

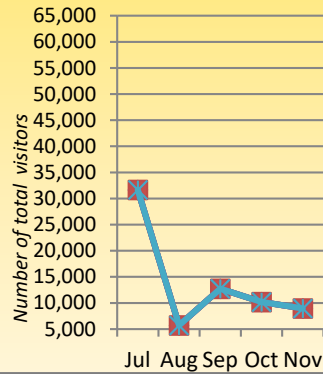
Helpline Report

FY21 November 2020 Call Data

HELP SEEKER VOLUME

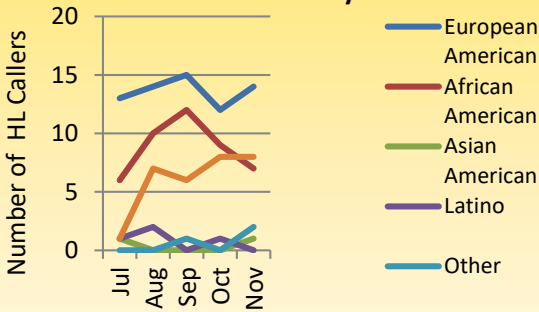


FY21 YTD WEB CLICKS

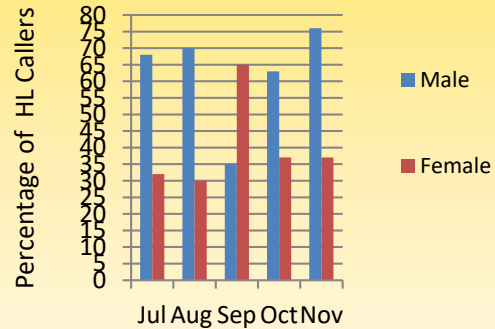


HELP SEEKER TRENDS

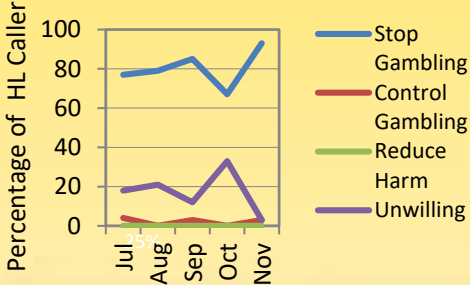
FY21 YTD Ethnicity Trend



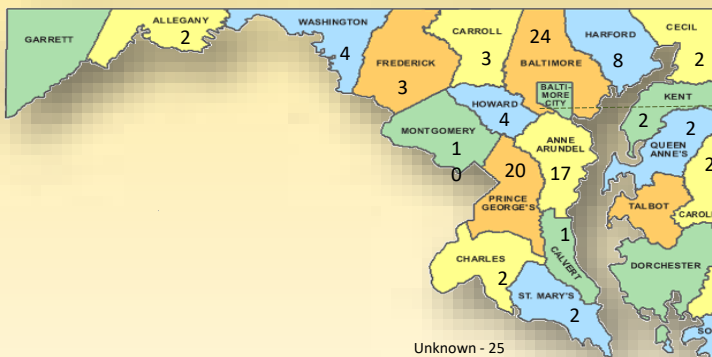
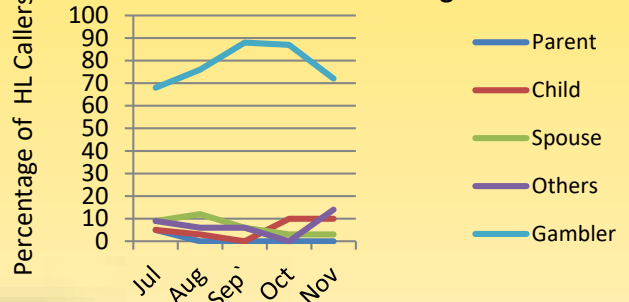
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction
FY21 YTD



Summary

Help seeker call volume in November 2020 decreased slightly (3%) (n=29) from October volume (n=30). However, Chat intakes increased again this month, doubling in volume over October. Although overall web traffic visits in November decreased 13% from October visits, visits to dedicated Military website increased 271% in November. Help seeker calls in the Eastern region (Caroline, Dorchester, Kent Queen Anne's, Somerset, Talbot, Wicomico, Worcester) increased 7% this month. Callers in Baltimore City increased 7% over October. Lottery as main gambling problem increased 20% in November; Internet as main problem also increased this month (11%). Requests for, and referrals to, MCF family support increased 7% in November. Casino as source of the helpline number increased 11% this month.

- **Gender:** 76% male (n=22); 24% female (n=7).
- **Ethnicity:** European American callers comprised 48% (n=14) of helpline callers in November. African American callers comprised 24% (n=7). Other Ethnicities comprised 7% (n=2). Asian American callers comprised 3% (n=1). No Latino callers were recorded this month.
- **Who is Calling:** Gamblers comprised 72% (n=21) of total help seeking calls in November. Calls from others (friends, family) comprised 14% (n=4). Calls from a child comprised 10% (n=3). Calls from a spouse/significant other comprised 3% (n=1). No calls were recorded from a parent.
- **Primary Gambling Problem:**
 - 48% (n=14) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 29% reported slot machines (n=4) and 71% reported other casino games (n=10) as most problematic.
 - Lottery totaled 21% (n=6)
 - Internet as primary gambling problem reported 14% (n=4)
 - Horse racing at track totaled 3% (n=1)
 - Unspecified sports totaled 3% (n=1)
 - Unwilling to share totaled 10% (n=3)

TREATMENT REFERRALS

29 help seeking calls:

- **Referrals:** were given to 28 help seeking callers (97%) and most received multiple referrals:
 - **Peer Support:** 61% were referred to telephonic support with a trained person in recovery (n=17). Of those callers, 53% were warm-transferred to a Peer (n=9).
 - **Treatment Providers:** 32% of callers were referred to trained behavioral health providers providing no cost treatment (n=9).
 - **Internet:** 14% were given internet resources (n=4).
 - **Lottery Self-Exclusion:** 18% were referred to the Maryland voluntary self exclusion program (n=5).
 - **G.A.:** 14% of callers were given information about Gamblers Anonymous meetings (n=4).
 - 29% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=8).
 - Referrals to **Maryland Coalition of Families/MCF** represented 11% (n=3). Of those callers, 67% were warm-transferred to a Family Peer (n=2).
 - Requests for **Mailed Information** represented 11% of callers (n=3).
 - Referrals to **Credit Counseling** comprised 4% (n=1).
- **Refused:** 3% of callers refused any referrals (n=1).

Analysis

CALLER PROFILE

Gamblers totaled 72% of help seeking callers in November; calls from others (friends, family members) increased 14% over the previous month. This month, help seekers calling to stop their gambling increased 26%. Other ethnicities callers increased in November by 7%. Male callers increased 13% over previous month. Help seekers in age group 55-64 reported a 21% increase in November. Callers in age group 45-54 also reported a significant increase (14%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 55% - Internet (n=16)
- 21% - Casino (n=6)
- 3% - Lottery (n=1)
- 3% - Radio (n=1)
- 17% - Unwilling (n=5)

INTENT

- 93% - Stop Gambling (n=27)
- 3% - Control Gambling (n=1)
- 3% - Unwilling (n=1)

WEBSITE TRAFFIC

Overall web traffic visits in November (n=8,947) decreased 13% from October (n=10,174). Statistical tools will be continued to be monitored for web traffic tracking:

- Visits to militarygambleSAFE.org, a dedicated website for the military, increased 271% over the previous month due to awareness efforts for National Veterans Awareness month.
- Visits to the help seeker site – helpmygamblingproblem.org – increased 11% this month, with *gambling-support-groups* as most viewed page.
- 22 = Chat intakes were recorded this month.
- 1 = Text intake was recorded.

AGE

In November, relative percentage of callers increased in age groups 45-54 (14%) (n=5), 55-64 (21%) (n=8), and 65 plus (3%) (n=1). Relative percentage decreased for callers in age groups 25-34 (3%) (n=7) and 35-44 (3%) (n=5). No callers were reported in age group 18-24.

