

# The Public Health Impacts of Legalized Sports Betting

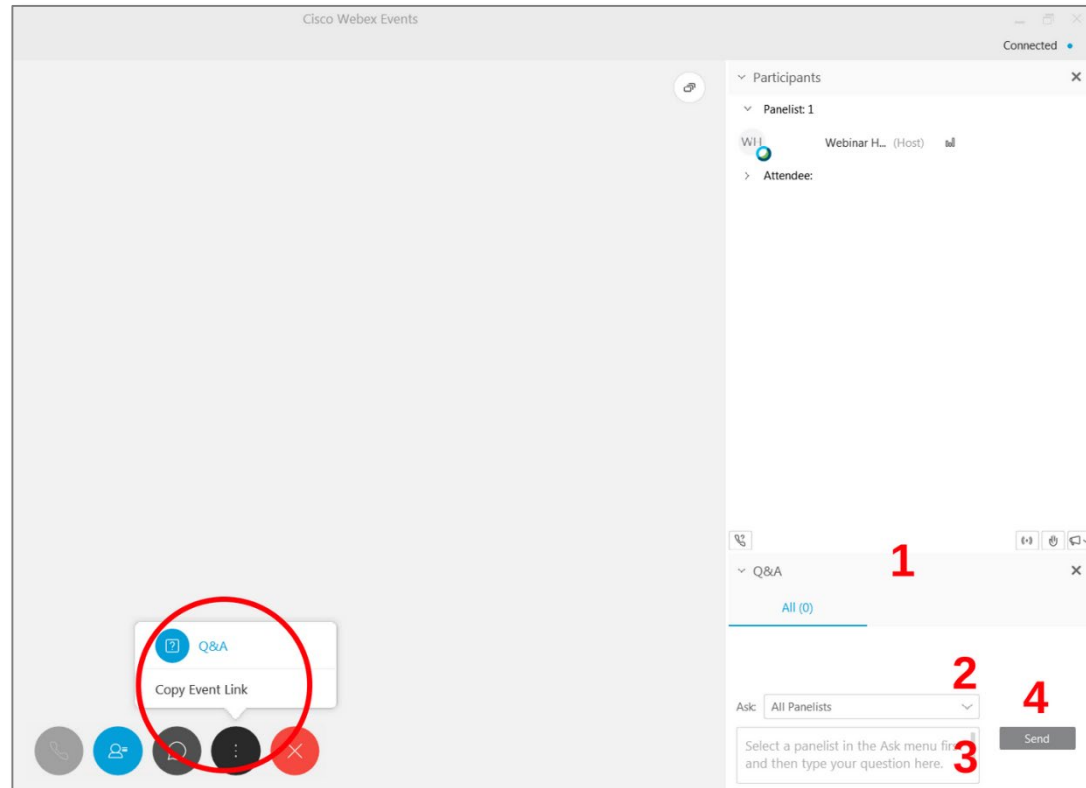
March 19, 2020

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## Moderator



**Kerri McGowan Lowrey**, Deputy Director, Network for Public Health Law - Eastern Region

- J.D., University of Maryland School of Law
- M.P.H., Johns Hopkins University Bloomberg School of Public Health
- Research interests/areas of expertise:
  - Empirical Legal Research and Coding
  - Injury Prevention
  - Child and Adolescent Health Policy

## Presenter



**Stephen R. McDaniel**, Associate Professor, Sports and Entertainment Marketing, Department of Kinesiology and Department of Communication, University of Maryland College Park

- Ph.D., Florida State University
- Research interests/areas of expertise:
  - Consumer Behavior
  - Psychology of Gambling
  - Gambling in the New Millennium

## Presenter



**Will Hinman**, Peer Recovery Specialist, Maryland Center of Excellence on Problem Gambling

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  - Problem Gambling
  - Addiction Recovery

## Presenter



**Blair Inniss**, Attorney, Legal Resource Center for Public Health Policy

- J.D., University of Maryland School of Law
- M.A., American University
- Research interests/areas of expertise:
  - Healthy Gaming Policy
  - Tobacco



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DEPARTMENT OF KINESIOLOGY

# Legalized Sports Betting: The Intersection of Business, Law and Public Health

Dr. Stephen R. McDaniel  
Associate Professor



# Overview

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- Sports betting and public policy
  - Federal laws
  - State laws
- Sports betting and public health concerns
  - Understanding gambling forms/dynamics
  - Challenges in treatment and prevention
- Responsible sports betting initiatives



# Background: Federal Law

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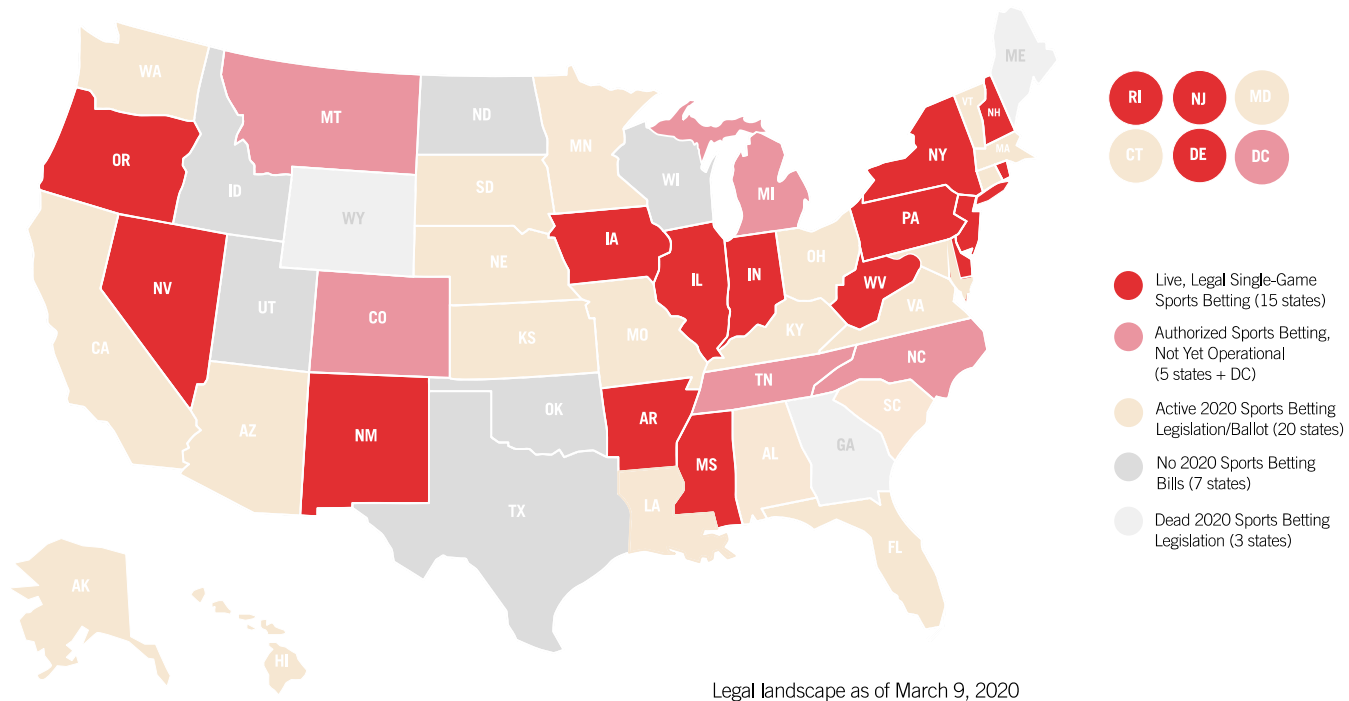
- Long history of sports betting in U.S. and abroad
  - Americans were betting on sports before 2018 (AGA estimated annual illegal betting: \$150 billion)
- Professional and Amateur Sports Protection Act (PASPA - 1992)
  - SCOTUS ruling and “states rights” (2018)
  - Helps bring sports betting “out of the shadows”



# Background: State Laws in 2020



## Legal Sports Betting in the U.S.





# Background: Federal and State Laws in 2020

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- Unlawful Internet Gambling Enforcement Act (UIGEA – 2006)
  - Law helped pave way for legal daily fantasy sports
  - If it walks like a duck and quacks like a duck . . . ?
    - In 2020, daily fantasy sports are not legal in: Arizona, Iowa, Montana, Washington and Louisiana
    - Sports leagues (MLB) and governing bodies (NCAA) prohibit players from participating



FANDUEL

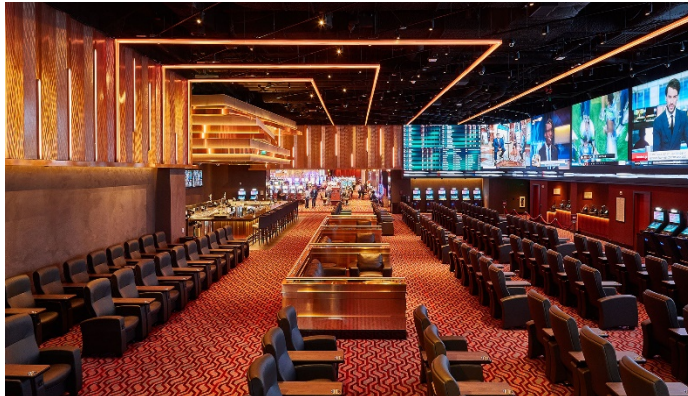




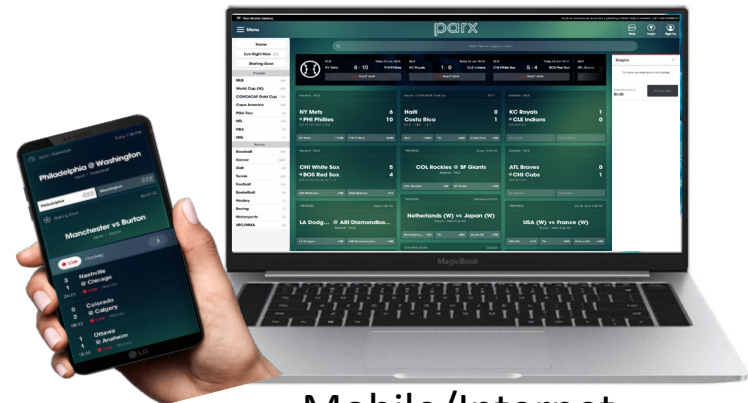
# State Laws on Sports Betting: Where to From Here?



- What policy decisions face state governments?
  1. Point of distribution: availability



Bricks and Mortar



Mobile/Internet



# State Laws on Sports Betting: Where to From Here?

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- What policy decisions face state governments?
  1. Point of distribution: availability?
  2. Who gets a piece of the action?
    - Casinos?
    - Horse tracks?
    - State lotteries?
    - Sports bars?



# Similar to Substances Gambling is Not Homogenous

## Substances



## Gambling Forms





# Thinking of Sports Wagering as if it Were a Substance

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- How the dynamics can affect the user:
  - Game of skill (“illusion of control”?)
  - “Action Gambling”
    - Highly arousing (Emotion of sport X financial risk of bets)
  - Potential betting opportunities x frequency of play
    - Number of different college and pro sports teams, games AND opportunities for in-game bets
  - Sport consumer behavior: alcohol consumption
    - Potential for impaired decision making



# Challenges in Primary Prevention

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- Reaching vulnerable cohorts?
  - Young people (3x more likely to have gambling problem)
    - Adolescents and young adults
      - a. Impulse-prone cohort
      - b. Kids have resources to bet (phones, video games, etc.)
      - c. Like other addictions, kids can be at risk as early as 10 or 12
      - d. At school and at home, they might get “the talk” on other health-related behaviors but seldom on gambling
- “Norming” of sports wagering
  - What they see and read in sports media



Internet/Mobile



# Promotion Via Partnerships with Sports Organizations





# European Model of Promoting Sports Betting Brands





# Promotion Via Media Partnerships



ESPN SportsCenter

Caesars Sportsbook

MCBB

Tomorrow, 11:30 ET

Line	COLO	ATS
ML	WSU	No Line
Total	COLO	No Line

SEASON STATS

	ATS	O-U
WSU	12-15-1	14-14
COLO	12-17-1	17-13

BPI CHANCE TO WIN

	WSU	COLO
	14%	86%

ST. MARY'S VS. #2 GONZAGA, ESPN, 9:00 PM ET

ODDS TO WIN NATIONAL CHAMPIONSHIP

Team	Winnings Odds
Wisconsin	60-1
LSU	75-1
Marquette	75-1
Virginia	80-1
Butler	100-1
Florida	100-1
Illinois	100-1

114 | Pacers 111 | FINAL

BOS > Clinches playoff berth

Had lost 4 of last 5 games

EXCLUSIVELY ON ESPN

The Harder Way

New Episode Streaming Now

ESPN SportsCenter

Caesars Sportsbook

MCBB

Tomorrow, 9 ET

Line	WVU	ATS
ML	WVU	No Line
Total	OKLA	No Line

SEASON STATS

	ATS	O-U
WVU	14-15	9-19-1
OKLA	14-15-1	12-17-1

BPI CHANCE TO WIN

	WVU	OKLA
	69%	31%

0:00 RUNDOWN

DRAYMOND/CHARLES

TOSS UP!

UNC/SYRACUSE

JAZZ/THUNDER

76ERS

SHAQ

GRONK

ERRORS

PARDON

MORE OF A CONTENDER: JAZZ OR THUNDER?

ODDS TO WIN NATIONAL CHAMPIONSHIP

Team	Winnings Odds
San Diego State	15-1
Seton Hall	16-1
Florida State	18-1
Arizona	25-1
Creighton	30-1
Villanova	30-1
Oregon	33-1
Ohio State	35-1

ESPN NEWS NBA

Utah Jazz's Gobert looks to prove for himself

Magic's Evan Fournier says he spoke to Gobert and he's "doing good"

BLUMENFELD vs. FLORIDA STATE

THURSDAY 12:30 ET



# Primary Prevention Issues: Social Norming





# Secondary Prevention Challenges

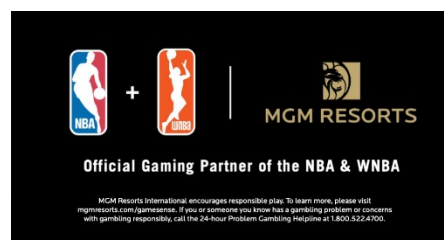
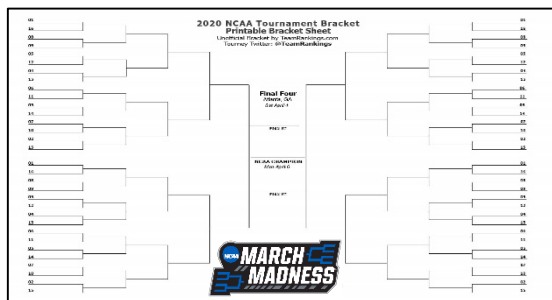
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- Raising awareness of gambling disorder
  - Promote responsible gambling and getting help
- Training health providers
  - Keep in mind that this has only been in the DSM-V since 2013
- Treatment and recovery
  - “Cue reactivity” in sports wagering
    - the neuroscience of addiction



# Challenges in Treatment and Recovery





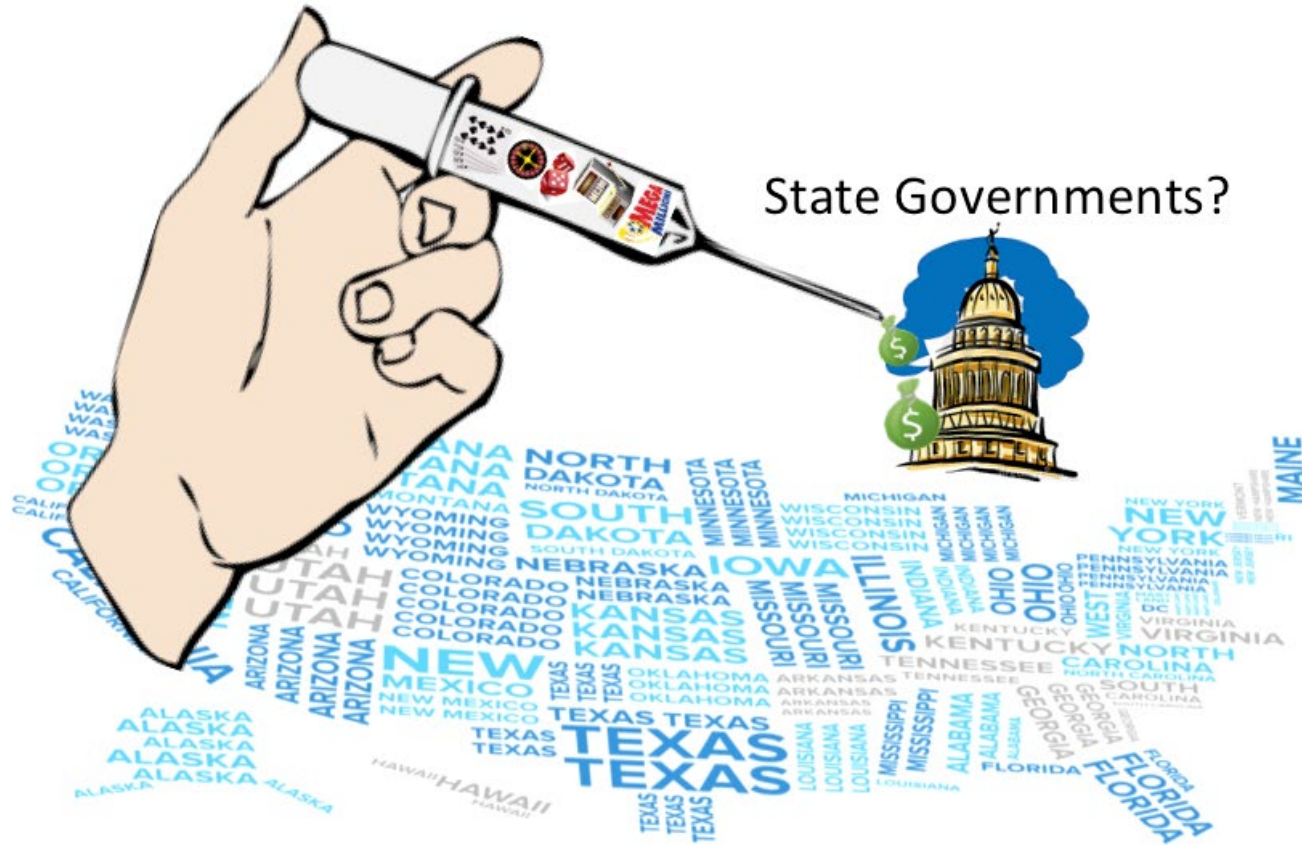
# Responsible Gambling

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- Consumers
  - Mindful allocation of time and spending on gambling
    - Getting help
- State Governments
  - Regulation of sports betting and prudent revenue allocations
    - Regulate and monitor sales and marketing activities
    - Responsible funding of prevention and treatment
    - Responsible funding of research on gambling disorder

# Who Has the Biggest Gambling Problem in the U.S.?



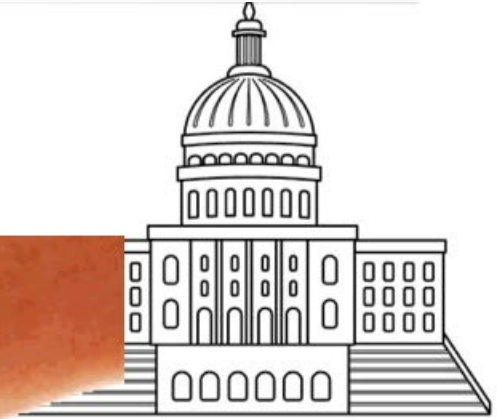


# Responsible Public Policy: Allocating Gambling Revenues

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**Don't play the shell game!**





# Responsible Public Policy: Allocating Gambling Revenues

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# Research Reality: Importance of State Funding Sources

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- Types of research on gambling disorder (GD)
  - 1. Prevalence studies**
    - Proportions: national, state and/or within certain cohorts
  - 2. Etiology**
    - Biological, social and psychological factors underlying the illness
- Challenges with federal funding of research on GD
  - National Institute on Drug Abuse (NIDA)
  - National Institute of Mental Health (NIMH)



# Responsible Gambling

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    - Responsible funding of prevention and treatment
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- Industry Partners: Gaming, Sports and Media
  - Corporate social responsibility in marketing and advertising, with attention towards vulnerable groups



# Sports Betting and Corporate Social Responsibility



- American Gaming Association:
  - “Have a Game Plan” campaign (2020)
    - Emphasizes four key areas:
      1. Set a budget and stick to it
      2. Keep it social: play with friends, family and colleagues
      3. Be informed: learn the details of games you’re playing
      4. Play with trusted licensed and regulated operators





# Sports Betting and Corporate Social Responsibility





# Coming Soon to a Stadium or Arena Near You



- This is the very near future:
  - Has been the model in Europe for years
  - NFL will have “betting lounges” in some stadiums by 2020 season



In-stadium Mobile Betting



# Summary and Conclusion

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- Legal sports betting is here and it is going to continue to proliferate
  - Not a new form of gambling
  - Legalization does afford some consumer protections
  - Ubiquity and dynamics create realistic health concerns
- The importance of being proactive, vigilant and vocal:
  - General public
  - Health providers and public health organizations
  - Government and public policy
  - Gaming industry and their partners
    - This includes sports teams, sports leagues and sports media



# Thank You



- Informational Resources:
  - Business of DFS and Sports Betting: Vox.com
    - Nover (2020) “The Rise of Daily Fantasy Sports and . . .”
  - American Gaming Association (AGA) Website:
    - Responsible sports betting marketing code
    - “Have a Game Plan” sports betting campaign



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*The Public Health Impacts of Legalized Sports Betting*  
*March 19, 2020*

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Blair Inniss, Government Relations Coordinator

Maryland Problem Gambling Helpline: **1-800-GAMBLER (426-2537)**

[MdProblemGambling.com](http://MdProblemGambling.com)

[HelpMyGamblingProblem.org](http://HelpMyGamblingProblem.org)



The Maryland Center of Excellence on Problem  
Gambling promotes healthy  
and informed choices for individuals  
and communities regarding gambling and  
problem gambling.



# Resources



## No Cost Treatment for Problem Gambling

The Maryland Department of Health Behavioral Health Administration:

- Will reimburse providers for problem gambling treatment services
- To support assessment and individual/ group therapy
- For persons with gambling disorders and/or their loved ones



## The Center Peer Recovery Support Specialists

- Peers have lived experience with addiction and have been in recovery a minimum of 2 years.
- Available to help individuals seeking to limit, control or stop their gambling, and connect them with the most useful resources in their communities
- Encourage individuals continue to work toward their goals in dealing with any gambling problems.
- Receive training in how to assist those seeking help to connect with recovery resources.



## Resources for Adults on Problem Gambling:

Helpline: 1-800-GAMBLER

Website: [helpmygamblingproblem.org](http://helpmygamblingproblem.org)

*Peer Support: Call 1-800-GAMBLER and ask to speak to a peer. "Have the Conversation With Someone Who Has Been There"*

*Maryland Coalition of Families: Support for family members who have a loved one who is a problem gambler, 410-730-8267 or [info@mdcoalition.org](mailto:info@mdcoalition.org)*

*Voluntary Exclusion Program: Jasmine Countess, [jasmine.countess@Maryland.gov](mailto:jasmine.countess@Maryland.gov) or 410-230-8798*



## Problem Gambling Resources

Gamblers Anonymous - [www.gamblersanonymous.org](http://www.gamblersanonymous.org), 855-222-5422

Gam-Anon - [www.gamanon.org](http://www.gamanon.org), 888-230-1123

Maryland 211, press 1: for crises



# Advocacy



## Responsible Gambling Legal and Policy Considerations

- Include dedicated funds to prevent and treat gambling addiction
- Require sports betting operators to implement responsible gaming programs
- Assign a regulatory agency to enforce the regulations and requirements that are enacted
- Conduct prevalence surveys



# Thank you!

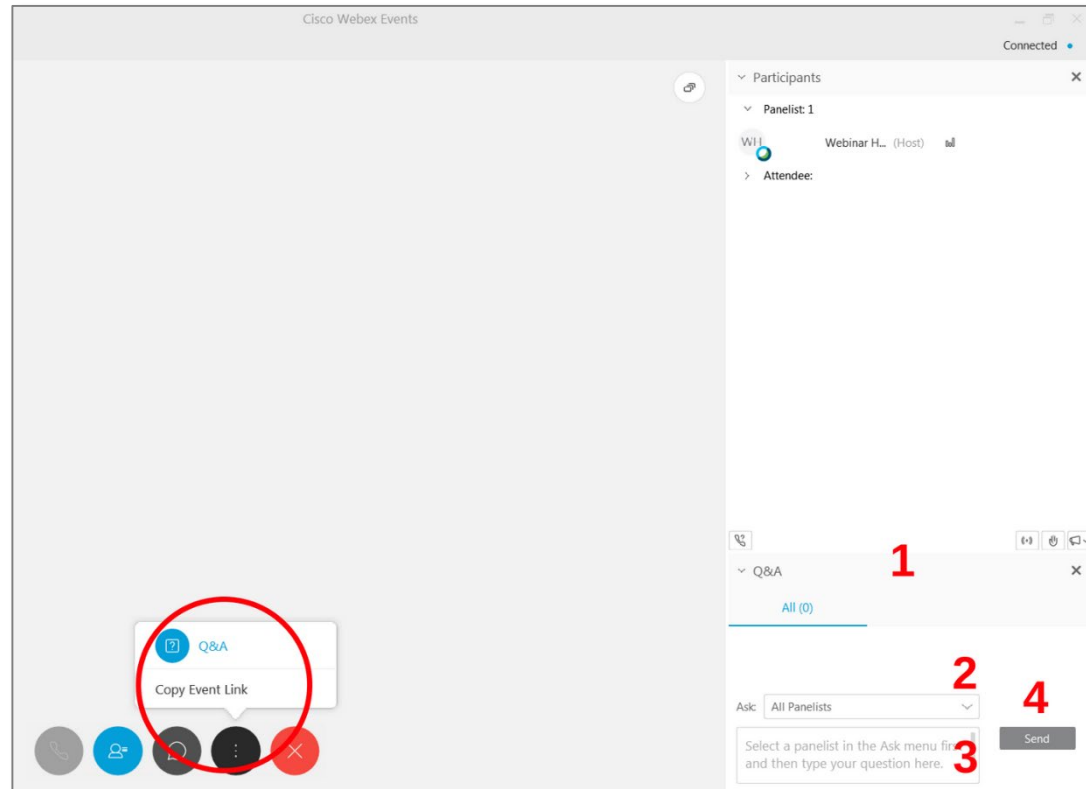
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