

# Sports Wagering Operator Guidance on MA Problem Gambling Helpline and MGC Responsible Gaming Messaging

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2205 CMR 256.06(2)-(4) provides guidance on the inclusion of the problem gambling helpline and Commission-approved responsible gaming messaging, and requires “a link to and phone number for the Massachusetts Problem Gambling Helpline using language provided by the Department of Public Health or such other responsible gaming information required by the Commission,” On March 27, 2023, the Commission decided to require that every advertisement must include the Massachusetts Problem Gambling Helpline and an MGC-approved responsible gaming message.

Please use the following guidance and include a message for the MA Problem Gambling Helpline and MGC Responsible Gaming.

## 1) MA Department of Public Health Problem gambling message:

Use the MA Problem Gambling Helpline logo followed by the tagline.



*Hope is here. Call (800)-327-5050 or gamblinghelplinema.org.*

### Additional Guidance on the Problem Gambling Helpline Message:

- Unless otherwise directed, the MA problem gambling helpline tagline should be used on all advertising.
- Separate the MA Department of Public Health Problem Gambling Helpline message from the MGC Responsible Gaming message with age restriction requirement (256.05(1))

## 2) MGC approved responsible gaming message:

### Use the GameSense logo followed by the tagline

Use the green GameSense logo followed by tagline. When the green logo isn't possible due to limited color palate or a green background that would obscure the green GameSense logo, use either the gray or black GameSense logo. The logo should appear immediately before the tagline.



Play it smart from the start! Live Chat @ GameSenseMA.com

### Additional guidance on the MGC Responsible Gaming message:

- 1) Unless otherwise directed, the GS logo and tagline should NOT be used when a majority of the advertisement is expected to run outside of MA.
- 2) For digital and non-digital billboards only the GameSense logo should be included.
- 3) Separate the MA Department of Public Health Problem Gambling Helpline message from the MGC Responsible Gaming message with age restriction requirement (256.05(1))