research that included Iowa and was likewise conducted in conjunction with Scientific Games.
- Within one month of receiving the details of the 2025 research findings from Scientific Games, the Lottery CEO, Vice President of External Relations and Social Responsibility, Chief Revenue Officer, Vice President of Security, and Vice President of Lottery Systems will evaluate the research results to identify changes that could be made in the Lottery's healthy play and responsible gambling efforts, then document a plan and timeline to update those initiatives based upon the findings. In addition, the Lottery will be able to compare the Iowa-specific survey with best practices from other lotteries to identify future opportunities for improvement.
- The Vice President of External Relations and Social Responsibility regularly collaborates with leadership from the Your Life Iowa program and Iowa Behavioral Health Association regarding the Lottery's healthy play efforts and the latest information available regarding responsible gambling.
- The Vice President of External Relations and Social Responsibility collaborates with staffers at other lotteries whose work focuses on the same area, including through discussions within the NASPL Forum for Responsible Gambling.
- The Vice President of External Relations attends conferences, seminars, and industry presentations regarding responsible gambling to continue to build the Iowa Lottery's knowledge base and perspective.

- The Iowa Lottery seeks industry certifications regarding responsible gambling to best measure its efforts.

8. Resources and Materials

Healthy play is a core value for the Iowa Lottery. From its start in 1985, the Lottery has dedicated resources to responsible gambling, at times through funding specified in Iowa law, and at all times through voluntary initiatives that highlight the importance of customers making healthy, informed decisions when they play lottery games.

The Lottery will continue to dedicate resources to these initiatives in the years to come as it stresses the importance of healthy play and making informed decisions about the Lottery, while working to build and enforce consumer safety awareness.

Objectives

- The Iowa Lottery designates a member of its senior management team to have lead responsibility for its healthy play efforts.
- The Lottery dedicates sufficient staff and budgetary resources to accomplish its goals regarding healthy play initiatives.
- In its offices, at Lottery retail locations and online, the Lottery maintains information about responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders.
- The Lottery collaborates with the Your Life Iowa Program, Iowa Behavioral Health Association, and other provider organizations to support responsible gambling initiatives and provide healthy-play information to those with questions or concerns about gambling disorders.

Initiatives

- On an ongoing basis, the Lottery:
 - Designates the Lottery's Vice President for External Relations and Social Responsibility as the staff member with lead responsibility for its healthy play efforts.
 - Dedicates adequate staff time and budgetary resources each year to accomplish major healthy play initiatives, including production and distribution of health play information and campaigns in support for Problem Gambling Awareness Month and responsible gifting during the holidays.
 - Collaborates with leaders of the Your Life Iowa Program, Iowa Behavioral Health Association, and their provider organizations on healthy play initiatives and review of problem gambling statistics and services in Iowa.

Measurement

- In 2025, the Iowa Lottery's Vice President for External Relations and Social Responsibility leads the organization's healthy play efforts in collaboration with the CEO, Chief Revenue Officer, Vice President of Security and Vice President of Lottery Systems.
- In July 2024, the Lottery's Vice President for External Relations and Social Responsibility attended and gave a presentation at the national conference in San Diego, Calif., of the National Council on Problem Gambling. That presentation in conjunction with three other lottery-industry executives focused on lottery-industry

research about problem gambling and how lotteries are applying the research results to build out their efforts addressing healthy play.

- In January 2025, the Lottery's Vice President for External Relations and Social Responsibility attended the Responsible Play/Corporate Social Responsibility seminar organized by the World Lottery Association and North American Association of State and Provincial Lotteries. The seminar included presentations on the topic by U.S. and European lottery personnel as well as leaders in gambling treatment providers.
- In late 2024 and early 2025, the Iowa Lottery's External Relations staff collaborated with the Iowa Behavioral Health Association and Your Life Iowa program to develop and distribute two new public service announcement videos that debuted in March 2025 in support of Problem Gambling Awareness Month. That same month, the Lottery produced and debuted a playlist of videos on YouTube called "Battling A Gambling Addiction."
- In early 2025, Lottery External Relations staffers were working to refresh the responsible-play information available through the "Play Smart, Be Informed" and "Player Security" sections on the Iowa Lottery website to provide updated details there regarding healthy play. The Lottery's goal is for the redesigned information to debut on the website in May 2025.
- In addition to the many other resources and materials detailed in previous sections of this Overview and Plan, the Lottery will close this section by again highlighting that a supply of the its "Taking the First Step" brochures about responsible play, the Lottery's voluntary self-exclusion program, and the other help available in Iowa for gambling disorders, is available as follows:
 - During all business hours at the Iowa Lottery's four Regional Offices.
 - Through initial Lottery distribution and ongoing replenishment of brochure supplies by Lottery District Sales Representatives during their weekly in-person visits to the Iowa Lottery's 2,500 licensed retail locations in the state.
 - Through initial Lottery distribution and the ongoing re-order of supplies from the Lottery by the clearinghouse of the Your Life Iowa Program for distribution to the local Iowa organizations that provide gambling treatment across the state.

Staff Responsible for planning and implementation:

- CEO
- Vice President of External Relations and Social Responsibility
- Chief Revenue Officer
- Vice President of Security
- Vice President of Lottery Systems.
- Director of Marketing and Advertising
- Information Specialist II employees in the External Relations Department

Attachment A: Timeline of Iowa Lottery healthy play initiatives

Chronological List Of Responsible Play Initiatives at the Iowa Lottery

August 1985 – For 21 of the years in which the Iowa Lottery has been in operation, including its first year of sales, a portion of Lottery proceeds was dedicated to services for problem gambling. However, in 2009, Iowa lawmakers changed state law to eliminate the Iowa Gambling Treatment Fund. Problem gambling services in Iowa now receive an appropriation from the state General Fund. The majority of Iowa Lottery proceeds each year are directed to the General Fund, but Lottery funding is not currently linked directly with problem gambling services.

Nov. 27, 1995 – The Iowa Lottery begins printing 1-800-BETS OFF messages on all tickets in its instant-scratch games to build awareness and highlight the help available across Iowa for those struggling with problem gambling. The message reads: “If you or someone you know has a gambling addiction problem, call 1-800-BETS OFF (1-800-238-7633).”

April 15, 1996 – The Iowa Lottery begins printing 1-800-BETS OFF messages on all tickets in its pull-tab games to build awareness and highlight the help available across Iowa for those struggling with problem gambling. The message reads: “Gambling problems? Call 1-800-BETS OFF.” In that same timeframe, a 1-800-BETS OFF message was added to the information printed on the back of tickets generated from Iowa Lottery terminals.

September 1999 – The Iowa Lottery works with retail-industry groups to host a series of underage compliance education seminars across the state. The seminars were designed to help retailers understand and comply with state law and regulations for age-controlled products, including alcohol, tobacco, and Lottery tickets. The Lottery coordinated with members of state and local agencies in Iowa to conduct the seminars over three months in communities throughout the state. The program was called the “Underage Retail Orientation Campaign,” or UROC. As part of the initiative, the Lottery debuted the messaging and logos it continues to use today regarding compliance with the legal minimum purchasing age in Iowa for Lottery products: “Under 21, can’t buy one.”

December 2005 – The Iowa Lottery Board votes to establish a self-exclusion program allowing players to sign contracts entering into a voluntary, lifetime self-exclusion agreement with the Iowa Lottery. The agreement bans the player from the Lottery’s regional offices, allowing the Lottery to deny payment of any prize at a Lottery office to that person. The move eliminates the player’s ability to claim an Iowa Lottery prize of more than \$600. The program is designed to address the issue of problem gambling by reducing or eliminating the incentive to play the Lottery.

December 2006 – To encourage people to play responsibly by protecting themselves against fraud, theft and scams, the Iowa Lottery adds a permanent Player Security section to its website. The new section includes security tips for customers in retail locations, reminders about lottery scams, and details about how to report fraud attempts or suspected fraud. The Lottery continues to update its Player Security website details over time to include information about the security checks that the Iowa Lottery Security Department conducts in retail locations, and group play reminders for Lottery players.

March 2008 – To encourage players to play responsibly by protect themselves and any prize they may win, the Iowa Lottery enhances its Player Security procedures. Players are now required to sign the back of their ticket before presenting it to a retailer to be checked or cashed. The new procedure is designed to protect players against the potential for fraud and ensure they are paid the prizes they rightfully have won.

May 2008 – In another enhancement of its Player Security procedures, the Iowa Lottery begins printing receipts from its Lottery terminals for every scratch or lotto ticket that is checked or cashed. If a ticket has won a prize, two receipts are printed showing the results of that particular ticket. One receipt is for the retailer and the other is for the player. For nonwinning tickets, only a player receipt is printed. Receipts are later implemented for InstaPlay tickets when that product is introduced in Iowa. Receipts are not printed for pull-tab tickets, as any pull-tab prize won is printed on the front of the ticket.

February 2009 – In its continued focus on player security and responsible play, the Iowa Lottery begins unannounced, undercover security compliance checks at its retail locations to check that Lottery equipment is properly installed where it can be monitored by retail employees, that Lottery tickets are being properly handled and that Lottery prizes are being properly paid. The security compliance checks remain an ongoing initiative for Lottery Security, with a goal of conducting checks in at least 20 percent of Lottery retail locations each year.

October 2009 – To foster informed decision-making and consumer-protection awareness, the Lottery adds an audio recording to its terminals to help alert customers that they have a winning ticket. Whenever a winning ticket is scanned, the Lottery terminal plays a recorded message in which a voice says, “You’re a winner!”

March 2010 – The Iowa Lottery begins working each year with the Iowa Gambling Treatment Program on an annual initiative to highlight National Problem Gambling Awareness Week, which later transitioned to Problem Gambling Awareness Month. In 2010, the Iowa Lottery worked with the provider organizations of the Iowa Gambling Treatment Program to distribute a flyer to all Lottery retail locations in the state. The “Know the Code” flyer reminded retail employees to check photo IDs of their customers before making the sale of age-controlled products, including Lottery tickets. The flyer also emphasized that Lottery products in Iowa cannot legally be purchased by anyone who is younger than the age of 21. In addition to these efforts, the Lottery shared Know the Code details on its social media sites.

December 2011 – The Iowa Lottery begins working with the Iowa Gambling Treatment Program to support the annual appropriate gifting campaign from the National Council on Problem Gambling. Through messages on radio broadcasts, in retail locations, on outdoor billboards, and in online placements, the Lottery reminds the public that Lottery tickets are a product best reserved for the adult audience.

June 2014 – To encourage responsible play and informed decision making, the Iowa Lottery produces a video highlighting Lottery scams and offering consumer protection tips.

July 2015 – To continue to foster informed decision making by its players, the Iowa Lottery begins providing informational packets to its biggest prize winners. The packets are given to all winners of \$500,000 or more, providing them with details about cash vs. annuity for jackpot prizes; general information about Lottery winnings and taxes; details about managing Lottery winnings; and details about Iowa’s public information laws. The Lottery also produces a video with the same details as an additional tool for those who best absorb information visually.

September 2016 – To help encourage informed decision making and responsible play, the Iowa Lottery produces a video explaining the odds of winning and what they mean in lottery games. The video provides real-world examples of the Lottery's four product lines and how the odds in those games work.

June 2017 – The Iowa Lottery Board votes to update the Lottery's self-exclusion policy by allowing players to enter into a voluntary self-exclusion agreement with the Lottery for a period of five years or for a lifetime, irrevocable exclusion. The change is designed to achieve more flexibility within the self-exclusion process and encourage more people to utilize a self-exclusion agreement if they are concerned about problem gambling. The change took effect on July 1, 2017. The goal of the self-exclusion program remains to help those who have issues with problem gambling by reducing or eliminating the incentive to play Iowa Lottery games.

October 2020 – The Iowa Lottery debuts two new tools to help players play smart and be informed. A new section by that name -- "Play Smart, Be Informed" -- is unveiled on the Lottery website as a player's guide to help people make informed decisions about the Lottery. The website section includes details about how to play within your means, understand the odds in Lottery games, and be a responsible winner. The Lottery also debuted an electronic "Play responsibly" icon on its Lottery terminals and self-service kiosks that when touched prints a message about the help available in Iowa for problem gambling.

March 2021 – Iowa Lottery leadership gives presentations during statewide webinars for problem gambling treatment providers, providing details about the Lottery's many responsible-play efforts, including its player self-exclusion program.

October 2022 – To provide details about responsible play and informed decision-making to a wider and influential audience, the Iowa Lottery works with addiction and prevention experts in Iowa to present information to K-12 educators at a statewide conference. The presentation at the 2022 Iowa BEST Summit provided details about individuals and addiction and took a deeper look at the issue of problem gambling/gaming addiction. All audience members were provided with hard-copy resources for help in Iowa and lists of websites for evidence-based statistics and prevention resources. Information from the Iowa BEST Summit presentation was also used in October 2022 as a training session for Lottery employees at the Lottery's annual meeting.

Fall 2023 – The Iowa Lottery joins as a participating jurisdiction national research being conducted by Scientific Games, the provider and operator of the lottery's central gaming system. The goals of the research are to identify national and state behaviors and beliefs regarding gambling and the larger topic of gaming (including video and social gaming); continue to evaluate the impact of problem gambling on the national and state level; and identify potential changes in Lottery healthy play messaging, mechanisms, and practices to inform Lottery players, retailers, employees and the public.

February 2024 – The Iowa Lottery begins a Truth vs. Myth series on its blog and social media sites to highlight and correct many long-standing myths about lotteries and lottery games. The series, updated about every six weeks with a new entry, also is shared in the lottery's newsletters for players, retailers, and employees. Then in October 2024, the lottery expands the Truth vs. Myth messages to its point-of-sale screens in retail locations to widen the reach of the information even further.

November 2024 – The Iowa Lottery produces new videos explaining the odds of winning and what they mean for each of the lottery’s four product lines (scratch, lotto, pull-tab and InstaPlay games). The videos are designed to help encourage informed decision-making and healthy play of lottery products. Each video, only about a minute in length, likewise is designed to meet consumer expectations for quick, concise information.

March 2025 – The Iowa Lottery produces a series of videos to highlight the issue of gambling addiction and the help available in Iowa for those who are struggling or have questions. The videos feature an Iowa man who is now doing well after receiving treatment for a gambling disorder, and the counselor who treated him on his journey.

Other current initiatives by the Iowa Lottery:

- Responsible play information presented to all new Lottery retailers at their initial licensing visits by the Iowa Lottery.
- Responsible play articles are included each calendar quarter in the Iowa Lottery’s bi-weekly newsletter distributed to all Lottery retail locations.
- Responsible play articles are included each calendar quarter in the Iowa Lottery’s electronic newsletter to members of the “VIP Club,” its player loyalty program.
- Responsible play articles are included at least each calendar quarter in the Iowa Lottery’s biweekly electronic newsletter to all Lottery staff.
- Responsible play information is provided to Lottery employees during the Lottery’s initiatives each March and December to highlight responsible gambling and responsible gifting. Problem gambling training is also provided to Lottery employees during the Iowa Lottery’s annual meeting.
- Ongoing collaboration between Lottery leadership and the Iowa Gambling Treatment Program and Iowa Behavioral Health Association to ensure an ongoing exchange of information pertaining to responsible gambling.
- Links on the Lottery website for its Play Smart, Be Informed, Player Security and Self-Exclusion initiatives are purposefully placed together so that people will better notice all the details involved.
- Distribution is ongoing of the Lottery’s “Taking The First Step” brochures at lottery retail locations, Iowa Lottery offices, and through the Iowa Gambling Treatment Program. The brochures highlight responsible play, the Lottery’s voluntary self-exclusion program, and the other help available in Iowa for gambling disorders.