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Media contact for the Institute for Consumer Health: comms@macgh.org

Leading Public Health Organization to Craft, Build Statewide Infrastructure for Michigan Gambling Services

Announcement comes amidst surge in sports betting and gambling activities

Work encompasses responsible gambling and problem gambling, developing a continuum of education, prevention, intervention, and treatment offerings for Michiganders

Lansing, MI – The Institute for Consumer Health, an award-winning public health organization focused on transforming gaming and powered by the Massachusetts Council on Gaming and Health, will develop and spearhead a statewide infrastructure for a spectrum of responsible gambling and problem gambling services. The announcement is part of a new contract assuming and expanding upon the work from the Michigan Association on Problem Gambling.

As part of the new three-year agreement, the Institute for Consumer Health will craft statewide offerings promoting safe, healthy play for Michigan patrons and providing support for those at-risk and struggling with gambling disorder, also known as gambling addiction.

“We’re thrilled to be bringing our people-first, data-driven approach and 40 years of industry expertise to meet the growing demands of Michigan’s dynamic gambling landscape,” said **Marlene Warner, CEO of the Massachusetts Council on Gaming and Health**. “Michiganders deserve access to quality resources and support.”

The announcement comes amidst an explosion in statewide access and interest in gambling activities. Michigan collected over [\\$1.92 billion](#) in gross receipts from online poker, blackjack, and casino gaming apps last year – the most in the country. Sports betting has surged in the state since its legalization in 2019, generating [over \\$208M](#) in revenue from January to May 2024. The state also has a lottery and 26 brick-and-mortar casinos.

“From table games to online apps to sportsbooks, Michiganders have more opportunities than ever to gamble. They deserve a similar range of opportunities to keep their play safe and to get



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help if needed,” said **Michael Burke, the outgoing director of the Michigan Association on Problem Gambling and a problem gambler in recovery for over 20 years.** “The Institute for Consumer Health has been a worldwide leader in developing and implementing innovative strategies to meet players where they’re at.”

The Institute for Consumer Health’s infrastructure plan involves multiple focal points, including:

- **Programming:** Undertaking a gap analysis to understand current needs within the state, helping create helpline services, expanding the number of accredited problem gambling providers through trainings, and broadening public awareness through partnerships, events, and targeted communications
- **Advocacy and Government Relations:** Reviewing current legislation and advocating for increased funding and expanded consumer protections
- **Industry and Regulator Relations:** Engaging in efforts to build relationships and partnerships among state, commercial and tribal entities

“We’re grateful that the Institute for Consumer Health will be shepherding this new chapter of gambling services in Michigan,” said **outgoing treasurer of the Michigan Association on Problem Gambling Blaine DeGracia.** “There’s a balance to strike between public education, strong player protections, and problem gambling services. This team of experts is well-positioned among these content areas to make an incredible impact.”

About The Institute for Consumer Health

The Institute for Consumer Health is a project of the Massachusetts Council on Gaming and Health. The organization has 63 states and countries with active partnerships in its portfolio, and regularly coordinates across healthcare, academia, and government entities. Their services include real-time gambling resources, program assessment and trainings, and marketing and advertising services. In 2023, the organization received the American Gambling Awards’ Responsible Gaming Award. Learn more at InstituteForConsumerHealth.org.



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