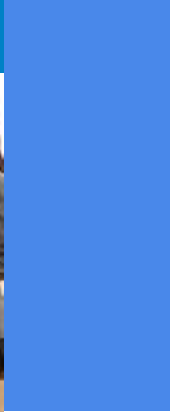
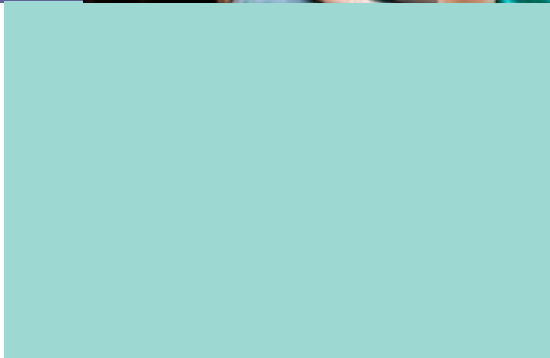


2011 Stakeholder's Report



Education
Prevention
Treatment



ARIZONA OFFICE OF
**PROBLEM
GAMBLING**

MISSION STATEMENT

Our mission is to provide and support effective problem gambling prevention, treatment, and education programs throughout Arizona.

VISION

A sustainable continuum of services that reduces to a minimum level the impact of problem gambling in Arizona.

VALUE STATEMENT

The Office of Problem Gambling is committed to a public health approach to address problem gambling issues. This takes into consideration biological, behavioral, economic, cultural, policy, and environmental factors influencing gambling and health. We will accomplish our mission and realize our vision by being culturally sensitive and responsive to the needs of our partners and those we serve. We will be professional, collaborative, equitable, and innovative in our solutions to address problem gambling.

TELL US HOW WE ARE DOING

We would like to hear from you. Please take a few moments to complete an anonymous satisfaction survey at our web site: www.problemgambling.az.gov. You can also email your comments, suggestions, concerns, and/or praise to us at: contact@problemgambling.az.gov.

DIRECTOR'S MESSAGE

Nothing is more constant than change. This year we are in a new location with new staff. But what has not changed is our commitment to assisting problem gamblers and those affected by problem gambling. We remain steadfast in our dedication to educate the public about the disorder of compulsive gambling and to share the message that there is hope and help for those who are impacted.



In this year's report we devote a significant amount of attention to the State's casino self-exclusion program. In partnership with the Arizona Indian gaming tribes, thousands of people have participated, and this continues to be an important component of improving the lives of problem gamblers. Larissa Pixler oversees this important program. Since the inception of our office eight years ago, she has been a valued colleague. This year she became an official part of our team.

Hundreds of people received treatment from our contracted providers this past year. Elise Mikkelsen now oversees that vital feature of our service menu. We are grateful for the foundation she has laid for our Prevention and Education efforts, which will now be overseen by Kim Zill.

Our 1 800 NEXT STEP helpline continues to provide a needed resource 24/7. We are pleased that our "mystery calls" confirm a high level of quality. We hope the data we have culled from those calls assists us all in gaining greater insight into the circumstances and needs of those who would benefit from our services.

Our March symposium has become an annual tradition for many of our stakeholders. It is good to see so many treatment providers in attendance, as well as representatives from other state agencies. We hope to build on that foundation by offering educational tracks of even greater variety in the future.

We hope you will take us up on our offers to complete our satisfaction survey and to order free educational materials. We always want to be improving. And we want to be sure our message is reaching everyone who needs it. Our new Administrative Assistant, Kristen Forsyth, is your resource for obtaining the materials you need to help those you serve.

When I spoke at the National Conference of Legislators from Gaming States this past year, I was pleased to see the growing interest policy makers have in ensuring that those affected by problem gambling receive help. May that never change.

Thank you for all you do to help those in need.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Pyper". The signature is stylized and includes a long horizontal line extending to the right.

Rick Pyper
Director
Email: rickpyper@problemgambling.az.gov

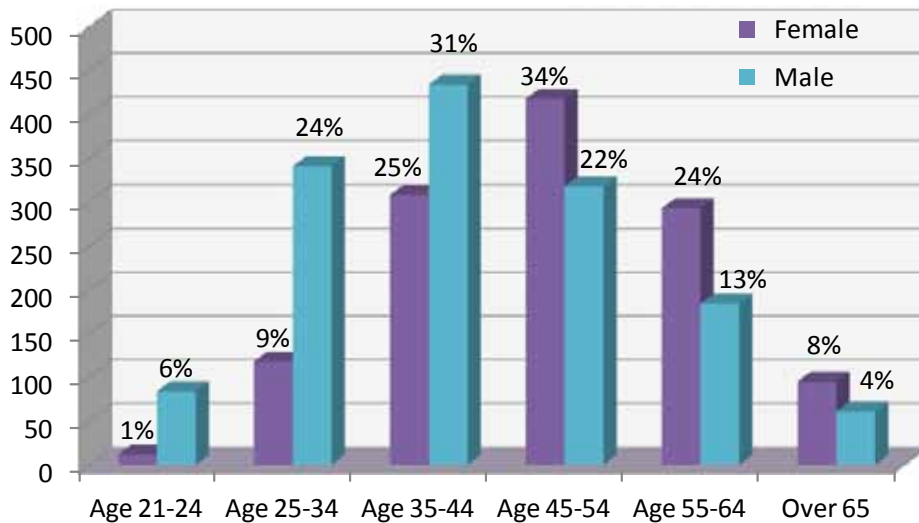


Larissa T. Pixler
Self-Exclusion Program
Email: lpixler@azgaming.gov

SELF-EXCLUSION

On September 30, 2011, self-excluded participants numbered 2,666 – 53% males and 47% females. This percentage difference has been fairly consistent over the years. In fact, since 2005 the percentage of males has only varied between 53% and 55%. We analyze the information we receive in many different ways for a better understanding of what the numbers really tell us. For instance, we note the ages of the participants and separate individuals by gender. The ages listed below are at the time the person signed the self-exclusion form.

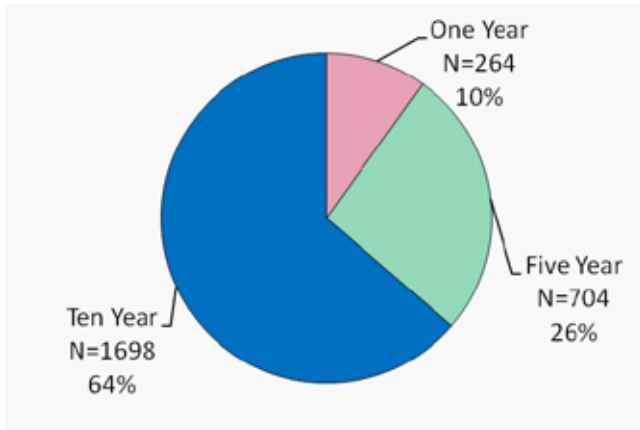
Individuals Enrolled in the Statewide Self-Exclusion Program by Gender Percentage in each Age Group as of September 30, 2011



The first time a person hears about the Self-Exclusion Program, the explanation of the rules often surprise and interest them. People with a doubtful and curious attitude always ask me how certain aspects of the program can be enforced. These questions are couched much like a challenging teenager would in the “yeah, but...” format. One of the first issues people find incredible is the notion of individuals volunteering to sign themselves out of a casino for a period of time. I have noted the people who are most shocked about this aspect are those who frequent casinos themselves. During the course of these conversations, many times a possible gambling problem is revealed.

I am often asked about the consequences of someone violating a self-exclusion agreement. They want to know – again, with a challenging attitude – if someone really ever had to forfeit a jackpot. I explain, that yes, this has really happened. The Harrah’s caveat regarding the application of exclusion to all Harrah’s properties worldwide startles some people. I explain the self-exclusion contract involves the problem gambler, the State, and the Tribes, and it cannot be altered or rescinded. This leads to additional questions and challenges with the incredulity that people would choose to self-exclude for ten years.

Total Duration Chosen for those in the Program as of September 30, 2011

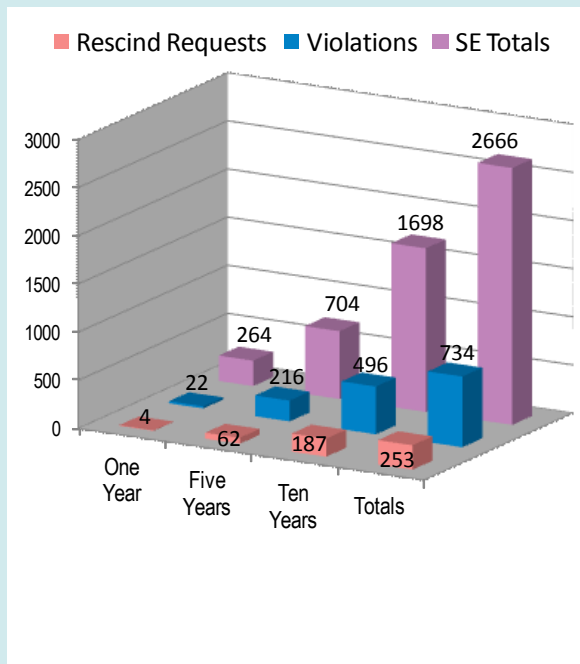


The question of totals is always asked. Those who frequent the casinos enough to recognize other players, will confidently state the number should be higher. They will say, "Those people are there all the time!" I gently reply with a question: "How do you know that?" The ten-year total is static in that none have yet expired, whereas the one-year totals are quite fluid.

When looking at the self-exclusion totals, it is important to remember each number represents a person – in crisis. Self-excluded participants come from all segments of society. There are people who berate themselves for the problems they have caused their families, and others who minimize any possible disturbance, claiming not to have any problem except for the family member "making a big deal over nothing."

Some profess true consternation about having a gambling problem because they claim to be too smart, logical, educated, or spiritual. On the other end of the spectrum are those people who have such low self-esteem they believe this gambling problem is just more proof of their "loser" identity.

Most people who sign the self-exclusion contract adhere to the rules and stay out of the casinos. There have been more than 4,500 participants since the program began in the spring of 2003. Many people who have signed for one and five-year self-exclusions have renewed. There are those who have renewed a one-year exclusion year after year. Participants are encouraged to take advantage of the resources available, particularly counseling and Gamblers Anonymous meetings.



The casino surveillance and security, as well as the cashier cage personnel, keep an eye for those who should not be on casino property. The numbers in the chart above represent those persons who self-reported their violation or were caught and a report was sent to this office. The vast majority of participants in the program appear to be either staying away from Arizona casinos or not getting caught when they relapse.

* Ten-year rescind request totals were not tabulated consistently before 2007



Kimberly Zill
 Education/Prevention Administrator
 Email: kzill@problemgambling.az.gov

HELPLINE

The Office of Problem Gambling continues to sponsor a 24-hour, toll-free, helpline (1.800.NEXT STEP) for the public to call for help and information about problem gambling. We received 377 calls during FY 2011.

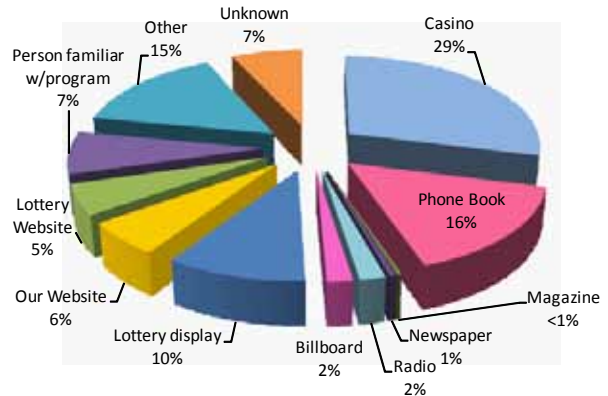
Last year, calls from men outnumbered women, after a two-year period of women out-numbering men. This year more women called again.

The top referral source, by far, remained the casinos. Of those calling the helpline, 29% reported that they learned about the helpline at a casino. This is the sixth consecutive year that the casinos have ranked number one.

The Office of Problem Gambling continues to utilize "Mystery Caller" test calls through its contractor, Behavior Research Center. This process aids with quality assurance by preparing helpline specialists to provide the following to our callers:

- Gambler's Anonymous meetings in their city or county
- Nearby gambling treatment providers
- An offer of a transfer to a treatment provider while the caller is on the phone
- The Office of Problem Gambling web site address
- Additional information to be mailed to the caller's home
- Information about Arizona's self-exclusion program

How Callers Learned of 1-800-Next Step in FY 2011



Behavior Research Center also helps to ensure the helpline specialists are collecting data, such as gender, ethnicity, and income, etc. This data is important so we can target our prevention and outreach efforts most effectively. Behavior Research Center reports that the helpline consistently meets these outcome measures.

Each year data gathered from calls made to the helpline reveal interesting and important information. For instance, the majority of last year's callers stated they were married with no minor children living in the household. Fifty-six percent of callers stated their favorite form of gambling was slot machines. The second most popular was card games at 17%. One sobering statistic is that 24% of callers indicated they suffered from depression and a significant number of them said they had considered suicide in the past six months. Additionally, the most common age at which callers said they started to gamble was between 18 and 24. This clearly reinforces the need for further prevention and education efforts directed toward our youth.

OPG SYMPOSIUM



The Office of Problem Gambling held its annual symposium on Monday, March 7, 2011. This all-day event kicked off the beginning of National Problem Gambling Awareness Week in Arizona.

This year's event had the highest attendance to date. The symposium – entitled "Problem Gambling: Making a Difference in an Unpredictable Climate" – focused on issues directly affecting both consumers and professionals in the problem gambling field. The symposium was supported by our generous co-sponsors: The Arizona Lottery and Harrah's Ak-Chin Casino. There were more than 70 attendees at this year's event.

Jim Wuelfing was the keynote speaker at the 2011 symposium. He is the owner and CEO of the New England Center, an organization dedicated to quality training and technical assistance services. Mr. Wuelfing discussed the challenges and principles of



prevention, as well as providing services to priority populations. Several presenters addressed other areas of problem gambling research, prevention and treatment. New this year was the "Voices of Problem Gambling Recovery" group from Oregon. They provided a unique perspective on the issue: consumers as advocates.

COMMUNITY EVENTS

The Office of Problem Gambling participated in many prevention, health, and education events in FY 2011, including:

- Art of Recovery Expo
- Students Against Destructive Decisions Conference
- Lovin' Life Expos for Seniors
- Southwestern Schools for Behavioral Health Policy Conference
- Indian Nations and Tribes Legislative Day
- National Council on Problem Gambling Conference
- National Council of Legislators from Gaming States

At these and other events, we distributed nearly 8,000 awareness materials.



Elise Mikkelsen
 Treatment Administrator
 Email: emikkelsen@problemgambling.az.gov

TREATMENT

During FY 2011, 824 people received treatment services from OPG-funded providers.

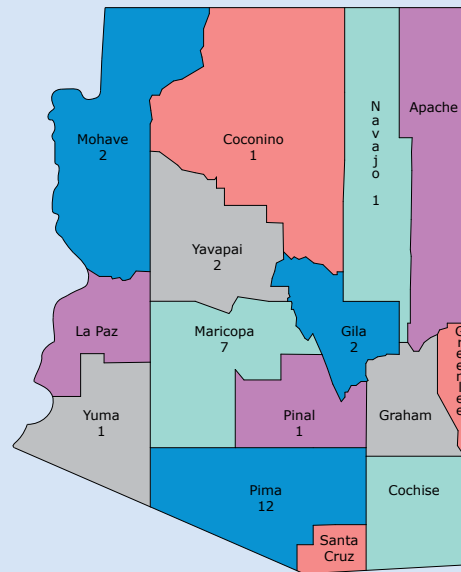
2011 brought change to our treatment program as our esteemed colleague, Tim Christensen, decided to pursue other opportunities. Tim was a vital part of the development and evolution of our program, and his contributions to the problem gambling field worldwide are notable and worthy of commendation.

As we look ahead, we are committed, as always, to provide Arizonans with the highest quality of programming and support. And that mission remains true for our treatment program.

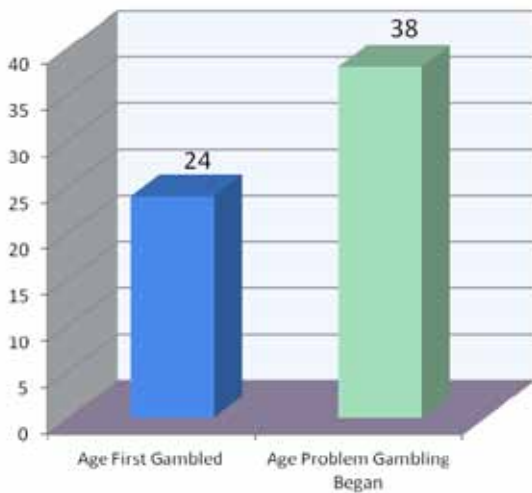
As of September 2011, there are 29 OPG problem gambling provider locations throughout Arizona.

When we look at our treatment data, we see the average age that problem gamblers in our system first gambled remains 24; however, the age at which gambling became a problem has risen from 37 to 38.

The average gambling debt of problem gamblers has risen from \$44,000 to more than \$49,000, and clients continue to report a high rate of co-occurring mental health and substance abuse disorders.



Clients in Treatment
 During FY 2011



TRAINING

Two advanced trainings are scheduled for this year. A training on ethics will take place in Tucson on November 18, 2011. Jackie St. Germaine from Perspectives Counseling will provide this training. Tim Fong from UCLA will present our Phoenix training on December 9, 2011. Tim will discuss UCLA's research-based approaches.

We are excited to be moving forward with the online training we are creating in collaboration with Arizona State University. We are in the final stages and once beta testing is completed we will let everyone know when things are up and running.

RESOURCE MATERIALS

The materials depicted on this page are available to you free of charge. Go to our website at www.problemgambling.az.gov to place an order, or give us a call at 602-542-8998.

We have brochures for the following problem gambling topics:

- General information
- What youth should know
- For those who work with youth
- The connection between youth gambling and youth substance abuse
- Seniors
- Warning signs--rack cards and wallet size
- 1.800.NEXT STEP posters

We also have packets of information to give to those who self-exclude at casinos.



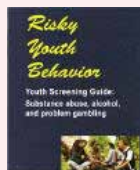
Kristen Forsyth
Administrative Assistant
Email: kforsyth@problemgambling.az.gov



Youth Gambling Tri-fold
Brochure folded to same size
as a rack card 3 3/4" x 8 1/2"



Youth Gambling Tri-fold
Brochure folded to same
size as a rack card
3 3/4" x 8 1/2"



Youth Screening Guide
for substance abuse,
alcohol, and problem
gambling in English
14" x 4 1/2" folded to
3 1/2" x 4 1/2"



Senior Adult Tri-fold Brochure
folded to same size as a rack card
3 3/4" x 8 1/2"



Warning Sign Rack Cards
in English or Spanish
3 3/4" x 8 1/2"
standard rack card size



What is Problem Gambling?
Brochure
folded to same size as a rack card
3 3/4" x 8 1/2"



8 1/2" x 11" Poster
Blue, Green, or Gold



10 Warning Signs
folded to same size
as a business card
3 1/2" x 2"



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