

Missouri Lottery

The Missouri Lottery values its role as a founding member of the Missouri Alliance to Curb Problem Gambling. The Lottery builds awareness of problem gambling and promotes the availability of free treatment to problem gamblers and their families. Methods include social media campaigns, public service announcements, billboards and printed materials distributed throughout the state.



To promote responsible play, the Lottery provides the "Way to Play" series, designed to educate players on the chances of winning and common Lottery myths.

The Lottery also offers a Voluntary Self-Exclusion Program (SEP). The SEP is a responsible gaming resource to reduce the incentive to play Lottery games. Individuals who voluntarily enter into the agreement permanently opt themselves out of: claiming Lottery prizes over \$600; accessing the *My Lottery* Players Club; and receiving text and email alerts from the Lottery.

The Lottery hosts and maintains the Alliance's website, www.888betsoff.org. The website includes: a comprehensive list of certified compulsive gambling counselors by county; resources and links to other problem gambling sites and organizations; links to the Midwest Conference website; and Alliance News.

Additionally, the Lottery plays a valuable role in the planning and coordination of the annual Midwest Conference on Problem Gambling and Substance Abuse. The Lottery also maintains the highest responsible gaming accreditations available through both the North American Association of State and Provincial Lotteries (NASPL) and the World Lottery Association (WLA).

