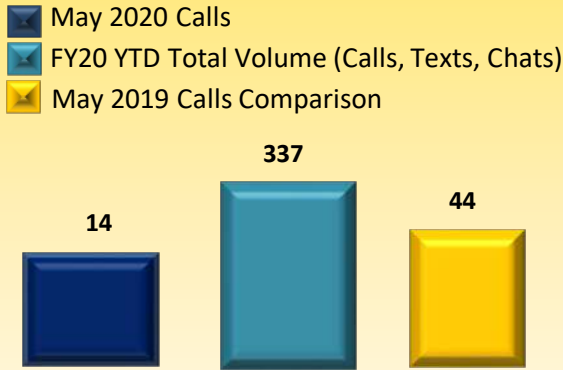
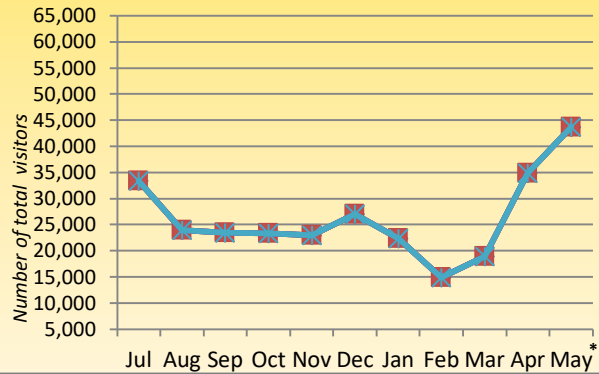


Helpline Report May 2020 Call Data

HELP SEEKER VOLUME



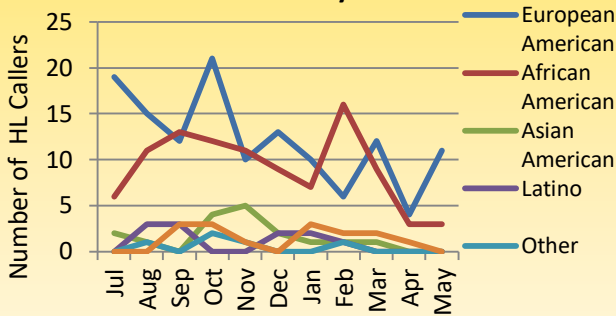
FY20 YTD WEB CLICKS



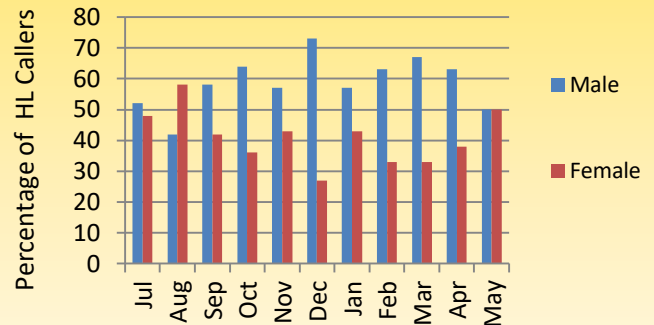
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

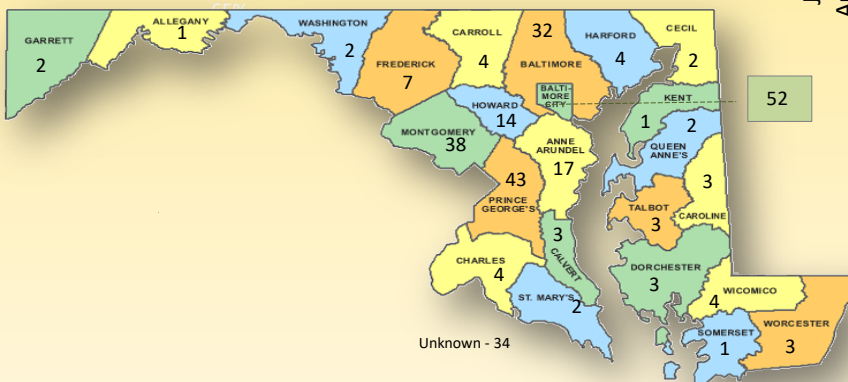
FY20 YTD Ethnicity Trend



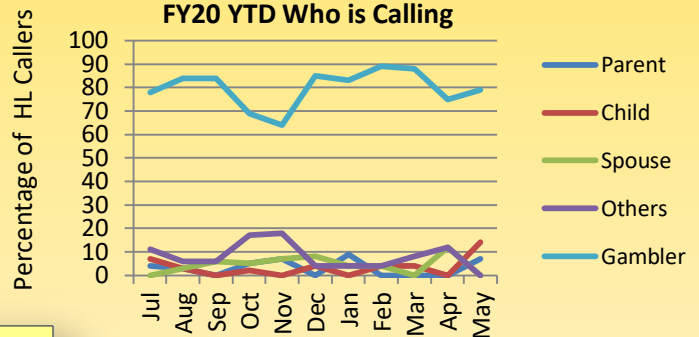
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling



Summary

Help seeker volume in May 2020 continues to be impacted by the Federal/State mandated closures in response to the Covid-19 Pandemic (including closure of all state casinos/bingo halls). This impact is reflected in continued low volume of help seeker calls into the Helpline as illustrated in this report. May Help seeker outreach (n=14) increased 75% over April calls (n=8). Outreach through chats and texts also increased. However, overall web traffic continues to increase, reporting a 25% increase over the previous month. Help seeker calls from the East Region (Caroline, Cecil, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester counties) increased 14% relative percentage over previous month. Internet as main gambling problem increased 17% in May. Referrals to Internet resources (helpmygamblingproblem.org, mdproblemgambling.com) increased (30%) over the previous month. Electronic media as source of the helpline number increased significantly (33%) this month.

Gender: 50% male (n=7); 50% female (n=7).

- **Ethnicity:** European American callers comprised 79% (n=11) of helpline callers in May. African American callers comprised 21% (n=3). No other ethnicities were recorded this month.
- **Who is Calling:** Gamblers comprised 79% (n=11) of total help seeking calls in May. Calls from child 14% (n=2). Calls from a parent comprised 7% (n=1). No calls from a spouse or others (friends, family) were recorded.
- **Primary Gambling Problem:**
 - Internet as primary gambling problem was reported by 29% (n=4)
 - 21% (n=3) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 33% reported slot machines (n=1) and 67% reported other casino games (n=2) as most problematic;
 - Lottery totaled 14% (n=2)
 - Unwilling to share totaled 36% (n=5)

TREATMENT REFERRALS

14 help seeking calls:

- **Referrals:** were given to all help seeking callers (100%) and most received multiple referrals:
 - **Treatment Providers:** 43% of callers were referred to trained behavioral health providers providing no cost treatment (n=6).
 - **Peer Support:** 43% were referred to telephonic support with a trained person in recovery (n=6).
 - **Internet:** 43% were given internet resources (n=6).
 - **G.A.:** 36% of callers were given information about Gamblers Anonymous meetings (n=5).
 - 21% of callers were given referrals to **Other Support Services** (such as GamAnon) (n=3).
 - Referrals to **Maryland Coalition of Families/MCF** represented 14% (n=2).
 - **Lottery Self-Exclusion:** 7% were referred to the Maryland voluntary self exclusion program (n=1).

Analysis

CALLER PROFILE

79% of total help seeking callers in May were Gamblers; calls from a child (son or daughter) increased 14% over the previous month. Calls from a parent also increased (7%). Relative percentage of European American callers in May increased 29% over the previous month. Female callers recorded a 12% increase in May, and the second straight month of caller increase in this gender. Help seekers in age groups 18-24 and 35-44 both reported increases (14%) in May. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 71% - Electronic media (internet) (n=10)
- 14% - Lottery (n=2)
- 7% - Friends/Family (n=1)
- 7% - Unwilling (n=1)

WEBSITE TRAFFIC

Overall web traffic in May (43,658) increased 25% over April. Limited traffic capturing/reporting is available during the transition to new web management service (new service in place by end of 4th Quarter).

- Promotion of help seeker website – helpmygamblingproblem.org - continues to be a priority and is included in all outreach.
- In May, the article *"Keeping the Health and Balance in Your Life"* was most visited. Self-Assessment and Find a Counselor page were also frequently visited.
- Nine (n=9) Chat intakes were recorded this month.
- Three (n=3) text intake were recorded.

AGE

In May, relative percentage of callers increased in age groups 18-24 (14%)(n=2) and 35-44 (14%) (n=2). Callers decreased in age groups 45-54 (4%) (n=3), 55-64 (18%) (n=1) and 65 plus (7%) (n=1). No callers were reported in age group 25-34.

