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Subject: Proposal for Improving Access to Gambling Support at BC Lotto Booths

**Introduction:**

The BCLC (British Columbia Lottery Corporation) is a billion dollar business selling lottery tickets, scratch tickets, and other forms of betting. In 2019, BCLC had a net income of 1.415 billion dollars. The population’s interest in the lottery has allowed for BCLC to open numerous booths in easily accessible locations such as in malls, convenience stores, or gas stations. The quick and easy purchasability of products from Lotto booths can cause problems for those prone to or already facing a gambling addiction.

**Statement of Problem**

In 2014, it was revealed that 125,000 individuals, roughly 3.3% of BC’s population, were problematic gamblers. For these individuals, not knowing the risks of purchasing such tickets can be detrimental to their wellbeing. While programs like Game Sense, which promotes playing responsibly and has services for addiction, are mentioned briefly on small posters or signs, there is a low visibility for them in stores. For customers who are purchasing products that could cause them future complications, they should be aware of the possible risks.

**Proposed Solution**

There are ways that this problem can be solved. Firstly, a study can be done to observe which form of information is best received by customers. If posters and signs have a low impact, information placed visibly on the tickets themselves, or on other areas in stores can be experimented with. Another approach is to implement a program where if employees are aware of a customer who may be experiencing risks, they are to provide them with the information they need to seek help. It will be important to determine which methods will be the most efficient in giving customers the knowledge they need to make decisions best for them.

**Scope**

To determine the viability of implementing new methods to improve access to gambling support in Lotto booths, here are the areas I plan to explore:

1. How are Game Sense and responsible playing currently being displayed in stores?
2. How effective are these displays?
3. What is the best way to display this information to catch the attention of customers?
4. How can we educate employees to look for customers at risk for addiction?
5. Is verbal or print information more effective for the customer?

**Methods**

My main sources of data will include retrieving information from past co-workers to determine their thoughts on the current way responsible playing and gambling addiction resources are being displayed. As workers who converse with customers and become familiar with regulars, their input from what they observe is incredibly valuable. I will also conduct a survey that will ask participants to answer questions such as if they are aware of possible resources for gambling addictions, how they were made aware of this information, and if they received any of this information when purchasing a ticket.

**My Qualifications**

Having worked at a Lotto booth in Guildford Mall for a year, I have felt first hand the lack of information being displayed in stores. While working, I have met numerous regulars who have had gambling addictions but did not seem to be aware of the risks or how to get in touch with services that can provide them with help. Secondly, as a Psychology minor, I have also learned in class the importance of getting people with addictions to become aware of their issues.

**Conclusion**

For the wellbeing of buyers, it is important that information on gambling addictions and the risks be made aware for them. By addressing the areas I would like to explore further, I will be able to create a plan that will increase the efficiency of spreading this information. With a proper solution, lottery players will then be able to play safely and responsibly.