



STATE OF MICHIGAN
MICHIGAN GAMING CONTROL BOARD
DETROIT

HENRY L. WILLIAMS, JR.
EXECUTIVE DIRECTOR

GRETCHEN WHITMER
GOVERNOR

MEMORANDUM

DATE: February 8, 2024

TO: Internet gaming operators and internet gaming platform providers
Sports betting operators and internet sports betting platform providers

FROM: Henry Williams, Executive Director

RE: Michigan Gaming Control Board Request Regarding Advertising

The Michigan Gaming Control Board (MGCB) has partnered with the 1-800-GAMBLER network operated by the National Council on Problem Gambling (NCPG). The largest problem gambling helpline in the world, 1-800-GAMBLER serves to provide a single, streamlined national access point to local services and problem gambling help for people anywhere in the U.S.

The MGCB's Executive Director has made the decision to switch to the 1-800-GAMBLER number from the current Michigan Problem Gambling Helpline of 1-800-270-7117. As a toll-free, easy-to-remember problem gambling helpline number, the use of 1-800-GAMBLER will ensure consistency with other states and online gaming provider platforms.

The current responsible gaming notification requirements are found in the Lawful Internet Gaming Rule 432.654(a) and Lawful Sports Betting Rule 432.754(a):

Lawful Internet Gaming Rules R 432.654

Current Rule:

R 432.654 Responsible gaming.

Rule 654. Each internet gaming operator's website or internet gaming platform must display a responsible gaming logo in a manner approved by the board to direct an authorized participant to the internet gaming operator's website or internet gaming platform responsible gaming page. The responsible gaming page must be accessible to an authorized participant during an authorized participant session and must contain, but is not limited to, the following:

- (a) A prominent message, that states "If you or someone you know has a gambling problem and wants help, call the Michigan Department of Health and Human Services Gambling Disorder Helpline at: 800-270-7117".

Lawful Sports Betting Rules R 432.754

Current Rule:

R 432.754 Responsible gaming.

Rule 754. Each sports betting operator's website or internet sports betting platform must display a responsible gaming logo in a manner approved by the board to direct an authorized participant to the sports betting operator's website or internet sports betting platform responsible gaming page. The responsible gaming page must be accessible to an authorized participant during an authorized participant session and must contain, but is not limited to, the following:

- (a) A prominent message that states, "If you or someone you know has a gambling problem and wants help, call the Michigan Department of Health and Human Services Gambling Disorder Helpline at: 800-270-7117".

The MGCB's Executive Director has issued a waiver to require platform providers to display the 1-800-GAMBLER helpline as part of their responsible gaming messages in place of the MDHHS Problem Gambling Disorder Helpline. This waiver takes effect immediately. Please note that the approval of this waiver is within the Board's discretion, as outlined in Rule 432.618 and Rule 432.718. Failure to meet this requirement may result in disciplinary action. The Board reserves the right to rescind this waiver at any time.

Also, on Oct. 15, 2021, we requested that all advertising— including television, digital, radio, billboard, and print ads — use the MDHHS Problem Gambling Disorder Helpline. We are now requesting that the 1-800-GAMBLER number instead be used on all communications and that you update those communications accordingly by Aug. 8, 2024.

Thank you, in advance, for joining us in this streamlined approach that will significantly contribute to promoting a safer and more responsible gaming environment for Michigan citizens.

If you have any questions or suggestions on how the industry and the MGCB can help stem problems and achieve responsible gaming goals, please contact us at MGCBweb@michigan.gov.