

Eastern Shore Community Services Board Problem Gambling Community Readiness Assessment

Prepared by The Planning Council
March 2022



Table of Contents

Introduction	3
Gaming and Gambling on the Eastern Shore	3
Legal Issues Surrounding Gaming and Gambling	4
Problem Gaming and Gambling	5
Brick and Mortar Scan	6
Community Walk Scan	8
Charitable Gaming Scan	12
Passive Media Scan	13
Community Readiness Assessment Reflection	16
Community Readiness Score Sheet	19
Appendix A: Stakeholder Interview Summary	21

Introduction

The Eastern Shore of Virginia is a 70-mile split of land that is located just off the mid-Atlantic coast. The Shore is surrounded by water on three sides and is the southernmost point of the Delmarva peninsula (Delaware, Maryland, and Virginia). The Atlantic Ocean and the Chesapeake Bay surround the Eastern Shore, while it is connected to Virginia Beach by the 17-mile Chesapeake Bay Bridge Tunnel.

The total population of both counties of the Virginia Eastern Shore – Accomack and Northampton – is just under 46,000, with 73% living in Accomack County. The Eastern Shore population makes up just 0.6% of the total state population.

Females make up just over half of the population in both counties. Racial demographics of both counties show: 63-68% White only; 29-34% Black/African American; 0.8-1% Asian alone; approximately 2% Two or More Races; and over 9% Hispanic in both counties.

Median household income is lower than neighboring counties, just over \$47,000. Both counties host a much higher poverty rate than the state of Virginia – Accomack: 17.6, Northampton: 16.2%, Virginia: 9.2%.¹

Gaming and Gambling on the Eastern Shore

In late 2021, the Eastern Shore Community Services Board (ESCSB) was directed by the Office of Behavioral Health Wellness within the Virginia Department of Behavioral Health and Developmental Services, to conduct both an environmental scan around Problem Gaming and Gambling, as well as a Community Readiness Assessment, which included collecting qualitative data from residents within the four jurisdictions. The Planning Council was engaged to conduct the stakeholder interviews in February, while the staff of ESCSB conducted the environmental scan, including the Brick and Mortar, Community Walk, Passive Media, and Charitable Gaming scans in December 2021 -January 2022.

The purpose of the study is to capture the current state of gambling within communities – opportunities to participate, availability of games and gambling locations, community attitudes and perceptions around the various types of gambling, as well as resources and any understanding around long-term impacts. Data collected, including that from the conversations with residents across Virginia, will develop a larger strategy around prevention and treatment programs.

Gambling options in the state of Virginia have increased greatly recently due to the legalization of online betting and the approval of four casinos licensed by the Virginia General Assembly. Although no casinos are under development on the Eastern Shore, two are set to open in 2022-2023 in the cities of Portsmouth and Norfolk, located within South Hampton Roads and within an approximate 1-2 hour drive.

¹ U.S. Census Bureau, population, and income estimates. Retrieved from: <https://www.census.gov/quickfacts/fact/table/US>

Another gambling venue that is fast becoming a popular source of entertainment is Rosie's Gaming Emporium, which has locations in Hampton and New Kent just to the north of the South Hampton Roads region. Rosie's Gaming Emporium located in Hampton is open seven days a week from 8 AM to 4 AM.

Inside the venue there are many game and betting options for customers, including:

- 102 game themes
- Jackpot Pools for Penny, Nickel, Quarter, Dollar, and Five Dollar
- Horse Racing- including Wagering
- Betting – both Off Track and Online

The addition of casinos near the Eastern Shore will also compete with the numerous real-time sports betting options that are now available and convenient. Virginia legalized sports betting in April 2020, and since then, big players like FanDuel, Draft Kings and WynnBET have flooded the airwaves, billboards, and the internet with advertising blitzes.² According to the Virginia Lottery, in the initial seven months since it became legal, Virginia bettors wagered \$1.48 billion at the seven sportsbooks licensed to operate in the state.

Likewise, the Virginia Lottery hosts 58 retail locations across both counties, with all types of lottery and scratchers, draw games (such as Keno, Cash Pop, Powerball, raffles, etc.) and print n' play (Rolling Jackpot, Blackjack, Bingo, and Crossword).³

Legal Issues Surrounding Gaming and Gambling

Over the past year, there has been some confusion and concern about the shifting legal status of both skilled gaming machines and live charitable poker in Virginia.

The Virginia General Assembly voted to ban skilled gaming machines in July 2020, noting that they could be take business away from the Virginia Lottery and pose a threat to upcoming casinos. These machines are also known as "gray machines" because they are not regulated by the state and fall in the gray area of Virginia's gambling law.⁴ However, because many businesses were struggling to stay afloat during the COVID-19 shutdowns, the state temporarily legalized these machines for another year (from July 2020 to July 2021), providing a new tax revenue for the state and relief for businesses operating the machines. As of July 1, 2021, the ban was back in effect.⁵ But in December 2021, a Virginia judge blocked the statewide ban on skilled gaming machines, so these games are currently operating in convenience and retail stores across the state.⁶ In January 2022, the Virginia Supreme Court upheld this ruling until there is a declaratory judgment hearing in May 2022.⁷ As noted in interviews and focus groups,

² Boom or Bust, Virginia Pilot. November 6, 2021

³ Virginia Lottery – Retailers and Games. Website: <https://www.valottery.com/aboutus/findaretailer>

⁴ WAVY News, Brett Hall, February 6, 2020. Retrieved at [Virginia House votes to ban 'skill machines,' despite governor's call to tax and regulate them | WAVY.com](#)

⁵ ABC News 8, Jackie DeFusco, March 22, 2021. Retrieved at [Skill games will likely be banned this summer in Virginia, despite making millions for COVID relief | 8News \(wric.com\)](#)

⁶ Courthouse News Service, Brad Kutner, December 6, 2021. Retrieved at [Virginia judge halts enforcement of ban on skill machines | Courthouse News Service](#)

⁷ Independent-Messenger, Mark Mathews, January 11, 2022. Retrieved at [Virginia Supreme Court refuses to hear Herring, Northam appeal to ban skill games | News | emporiaindependentmessenger.com](#)

the state of Virginia does not yet have clear policies around the new and emerging gambling activities coming to its citizens.

There are also several lawsuits in progress about whether live charitable poker is legal or illegal. The Virginia General Assembly legalized charitable poker games in 2020 but did not provide policies or permits for those activities. This has left some charitable gaming venues to assume that poker is not legal, while other venues assume it is legal and are hosting charitable poker games.⁸ As a result, many bingo hall owners and charities are concerned about the lack of clear guidance and a perceived lack of enforcement.

Several prominent charitable and fraternal organizations are calling on top Virginian leaders to kill a \$13 million tax scheme targeting electronic gambling in bingo halls needed to keep them in business. At issue is legislation going to conference that would end the exemption for groups including police, veterans, and philanthropies such as the Moose and Elks associations. Those groups use the money raised from legalized games to cover the costs of operations and donations. The groups that signed the letter provided were the Fraternal Order of Police, Veterans of Foreign Wars, Knights of Columbus, Moose Association, and Elks Association.

The legislation would end the tax exemption for police, veteran, and philanthropic groups and impose new licensing rules. Those groups said they would be forced to pay a total of \$13 million and face costly regulatory scrutiny of their games, notably electronic pull tabs in bingo halls.

Butch Schupska, the state commander of the Veterans of Foreign Wars Department of Virginia, said, "For decades, legal and state-authorized charitable gaming has benefited Virginia's veterans, police, volunteer fire departments and community charities in countless ways. Additional fees and taxes will harm our ability to fulfill our mission to give back." It is unclear if Gov. Glenn Youngkin would sign the legislation.⁹

Problem Gaming and Gambling

Experts who work in the field of problem gambling said other states that have introduced or expanded gambling have seen an increase in gambling problems. The experts agree that as more people have access to gambling, more resources need to be available to prevent and treat problem gambling. Only nine people in Virginia are currently certified as gambling counselors.

The National Council on Problem Gambling says addiction compromises, disrupts or damages personal, family, or vocational pursuits. In the worst cases, a problem gambler can face financial ruin, legal problems, loss of job and relationships and even suicide. About 1% of adults meet the criteria for a severe gambling problem, and 2-3% are believed to have a mild or moderate gambling problem, according to the national council.

⁸ Virginia Mercury, Graham Moomaw, September 28, 2021. Retrieved from [Virginia doesn't have licensed poker rooms. A state gambling board chairman opened one anyway. - Virginia Mercury](#)

⁹ Washington Examiner, Paul Bedard, March 8, 2022. Retrieved from www.washingtonexaminer.com/opinion/washington-secrets/virginia-charities-on-war-path-over-13m-gaming-tax

The Virginia Council on Problem Gambling (VACPG), an affiliate of the national organization, is an all-volunteer organization that manages the statewide gambling helpline, conducts advocacy, public awareness, research, and education around gambling. Besides the lottery, Virginia historically hasn't provided money to treat problem gambling. But with the introduction of sports betting came a revenue stream to fund prevention and treatment.¹⁰

Those working in the field see a path for how to get ahead of addiction issues that may be exacerbated by the availability of gambling. The Problem Gambling Treatment and Support Fund will also be used to help counselors and other professionals become trained for treatment. Once trained, the fund could be used to make sure those certified individuals are paid. Treatment is expensive and often not covered by insurance, and, by the time most gamblers seek help for their addiction, they don't have the money to afford the intensive treatment. The difficulty making money prevents many clinics from specializing in or even having options for treating gambling addiction. Plus, the number of people with addictions is low when compared with substance abuse disorders. While few counselors hold the license to treat gambling addiction, counselors focused on substance abuse or other addictions have much of the necessary education.

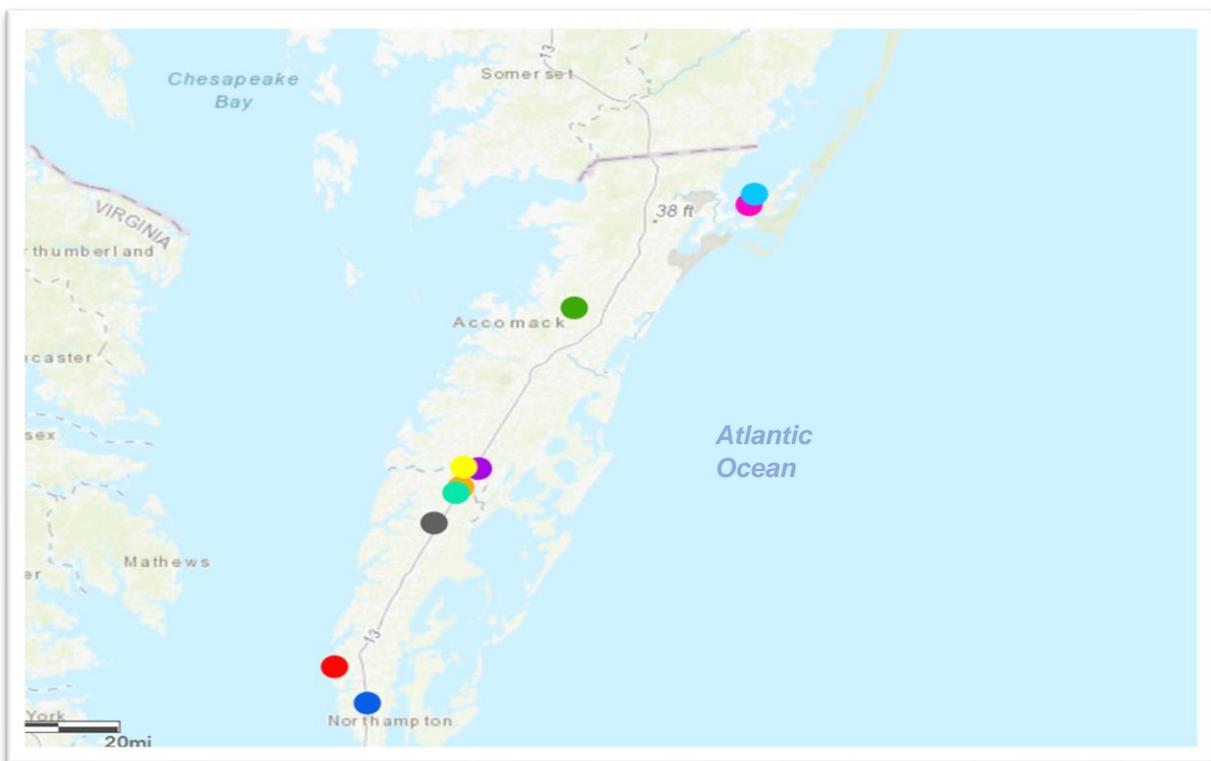
Brick and Mortar Scan

The CSB staff conducted the Brick and Mortar scans at ten locations along the Shore, five within each county. All sites were accessible to persons under 18 and popular gathering places for food, tools, household, or other supplies, and/or gas. In all of the convenience stores, ATM machines were placed next to or near the gambling venues, as well as cigarettes, alcohol, and snacks. It is also noteworthy that all scratch off kiosks have signage below 3 feet.

- Cape Center-Sting Ray's Restaurant – this is a gas station with convenience store, along with specialty foods and other items for sale in Cape Charles. This site included Powerball, scratch offs, and Keno games. 25 different advertisements were found for all three games, including VA Lottery. 12 signs to support problem gambling were also identified, mostly on the bottom of the VA Lottery ads.
- County Line Gas Station – this gas station with convenience store is located in Belle Haven. This site included Powerball, scratch offs, VA Lottery and Keno games; however, no signs for advertisement or problem gambling support were identified.
- Island Foods – this is a local grocery store in Chincoteague that offers Powerball, scratch offs, VA Lottery and Keno games. 6 advertisements were counted, along with 1 advertisement for problem gambling support.
- Peach Street Convenience – this is a convenience store only in Cape Charles. The store offers Powerball, scratch offs, VA Lottery and Keno games. 16 advertisements for gambling were identified along with 8 for problem gambling support. The store is within a half mile of both a school and library.

¹⁰ Bracing for Rise in Gambling Addiction, October 1, 2021, Virginia Pilot. Retrieved from <https://www.pilotonline.com/news/health/vp-nw-virginia-problem-gambling-20211001-7cq2pap135gxfiqqb7jyinig34-story.html>

- Phillips Hardware – this is a gas station with convenience store located in Belle Haven. The store offers Powerball, scratch offs, VA Lottery, Keno, and electronic pull tabs. Only 1 ad for gambling was found, as well as 1 ad for problem gambling support. The store is within a half mile of a youth community center.
- Rayfield’s Pharmacy – this is a Pharmacy Retail store located in Nassawadox. It offers Powerball, scratch offs, VA Lottery and Keno games. 2 ads were found for gambling, along with 1 for problem gambling support.
- Royal Farms Gas – this is a gas station with convenience store in Exmore. It offers Powerball, scratch offs, and Keno games. 6 advertisements for gambling were identified along with 1 for problem gambling support.
- Steamers Restaurant and Sports Bar – this is a Bar and Restaurant located in Chincoteague. 4 advertisements for gambling were found, as well as 1 for problem gambling support. The bar is located within a half mile of a library.
- Tru Blu Gas Station – this is a gas station with convenience store in Exmore. The store offers Powerball, scratch offs, VA Lottery, Keno, and electronic pull tabs. No ads for gambling were identified along with none for problem gambling support. A school is located within a half mile, as well.
- Violet’s Stitches & Specialty – this is a Thrift and Embroidery store located in Parksley. Gaming options include Powerball, scratch offs, and VA Lottery. 4 ads for gambling were counted, along with 1 for support. There is a school within a half mile, as well.

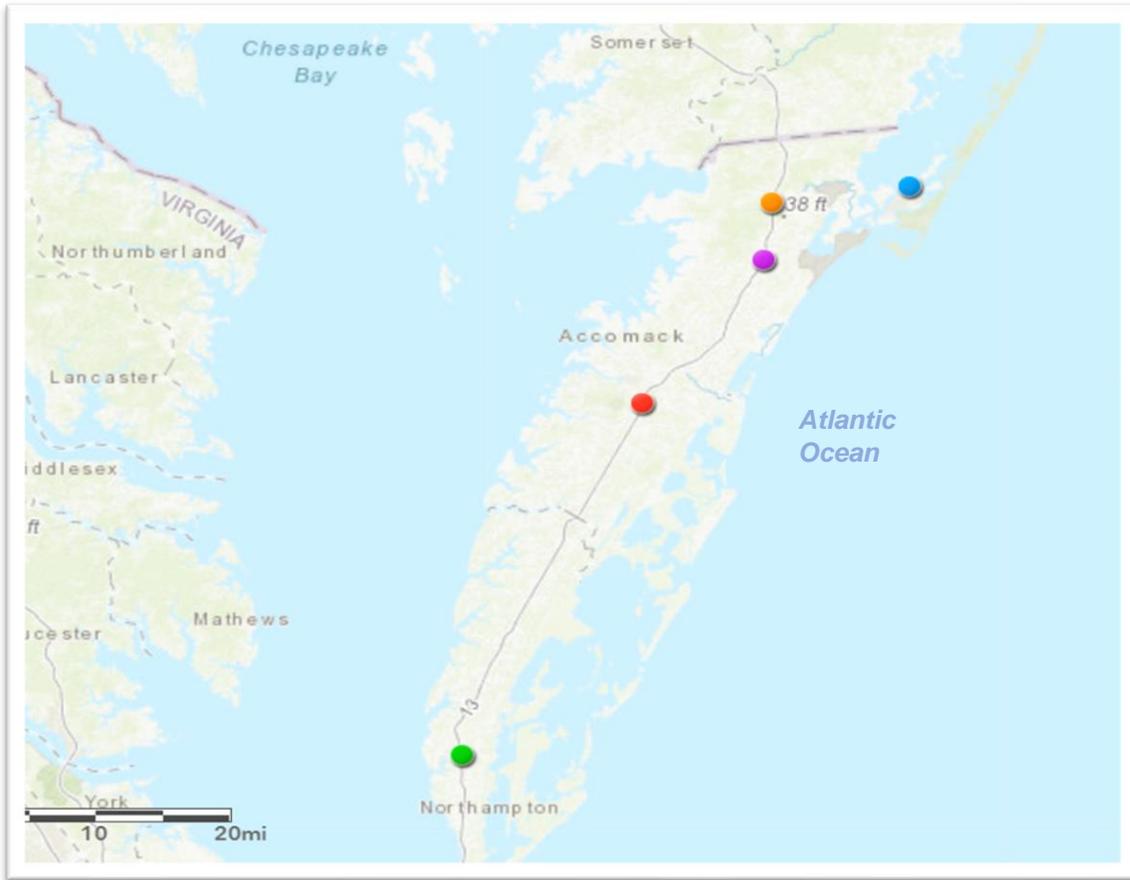


- | | |
|--|---|
| ● Steamer’s Restaurant & Sports Bar | ● Tru Blu |
| ● Island Foods Great Value | ● Royal Farms |
| ● Violet’s Stitches and Specialties | ● Rayfield’s Pharmacy |
| ● County Line Gas Station | ● Peach Street |
| ● Phillips Hardware | ● Cape Center/Sting Ray’s |

Community Walk Scan – Schools

Five different school zones were assessed for the Community Walk scan, including four in Accomack County, and one in Northampton County.

- **Arcadia High School in Oak Hall** – this school of 687 students is located on Lankford Highway (US 13), the main corridor along the Eastern Shore. It is near a Middle School and some restaurants and shops, but no gambling venues or advertisements were located within 1 mile. However, a Food Lion was located just north of the school, which does include a scratch off and VA Lottery machine, but no visible signs in the windows.
- **Chincoteague High School in Chincoteague** – this school of 266 students is located on Chincoteague Island just off of Main Street. However, the setting is more rural and there were no visible gambling venues or advertisements around the school.
- **Kegotank Elementary School** – this school of 475 students is located along Lankford Highway (US 13) in Mappsville. No gambling venues or advertisements were located near the school, and the closest ones were about 2.5 miles away.
- **Nandua High School** – this school is made up of 652 students and is located in the heart of Onley along Lankford Highway (US 13), one mile from a large shopping center and the YMCA. Located within the shopping center is a Walmart and gas station/convenience store with VA Lottery and scratch offs, but none are within a half mile of the school.
- **Kiptopeke Elementary School** – this school is located near the southern end of the Eastern Shore in Cape Charles. 356 students are enrolled in the school and no visible gambling venues or advertisements were identified within a half mile.

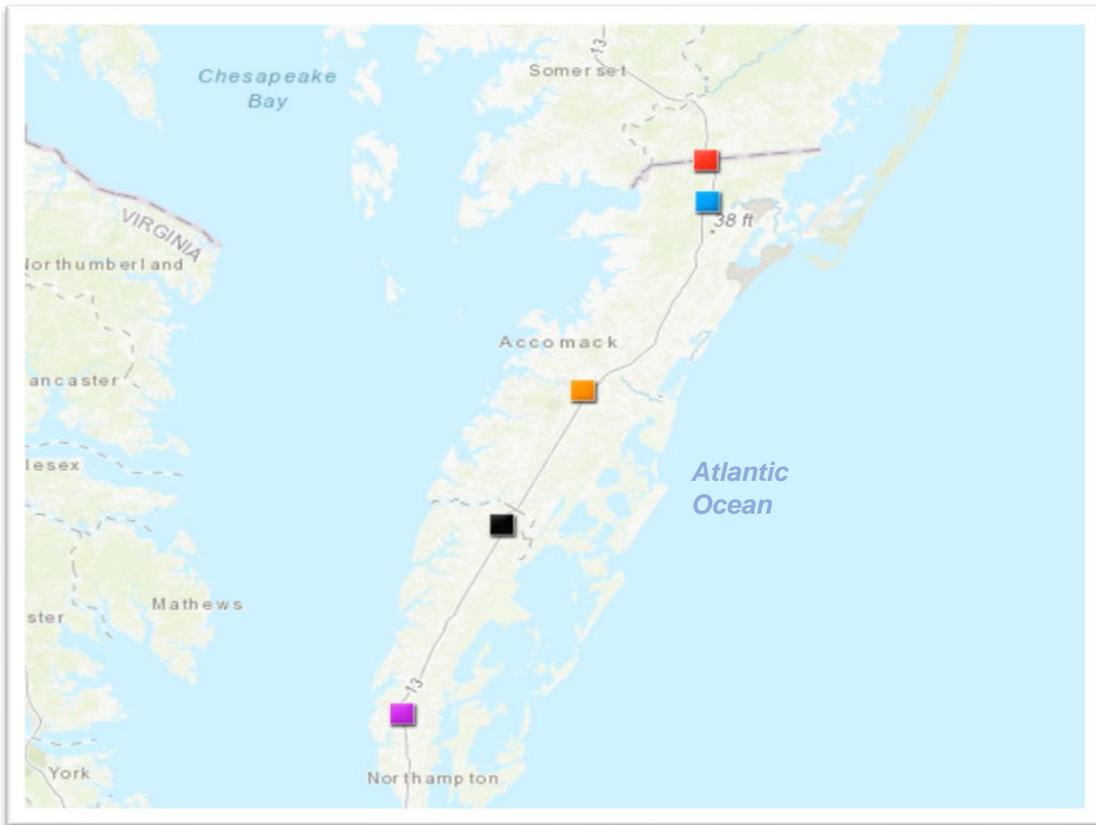


- Chincoteague High School Area
- Arcadia High School Area
- Kegotank Elementary School Area
- Nandua High School Area
- Kiptopeke Elementary School Area

Community Walk Scan – Intersections

The CSB staff conducted Community Walk scans at five different intersections along the Eastern Shore – two in Northampton County and three in Accomack County. Noticeable is that along the Eastern Shore, there are no billboards advertising gambling as there are in other parts of the state.

- **Lankford Highway & Stone Road** – this intersection is located near the turn off to historic Cape Charles and has some roadside stores and restaurants. However, no gambling advertisements were identified along the main roads. The Food Lion located in the strip mall near the intersection hosts a VA Lottery and scratch off machines, but no visible advertisements from outside.
- **Lankford Highway & Cathey Avenue** – this intersection in Exmore contains fast food restaurants and is just south of a strip mall that includes a Food Lion, which has VA lottery and scratch off tickets inside but no advertisements visible from the outside.
- **Onancock & Olney** – this intersection is located in a main shopping center between Olney and Onancock. Within the shopping center is a Walmart, a Food Lion, an Exxon gas station, and a Royal Farms convenience store, which all contain gaming venues. Visible from the intersection were advertisements for Powerball and Keno. No gambling support advertisements were identified, and a YMCA is also located within the same shopping center.
- **Lankford Highway & Chincoteague Road** – this intersection is located in a more populated area of the Eastern Shore, where the turn off to NASA-Wallops Island and Chincoteague Island is located. Several shopping centers surround the intersection with a wide variety of businesses, shops, restaurants, and gas stations. At least 10 advertisements for Powerball, scratch offs, VA Lottery, Keno, and Electronic Pull Tab gaming venues were identified from the streets. No visible ads for gambling support were identified.
- **Virginia & Maryland State Line** – this intersection is located where the two states meet and there are several businesses and gas stations with convenience stores. Two signs advertising Powerball, scratch offs, Keno and Electronic Pull Tab games were identified, with no visible signs about support for problem gambling.

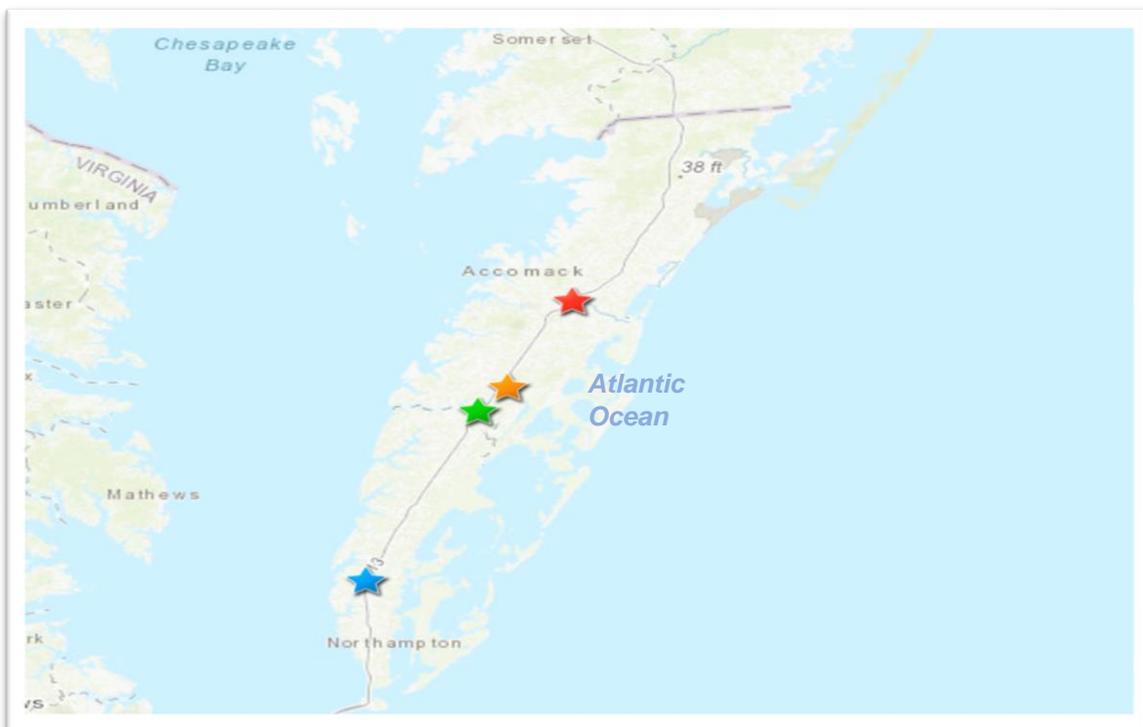


- Virginia and Maryland state line
- Lankford Highway and Chincoteague Road
- Onancock and Onley intersections
- Lankford Highway and Cathey Avenue
- Lankford Highway and Stone Road

Charitable Gaming Scan

Four different charitable gaming venues exist on the Eastern Shore – two in Northampton County and two in Accomack County.

- **Cheriton Volunteer Fire Company** – this Fire Department hosts bingo games on Thursday evenings in the summer months. There were no visible gambling advertisements on site, but there was an advertisement with information around problem gambling support.
- **Exmore Moose Lodge #683** – this Moose Lodge is located in Belle Haven and offers every Friday evening. The venue also hosts pop-open pull tabs, electronic pull tabs, raffles, Vtabs and other video game machines for members only. One advertisement for gambling was located but nothing for support for problem gambling.
- **Painter Volunteer Fire Company** – this Fire Department in Painter hosts Bingo and pop-open pull tabs every Wednesday evening. No advertisements were visible for gambling or for problem gambling support.
- **Onancock Elks Lodge** – this Elks Lodge is located in Accomack and offers Bingo, pop-open pull tabs, and electronic pull tabs every Monday evening. No advertisements for gambling were located but the problem gambling support information is posted on electronic pull tab machines.



- ★ Onancock Elks Lodge
- ★ Painter Volunteer Fire Company
- ★ Exmore Moose Lodge #683
- ★ Cheriton Volunteer Fire Company

Passive Media Scan

Five adults and five youth (under the age of 18) participated in the Passive Media Scan.

Adult scans

Social media and television were the most cited platforms for gambling ads (34 and 35 ads), followed by phone apps/games (28 ads), radio and podcasts (18 ads), and YouTube (7 ads). Store windows and billboards only had a total of 6 ads of the entire 128 reported. Sports betting and the lottery were by far the types of gambling mentioned most often.

Most ads mentioned wagers or purchases (84%). Cartoon Characters were observed in almost half of all the ads (56%) and featured most prominently in phone apps and games (93%). Sports figures tended to be observed on billboards (100%) or heard on the radio or through a podcast (33%). Information on problem gambling support was only found in 15% of the ads (19 of 128) and was mostly observed through YouTube.

Platform	Number of ads	Types of ads	\$ Wagers	Cartoon characters	Sports figures	Problem gambling support
TV	27% 34 of 128	Sports Betting/ Sportsbook (FanDuel), Rosie's Casino, Lottery, Online Slots	88% 30 of 34	71% 24 of 34	6% 2 of 34	3% 1 of 34
Social Media	27% 35 of 128	Fantasy Sports Betting Poker, Raffle, Horse Racing, VA Lottery, Online Slots	94% 33 of 35	49% 17 of 35	26% 9 of 35	14% 9 of 35
Radio/Podcast	14% 18 of 128	Lottery (most prevalent), Sports Betting (FanDuel), Rosie's Casino, Poker	61% 11 of 18	11% 2 of 18	33% 6 of 18	11% 2 of 18
Billboard	2% 2 of 128	Sports Betting	100% 2 of 2	none	100% 2 of 2	none
Phone Apps/Games	22% 28 of 128	Solitaire and Twitch - Card Games, Caesars Sportsbook, Wagers, Virtual Casino	93% 26 of 28	93% 26 of 28	7% 2 of 28	7% 2 of 28
YouTube	5% 7 of 128	Casinos, Fantasy Sports, Sports Betting, Lottery	86% 6 of 7	43% 3 of 7	29% 2 of 7	71% 5 of 7
Store Windows/Doors	3% 4 of 128	VA Lottery	none	none	none	none
Total ads	128	Sports Betting, VA Lottery, Raffle, Casino, Poker, Online Slots	84% 108 of 128	56% 72 of 128	18% 23 of 128	15% 19 of 128

Youth scans

The platform most often cited by youth was YouTube, with 56% (207 of 372) of the total number of ads. Social Media followed with 24% (88 of 372) and Phone applications and games were next with 9% (33 of 372). The last three categories (TV, Radio and Podcasts and Signage) were all at 9% or below. Radio/podcasts was the platform that provided the least amount of ads to the reporting youth (4%).

Sports gambling was observed across all forms of media except store signage. Loot Boxes were only reported within video gaming applications of which Twitch appeared to be the most popular gaming platform. Loot boxes are used in games as virtual items that can be redeemed by players to enhance their gaming experience or increase their odds of winning. This can be done by adding weaponry and armor needed to play the game or allowing for customization features on a player’s avatar or character. Unfortunately, research has shown these loot boxes to be “structurally and psychologically akin to gambling¹¹. They can often require actual money not just points and usually use some type of prompt that will make the player feel they are running out of time or as if they will miss out unless an item is purchased. Loot boxes are not currently regulated by the same principals and laws as gambling and charitable gaming even though they may meet the criteria for gambling regulation.¹²

Almost all the ads (88%, or 328 of 372) mentioned wagers or purchases. YouTube mentioned wagers in 99% of their ads. Cartoon characters were seen in about three-fourths of the ads (73%, or 272 of 372). Athletes and sports figures were seen in about two-thirds of the ads (67%) and were largely observed on YouTube, video games or social media. Youth reported seeing information on problem gambling support in less than 10% off all the ads. Social media and store signs offered the most ads for help.

Youth passive media scan results

Platform	Number of ads	Types of ads	\$ Wagers	Cartoon characters	Sports figures	Problem gambling support
TV	5% 18 of 372	Sports Betting, Casino, Poker, Fantasy Sports	11% 2 of 18	11% 2 of 18	44% 8 of 18	none
YouTube	56% 207 of 372	Rosie’s Casino, FanDuel	99% 205 of 207	96% 200 of 207	98% 202 of 207	none
Social Media	24% 88 of 372	Jackpot Party, Poker, Social Casino, Slots, Fantasy Sports, FanDuel, Lottery, Bingo, Rosie’s Casino, Colonial	88% 77 of 88	47% 41 of 88	45% 40 of 88	28% 25 of 88

¹¹ <https://www.bbc.com/news/technology-56614281.amp>

¹² <https://www.bbc.com/news/technology-56614281.amp>

		Downs, Sports Betting				
Radio/Podcasts	4% 16 of 372	Rosie's Casino and Fantasy Sports Betting	38% 6 of 16	none	none	none
Video Games/ Twitch	9% 33 of 372	Loot Boxes, Online Casino, Poker, Slots	85% 28 of 33	88% 29 of 33	none	none
Store Signage	3% 10 of 372	Virginia Lottery	100% 10 of 10	none	none	100% 10 of 10
Total ads	372	Sports Betting, Lottery, Casino, Loot Boxes, Slots, Poker, Horse Racing, Jackpot Party	88% 328 of 372	73% 272 of 372	67% 250 of 372	9% 35 of 372

Community Readiness Assessment Reflection

- 1) The Planning Council conducted 13 stakeholder interviews on the Eastern Shore with 13 different individuals. Persons interviewed were residents of both counties and diverse in race and profession, although only three were under the age of 30.
 - Policymakers – 2
 - Human Service Providers – 4
 - Charitable Gaming Providers – 4
 - Active Gamblers – 2
 - School Social Worker - 1

After scoring each interview, the overall average score of the Community Readiness Assessment is 2.8. This score falls between two categories:

- **Denial/Resistance:** At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.
- **Vague Awareness:** Most feel that there is a local concern, but there is no immediate motivation to do anything about it.

The Eastern Shore is quite rural and hosts a more isolated population than those on the mainland. Because of this setting, there was more limited exposure to gambling advertisements as well as venue options outside of retail games within grocery and convenience stores, pharmacies, and some restaurants/bars. While everyone was aware of the physical gambling venues in stores, there was a noted lack of awareness from television, radio, and online venues, particularly among older adults.

- 2) The average score for each of the domains is:
 - a. **Community Knowledge of the Efforts: 3.5**
 - b. **Leadership: 1.9**
 - c. **Community Climate: 2.8**
 - d. **Community Knowledge about the Issue: 3.6**
 - e. **Resources Related to the Issue: 2.4**
- 3) Community knowledge around problem gambling was not very comprehensive (scoring a 3.5), although most were keenly aware that gaming and gambling venues exist all around the communities in stores, and that people on the Shore often travel to Maryland for casino gambling. Several mentioned knowing that a prominent community member had recently won \$100,000 at a casino in Maryland. A few who were interviewed managed Elks Lodge charitable gaming and were very aware of the current laws and policies. There is general belief that the laws are being enforced and that there is oversight, although some believe those under 18 most likely do gamble. Likewise, most people know about support for problem gambling through the 1-800 number advertised on machines, TV, and the radio, while a couple of people who work in

different human services capacities were aware of support groups that were in place for various addictions. These same people were concerned about the prevalence of gambling and availability to spend money that many did not have. The score seemed on par given the low level of knowledge among most people, but a few that were actively addressing it.

Those who were interviewed could not state any specific examples of awareness of their community leadership around problem gambling (scoring a 1.9), except to cite the incidence of Senator Lewis listening to constituents unhappy about games removed from convenience stores temporarily. The general consensus was that they would be greatly interested in establishing more gambling options if there is a greater chance of making more money for their counties, but they are not actively working towards anything related to gambling at the moment. The low score accurately reflected the perceptions of those interviewed.

Community climate scored a 2.8 and offered mixed responses as to the overall perception of gambling. Those working at human services agencies were concerned about the easy access to everyone to play not just lottery and scratch offs, but slot machine games in convenience stores and restaurants. Even some pharmacies are hosting gambling options. But many also responded that they believe the community is generally fine, or indifferent, about it as it does not affect them directly and they are not involved. When asked about whether or not different populations in the community have differing attitudes about gambling, a few thought that these existed with religious groups, within different races, and perhaps even socioeconomic status.

Community knowledge at 3.6 seems to reflect the overall responses that the community is very aware of gambling and it is easy to begin, but that most do not speak about problem gambling, nor are they aware of resources. They seem to have basic knowledge of gambling in the community, but do not have much information about what is transpiring around gambling as a business, nor its recent expansion in Virginia. A few were concerned about seeing the same people playing the different games in the convenience stores or at Charitable Bingo on a regular basis. Everyone seemed keenly aware that people on the Eastern Shore traveled to Maryland to gamble at various casinos there. Some quoted that the lines to buy lottery tickets could be quite long and that the advertisements offered false hope.

Resources related to gambling scored a 2.4, which pretty accurately reflects that most were aware of the hotline to call for support of problem gambling, and a few were aware of support groups in the community. Beyond that, no other resources were mentioned.

- 4) Since there was a good mix of professionals working human services versus those involved in the gambling “business” through charitable gaming or as a consumer, there was likewise a mix of opinions as to what gambling prevention work may look like. Those who manage charitable games see the activities as fun and social, and benefitting

the community. Those who work with vulnerable populations see the temptation of easy money as too much for those who live in poverty and cannot afford to gamble. They liken it to substance use disorders and want people to know of the risks and have somewhere that offers counseling and treatment.

All are aware that there are little to no resources available if there is an addiction problem so education and increased resources for support are needed. Included in these requests were financial and education classes for kids and even older adults to learn how to invest better. Two people interviewed highlighted the positive aspects of gambling, such as new jobs and revenue that the counties need since the options are currently so limited. One person feels strongly that gambling should not be available in the community as it only creates problems.

Community Readiness Assessment Process

- 5) Residents of the Shore come from a tighter knit community than most so the accessibility of leadership, gambling business personnel and even consumers to participate in the interviews was very good. Additionally, there were a variety of opinions and experiences that made for a broader vision of the current status of gambling, as well as future visions. The smaller population also offered a lot of the same every day experiences with confronting gambling in the community and the perception it offers about those who actively gamble.
- 6) The level of knowledge of around the current status of gambling and how it is changing rapidly in Virginia was apparent. It seemed that most residents of the Eastern Shore have very little awareness of the changing laws, the online gaming options made readily available, and the casinos being developed in nearby cities. This may be due to the limited broadband availability for many residents who do not see as much TV, hear as much radio, or see the gambling advertisements. These limitations affected the amount of information that was offered in responses to the questions, but proved that in such rural settings, the State of Virginia has a lot of work ahead of them to bring awareness around problem gambling and add or establish resources.
- 7) N/A

Last Reflections

Gambling seems deep-rooted for generations in some residents of the Shore, while others were never confronted with it until the recent installation of gaming venues in stores where they shop and places they eat. There seems to be hints of an underground gambling sector of the community that has always existed. Due to the high rates of poverty on the Eastern Shore, there is a higher level of concern about the increased availability to higher stakes games and the temptation that brings to many who cannot afford it.

Score Sheet -Eastern Shore Community Services Board

	Interview #1	Interview #2	Interview #3	Interview #4
Community Knowledge of the Efforts	4	5	3	3
Leadership	1	1	6	1
Community Climate	3	1	2.5	3
Community Knowledge about the Issue	3	2	3	3
Resources Related to the Issue	3	2	1.5	2

	Interview #5	Interview #6	Interview #7	Interview #8
Community Knowledge of the Efforts	3	5	3	3
Leadership	1	3	1	3
Community Climate	3	1.5	3	3
Community Knowledge about the Issue	4	3	5	4
Resources Related to the Issue	2	2	1.5	2

	Interview #9	Interview #10	Interview #11	Interview #12
Community Knowledge of the Efforts	2	2	5	4
Leadership	1	2.5	2	1
Community Climate	3	3	3	4
Community Knowledge about the Issue	4	4	5	4
Resources Related to the Issue	2	1	4	4

	Interview #13	AVERAGE
Community Knowledge of the Efforts	3	3.5
Leadership	1	1.9
Community Climate	3	2.8
Community Knowledge about the Issue	3	3.6
Resources Related to the Issue	4	2.4

COMMUNITY READINESS AVERAGE: 2.8

Appendix A

Stakeholder Interviews

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? (play lotto, run bingo hall, etc.)

I don't have much connection. The only time I gamble is when I get scratch offs in Christmas stockings.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

I think it's more under the table, at each other's houses when people put a little money on the table for poker. Also fantasy football is popular and some people do online sports betting.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community?

This can include television ads, billboards, posters, internet advertising or the radio. It is prevalent - you see a lot of posters and ads within convenience stores themselves. I don't see many billboards though. And I imagine it's on social media for people who use betting websites.

- a. Who is the target audience for the advertising?
 - b. What do the ads portray or what impression do you get from the ads?
4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

I think they would just know to go to convenience stores. The closest casino would be Ocean Downs in Ocean City.

- a. Why do you think this?
- Because the games are in all the convenience stores.
5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

Honestly no, I'm not aware of any laws.

Or programs? Activities?

a. Do you believe these policies or laws are being enforced?

I don't know.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

I would say yes, most people are aware. On a scale of 1-10, I'd say awareness is a 6.

a. Of problem gambling?

I don't think people are aware of problem gambling. I think most people either don't have a problem or don't see it as a problem.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

I don't think people see it as harmful. Since we don't have a casino people don't see the same people gambling over and over, and we don't see it. If people have a problem, it's at home where they are gambling online.

a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

Probably there is a difference. Socioeconomic status may have something to do with it. People who want to change their lives are willing to drop a few dollars for a chance. And older men may have more money to spend so may gamble more often. And a lot of sports betting probably targets more men.

b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

I don't hear it talked about. I feel like we don't know about it – it's not out there. They deal with it internally or within their own families.

8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

I don't really know. I haven't heard them talk about it.

a. Have you heard them talk about this issue or reference it? No.

9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad your heard or saw.

The CSB is a really good resource for working with those with addiction. But I don't really know other resources, people probably struggle in silence.

- a. What resources are available to support responsible gaming or gambling?

Just the CSB support groups.

10. How would you like to see your community respond to gaming and gambling?

With anything, either mental health or addiction, the more awareness and education the better, along with access to resources. There could be different events with informational sessions. Just because I don't hear about gambling and problem gambling doesn't mean it doesn't exist here. The more we educate about healthy gambling and unhealthy gambling the better. We should be able to tell people "Here are resources."

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? (play lotto, run bingo hall, etc.)

I do play lottery, and I've won quite often. My biggest winning was \$2,500 and I had to go to Richmond to get the check. I also do scratch offs and buy a lot of \$10 and \$20 cards. My most recent winning was \$100. In the month of January, I won about \$200 each week.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

Legal or illegal? Legal, there are slot machines. Another source is online betting, lottery, Bet MGM, another one I have an app for is Draft Kings. I win regularly on Draft Kings, but smaller amounts because thousands of people are playing. Chances are more favorable on lottery. Draft King is like fantasy draft but is real sports.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

I hear ads for Draft Kings, MGM, everyone once and a while you'll see something for World Poker tournaments at one point, I was the state champion of NC for Texas Hold'em. It was a point system not money, and at end of season they total your points up and you can win a seat in the major tournaments in Vegas. I gave up a lot of that because I don't fly. I rarely see a billboard around here. But people do gamble here.

- a. Who is the target audience for the advertising?

I believe they target sports fans, and there's no age range. From my view it's more people who just enjoy sports and aren't necessarily sports fanatics.

- b. What do the ads portray or what impression do you get from the ads?

Quick money, better way of living. Financial struggles disappear. I know I've been gambling for years, and I know that it takes luck. Skill is in it a little, but a lot of it is luck, especially the electronic games. Luck and timing. You can be at a machine at 8,9,10 hours and not win anything, and then a new person comes along and wins.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

I would say the only people who know about gambling, besides lotto and machines, is by word of mouth around here. I think the way it is now is good – everything around here is so small. Big ads would flood the area for a community that doesn't want this kind of business. Most gamblers are in age range of 25-50. It's just bad because there's not a lot of money being made around here – the biggest company is Perdue chicken plant, and that's for people who don't have degrees. They can't afford to put money at risk. I've personally seen people lose their checks. That doesn't happen to a lot of people, but it does happen. People here go check to check. And some don't even make it to the next check. I don't think gambling around here helps people; it keeps people at a level they can't rise above. There was one girl who won \$250,000 so it does happen. She's now in the Lottery ads. But that's just one person. If you take that money and invest well you can have continuous income coming in. I think it harms more people than it helps.

- a. Why do you think this?

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

You are supposed to be 18 to play lottery and scratch offs. Do I think someone underage could go in and buy tickets? Yes.

Or programs? Activities?

- a. Do you believe these policies or laws are being enforced?
At some stores, but not for the most part.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

Their awareness is pretty high. Their ability to apply their money to it is low.

- a. Of problem gambling?

It is not an issue.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

Well, it depends on what culture.

- a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

For blacks, we love gambling because it's a source of competitiveness. It's like betting on a basketball game. People do a lot of wagering on live sports games. A lot of the white people have family background that did not promote gambling. A lot of people who work farmland and need another source of income. Mexicans work so many jobs that they don't have time for it. I play lottery every day. I don't remember but once seeing a Mexican play lottery and they just bought one.

- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

Not really.

- 8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

I think they are not in favor of it. They have a point, but it has to be done right if something came around here. A fear is when you put gambling out, what type of businesses are inside of casino. Will also get alcohol, and that is where the problem will be. It's the drinking and those types who don't drink responsibly. Let's say you are in a casino they will keep the alcohol coming so you stay there. Underground games, keep free alcohol to keep players there and borrowing money.

- a. Have you heard them talk about this issue or reference it?

- 9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad you heard or saw.

Just a hotline. That's about all that is out here. VA Lottery does a great job of promoting that on their advertising boards. And it's also on the lottery tickets and scratch offs.

- a. What resources are available to support responsible gaming or gambling?

The hotline.

- 10. How would you like to see your community respond to gaming and gambling?

I would like for everyone to have an open mind. Because I know there's a lot that if it's done responsibly, it can do a lot of good. The only thing about lodges here is that they are cliquish—it's not really promoted to the public.

My whole thing is that if something came around here with the opportunity to gamble, it would be good for job opportunities. Not a lot of opportunity here even with a degree. If a casino came here, it would definitely bring more businesses. And people will go across the bridge to go to the new casinos. They should offer vouchers for people to pay the toll.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? (play lotto, run bingo hall, etc.)

The only connection I have is that I very rarely buy scratch-offs for gifts.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

I know that every once and a while there are fundraisers with Texas Hold'em. There's not a lot, and you never hear about gambling. But I've started seeing a lot of slot machines at bars and gas stations. A friend's father is always going to those slot machines. And there is a race track at Dover Downs.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

I've been seeing a lot on social media about Mega Millions and Jackpot, and when you go to the gas stations, the scratch offs are right there. If I get change from my purchase, I'll go ahead and buy a scratch-off because I have a few dollars and they are right there.

- a. Who is the target audience for the advertising?

I think it's everyone. It pops up on my FB newsfeed and I'm starting to see a lot more. It's only in the last 3-4 months, so it's only recently

- b. What do the ads portray or what impression do you get from the ads?

The ads always give you the amount you could win, like over \$100 million so that's always enticing.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

For casinos, people will go to Ocean City or Dover Downs. Or take the trip Maryland area to the MGM Grand. If people want to gamble, they will know where to find it. Sometimes people here have a random poker tournament but I'm pretty sure that's illegal.

a. Why do you think this?

If people want to gamble, they will always find a way. Sometimes people gamble when they don't have the money.

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

I've seen Texas Hold'em and I'm pretty sure that is illegal. But people randomly make bets, especially about the Super Bowl.

Or programs? Activities? None.

a. Do you believe these policies or laws are being enforced?

I think so, but only if someone gets caught. The gambling out here, being so rural, I really don't hear about people getting in trouble for gambling.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

Very aware. There's a lot of gambling out here. At the gas station, the lottery line is so long. Because it's a high poverty area and the more poverty, the more people gamble, because who doesn't want to feel like a winner and turn their life around. What they don't understand is eventually they have spent a lot of money without winning when they could have invested that money elsewhere – it's a false hope. When the jackpot is high, lots of people are buying tickets and one person will buy for the whole office. Bingo is big out here too, usually at the Fire Houses and the Veterans groups. There are gas stations that are well known for gaming like Shore Stops, Corner Market, Cheers – these are the local gas stations that have all the local players. People like the old school paper and manual checking the numbers at the locally run stations. People go less to Royal Farms because have the big vending lottery machines and you use credit cards, they've made it higher tech.

Of problem gambling?

I can guarantee you that every family has or knows someone who has gambling problems. But I never hear of ways to help. Ads always have a hotline, but who really is going to call that number? If you really add up all the money people spend, they would be shocked to know what they've spent. Nobody here thinks of it as being a problem.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

I've grown up here and it's an older population who are always playing their numbers. The younger ones in their 20s-30s don't usually play. I usually see those in their 50s and 60s playing.

- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

I think a lot of people don't think it's harmful at all. A lot of people will go to Ocean City and Dover and blow \$400-\$500. You don't hear people talk about problem gambling.

- 8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

No, I have never heard any leadership speak about it.

- a. Have you heard them talk about this issue or reference it?

- 9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad you heard or saw.

Just the hotline on ads.

- a. What resources are available to support responsible gaming or gambling?

I'm not aware. We always hear of mental health counseling, but you never hear about gambling counseling. No one is talking about how to get help – there might be help here but I'm not aware.

- 10. How would you like to see your community respond to gaming and gambling?

I would like to have a little more education out here. It's not something we can stop, and we need financial and education classes for kids and even older adults – learn how to invest better. They are actually investing all this money and never get anything back. If they play \$10/week, they could actually get something back. No one knows about the true numbers in gambling. People see only a few dollars at a time, and don't consider the long term impact of all the money they've spent on gambling. I think this education might be better suited for younger people coming out of high school, financial literacy, and things that they don't learn in school. When it comes to the older players, they are less likely to start learning.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? What role do you (or your organization) play in gaming and gambling in your community?

I am a commonwealth attorney in the city of Norfolk but live part-time on the Eastern Shore in Exmore. I have not indulged in any gaming or gambling activities but have some experience with it through my work; however, on a federal level and not locally.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

The Shore has many lottery machines in stores, along with the scratch off tickets sold often in the same place. There are some slot-machine games that are located in various restaurants or other shops and those are somewhat questionable at the moment as the state is still deciding on final legislation around them. I assume there is also Bingo and similar games in the community that are often hosted by churches or other sites that support community organizations, sports teams, and others.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

There not a lot of roadside billboards but there are some. For the most part, the advertising seems to be in the stores where we shop, on the radio or on TV.

- a. Who is the target audience for the advertising?

It appears to be for everyone, not a specific age group, gender or other.

- b. What do the ads portray or what impression do you get from the ads?

That gambling is a big blast, there's a lot of money to be won.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

Quite easy. I'm sure everyone knows someone who can at least advise them how to play a game, find a site to play games, or learn how to bet on sports or horse racing.

- a. Why do you think this?

Gambling has been around a long time, whether the particular forum or format is currently legal, and people are very comfortable with that. It's a part of life in the community; however, it varies by neighborhood or town a bit.

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

Virginia's laws around gambling have been rapidly changing and they are currently in a state of consideration at the court level. The level of gaming, the oversight and collection of revenue and taxes are being debated and challenged by business owners, advocacy groups and communities. Therefore, the current laws and policies are hard to decipher, although I know that businesses have received a waiver or stay in operating the slot machines for the moment inside stores and restaurants. And only adults ages 18 and up can participate in gambling, or cash in their winnings. Online is another story and I can't speak to that at this time.

Or programs? Activities?

- a. Do you believe these policies or laws are being enforced?

Mostly, yes.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

Again, I believe most people are aware of gambling and some of them participate regularly.

- a. Of problem gambling?

That's a tough one, not having had these discussions with people in the community at any point. I suspect many know of gambling addiction issues and the risks that come with gambling beyond one's means, but it is not something that they have faced in their own lives. I don't hear of any big gambling issues on the Shore to speak to.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

I would guess most people are pretty neutral about it, while a portion is against it and some are active gamblers.

- a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

The options for gambling for older adults have traditionally been different, while younger adults are looking at online betting and the availability of different types of gambling options in the community, and region.

- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

If most are neutral to gambling then I believe they view gambling risk as a personal choice. Those who are more concerned are undoubtedly those affected by gambling, either as a family or as a community. Since gambling is desirable to many who need to earn more money to live, the risks are higher.

8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

I think the Shore leadership is more focused on other things for the most part, but I believe they would be greatly interested in establishing more gambling options if there is a greater chance of making more money for their counties. The new casinos coming in Hampton Roads will provide a chance to study the pros and cons of establishing serious gambling in a community, and I imagine the Shore and other cities are paying attention.

- a. Have you heard them talk about this issue or reference it?

No.

9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad you heard or saw.

I have only ever heard the advertisements in ads on the radio or TV with a number to call. I don't know if counseling or peer support is available in the community.

- a. What resources are available to support responsible gaming or gambling?

See above.

10. How would you like to see your community respond to gaming and gambling?

Gambling is not generally a beneficial revenue source for many cities due to the adverse results of it, such as higher crime and more cost to the communities for policing and related issues. I am not in favor of expanding gambling options in Virginia.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? What role do you (or your organization) play in gaming and gambling in your community?
Personally, I don't do it. I'm not good at it and I'm not interested. Professionally, I advocate for those with gambling issues and addictions.
2. What kind of gaming or gambling activities exist within your community that folks participate in?
A lot of Blackjack and card games – these are done in person. A lot of clients I work with and know gamble their food stamps.
3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.
On the radio and TV, we get a lot of commercials for the casino in MD (45 minutes away) – there are phone ads and ads on social media for phone apps of Blackjack too.
 - a. Who is the target audience for the advertising? Middle age and older
 - b. What do the ads portray or what impression do you get from the ads?
They advertise the Las Vegas style of gambling – show sports characters and other well-known celebrities.
4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?
Very easy and yes.
 - a. Why do you think this?
Around here and in impoverished communities they just walk into someone's door
5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?
VA is not supposed to allow it, locally most of it is done under the table and because we are close to MD, they make weekend trips to Salisbury (MD).
 - a. Or programs? Activities? See above
 - b. Do you believe these policies or laws are being enforced? Haven't heard of any
6. How aware do you think your fellow community members are of gaming and gambling in the community?

Fairly aware

- a. Of problem gambling?

Somewhat aware – especially if they are affected by it. I feel like they might know someone who knows someone

- 7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

Very nonchalant

- a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

Everyone is similar – don't know too many younger folks that do it, mostly older

- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

Not the community, but individuals of color might see those effects because there is commonly more violence associated with it. Especially if there is gang involvement. White folks have more privilege so don't see the dangerous side as much.

- 8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

Leadership isn't thinking about it – they don't know it is an issue.

- a. Have you heard them talk about this issue or reference it? No

- 9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad you heard or saw.

- a. What resources are available to support responsible gaming or gambling? The CSB is working on prevention measures.

There are a few resources such as addiction counseling at the CSB. If DV or sexual assault is integrated with it they can go to CADV for help.

- 10. How would you like to see your community respond to gaming and gambling?

I would like folks to see the risks involved with it and if they own it regulations would be instituted and resources would be available to support any problems.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? What role do you (or your organization) play in gaming and gambling in your community?

I like to buy scratch off, lottery tickets and sometimes play the casino games in convenience stores near my house. I probably spend about \$100-150 a month on these.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

All of the above are easily found. I know casinos are coming in soon and we can always go up to Maryland for that, as well. Oh, and people play Bingo at the Elks Lodge for fun, too. It raises money for charity.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

You don't see ads on the roads like in other cities and towns, but you do see a lot on TV now. I don't hear it on the radio or see it on the internet.

- a. Who is the target audience for the advertising?

Anyone who is paying attention.

- b. What do the ads portray or what impression do you get from the ads?

Everyone is a winner. Just log on or come play with us. It looks good, it makes you feel good.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

I don't think anyone would have to think twice; they would just go down to the store and figure it out. Or call up a friend.

- a. Why do you think this?

See above.

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

None. Maryland has more restrictions than we do in Virginia as far as I know.

Or programs? Activities? None.

a. Do you believe these policies or laws are being enforced?
Probably to some degree. I can't really say.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

Most people know there is gambling available everywhere now because you can't get away from it.

a. Of problem gambling?

I don't ever hear anyone really talk about that. I don't even know if anyone has dealt with that issue that I know of.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

Most people are fine with it. It doesn't bother them because it's not a big part of their life.

a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

Again, no one talks about it much in my circles but I guess older folks don't mess with it too much, especially with the new casino machines in the stores. I think that may be more something the young people notice and try to play.

b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

It's not really discussed around me. My guess is some think it's harmful, most don't care.

8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

I never heard the issue discussed by our leaders here on the Shore.

a. Have you heard them talk about this issue or reference it? Not at all.

9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad you heard or saw.

I've seen the number to call in the TV ads.

a. What resources are available to support responsible gaming or gambling?

If you mean like Gambler's Anonymous, I don't believe that exists here but I could be wrong.

10. How would you like to see your community respond to gaming and gambling?

If the counties are collecting money for the machines they've put in everywhere, then I want to see some benefit for the community. Build new schools or fix what we've got.

Fix up the dilapidated buildings along 13 and in our towns. Add some services that other places have. We need to see that these machines are bringing us something good.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? What role do you (or your organization) play in gaming and gambling in your community?

I don't participate in the gambling component but I am familiar with it indirectly because of the clients we serve and how it impacts them.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

The scratch offs.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

Going in and out of stores is the biggest advertising I see, as well as on TV.

- a. Who is the target audience for the advertising?

Everyone is the target, but certainly those who are probably the least able to recover from putting their funds in that direction.

- b. What do the ads portray or what impression do you get from the ads?

This could be your lucky day, so try it one more time. It's almost compelling.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

Extremely easy.

- a. Why do you think this?

Just stand out and talk to people outside of the convenience stores. Families, friends, neighbors. Very easy.

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

I'm not aware of any.

Or programs? Activities? None.

- a. Do you believe these policies or laws are being enforced?

Probably not and I hate to suppose, but I will say that if we have clients receiving benefits we check if they have received any earnings. I don't know how prevalent this oversight is elsewhere.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

Very aware that it exists but not the laws surrounding it.

- a. Of problem gambling?

I would say not at all, quite honestly. They don't see the correlation. They use small amounts of money for scratch offs but most people think of gambling as being large amounts of money. They don't see it as a problem but some are buying scratch offs 10x a day, 5 days a week.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

I think they see it as fine as long as you're not hurting anyone else or asking the government to pay for your addictive behavior. Not on any other level how it can impact their everyday life.

- a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

I think it's a different mindset with the older and they are far more conservative with their money. The younger ones seem to be more open with that hope of "it might be me next time."

- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

I do think they think that it's harmful. Those who deal directly with human services are more likely to see the harm than if you're not. You don't necessarily see it unless it hits your own personal home.

8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc.

I haven't heard anything except that most of the powers that be in government are looking at it as a perspective as to what gambling can bring in terms of money and taxes. Will there be any money for schools and other things? But not on a personal level.

- a. Have you heard them talk about this issue or reference it?
9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad your heard or saw.

I'm not aware of any at all.

- a. What resources are available to support responsible gaming or gambling?

There are resource for addictions and compulsive behavior but I'm not sure how we correlate that to gambling.

10. How would you like to see your community respond to gaming and gambling?

I would love to see more education and more support in the sense that it becomes a component of when people receive services. It should be entrenched in their resources. And awareness because most people don't even think about it.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? What role do you (or your organization) play in gaming and gambling in your community?

As the Executive Director of ESCSB, I am very proud of what our Prevention Dept does in line with all of the requirements from the state regarding prevention and education. From a personal standpoint, a very, very close friend of mine in his late 30s is very into gambling. He has not admitted to being a gambling addict but has to constantly stop at the convenience stores to play some of the games.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

Definitely the scratch off tickets, Pick 3, Pick 4, and the skilled games in stores. Yesterday I stopped in a new store and was in awe of the entire wall full of games. You see the same people playing no matter where you go.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

I would say television ads, especially when there are new scratch off games. I do see it right when you're walking into the convenience stores, all over the windows and doors.

- a. Who is the target audience for the advertising?

Any and everybody. I don't think they are targeting a certain race or socio-economic status, just whoever has a \$5 bill in their pockets.

- b. What do the ads portray or what impression do you get from the ads?

Come have fun and good luck at changing your life.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

Extremely easy.

- a. Why do you think this?

Many people add the scratch off ticket to their purchase of a six pack or other foods. It's just everywhere you are shopping and easy to buy.

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

I know that underage is not legal. Unfortunately, that is it. Here on the Shore, where we are so close to Maryland, people go there to gamble.

Or programs? Activities? None.

- a. Do you believe these policies or laws are being enforced?

I wouldn't know them enough to say they are being enforced, except for the underage law.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

I think it's a huge variety. Some people who have lived on the Shore for generations would have no idea what we're talking about. Some friends who are watermen and get paid in cash and have very little responsibilities can tell you exactly which slot machines and stores to go to for the best pay out.

- a. Of problem gambling?

Maybe some are but I don't think it comes up often.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

It all depends on how you frame it. I think in my professional circles they think of someone we know who went to Dover Downs and played Blackjack and won big money. But they don't think of the scratch off tickets that so many play regularly. They don't see it as the destitute people in the alleys trying to get extra money to gamble.

- a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc.

I don't know of anyone who is negatively impacted by gambling, whereas I do know people affected by opioid use or being LGBTQ.

- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

Overall if you were to interview a wide variety of people walking into Walmart, you'll get a 75% response of "no".

8. What is your perception of community leaders' attitudes toward gaming and gambling?
Those involved in city council, county commissioners, mayors, etc.

I haven't heard anyone speak about it. When the skilled games were removed certain people were up in arms and talking to Senator Lewis about their frustrations because he's local.

- a. Have you heard them talk about this issue or reference it?

Not at all.

9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad you heard or saw.

The only efforts I'm aware of are what is in the CSB's Prevention department. And the end of the commercials says that there is a hotline for those with problems.

- a. What resources are available to support responsible gaming or gambling?

Our support groups and education, along with the state's hotline.

10. How would you like to see your community respond to gaming and gambling?

I would love for it to be as easy to talk about like substance use or any other issue that weighs heavily on an individual.

Gaming and Gambling Guide:

The following questions are focused on gaming and gambling in our community – which can touch on multiple different aspects, like the lottery, bingo halls, sports betting, or other gambling/gaming venues.

1. Please share how you are connected to gaming and gambling in our community? What role do you (or your organization) play in gaming and gambling in your community?

I don't play, it's not one of my vices. I see people playing in the grocery stores and typically I see the same people, which is its own sign.

2. What kind of gaming or gambling activities exist within your community that folks participate in?

Bingo is big in our community in both counties. People love Bingo. I see the VA lottery machines in the convenience stores, and every now and then I hear people talk about sports betting. And the Elks Lodge here has machines – I don't know which type – but people love it and spend a lot of time and money at it.

3. How prevalent is advertising or marketing focused on gaming and gambling in the community? This can include television ads, billboards, posters, internet advertising or the radio.

I didn't really notice much but Draft Kings does come up in TV ads when I watch sports. I think I see a billboard on Highway 13 when I drive to the bridge tunnel.

- a. Who is the target audience for the advertising?

I don't see it targeted to kids, so I think it's more adults and more middle aged adults. They've got jobs and more money to spend.

- b. What do the ads portray or what impression do you get from the ads?

They make it lighthearted and fun. Just have a good time. You have an opportunity to advance and get ahead. The primary thing is that it's for enjoyment.

4. If someone wanted to gamble, how easy would it be for them to participate? Would most folks know how to start gaming or gambling? Or where to go?

Yes, pretty easy for the most part. The lottery helped changed the community mindset.

- a. Why do you think this?

My father had to go to Maryland to do horse racing, so I had positive associations with it as there would sometimes be rewards with extra money and donuts.

5. What policies or laws, either at the local community level, or the state level, are you aware of that deal with gaming and gambling?

I'm not aware of them, even with my work in the local town.

Or programs? Activities? None.

- a. Do you believe these policies or laws are being enforced?

Yes.

6. How aware do you think your fellow community members are of gaming and gambling in the community?

I don't think there is great awareness. And no understanding for sure.

- a. Of problem gambling?

Yes, enough, because of their experience with knowing someone, or hearing about someone.

7. How do you think the community, in general, feels about gaming and gambling? What type of attitudes or beliefs do you think the community has?

When you're in a conservative environment like us, many people frown upon it.

- a. Are attitudes different for different members of the community? Like youth, older adults, athletes, etc. Yes.
- b. How do you think the community views any risk or potential harm associated with gambling? Do folks think gambling is harmful?

I think they know that gambling can be detrimental to some people 0 those who gamble away the rent money or grocery money. But I don't think it gets talked about within people's own families like it should.

8. What is your perception of community leaders' attitudes toward gaming and gambling? Those involved in city council, county commissioners, mayors, etc. They don't spend any time thinking about it.

- a. Have you heard them talk about this issue or reference it?

9. What efforts are you aware of to either promote responsible gaming or gambling, or to support/help those who engage in problem gambling? This could be an ad your heard or saw.

I work in prevention services so I know of peer support groups that exist for people who need help.

- a. What resources are available to support responsible gaming or gambling?

The hotline number is provided by the state.

10. How would you like to see your community respond to gaming and gambling?

Like most things, I'd like to have better awareness and understanding of how it impacts all of us. What happens in a ripple effect?