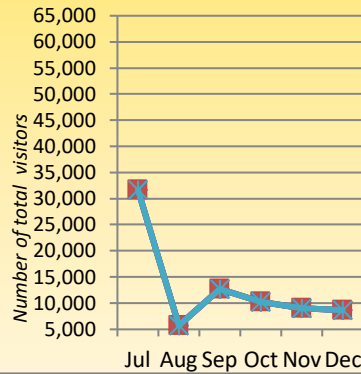


### Helpline Report FY21 December 2020 Call Data

#### HELP SEEKER VOLUME

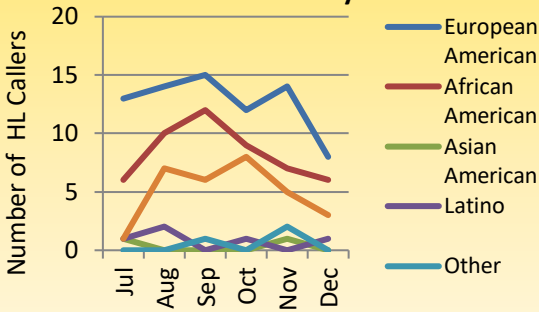


#### FY21 YTD WEB CLICKS

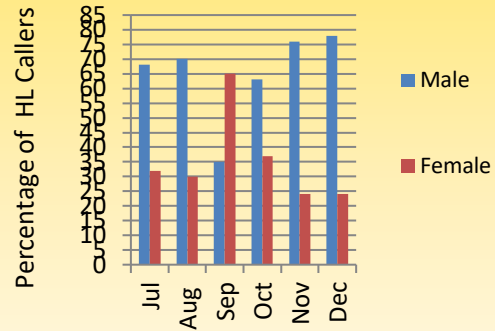


#### HELP SEEKER TRENDS

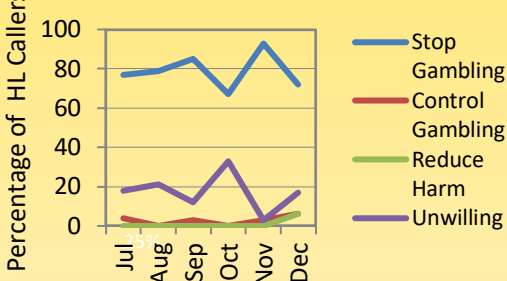
##### FY21 YTD Ethnicity Trend



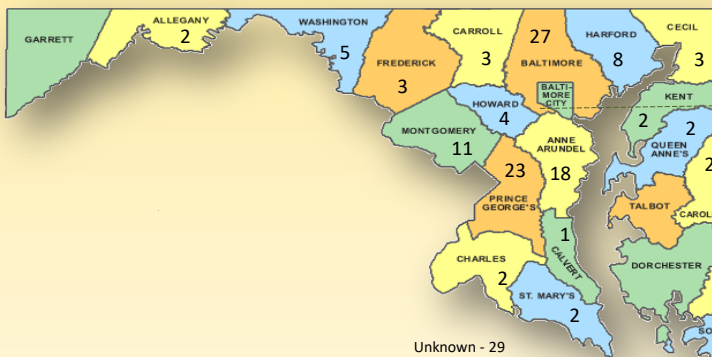
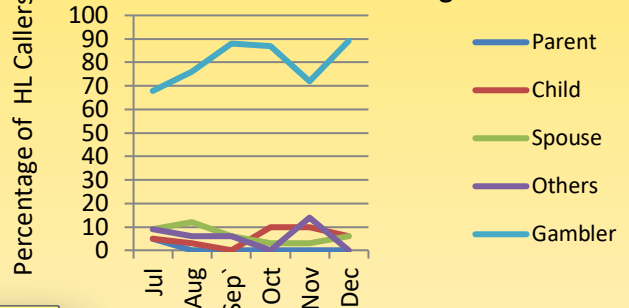
##### FY21 YTD Gender Trend



##### FY21 YTD Intent



##### FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction  
FY21 YTD

## Summary

Help seeker call volume in December 2020 decreased (37%) (n=18) from November volume (n=29). The decrease in call volume this month may be attributed to capacity limitations (25% or 50%) for Casinos due to pandemic restrictions. Help seeker calls were recorded in all regions this month. Callers in Baltimore City increased 12% over November, recording a second straight month of increased calls. Casino as main gambling problem increased 30% in December; Casino slots as main problem also increased this month (28%). Referrals to “no cost” treatment providers increased 39% relative percentage in December. Referrals to internet resources also increased (22%). Internet as source of the helpline number recorded the highest percentage.

- **Gender:** 78% male (n=14); 22% female (n=4).
- **Ethnicity:** European American callers comprised 44% (n=8) of helpline callers in December. African American callers comprised 33% (n=6). Latino callers comprised 6% (n=1). No Asian American or other ethnicity callers were recorded this month.
- **Who is Calling:** Gamblers comprised 89% (n=16) of total help seeking calls in December. Calls from a spouse/significant other and a child each comprised 6% (n=1). No calls were recorded from a parent or others (friends, family members).
- **Primary Gambling Problem:**
  - 78% (n=14) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 57% reported slot machines (n=8) and 43% reported other casino games (n=6) as most problematic.
  - Lottery totaled 11% (n=2)
  - Unwilling to share totaled 11% (n=2)

## TREATMENT REFERRALS

18 help seeking calls:

- **Referrals:** were given to 14 help seeking callers (78%) and most received multiple referrals:
  - **Treatment Providers:** 71% of callers were referred to trained behavioral health providers providing no cost treatment (n=10).
  - **Peer Support:** 64% were referred to telephonic support with a trained person in recovery (n=9). Of those callers, 22% were warm-transferred to a Peer (n=2).
  - **Internet:** 36% were given internet resources (n=5).
  - **G.A.:** 29% of callers were given information about Gamblers Anonymous meetings (n=4).
  - **Lottery Self-Exclusion:** 21% were referred to the Maryland voluntary self exclusion program (n=3).
  - Requests for **Mailed Information** represented 7% of callers (n=1).
- **Refused:** 22% of callers refused any referrals (n=4).

## Analysis

### CALLER PROFILE

Gamblers totaled 89% of help seeking callers in December and records a relative percentage increase of 17% over the previous month. This month, help seekers called to stop, control and reduce the harm of their gambling. African American callers increased relative percentage in December by 9%. Male callers increased slightly 2% over November. Help seekers in age group 35-44 reported a 5% relative percentage increase in December. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

### SOURCE OF HELPLINE INFORMATION

- 50% - Internet (n=9)
- 11% - Casino (n=2)
- 6% - TV Commercial (n=1)
- 6% - Friend, Family Member (n=1)
- 28% - Unwilling (n=5)

### INTENT

- 72% - Stop Gambling (n=13)
- 6% - Control Gambling (n=1)
- 6% - Reduce the Harm (n=1)
- 17% - Unwilling (n=3)

### WEBSITE TRAFFIC

Overall web traffic visits in December (n=8,640) decreased slightly 4% from November (n=8,947). Statistical tools will be continued to be monitored for web traffic tracking:

- Although visits to the help seeker site – [helpmygamblingproblem.org](http://helpmygamblingproblem.org) – decreased this month, average time on site increased to 1.08 minutes per visit. *Gambling-support-groups* remains most viewed page, with *getting-help* as the second most viewed.
- Visitors to [asiangamblingsos.org](http://asiangamblingsos.org) from google organic searches increased 12.4% this month.
- 5 = Chat intakes were recorded this month.
- 1 = Text intake was recorded.

### AGE

In December, relative percentage of callers increased in age groups 25-34 (4%) (n=5), 35-44 (5%) (n=4), and 65 plus (3%) (n=1). Relative percentage decreased for callers in age group 55-64 (11%) (n=3). No callers were reported in age groups 18-24 and 45-54.

