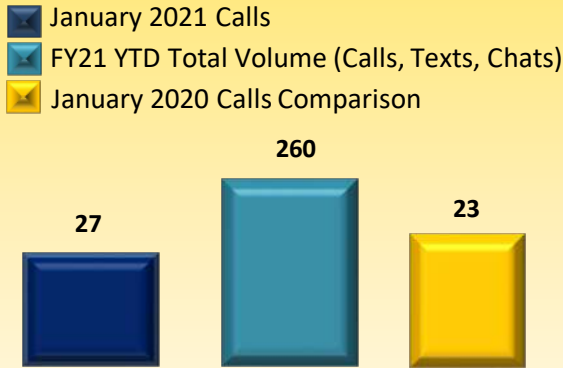
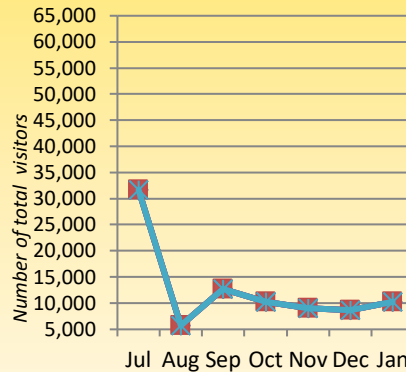


Helpline Report FY21 January 2021 Call Data

HELP SEEKER VOLUME

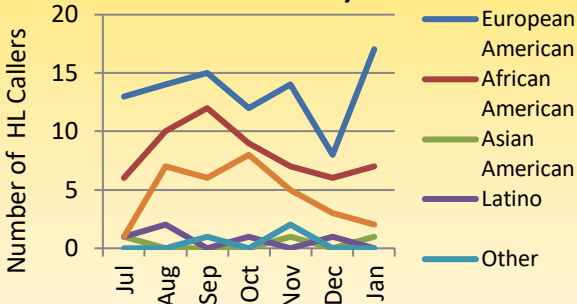


FY21 YTD WEB CLICKS

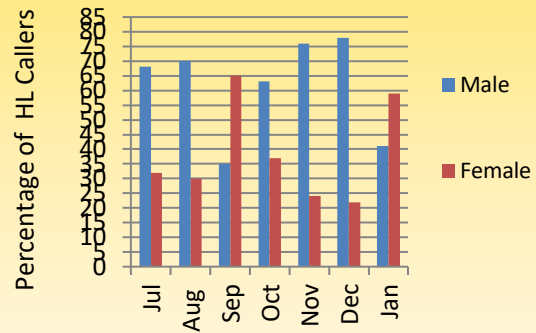


HELP SEEKER TRENDS

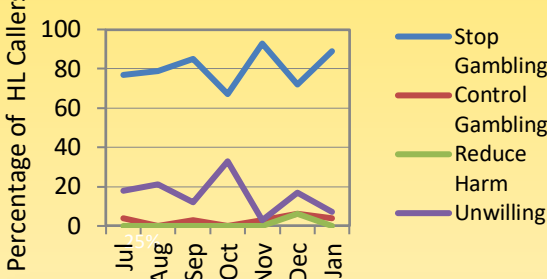
FY21 YTD Ethnicity Trend



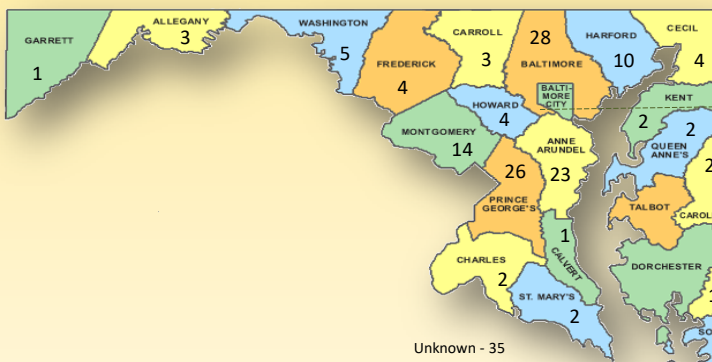
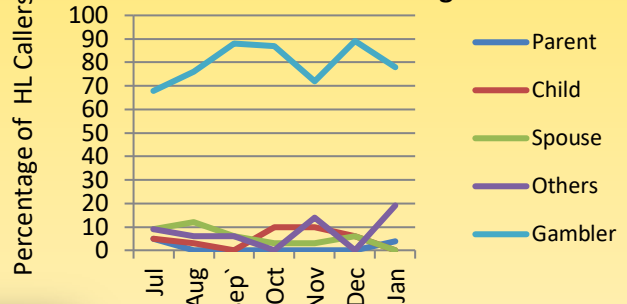
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Summary

Help seeker call volume in January 2021 increased (50%) (n=27) from December volume (n=18). This caller volume also records a 19% increase of call volume from same period January 2020. Total web traffic visits increased 17% over previous month. Help seeker calls in Southern region (Anne Arundel, Calvert, Charles, Montgomery, Prince George's St. Mary's) increased 13% this month. Callers in Western region (Allegany, Frederick, Garrett, Washington) also increased (5%). Internet as main gambling problem increased 15% in January. Referrals to G.A. increased 25% in January. Referrals to internet resources also increased (18%). Casino as source of the helpline number increased 4% over previous month.

- **Gender:** 59% male (n=16); 41% female (n=11).
- **Ethnicity:** European American callers comprised 63% (n=17) of helpline callers in January. African American callers comprised 26% (n=7). Asian callers comprised 4% (n=1). No Latino or other ethnicity callers were recorded this month.
- **Who is Calling:** Gamblers comprised 78% (n=21) of total help seeking calls in January. Calls from others (friends, family members) comprised 19% (n=5). Calls from a parent comprised 4% (n=1). No calls were recorded from a spouse/significant other or a child.
- **Primary Gambling Problem:**
 - 48% (n=13) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 46% reported slot machines (n=6) and 54% reported other casino games (n=7) as most problematic.
 - Internet totaled 15% (n=4)
 - Lottery totaled 11% (n=3)
 - Unspecified Sports/Fantasy Sports totaled 7% (n=2)
 - Stocks totaled 4% (n=1)
 - Unwilling to share totaled 15% (n=4)

TREATMENT REFERRALS

27 help seeking calls:

- **Referrals:** were given to 24 help seeking callers (89%) and most received multiple referrals:
 - **Treatment Providers:** 67% of callers were referred to trained behavioral health providers providing no cost treatment (n=16).
 - **Peer Support:** 58% were referred to telephonic support with a trained person in recovery (n=14). Of those callers, 43% were warm-transferred to a Peer (n=6).
 - **Internet:** 54% were given internet resources (n=13).
 - **G.A.:** 54% of callers were given information about Gamblers Anonymous meetings (n=13).
 - **Lottery Self-Exclusion:** 25% were referred to the Maryland voluntary self exclusion program (n=6).
 - 17% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=4).
 - Referrals to **Maryland Coalition of Families/MCF** represented 8% (n=2). Of those callers, 50% were warm-transferred to a Family Peer (n=1).
- **Refused:** 11% of callers refused any referrals (n=3).

Analysis

CALLER PROFILE

Gamblers totaled 78% of help seeking callers in January; calls from others (family, friends) increased 19% over previous month. In January, help seekers calling to stop gambling increased 17% this month. European American callers increased relative percentage in January by 19%. Although male callers record more calls than females, female callers in January increased 19% over previous month. Help seeker calls were reported in all age groups. Help seekers in age group 45-54 reported a 22% relative percentage increase in January. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 52% - Internet (n=14)
- 15% - Casino (n=4)
- 4% - Lottery (n=1)
- 4% - Radio (n=1)
- 26% - Unwilling (n=7)

INTENT

- 89% - Stop Gambling (n=24)
- 4% - Control Gambling (n=1)
- 7% - Unwilling (n=2)

WEBSITE TRAFFIC

Overall web traffic visits in January (n=10,176) increased 17% from December (n=8,640). Statistical tools will be continued to be monitored for web traffic tracking:

- Visits to the help seeker site – helpmygamblingproblem.org – increased 78% over the previous month. 2% of visitor traffic to this site was generated from the Maryland Behavioral Health Administration web page - <https://bha.health.maryland.gov/Pages/Gambling.aspx>.
- Traffic to asiangamblingsos.org increased 78% in January.
- 9 = Chat intakes were recorded this month, reporting 80% increase over December.
- 1 = Text intake was recorded.

AGE

In January, relative percentage of callers increased in age groups 18-24 (11%) (n=3), 45-54 (22%) (n=6), and 55-64 (9%) (n=7). Relative percentage decreased for callers in age groups 25-34 (17%) (n=3), 35-44 (11%) (n=3), and 65 plus (2%) (n=1).

