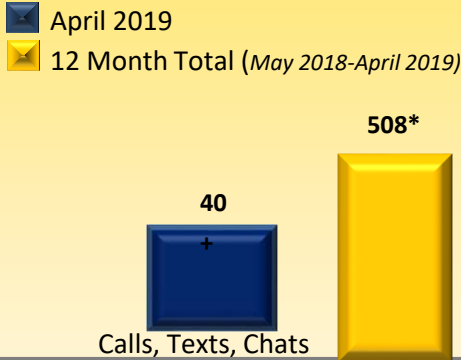


Helpline Report

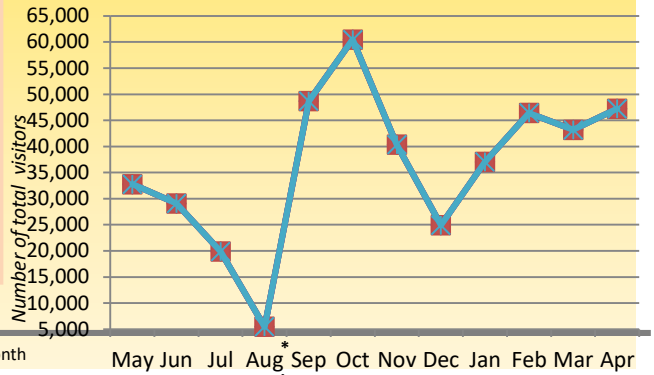
April 2019 Call Data

HELP SEEKER VOLUME



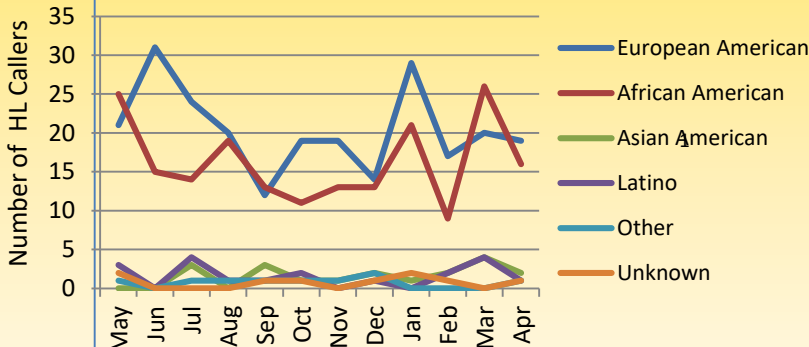
* Total Calls, Texts, Chats per month

WEB CLICKS



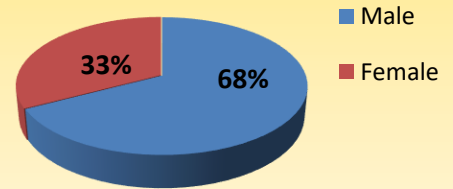
* Tracking Web Clicks interrupted due to transition to Google Ads from Google AdWords

12 Month Ethnicity Trend



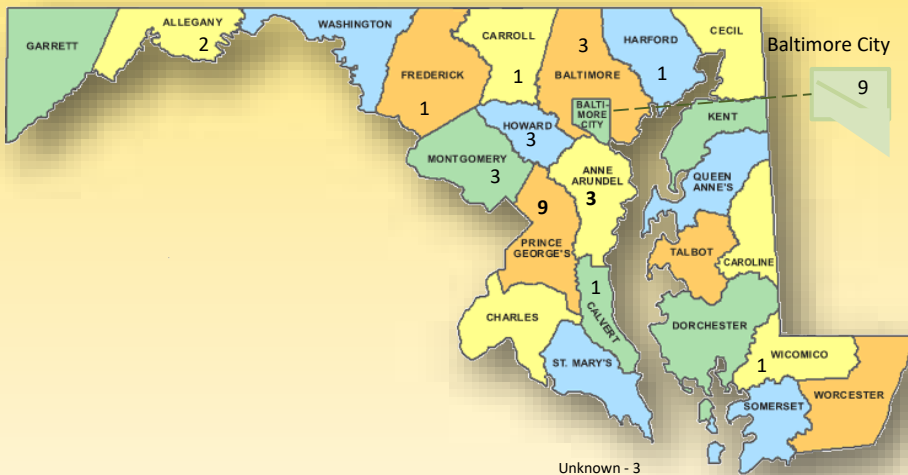
April 2019

Gender

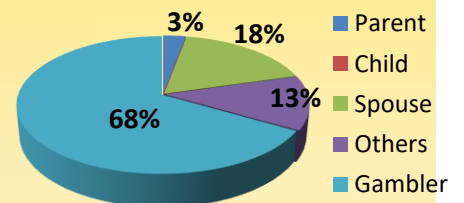


MARYLAND COUNTY STATISTICS

Number of Help Seeking Callers per Jurisdiction - April 2019



Who is Calling





Summary

April Helpline call numbers (n=40) decreased 24% from March. April calls also represents total help seeking volume (no texts or chats recorded). Although helpline calls decreased from previous month, overall web traffic in April increased (9%). Callers were reported in every jurisdiction this month within the Central region (Baltimore, Baltimore City, Carroll, Harford, Howard, and Montgomery). Casino as primary gambling problem increased 12% over March. Requests for information on the Maryland Voluntary Exclusion Program (VEP) increased 14% this month. Electronic media as source of Helpline number increased 8% over March; Bill Boards as source also increased (6%).

- **Gender:** 68% male (n=27); 33% female (n=13).
- **Ethnicity:** European American callers comprised 48% (n=19) of total helpline callers in April. African American callers comprised 40% (n=16). Asian American comprised 5% (n=2). Latino and other ethnicity callers each comprised 3% (n=1).
- **Who is Calling:** Gamblers comprised 68% (n=27) of total help seeking calls in April. Calls from a spouse/significant other comprised 18% (n=7). Calls from others (friends, family members) comprised 13% (n=5). Calls from a parent comprised 3% (n=1). No calls from a child (son or daughter) were recorded this month.
- **Primary Gambling Problem:**
 - 88% (n=35) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 31% reported slot machines (n=11), and 69% reported other casino games (n=24) as most problematic.
 - Lottery totaled 5% (n=2).
 - Non-casino video poker totaled 3% (n=1).
 - Internet totaled 3% (n=1).
 - 3% (n=1) were unwilling to reveal.

TREATMENT REFERRALS

40 help seeking calls:

- **Referrals:** were given to 37 help seeking callers (93%) and most received multiple referrals:
 - **Treatment Providers:** 70% of callers were referred to trained behavioral health providers providing no cost treatment (n=26).
 - **G.A.:** 62% of callers were given information about Gamblers Anonymous meetings (n=23). 27% were referred to other support groups (n=10).
 - **Peer Support:** 59% were referred to telephonic support with a trained person in recovery (n=22).
 - **Internet:** 38% were given internet resources (n=14).
 - Referrals to **Maryland Coalition of Families/MCF** represented 38% (n=14).
 - **Lottery Self-Exclusion:** 27% were referred to the Maryland voluntary self exclusion program (n=10).
 - Requests for **Mailed Information** comprised 5% (n=2).
 - Referrals to **Credit Counseling** comprised 5% (n=2).
- **Refused:** 8% of callers refused any referrals (n=3)

Analysis

CALLER PROFILE

68% of total help seeking callers in April were Gamblers. Calls from others (friends, family members) increased 13% over March. Calls from a spouse/significant other also increased (7%). European American callers increased 11% this month. Relative percentage of male callers increased by 9%. Help seekers in age group 35-44 increased 7% in April. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 43% - Electronic media (internet, radio) (n=17)
- 28% - Casino (n=11)
- 8% - Billboard (n=3)
- 3% - Family, Friends, Therapist (n=1)
- 3% - Lottery (n=1)
- 3% - Printed materials (brochures) (n=1)
- 15% - Did not report how they found the helpline (n=6)

WEBSITE TRAFFIC

Overall web traffic in April (47,216 sessions) increased (9%) from March (43,182 sessions).

- Help seeker website traffic (43,930 sessions) represent 93% of total web traffic.
- *Support Groups* represented the most visited page (223 views) by help seekers. recorded the most views by help seekers. *Find a Counselor* was the second most visited (177 views).
- Visits to the Center's main website – mdproblemgambling.com – increased 29% over previous month due in part to the registration launch for the 7th Annual Maryland Conference on Problem Gambling (June 14, 2019).
- Clicks on Facebook and Instagram Ads recorded over 1,700 clicks.
- Total views to date on YouTube Videos have exceeded 700,000 views.
- No Helpline chat or text intakes were recorded this month.

AGE

In April, relative percentage of callers increased in age groups 35-44 (7%) (n=7) and 65 plus (3%) (n=7). Callers in age groups 18-24 (2%) (n=0), 25-34 (1%) (n=4), 45-54 (5%) (n=6) and 55-64 (5%) (n=4) decreased.

