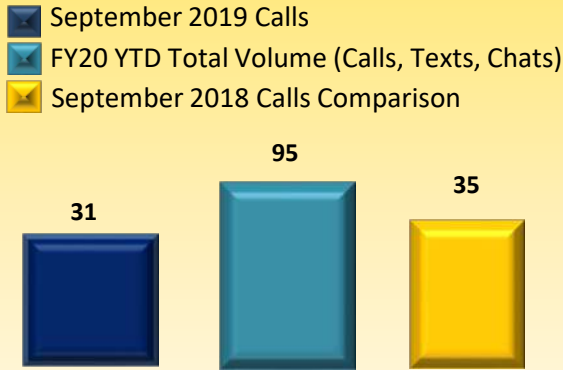


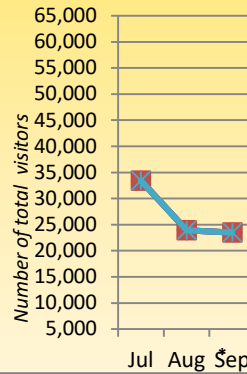
## Helpline Report

### September 2019 Call Data

#### HELP SEEKER VOLUME



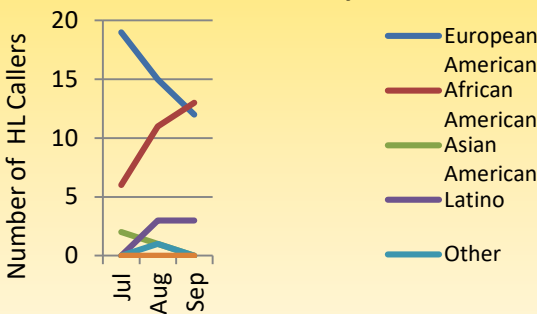
#### FY20 YTD WEB CLICKS



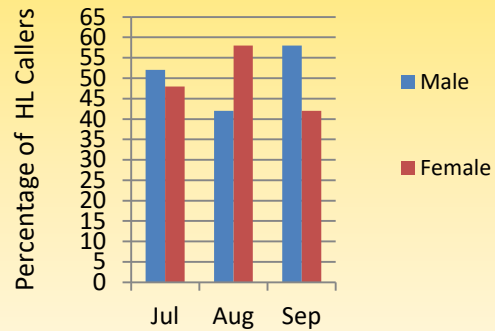
\* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

#### HELP SEEKER TRENDS

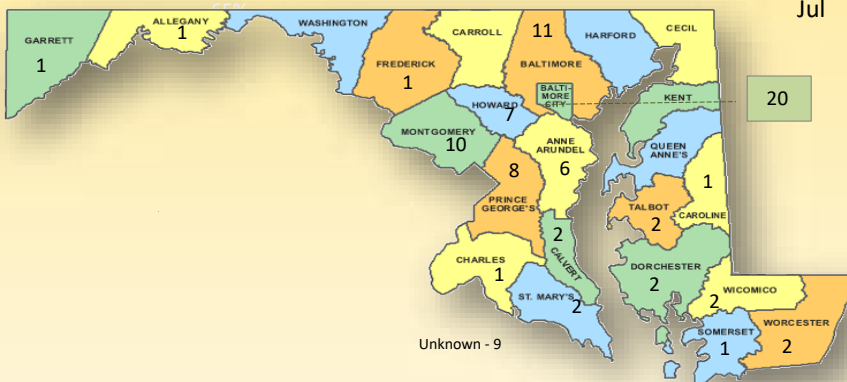
##### FY20 YTD Ethnicity Trend



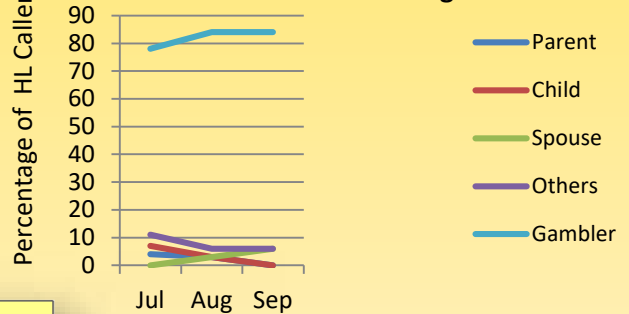
##### FY20 YTD Gender Trend



#### Number of Help Seeking Callers per Jurisdiction % FY20 YTD



##### FY20 YTD Who is Calling





## Summary

September total Help seeker outreach (call, texts and chats) (n=35) increased slightly over August. Help seeker calls (n=31) remained consistent with the prior month. Overall web traffic remains consistent with prior month due in part to transition to new web management service and limited Google Ads placed. Help seeker calls from Baltimore County and Prince George’s County each increased 6% in September. Lottery as main gambling problem increased 7% from August. Referrals to a “no cost” Treatment Provider continue to be most requested referral. Friends and support groups as source increased (10%) over the previous month.

**Gender:** 58% male (n=18); 42% female (n=13).

**Ethnicity:** African American callers comprised 42% (n=13) of total helpline callers in September. European American callers comprised 39% (n=12). Latino callers comprised 10% (n=3). No Asian America callers and other ethnicities were recorded.

**Who is Calling:** Gamblers comprised 84% (n=26) of total help seeking calls in September. Calls from others (friend, family member) comprised 6% (n=2) as did calls from a spouse/significant other (n=2). No calls were recorded from a parent or child.

### Primary Gambling Problem:

- 68% (n=21) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 48% reported slot machines (n=10), and 52% reported other casino games (n=11) as most problematic.
- Internet totaled 6% (n=2).
- Lottery totaled 10% (n=3).
- Non-casino dice totaled 3% (n=1)
- Non-casino slots totaled 3% (n=1)
- 10% (n=3) were unwilling to reveal.

## TREATMENT REFERRALS

31 help seeking calls:

- **Referrals:** were given to 29 help seeking callers (94%) and most received multiple referrals:
  - **Treatment Providers:** 61% of callers were referred to trained behavioral health providers providing no cost treatment (n=19).
  - **Peer Support:** 48% were referred to telephonic support with a trained person in recovery (n=15).
  - **G.A.:** 48% of callers were given information about Gamblers Anonymous meetings (n=15). 10% were referred to other support groups (n=3).
  - **Internet:** 29% were given internet resources (n=9).
  - Referrals to **Maryland Coalition of Families/MCF** represented 10% (n=3).
  - **Lottery Self-Exclusion:** 16% were referred to the Maryland voluntary self exclusion program (n=5).
  - Requests for **Mailed Information** comprised 3% (n=1).
- **Refused:** 6% of callers refused any referrals (n=2).

## Analysis

### CALLER PROFILE

84% of total help seeking callers in September were Gamblers, remaining consistent with August. African American callers increased for second straight month, recording 7% increase in September. Male callers exceeded female callers this month, reporting a 16% increase over August. Help seekers in age group 35-44 reported the highest increase in September (16%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

### SOURCE OF HELPLINE INFORMATION

- 42% - Electronic media (internet, radio) (n=13)
- 23% - Casino (n=7)
- 3% - Billboard (n=1)
- 3% - Bingo Hall (n=1)
- 10% - Friends, family, support groups (n=3)
- 6% - Printed Materials (brochures) (n=2)
- 13% - Unwilling (n=4)

### WEBSITE TRAFFIC

Overall web traffic in September (23,500 sessions) remained consistent with August (23,931 sessions). Limited reporting is available during the transition to new web management service (new service in place in 2<sup>nd</sup> Quarter).

- Chats recorded one intake (n=3) this month.
- One text intake was also recorded.

### AGE

In September, relative percentage of callers increased in age groups 18-24 (3%) (n=2), 25-34 (3%) (n=5) and 35-44 (16%) (n=8). Callers in age groups 45-54 (13%) (n=4), 55-64 (20%) (n=2) and 65 plus (4%) (n=2).

