




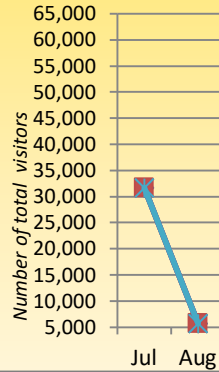
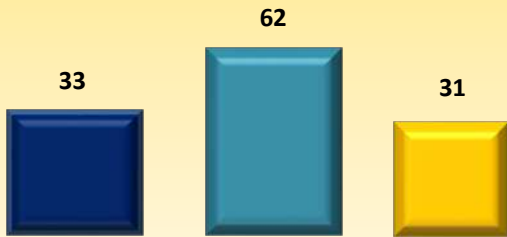
Helpline Report

FY21 August 2020 Call Data

HELP SEEKER VOLUME

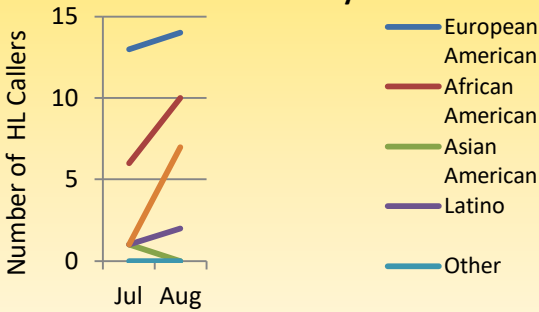
FY21 YTD WEB CLICKS

-  August 2020 Calls
-  FY21 YTD Total Volume (Calls, Texts, Chats)
-  August 2019 Calls Comparison

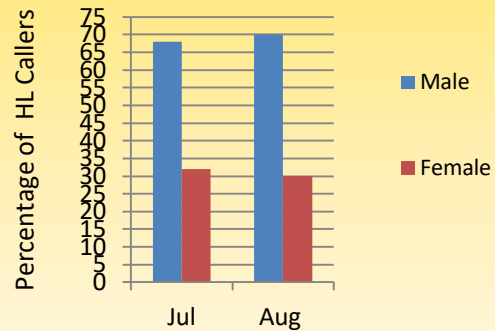


HELP SEEKER TRENDS

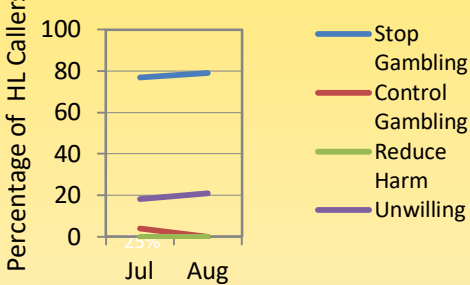
FY21 YTD Ethnicity Trend



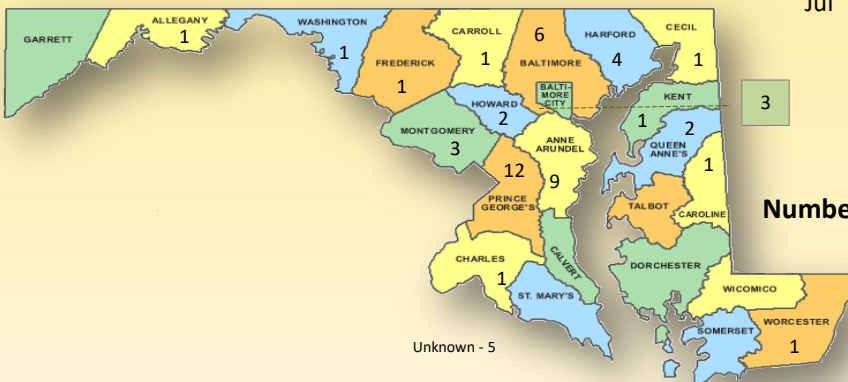
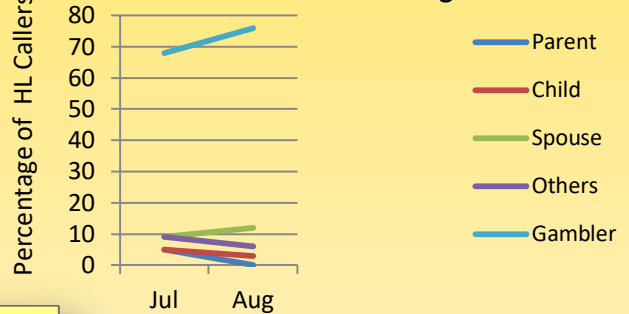
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction
FY21 YTD

Summary

Help seeker call volume in August 2020 increased again this month (n=33), recording a 50% increase over July volume (n=22). August call volume also indicates the highest call volume since October 2019. Overall web traffic visits decreased in August, however page views per visit increased substantially with visitors staying on sites longer. Help seeker calls were recorded in every region throughout the state again this month. Help seeker calls from the South Region (Anne Arundel, Calvert, Charles, Dorchester, Montgomery, prince George's and St. Mary's counties) reported highest percentage of callers again this month, increasing by 16% over July. Lottery as main gambling problem increased 4% in August. Referrals to and requests for a Problem Gambling treatment provider increased 31% over July. Lottery as source of the helpline number increased 3% this month.

- **Gender:** 70% male (n=23); 30% female (n=10).
- **Ethnicity:** European American callers comprised 42% (n=14) of helpline callers in August. African American callers comprised 30% (n=7). Latino callers comprised 6% (n=2). No Asian American or other ethnicities were recorded this month.
- **Who is Calling:** Gamblers comprised 76% (n=25) of total help seeking calls in August. Calls from a spouse/significant other comprised 12% (n=4). Calls from others (friends, family) comprised 6% (n=2). Calls from a child comprised 3% (n=1). There were no calls recorded from a parent.
- **Primary Gambling Problem:**
 - 67% (n=22) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 27% reported slot machines (n=6) and 73% reported other casino games (n=16) as most problematic.
 - Internet as primary gambling problem was reported by 12% (n=4)
 - Lottery totaled 9% (n=3)
 - Non-casino Keno totaled 3% (n=10)
 - Unwilling to share totaled 9% (n=3)

TREATMENT REFERRALS

33 help seeking calls:

- **Referrals:** were given to 30 help seeking callers (91%) and most received multiple referrals:
 - **Treatment Providers:** 67% of callers were referred to trained behavioral health providers providing no cost treatment (n=20).
 - **Peer Support:** 60% were referred to telephonic support with a trained person in recovery (n=18). Of those callers, 78% were warm-transferred to a Peer (n=14).
 - **G.A.:** 53% of callers were given information about Gamblers Anonymous meetings (n=16).
 - **Internet:** 40% were given internet resources (n=12).
 - 17% of callers were given referrals to **Other Support Services** (such as GamAnon) (n=5).
 - **Lottery Self-Exclusion:** 23% were referred to the Maryland voluntary self exclusion program (n=7).
 - Referrals to **Maryland Coalition of Families/MCF** represented 7% (n=2). Of those callers, 50% were warm-transferred to support (n=1).
 - 3% of callers were referred to **Credit Counseling** services (n=1).
- **Refused:** 9% of callers refused any referrals (n=3).

Analysis

CALLER PROFILE

76% of total help seeking callers in August were Gamblers, an 8% increase over the previous month. The majority of help seekers this month called to stop their gambling, increasing by 2% over July. African American callers increased 3% in August over the previous month. Male callers exceeded female callers this month and increased in August by 2%. Help seekers in age groups 35-44 and 55-64 reported an increase this month, reporting 12% and 15% respectively. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 48% - Internet (n=16)
- 6% - Casino (n=2)
- 6% - Friends/Restaurant (n=2)
- 3% - TV Commercial (n=1)
- 3% - Billboard (n=1)
- 3% - Lottery (n=1)
- 30% - Unwilling (n=10)

INTENT

- 79% - Stop Gambling (n=26)
- 21% - Unwilling (n=7)

WEBSITE TRAFFIC

Overall web traffic visits in August (5,701) decreased over July due to the convergence of websites and application of new tracking tools. Statistical tools will be continued to be monitored for web traffic tracking:

- Websites were consolidated in August, with five sites being directed to the helpseeker website and four sites remaining as independent URLs.
- Over 68,543 page views were recorded over all active sites.
- Getting help and Find-a-counselor page were the most visited on helpmygamblingproblem.org, asiangamblingsos.org and militarygamblesafe.org.
- 1 Chat intake was recorded this month.
- 1 Text intake was recorded.

AGE

In August, relative percentage of callers increased in age groups 35-44 (12%)(n=10) and 55-64 (15%) (n=8). Relative percentage decreased for callers in age groups 18-24 (3%) (n=1), 25-34 (2%) (n=4), 45-54 (14%) (n=6) and 65 plus (6%) (n=1).

