

***May is Women's Health Month:  
Awareness and Prevention of Problem  
Gambling Behaviors in Women***

***May 14, 2021***

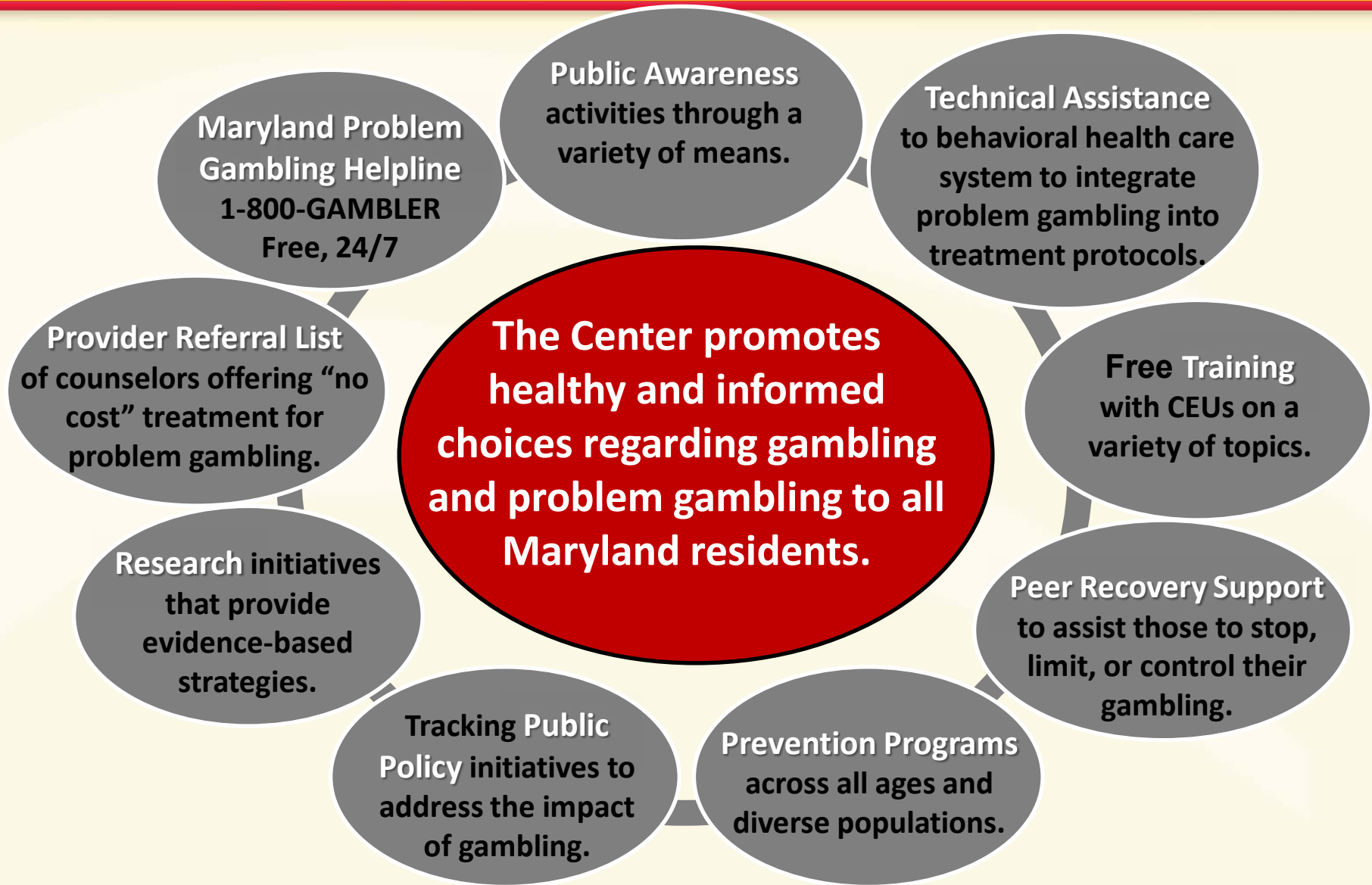
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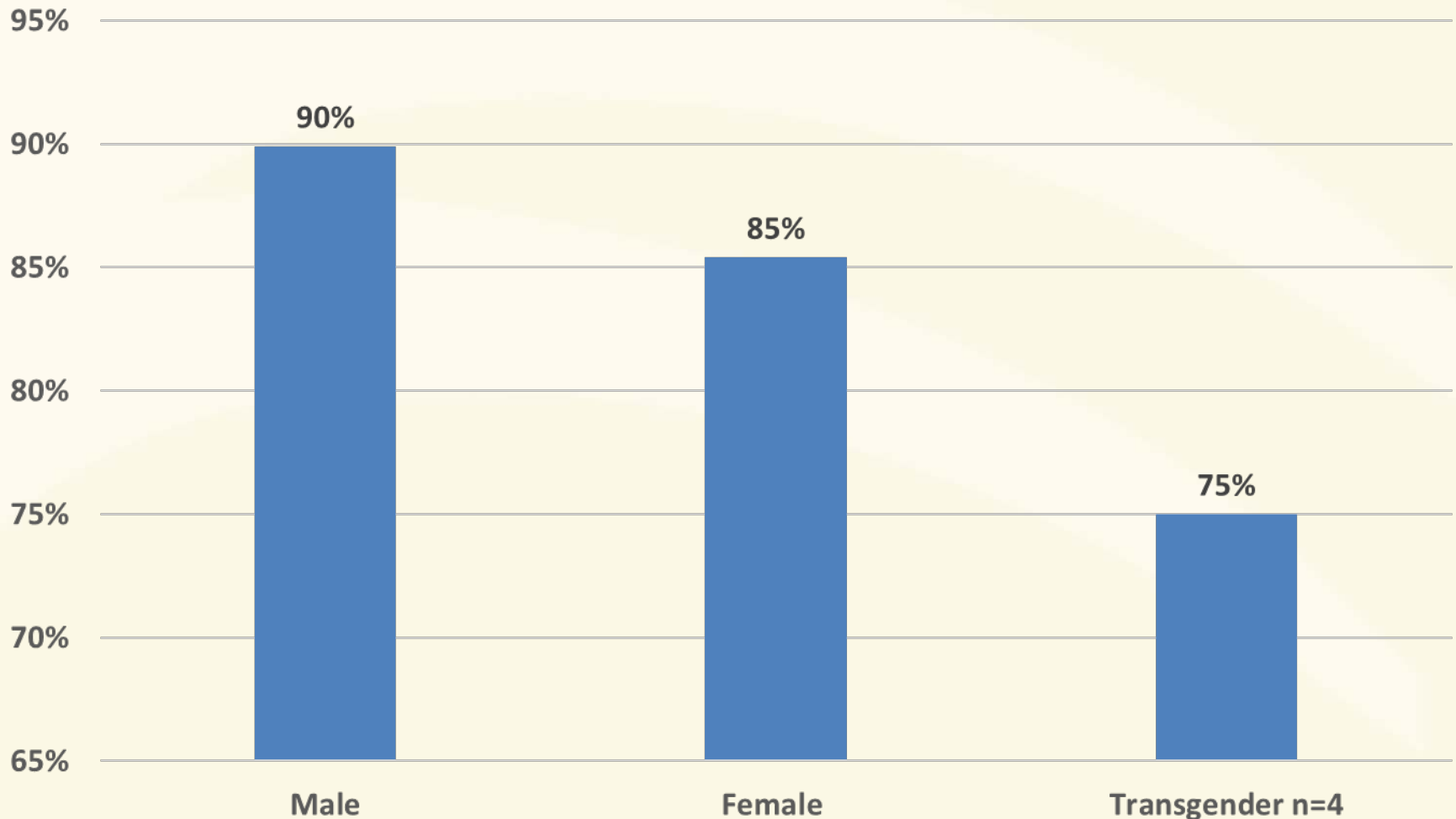
## Agenda

1. Data and Research on women's gambling
2. Women's gambling behaviors and how they are different from men
3. What health professionals and family members can do to support safe gambling behaviors among women (How to have the conversation)
4. How to prevent gambling problems among women
5. Questions

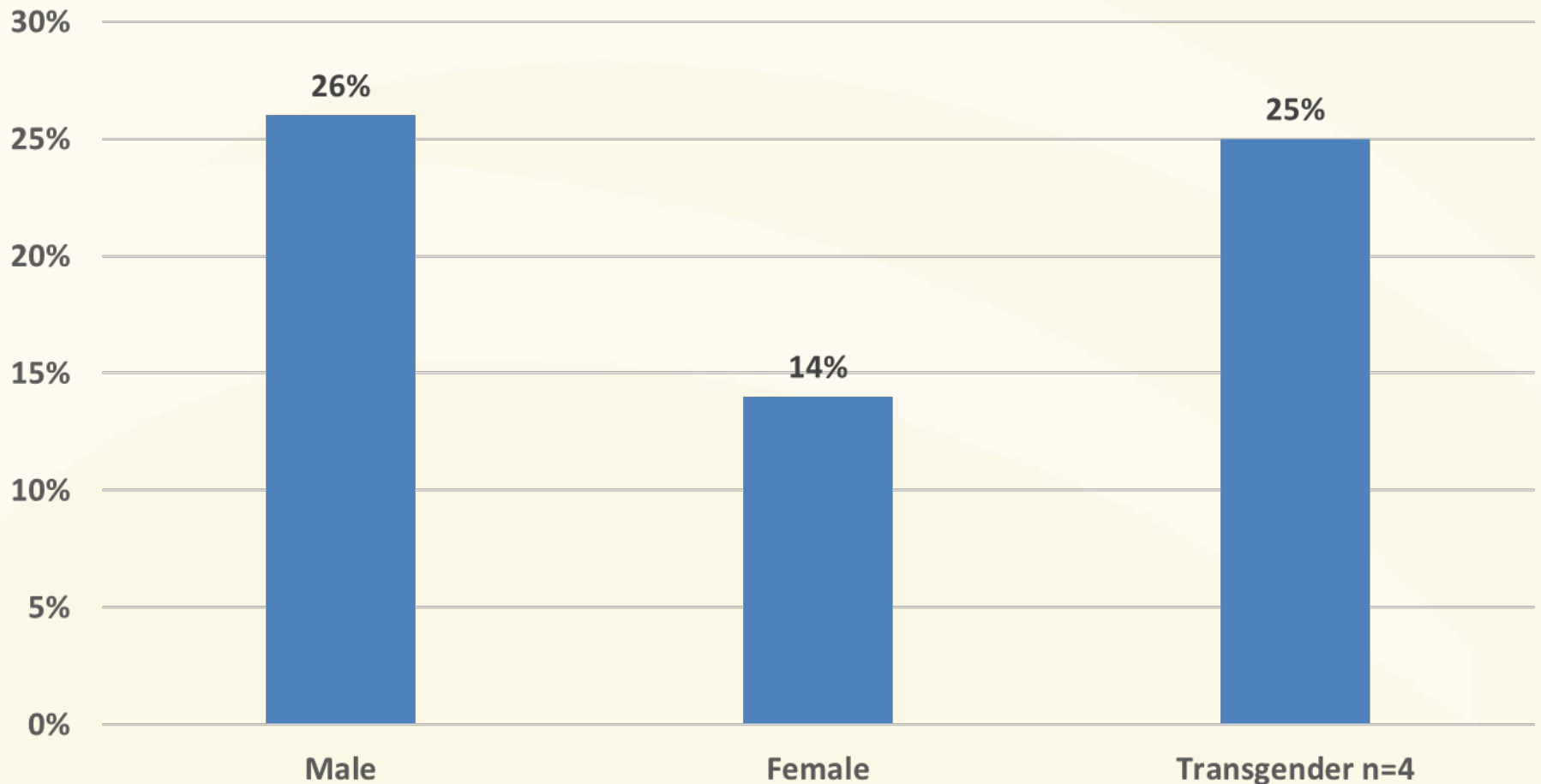


# Gambling Behaviors in Women: Data from Research and Maryland

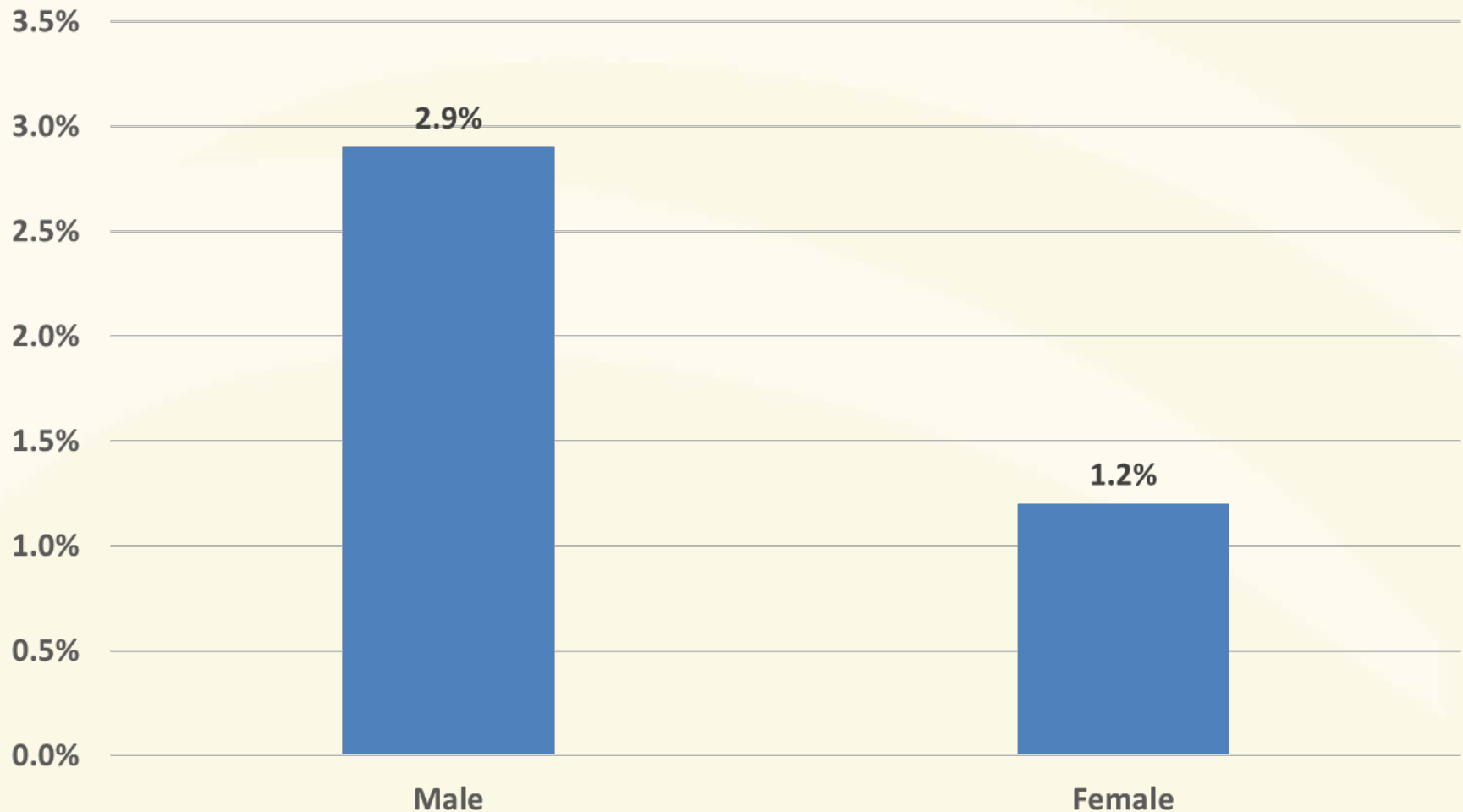
**Maryland Residents Reporting Ever Gambling by Gender**  
(Tracy et al., 2017)



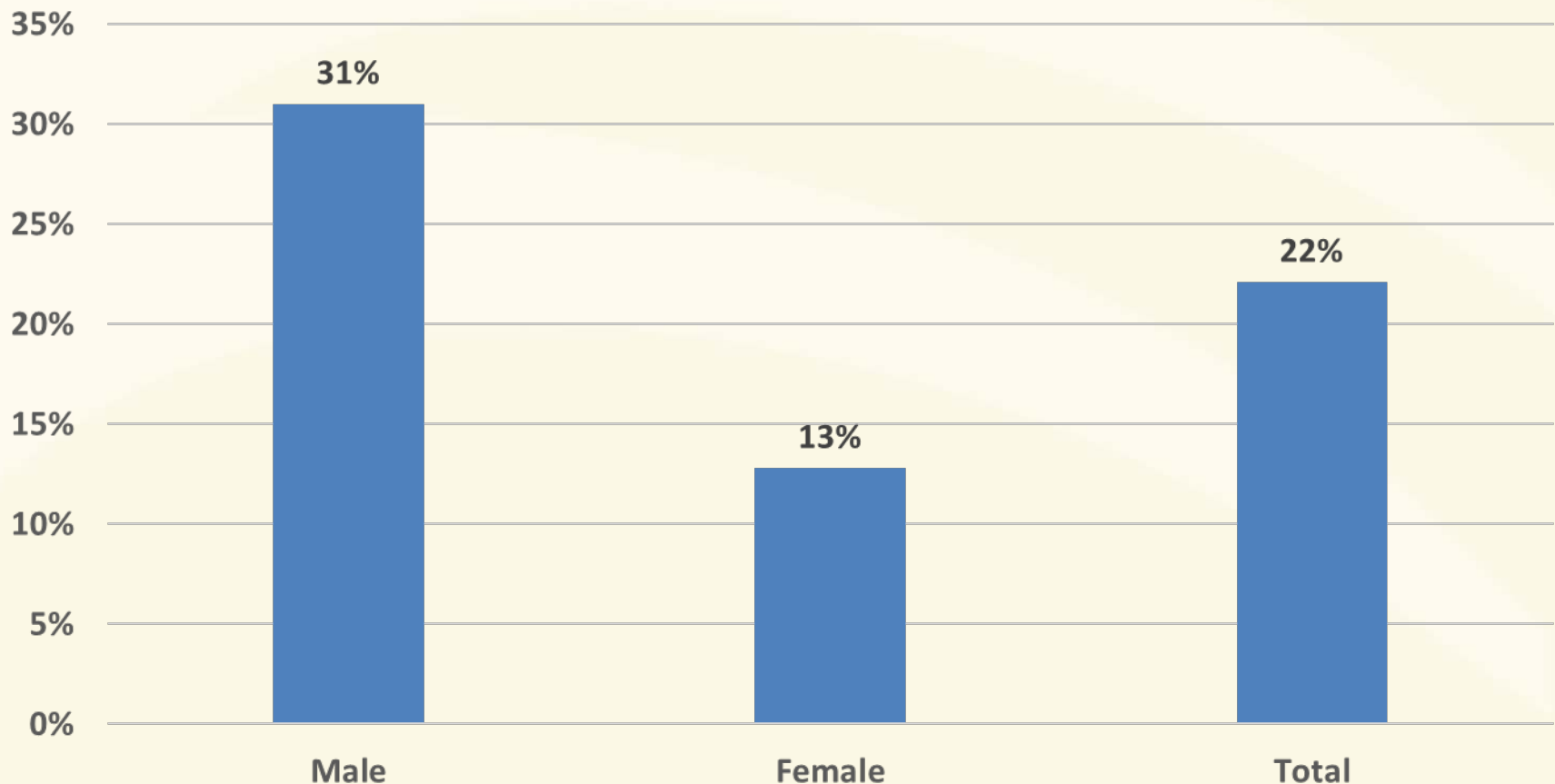
**Maryland Residents Who Gamble Frequently (at least weekly) by  
Gender (Tracy et al., 2017)**



**Maryland Disordered Gamblers by Gender  
(Tracy, 2017)**

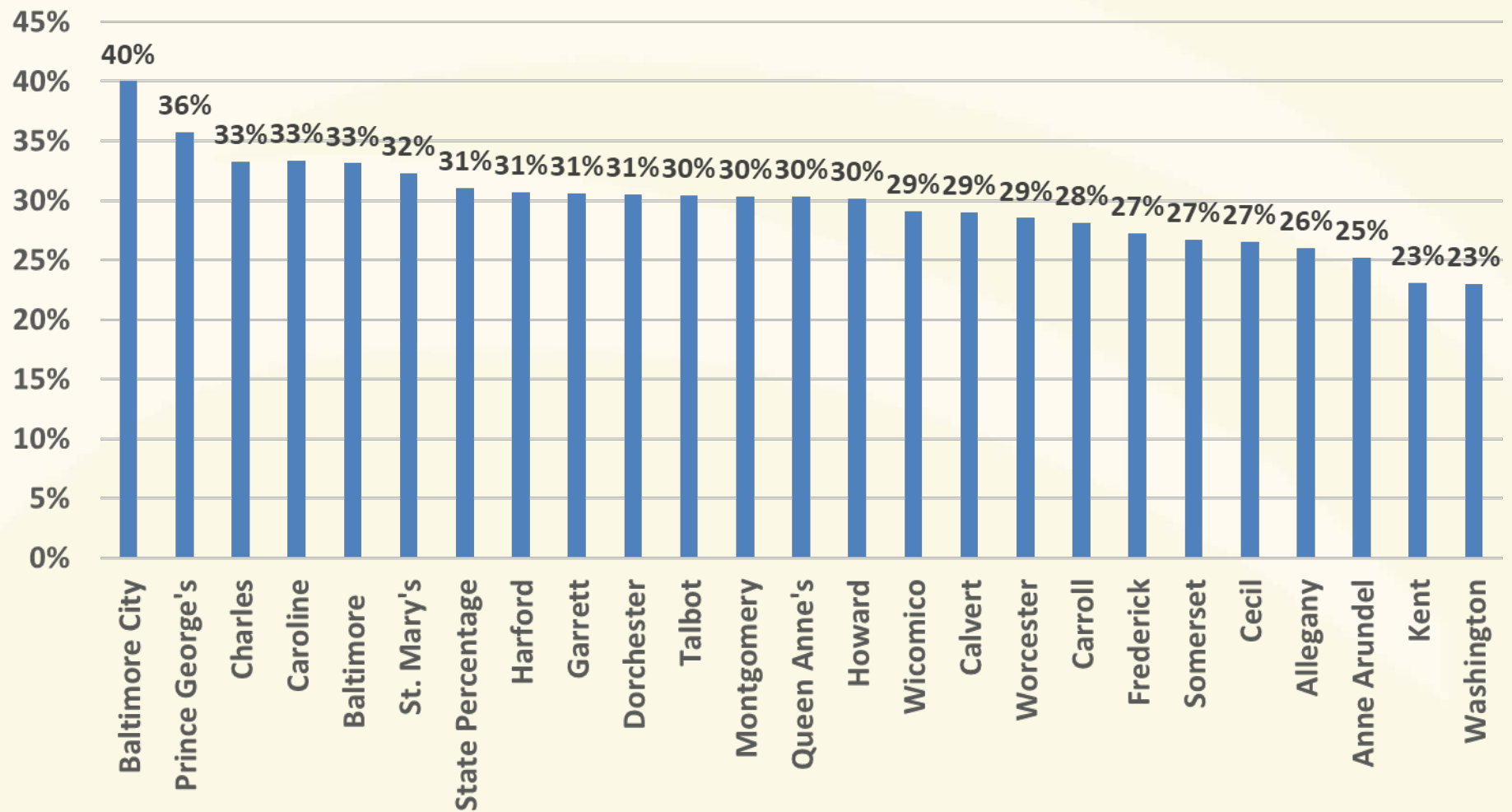


**Percentage of Maryland High School Students Reporting  
Gambling in the Last Year by Gender  
(YRBS, 2018)**

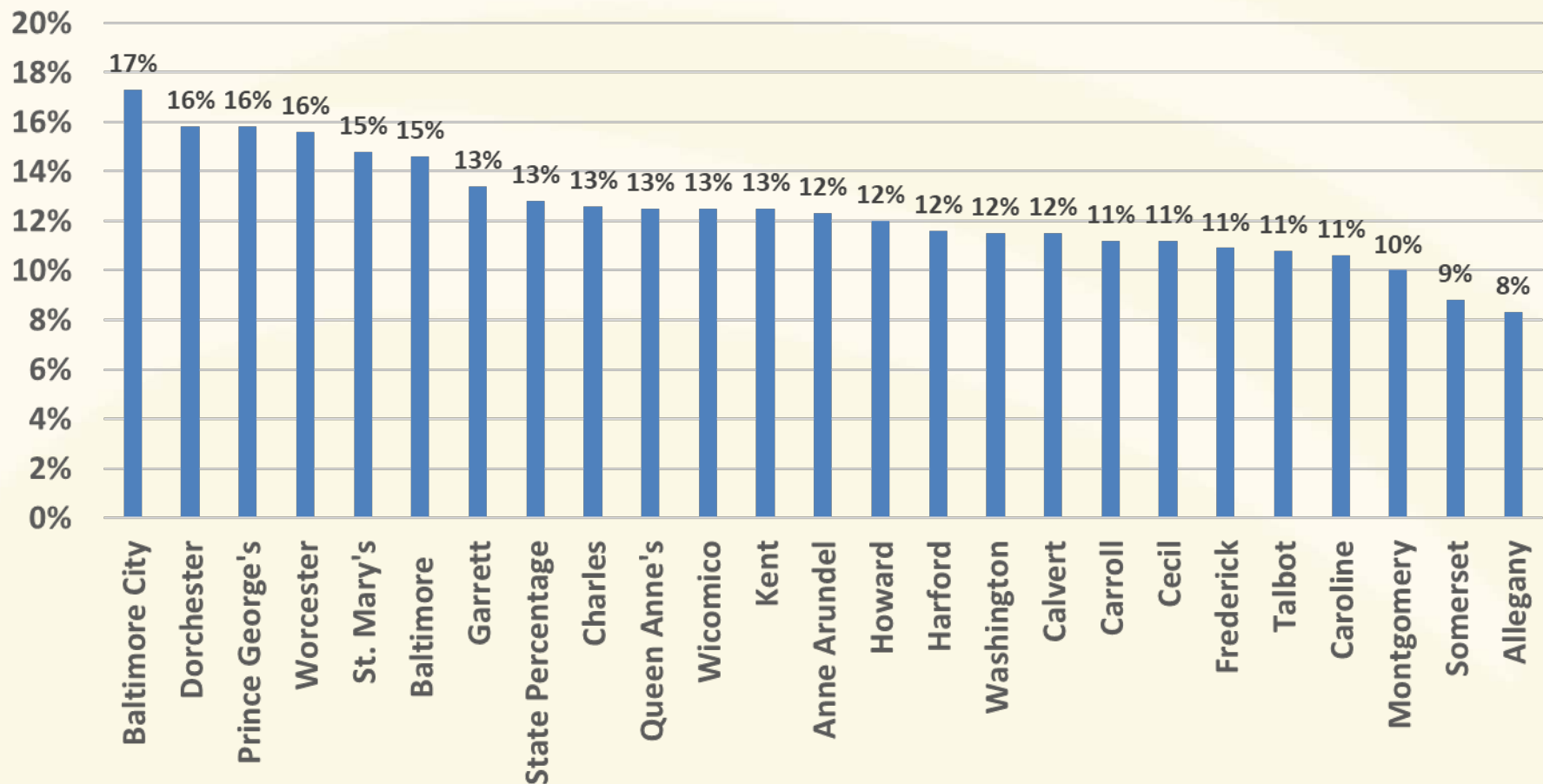




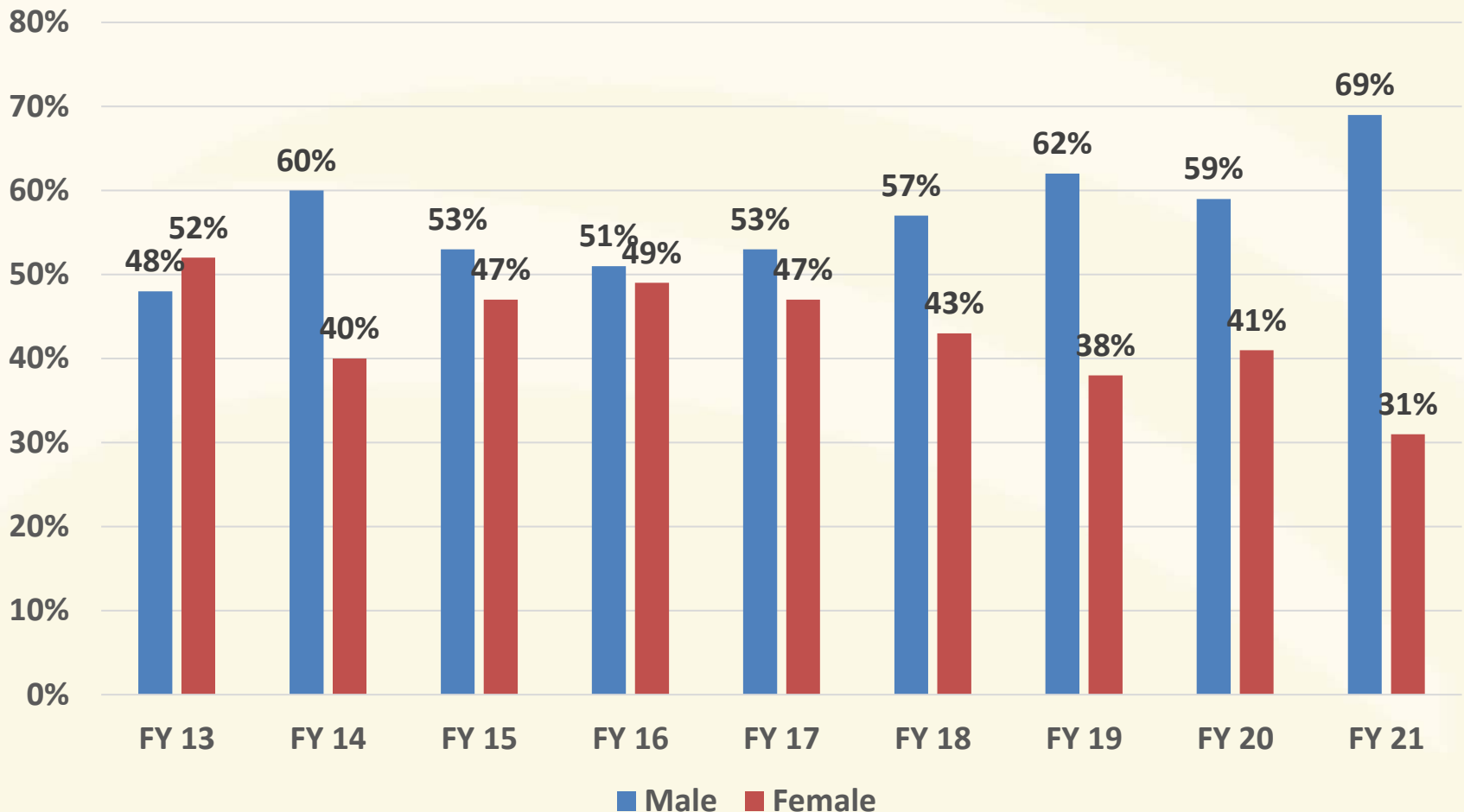
## Percentage of Maryland Male High School Students Reporting Gambling in the Last Year by County (YRBS, 2018)



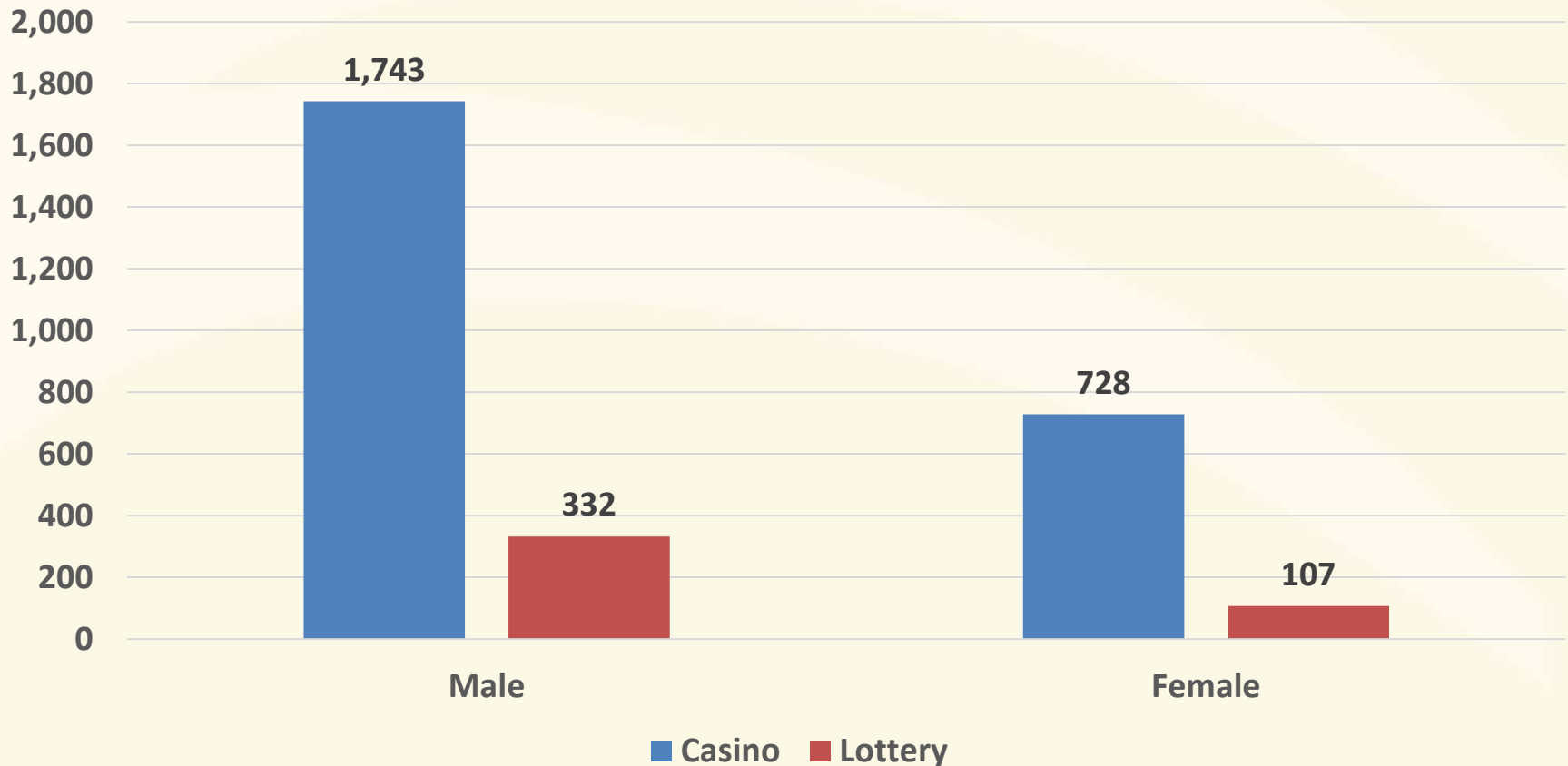
Percentage of Maryland Female High School Students Reporting  
Gambling in the Last Year by County  
(YRBS, 2018)



## Percentage of Maryland Helpline Calls by Gender FY 13- FY 21 (9 months)



**Voluntary Exclusion Program Participants by Gender as of  
March 31, 2021  
(Maryland Lottery, 2021)**





## Gladys Knight Recalls Gambling Addiction

“ It can happen to anyone, even the biggest celebrities. Gladys Knight is a music icon, having given the public such classics as “Midnight Train to Georgia,” “If I Were Your Woman,” “I Heard It Through the Grapevine” (the Gladys Knight and the Pips version came out before Marvin Gaye’s) and “Best Thing That Ever Happened to Me.” But there was a time when the lady with the big, expressive voice was caught in the grip of gambling, specifically blackjack. Fortunately, that is now relegated to her past.

“I got into gambling when I was playing a casino,” Knight recalled. “One day a friend said, ‘Do you want to play some blackjack?’ So I played and enjoyed it. You think you can win everything but you won’t.”

Knight realized she had a hit a new low one night when, not cognizant of the hours passing, suddenly realized that it was morning — and she should have been at home getting her son ready for school.

This was her wake-up call.

“I just got sick at the table,” she said. “I got up, went to the phone and called Gamblers Anonymous. The lady who answered said, ‘Where are you? We will come get you.’”

They did and that was the start of her recovery, which was completed in record time, due to what she identifies as divine intervention.

“I have a faith that is unbeatable,” she said. “As far as my Lord and Savior is concerned, I try to go the way I’m supposed to, and when I fall short, I ask for help.”

- Michigan Chronicle, May 16, 2013

## **“Amid pandemic, self-barred gamblers are returning to casinos”**

### **Baltimore Sun April 6, 2021**

BALTIMORE — It had been three years since her husband died, and on Thanksgiving weekend, his widow sought relief from her heartache and dark, pandemic-induced loneliness in the bright glow and hubbub of a casino. Huong Luong, 67, knew she shouldn't be at a poker table inside Live Casino and Hotel Maryland in Hanover, where surveillance cameras showed she spent nearly 13 hours.

That's because, in a moment of self-awareness and resolve a year earlier, the retired postal worker had signed a state document acknowledging “I have a problem with gambling” and pledging to stay out of the state's six casinos — or risk being arrested for trespassing and stripped of any winnings, according to state and court records.

But like hundreds of self-barred Maryland gamblers during the [coronavirus](#) pandemic, Luong was drawn to casinos during the year-long period's toxic mix of stress, boredom and isolation.

# The Difference Between Women's and Men's Gambling Behaviors



## Why Women Gamble (Algamus, 2020)

- Excitement: Social activity, going to the casino is popular and upscale, glitzy, and glamorous
- Wanting to Escape: Cope with stress of daily life, escape through lights, colors, and sounds sometimes tied to depression and anxiety
- Dysfunctional Relationships: Those suffering abuse, violence, and trauma use gambling to cope. Slot machines or on-line gambling allows the gambler to zone out.



## Women's Gambling Behaviors Through the Lifespan

- Girls may see parents gamble. Exposure to ads and on-line pop-up ads.
- For young women, peers may influence friends to gamble for social reasons such as at college parties or on-line.
- For middle age women, pressures of working, raising a family, taking care of aging parents could influence gambling behaviors.
- Older adults gamble due to physical limitations, coping with loss or transitions in life.

## Gambling Differences: Women Versus Men

- Gambling on-line increasing with women (McCarthy, 2019) some due to marketing
- Use of glamour and celebrities to appeal to women
- Women live longer than men and are more likely to start gambling at an older age.
- Use of gambling to deal with anxiety and stress has been found with women.
- Women of minority populations (Asians, African Americans, American Indian, and older women)

## Gambling Differences: Women Versus Men

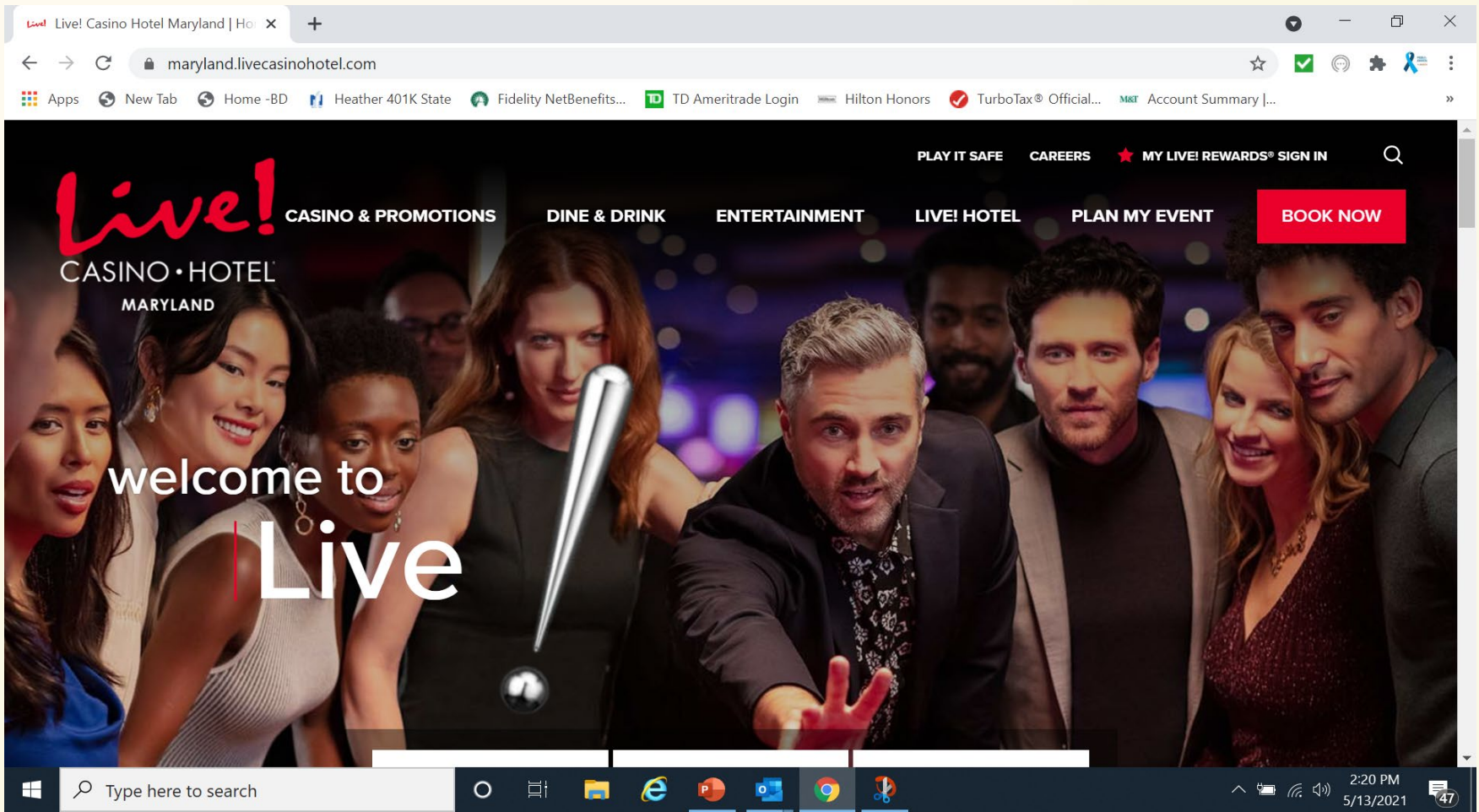
- Some new to a country gamble to fit in, you don't need to speak the language
- Life style changes such as retirement, divorce could lead to transition from social to problem gambling (NCPG)
- Gamblers Anonymous attended mostly by men
- Women more likely to report nongambling related mental health treatment. Men more likely to report drug problem or arrest (Potenza, 2001)
- High rate of suicidality caused by gambling (26.7%), slightly higher for women (Potenza, 2001).

## Top On-line Gambling Games Played by Women ([Onlineunitedstatescasinos.com](http://Onlineunitedstatescasinos.com))

- Slots
- Keno
- Scratch cards
- Bingo
- Blackjack
- Baccarat



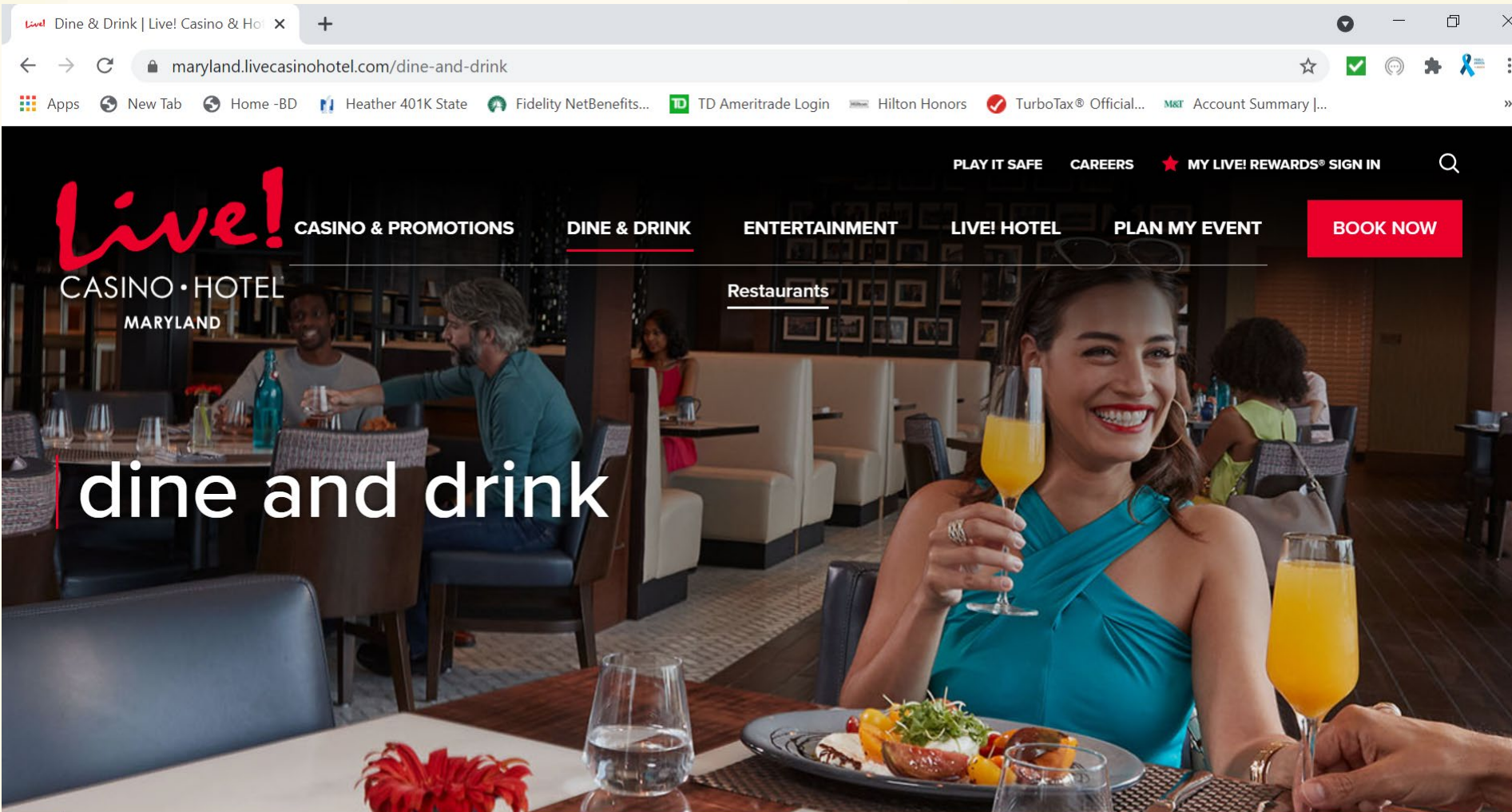
## Ads Targeting Women – Live!



The screenshot displays the homepage of the Live! Casino Hotel Maryland website. The browser's address bar shows the URL [maryland.livecasinohotel.com](http://maryland.livecasinohotel.com). The website features a large banner image of a diverse group of people, with a large, stylized exclamation mark overlaid. The text "welcome to Live!" is prominently displayed in the center of the banner. The top navigation bar includes links for "PLAY IT SAFE", "CAREERS", "MY LIVE! REWARDS® SIGN IN", and a search icon. Below the banner, the main navigation menu lists "CASINO & PROMOTIONS", "DINE & DRINK", "ENTERTAINMENT", "LIVE! HOTEL", "PLAN MY EVENT", and a red "BOOK NOW" button. The bottom of the image shows a Windows taskbar with various application icons and a system clock indicating 2:20 PM on 5/13/2021.

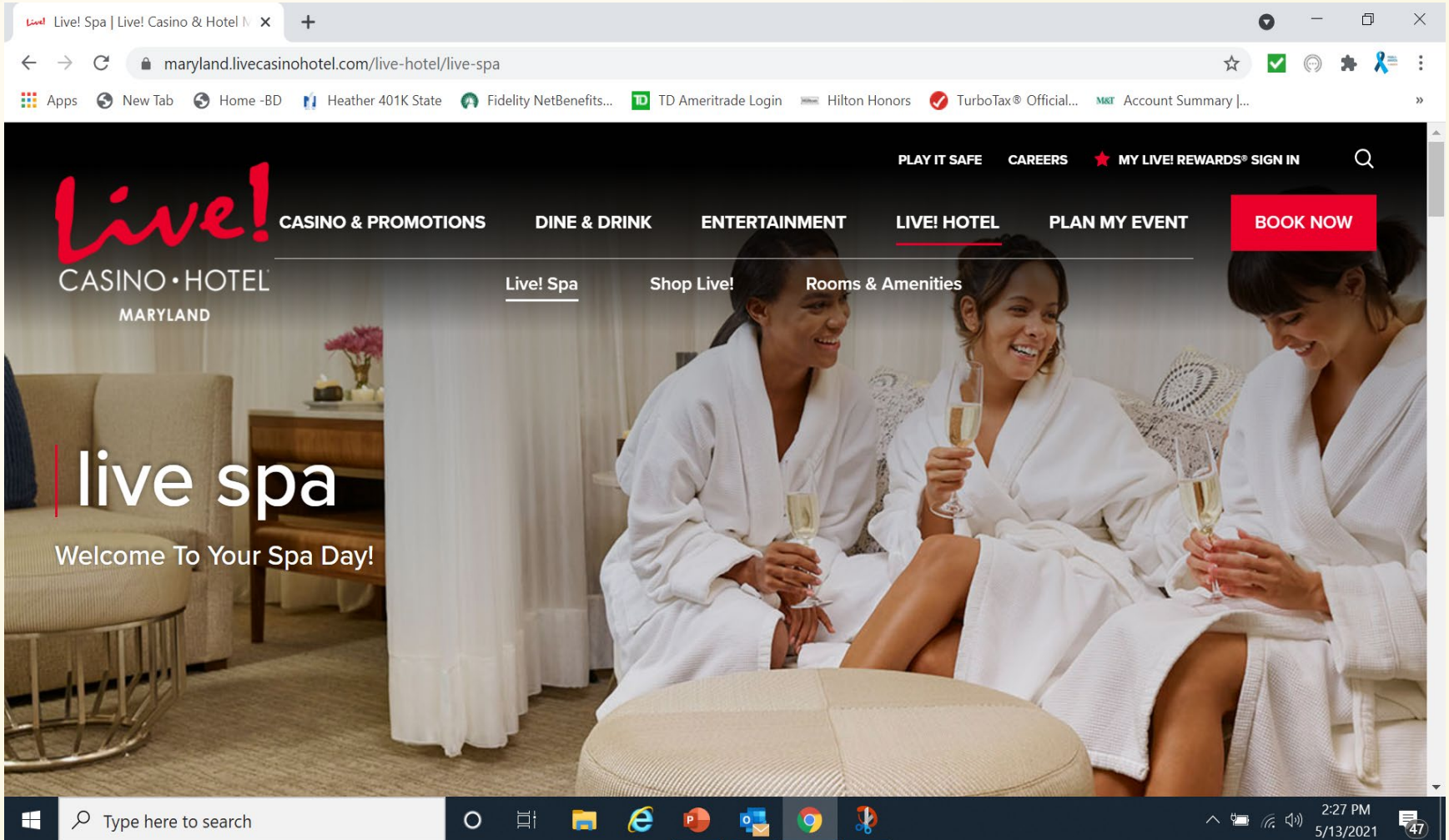


# Ads Targeting Women – Live!



The screenshot shows a web browser window displaying the "Live! Casino & Hotel Maryland" website. The browser's address bar shows the URL "maryland.livecasinohotel.com/dine-and-drink". The website's header includes navigation links: "PLAY IT SAFE", "CAREERS", "MY LIVE! REWARDS® SIGN IN", and a search icon. Below the header, the main navigation menu features "CASINO & PROMOTIONS", "DINE & DRINK" (which is underlined), "ENTERTAINMENT", "LIVE! HOTEL", and "PLAN MY EVENT". A prominent red "BOOK NOW" button is located on the right side of the navigation bar. The main content area is a large image of a restaurant interior. In the foreground, a smiling woman in a teal dress is seated at a table, holding a glass of orange juice. In the background, other patrons are visible at tables. The text "Live! CASINO • HOTEL MARYLAND" is overlaid on the left side of the image, and "dine and drink" is written in large white letters across the bottom left. The browser's taskbar at the bottom shows various application icons and the system clock indicating 2:23 PM.

## Ads Targeting Women – Live!



The screenshot shows a web browser window displaying the Live! Casino & Hotel Maryland website. The browser's address bar shows the URL [maryland.livecasinohotel.com/live-hotel/live-spa](http://maryland.livecasinohotel.com/live-hotel/live-spa). The website's header includes navigation links: **CASINO & PROMOTIONS**, **DINE & DRINK**, **ENTERTAINMENT**, **LIVE! HOTEL** (which is underlined), and **PLAN MY EVENT**. A red **BOOK NOW** button is visible on the right. Below the header, there are sub-navigation links: **Live! Spa** (underlined), **Shop Live!**, and **Rooms & Amenities**. The main content area features a large image of three women in white bathrobes sitting on a couch, holding champagne glasses. Overlaid on the left side of this image is the text **live spa** in a large, white, sans-serif font, with the tagline **Welcome To Your Spa Day!** below it. The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Type here to search", and several application icons including File Explorer, Edge, PowerPoint, Outlook, and Chrome. The system clock in the bottom right corner indicates the time is 2:27 PM on 5/13/2021.



# Ads Targeting Women -Rocky Gap

RG03499 - May 2021 Fashion F... x +

rockygapcasino.com/userfiles/kcfinder/files/RG03499\_-\_May\_2021\_Fashion\_Fever\_Poster\_LEAD\_RUSH\_FINAL.pdf

Apps New Tab Home -BD Heather 401K State Fidelity NetBenefits... TD Ameritrade Login Hilton Honors TurboTax® Official... M&T Account Summary |...

RG03499 - May 2021 Fashion Fever Poster LEAD RUSH 1 / 1 25% +

**FASHION FEVER**  
EVERY TUESDAY IN MAY • 12PM-8PM

**MAY 4**  
PUR CARLI HOBO PURSE

**MAY 11**  
PUR CAMMY HANDBAG

1

Type here to search

2:32 PM 5/13/2021 47



Put your answers in the chat!

Have you seen any gambling ads targeting women?

Lottery ads:

Have you seen Willy Wonka ads with the woman driving and seeing the guy next to her as a furry green guy?

Have you seen the ad for the lottery with the woman reporter's hair blowing in the wind?

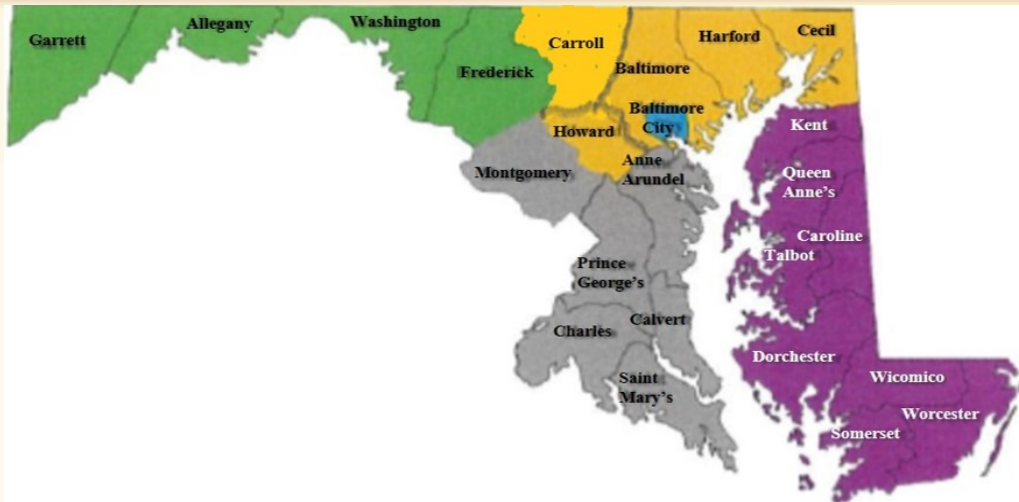
# What Healthcare Professionals and Family Members can do to Support Safe Gambling Behaviors in Women

## Safe Gambling Tips

- Set limits on time and money
- For fun and entertainment, not to make money
- Balance gambling with other leisure activities
- If gambling behaviors worry you, cut back.
- Have a plan of what to do if lose or win.
- Do not borrow money or make trips to the ATM machine.
- Do not spend money that is for basic needs such as food, housing, etc.

## Starting the Conversation

- Choose the right time
- Let the person know you are concerned for them in a caring manner
- Be specific about the behaviors you have seen
- Really listen non-judgmentally to what the person is saying
- Let them know you are willing to help – getting them to support and counseling



# ENGAGE the Center's Peers

## Western Maryland



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## Resources for Adults on Problem Gambling:

Helpline: 1-800-GAMBLER

Website: [helpmygamblingproblem.org](http://helpmygamblingproblem.org)

*No Cost Treatment: Call 1-800-GAMBLER and ask for a referral to a provider.*

*Peer Support: Call 1-800-GAMBLER and ask to speak to a peer. "Have the Conversation With Someone Who Has Been There"*

*Maryland Coalition of Families: Support for family members who have a loved one who is a problem gambler, Nancy Quidas, 410-730-8267 or [info@mdcoalition.org](mailto:info@mdcoalition.org)*

*Voluntary Exclusion Program: Jasmine Countess, [jasmine.countess@Maryland.gov](mailto:jasmine.countess@Maryland.gov) or 410-230-8798*

*Talk to Mental Health or Substance Abuse counselor*

*Call us at 667-214-2120 for provider referral, no cost treatment, peer support, or information on the voluntary exclusion program*



## Problem Gambling Resources



- Gamblers Anonymous - [www.gamblersanonymous.org](http://www.gamblersanonymous.org)
- Gam-Anon - [www.gamanon.org](http://www.gamanon.org)
  - Helpline 1-888-230-1123
- [DMVgamblinghelp.org](http://DMVgamblinghelp.org) local DMV GA meetings
- Maryland 211, press 1: for crises



Put your answers in the chat:

Do you know of other resources for women who  
have a gambling problem?

# How to Prevent Gambling Problems Among Women

## Women's Problem Gambling Prevention

- Conduct research on women's gambling behaviors
- Incorporate women's gambling into problem gambling prevention policies (collect gender specific data, used gender specific public awareness and education.
- Work with community leaders and at-risk communities to provided education on the risks of gambling for women.
- Programs tailored to the needs of women and culturally sensitive.
- Tailor public awareness messages about risks of gambling and types of gambling preferred by women
- Screen women for gambling behaviors

# Women's Problem Gambling Prevention

- Providing wellness and alternative activities
- Encourage women problem gamblers to seek treatment



# The Center's May Mental Health Month Guide



**A Guide for  
Behavioral Health Providers,  
Preventionists and  
Public Information Officers**



## Mental Health Guide Suggestions

- Refer to Local Health Department, Local Mental Health Agencies for resources to help women and families.
- Go to [MHAscreening.org](https://www.MHAscreening.org) for a mental health screening.
- For problem gambling screening, go to <https://www.mdproblemgambling.com/self-evaluation/>
- Put awareness and prevention messaging on your website
- Post flyers in your office or virtually found in the Guide
- Reach out to the Peer Recovery Support Specialist in your region

## Prevention Strategies to Raise Awareness of Women and Problem Gambling

- Post information on your social media accounts, in your e-newsletters, and on your website. Find sample post in the Center's May Mental Health Guide.
- Request a presentation or webinar on problem gambling for the staff at your organization. Earn free CEUs by participating in the Center's webinars.

# Prevention Strategies to Raise Awareness of Women and Problem Gambling

- Integrate problem gambling resources into Student Assistance Programs and Employee Assistance Programs. Include in workplace wellness presentations.
- Include problem gambling information in local and State resource guides.
- Include the discussion of gambling with other addiction topics: alcohol, tobacco, and drug misuse.





Questions?????

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