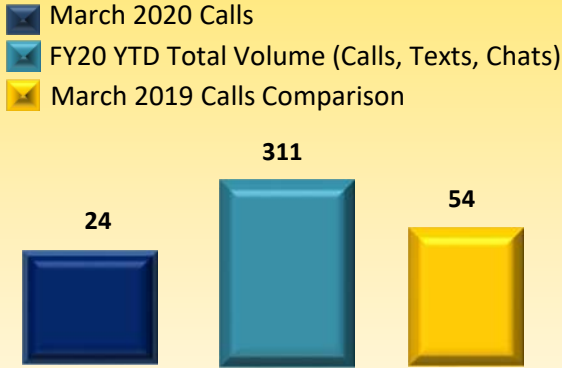
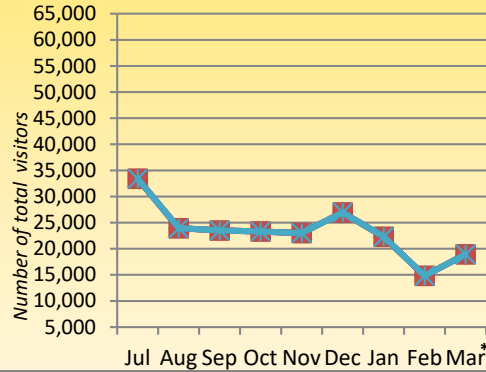


### Helpline Report March 2020 Call Data

#### HELP SEEKER VOLUME



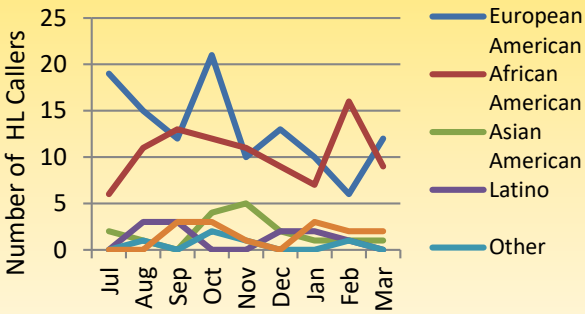
#### FY20 YTD WEB CLICKS



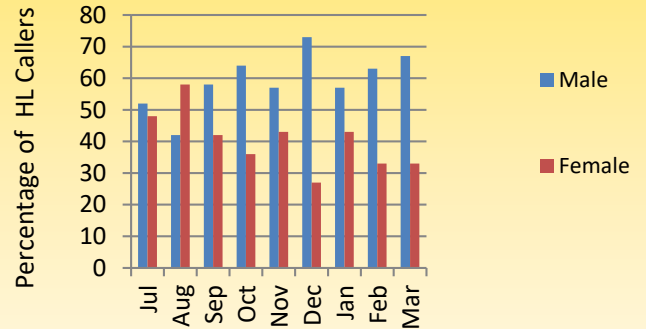
\* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

#### HELP SEEKER TRENDS

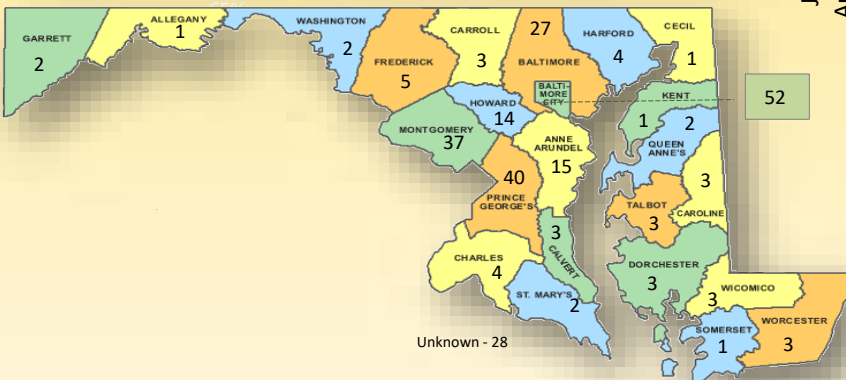
##### FY20 YTD Ethnicity Trend



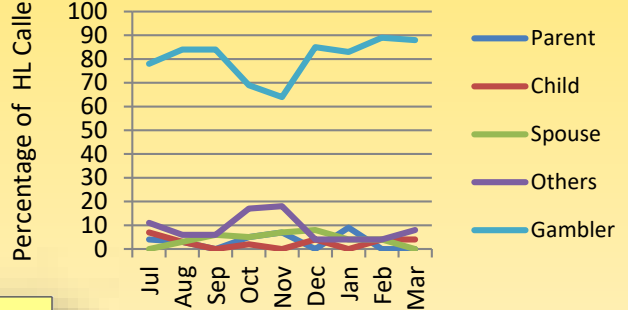
##### FY20 YTD Gender Trend



#### Number of Help Seeking Callers per Jurisdiction % FY20 YTD



##### FY20 YTD Who is Calling



## Summary

March Help seeker outreach (n=24) decreased slightly (11%) over February calls (n=27). However, overall web traffic increased (27%) this month over February. Help seeker calls from the Central Region (Baltimore, Baltimore City, Carroll, Harford, and Howard counties) increased 35% over previous month. In addition, one caller was recorded in Kent County, which now records a help seeker caller from each jurisdiction across Maryland. Lottery as main gambling problem increased 17% in March. Requests for Maryland Voluntary Exclusion Program materials also increased (1%) over the previous month. Electronic media (Internet, TV, radio) as source of the helpline number increased 19% in March; this increase may be due in part to Problem Gambling Awareness Month awareness promotions.

- **Gender:** 67% male (n=16); 33% female (n=8).
- **Ethnicity:** European American callers comprised 50% (n=12) of helpline callers in March. African American callers comprised 38% (n=9). No Latino or other ethnicities were recorded this month.
- **Who is Calling:** Gamblers comprised 88% (n=21) of total help seeking calls in March. Calls from others (friend, family member) comprised 8% (n=2). Calls from a child comprised 4% (n=1). No calls from a parent or spouse/significant other were recorded.
- **Primary Gambling Problem:**
  - 58% (n=14) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 29% reported slot machines (n=4), and 71% reported other casino games (n=10) as most problematic.
  - Lottery totaled 17% (n=4)
  - Internet totaled 13% (n=3)
  - Non Casino poker totaled 4% (n=1)

## TREATMENT REFERRALS

24 help seeking calls:

- **Referrals:** were given 22 help seeking callers (92%) and most received multiple referrals:
  - **Treatment Providers:** 36% of callers were referred to trained behavioral health providers providing no cost treatment (n=8).
  - **Peer Support:** 41% were referred to telephonic support with a trained person in recovery (n=9).
  - **G.A.:** 27% of callers were given information about Gamblers Anonymous meetings (n=6).
  - **Internet:** 27% were given internet resources (n=6).
  - **Lottery Self-Exclusion:** 9% were referred to the Maryland voluntary self exclusion program (n=2).
  - Referrals to **Maryland Coalition of Families/MCF** represented 5% (n=1).
  - Requests for **Mailed Information** represented 5% (n=1).
- **Refused:** 8% of callers refused any referrals (n=2).

## Analysis

### CALLER PROFILE

88% of total help seeking callers in March were Gamblers; calls from others (a friend/family member) increased 4% over the previous month. European American callers this month increased 28% over February. Male callers recorded a 4% increase in March. Help seekers in age group 55-64 reported the highest relative percentage increase in March (6%). Help seekers in age group 18-24 also reported an increase (4%) this month. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

### SOURCE OF HELPLINE INFORMATION

- 63% - Electronic media (internet) (n=15)
- 13% - Casino (n=3)
- 8% - Friends/Family Members (n=2)
- 4% - Lottery (n=1)
- 13% - Unwilling (n=3)

### WEBSITE TRAFFIC

Overall web traffic in March (18,943 sessions) increased (27%) over February (14,821 sessions). Limited traffic capturing/reporting is available during the transition to new web management service (new service in place in 4<sup>th</sup> 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.
- Six (n=6) Chat intakes were recorded this month.
- Four (n=4) text intakes were recorded.

### AGE

In March, relative percentage of callers increased in age groups 18-24 (4%) (n=1), 55-64 (6%) (n=5) and 65 plus (1%) (n=2). Callers in age groups 25-34 (22%) (n=2), 35-44 (11%) (n=1) and 45-54 (1%) (n=5) decreased this month.

