

Iowa Lottery Responsible Gambling Overview and Plan

Introduction

The Iowa Lottery is committed to meeting its statutory mandate of responsibly generating revenues for important 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 Responsible Gambling Overview and Plan details the Iowa Lottery's ongoing efforts to help all individuals understand the importance of responsible play, make informed decisions about the Lottery, and protect themselves through consumer safety awareness. This document serves to memorialize the Iowa Lottery's dedication to conducting its games and operations in a responsible manner.

While this 2022 version of the document reflects current initiatives, the Iowa Lottery builds additional resources into its practices over time to best continue its emphasis on responsible play. For example, in 2022, the Lottery partnered with prevention and recovery experts to provide training about addiction, and particularly gambling addiction, to K-12 educators at a statewide conference and later to Lottery employees. The Lottery has worked with recovery experts multiple times to provide training to Lottery employees, but chose this time to take the important message to a wider audience to build resources in new ways.

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 responsible play initiatives designed to reach players, retailers, 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
8. Resources and Materials

1. Planning

From its start in 1985, the Iowa Lottery has been committed to its statutory mandate of responsibly generating revenues for important state causes. As a declaration of that commitment, the Lottery's mission statement reads as follows:

"The Iowa Lottery continually strives to deliver value to the State of Iowa by providing entertainment to the public, responsibly maximizing revenues, and maintaining the highest standards of integrity, security, and accountability. The Iowa Lottery is a nonprofit authority that operates the state's lottery in an entrepreneurial and business-like manner, accountable to a public Board of Directors, the Governor, the General Assembly, and the People of the State."

The Iowa Lottery has approximately 110 employees who work at the Lottery's four office locations and its central warehouse. The Lottery CEO and five citizen members of its Lottery Board are appointed by the Iowa Governor and confirmed by the Iowa Senate. In addition, Iowa's Treasurer of State serves on the Lottery Board as an ex-officio member.

The Lottery CEO and Board establish policies and rules for the Lottery's operation and approve its budget and significant contracts.

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. The Lottery comes under legislative review, but is not subject to the appropriations process.

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: 40 instant-scratch games, 6 lotto/draw games (including Powerball® and Mega Millions®), 12 InstaPlay Games and 36 pull-tab games.

In its latest fiscal year (FY 2022), the Lottery generated \$97.9 million in proceeds to state causes, had annual sales of \$432.7 million, paid prizes to players of \$274.2 million, and paid \$28.3 million in commissions to Iowa retail locations that sold tickets.

The Lottery is audited annually by the Auditor of State's Office, and has consistently received clean audit reports.

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 or online at these addresses:

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 Twitter: @ialottery
 On Pinterest: @IowaLottery
 On YouTube: Iowa Lottery channel
 Iowa Lottery players club: VIP Club

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

- Develop and distribute products that are fun and exciting to Iowans.
- Maintain integrity and security in production and delivery of those products while utilizing advanced technology.
- Educate and motivate the public to play Lottery games responsibly.
- Maintain the dignity of the Lottery through truthful, tasteful and informative advertising.
- Develop an effective employee workforce that is professional, knowledgeable, skilled, and offers maximum service and reliability to retailers and players.
- Responsibly maximize net revenues to the state.

Objectives:

- The Iowa Lottery will provide the public with clear information in a variety of ways demonstrating its commitment to responsible gambling.
- The Iowa Lottery will maintain a Responsible Gambling Plan detailing the actions the Lottery will take 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 responsible play.

Outcomes:

- On an ongoing basis, the Lottery will:
 - Maintain a Responsible Gambling Plan detailing the Lottery's mission statement and guiding principles along with actions the Lottery will take in support of them.
 - Make its Responsible Gambling Plan readily available, and review its plan over time to incorporate additional practices to emphasize responsible play.
 - Review its Responsible Gambling Plan annually to make updates and incorporate additional practices as needed to continue the Lottery's emphasis on responsible play.
 - Provide staff time and other adequate resources to maintain the Lottery's Responsible Gambling Plan and activities in support of it.

- Maintain ongoing dialogue with leaders of the Iowa Gambling Treatment Program and Iowa Behavioral Health Association about problem gambling services and responsible play initiatives.

Staff Responsible:

- President and CEO
- Vice President of External Relations and Social Responsibility
- Executive Vice President
- Chief Revenue Officer
- Vice President Lottery Systems
- Chief Financial Officer
- Vice President of Security

2. Public Education and Awareness

Public education and awareness of responsible gambling 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 help consumers make informed decisions when they play.

Over time, the Lottery has added to the initiatives it utilizes to emphasize these issues. Today, the Lottery utilizes a three-pronged approach of responsible play, product transparency, and player security designed to collectively achieve consumer awareness and protection.

Objectives:

- The Lottery will provide the public with accurate, detailed information about Lottery products including prize structures, odds of winning, how to play, remaining prizes and unclaimed prizes.
- The Lottery will help consumers understand the concept of responsible play, and specifically, playing within your means.
- The Lottery will provide the public with accurate details about the legal minimum purchasing age for Lottery products in Iowa, the legal forms of payment in Iowa for purchasing 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 Iowa Gambling Treatment Program, Iowa Department of Health and Human Services, Iowa Behavioral Health Association, National Council on Problem Gambling, and other stakeholders to address problem gambling.
- The Lottery will provide the public with player security information, including warnings about lottery scams and details to keep Lottery play safe and fun.

Outcomes:

- On an ongoing basis, the Lottery will:
 - Provide information about the Iowa Gambling Treatment Program and 1-800-BETS OFF, the program's statewide helpline, in a variety of ways. These include 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, through the Lottery's social media platforms, in the Lottery's annual report, in Lottery reports throughout the year to Iowa lawmakers, in its biweekly newsletters for retailers and employees, in its monthly newsletter for players, and through high-profile annual initiatives that highlight responsible play. (Note: The Iowa Lottery's biweekly retailer newsletter, called Lottery Action, also is distributed to all lottery employees.)
 - Provide information about the Iowa Lottery's player self-exclusion program in a variety of ways. 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 providers of the Iowa Gambling Treatment Program.
 - Provide information about the minimum legal purchasing age in Iowa for Lottery products.
 - Provide information in a variety of ways about Lottery game prize structure, odds of winning, how to play, remaining prizes and unclaimed prizes. These include brochures and signage at the point of sale, information on the Lottery website, details through the Lottery's social media platforms, and articles in the Lottery's biweekly newsletters for retailers and employees, and its monthly newsletter for players.
 - Maintain ongoing dialogue with leaders of the Iowa Gambling Treatment Program and Iowa Behavioral Health Association about problem gambling services and responsible play initiatives.
 - Provide consumer-protection information through areas entitled "Play Smart, Be Informed" and "Player Security" on the Lottery website. Share those same details over time through other Lottery platforms, including in its retailer and player newsletters and social media sites.
 - Emphasize responsible play at times when lotto jackpots are high, including the statement that it only takes one ticket to win.
 - Provide Iowa Lottery winners of \$500,000 or more with informational packets designed to help them make well-informed decisions about their winnings.
- 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 in December utilizing outdoor billboards, social media postings, displays on the lottery's point-of-sale screens in retail locations, and graphics and messaging on the homepage of the Iowa Lottery's website.

- Highlight Problem Gambling Awareness Month in March through a statewide public-service campaign utilizing outdoor billboards, advertising 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, and graphics and messaging on the homepage of the Iowa Lottery's website.

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. The Lottery seeks to avoid over-promising messages or graphics in any of 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 are reviewed to protect against appealing 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 games.
- The Lottery will provide details about prize-claim deadlines in its games and promotions.

Outcomes:

- On an ongoing basis, the Lottery will:
 - Design its tickets, play slips, game brochures and its 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.
 - Organize and maintain a game-development group of Lottery employees who, along with Lottery senior management and in many instances the Iowa Lottery Board, review the design of games and promotions to protect against appealing to under-age players and over-promising images or messaging.
 - Ensure that Lottery advertising is in compliance with the Lottery Advertising Standards.

- Post on its website information updated daily about the number of prizes already claimed and those still remaining in its scratch and InstaPlay 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.
- Post on its website information updated daily about prizes that have been won but are still unclaimed in its lotto games.
- Print instructions on its tickets directing consumers to the Lottery website for complete rules and prize-claim deadlines in its games and promotions.
- Provide details of the Lottery's annual performance in an Annual Report.

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 most daily interactions with Lottery players. It is therefore important that retail employees have as much information as possible about the Lottery and its products, including the legal minimum purchasing age for Lottery tickets in Iowa. It is likewise important that retail employees have details about the Iowa Gambling Treatment Program and tools they can easily use to provide information to the public about problem gambling resources in Iowa.

Objectives:

- Information emphasizing responsible play will be provided to all new Lottery retail locations as part of their introductory visits from the Iowa Lottery.
- Information about problem gambling resources in Iowa will be made available on an ongoing basis to retail employees involved in Lottery sales or customer service.
- Information about problem gambling resources in Iowa, including the Lottery's self-exclusion program, will be made available to the public at Lottery retail locations.
- Periodic reminders will be provided to retailers about the legal minimum purchasing age in Iowa for Lottery products and the importance of age verification for customers.

Outcomes:

- On an ongoing basis, the Lottery will:
 - Provide information about problem gambling resources in Iowa, including the Lottery's player self-exclusion program, to newly-licensed retailers during their initial meetings with Lottery employees.

- Provide information about problem gambling resources in Iowa, including the Lottery's player self-exclusion program, to consumers in retail locations, at Lottery offices and through the Lottery's website.
- Print information about 1-800-BETS OFF, Iowa's problem gambling helpline, on Lottery tickets.
- Maintain electronic "Play Responsibly" icons on Lottery terminals and self-service kiosks. The icons can be used to print messages about the Iowa Gambling Treatment Program and 1-800-BETS OFF, its statewide helpline. The icons are programmed so that their use cannot be monitored, thus giving retailers and players comfort in utilizing the information without fear of tracking.
- Provide reminders to retailers 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, "Under 21, Can't Buy One" stickers on equipment, and periodic articles in "Lottery Action," the Iowa Lottery's newsletter for retailers.
- Include quarterly articles about problem gambling in "Lottery Action," the Iowa Lottery's retailer newsletter.
- Provide consumer-protection information through areas entitled "Play Smart, Be Informed" and "Player Security" on the Lottery website. Share those same details over time through other Lottery platforms, including in its retailer and player newsletters and social media sites.
- Conduct unannounced, undercover security-compliance checks in Lottery retail locations to ensure that Lottery equipment is installed where it can be monitored by retail employees and that winning tickets are being properly identified and paid. The Lottery's goal is to conduct compliance checks in at least 20 percent of Lottery retail locations each year.

5. Employee Training

As the most knowledgeable sources of information about their organization and its initiatives, Iowa Lottery employees can have tremendous impact in helping the public to understand the importance of responsible play. It is therefore central to the Lottery's responsible-play efforts that its employees have accurate information about the Iowa Gambling Treatment Program, the Lottery's player self-exclusion program, and the Lottery's overall responsible-play initiatives. The Lottery's goal is that its employees will be able to portray responsible play positively and emphasize that resources are available across the state to help those who have questions or are struggling with problem gambling.

Objectives:

- Iowa Lottery staff will be aware of Lottery responsible-play initiatives and the resources available in Iowa to help those with questions or concerns about problem gambling.

- Lottery staff will have a basic understanding of what problem gambling is and be aware when someone may be developing difficulties.
- Lottery staff will know how to refer someone to the Iowa Gambling Treatment Program and 1-800-BETS OFF, its statewide helpline.
- Lottery staff will be aware of the Lottery’s player self-exclusion program as a tool for those seeking to address problem gambling and be able to provide information about how someone can sign up for the Lottery’s player self-exclusion program.

Outcomes:

- On an ongoing basis, the Lottery will:
 - Provide information about problem gambling resources in Iowa, including the Lottery’s player self-exclusion program, to Lottery employees through training, meetings for new employees with the Vice President for External Relations and Social Responsibility, regular company-wide employee communications about problem gambling initiatives, details on the Lottery’s website, and Lottery publications including its annual report and newsletters for retailers, employees and players.
 - Work with the Iowa Gambling Treatment Program and the Iowa Behavioral Health Association to provide training tailored for Lottery employees.
 - Through direct employee communications and publications, ensure that employees are aware of the Lottery tools to provide information about problem gambling, including the “Taking The First Step” brochure about the Lottery’s self-exclusion program; 1-800-BETS OFF messages printed on Lottery tickets; Play Responsibly icons on Lottery terminals and self-service kiosks, and the areas on the Lottery website entitled “Play Smart, Be Informed” and “Player Security.”
 - Through direct employee communications and publications, provide reminders about the legal minimum purchasing age 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 holiday Responsible Gifting Campaign.

6. Advertising Standards

As a highly visible, statewide initiative of the Iowa Lottery, its advertising catches attention and is often scrutinized. The Lottery places high value on providing the public with information about its games and operations and is committed to marketing its products in a socially responsible manner.

The Lottery developed Advertising Standards for its messaging years ago and continues to update the document as needed to adhere to the principles enumerated as technology and advertising methods change. The Lottery's Advertising Standards document also is occasionally updated to incorporate the latest social responsibility approaches for advertising and gambling. The Lottery's current version of the document has been in use since March 2017.

Objectives:

- The Iowa Lottery will adopt an Advertising Standards initiative to provide the standards by which the Lottery conducts its advertising.
- The initiative will ensure that the Lottery markets its products in a socially responsible manner and keeps its advertising away from children whenever reasonable and possible.
- The initiative will ensure that Lottery advertising does not make false promises, encourage consumers to play beyond their means, or promote Lottery play as an alternative to work or a way to relieve personal financial difficulties.
- The initiative will ensure that Lottery advertising supports player security, responsible play and proceeds messages.
- The Lottery will provide its Advertising Standards to its advertising agencies to ensure they are aware of policies and legal requirements.

Outcomes:

- On an ongoing basis the Lottery will:
 - Adopt Advertising Standards by which the Lottery conducts its advertising.
 - Ensure that Lottery Advertising Standards require the Lottery to market its products in a socially responsible manner, including keeping Lottery advertising away from children whenever reasonable and possible.
 - Provide staff and advertising agency review of Lottery advertising from concept to implementation to ensure compliance with the Lottery's Advertising Standards.
 - Provide its Advertising Standards to the Lottery's advertising agencies to ensure they are aware of the policies and legal requirements.
 - Seek continuity in the Lottery's Advertising Standards over time, but also update the document to incorporate the latest social responsibility approaches for advertising and gambling.
 - Collaborate with the Iowa Gambling Treatment Program on advertising in support of Problem Gambling Awareness Month and the holiday Responsible Gifting campaign.

7. Research

When Iowa lawmakers established the Iowa Gambling Treatment Program, they specified that it would be a public health entity outside the casino or Lottery industries,

with the program serving as Iowa's expert source on problem gambling with a perspective independent from the gaming sectors. Lawmakers designated the Iowa Gambling Treatment Program as Iowa's authority for treatment services, research, and information regarding problem gambling. The Iowa Lottery therefore collaborates with the Gambling Treatment Program to support its mission of helping those who are struggling with problem gambling and remain well informed of the latest research and data on the topic.

For 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. However, in 2009, legislation was passed to eliminate that specific fund, with the Gambling Treatment Program now receiving an appropriation from the state General Fund. Although Iowa Lottery proceeds are no longer tied directly to the Gambling Treatment Program, the Lottery continues to seek opportunities to support its work, such as through annual assistance and collaboration to highlight Problem Gambling Awareness Month.

Objectives:

- The Iowa Lottery will regularly consult with the Iowa Gambling Treatment Program to receive, evaluate and review research regarding problem gambling.
- The Lottery will consult with the Gambling Treatment Program and Iowa Behavioral Health Association regarding Lottery responsible gambling efforts and potential additional initiatives.
- The Lottery will work with the Gambling Treatment Program on the content of its "Taking The First Step" brochures about problem gambling and the Lottery's self-exclusion program. The Lottery also will work with the Treatment Program to distribute copies of the brochure to the organizations that provide gambling treatment services in Iowa.
- The Lottery will collaborate with the Gambling Treatment Program on the annual Problem Gambling Awareness Month initiative and share details with it about the Lottery's participation in the annual Gift Responsibly initiative at the holidays.

Outcomes:

- On an ongoing basis, the Lottery will:
 - Regularly meet with leadership at the Iowa Gambling Treatment Program regarding the latest problem gambling developments and research, including the latest statics for contacts to 1-800-BETS OFF and the Your Life Iowa program, and Iowa admissions for gambling treatment through provider organizations.
 - Regularly consult with leadership of the Gambling Treatment Program and the Iowa Behavioral Health Association regarding Lottery responsible play initiatives and potential additional ideas.
 - Provide copies of the Lottery's "Taking The First Step" problem gambling brochures to the Gambling Treatment Program for distribution to the organizations that provide gambling treatment in Iowa.

- Collaborate with the Gambling Treatment Program on annual initiatives including Problem Gambling Awareness Month.

8. Resources and Materials

Responsible 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 to highlight the importance of the issue.

The Lottery will continue to dedicate resources to these initiatives in the years to come as it does its best to stress the importance of responsible play, help people make informed decisions about the Lottery, and build consumer safety awareness.

Objectives:

- The Iowa Lottery designates a member of senior management to have lead responsibility for responsible play efforts.
- The Lottery dedicates sufficient staff and budgetary resources to accomplish its goals regarding responsible play initiatives.
- The Lottery collaborates with the Iowa Gambling Treatment Program and other provider organizations to support responsible gambling initiatives.

Outcomes:

- 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 responsible play efforts.
 - Dedicates adequate staff time and budgetary resources each year to accomplish major responsible play initiatives, including campaigns in support for Problem Gambling Awareness Month and holiday responsible gifting messaging.
 - Collaborates with leaders of the Iowa Gambling Treatment Program, the Iowa Behavioral Health Association and their provider organizations on responsible play initiatives and review of problem gambling statistics and services in Iowa.

Attachment A: Timeline of Iowa Lottery responsible 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 Lottery odds and what they mean. 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.

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.
- Follow-up inspection visits by Lottery Security after a new retail location is licensed to ensure proper placement of Lottery equipment and review of Lottery details with the location, including responsible play details.
- Responsible play information is included each calendar quarter in the Iowa Lottery's newsletter distributed to all Lottery retail locations.
- Responsible play information is provided to Lottery employees during the Lottery's initiatives each March and December to highlight problem gambling. Problem gambling training is also regularly provided to Lottery employees during the Iowa Lottery's annual meeting, most recently in 2020 and 2022.
- Record placement was achieved in each of the past three years for Lottery PSA messages recognizing Problem Gambling Awareness Month in March.

- Annual participation in the NCPG responsible gifting campaign at the holidays.
- Ongoing collaboration between Lottery leadership and the Iowa Gambling Treatment Program and Iowa Behavioral Health Association to ensure all are kept up to date on responsible play initiatives.
- 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 of the Lottery's "Taking The First Step" brochures for its self-exclusion program continues in retail locations, Lottery offices and through the Iowa Gambling Treatment Program.