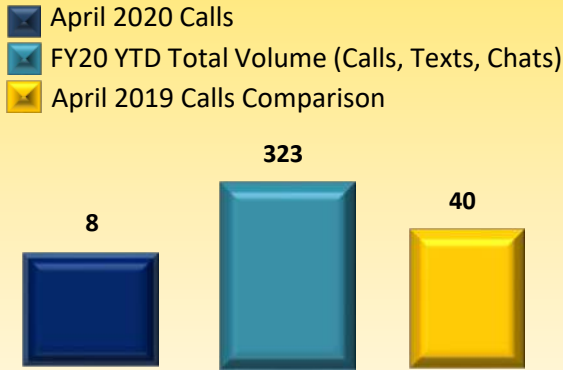
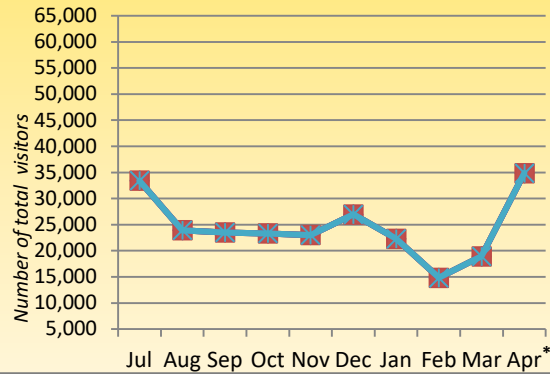


Helpline Report April 2020 Call Data

HELP SEEKER VOLUME



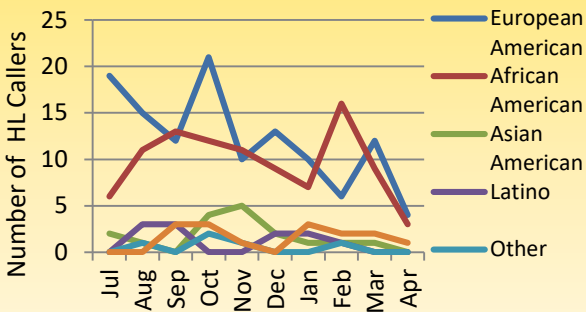
FY20 YTD WEB CLICKS



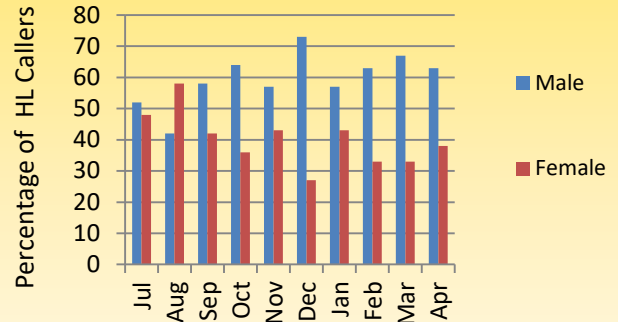
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

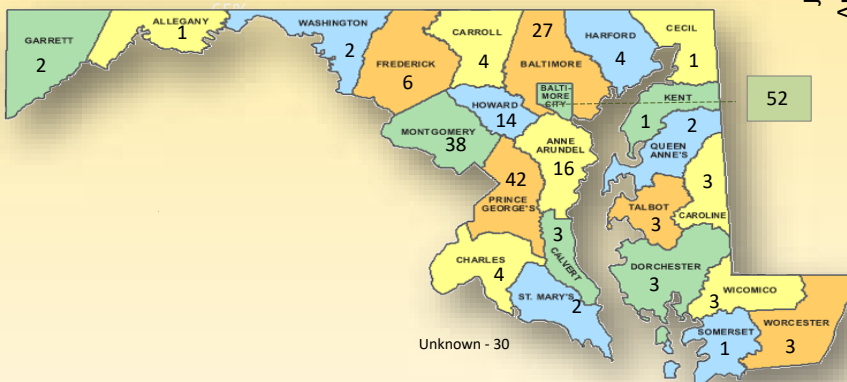
FY20 YTD Ethnicity Trend



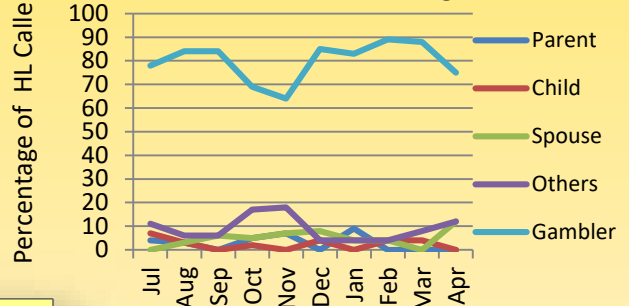
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling





Summary

Help seeker volume in April 2020 was directly impacted by the Federal/State mandated closures in response to the Covid-19 Pandemic (including closure of all state casinos/bingo halls). This impact is reflected in the unprecedented low volume of help seeker calls into the Helpline as illustrated in this report. All comparisons within this report are based on relative percentage. April Help seeker outreach (n=8) decreased 65% over March calls (n=24). However, overall web traffic increased significantly (84%) this month over March and records the highest web traffic to date in FY20 (since July 1, 2019). Help seeker calls from the South Region (Anne Arundel, Calvert, Charles, Dorchester, Montgomery, Prince George’s and St. Mary’s counties) increased 21% over previous month. Lottery as main gambling problem increased 21% in April. Referrals to a Treatment Provider for “no cost treatment” increased (27%) over the previous month. Billboard as source of the helpline number increased 25% as relative percentage, and has not been reported as a source since November, 2019.

Gender: 63% male (n=5); 38% female (n=3).

Ethnicity: European American callers comprised 50% (n=4) of helpline callers in April. African American callers comprised 38% (n=3). No other ethnicities were recorded this month.

Who is Calling: Gamblers comprised 75% (n=6) of total help seeking calls in April. Calls from a spouse/significant other comprised 12% (n=1). Calls from others (friends, family) also comprised 12% (n=1). No calls from a parent or child were recorded.

Primary Gambling Problem:

- 38% (n=3) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 100% reported slot machines (n=3) as most problematic.
- Lottery totaled 38% (n=3)
- Internet totaled 12% (n=1)

TREATMENT REFERRALS

8 help seeking calls:

- **Referrals:** were given to all help seeking callers (100%) and most received multiple referrals:
 - **Treatment Providers:** 63% of callers were referred to trained behavioral health providers providing no cost treatment (n=5).
 - **G.A.:** 63% of callers were given information about Gamblers Anonymous meetings (n=5).
 - **Peer Support:** 38% were referred to telephonic support with a trained person in recovery (n=3).
 - **Internet:** 13% were given internet resources (n=1).
 - **Lottery Self-Exclusion:** 13% were referred to the Maryland voluntary self exclusion program (n=1).
 - Referrals to **Maryland Coalition of Families/MCF** represented 13% (n=1).
 - Requests for **Mailed Information** represented 13% (n=1).

Analysis

CALLER PROFILE

75% of total help seeking callers in April were Gamblers; calls from a spouse increased 12% over the previous month. Relative percentage of European American callers in April remained consistent from previous month. Although male callers exceeded female callers this month, female callers recorded a slight increase (3%) over the previous month. Help seekers in age group 25-34 reported the highest relative percentage increase in April (30%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 38% - Electronic media (internet) (n=3)
- 25% - Billboard (n=2)
- 12% - Lottery (n=1)
- 25% - Unwilling (n=2)

WEBSITE TRAFFIC

Overall web traffic in April (34,865 sessions) increased (84%) over March (18,943 sessions). Limited traffic capturing/reporting is available during the transition to new web management service (new service in place in mid-4th Quarter).

- Promotion of help seeker website – helpmygamblingproblem.org - continues to be a priority and is included in all outreach.
- Self-Assessment and Find a Counselor page were the most visited this month.
- Three (n=3) Chat intakes were recorded this month.
- One (n=1) text intake were recorded.

AGE

In April, relative percentage of callers increased in age groups 25-34 (30%) (n=3), 45-54 (4%) (n=2), and 55-64 (4%) (n=2). No callers were reported in age groups 18-24, 35-44, and 65 plus.

FY20 YTD Age Trend

