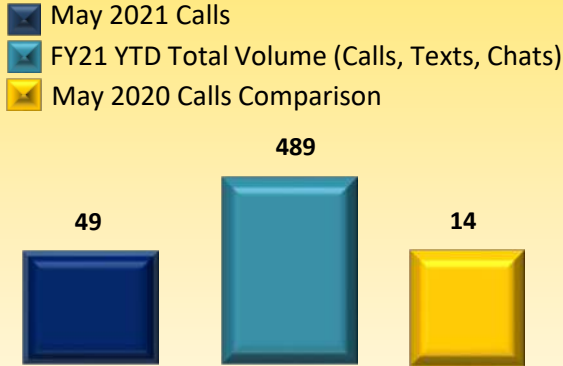
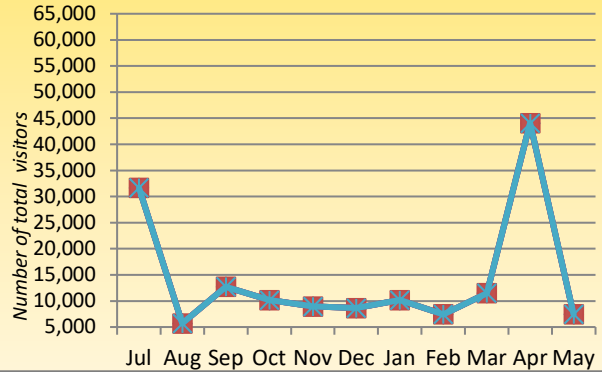


Helpline Report FY21 May 2021 Call Data

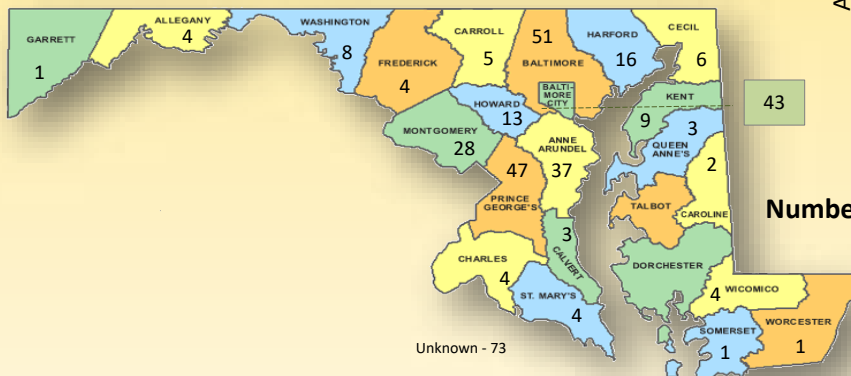
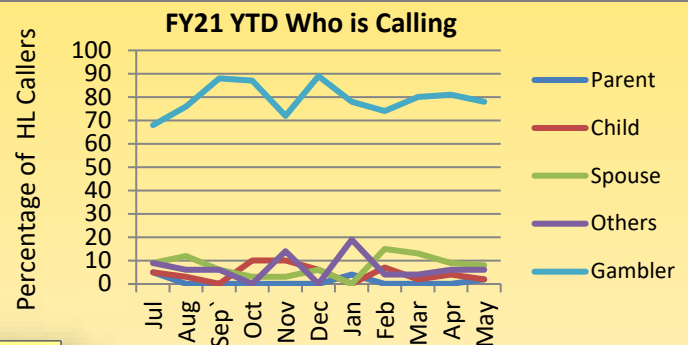
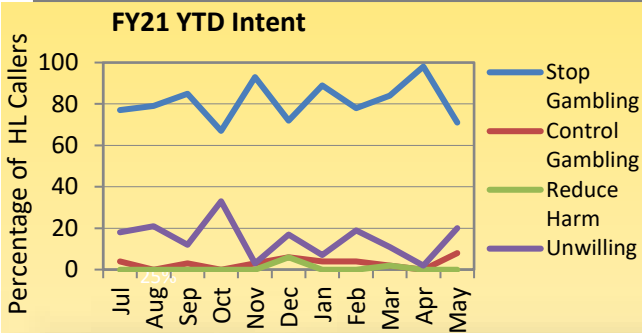
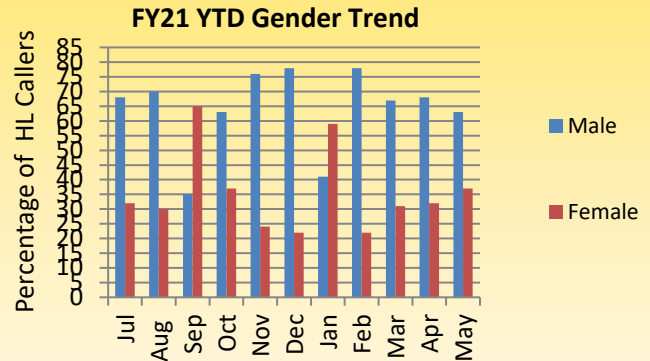
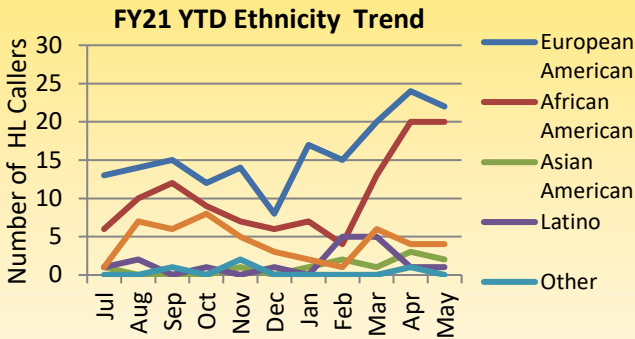
HELP SEEKER VOLUME



FY21 YTD WEB CLICKS



HELP SEEKER TRENDS



Number of Help Seeking Callers per Jurisdiction
FY21 YTD



Summary

Help seeker call volume in May 2021 (n=49) recorded an 8% decrease over April calls. Overall web traffic decreased 83% in May from April traffic (n=44,070); however, traffic to the Asian and Military websites both increased (274% and 4% respectively). Callers on the Eastern shore (Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester) increased 8% this month; callers from Kent county recorded the highest percentage of callers to date (10%). Internet as main gambling problem increased 2% in May. Referrals to and requests for Gamblers Anonymous meeting and telephonic support information increased 8% over the previous month. Casino as primary source of the helpline number increased 4% in May.

- **Gender:** 63% male (n=31); 37% female (n=18).
- **Ethnicity:** European American callers comprised 45% (n=22) of helpline callers in May. African American callers comprised 41% (n=20). Asian American callers comprised 4% (n=2). Latino callers comprised 2% (n=1). No other ethnicities were recorded.
- **Who is Calling:** Gamblers comprised 78% (n=38) of total help seeking calls in May. Calls from a spouse/significant other comprised 8% (n=4). Calls from others (friends, family) comprised 6% (n=3). Calls from a parent and child each comprised 2% (n=1).

Primary Gambling Problem:

- 53% (n=26) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 35% reported slot machines (n=9) and 65% reported other casino games (n=17) as most problematic.
- Lottery totaled 10% (n=5)
- Internet totaled 8% (n=4)
- Unspecified Sports totaled 6% (n=3)
- Non-casino games (slots) totaled 4% (n=2)
- Racetrack, Horse Racing totaled 2% (n=1)
- Stocks/day trading totaled 2% (n=1)
- Unwilling to share totaled 14% (n=7)

TREATMENT REFERRALS

49 help seeking calls:

- **Referrals:** were given to 43 help seeking callers (88%) and most received multiple referrals:
 - **Treatment Providers:** 60% of callers were referred to trained behavioral health providers providing no cost treatment (n=26).
 - **Peer Support:** 53% were referred to telephonic support with a trained person in recovery (n=23). Of those callers, 48% were warm-transferred to a Peer (n=11).
 - **G.A.:** 37% of callers were given information about Gamblers Anonymous meetings (n=16).
 - 33% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=14).
 - **Internet:** 33% were given internet resources (n=14).
 - Referrals to **Maryland Coalition of Families/MCF** represented 7% (n=3). Of those callers, 67% were warm-transferred to a Family Peer (n=2).
 - **Lottery Self-Exclusion:** 12% were referred to the Maryland voluntary self exclusion program (n=5).
 - Referrals to **Credit Counseling** comprised 7% (n=3).
- **Refused:** 12% of callers refused any referrals (n=6).

Analysis

CALLER PROFILE

Gamblers totaled 78% of help seeking callers in May; calls from a parent recorded a 2% increase this month. Help seekers in May calling to control gambling recorded an 8% increase over April. African American callers increased 3% in relative percentage in May. Female callers increased 5% over the previous month. Help seeker calls in age group 25-34 increased 10% in May. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 49% - Internet (n=24)
- 12% - Casino (n=6)
- 6% - Friends/Family/Others (n=3)
- 2% - Lottery (n=1)
- 2% - Bus ads (n=1)
- 29% - Unwilling (n=14)

INTENT

- 71% - Stop Gambling (n=35)
- 8% - Control Gambling (n=4)
- 20% - Unwilling (n=10)

WEBSITE TRAFFIC

Overall web traffic visits in May (n=7,454) decreased 83% from April (n=44,070). No in-depth outreach (tv, radio, billboard campaigns) was conducted by the Center or by strategic partners in May which may have contributed to the decrease in overall traffic. Statistical tools will be continued to be monitored for web traffic tracking:

- The May Mental Health campaign contributed 5% of overall traffic to the Center's website-mdproblemgambling.com-prompting visitors to that dedicated page for information and resources.
- 1% of visits (n=767) to the help seeker site-helppmygamblingproblem.org – was directed from the bha.health.Maryland.gov site.
- Asiagamblingsos.org saw a 274% increase in page views over April traffic.
- Militarygamblesafe.org also recorded an increase (4%) of total traffic views.
- 12 = Chat intakes were recorded this month, recording a 9% increase over April.
- No Text intakes were recorded in May.

AGE

In May, relative percentage of callers increased again this month in age groups 25-34 (10%) (n=11) and 35-44 (1%) (n=9). Relative percentage decreased for callers in age groups 45-54 (3%) (n=7), 55-64 (1%) (n=8), and 65 plus (13%) (n=5). No callers were reported for age group 18-24.

