

FY 2023 The Center Impact Report

Accomplishments

What is Problem Gambling?

- Gambling behavior patterns that compromise, disrupt or damage personal, family or vocational pursuits.
- Symptoms include:
 - Increasing preoccupation with gambling
 - A need to bet more money more frequently
 - Restlessness or irritability when attempting to stop
 - "Chasing" losses and loss of control



The Center's Mission

The Center promotes healthy and informed choices regarding gambling and problem gambling.

News/Media Appearances

14

TV, radio and online video appearances were broadcast on Fox45, ABC, NBC, CBS and NPR

10

newsprint articles appeared in the Baltimore Sun, Maryland Matters and The New York Times

Social Media Engagements

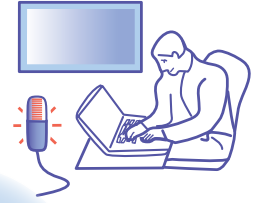
Messages garnered over **1,800** engagements (likes, shares and comments)

The Center posted over **700** public awareness events and training opportunities on X, Facebook, Instagram and YouTube

No-Cost Treatment Provider Referral Directory

129 behavioral health treatment providers in 20 jurisdictions are now offering no-cost treatment to individuals and families with gambling-related problems

Public Awareness



Public Awareness Campaigns

reached the public through TV, radio, Social media and targeted ads

Over **100 Million** impressions were delivered during the campaigns

The Center increased total outreach by engaging **646** organizations and treatment providers to increase capability of treatment and awareness of resources

142 were new organizations and treatment providers

22% of those contacts were newly engaged

532% increase in web visitors
74,000 visitors to the help-seeker site

Helpline calls increased more than **200%**

Over **888** people clicked to chat or called the helpline

Helpline

1,059 was the total recorded volume of help-seeker calls, text and chats

Number of helpline callers by age and gender

13-17	2
18-24	64
25-34	100
35-44	90
45-54	74
55-64	80
65+	52

59% used a phone
41% used text or chat which is an increase of 14%

40.5% Female
59.5% Male

Caucasians were the majority of Helpline callers at **40.7%**
African Americans comprised **30.8%** and approx. **17.5%** of callers did not disclose ethnicity

Casino Gambling and Sports Betting

were reported by callers as primary gambling problems by **51%** & **15%** respectively

Peer Recovery Support

5 Peer Specialists maintained this program, all certified through the Maryland Addiction and Behavioral Health Professional Certification Board (MABPCB)

Peer Support Specialists offered 1-on-1 support and resources to over **600** clients

Peers interacted with **10,400** Maryland residents in treatment settings through presentations and/or community events

Peer Support Specialists assisted **285** new clients with **84%** referred to no-cost treatment

Free Clinical Training

Free CEUs provided

The 10th Annual MD Conference on Problem Gambling was held June 16, 2023

Over **400** behavioral health providers, community organizations, and peer support specialists, attended

Over **3,446** were in attendance at The Center's **39** clinical trainings and webinars

Prevention Grants and Outreach

A total of 10 prevention grants were awarded with **63** projects completed, reaching **51,325** Maryland residents

We collaborated with **15** Strategic Partners disseminating awareness and screening materials both physically and electronically

3 HBCUs received grants, **8** projects were completed reaching **989** people

Public Policy

- The Center tracked **26** bills that referenced gambling, provided written and oral testimony and updated real-time legislative tracking
- Policy Forum Participants:
 - Sports betting
 - Problem gambling legal and policy levers
 - No-cost treatment providers

Research

- 50** state review on gambling rates
- Pegasus Study prevention and etiology of gambling in the United States
- Two sub-studies on Fantasy Sports and online sports betting
- Completion of Statewide Gambling Prevalence in Maryland, 2022