The Public Health Impacts of Legalized Sports Betting

March 19, 2020

Co-sponsored by:
How to Use WebEx Q & A

1. Open the Q&A panel
2. Select “All Panelists”
3. Type your question
4. Click “Send”
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

- C.P.R.S., C.C.A.R.
- Research interests/areas of expertise:
  - Problem Gambling
  - Addiction Recovery
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
Legalized Sports Betting: The Intersection of Business, Law and Public Health

Dr. Stephen R. McDaniel
Associate Professor
Overview

• 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

• 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.

Legal landscape as of March 9, 2020
Background: Federal and State Laws in 2020

• 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
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?

- 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

• 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

• 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
Promotion Via Partnerships with Sports Organizations
European Model of Promoting Sports Betting Brands
Promotion Via Media Partnerships
Primary Prevention Issues:
Social Norming
Secondary Prevention Challenges

• 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

• 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.? 

State Governments?
Responsible Public Policy: Allocating Gambling Revenues

Don’t play the shell game!

- Research
- Funds to Balance State Budget
- Treatment and Prevention
Responsible Public Policy: Allocating Gambling Revenues

- Treatment and Prevention
- Research
- Education
Research Reality: Importance of State Funding Sources

• 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

• 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

• 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

• 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
  - American Gaming Association (AGA) Website:
    - Responsible sports betting marketing code
    - “Have a Game Plan” sports betting campaign

Stephen R. McDaniel, PhD
Associate Professor
301-405-2499
smcdanie@umd.edu
The Public Health Impacts of Legalized Sports Betting

March 19, 2020

Will Hinman, Peer Recovery Specialist
Blair Inniss, Government Relations Coordinator

Maryland Problem Gambling Helpline: 1-800-GAMBLER (426-2537)
MdProblemGambling.com
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

**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

**Voluntary Exclusion Program:** Jasmine Countess, 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!

William Hinman, CPRS, CCAR
Certified Peer Recovery Support Specialist
667-214-2136
whinman@som.umaryland.edu

Blair Inniss, JD, MA
Government Relations Coordinator
410-706-5999
binniss@law.umaryland.edu
How to Use WebEx Q & A

1. Open the Q&A panel
2. Select “All Panelists”
3. Type your question
4. Click “Send”
Thank you for attending

For a recording of this webinar and information about future webinars, please visit networkforphl.org/webinars

2020 Public Health Law Conference
Building and Supporting Healthy Communities for All
September 16 – 18, 2020 | Baltimore, MD

You may qualify for CLE credit. All webinar attendees will receive an email from ASLME, an approved provider of continuing legal education credits, with information on applying for CLE credit for this webinar.