



Developing Effective Gaming Regulation Policy

Kevin P. Mullally

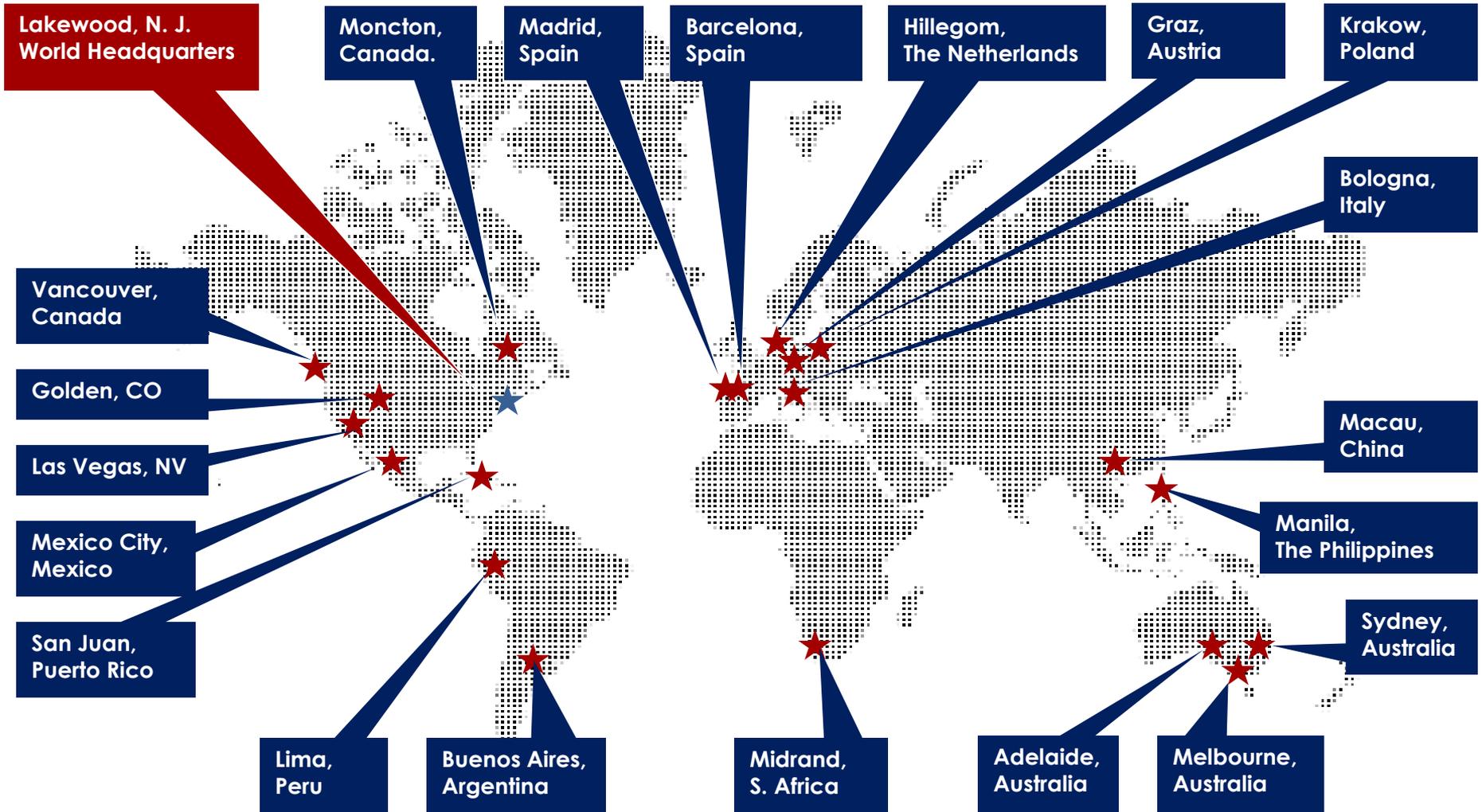
*Vice-President of Government Relations &
General Counsel*

Gaming Laboratories International

so much more than just **testing**

Get More. Choose GLI.

21 Global Locations



GLI®

so much more than just testing



Goals of Regulation

Regulation is the sustained and focused attempt to alter the behavior of others according to defined standards or purposes with the intention of producing a broadly identified outcome or outcomes, which may involve mechanisms of standard setting, information-gathering and behavior-modification.

-- *Julia Black, Enrolling Actors in Regulatory Systems: Examples from UK Financial Services Regulation, 63 PUB. L. 65 (2003).*



GLI[®]

So much more than just testing.



Establishing Public Policy Objectives

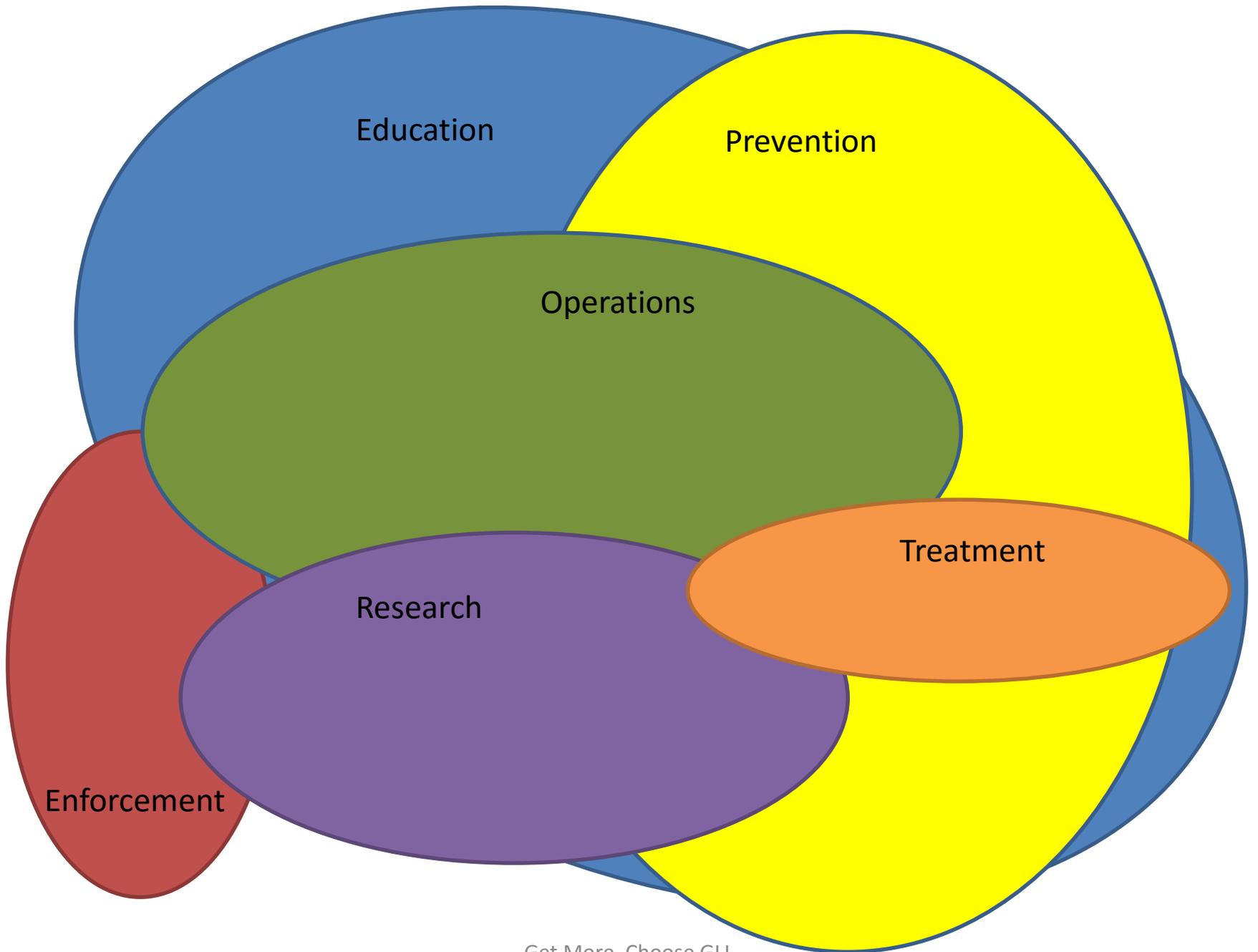
- The foundation of any regulatory structure.
- There is NO “Gold Standard,” only tested methods that must be adapted to each environment.
- What RISK are you trying to mitigate, or what PUBLIC BENEFIT are you trying to promote?
- Clearly communicated expectations & responsibilities.
- Goal is compliance.
- System is adaptable to meet changing risk control environment.



GLI®

So much more than just testing.





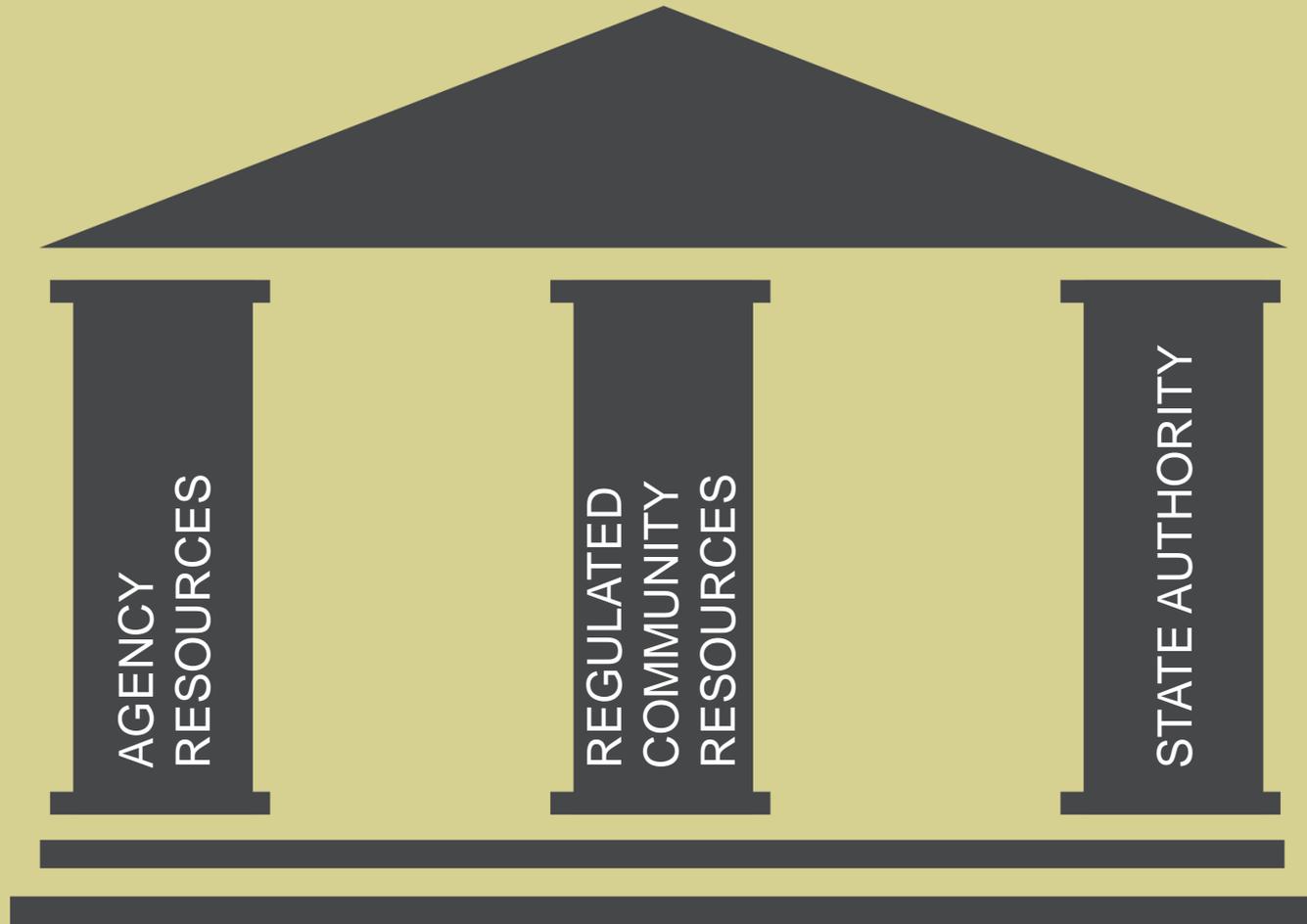
Get More. Choose GLI.

Regulators as Problem Solvers



- Collaborative Partnerships
 - Joint Executive Staff Meetings
 - Rule Review/Drafting Task Force
 - Minority Job Fairs
 - Problem Gambling Alliance
 - Self-Exclusion
- Education and Outreach Efforts
 - Workshops to Explain Implementation of New Rules or Policies
 - New Technology Workshops
 - Responsible Behavior Training for Gaming & Alcohol
 - AML Training
- Embrace Industry Efforts that go “Beyond Compliance”
 - Prevention Rewards
 - STEP
- Constantly Re-Evaluate Risk Profiles

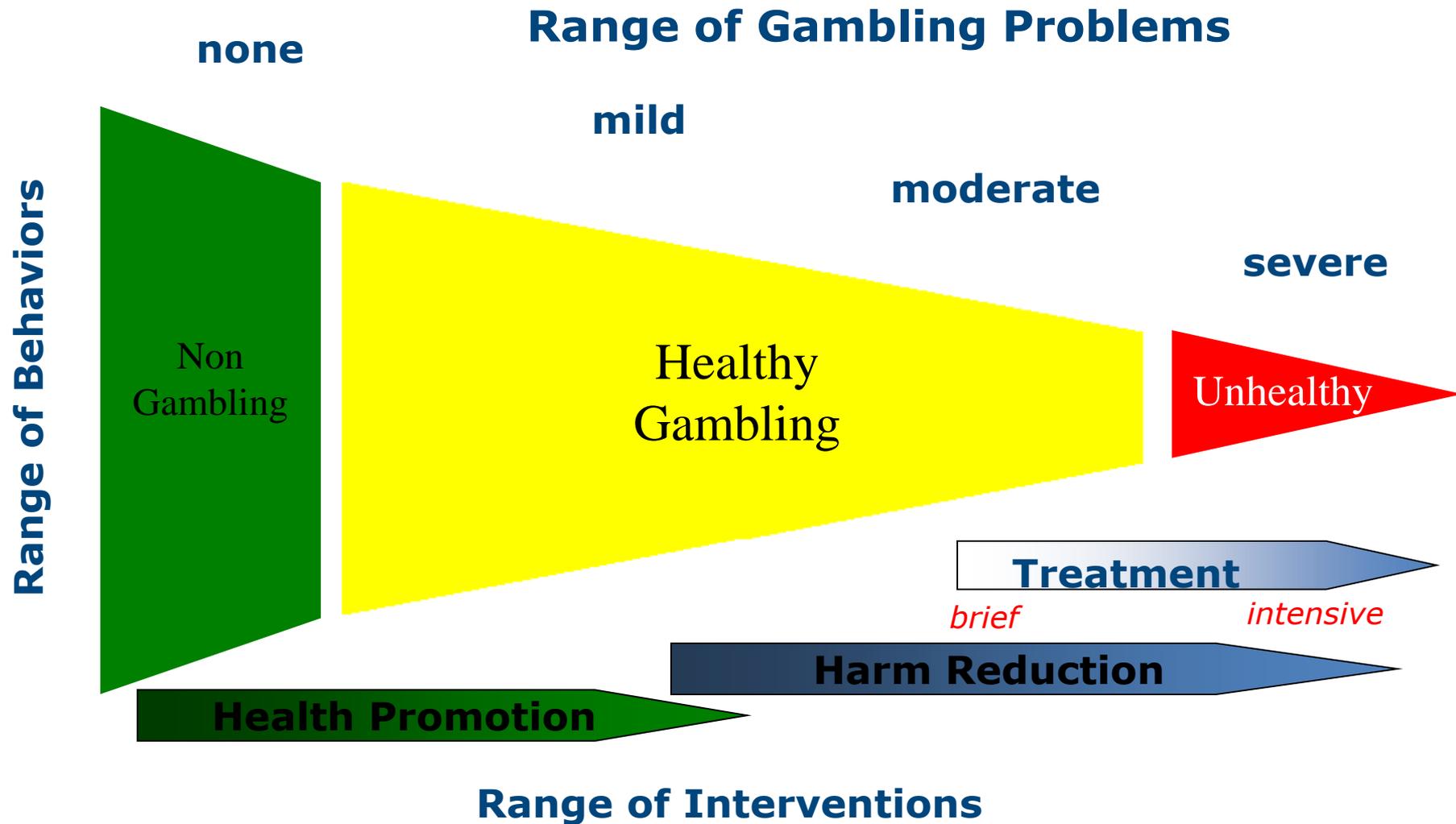
Three Pillars of Regulatory Efficiency



Effective Regulation

- Clear Policy Objective
- Correlates to Specific Risk or Public Benefit
- Stakeholders Involved Early in Policy Development
- Seeks Efficient Use of Resources
- Examines Other Jurisdictional Practices
- Considers Benefits of Harmonization
- Clearly Communicates Expectations & Responsibilities to Regulated Population
- Provides Compliance Education When Needed
- Based on Data, Experience from Other Jurisdictions or Research
- Measurable
- Promotes a Shared Goal of Compliance

Framework for Public Health Action



Adapted from Shaffer & Korn

Micromanaging Human Behavior

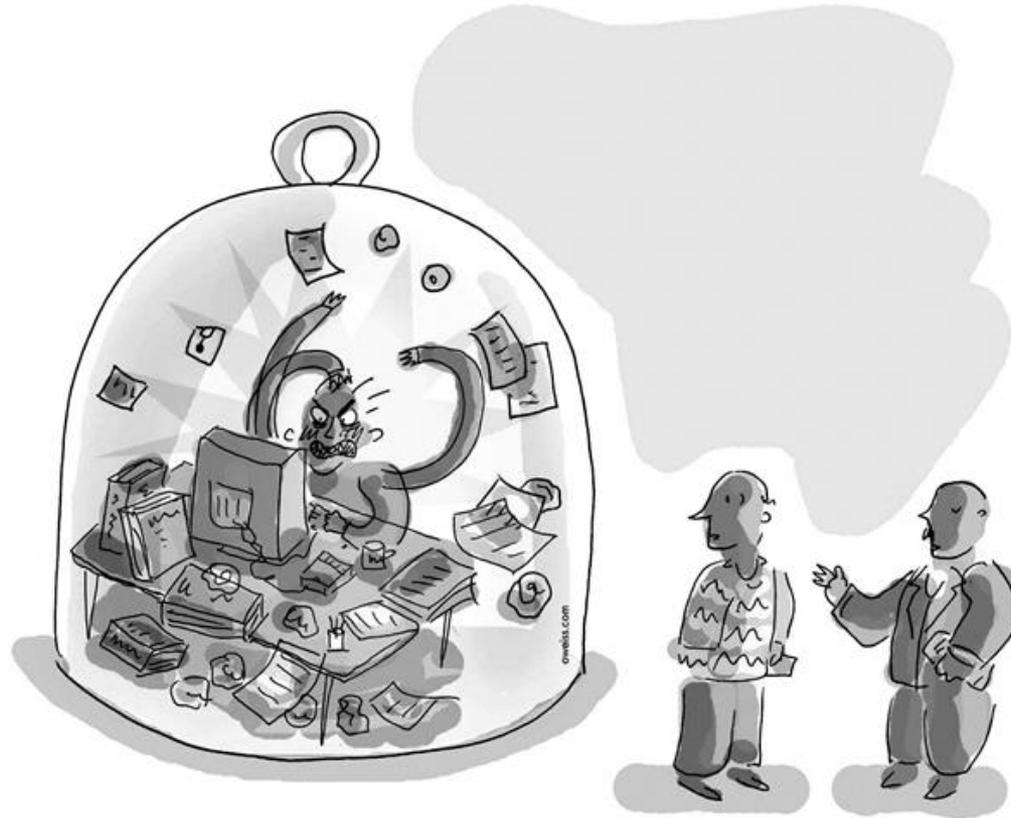


"You know, I REAL-L-L-L-L-Y hate it when he micromanages."



Mr. Larson's tendency to micromanage was getting on Brad's nerves.

What is Our Policy Objective?



We found this to be the most effective way for us to deal with his temper.

Get More. Choose GLI.

Self-Exclusion Policies - Research

- Key Motivating Factors for Change
 - Relationship difficulties
 - Financial problems
 - Changes in environment or lifestyle
 - Evaluation of the pros and cons of gambling
 - Desire to regain control
- SE Results in High Levels of Abstinence
- Ineffectiveness of Command & Control
- SE Leads to Higher Levels of Treatment
- More Satisfaction with SE than with Therapy
- Positive Outcomes
 - Relationships
 - Self-Image
 - Emotional Health
- **The Act of Self-Exclusion Itself Seems to have Positive Therapeutic Benefits**

Questions?

GLI[®]

So much more than just testing.



Thank you!

Kevin P. Mullally
Vice-President of Government Relations &
General Counsel
Gaming Laboratories International, LLC
+1 (702) 236-9508
k.mullally@gaminglabs.com

GLI[®]

So much more than just testing.





so much more than just **testing**