


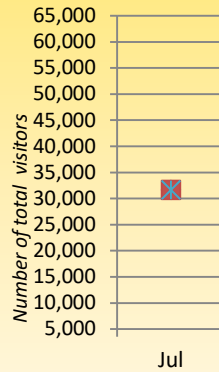


Helpline Report FY21 July 2020 Call Data

HELP SEEKER VOLUME

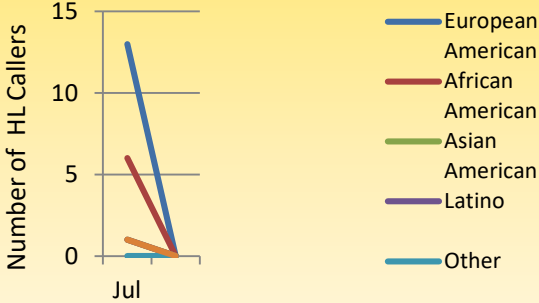
FY21 YTD WEB CLICKS

-  July 2020 Calls
-  FY21 YTD Total Volume (Calls, Texts, Chats)
-  July 2019 Calls Comparison

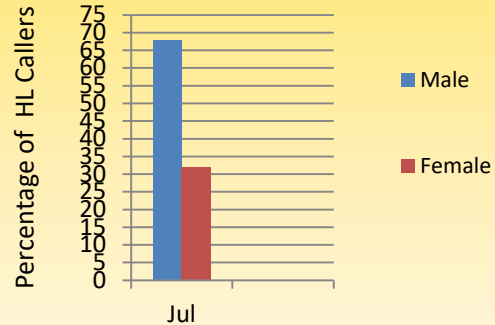


HELP SEEKER TRENDS

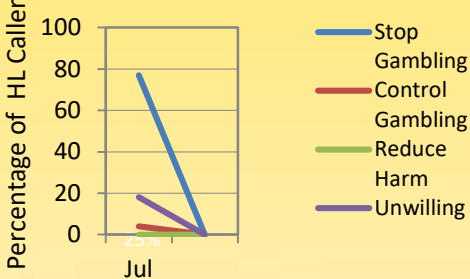
FY21 YTD Ethnicity Trend



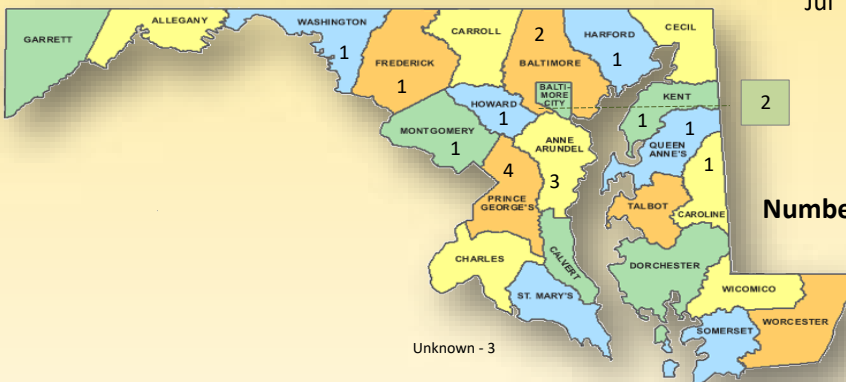
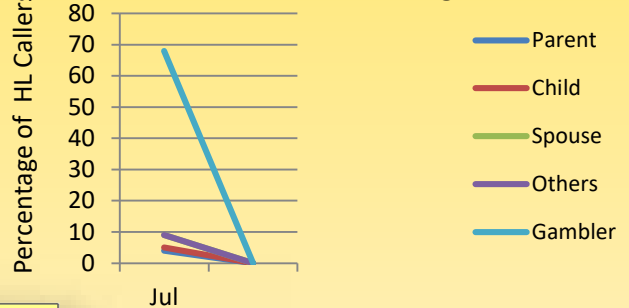
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction
FY21 YTD

Summary

Help seeker call volume in July 2020 doubled in volume (n=22) compared to FY20 June calls (n=11) and is more aligned to historical call volume in this same time period. Overall web traffic increased 64% in July with traffic to special population websites increasing significantly for second straight month. Help seeker calls were recorded in every region throughout the state this month. Help seeker calls from the South Region (Anne Arundel, Calvert, Charles, Dorchester, Montgomery, prince George's and St. Mary's counties) reported highest percentage of callers. Casinos as main gambling problem increased 32% in July, due in part to the reopening of Maryland Casinos on June 29th. Referrals to and requests for Peer Support recorded highest relative percentage. Electronic media continues to be the most frequented source of the helpline number.

- **Gender:** 68% male (n=15); 32% female (n=7).
- **Ethnicity:** European American callers comprised 59% (n=13) of helpline callers in July. African American callers comprised 27% (n=6). Asian American and Latino callers each comprised 5% (n=1). No other ethnicities were recorded this month.
- **Who is Calling:** Gamblers comprised 68% (n=15) of total help seeking calls in July. Calls from a spouse and others (friends, family) each comprised 9% (n=2). Calls from a parent and a child each comprised 5% (n=1).
- **Primary Gambling Problem:**
 - 68% (n=15) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 27% reported slot machines (n=4) and 73% reported other casino games (n=11) as most problematic.
 - Internet as primary gambling problem was reported by 18% (n=4)
 - Lottery totaled 5% (n=1)
 - Unwilling to share totaled 9% (n=2)

TREATMENT REFERRALS

22 help seeking calls:

- **Referrals:** were given to 19 help seeking callers (86%) and most received multiple referrals:
 - **Peer Support:** 64% were referred to telephonic support with a trained person in recovery (n=14). Of those callers, 79% were warm-transferred to a Peer (n=11).
 - **Internet:** 54% were given internet resources (n=12).
 - **G.A.:** 45% of callers were given information about Gamblers Anonymous meetings (n=10).
 - 41% of callers were given referrals to **Other Support Services** (such as GamAnon) (n=9).
 - **Lottery Self-Exclusion:** 45% were referred to the Maryland voluntary self exclusion program (n=10).
 - **Treatment Providers:** 36% of callers were referred to trained behavioral health providers providing no cost treatment (n=8).
 - Referrals to **Maryland Coalition of Families/MCF** represented 14% (n=3). Of those callers, 33% were warm-transferred to support (n=1).
- **Refused:** 14% of callers refused any referrals (n=3).

Analysis

CALLER PROFILE

68% of total help seeking callers in July were Gamblers. The majority of help seekers in July called to stop their gambling. European Americans callers in July recorded highest relative percentage. Male callers exceeded female callers this month. Help seekers in age group 45-54 reported the highest relative percentage in July. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 64% - Electronic media (internet) (n=14)
- 14% - Casino (n=3)
- 23% - Unwilling (n=5)

INTENT

- 77% - Stop Gambling (n=17)
- 4% - Control Gambling (n=1)
- 18% - Unwilling (n=4)

WEBSITE TRAFFIC

Overall web traffic visits in July (31,652) increased 64% over June traffic (19,291). Visits to special population websites also increased. New statistical tools are being installed for web traffic tracking and will be activated by end of FY21 Q1:

- Maryland.optum.com and bha.health.Maryland.gov both drove additional traffic to Center sites (mdproblemgambling.com and helpmygamblingproblem.org respectively).
- Visits to special population sites increased significantly in July :
 - 2,670 visits = Asiangamblesos.org (June=961).
 - 2,124 visits = militarygamblesafe.org (June=1,041).
- 5 Chat intakes were recorded this month.
- No text intakes were recorded.

AGE

In July, relative percentage of callers increased in age groups 25-34 (14%)(n=3) and 45-54 (32%) (n=7). Relative percentage for callers in age groups 35-44 (n=4), 55-64 (n=2) and 65 plus (n=2) remained consistent from previous month. Callers decreased in age group 18-24 (22%) (n=1).

