



Advancing the Industry's Commitment to **RESPONSIBLE GAMING**

By Sara Slane

Over the past few decades, casino gaming has developed into a mainstream form of entertainment in the United States. Viewed favorably by a majority of Americans, the gaming industry is an economic driver that supports 1.8 million jobs and boosts growth in communities across the nation. Research shows that the overwhelming majority of customers enjoy casino gaming responsibly, with more than three-quarters of visitors saying that they set a budget before they even walk in the door. For the small percentage of Americans who struggle with gambling addiction, the gaming industry is working tirelessly to ensure that everyone has the support and resources they need to gamble responsibly.

Responsible gaming is an issue that the American Gaming Association's (AGA) members take very seriously, and the AGA is tasked with amplifying our members' efforts in this space. This commitment to responsible gaming was encompassed as a key pillar of AGA's Strategic Plan 2020, the AGA's guidepost for the next several years. Currently, more than \$300 million is invested in responsible gaming programs annually, with three-quarters of the funding coming from gaming companies directly, and the remaining quarter allocated from tax revenue.

Each year, the gaming industry promotes Responsible Gaming Education Week (RGEW) that highlights the industry's commitment to responsible gaming education, programming, and awareness with employees, patrons, policymakers, regulators, and the public at large. As a part of RGEW this past year, the industry held two roundtable events in Atlantic City and Las Vegas, and the AGA rolled out its new Code of Conduct for Responsible Gaming to serve as a resource for companies looking to advance their responsible gaming efforts. AGA also demonstrates its commitment to responsible gaming by publishing the odds of casino games through our collateral materials and encouraging patrons to demonstrate characteristics of responsible gaming when they visit casinos.

To further illustrate its commitment to responsible gaming efforts, the AGA recently launched the Responsible Gaming Collaborative, which includes associations that represent the entire gaming industry, advocates from the National Council on Problem Gambling and the National Center for Responsible Gaming, and experts from the University of Nevada, Las Vegas International Gaming Institute, Harvard University's T.H. Chan Public School of Health, and Yale School of Medicine.

The mission of the Responsible Gaming Collaborative is to draw on all available resources to determine which programs and resources are most effective for promoting responsible gaming. The AGA and its collaborative partners will press for serious examination of these questions throughout the course of quarterly meetings throughout the year and industry-wide forums, such as the Global Gaming Expo, the International Association of Gaming Advisors, and the North American Gaming Regulators Association, to explore the best path forward for responsible gaming. The issue is too important – and its impact on our customers and the gaming industry too great – to not be sure that responsible gaming programs are effective.



Sara Slane is the Senior Vice President of Public Affairs at the American Gaming Association (AGA). In this role, she oversees the AGA communications, government relations, ally development, research, and campaign-style public affairs initiatives. Sara has nearly 10 years of experience within the gaming industry, having previously spent the last eight years rising the ranks at MGM Resorts International. She was featured on Global Gaming Business Magazine's "25 People to Watch" list in 2015. Prior to joining the AGA, Sara was a Vice President and spearheaded the lobbying effort and largest gaming referendum in the country that led to the successful awarding of licensure to MGM National Harbor. She won "Ballot Initiative Campaign of the Year" for her work in 2013 from the American Association of Political Consultants. In addition, Sara has also worked at various trade associations in Washington, D.C., and as the director of finance for the successful campaign to elect Nevada Attorney General Catherine Cortez Masto. Sara is a graduate of Ohio University and she resides in Baltimore, Maryland.