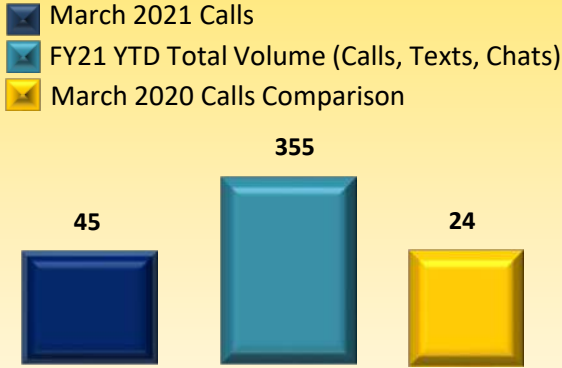


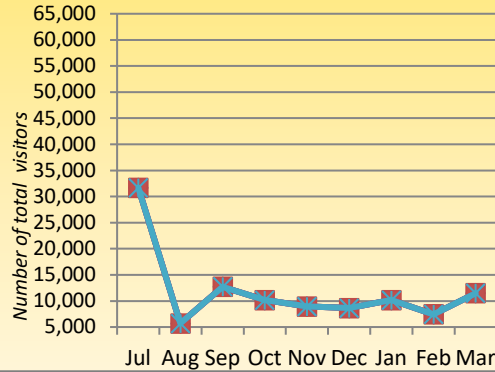
Helpline Report

FY21 March 2021 Call Data

HELP SEEKER VOLUME

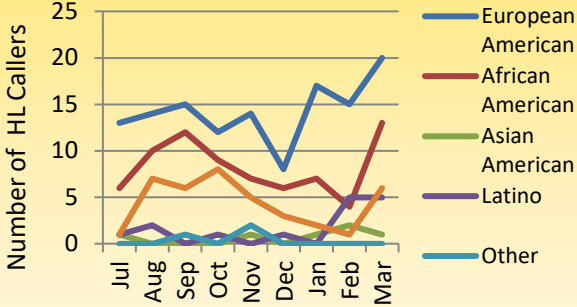


FY21 YTD WEB CLICKS

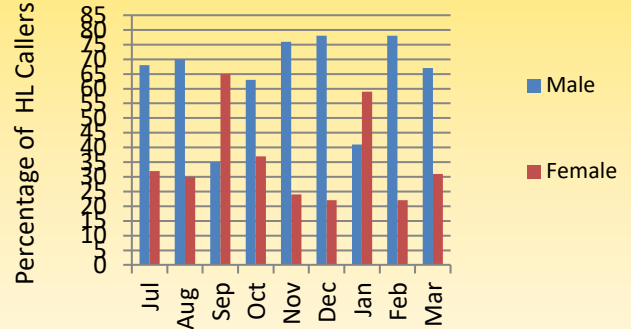


HELP SEEKER TRENDS

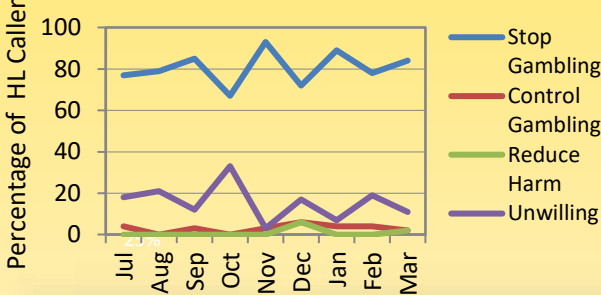
FY21 YTD Ethnicity Trend



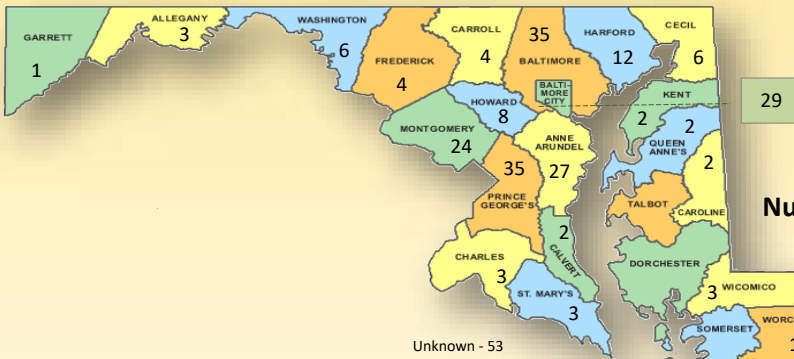
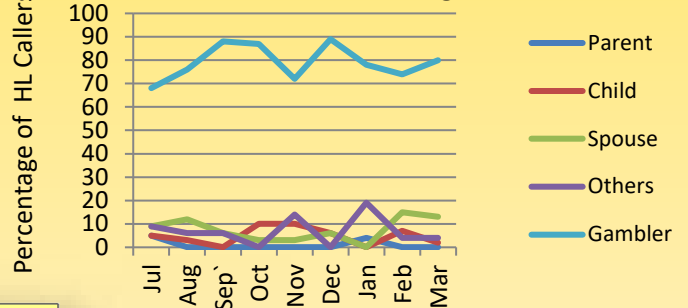
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction
FY21 YTD



Summary

Help seeker call volume in March 2021 recorded highest volume (n=45) since March 2019. This also records a 67% increase in calls over February. Web traffic in March increased 55% over previous month, due in part to broadened activities in support of Problem Gambling Awareness Month. Callers in the Central region (Baltimore, Baltimore City, Harford, Howard) increased 21% this month. Callers from Baltimore City and Montgomery County each increased 9%. Lottery as main gambling problem increased 12% in March; Lottery as main problem also increased (11%). Requests for Peer Support increased 19% this month. Casino as primary source of the helpline number increased 5% over February; TV commercials also increased this month (3%).

- **Gender:** 67% male (n=30); 31% female (n=14); 2% unwilling (n=1)
- **Ethnicity:** European American callers comprised 44% (n=20) of helpline callers in March. African American callers comprised 29% (n=13). Latino callers comprised (11%) (n=5). Asian American callers comprised 2% (n=1). No other ethnicity callers were recorded this month.
- **Who is Calling:** Gamblers comprised 80% (n=36) of total help seeking calls in March. Calls from a spouse/significant other comprised 13% (n=6). Calls from others (friends, family) comprised 4% (n=2). Calls from a child comprised 2% (n=1). No calls were recorded from a parent.
- **Primary Gambling Problem:**
 - 64% (n=29) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 34% reported slot machines (n=10) and 66% reported other casino games (n=19) as most problematic.
 - Lottery totaled 11% (n=5)
 - Internet totaled 4% (n=2)
 - Non-casino games (v.poker, cards, dice) totaled 4% (n=2)
 - Unspecified Sports totaled 2% (n=1)
 - Unwilling to share totaled 13% (n=6)

TREATMENT REFERRALS

45 help seeking calls:

- **Referrals:** were given to 38 help seeking callers (84%) and most received multiple referrals:
 - **Peer Support:** 47% were referred to telephonic support with a trained person in recovery (n=18). Of those callers, 61% were warm-transferred to a Peer (n=11).
 - **G.A.:** 37% of callers were given information about Gamblers Anonymous meetings (n=14).
 - **Lottery Self-Exclusion:** 24% were referred to the Maryland voluntary self exclusion program (n=9).
 - **Treatment Providers:** 66% of callers were referred to trained behavioral health providers providing no cost treatment (n=25).
 - 5% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=2).
 - **Internet:** 21% were given internet resources (n=8).
 - Referrals to **Maryland Coalition of Families/MCF** represented 11% (n=4). Of those callers, 25% were warm-transferred to a Family Peer (n=1).
- **Refused:** 16% of callers refused any referrals (n=7).

Analysis

CALLER PROFILE

Gamblers totaled 80% of help seeking callers in March, representing a 6% increase this month. Help seekers calling to stop gambling increased 6% this month. African American callers increased 14% in March. Female callers increase 9% over previous month. Help seeker calls in age group 55-64 reported a 9% relative percentage increase in March; age group 65 plus also increased (5%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 51% - Internet (n=23)
- 16% - Casino (n=7)
- 7% - TV Commercial (n=3)
- 2% - Lottery (n=1)
- 2% - Radio (n=1)
- 2% - Friends/Family
- 20% - Unwilling (n=9)

INTENT

- 84% - Stop Gambling (n=38)
- 2% - Control Gambling (n=1)
- 2% - Reduce harm caused by Gambling (n=1)
- 11% - Unwilling (n=5)

WEBSITE TRAFFIC

Overall web traffic visits in March (n=11,499) increased 55% from February (n=7,428). Awareness ads running in March through TV, radio and web in collaboration with MLGCA/Maryland Lottery and Gaming Control Agency and MDH/Maryland Department of Health drove additional traffic to the helpline as well as the help seeker website. Statistical tools will be continued to be monitored for web traffic tracking:

- Visits to the help seeker site – helpmygamblingproblem.org – increased 25% in March. Most visited page was support groups, followed by getting help/find-a-counselor.
- 37% of the help seeker site sessions were referrals from Facebook.
- Traffic also increased to the main site, mdproblemgambling.com (25%) and militarygamblesafe.org (38%).
- 15 = Chat intakes were recorded this month, representing a 63% increase of February.
- 1 = Text intake was recorded.

AGE

In March, relative percentage of callers increased in age groups 35-44 (2%) (n=11), 55-64 (9%) (n=7) and 65 plus (5%) (n=4). Relative percentage decreased for callers in age groups 18-24 (2%) (n=4). 25-34 (11%) (n=5) and 45-54 (1%) (n=8).

