



A Q&A: HOW TO HELP YOUR CUSTOMERS

You get questions? These answers might help you

WHAT INFORMATION ABOUT RESPONSIBLE GAMING IS AVAILABLE AT THE STORE FOR ME TO SHARE?

The Play Smart™ brochure in your Play Center and the Problem Gambling Helpline button on your lottery terminal provide you with two easy options:

- ▶ **Play Smart™:** This brochure offers helpful tips about lottery games and information about the toll-free, 24/7 problem gambling helpline.
- ▶ **Problem Gambling button:** This button, on your terminal, prints paper that looks like a ticket, so you can discreetly share the toll-free, 24/7 helpline number with a customer.

WHAT ARE THE SIGNS OF PROBLEM GAMBLING?

There is no one-size-fits-all guide for problem gambling behaviors. However, here are some common problem gambling behaviors:

- ▶ Chasing losses
- ▶ Extreme frustration or irritation following a loss
- ▶ Comments about 'needing' or 'being due' for a win

HOW DO I START A CONVERSATION ABOUT RESPONSIBLE PLAY WITH A CUSTOMER?

To avoid an awkward conversation, share that other customers have similar experiences. Then follow these tips:

- ▶ Be friendly, respectful, and brief
- ▶ Ask if you can share information that other customers have found helpful
- ▶ Have on hand a Play Smart™ brochure or provide the toll-free helpline number using the Problem Gambling Helpline button on your terminal

NCEL Holiday Closings

- Good Friday - Friday, April 15
- Memorial Day - Monday, May 30
- Independence Day - Monday, July 4
- Labor Day - Monday, September 5



MUST BE 18 TO PLAY. Problem Gambling Helpline: 877-718-5543. Play Smart™ term is a service mark of the Illinois Lottery licensed to the NCEL.

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Check ID! No Lottery Sales to Minors

State law prohibits the sale of lottery tickets to a person under the age of 18. *Always ask for identification before the sale of any lottery ticket.*



How can you tell if someone is younger than 18? Check the person's ID.

On North Carolina driver's license and identification cards, look for a red border around the photo. Check date of birth closely and use "Legal Sell Age" located on your terminal home screen for assistance.

MORE THAN A GAME

North Carolina Problem Gambling Program
1.877.718.5543
morethanagame.nc.gov

MARCH IS NATIONAL PROBLEM GAMBLING AWARENESS MONTH.

Anyone can develop a problem with gambling. Learn more about risk factors and warning signs at: Morethanagame.nc.gov

If playing the lottery becomes more than a game, free resources can help.

- **CALL** the toll-free, 24/7 helpline at: 877-718-5543
- **CHAT** with a counselor on the morethanagame.nc.gov website
- **TEXT** morethanagamenc to 53342

March is National Problem Gambling Awareness Month

Lottery Link

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Building one of the most responsible lotteries in the world

Working together, the N.C. Education Lottery and its retail partners operate our state lottery responsibly, showing we care about those who play lottery games. That's the judgment of a panel of experts who recently gave the lottery, for the second time, the highest certification for responsible gaming that can be achieved.

Improving year after year the ways we operate responsibly

- ▶ Promoting lottery games so that they are played the way they are meant to be played - for fun
- ▶ Creating **Play Smart™**, the education and prevention program that helps players make informed decisions
- ▶ Providing \$1 million a year to support the state's problem gambling program which provides free treatment and counseling to anyone with a gambling problem.

Demonstrating together that we care about our customers

- ▶ Sharing information with customers about the **Play Smart™** program
- ▶ Helping players get info on the odds of winning and how games are played
- ▶ Sharing how to call, chat or text for free confidential support for anyone with a gambling problem



PROBLEM GAMBLING
AWARENESS MONTH

→ AWARENESS+ACTION



Thank you

"When it comes to responsible play of lottery games, you all are on our front lines. Most people who play lottery games play for fun and play responsibly. A few don't. Thank you for taking the time to help those folks by sharing information about how to 'Play Smart' and the ways for anyone who needs help to get it. Your work makes us one of the most responsible lotteries in the world."

Mark Michalko
Executive Director
NC Education Lottery



WINNING TIPS TO SHARE

DID YOU KNOW?

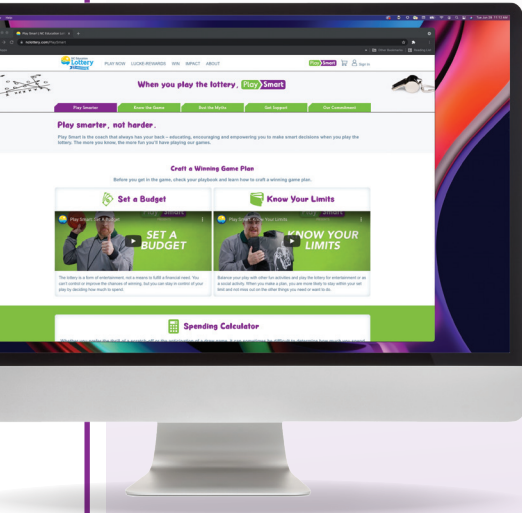
You can share Play Smart information to help players craft a winning game plan.

CHECK OUT OUR WEBSITE FOR TIPS ON:

- ▶ Setting a budget
- ▶ Understanding the odds
- ▶ How to check the playbook

GET TOOLS TO HELP MANAGE HOW AND WHEN TO PLAY:

- ▶ Spending calculator
- ▶ Ways to set limits
- ▶ Free, confidential help and treatment



BUST THESE COMMON LOTTERY MYTHS:

MYTH	TRUTH
<p>It's possible to chase losses or "get even."</p>	<p>It's important to remember that it only takes one lucky ticket to win. The longer you play, the more you're likely to lose. If you're playing to chase your losses or get even, that's a good sign it's time to take a break.</p>
<p>You can improve your chances of winning.</p>	<p>Playing the lottery is a game of chance, not skill. That means that no matter how much you think you're improving your odds of winning or chances of hitting a jackpot, you aren't. The only choice you have that'll influence your chances of winning is buying a ticket. Remember, it just takes one ticket to win.</p>
<p>Winning the lottery will fix my financial problems.</p>	<p>The lottery is all about luck and games of chance. So there is never a guarantee you will win a prize, no matter how long or how much you play. For this reason, the lottery should never be considered a guaranteed source of income. If you're playing in the hopes of solving a financial challenge, it might be time to take a break.</p>

HELP YOUR CUSTOMERS PLAY SMART

Ever get asked, "Do you have any winning tips?" The answer is right in your store.

SHARE a Play Smart brochure from your play center

ASK them to visit the Play Smart section of the lottery's website, nclottery.com



Our kids win with every lottery ticket you sell!

Part of every dollar goes toward education in our great state.

A student wins a scholarship



Meet Sarah Hall

Last year, she started her dream job as a nurse at Cape Fear Valley Medical Center in Fayetteville.

Sarah paid for college with money she made working at a local restaurant. She lost her job at the start of the pandemic. An Education Lottery Scholarship helped to fill that gap.

"I've always wanted to be a nurse. I don't

want to do anything else! Finding out I got a scholarship was good because I hadn't worked all summer."

- Sarah Hall,
East Carolina
University Graduate

Kids win a new school

\$10 million helps to build a new elementary school

Harnett County broke ground on a brand new school this fall. In just two short years, 900 kids will get to set foot in the new Northwest Harnett Elementary School.

"The new Northwest Harnett Elementary will be the foundation for future generations to become productive citizens, making their mark for Harnett and across the world."

- Kimberly Smith,
Principal, LaFayette
Elementary School



Education in every county wins!

Check out these winning numbers.

- ★ **30 counties** have received over \$359 million to kick-start new school construction projects.
- ★ **\$812 million more** is in the pipeline to build new schools over the next two years
- ★ **12,000 four-year-olds** got to attend a free Pre-K program last year
- ★ **26,000 students** got Education Lottery scholarships last year



Ever get asked, "Where do lottery funds go?"

You have the answer right in your store!

- ▶ All 100 counties in N.C., including yours, get money raised by the lottery
- ▶ Brochures in your lottery play center show how much your county gets
- ▶ They show how much goes to your schools, provides scholarships, and supports Pre-K

