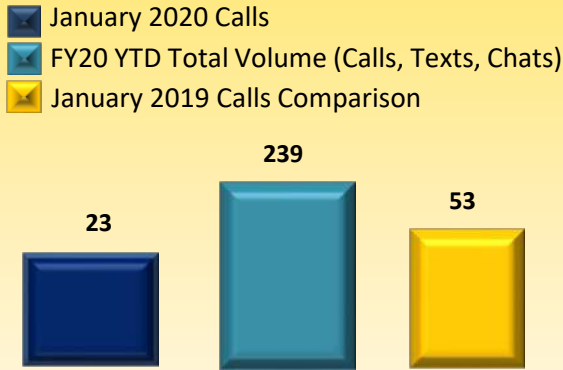
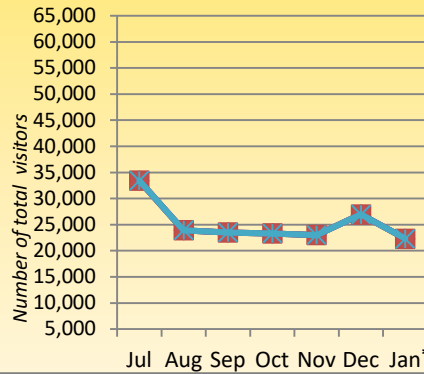


Helpline Report January 2020 Call Data

HELP SEEKER VOLUME



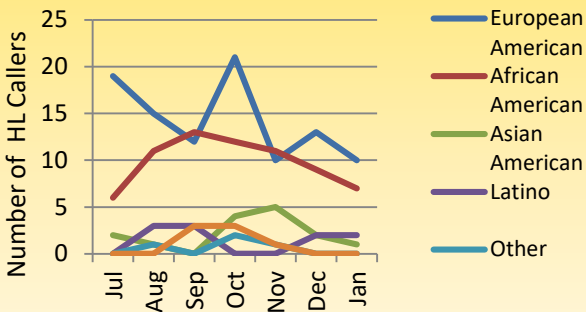
FY20 YTD WEB CLICKS



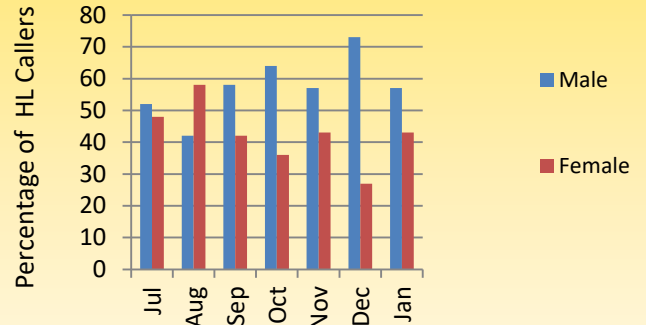
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

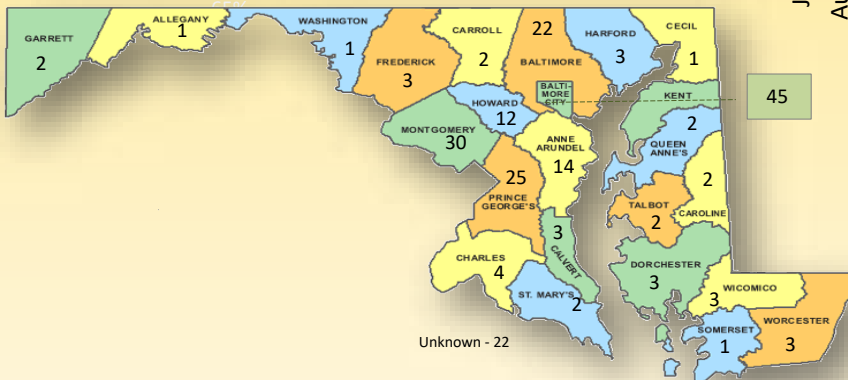
FY20 YTD Ethnicity Trend



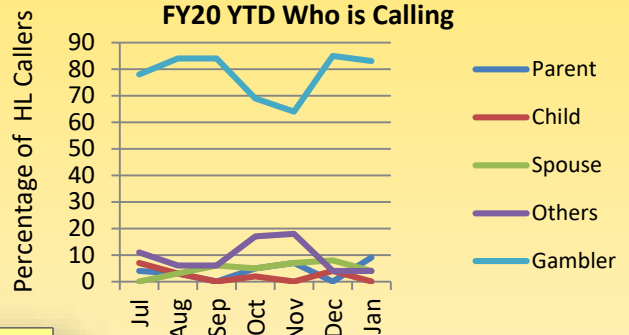
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling



Summary

January Help seeker outreach (n=23) decreased slightly (10%) over December (n=26); decrease may be attributed to trend for lower calls during the holiday season (December and January). Overall web traffic decreased slightly (18%) over the prior month. Help seeker calls from Baltimore County increased 5% in January. No callers were reported in the West region. Casino slot machines as main gambling problem increased 8% in January. Requests for Maryland Lottery Self-Exclusion increased for second straight month, reporting a 9% increase this month; referrals to a “no cost” Treatment Provider also increased (4%). Friends/Family members as source of the helpline number increased (4%) over the previous month.

Gender: 57% male (n=13); 43% female (n=10).

Ethnicity: European American callers comprised 43% (n=10) of helpline callers in January. African 9% (n=2). Asian American callers comprised 4% (n=1). No other ethnicities were recorded this month.

Who is Calling: Gamblers comprised 83% (n=19) of total help seeking calls in January. Calls from a parent comprised 9% (n=2). Calls from a spouse/significant other and others (friend, family member) each comprised 4% (n=1). No calls from a child were recorded.

Primary Gambling Problem:

- 65% (n=15) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 67% reported slot machines (n=10), and 33% reported other casino games (n=5) as most problematic.
- Lottery totaled 9% (n=2)
- Internet totaled 4% (n=1)
- Race track/horse racing totaled 4% (n=1)
- Non Casino sports 4% (n=1)

TREATMENT REFERRALS

23 help seeking calls:

- **Referrals:** were given 21 help seeking callers (91%) and most received multiple referrals:
 - **Treatment Providers:** 81% of callers were referred to trained behavioral health providers providing no cost treatment (n=17).
 - **G.A.:** 67% of callers were given information about Gamblers Anonymous meetings (n=14). 19% were referred to **other support groups** (n=4).
 - **Peer Support:** 57% were referred to telephonic support with a trained person in recovery (n=12).
 - **Internet:** 29% were given internet resources (n=6).
 - **Lottery Self-Exclusion:** 24% were referred to the Maryland voluntary self exclusion program (n=5).
 - Referrals to **Maryland Coalition of Families/MCF** represented 5% (n=1).
- **Refused:** 10% of callers refused any referrals (n=2).

Analysis

CALLER PROFILE

83% of total help seeking callers in January were Gamblers; calls from a Parent increased 9% over the previous month. European American callers this month exceeded other ethnicities; Latino callers recorded a slight relative percentage increase (1%). Although Male callers exceeded Female callers in January, Female callers reported a 16% increase this month over December relative percentage. Help seekers in age group 18-24 reported the highest increase in January (4%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 43% - Electronic media (internet) (n=10)
- 22% - Casino (n=5)
- 9% - Lottery (n=2)
- 4% - Friends/Family Members (n=1)
- 22% - Unwilling (n=5)

WEBSITE TRAFFIC

Overall web traffic in January (22,300 sessions) decreased slightly (18%) over December (26,948 sessions). Limited reporting is available during the transition to new web management service (new service in place in 3rd Quarter).

- Promotion of help seeker website – helpmygamblingproblem.org - continues to be a priority and is included in all outreach.
- Find a Counselor page continues to be the most visited page.
- Five (n=5) Chat intakes were recorded this month.
- No text intakes were recorded.

AGE

In January, relative percentage of callers increased in age groups 18-24 (4%) (n=1), 35-44 (1%) (n=3), 45-54 (2%) (n=4) and 55-64 (2%) (n=4). Callers in age groups 25-34 (18%) (n=2) and 65 plus (6%) (n=4) decreased.

