

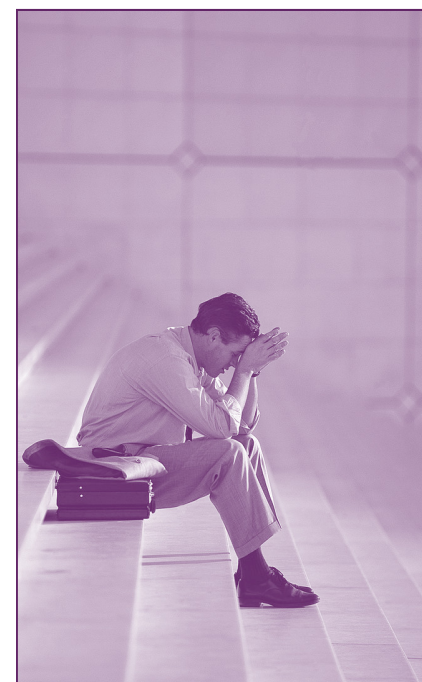
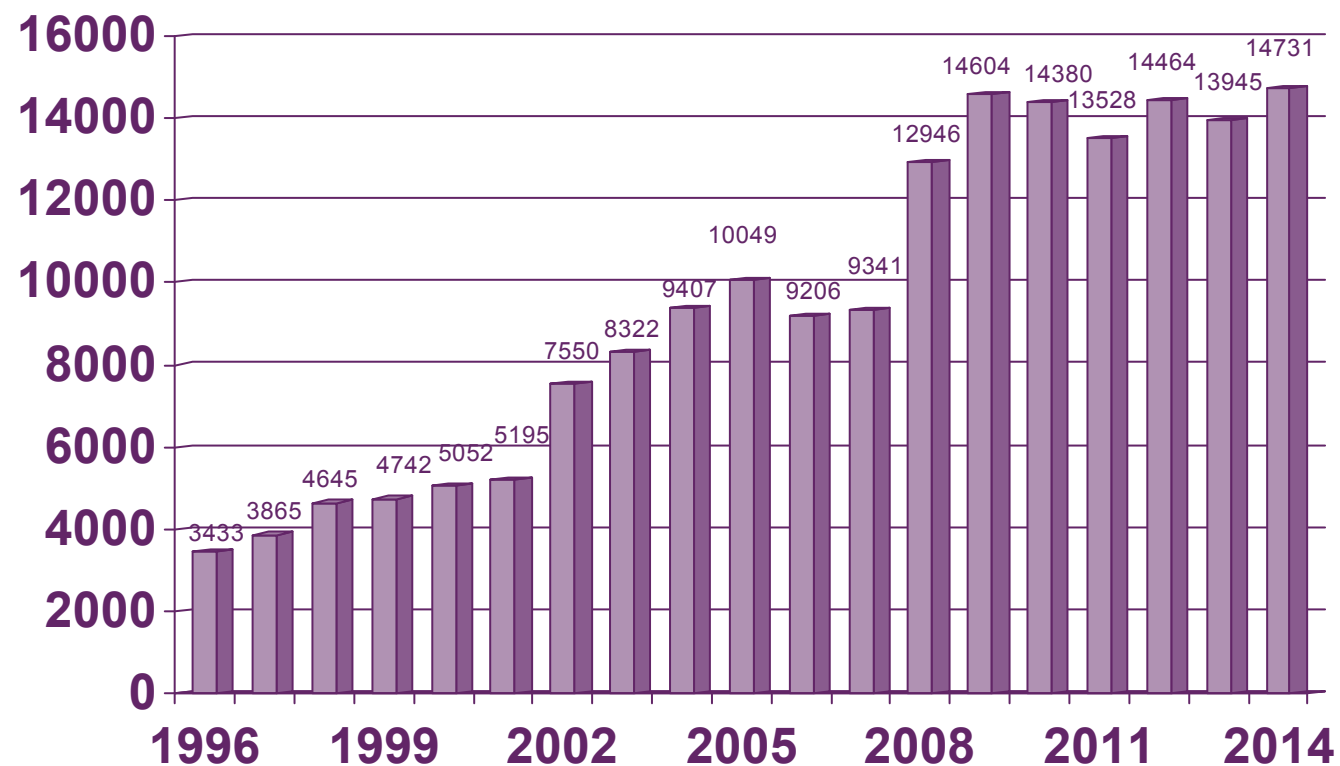
TRAINING OF HUMAN SERVICE PROFESSIONALS:

- Developed and implemented a training program for therapists, counseling agencies, and others, including basic, advanced and specialized trainings.
- Developed and printed training manual.
- Developed program to “train the trainers” throughout the state.
- Developed and maintain a master list of persons/agencies within the state of Wisconsin who are qualified to provide training, education, treatment or public information, at various levels, for use by such groups as EAP programs, human resource personnel, AODA personnel, school counselors, treatment providers and civic and church groups.
- From September 1, 1998 to December 31, 2014 we provided 2,600 units of training.
- Provided trainings to tribal, gaming, and Department of Correction employees.
- Updating and revising current training manual.

MINI-GRANTS FOR COMMUNITY-BASED ACTIVITIES:

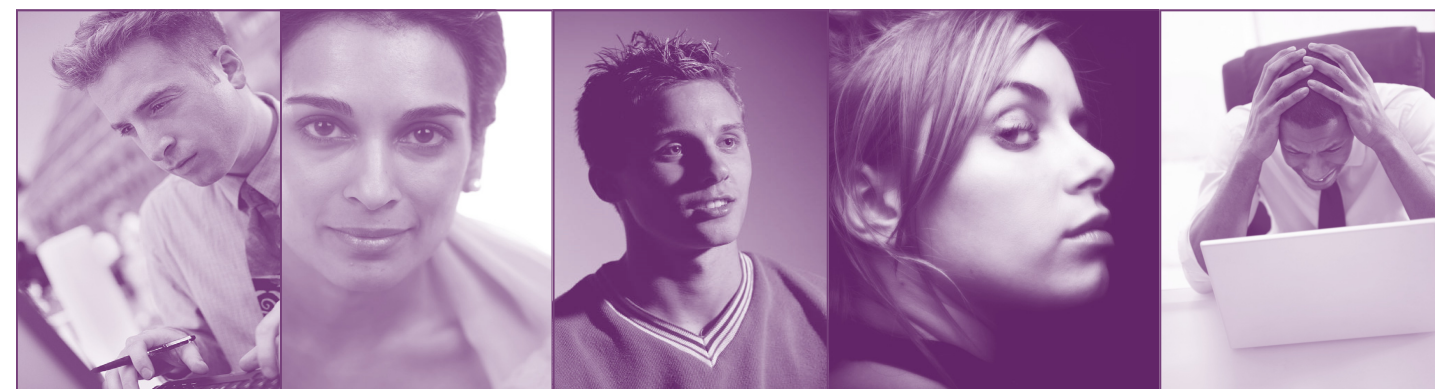
- Provided mini-grants that will enable individuals or agencies to offer specific public awareness, educational, informational, and various activities on compulsive gambling at smaller levels within their communities. This will enhance the Statewide Public Awareness program.
- Continued the grant process, requirements and application.
- Awarded twenty-seven mini-grants to enhance the WCPG Public Awareness Program. These grants were used to inform adolescents and their educators on the issue of compulsive gambling. Ads were published in senior citizen newspapers/newsletters and informational place mats were provided to nutrition sites and other events for senior citizens. Ads and articles ran in the “School News” paper throughout the state. Billboards, radio ads and printed materials were developed through a grant in Northern Wisconsin. Awareness campaign was developed at a local university along with a survey on college age gambling. A mini-grant at a local university allowed students to create awareness videos on problem gambling disorders.

Yearly Call Total Comparison



PROBLEM:
COMPULSIVE GAMBLING IN WISCONSIN
SOLUTION:
WISCONSIN COUNCIL ON PROBLEM GAMBLING

There were 14,731 calls for help in 2014.
Gambling was no longer just for “fun”.
Gambling was a problem.



1585 Allouez Ave., Green Bay, WI 54311
24 hour Helpline · 1-800-GAMBLE-5 (426-2535)
www.wi-problemgamblers.org · wcp@wi-problemgamblers.org
 Follow us on Facebook and Twitter! Find us on LinkedIn!



*Highlights of Compulsive Gambling Public Awareness and Education Programs September 1, 1998 - December 31, 2014

Since September 1998 when the Public Awareness Campaign began, the Wisconsin Council on Problem Gambling has been able to provide the following to Wisconsin residents:

- High School Educational Curriculum
- Mini-Grants for Community-Based Activities
- 24-hour Helpline
- Annual Statewide Compulsive Gambling Awareness Conference
- Public Relations Media Awareness Campaign
- Training of Human Service Professionals
- Needs Assessment Survey
- Strategic Plan
- Research

The Wisconsin Council on Problem Gambling ended 2014 with another successful public awareness campaign!

- Developed fourteen awareness posters and distributed 145,000 of these throughout the state.
- Provided 3,700-4,000 newspaper, radio and television interviews throughout the state.
- Developed, printed and distributed 155,000 booklets, "Is Gambling Affecting Your Life?"
- Bus signage was developed for the outside of buses for cities throughout Wisconsin including: Milwaukee, Racine, Kenosha, Madison, Green Bay, Eau Claire, Superior, Wausau, Appleton, Stevens Point, Janesville, Beloit, La Crosse and Sheboygan.
- Pump toppers for "Gas Pump" advertising were developed and implemented. Pump toppers were placed in locations throughout the state where bus signage was not available.
- Took part in Wisconsin Public Television's "Teen Connection" program on two different occasions.
- Two 30-second public service announcements were distributed to television stations throughout the state.
- Yearly news conferences in the five main media markets in the state.
- Developed and made accessible a "resource" library.
- Developed and distributed over 180,000 brochures, "What is Compulsive Gambling?"



- Initiated billboard signage at several locations throughout the state.
- Developed and implemented signage in bathroom stalls at eleven casinos and other locations throughout the state.
- Developed and implemented bus shelter signage in Milwaukee.
- Developed and implemented signage in bathrooms in Green Bay and Appleton at restaurants and bars.
- Distributed magnets, tokens, computer dusters, fortune cookies, magnifiers, magnetic picture frames, letter openers, pens/highlighters, oven sticks, mirrors, post-it-notes, note clips, whistle key-chains, pencils and sharpeners, piggy banks, back-scratchers, calendars, and index cards, etc. as public awareness "tools".

- Distributed an informational letter to all the judges and district attorneys throughout the state on Problem Gambling.
- Developed and maintained relationships throughout the state with various groups including Aging Groups, School Personnel, Corrections Officers, District Attorneys, Public Defenders, Social Workers, Counselors, Hmong Population, Employee Assistance Programs, Tribes and Casinos.
- Provided two radio spots during Green Bay Packers pre-season games.
- Formed and continued a partnership with the State Lottery to provide additional access to our 800 number. The lottery provided radio ads and newspapers ads in 2008, 2009, 2010, 2011, 2012, 2013 and 2014.
- Published and distributed annual public awareness informational booklet.
- Provided Public Awareness to approximately 156,000 people through speaking engagements and exhibits (2002-2014).
- Article and ads published in Teaching Today and senior newspapers throughout the state.
- In-kind ads were placed in Aging and Disability Resource Center's newsletter, Senior Scene, and Rock County Council on Aging, Senior Review.



Adolescents are TWICE as likely as adults to become addicted to gambling!



HIGH SCHOOL EDUCATIONAL CURRICULUM:

- Updated and printed 500 educational curriculums targeted at middle and high school students.
- Sent 3,000 informational letters/emails to all middle and high school principals and superintendents in the state.
- Sent 500+ curriculums to schools at their request.
- Assisted schools with presentations when requested.
- Developed and sent a follow-up survey to assist in continued distribution of the curriculum.
- Updating current curriculum to include current 2014 research and trends.

RESEARCH:

Conducted initial meetings/reviewed information for potential research projects.

NEEDS ASSESSMENT SURVEY:

WCPG conducted a statewide needs assessment on the addiction of compulsive gambling. The purpose of this survey was to assess what areas of research are most needed in Wisconsin regarding compulsive gambling.

STRATEGIC PLAN:

Plan started in 2008 and developed and finalized by 2009 to give the WCPG direction. The plan continued to be implemented throughout 2014.

24-HOUR HELPLINE:

- Answered 169,158 calls to the 24-hour Helpline from 9/1/98 to 12/31/14.
- Continued to increase Helpline services; calls increase yearly.
- Increased telephone directory listings from 15 to 125+.
- Developed and implemented WCPG website; received 40,147 hits.
- 27,417 referrals since 9/1/98.
- As a result of the Public Awareness Campaign, we have been able to send 9,486 packets of information to compulsive gamblers, their families and friends.

ADDICTION is a "Place To Go Hide".

ANNUAL STATEWIDE CONFERENCE:

- 16th Annual State Conference scheduled.
- Increased attendance from 77 at the 1999 Conference to 122 at the 2014 Conference. Over 1,910 people have attended the Annual Conference from 1999 through 2014.
- The Annual State Conference is a wonderful opportunity to bring together a great variety of people who have contact with problem gamblers in Wisconsin.



WISCONSIN COUNCIL ON PROBLEM GAMBLING

