

The Safer Sports Betting Initiative (SSBI) reduces the risk of gambling problems associated with sports betting. Our goal is to develop innovative responsible gambling partnerships and comprehensive problem gambling programs by building on our five decades of experience, new research and cutting-edge technology to increase protective aspects and reduce risk factors for gambling addiction. The need for SSBI is critical:

- Adults who currently bet on sports at least once in the past year are twice as likely to report problematic behaviors as other gamblers.
- Mobile wagering, allowing for instantaneous and immediate gambling, has been shown to be associated with increased gambling problems.
- Additional risk factors for problem gambling include high frequency live in-game and proposition betting, increased advertising, perception of sports betting as a skill, being young, male, a veteran and/or an athlete.
- Youth already have high rates of gambling and will be increasingly exposed to advertising and promotions for sports betting.
- Problem gambling prevention and treatment services are insufficient in most states and nonexistent in several.

SSBI builds on NCPG's Resolution on the Legalization of Sports Gambling in February 2017 and our March 2018 Responsible Gambling Principles for Sports Gambling Legislation to provide a road map to minimize harm from increased sports betting gambling participation. Since 2018 we have:

- Conducted the National Survey of Gambling Attitudes and Gambling Experiences (NGAGE) to provide baseline statistics and enable evidence-based, data-driven responses.
- Commissioned a review of the scientific literature on gambling addiction and sports betting.
- Coordinated a national grassroots effort to advocate for responsible gambling provisions in every state that is considering legalizing sports betting.

In 2019 we will continue to:

- 1) Advocate for responsible gambling principles in all sports betting legislation;
- 2) Build a data-driven evidence base about gambling participation and gambling problems associated with sports betting and best practices in prevention and education;
- 3) Develop partnerships with leagues, teams, players associations, colleges and high schools to provide problem gambling prevention and education programs, particularly for youth;
- 4) Develop partnerships with sports betting operators and vendors on responsible gambling;
- 5) Develop partnerships with media organizations on responsible gambling.
- 6) Create television, digital and radio PSAs for sports betting.

NCPG is neutral on legalized gambling. We strongly believe by working together we can make sports betting safer for everyone.