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**PUBLIC HEALTH TRUST FUND  
EXECUTIVE COMMITTEE  
MEETING MINUTES**

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**Date/Time:** July 14, 2015 – 3:00 p.m.

**Place:** Massachusetts Gaming Commission  
101 Federal Street, 23<sup>rd</sup> Floor  
Boston, Massachusetts 02110

**Present:** **Executive Committee Members**  
Chairman Stephen P. Crosby, MA Gaming Commission  
Commissioner Monica Bharel, MA Department of Public Health  
Interim Executive Director Michael Sweeney, MA State Lottery  
Commission  
Executive Director Rebekah Gewirtz, MA Public Health Association

**De Facto Members**

Director Steve Keel, MA Department of Public Health  
Director Mark Vander Linden, MA Gaming Commission

**Guests**

Project Coordinator Emily Bhargava, Education Development Center  
Project Director Lauren Gilman, Education Development Center  
Senior Advisor Jack Vondras, Education Development Center  
Commissioner Enrique Zuniga, MA Gaming Commission  
Executive Director Marlene Warner, MA Council on Compulsive  
Gambling  
Retired Director Bruce Cohen, MA Department of Public Health  
Intern Judith Young, MA Gaming Commission

**Call to Order**

3:10 p.m. Chairman Crosby called to order the Public Health Trust Fund Executive Committee meeting.

**Approval of the Minutes**

3:10 p.m. *Michael Sweeney moved that the Committee approve the minutes of April 14, 2015. Motion seconded by Rebekah Gewirtz. Motion passed unanimously. (At the end of the meeting, Michael Sweeney recused himself and another vote was taken.)*

3:10 p.m. Chairman Crosby opened the meeting with comments about the play management system, the use of the GameSense program, and the baseline research.

### **Public Health Services Strategic Planning**

3:17 p.m. Steve Keel provided a brief overview of the strategic planning process that included the Strategic Health Trust Fund, MOU between the DPH and MGC, and Problem Gambling Strategic Plan.

3:23 p.m. Emily Bhargava introduced the outline of the Strategic Plan, which contained the guideline principles and emerging priorities.

3:24 p.m. Jack Vargas presented information on the “Outline for the Strategic Plan” that included assessment results, priorities, recommendations, and the evaluation plan.

3:27 p.m. Chairman Crosby provided brief background information informing the committee that 75% of the money derived from the Public Health Trust Fund (PHTF) will be allocated to problem gambling services and the remaining 25% will be for research. He also noted the percentage can be changed.

3:39 p.m. Bruce Cohen recommended the inclusion of occupational health issues as part of prevention and treatment strategies.

3:41 p.m. Chairman Crosby suggested delegating the role of trustee to the DPH and updating the guiding principles (within the Strategic Plan) to include stronger language as it relates to working across agency boundaries.

3:43 p.m. Emily Bhargava noted that the plan is evolving and the context and funds will change.

3:46 p.m. Group discussion on terminology within the “Current criteria for choosing priorities” section of the Draft that suggested the use of “feasibility” and “efficiency” in place of “ease”. Chairman Crosby added the need for a cost benefit analysis and impact analysis.

3:48 p.m. Emily Bhargava noted that ranking will be applied to each of the recommendations according to the criteria on the “Current criteria for choosing priorities” and interests are directed to things to be added to the draft.

3:48 p.m. Bruce Cohen commented that there needs to be some form of tracking within the areas of concern, including multivariate analysis and strategic data collection.

3:53 p.m. Group discussion included recommendations for lottery gamblers to be addressed separately from casino gamblers and education for families as an area of concern.

- 3:56 p.m. Steve Keel provided brief comments on the Learn to Cope Model, a national model for addiction treatment and prevention programming within families and communities.
- 3:57 p.m. Bruce Cohen recommended expanding the data collection beyond the individual into the community that includes (families and neighborhoods) community level analysis, and prevention, intervention strategies.
- 3:59 p.m. Group discussion on the evolution of the plan, which included on-going data collection, placing the population as a priority area, and putting a placeholder on the plan to discuss the intersections between the PHTF and broader mitigation strategies.
- 4:03 p.m. Marlene Warner provided brief comments on building protective factors at various levels and subsets.
- 4:04 p.m. Mark Vander Linden provided brief comments on an example of protective factors, which included offering a diverse range of entertainment options in and around communities with a casino.
- 4:06 p.m. Emily Bhargava informed the committee that detailed recommendations will be part of the first draft of the Strategic Plan, which will be provided August 17 -21.
- 4:09 p.m. Emily Bhargava presented a proposal on the process for soliciting public comments, which included a joint release between the MGC and MPHA for comment via email using the (Education Development Center, Inc.) EDC's email address.
- 4:10 p.m. Chairman Crosby suggested the draft be on the Gaming Commission agenda for two meetings- one in the East and one in western MA that would include email blasts and inviting comments.
- 4:13 p.m. Group discussion included opening the public comment period on September 3 and using MGCComments as the email address to capture comments.
- 4:16 p.m. Mark Vander Linden provided a brief comment regarding a plan to do a wider distribution of the SEIGMA baseline results and begin integrating the host community reports for bigger results.
- 4:17 p.m. Steve Keel provided brief comments on the Southwestern MA Services Assessment that was included in the packet.
- 4:18 p.m. Emily Bhargava proposed an iterative process for reviewing data and updating the Strategic Plan. This included data collection on an on-going basis (comprised of SEIGMA, MAGIC, public data, and other data systems set up for data collection), collection of data every year, analysis of data collected every 2 years, updating of the Strategic Plan every two years based on incoming new information, and a full revision every six years.

- 4:21 p.m. Chairman Crosby provided comments on the provisions of dollars for services and prevention through the Public Health Trust Fund that included the assessment of expenses, charges to licensees and casino operators for “getting ready” to deal with casino gambling.
- 4:28 p.m. Group discussion on the administration and oversight of the plan, which included the proposal for a collaborative development of a work plan between the MGC and DPH with involvement from other state agencies. Additionally, the PHTFEC will provide oversight for the plan’s implementation. Chairman Crosby noted policy-wise, the PHTFEC will approve and oversee, while the problem gambling services Strategic Plan will be administered by the DPH. Bruce Cohen commented that the problem gambling services Strategic Plan be integrated into and aligned with the research plan.
- 4:31 p.m. Emily Bhargava suggested that the PHTFEC view the first draft of the Strategic Plan during the period between August 17 -21, before it is released for public comment. After the review period, the PHTFEC can help distribute the information to their constituents in order to obtain public comments.
- 4:33 p.m. Rebekah Gewirtz proposed the next PHTFEC meeting be held an hour earlier and starting the meeting at 2:00 p.m.

### **GameSense Strategy**

- 4:34 p.m. Mark Vander Linden and Marlene Warner provided updated information on the GameSense Information Centers, which included training the GameSense Advisors, collaboration with the MA Council on Compulsive Gambling, and advertisement through billboards, a GameSense website, t.v./radio spots, and social media campaigns.
- 4:44 p.m. Mark Vander Linden provided brief comments on play management. This included collaborations with Bally Technologies and their continuing efforts to refine the play management system, collaboration with the Cambridge Health Alliance Division on Addiction relating to content on the machines, testing is being performed in August, and the going live date anticipated to occur on September 1<sup>st</sup>.

### **SEIGMA Research Presentation**

- 4:45 p.m. Mark Vander Linden provided updated information on the SEIGMA research report with mention to the FY16 budget and scope, host and surrounding community profiles being completed by the UMass Donahue Institute, the draft of profiles being delivered to the GRAC the week of July 20<sup>th</sup>, and an online survey of treatment professionals completed and delivered to UMass on 7/14/2015. Specific to Springfield, Bay State Hospital’s Partners for a Healthier Community will use the SEIGMA data with their Health Impact Assessment.

4:50 p.m. Mark Vander Linden provided updated information on MAGIC, which is still in the field and completion of the survey is expected by late August, early September. The mail in portion is complete and phone and online surveys are currently being followed with the addition of specific questions to gambling behavior at Plainridge Park Casino (PPC). A 75 - 80 percent response rate is anticipated from PPC.

**Other Business**

4:53 p.m. Steve Keel noted that he will be retiring from the Department of Public Health on August 21<sup>st</sup>.

4:55 p.m. Michael Sweeney recused himself from approving the minutes. *Rebekah Gewirtz moved that the Committee approve the minutes of April 14, 2015. Motion seconded by Monica Bharel. Motion passed unanimously.*

4:55 p.m. Having no further business, Chairman Crosby adjourned the meeting.

### **List of Documents and Other Items Used**

1. Public Health Trust Fund Executive Committee- Notice of Meeting and Agenda dated July 14, 2015
2. Public Health Trust Fund Executive Committee- Meeting Minutes dated April 14, 2015
3. Education Development Center, Inc. (EDC) and Massachusetts Technical Assistance Partnership for Prevention (MassTAPP)- Preparation for the Problem Gambling Services Strategic Plan presentation dated July 14, 2015
4. Education Development Center, Inc. (EDC) and Massachusetts Technical Assistance Partnership for Prevention (MassTAPP)- Outline for the Strategic Plan
5. Education Development Center, Inc. (EDC) and Massachusetts Technical Assistance Partnership for Prevention (MassTAPP)- DRAFT Guiding Principles and Priorities for Discussion dated July 14, 2015
6. Education Development Center, Inc. (EDC) and Massachusetts Technical Assistance Partnership for Prevention (MassTAPP)- The Plainville Problem Gambling Services Assessment and Interim Plan presentation dated June 11, 2015
7. SEIGMA Executive Summary Baseline Survey Report dated May 28, 2015
8. GameSense Public Outreach Video