



WELCOME TO PLAYSMART TRAINING FOR LOTTERY RETAILERS

What is PlaySmart?

PlaySmart is Ontario's comprehensive resource for facts, tools and advice about gambling. PlaySmart aims to keep play fun by informing players and helping them build confidence in the gambling choices they make with every scratch and pick through:

- Player education on how the games work
- Promotion of smart playing habits
- Helpful resources and connecting people to those resources as required



That's where **you** come in. As a lottery retailer, you are in a great position to:

- Help customers understand the games and how they work
- Encourage smart playing habits
- Provide customers information about where to get help if they ask

While only a small percentage of players may develop a gambling problem, PlaySmart messages are valuable for all players!

PlaySmart Messages

Here are some PlaySmart messages that you could use in conversation with your customers to encourage healthy play habits:

- Good luck and have fun
- The winning combination is random and unpredictable, which is part of the fun
- Every row of numbers has an equal chance of winning
- All scratch tickets of the same game have an equal chance of winning
- Lottery play is meant for entertainment – it's just for fun
- Learn more about how different lottery products work and game odds at [PlaySmart.ca](https://www.ontariolottery.ca)



Resources in Your Store

Both the Players Guide and the PlaySmart brochure contain information about the games and helpful resources. You can simply say:

"If you would like to learn more about the games, there is a brochure at the play stand that might be helpful."

Remember, PlaySmart helps to keep gambling safe and fun by:

- Educating players on how the games work
- Promoting smart playing habits
- Connecting people with helpful resources as required

Contact your Inside Sales Representative to re-order additional brochures.



What is a Red Flag?

A red flag is player behaviour that may be a sign of a potential gambling problem. A red flag does not mean that the player has a problem; it only means that he or she might. Red flags include:



- Mistaken beliefs about the games
- Buying lots of tickets
- Spending hours in the store
- Complaining about not having enough money for food or rent
- Getting angry about losing
- Complaining that a win doesn't cover the amount spent
- A family member or friend asking a store to stop selling tickets to someone

You don't have to respond to every red flag you see, but you can look for an opportunity to deliver a PlaySmart message by:

- Giving out game information or telling the person to visit OLG.ca for information
- Recommending a "PlaySmart – Know the Facts" brochure or to visit PlaySmart.ca

Common Red Flags

Mistaken Beliefs

If players don't understand how the games work, they may spend more than they can afford. Below are some common mistaken beliefs:

- Expecting to win more often than they should
- Buying tickets from a winning store improves their chance of winning
- Playing the same numbers improves their chance of winning

None of these mistaken beliefs increases a player's chance of winning.

TIP: You could respond to players who don't understand how the games work and have mistaken beliefs by giving them a Player's Guide or printing How to Play information from the lottery terminal, both of which have information about the game odds, or handing them the "PlaySmart – Know the Facts" brochure.



Serious Red Flags

Angry Customers

Having problems with gambling can be stressful and may cause customers to become angry over something that may not seem serious to you.

Here are some ways that you can respond:

1. *"I see you are upset. There is some information on the play stand and at PlaySmart.ca that may address some of your concerns. You can also contact OLG; here is the number."*
2. *"I understand you are upset. Here is a number you can call to speak with OLG about your concerns."*

Customers who Request Help or Disclose a Gambling Problem

If customers say that they need help with their gambling or they have a gambling problem or they need help for a family member or friend, you can:

- Give them the "PlaySmart – Know the Facts" brochure
- Direct them to helpful resources on PlaySmart.ca

It takes a lot of courage to ask for help, and you want to respond in a friendly and helpful way. Here are some suggestions:

1. *"I am sorry to hear that. Can I give you some information that may help?"*
2. *"There is some information on the lottery play stand if you would like to learn more."*
3. *"I see you are upset; there is a brochure on the play stand that tells you how to get help."*
4. *"I can't stop your family member from shopping here, but there is some information on the play stand and on PlaySmart.ca that can help you."*

As a lottery retailer, you are NOT expected to:

- Confront people who are buying lots of tickets
- Tell people that you think they have a gambling problem
- Talk about problem gambling with customers who do not want to talk about it
- Have problem gambling conversations in front of other customers

