MARYLAND CENTER OF EXCELLENCE ON PROBLEM GAMBLING

ANNUAL REPORT 2012-2013

Bridging [™]Gap

The Maryland Center of Excellence on Problem Gambling is bridging the gap between Marylanders with gambling problems and the important resources they need.





TABLE OF CONTENTS

Executive Summary1
Overview
Activities of The Center
Helpline and Referral Services 4
Timeline
Public Awareness
Training, Education & Clinical Supervision
Prevention & Public Policy
Research
Training & Education Schedule 11
Print Material
The Center Staff



MISSION

The Maryland Center of Excellence on Problem Gambling offers centralized programs and services to help mitigate and prevent the negative effects of problem gambling in Maryland.



EXECUTIVE SUMMARY

The Maryland Center of Excellence on Problem Gambling (The Center) was established to assist in the mitigation of gambling problems by providing helpline, professional training, clinical consultation/ supervision, public awareness, prevention, policy development, and research programs. In addition to assisting Maryland residents who are struggling with problems related to gambling, The Center also has the goal of becoming a nationally recognized source for the latest information related to public health, policy, prevention and research in the area of pathological gambling. Highlights from our first year include:

- The Problem Gambling Helpline We offered confidential, 24/7 live coverage to the entire state of Maryland. Of the 1825 total calls, 431 callers (24%) were actively seeking assistance for gambling problems. Help seeking callers were approximately 50/50 male/female, typically between the ages of 45 and 54 years old, with 48% Caucasian, 39% African American.
- **Training and Education** Our programs reached over 2600 participants in a variety of settings ranging from one hour introductory talks to two day intensive trainings. Addiction and mental health counselors from all 23 counties and Baltimore City attended clinical trainings. We also held our First Annual Maryland State Problem Gambling Conference which had over 320 attendees from all over the state. Efforts were begun to increase basic education on problematic gambling in the heath professional schools at the University of Maryland Baltimore.
- Clinical Consultation & Supervision We facilitated ongoing, monthly case conference calls conducted to offer support and mentoring to counselors (4-8 per month) from across the state. The Center staff also provided in-person clinical consultation with 40 clients from different areas of the state.
- **Public Awareness** Our efforts focused on increasing awareness of problematic gambling as a legitimate phenomenon and the availability of services including the Helpline. The campaign included television and radio public service announcements, billboards (traditional and digital), regular press releases, Google AdWords (over 7000 unique visitors to the web site through June, 2013) and interviews on radio, TV and in print media. The Center webpage added access portals including social networking, webinars, blogs and a Chat feature. Print material was distributed at various health fairs and other institutions such as public libraries. Several public events were held during Problem Gambling Awareness Week in March.
- **Prevention efforts** During this first year, our prevention specialist met with individuals from various agencies from around the state who are involved with youth prevention programs. Presentations were made to approximately 300 individuals including all 23 County and Baltimore City Health Department Prevention Coordinators and the Maryland Association of Prevention and Professional Advocates.
- **Policy Development** With the help of the University of Maryland School of Law Network for Public Health, we began to address policy issues that can help decrease the negative effects of gambling here in Maryland. At the request of legislators, The Center researched current legislation/regulations in other states that address the issue of underage casino gambling. Several members of The Center provided testimony in Annapolis on a related bill during the 2013 legislative session.
- Research Over the past year, we have drawn on the expertise of scientists from the fields of medicine, public health, psychology, neuroscience, social work and law to inform development of a research agenda that will expand the mission and vision of The Center. Projects currently underway include looking at the correlation of problematic gambling with other risk taking behaviors in college students, a comparison of various screening tools for problematic gambling, a comparison of state laws/regulations addressing underage gambling, and an assessment of physicians' prior training/education about problematic gambling. In the coming year, research activities will be formalized into a multidisciplinary program of research that will explore the impact of gambling at the individual, family, social and state levels.



OVERVIEW

HISTORY

Gambling has been a part of Maryland's history since before the 1790s when Maryland first legalized gambling. From the 1870 inaugural running of the "Dinner Party Stakes" (renamed the Preakness Stakes in 1873) at the original Pimlico Race Course to the 1950s and 60s nicknaming of parts of Southern Maryland as "Little Vegas" as a result of more than 5000 slot machines that could be found in local taverns and roadhouses to the establishment of the Maryland Lottery in 1973, state and local governments have had a love-hate relationship with gambling.

Maryland was an early leader in the provision of help for those with problematic gambling. In 1979, the Drug Abuse Administration of the Department of Health and Mental Hygiene approved the first state funded gambling treatment program. Treatment, training, helpline, and research efforts continued at various sites until December of 1991. Although state funding ended, the problem gambling helpline continued to operate through a non-profit group, the Maryland Council on Problem Gambling.

In 2008, the voters in Maryland passed a referendum allowing video lottery terminals (slot machines) in five casino settings. In November 2012, another referendum vote approved a sixth casino, table games and 24-hour gambling for Maryland. As part of the 2008 legislation, \$425 per machine was designated to be paid each year into a problem gambling fund to be administered by the Alcohol and Drug Abuse Administration (ADAA). The Lottery and Gaming Commission has also approved a \$500 annual fee per casino table game to be paid into the same fund. The fund was designated to cover the costs of a prevalence study; helpline operation; treatment; training prevention and public awareness programs.

In the fall of 2010, the state commissioned "Gambling Prevalence in Maryland: A Baseline Study", a phone survey designed to get an estimate of gambling and problematic gambling in Maryland before the casinos opened. The survey found that almost 90% of adult Marylanders had ever gambled with about 22% gambling at least once a month. It also found that about 3.4% of Maryland adults have problematic or pathological gambling. Problems were found to be more common among men, younger adults 18-29 year olds (the study did not include residents under 18 years old), minorities (primarily African-American and Hispanic), and those earning less than \$15,000/year.

Also in 2010, The Maryland Alliance for Responsible Gambling (MARG) was formed in an effort to provide helpful information and support for Marylanders with gambling problems. The Alliance is comprised of the Maryland Lottery and Gaming Control Agency, Maryland Department of Health and Mental Hygiene, Maryland Department of Public Safety and Correctional Services, Maryland State Senate, Maryland House of Representatives, Maryland Council on Problem Gambling, Maryland Center for Excellence on Problem Gambling, along with a member representing the local casinos.

THE PRESENT

The Maryland Center of Excellence on Problem Gambling opened July 1, 2012 as an integral part of the Department of Psychiatry within the University of Maryland School of Medicine. In addition to providing the above mentioned services, The Center works closely with the State Alcohol and Drug Abuse Administration to help determine treatment needs and the most appropriate use of treatment resources.

The Center also works closely with its partners in Maryland on projects and activities related to prevention and education. These partners include The Maryland State Lottery and Gaming Control Agency, The Maryland Alliance for Responsible Gambling (MARG), The Maryland Council on Problem Gambling (MCPG) and the National Council on Alcoholism and Drug Dependence, Maryland (NCADD-MD).



BRIDGING THE GAP

The Center is bridging the gap between Maryland citizens with gambling problems and the important resources they need. The Center is the first stop for anyone seeking treatment, referral, training, prevention, research or public information on problem gambling in Maryland.

MARYLAND CENTER OF EXCELLENCE ON PROBLEM GAMBLING

> MARYLAND CENTER OF EXCELLENCE ON PROBLEM GAMBLING



Helpline Services operate a 24/7, free and confidential crisis and referral system.



Clinical Training & Education Programs cover all regions of the state and increase clinical competency in assessment and treatment of problem gambling.



Public Awareness

Programs Programs include TV and radio public service announcements, billboards, informational website, webinars, Google Adwords posters, brochures, and fact sheets.



Clinical Consultation & Supervision is provided through a monthly conference call and in-person consultation.



Public Policy issues are addressed to help the state reduce the harm experienced by some individuals as a result of gambling.



Prevention Programs are offered for elementary, middle, high school and college youth.



Resource Library is dedicated to information on problem gambling for clinicians, researchers, policy makers and the general public.



Research initiatives are exploring various public health, policy and basic science aspects of problem gambling.

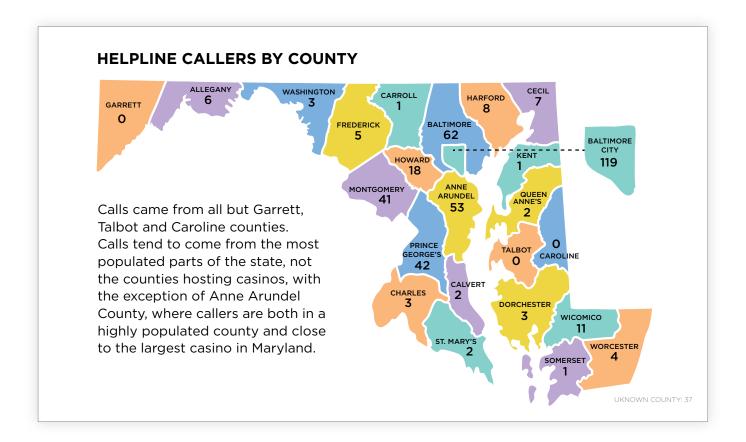
HELPLINE AND REFERRAL SERVICES

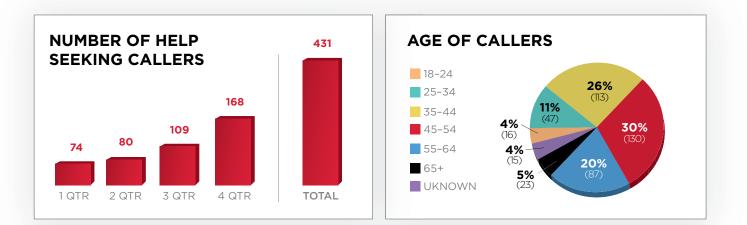
The Center, working in cooperation with the Maryland Council on Problem Gambling, operates the Maryland Problem Gambling Helpline, a toll free number that offers confidential crisis and referral services to those seeking assistance for themselves or loved ones. Calls are answered 24 hours a day, seven days a week. Daytime calls Monday through Friday are answered at The Center by a Masters level clinical Social Worker. Calls are answered evenings, weekends and holidays by helpline specialists at the National Problem Gambling Helpline. All calls are followed up by The Center as needed. Inquiries can be answered in English, Spanish and more than 100 other languages with the use of the AT&T language line. TTY services are provided for the hearing impaired.



Helpline data are collected on each call and recorded in our database. Callers are assessed for the most appropriate services and referrals are made based on need, available resources and geographic location of caller. All callers are offered: support services, self-help resources, treatment referrals and information packets sent by mail, fax or e-mail.

The Center also offers a chat feature through the website. It is manned by a Master's level counselor available during specific times to offer text-based support. The chat feature specifically targets younger consumers who embrace text-based technology as well as those who are hearing-impaired or individuals unable to make calls without being overheard.





TYPES OF PRIMARY GAMBLING PROBLEM NUMBER OF CALLS

	1 QTR	2 QTR	3 QTR	4 QTR	YEAR TO DATE	
CASINO	53	58	75	118		304
LOTTERY	13	8	14	23		58
NON CASINO	5	6	12	16		39
SPORTS	1	1	4	1	1	7
INTERNET	0	0	1	0	1	1
UKNOWN	0	7	1	4		12
OTHER	2	0	2	6		10
TOTAL	74	80	109	168		431

HOW HELPLINE CALLER HEARD OF HELPLINE NUMBER OF CALLS

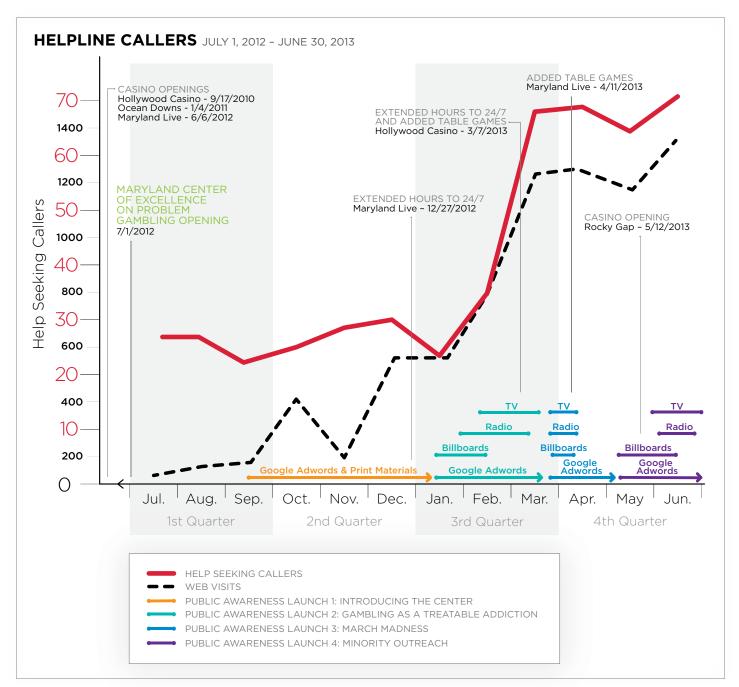
Casinos, Lottery products and the Internet are the most common ways help-seeking callers find the Helpline number. Each casino is required to post the number and most Lottery products also print the number on the back of tickets, etc. The addition of Google Adwords has likely led to an increase in callers finding the Helpline number through the Internet.

	1 QTR	2 QTR	3 QTR	4 QTR	TOTAL
CASINO/ CASINO CARD	33	29	30	57	149
LOTTERY	19	28	18	30	95
INTERNET	10	16	37	31	94
FAMILY/ FRIENDS	3	1	3	11	18
TV/RADIO	0	0	5	13	18
BILLBOARD/ NEWSPAPER	1	0	3	2	6
BROCHURE	0	0	0	2	2

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TIMELINE





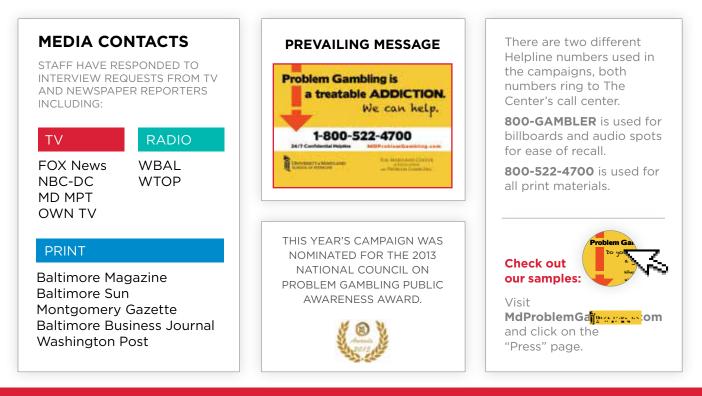


PUBLIC AWARENESS

Informing the public about problem gambling is a central function of The Center. To this end, a statewide media campaign was launched with the award-winning MedSchool Maryland Productions using a combination of internet, television, radio, and billboards to convey specific messages in several coordinated phases:

PHASE	DATES	GOOGLE ADWORDS (clicks)	BILLBOARDS	RADIO* (spots)	TELEVISION (spots)
I. "Introducing the Center"	SepDec. 2012	697			
II. "Gambling as a Treatable Addiction"	JanMar. 2013	1,745	14 Baltimore, Berlin, Elkridge, Elkton	WBAL (85) WTOP (54)	WBAL TV (56)
III. "March Madness"	MarApr. 2013	2,133	7 (digital) Baltimore City	WTEM WSPZ >(250) WJZ-FM (143)	Comcast Cable (121 (CSNT, ESPN, MASN, NFLN, TBS)
IV. "Minority Outreach"	May-Jun. 2013	2,451	5 Baltimore City	WERQ (42) WWIN (48) WKYS (48)	FOX Cable (83)

In addition, The Center's website is the online repository for a wide selection of information on problem gambling. Since we began monitoring in September 2012, Google analytics showed 350,000 impressions in Maryland, with over 7000 "clicks" on the Center's URL address. Icon links to Facebook, Twitter and YouTube at the top of the home page provide easy access. Content is linked and shared between social media sites and website pages, including news blogs, creating a more cohesive internet presence.

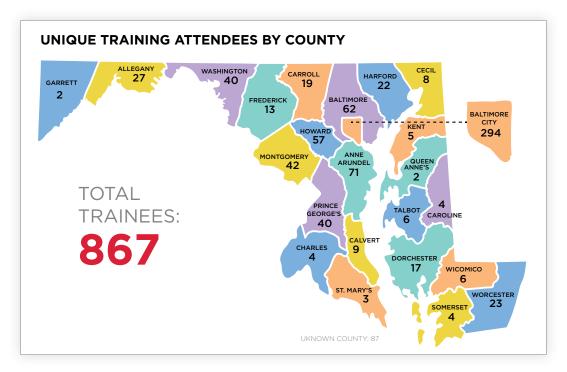


TRAINING AND EDUCATION

A crucial function of The Center is to provide training and education to mental health, substance abuse and other healthcare providers. Educational programs range from half-hour overviews to one-hour webinars to two-day basic and advanced clinical trainings.

During our first year, more than 2600 participants from all 23 counties and Baltimore City and other public agencies attended one or more educational activity conducted by The Center. Attendees came from various disciplines including psychology, medicine, nursing, social work, addiction counseling, mental health counseling, pastoral counseling, prevention and peer recovery coaching.

Intensive clinical trainings for behavioral health providers were held in the Western, Eastern, Central and Southern regions of the state. Over 380 addictions and mental health counselors completed at least 15 hours of this intensive training with many working toward earning their National Certified Gambling Counselor (NCGC) certification. In June, The Center held the First Annual Maryland State Problem Gambling Conference which drew more than 320 participants from all over the state. National experts presented on topics such as: the new psychiatric classification of Gambling Disorder, Acceptance & Commitment Therapy, and Gambling and the Brain. Efforts were also initiated to increase basic education on problematic gambling in the health professional schools (Medicine, Nursing, Social Work, Law) at the University of Maryland Baltimore. The plan is to begin outreach to other institutions over the next year. Because of The Center's reputation for providing quality training, a trainer from The Center was asked to provide training in Singapore.*



CLINICAL CONSULTATION & SUPERVISION

Clinical supervision is essential for counselors to learn how to incorporate the knowledge that they gain from the clinical trainings into their work with actual clients. The Center facilitates an ongoing, monthly case conference call which provides support and mentoring to counselors (4-8 per month) from across the state. Consultation is also available by phone or secure email. The Center's social workers and psychiatrist also provided in-person clinical consultation with 40 clients from different areas of the state.

^{*} Center trainer was invited guest of both Singapore and International conference. No state funds were used.

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PREVENTION EDUCATION AND TRAINING

A critical element in the public health approach to problem gambling in Maryland is prevention programming for youth. With at least double the adult prevalence rates, youth are especially at risk for developing gambling problems. The Center addresses the area of prevention in two ways: 1). Educational activities and 2). Training programs. The Center also acts as a source for problem gambling-related prevention materials, posters, DVDs and other items that can be used by various groups.

The goal of prevention education is to help make the general public more aware of the prevalence, warning signs and behaviors typical of problematic gambling in adolescents and young adults. Ways that everyone can help (such as not buying lottery tickets for minors) are also discussed. This fundamental information is presented at health fairs, parent groups and other public events using print materials, illustrated lectures, videos, and interactive group exercises.



Prevention training is geared to prevention specialists, parent groups, teachers, juvenile justice workers, coaches, counselors and others who have an interest in learning more about problem gambling prevention. During this first year, our prevention specialist met with individuals from various agencies from around the state who are involved with youth prevention programs. Presentations were made to approximately 300 individuals including all 23 County and Baltimore City Health Department Prevention Coordinators and the Maryland Association of Prevention Professionals and Advocates. All parties are working to integrate problem gambling in to their existing substance abuse and other prevention initiatives.

The Center has adopted the Smart Choices curriculum developed by The International Centre for Youth Gambling

Problems and High-Risk Behaviors at McGill University. This widely-used and evaluated program has specific modules for elementary, middle, high school, and college-age youth. The first pilot implementation of the elementary school program is planned for fall 2013. The Center has partnered with the University of Maryland School Based Mental Health program to evaluate the initial training in order to guide further implementation efforts across the state.

POLICY DEVELOPMENT

With the help of the University of Maryland School of Law Network for Public Health, The Center began to address policy issues that can help decrease the negative effects of gambling here in Maryland. At the request of Senator Katherine A. Klausmeier, The Center researched current legislation/regulations in other states that address the issue of underage casino gambling. Based on this research, The Center formulated recommendations and several members of The Center provided testimony, written and oral, to the Senate Budget and Taxation Committee on Senate Bill 9-"Table Games and Video Lottery Terminals - Playing by Individuals Under 21 Years of Age."

Other policy issues that The Center plans to address include: casino and lottery forced or self exclusion; requirements for training of casino/racetrack/retail lottery staff to identify and respond to potential problematic gambling; judicial options for "punishments" for compulsive gamblers presented in court for civil or criminal offenses; interventions to aid others affected by gambling (i.e. prohibiting payment of gambling winnings to a parent who is in arrears in child support and protections for spouses from economic ruin caused by a gambling spouse); other age-restricted activities or products (i.e. mandatory identification check; no vending access) and a determination of whether and how they might be implemented effectively to reduce youth gambling; other vulnerable populations (i.e. the elderly, cognitively impaired, intellectually disabled) and potential protections.

RESEARCH

Maryland DHMH and The Center recognize that there is an opportunity to establish Maryland as a national leader for the science of problem gambling. In an effort to inform the activities of The Center here in Maryland and contribute to the larger knowledge base on the topic of Problem Gambling, the Center established a Research Advisory Committee of experts in gambling, addiction, public health, psychology, and law. This committee, co-chaired by The Center's Medical Director, Christopher Welsh M.D. and Carlo diClemente Ph.D., Department of Psychology, University of Maryland Baltimore County, helps focus and support ongoing research on problem gambling and behavioral health issues and reviews applications for pilot grant funding.

In the past year, The Center has sponsored a series of pilot studies on topics related to problem gambling. The expectation is that pilot projects will lead to funded grants through NIH and other funders.

Research initiated during the first year includes: association of gambling with other substance use and behavioral outcomes among college students (Amelia Aria Ph.D.; College Park); a comparison of various screening tools for problematic gambling (Seth Himmelhoch M.D.; M.P.H. & Julie Kreyenbuhl Pharm.D.; Ph.D.); an assessment of physicians' prior training/education about problematic gambling (Christopher Welsh M.D.), comparison of laws and regulations to address underage gambling (Kathleen Hoke J.D.).

In the coming year, research activities will be formalized into a multidisciplinary program of research that will explore the impact of gambling at the individual, family, social and state levels. Research projects that will be advanced include: assessment of the impact of the Horseshoe Casino in Baltimore City, implementation of a cohort study of gambling, replication of the statewide prevalence study on problem gambling, design of a surveillance data warehouse that will be used to evaluate the impact of gambling at the community, county and state-levels, sponsorship of a formal seed grant competition to promote research on gambling and also to promote visibility of The Center as the scientific nexus of gambling research at the University of Maryland.



Center staff presented

"Underage Gambling: Policy, Punishment and Public Health Alternatives"

at the 15th International Gambling & Risk Taking Conference in Las Vegas.



CLINICAL TRAINING AND EDUCATION EVENTS SCHEDULE

DATE	TITLE	LOCATION	ATTENDANCE
August 24	Kolmac	Baltimore City	45
August 28	Presentation to Cecil County Commission	Cecil County	17
August 29	MARG (Maryland Alliance for Responsible Gambling)	Anne Arundel County	16
September 6	EAPA (Employee Assitance Professional Association)	Anne Arundel County	30
September 24	Johns Hopkins Addiction Conference for Professionals	Baltimore City	100
October 17	Harbel Baltimore City Directorate	Baltimore City	24
October 17–19	EAPA 2012 World EAPA Conference	Baltimore City	500
November 8–9	Clinical Training - Training of Trainers	Baltimore City	12
November 13	Johns Hopkins EAP (Employee Assistance Program	Baltimore City	13
November 14	МАРАА	Worcester County	45
November 15	Clinical Training - Central Regional	Howard County	161
November 16	Clinical Training - Central Statewide	Howard County	154
December 6	Clinical Training – South Regional	Montgomery County	30
December 7	Clinical Training - South Region	Montgomery County	30
December 12	Drug and Alcohol Council	Cecil County	30
January 10	Resource Group Counseling and Education Center	Baltimore County	15
January 11	Resource Group Counseling and Education Center	Baltimore County	15
January 17	ADAA Statewide Prevention Coordinators Meeting	Prince George's County	28
February 6	University of Maryland, School of Medicine	Baltimore City	10
February 26	Residential Treatment Training - Shoemaker Center	Carroll County	9
February 27	Chase Brexton	Baltimore City	15
February 28	Chase Brexton	Baltimore City	15
March 5	Residential Treatment Training - Shoemaker Center	Carroll County	9
March 8	Clinical Training – Central Regional	Anne Arundel County	220
March 12	МАРРА	Charles County	13
March 22	NASW Maryland 2013 Conference	Anne Arundel County	15
March 26	Social Work p.r.n.	Howard County	21
March 28	14 th Annual Aging in Worcester Conference	Worcester County	35
April 2	Residential Treatment Training - Shoemaker Center	Carroll County	9
April 4	Residential Treatment Training - Shoemaker Center	Carroll County	9
April 9	TUERK Conference	Baltimore City	70
April 10	Clinical Training - West Regional	Allegany County	156
April 11	Clinical Training - West Regional	Allegany County	156
May 1	MHA Conference 2013	Baltimore City	40
May 3	Center for Addiction	Baltimore City	20
May 6	Chase Brexton	Baltimore City	14
May 9	Clinical Training – East Regional	Worcester County	40
May 10	Clinical Training – East Regional	Worcester County	40
May 13	Chase Brexton	Baltimore City	11
May 15	MADC Conference	Anne Arundel County	60
May 16	Resource Group Counseling and Education Center	Baltimore City	12
May 30	Anne Arundel Youth Community Coalition	Anne Arundel County	15
June 7	Anne Arundel County Health Department	Anne Arundel County	8
June 11	Clinical Training - West Statewide	Washington County	67
June 14	1st Annual Maryland Conference on Problem Gambling	Anne Arundel County	320
June 18	UMMC Addiction Treatment Center	Baltimore City	7
June 26	Howard County Health Department	Howard County	9

WEBINARS

DATE	TITLE
May 7	Women and Gambling in Maryland
May 21	Youth Gambling
June 4	National Certification on Problem Gambling
June 25	DSM V – Gambling No Longer A Hidden Addiction



PRINT MATERIALS











STAFF



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Project Specialist

ACKNOWLEDGMENTS

The Maryland Center of Excellence on Problem Gambling would like to thank the following organizations for their collaborative efforts to help reduce the negative consequences of gambling in Maryland.

Maryland Department of Health and Mental Hygiene (DHMH) Maryland State Alcohol and Drug Abuse Administration (ADAA) Maryland Lottery and Gaming Control Agency Maryland Alliance for Responsible Gambling (MARG) National Council on Problem Gambling (NCPG) Maryland Council on Problem Gambling (MCPG) Maryland Association of Prevention Professionals and Advocates (MAPPA) National Council on Alcoholism and Drug Dependence, Maryland (NCADD-MD)

AWARDS & HONORS

CARL ROBERTSON WAS NOMINATED FOR HIS WORK WITH SMART CHOICES FOR THE 2013 NATIONAL COUNCIL ON PROBLEM GAMBLING ANNUAL PREVENTION AWARD.



THE STATE OF MARYLAND PUBLIC AWARENESS **CAMPAIGN** WAS NOMINATED FOR THE 2013 NATIONAL COUNCIL ON PROBLEM GAMBLING ANNUAL PUBLIC AWARENESS AWARD.

Thanks so much for helping out with my Mom! She's had three meetings with your contact in Rockville and I think it's been benefiting her. She works full-time in Baltimore at an elderly day-care facility now and seems to enjoy it.

At this point I hope this therapist will continue to provide the help my Mom deeply needs... Thanks again for being there for our family when we were a deep place.

> Thank you very much for the excellent training and the referrals. The client came into our first session knowledgeable and ready to get to work on his gambling addiction. He said the helpline operator was genuine and provided educational materials as well as support during this crisis. He and I are both grateful for the service you provide.

-G. Hunt PhD.

The Bergand Group, Lutherville, Md.

I just wanted to say for the record I have been unconditionally supported with my gambling addicted client by the Center. Over the long journey I received extremely useful and timely assistance when needed. I can't thank you all enough and look forward to working with you again.

E. Clancy LCSW
Frederick County Health Department

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