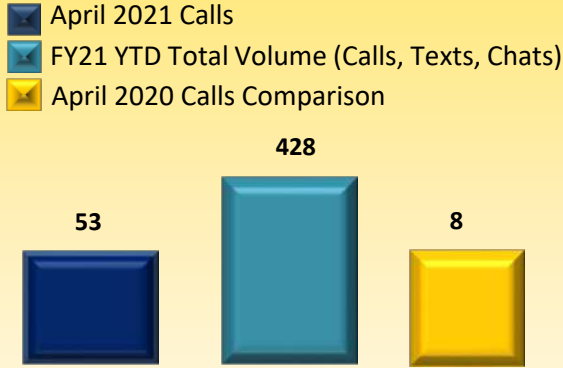


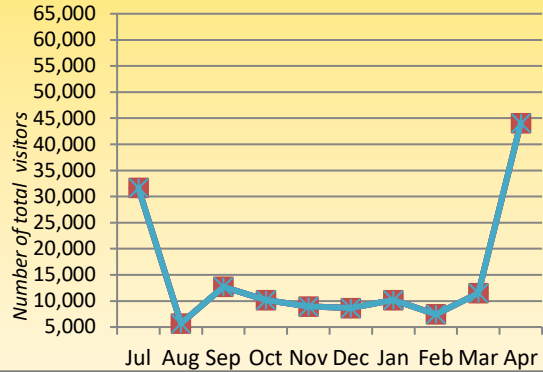
Helpline Report

FY21 April 2021 Call Data

HELP SEEKER VOLUME

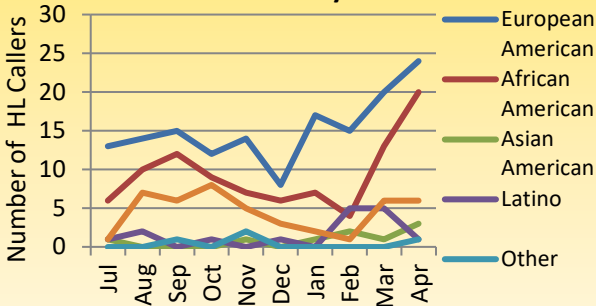


FY21 YTD WEB CLICKS

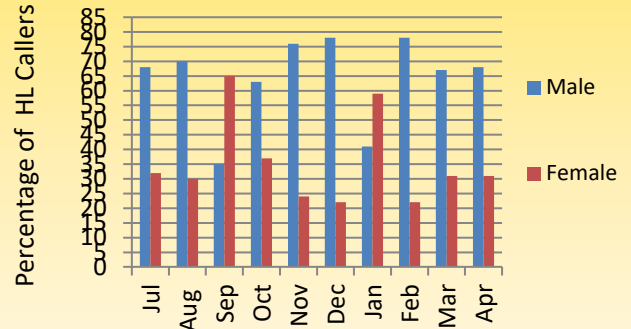


HELP SEEKER TRENDS

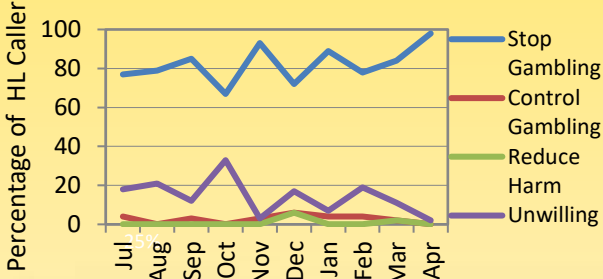
FY21 YTD Ethnicity Trend



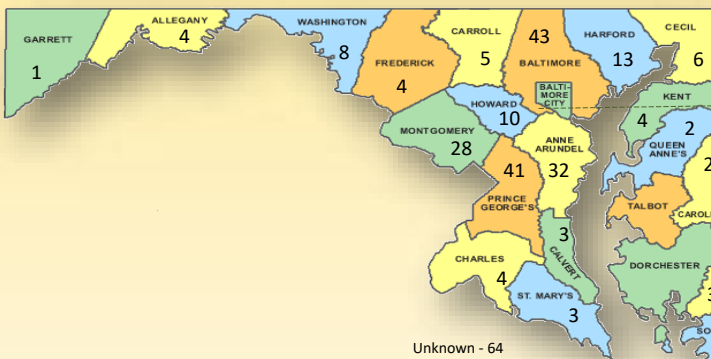
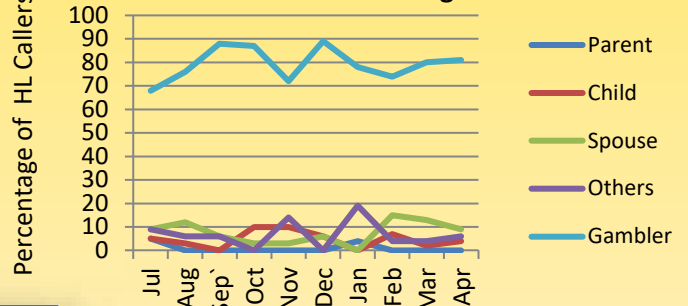
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction FY21 YTD



Summary

Help seeker call volume in April 2021 (n=53) recorded an 18% increase over March calls, increasing for the 2nd straight month. Web traffic spiked in April, increasing 283% over previous month. Callers in the Western region (Allegany, Frederick, Garrett, Washington) increased 4% this month; callers from Anne Arundel and Baltimore counties also increased (7% and 4% respectively). Casino slots as main gambling problem increased 7% over March; unspecified sports as main problem also increased (4%). Requests for Peer Support increased again this month, recording a 14% increase in April. Internet as primary source of the helpline number increased 19% over previous month.

- **Gender:** 68% male (n=36); 32% female (n=17).
- **Ethnicity:** European American callers comprised 45% (n=24) of helpline callers in April. African American callers comprised 38% (n=20). Asian American callers comprised 6% (n=3). Latino and ethnicity callers each comprised (2%) (n=1).
- **Who is Calling:** Gamblers comprised 81% (n=43) of total help seeking calls in April. Calls from a spouse/significant other comprised 9% (n=5). Calls from others (friends, family) comprised 6% (n=3). Calls from a child comprised 4% (n=2). No calls were recorded from a parent.
- **Primary Gambling Problem:**
 - 64% (n=34) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 41% reported slot machines (n=14) and 59% reported other casino games (n=20) as most problematic.
 - Lottery totaled 15% (n=8)
 - Internet totaled 6% (n=3)
 - Unspecified Sports totaled 6% (n=3)
 - Non-casino games (v.poker) totaled 4% (n=2)
 - Racetrack, Horse Racing totaled 2% (n=1)
 - Stocks/day trading totaled 2% (n=1)
 - Unwilling to share totaled 2% (n=1)

TREATMENT REFERRALS

53 help seeking calls:

- **Referrals:** were given to 49 help seeking callers (92%) and most received multiple referrals:
 - **Peer Support:** 61% were referred to telephonic support with a trained person in recovery (n=30). Of those callers, 57% were warm-transferred to a Peer (n=17).
 - **Treatment Providers:** 53% of callers were referred to trained behavioral health providers providing no cost treatment (n=26).
 - **G.A.:** 29% 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=12).
 - **Lottery Self-Exclusion:** 24% were referred to the Maryland voluntary self exclusion program (n=12).
 - 22% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=11).
 - **Internet:** 16% were given internet resources (n=8).
 - Referrals to **Maryland Coalition of Families/MCF** represented 10% (n=5). Of those callers, 40% were warm-transferred to a Family Peer (n=2).
 - Referrals to **Credit Counseling** comprised 2% (n=1).
- **Refused:** 8% of callers refused any referrals (n=4).

Analysis

CALLER PROFILE

Gamblers totaled 81% of help seeking callers in April, representing a slight 1% increase this month; calls from a child and others (family/friends) also recorded an increase (2% each). All help seekers in April called to stop gambling, recording a 10% increase over March. African American callers increased again this month, recording a 9% increase and 2nd month of increase for this ethnicity. Male and female callers' relative percentage remained consistent with March, recording a slight 1% increase. Help seeker calls in age group 65 plus increased 14% in April, recording a 2nd month of increase in this age group; age group 55-64 also increased again this month, reporting a slight increase (1%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 70% - Internet (n=37)
- 8% - Casino (n=4)
- 4% - Lottery (n=2)
- 6% - Friends/Family (n=3)
- 13% - Unwilling (n=7)

INTENT

- 98% - Stop Gambling (n=52)
- 2% - Unwilling (n=1)

WEBSITE TRAFFIC

Overall web traffic visits in April (n=44,070) increased 283% from March=11,499). This can be contributed to the in-depth outreach conducted in March through a variety of avenues by strategic partners, including direct outreach, media and social media posts. Statistical tools will be continued to be monitored for web traffic tracking:

- Visits to the help seeker site – helpmygamblingproblem.org – increased significantly in April (n=36,551). Most visited page continues to be recorded as support groups.
- 13% of visits to the help seeker site sessions were referrals from Facebook.
- Although traffic to the main site - mdproblemgambling.com – decreased slightly this month, a 14% increase to sessions on the Finances and Gambling page was recorded.
- 11 = Chat intakes were recorded this month.
- 4 = Text intakes were recorded, a 300% increase over previous month.

AGE

In April, relative percentage of callers increased again this month in age groups 55-64 (1%) (n=9) and 65 plus (14%) (n=12). Relative percentage decreased for callers in age groups 18-24 (3%) (n=3), 35-44 (7%) (n=9) and 45-54 (1%) (n=9). Relative percentage of callers in age group 25-34 remained consistent with March.

