

X. WORKFORCE ENHANCEMENT FACTORS

A. MEASURES TO ADDRESS PROBLEM GAMBLING

5. TREATMENT AND PREVENTION

Submit as Exhibit X. A.5. a description of plans to coordinate with local providers to facilitate assistance and treatment for those with gambling--related problems and plans to develop prevention programs targeted toward vulnerable populations.

The Applicant plans to coordinate with local providers to facilitate assistance and treatment for those with gambling problems and will develop plans targeted toward prevention for vulnerable populations.

The Applicant will work with and through the Responsible Play Partnership (which currently includes the New York State Gaming Commission, the Office of Alcoholism and Substance Abuse Services (OASAS) and the New York Council on Problem Gambling) in more fully developing plans to facilitate assistance and treatment for persons experiencing a gambling problem or their family members.

The Applicant's current plans for prevention include comprehensive employee responsible gaming training, signage and written materials within the casino describing treatment and assistance resources, a responsible gaming message and a toll free telephone number for assistance on all advertising and the institution of programs for voluntary exclusion and removal from mailings list programs as well as the availability of personal financial limitations. Security personnel will be provided with identification scanners to screen for under age persons seeking to enter the gaming area. All personnel will be trained on the Applicant's policy on responsible alcohol. Service of alcohol to persons appearing to be intoxicated will be prohibited and no person who is or becomes intoxicated will be allowed to gamble at the facility.

In accordance with the AGA's Code of Conduct for Responsible Gaming, Casino advertising and marketing materials will not:

- Contain cartoon figures, symbols, celebrity/entertainer endorsements and/or language designed to appeal specifically to children and minors.
- Feature current collegiate athletes.
- Feature anyone who is or appears to be below the legal age to participate in gaming activity.
- Contain claims or representations that gaming activity will guarantee an individual's social, financial or personal success.
- Be placed in media where most of the audience is reasonably expected to be below the legal age to participate in gaming activity.
- Imply or suggest any illegal activity of any kind.
- Be placed in media specifically oriented to children and/or minors.
- Appear adjacent to, or in close proximity to, comics or other youth features, to the extent controlled by the AGA member.

- Be placed at any venue where most of the audience is normally expected to be below the legal age to participate in gaming activity.

The Applicant will work with local providers to facilitate assistance and treatment. One approach is to have a special telephone on-site providing easy access for individuals and providing an information “station” at the telephone’s location. Another program that Penn has employed is to have informational sessions available in the gaming facility, for example during National Responsible Gaming Education Week. Penn is also a member and financial supporter of both the National Council on Problem Gambling and the National Center for Responsible Gaming and supports their outreach and prevention efforts.

In summary, the Applicant will be a cooperative partner in programs to treat problem gaming and would welcome the opportunity to join with the Responsible Play Partnership in developing and implementing prevention, assistance and treatment programs.