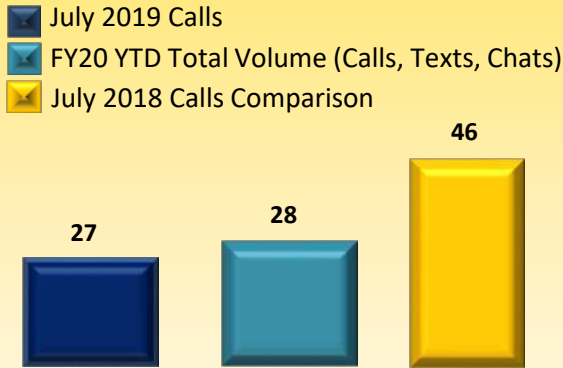
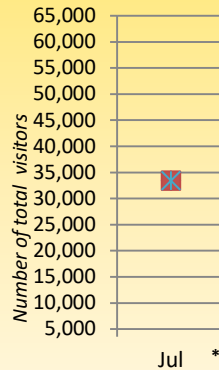


Helpline Report July 2019 Call Data

HELP SEEKER VOLUME



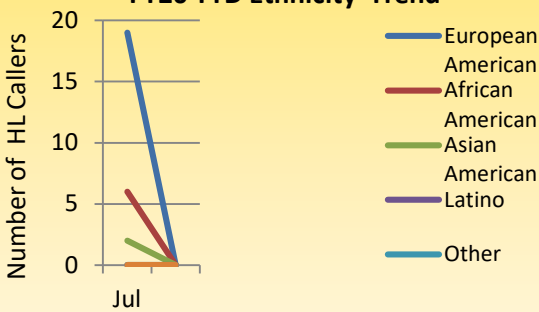
FY20 YTD WEB CLICKS



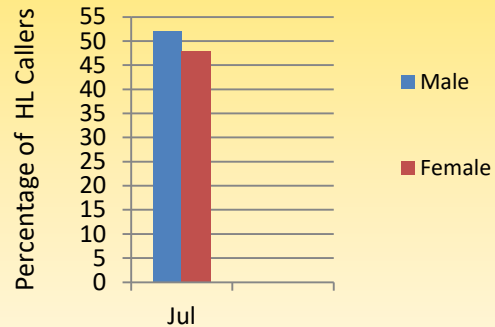
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

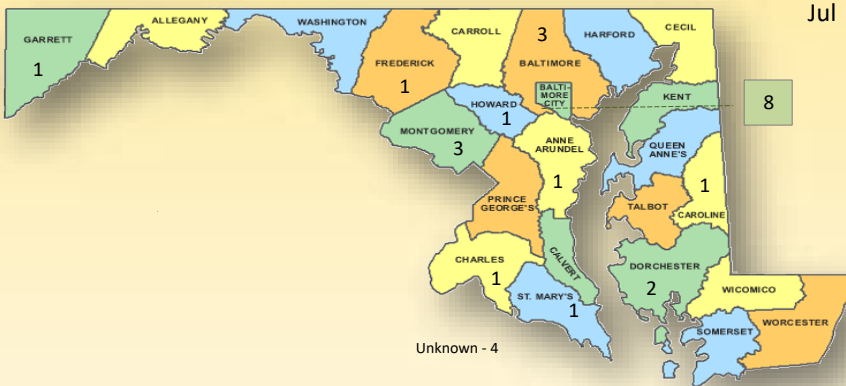
FY20 YTD Ethnicity Trend



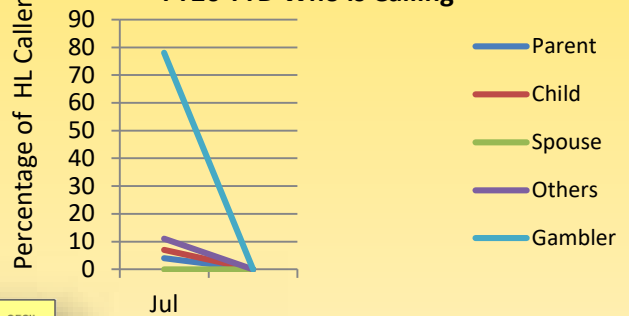
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling



Summary

July total Help seeker outreach (call, texts and chats) (n=28) remained consistent with June. Help seeker calls also remained consistent (n=27). Although helpline calls have decreased from same period 2018, overall web traffic remains over 30,000 views per month. Garrett County recorded the first help seeker call from this area since the inception of the Maryland Problem Gambling Helpline in July, 2012. Casino slots as main gambling problem increased 27% over June. Referrals to a “no cost” Treatment Provider increased 14% from the previous month. Casino as source of Helpline number increased 8% (relative percentage) over June. Friends/family members as source also increased (4%).

Gender: 52% male (n=14); 48% female (n=13).

Ethnicity: European American callers comprised 70% (n=19) of total helpline callers in July. African American callers comprised 22% (n=6). Asian American callers comprised 7% (n=2). No Latino or other ethnicity callers were recorded this month.

Who is Calling: Gamblers comprised 78% (n=21) of total help seeking calls in July. Calls from others (friend, family member) comprised 11% (n=3). Calls from a child (son or daughter) comprised 7% (n=2). Calls from a parent comprised 4% (n=1). No calls from a spouse/significant other was recorded this month.

Primary Gambling Problem:

74% (n=20) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 60% reported slot machines (n=12), and 40% reported other casino games (n=8) as most problematic.

Lottery totaled 7% (n=2).

Internet totaled 7% (n=2).

Non-casino slots totaled 4% (n=1).

7% (n=2) were unwilling to reveal.

TREATMENT REFERRALS

27 help seeking calls:

- **Referrals:** were given to 24 help seeking callers (89%) and most received multiple referrals:
 - **Treatment Providers:** 75% of callers were referred to trained behavioral health providers providing no cost treatment (n=18).
 - **G.A.:** 75% of callers were given information about Gamblers Anonymous meetings (n=18). 21% were referred to other support groups (n=5).
 - **Peer Support:** 63% were referred to telephonic support with a trained person in recovery (n=15).
 - **Internet:** 46% were given internet resources (n=11).
 - Referrals to **Maryland Coalition of Families/MCF** represented 41% (n=10).
 - **Lottery Self-Exclusion:** 25% were referred to the Maryland voluntary self exclusion program (n=6).
 - Referrals to **Credit Counseling** comprised 4% (n=1).
- **Refused:** 11% of callers refused any referrals (n=3).

Analysis

CALLER PROFILE

78% of total help seeking callers in July were Gamblers, representing an 8% increase over June. Calls from a child (son/daughter) also increased (3%). Asian American callers increased 3% in July; European American and African American callers remained consistent with previous month. Male callers recorded a slight increase (2%) over female callers from June. Help seekers in age group 55-64 reported the highest increase in July (12%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 41% - Electronic media (internet, radio) (n=11)
- 22% - Casino (n=6)
- 11% - Lottery (n=3)
- 11% - Family, Friends, Support Group (n=3)
- 4% - Printed Materials (brochures) (n=1)
- 11% - Did not report how they found the helpline (n=3)

WEBSITE TRAFFIC

Overall web traffic in July (33,435 sessions) reports higher traffic than same period 2018 (19,897 sessions):

- Help seeker website traffic (31,596 sessions) represent 94% of total web traffic.
- *Find a Counselor* and *Self-Assessment* web pages represented the most frequented pages by help seekers.
- Google Ads launched this month on the dedicated website for activity military/veterans with focus on the video *Glenn's Gamble* – militarygamblesafe.org – receiving over 660 clicks.
- Chats recorded one intake (n=1) this month. No text intakes were recorded.

AGE

In July, relative percentage of callers increased in age groups 18-24 (11%) (n=4), 35-44 (8%) (n=5) and 55-64 (12%) (n=8). Age group 65 plus remained consistent with June (n=2). Callers in age groups 25-34 (3%) (n=2) and 45-54 (11%) (n=2) decreased.

