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New York Lottery Offers Retailers New Training to Prevent Underage Gambling

Updated training reinforces Lottery's Buy, Sell and Gift Responsibly strategy to promote responsible gambling year-round

The New York State Gaming Commission's Division of Lottery today announced the launch of new training for Lottery retailers to reinforce the importance of age verification and other best practices as part of New York State's commitment to responsible gaming.

"Responsible gaming principles guide New York State's efforts in the design, marketing and sale of Lottery games," said Commission Executive Director Robert Williams. "This new training supports retailers as they help maintain the integrity and safety of our games."

In addition to reviewing acceptable forms of identification and how to spot a fake ID, the North American Association of State and Provincial Lotteries produced training also covers how to engage customers who may not be accustomed to showing ID for the purchase of a Lottery scratch-off or draw game ticket.

"Lottery retailers are the first line of defense in the prevention of both underage and at-risk play," said New York Lottery Director Gweneth Dean. "This training, along with other tools we provide, gives businesses the ability to confidently serve of-age patrons."

Beyond being offered via the Lottery's retailer portal, several larger retailers will administer the training through their internal learning management systems. Upon completion, owners, managers, and frontline staff who work with Lottery games and interact with players will have a shared understanding of what it means to "Sell Responsibly." New York Lottery management, marketing representatives and call-center staff are also participating in the training.

New York Lottery Age Prevention and Responsible Selling At-A-Glance

New York Lottery retailers are required to post Commission-supplied age verification and complementary responsible gaming signage in highly visible locations within their businesses. Store owners, managers and clerks are also encouraged to use a customized responsible gaming terminal key to print discreet messages displaying the NYS HOPEline that they can provide to lottery players who they suspect may need help. The New York Lottery web site features all game odds, prize structure, prizes remaining and payout information to help customers make informed decisions prior to purchase. Earlier this year, New York became the first lottery in the world to design, print and distribute scratch-off tickets featuring a QR code (or its [URL equivalent](#)) to its network of nearly 15,000 retailers statewide that provides players with 24-hour access to problem gambling help close to their location.

The Commission is a founding member of New York's Responsible Play Partnership, together with the New York State Office of Addiction Supports and Services (OASAS) and the New York Council on Problem Gambling. Formed in 2013, the Responsible Play Partnership collaborates to identify how to best promote responsible gaming practices and policies.

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