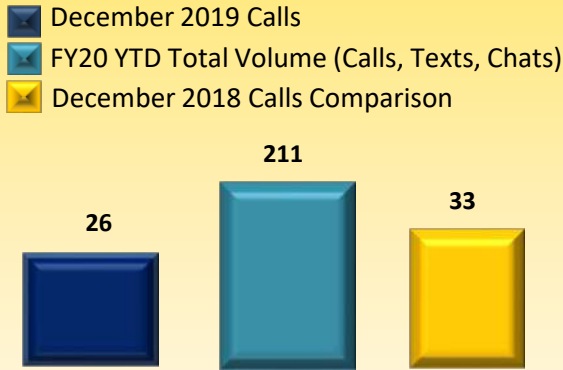


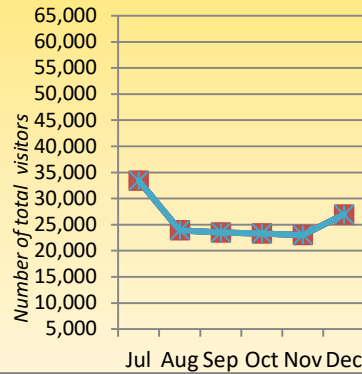
Helpline Report

December 2019 Call Data

HELP SEEKER VOLUME



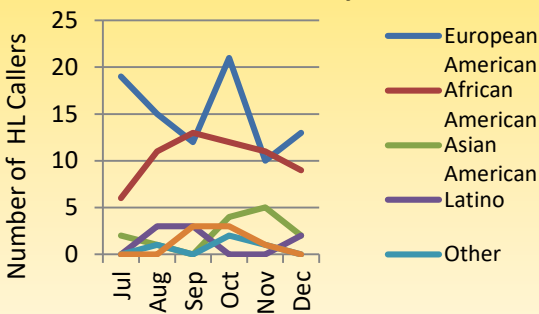
FY20 YTD WEB CLICKS



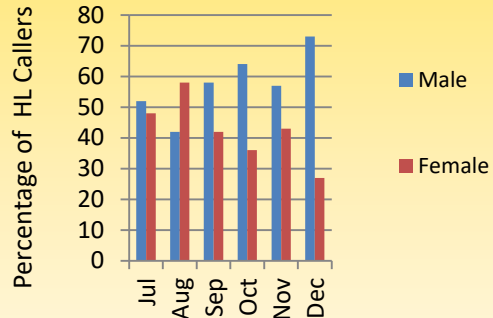
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

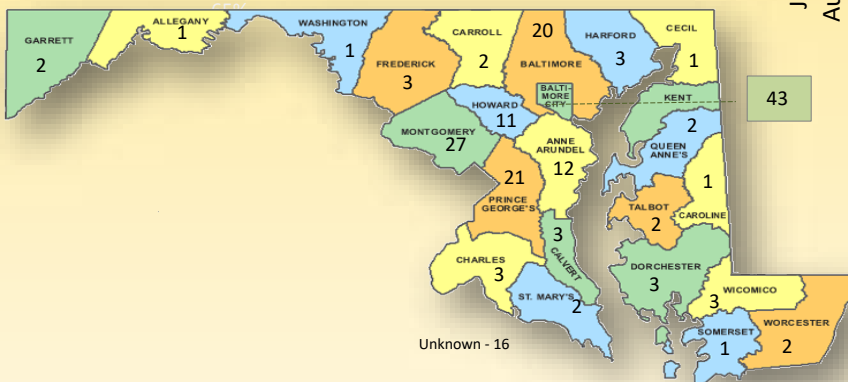
FY20 YTD Ethnicity Trend



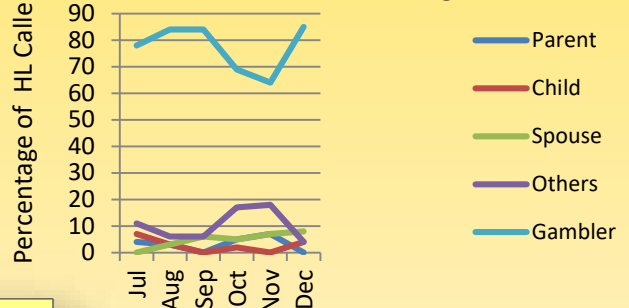
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling



Summary

December Help seeker outreach (n=26) decreased slightly (6%) over November (n=28); decrease may be attributed to trend for lower calls during the holiday season (November and December). Overall web traffic increased slightly (17%) over the prior month. Help seeker calls from the South region (Anne Arundel, Calvert, Charles, Montgomery, Prince George's, St. Mary's) increased 21% in December. No callers were reported in the West region. Overall Casino games as main gambling problem increased 8% in December; Casino slots as main gambling problem increased by 28%. Referrals to a "no cost" Treatment Provider increased again this month, recording 9% increase. Requests for Maryland Lottery Self-Exclusion also increased (11%). Casino as source of the helpline number increased (10%) over the previous month.

Gender: 73% male (n=19); 27% female (n=7).

Ethnicity: European American callers comprised 50% (n=13) of helpline callers in December. African American callers comprised 35% (n=9). Asian American callers and Latino callers each comprised 8% (n=2). No other ethnicities were recorded this month.

Who is Calling: Gamblers comprised 85% (n=22) of total help seeking calls in December. Calls from a spouse/significant other comprised 8% (n=2). Calls from others (friend, family member) and from a child (son or daughter) each comprised 4% (n=1). No calls from a parent were recorded.

Primary Gambling Problem:

- 65% (n=17) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 59% reported slot machines (n=10), and 41% reported other casino games (n=7) as most problematic.
- Internet totaled 19% (n=5).
- Lottery totaled 8% (n=2).
- Race track/horse racing totaled 4% (n=1)
- Non Casino cards totaled 4% (n=1)

TREATMENT REFERRALS

26 help seeking calls:

- **Referrals:** were given to all 26 help seeking callers (100%) and most received multiple referrals:
 - **Treatment Providers:** 77% of callers were referred to trained behavioral health providers providing no cost treatment (n=20).
 - **Peer Support:** 58% were referred to telephonic support with a trained person in recovery (n=15).
 - **Internet:** 35% were given internet resources (n=9).
 - **G.A.:** 50% of callers were given information about Gamblers Anonymous meetings (n=13). 35% were referred to **other support groups** (n=9).
 - Referrals to **Maryland Coalition of Families/MCF** represented 12% (n=3).
 - **Lottery Self-Exclusion:** 15% were referred to the Maryland voluntary self exclusion program (n=4).
 - Referrals to **Credit Counseling** comprised 4% (n=1).

Analysis

CALLER PROFILE

85% of total help seeking callers in December were Gamblers, representing a 21% relative percentage increase over November; calls from a Spouse/Significant other also increased 1%. European American callers recorded higher percentage of callers this month with a 14% relative percentage increase over previous month. Male callers reported a 16% increase over November relative percentage. Help seekers in age group 65 plus reported the highest increase in December (16%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 46% - Electronic media (internet) (n=12)
- 31% - Casino (n=8)
- 8% - Lottery (n=2)
- 4% - Brochure (n=1)
- 12% - Unwilling (n=3)

WEBSITE TRAFFIC

Overall web traffic in December (26,948 sessions) increased slightly (17%) over November (23,000 sessions). Limited reporting is available during the transition to new web management service (new service in place in 3rd Quarter).

- Increase in web traffic is due in part to active awareness of Holiday Campaigns (wellness, responsible gifting, etc).
- 42% Visitors to the help seeker website – helpmygamblingproblem.org – reported staying on the site for over 30 minutes.
- Ten (n=10) Chat intakes were recorded this month, and reported an increase for the fifth straight month.
- No text intakes were recorded.

AGE

In December, relative percentage of callers increased in age groups 25-34 (6%) (n=7) and 65 plus (16%) (n=6). Callers in age groups 35-44 (2%) (n=3), 45-54 (3%) (n=4) and 55-64 (4%) (n=4). No callers were recorded in age group 18-24.

