

**RESPONSIBLE
GAMING
ASSOCIATION
OF NEW
MEXICO
2024 ANNUAL
REPORT**



About RGANM

- ▶ RGANM is a collaboration of most of the state's Native American owned casinos, who work together to promote awareness of problem gambling and the resources that are available across New Mexico.
- ▶ The RGANM organized in 1997, just as casino gaming was beginning at the first Native American tribe in the state.
- ▶ The New Mexico tribes have been recognized at the forefront of proactive education, prevention and treatment in their voluntary collaboration.
- ▶ To date, no other state is known to have a similar organization.



Words from an Industry Expert

“People lose hope when they get the thought that they can't stop compulsive gambling, that this will never stop. But that's not true. What's important is that they understand that it's difficult to do this alone. It's so important that they give themselves the gift of reaching out and getting help.

They can do so by calling the Helpline. If they call, their call is anonymous. We don't know your phone number or your name unless you want to share it. We don't provide that information to anyone. You're going to be greeted by someone who's both educated about problem gambling and is a warm human being who is there to be supportive. You don't have to make any decisions. You don't have to do anything. It's someone to talk to about the situation that you're in.

And if you do want to do something about your situation, they can really help you to get to the resources that are where you live. It's just so important to reach out and get that that helpful hand... that's what the Responsible Gaming Association of New Mexico offers. ”

~ Daniel Blackwood, Executive Director

The Evolution Group. Consultant to RGANM.

2024 Executive Summary Includes

- ▶ RGANM policy/overview
- ▶ How properties' responsible gaming funds can support tribal behavioral health needs
- ▶ Expanded outreach
- ▶ Annual review

RGANM Policy

Problem gambling is a serious and widely recognized problem and as such, constitutes a threat to the well being of legalized gambling in general.

The purpose of this policy is to reinforce the RGANM's commitment to promoting responsible gaming behavior at Native American casinos throughout New Mexico.

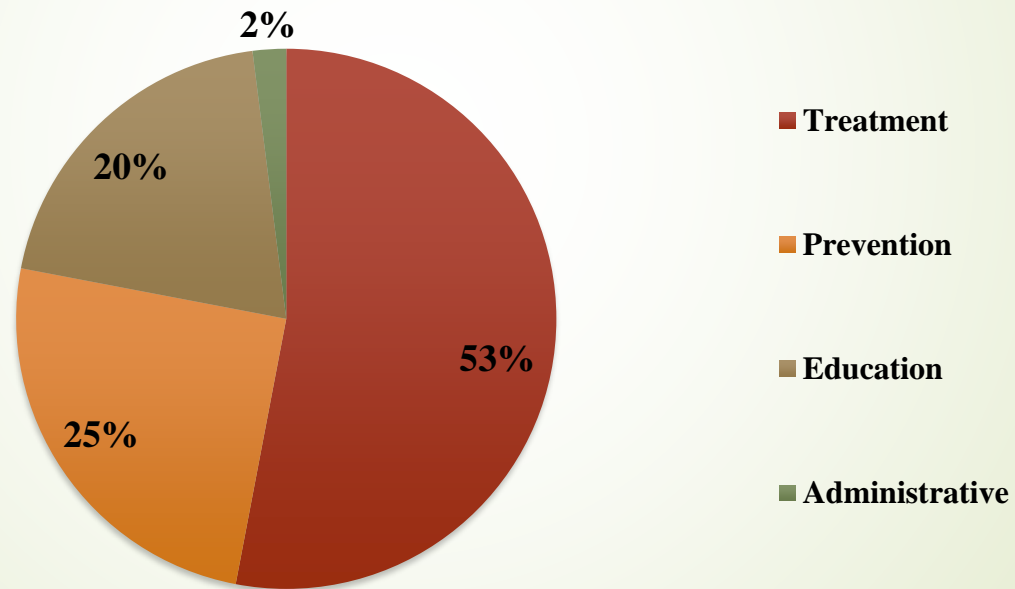
RGANM Policy

It is the policy of RGANM to

- Conduct its activities in a manner which recognizes the necessity of programs and policies that address this problem in an enlightened and appropriate manner.
- Actively participate in local, state, regional and national programs designated to help alleviate the problem.
- Ensure ongoing training programs for casino personnel to assist in identifying problem gamblers, whether employees or guests.
- Work in cooperation with social agencies and governmental authorities on matters relating to this issue.

RGANM Budget

RGANM Average Annual Budget Percentages



Non-Profit Status



The association received its 501-c3 status as a non-profit organization in February 2020.



This allows us to receive discounted rates on some media purchases and to not pay tax on purchases.

2024 Board Changes

- In 2024, we elected several members to officer positions on the board.
- Our officers include:
 - Shannon Dictson, President; Mescalero Responsible Gaming Program
 - Kristina Martinez, Vice President; Sandia Resort and Casino
 - Juanita Duran, Treasurer; Isleta Resort and Casino
 - Erik Hensler, Secretary; Santa Ana Casino Hotel

2024 Membership

For 2024, Tesuque Casino joined the Association, making 12 tribal members, representing 18 properties:

- ▶ Buffalo Thunder Resort & Casino
- ▶ Cities of Gold Casino & Hotel
- ▶ Camel Rock Casino
- ▶ Black Mesa Casino
- ▶ Dancing Eagle Casino
- ▶ Isleta Resort & Casino
- ▶ Mescalero Responsible Gaming Program (representing Inn of the Mountain Gods and Casino Apache)
- ▶ Route 66 Hotel Casino, Dancing Eagle Casino, Casino Xpress
- ▶ Sandia Resort & Casino
- ▶ Santa Ana Star Casino Hotel
- ▶ Santa Claran Hotel Casino
- ▶ Sky City Casino
- ▶ Ohkay Hotel Casino
- ▶ Taos Mountain Casino
- ▶ Tesuque Casino

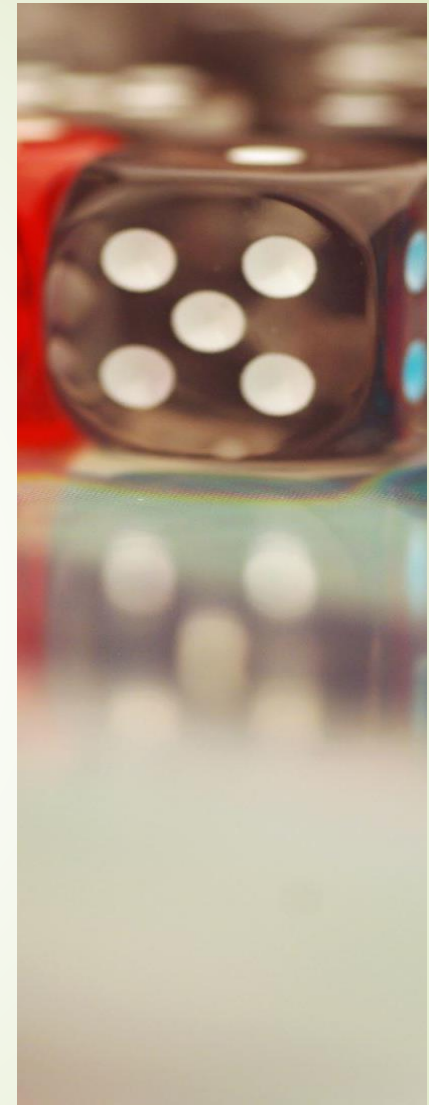
We have also received some financial support in 2024 from casinos on the Navajo Nation.

RGANM Efforts

Our efforts are to be a resource to all New Mexicans in these three areas related to problem gambling awareness:

- ▶ Prevention
- ▶ Education
- ▶ Treatment

In 2024, we added funds to the outreach campaign that greatly expanded the number of people reached. That also expanded our website visits, calls for assistance to our Helpline, and intakes for services.



Collaboration

With the combined resources of our members, RGANM is able to:

- 1) provide much more and broader exposure for this important responsible gaming message;
- 2) fund research on the causes of gaming addictions, to benefit all treatment providers;
- 3) respond to critical news stories;
- 4) collaborate beyond our community borders and provide confidential resources; and
- 5) advocate for responsible, appropriate gambling more effectively than an individual property's separate funds could provide.

Resources for Shared Clients

- ▶ Having combined funds and an integrated message, RGANM is able to provide funds for treatment for those affected by problem gambling.
- ▶ If this issue was handled only in each separate tribal community, the needs of gamblers who visit many casinos within a few miles of each other might not be addressed.
- ▶ Many of our communities are small, causing confidential treatment to not be sought locally; our collaboration provides access to other providers.

Tribal Behavioral Health

- ▶ Tribal behavioral health offices may apply for funds through RGANM if treatment services are provided to non-tribal members as well.
- ▶ Qualified health providers can also contract with the Preferred Provider Network and receive payment for services rendered.



Prevention

- ▶ RGANM supports member casinos in their education and prevention efforts of their employees. Workshops emphasize areas such as: Types of Gamblers, Phases and Impact of Compulsive Gambling, Characteristics of a Problem Gambler, and Available Treatment Resources.
- ▶ Each property promotes responsible play in-house as well and all offer a self-ban program for those who choose this action.



Prevention

- ▶ We did not conduct research in 2024 but may again in upcoming years.
- ▶ Our last study of problem gambling in New Mexico began in 2018, the first study since 2006.
- ▶ Since the original study, a rise in online gaming has occurred, and youth raised in an age of electronics and video gaming are now of age to gamble.
- ▶ This study, completed in 2019 and published in February 2023 after a delay due to Covid-19, will ensure our prevention and outreach efforts are effective, and provide information to our behavioral health community.
- ▶ Link to the study: <https://rb.gy/ugouui>

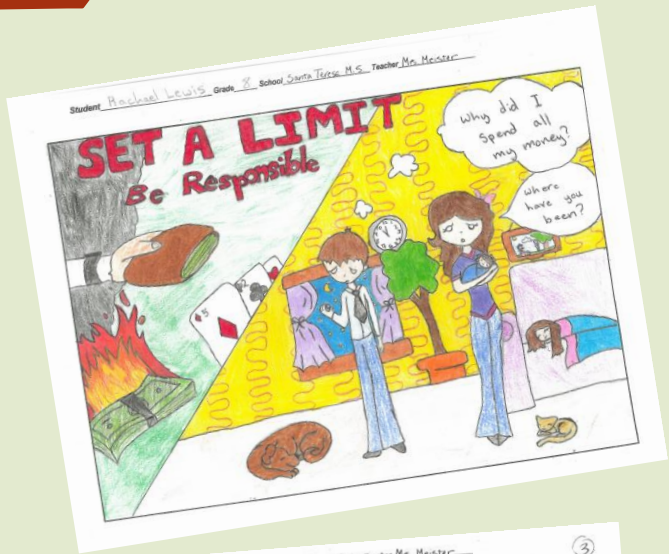


Prevention

The 2023 study surveyed high school youth and adults in NM. Results included:

- ▶ 3.5% problem gambling rate in NM adults, above the national norm of 1%. The previous 2006 study reported a 1.1% rate; the 2006 study was a more conservative screening tool than the first in 1996-1998 which reported a 12% rate in New Mexico.
- ▶ The rate of problem gaming among NM youth was reported at 3%, lower than the national estimates of 4-5% for youths (internet gaming, compulsive video gaming or casino gaming).
- ▶ Education was also a factor; those with high school diploma or GED were more prone, as well as those with unstable housing conditions.

Prevention



Our focus on prevention among youth strengthened in 2024:

- We expanded upon a program begun by the Mescalero Responsible Gaming Program. For several years, they have produced a student planner for middle and high school youth. The planner includes artwork from students, cautions against addictive behaviors, provides encouragement to avoid underage gambling as well as other potential addictions.
- In 2024, we printed 5,000 student planners which were distributed through our members to their tribal schools.
- We have plans to continue to expand this outreach to youth.



Prevention

Other findings from the study:

- ▶ Populations found to be at a higher risk for problem gambling include Native Americans, younger people in the 18-25 age group, men, and those with substance abuse behaviors.
- ▶ The recent study found a link between ACEs (adverse childhood experiences) to later addictions (gambling, alcohol, drugs, or sexual addiction).
- ▶ In order to educate all New Mexicans, we produced several videos in 2023 to provide more information online.

Education



Our education effort is a “play responsibly” prevention message, reaching across our state’s large geography to cover as many adults as possible.



Various media are used, targeting the groups most identified in gambling studies and statewide research.



We work with a marketing consultant to best use our dollars to accomplish that outreach.

Education: Health Fairs

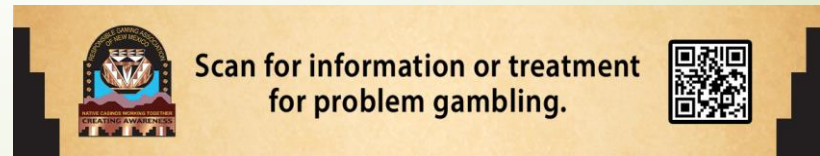
We provide information and materials and participate at health fairs and events at tribal health offices, casino and community events.



Education: Brochures and Signs



Brochures in English and Spanish have always been available in member properties. In 2023, we began using QR codes within member properties to help casino guests access the [RGANM.org](https://www.rganm.org) website for information.



Education: Help Cards

“Two Questions” wallet cards have been available in member properties. In recent years, we began moving to QR codes and more signage in the properties.



DO YOU EVER LIE ABOUT
YOUR GAMBLING?

ASK YOURSELF

HAVE YOU EVER
BORROWED MONEY
TO FINANCE
YOUR GAMBLING?



FIND HELP AT RGANM.ORG
24/7 HELPLINE: 888-696-2440



STARTING TO
WORRY
ABOUT YOUR
GAMBLING?

if you answered YES to both, you
may have a problem with gambling.

FREE, confidential help is available.
Turn card over for more information.

1) Do you ever
lie about your
gambling?

2) Have you
ever borrowed
money to
finance your
gambling?



Compulsive Gambling
Treatment Resources
Free and Confidential

The Evolution Group, Inc.
505-242-6988 ext.112

Gamblers Anonymous
505-260-7272

NM Council on Problem
Gambling
1-800-572-1142

Laguna Service Center
505-552-6513

NM Asian Family Center
505-934-5139

www.rganm.org

Education: Statewide Television

- Since 2006, we've aired messages promoting health precautions and responsible gaming.
- TV messages are aired across New Mexico (excluding Las Cruces, part of the El Paso DMA) to reach problem gamblers/families but also showing the commitment of member properties
- In 2024, including SuperBowl, NCAA March Madness, and the holidays, our TV PSAs were shown cumulatively to approximately 17,361,000 adults in New Mexico.



Education: Statewide Television

- A new :30 sports-related message was created in 2022, airing on TV and online to educate about sport betting.
- An updated message was made for the holidays in 2024.
- A “Play Responsible” message focusing on the 2 key questions also runs on the TV stations and online.
- Collaboration of member funds allow such broad exposure.



Education: Radio PSAs



- We added funds for radio schedules in 2024, to include more messages in sports programming. Schedules air on KKOB News Radio 770/96.3 that reaches much of central New Mexico in UNM Lobo games, NFL games, and right before Isotopes Baseball games.
- We also aired on 2 stations that cover the western Albuquerque area out to Grants to support those properties.
- We added radio in Ruidoso.
- We added radio in Farmington to support the Navajo Nation area, using their donation of funds.
- As a non-profit, all radio and TV stations are asked to provide additional PSAs at no charge, in conjunction with our paid messages.

Education: Public Relations



- We had a number of successful public relations measures in 2024.
- The RGANM president, Shannon Dictson, was on KKOB News Radio in March 2024 for Problem Gambling Awareness Month
- RGANM secretary, Erik Hensler, and Daniel Blackwood of The Evolution Group, were guests on KDSK's radio talk show, a 10-minute segment promoting Responsible Gaming Awareness Week in August 2024.
- Erik and Daniel were also on NM Living in August 2024. This program was broadcast statewide across 4 stations.

Education: Print Ads

- Ads are placed in tribal publications such as this.
- A news release for March's Problem Gambling Awareness Month was carried in several papers and media outlets.

THE RESPONSIBLE GAMING ASSOCIATION OF NEW MEXICO'S ANNUAL OUTREACH:



566 PAGE VIEWS
IN SPANISH

CHAT FUNCTION
ADDED TO WEBSITE
47 CHATTED WITH A
TREATMENT PROVIDER
THIS YEAR

HELPLINE AVAILABLE 24/7
888-696-2440



8 INTAKES FOR
SERVICES
88 HELPLINE CALLERS SPOKE
WITH A TREATMENT PROVIDER

CLEAR CALL
TO ACTION

ONLINE ADS WERE SHOWN
4,789,905 TIMES
BRINGING 8,463
WEBSITE VISITORS

OUR ANNUAL PROBLEM GAMBLING
CONFERENCES TRAINED
WITH 466 ATTENDEES

Worried About Gambling? - RGANM.org
New Mexico Gambling Addiction Help - Recover Your Financial Independence
Coaching Services - Constructing Education - Helping NM Since 1987
About the RGANM - Addictive Gaming Research - Get Help Now

EVENT EXPOSURE

ZOZOBRA 70,000 AT EVENT
NMSU SPONSORSHIP 94,928 AT GAMES
210,076 ONLINE ADS

NM UNITED 128 PRS AIRD ON TV
170,000
ADULTS 21+ ON TV
125,000
ONLINE IMPRESSIONS

TV PUBLIC SERVICE
ANNOUNCEMENTS
TOTAL APPROXIMATELY
17,633,700
NEW MEXICO ADULT
IMPRESSIONS

15 MEMBER CASINOS



FOR MORE THAN 27 YEARS,
RGANM HAS PROVIDED
TREATMENT, OUTREACH
AND EDUCATION FOR
PROBLEM GAMBLING.



APPROXIMATELY 98%
OF RGANM BUDGET GOES TOWARDS
EDUCATION, PREVENTION AND TREATMENT

Education: Website



- The website has information pertinent to parents of youth and teens, family members of problem gamblers, and for treatment providers.
- The website is formatted for tablet and smartphone access since more than 50% of visitors use one to access the site. It is a more private way to seek information.
- In late 2023, a Chat function was added to the website. It connects to the trained staff who answer the 24/7 Helpline and has offered another way for people to reach out for help. In 2024, 38 gamblers choose to chat with a treatment provider.
- We added a page with free resources for Financial resources



Education: Website

- In 2024, the website had more than 44,450 visits from people seeking information about help and the annual conference (nearly a 100% increase from 2023 due to the increase in outreach to gamblers).
- Spanish-language users visited 1,132 pages (up from 566 in 2023).
- While on the site, visitors can use the link to directly call the hotline from a mobile phone.
- Site visitors can link to a service providers' website (Gamblers Anonymous, Gam-Anon, The Evolution Group, Mescalero Responsible Gaming Program, Asian Family Center).

Education: Online Marketing

Worried About Gambling? - RGANM.org

Ad www.rganm.org/Get-Help

New Mexico Gambling Addiction Help. Recover Your Financial Independence

Counseling Services · Continuing Education · Helping NM Since 1997

About the RGANM - Addictive Gaming Research - Get Help Now



FREE, CONFIDENTIAL HELP FOR
PROBLEM GAMBLING.

LEARN ABOUT
RESOURCES &
COUNSELING
ACROSS NM.

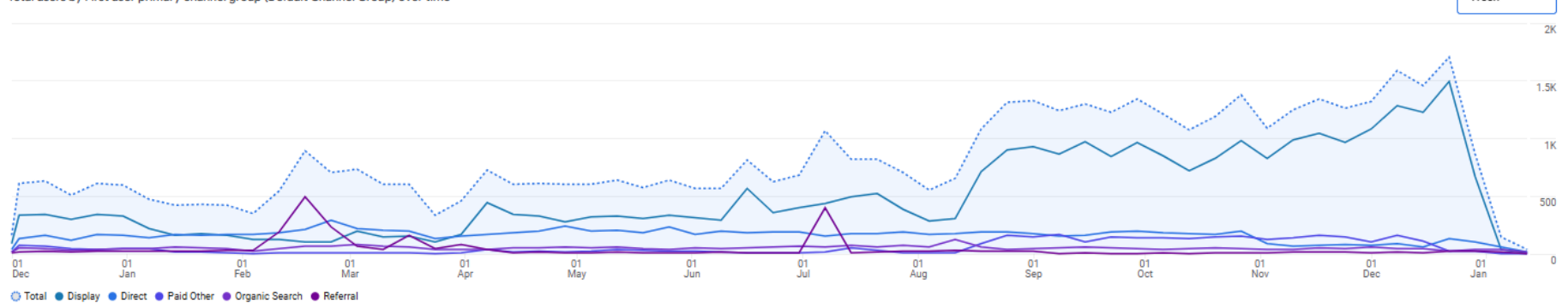
24/7 Helpline:
888-696-2440
RGANM.org

- In 2024, RGANM continued an online ad campaign, showing ads to adults searching for gambling addiction help as well as those who gamble, as a prevention message. This budget was expanded in 2024, resulting in much more outreach.
- In 12 months, 26,712,244 digital ads were shown to New Mexicans (up from 5,980,188).
- Of those, 19,857 people clicked to RGANM.org to learn about treatment or information about problem gambling, nearly double the 10,376 web visits in 2023.

Education: Online Marketing

- In 2024, RGANM increased outreach funds. In the graph below, the rise in February is attributed to the PSAs in the SuperBowl.
- A budget bump in April increased people coming to the site, then another in mid-August. Note the dropoff in January 2025.
- The people in New Mexico find the RGANM.org site most often through an online ad.

Total users by First user primary channel group (Default Channel Group) over time



Treatment: Training

- ▶ Our 28th Problem Gambling conference was held in person at Isleta Resort and Casino.
- ▶ 440 treatment providers attended, learning from internationally and nationally-known problem gambling or addiction-related speakers.
- ▶ The conference provide 12 Continuing Education Units (CEUs) each for counseling professionals' license renewal.
- ▶ 30 attended a February 2024 conference on RTM Protocol training as well.

Supporting Community Organizations

- ▶ A formal process is in place that allows treatment/prevention organizations to request funds to treat problem gamblers or provide outreach/prevention.
- ▶ Over the years, we have supported several groups. In 2024, The Evolution Group, PeopleWorks-NM, and New Mexico Asian Family Center were among those that requested and received funds.
- ▶ The organization must provide services to everyone in order to qualify for funds.

Treatment: Crisis Helpline

- For many years, RGANM provided funding for a toll-free, 24/7 hotline operated by the New Mexico Council on Problem Gambling.
- Since accountability for those funds could not be met, RGANM moved to another vendor to fulfill the hotline services in June 2016.
- Our helpline continued to operate 24/7 during Covid-19.
- We are currently transferring the after-hours and weekend calls to another provider.


Treatment: Crisis Helpline

- Discounting wrong numbers and nuisance calls, each month there are approximately real 6-10 calls for help.
- Trained staff from The Evolution Group answer the calls, 24/7. We track the location, referral source, favorite casino, and other information.
- In 2024, the helpline answered 121 valid helpline calls, up from 88 in the prior year.
- 30 were provided intake for treatment by The Evolution Group, up from 8 in 2023.



Other 2024 Highlights

- ▶ In March 2024, our E-newsletter was sent to thousands of NM counselors during Problem Gambling Awareness Month.
- ▶ We participated in a Ruidoso area Health Fair in October 2024, sponsored by Mescalero Responsible Gaming Program. 400 attendees received brochures about problem gambling. We also placed ads in their annual health publication.
- ▶ We again sponsored the 2024 Zozobra event in Santa Fe with banners and video exposure. Live attendance of more than 65,000 plus TV exposure on KOAT-TV's live broadcast, seen by 54,510 New Mexico adults.



Other 2024 Highlights

- ▶ With more properties having Sportsbooks, RGANM is putting “Play Responsibly” messages into sports venues and sports programming.
- ▶ In 2024, we had arena ads at NMSU games, reaching 36,628 in attendance . We also had 122,458 online ads shown in NMSU Aggie games and online information.
- ▶ We reached UNM fans through the KKOB/Sports Animal broadcasts, as well as thousands of news listeners.
- ▶ We aired 128 PSA messages in NM United games and approximately 179,000 adults 21+ with the TV ads and 125,000 online impressions in New Mexico.



Thank you for the opportunity to share information about the Responsible Gaming Association of New Mexico work with you.

We again expanded a number of RGANM efforts in 2024, and we look forward to serving New Mexico in 2025.

