



UNIVERSITY *of* MARYLAND
SCHOOL OF MEDICINE

Conducting an Underage & Problem Gambling Prevention Needs Assessment

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&

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Objectives

Upon completion of the presentation participants will be able to:

- Understand problem gambling needs assessment process
- learn about tools that can be used to collect and summarize qualitative data for underage and problem gambling prevention
- Problem gambling Quantitative Vs. Qualitative Data
- Learn results of key interviews, focus groups & environmental scans conducted in Maryland

Needs Assessment

- A community needs assessment identifies the strengths and resources available in the community to meet the needs of children, youth, and families. The assessment focuses on the capabilities of the community, including its citizens, agencies, and organizations.
- The purpose of the Underage and Problem Gambling Prevention Needs Assessment is to compile quantitative and qualitative data in one document to use as a guide in creating a strategic plan for problem gambling prevention in Maryland.

Problem Gambling Focus Groups & Key Interview Qualitative Data Analysis Tool

Demographic Group (e.g., youth, providers, person in recovery, etc.)	Date, Time, Location Number of Participants
Community	
Common themes regarding:	
Community norms	
Enforcement	
Perceived risk of harm	
Retail access	
Social access	
What did you learn about your intervening variables and contributing factors?	
Other pertinent information	

Data Analysis Tool created by the Behavioral Health Resources & Technical Assistance Team (BHRT)

Problem Gambling

Quantitative VS. Qualitative Data

Data will show the who, what, when, and where, and of underage and problem gambling in Maryland.

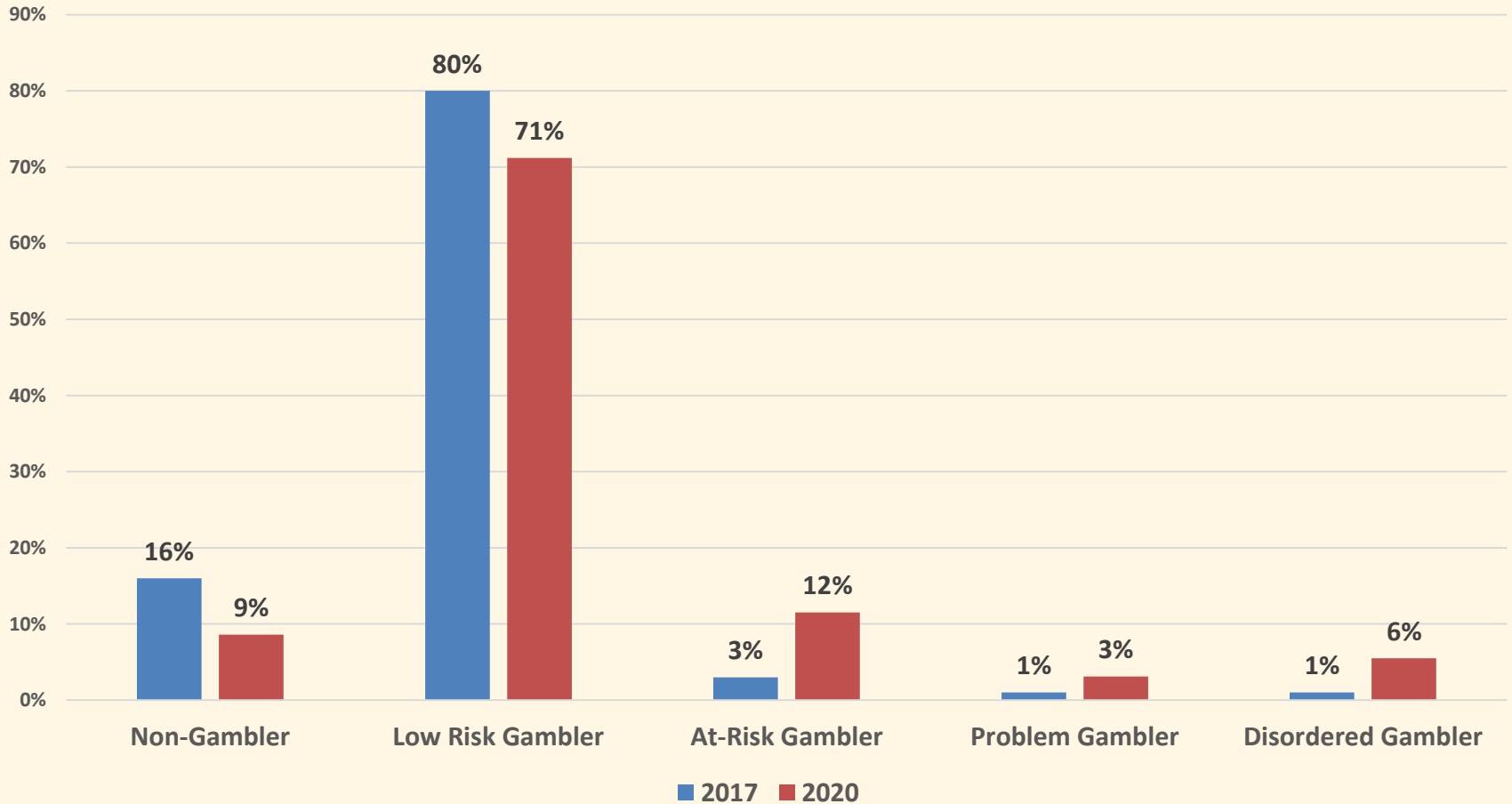
Quantitative Data -Any data source on Maryland gambling within the last 10 years

- Maryland prevalence study
- Maryland State Lottery and Gaming Control Agency
- The Youth Risk Behavioral Survey (YRBS)
- The Center 's Helpline Reports
- Evidence Based Articles including study data from Maryland
- National Survey of Gambling Attitudes and Gambling Experiences(NGAGE) for Maryland, National Council on Problem Gambling

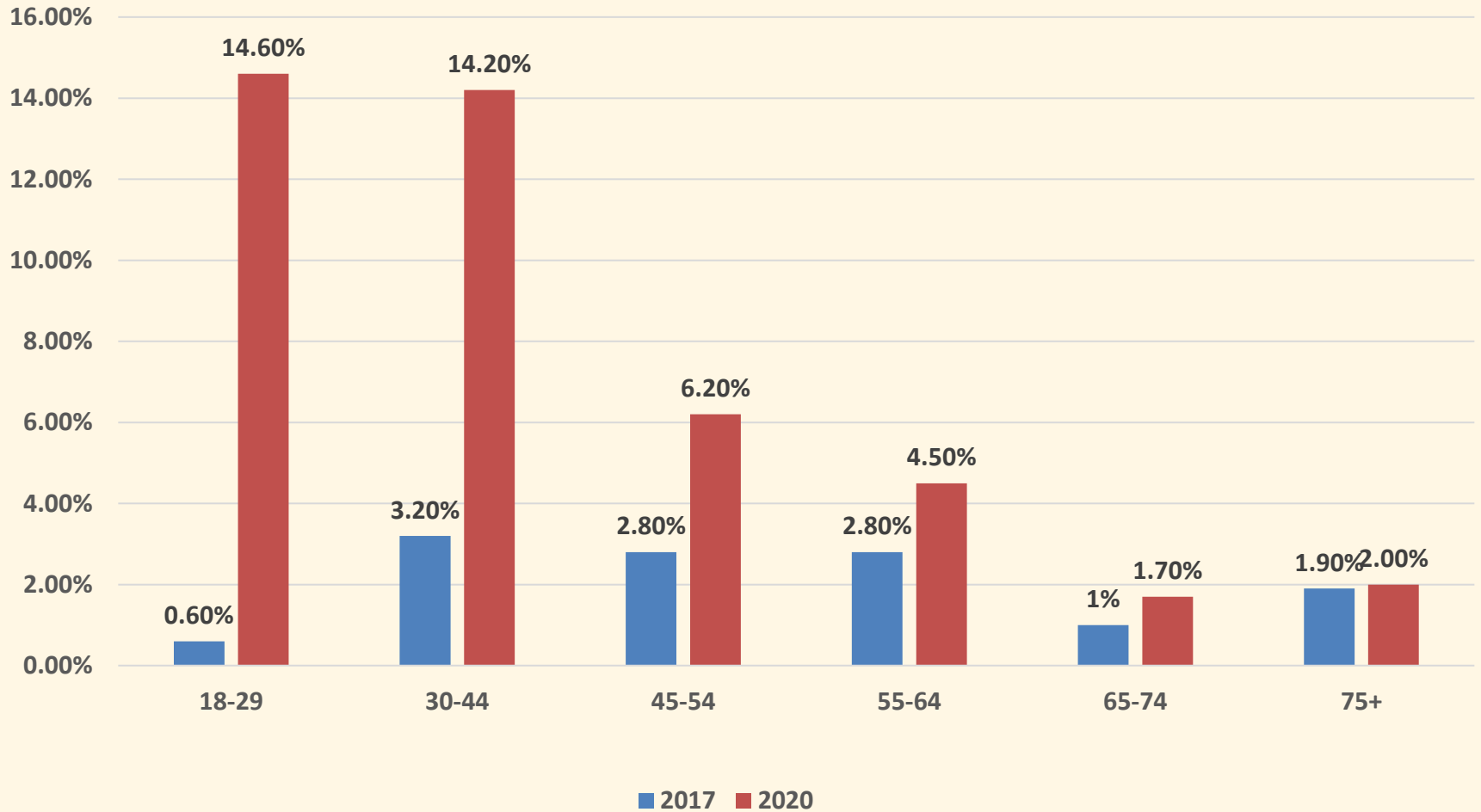
Statewide Gambling Prevalence in Maryland: 2020 (Tracy J. K., Schluterman, N., 2020)

- Document found:
<https://www.mdproblemgambling.com/wp-content/uploads/2022/07/Gambling-Prevalence-study-2020-FINAL.pdf>

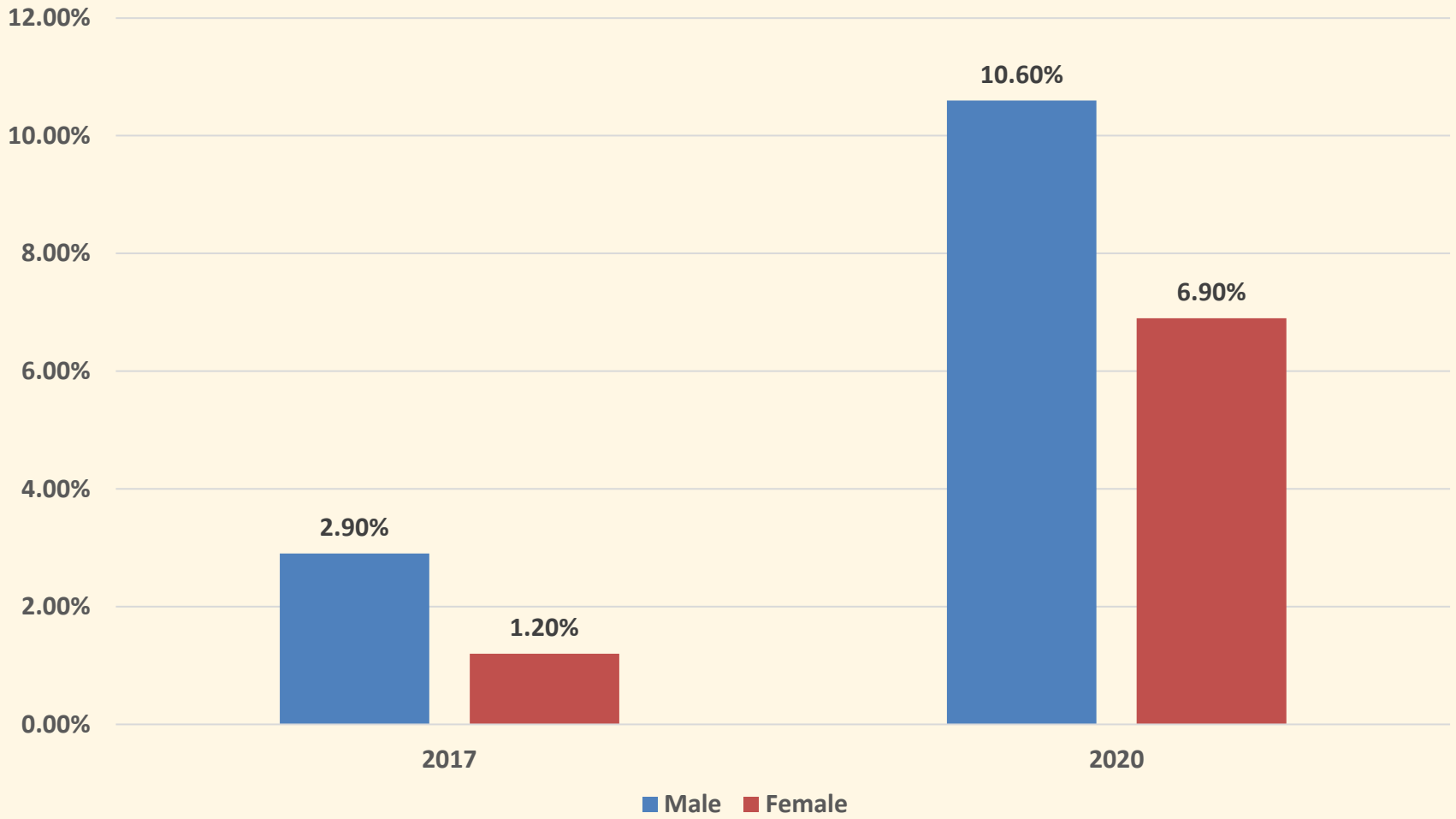
Percentage of Maryland Respondents By Gambling Risk (Tracy, et. al., 2017 and 2020)



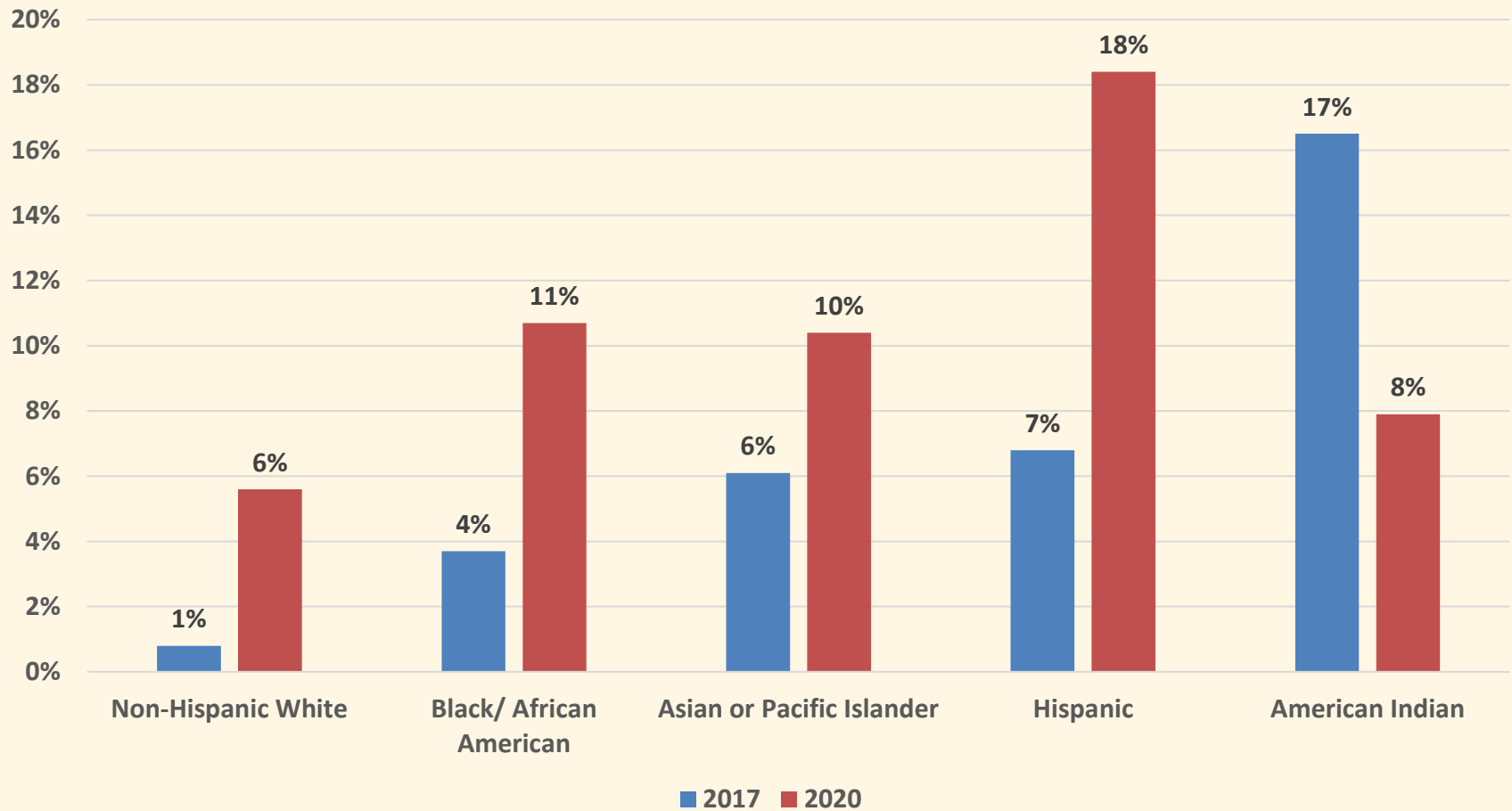
Percentage of Maryland Disordered Gamblers by Age (Tracy, et. al., 2017 and 2020)



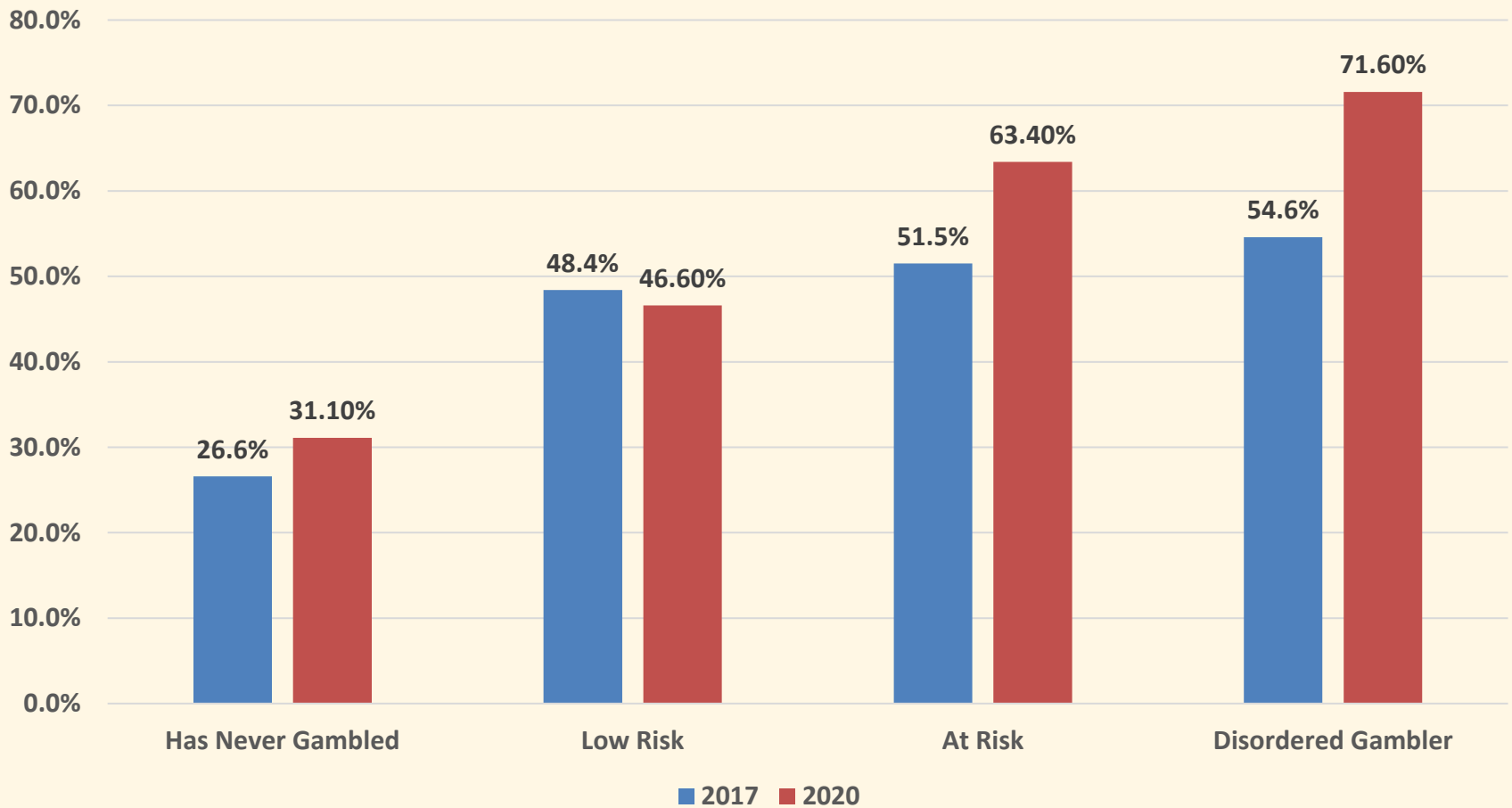
Percentage of Maryland Disordered Gamblers by Gender (Tracy, et. al., 2017 and 2020)



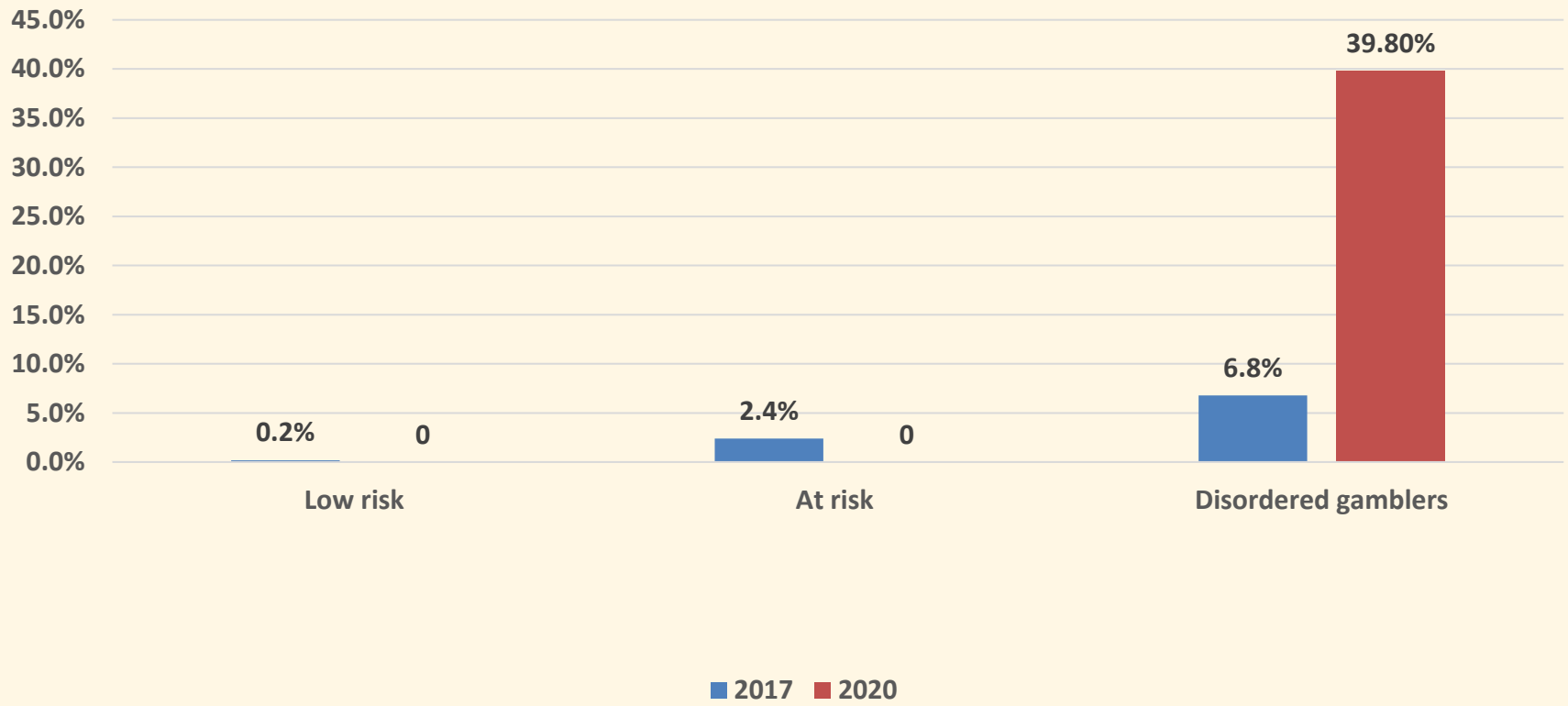
Maryland Disordered Gamblers by Race/Ethnicity (Tracy et al., 2017,2020)



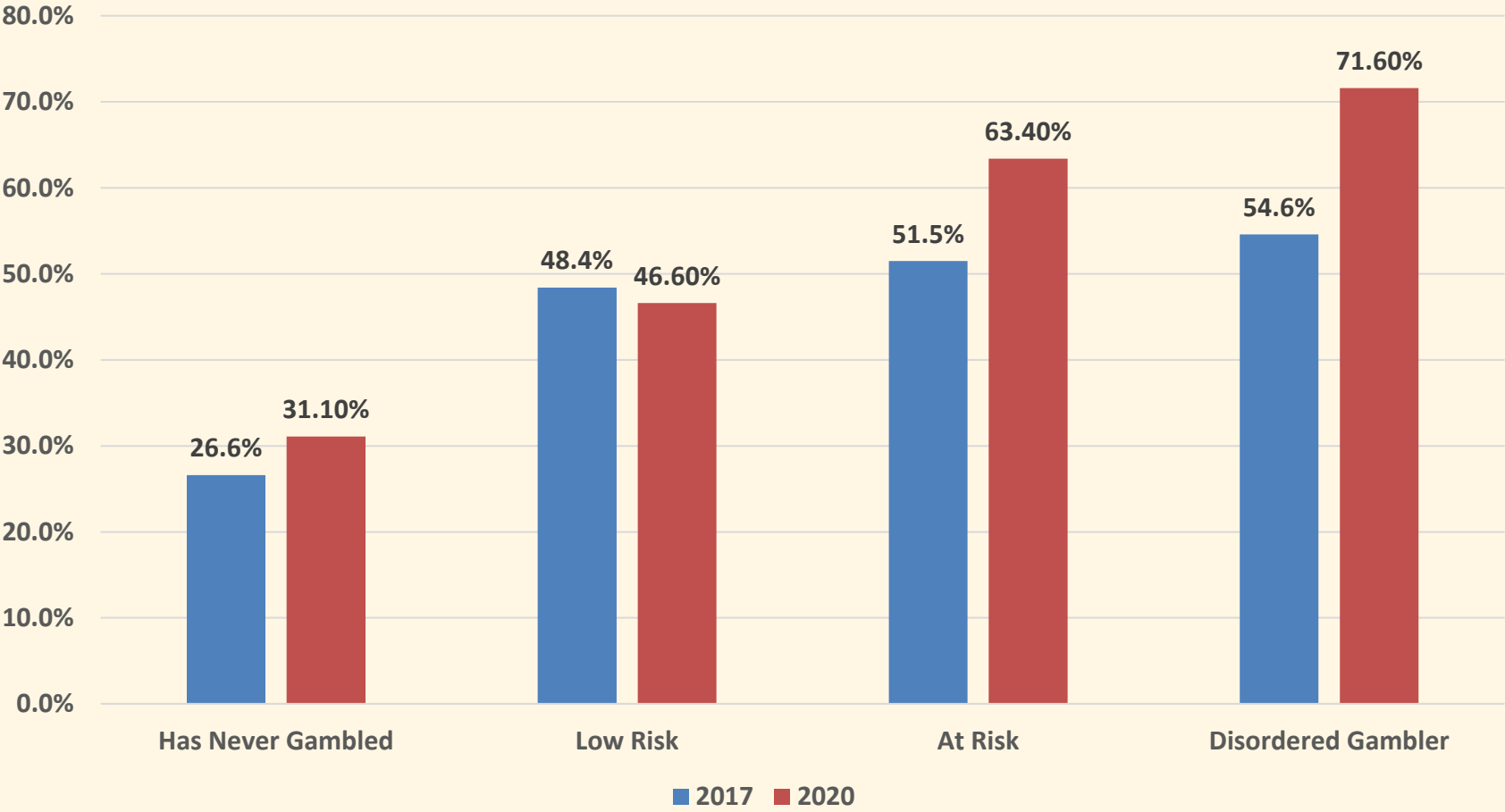
Marylanders Knowledge of Toll Free Helpline by Gambling Risk (Tracy et al., 2017,2020)



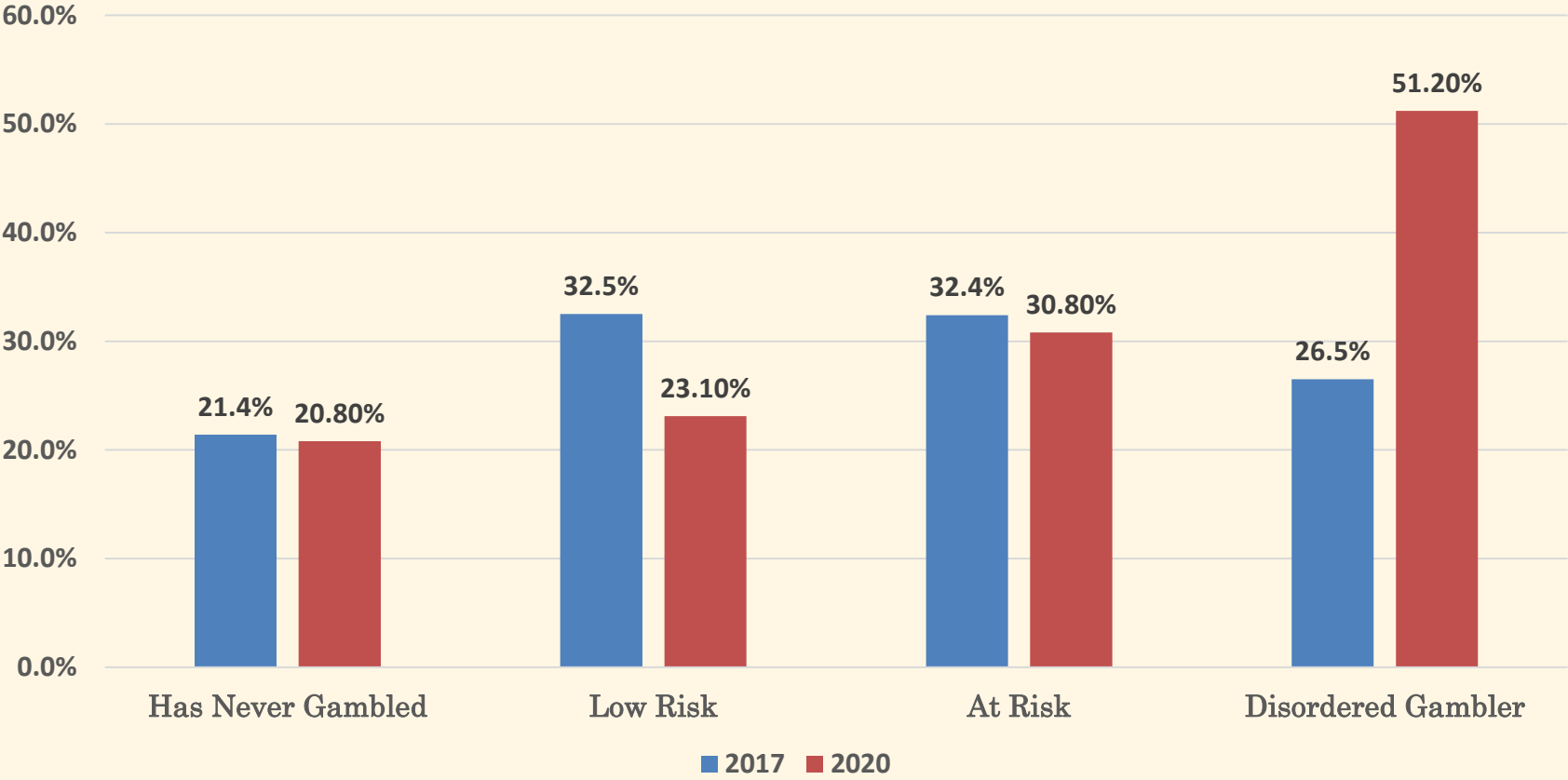
Marylander's Help Seeking by Gambling Risk (Tracy et al., 2017,2020)



Marylanders Knowledge of Toll Free Helpline by Gambling Risk (Tracy et al., 2017,2020)



Marylanders Knowledge of Gambling Counseling Services by Gambling Risk (Tracy et al., 2017)



Maryland Lottery Location, Compliance, and Voluntary Exclusion Reports

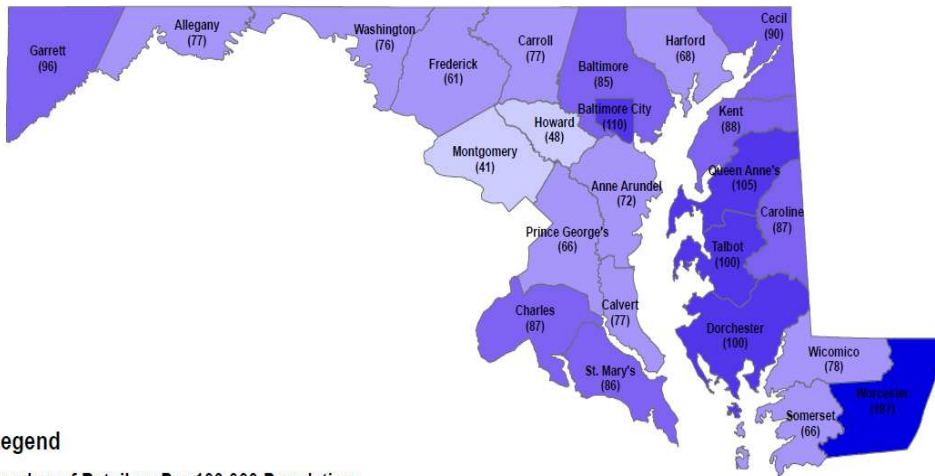
Maryland Lottery and Gaming Control Agency

Document Found:

<https://www.mdgaming.com/>

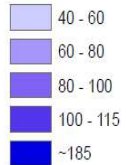


Number of Lottery Retailers per 100,000 People by County in Maryland



Legend

Number of Retailers Per 100,000 Population



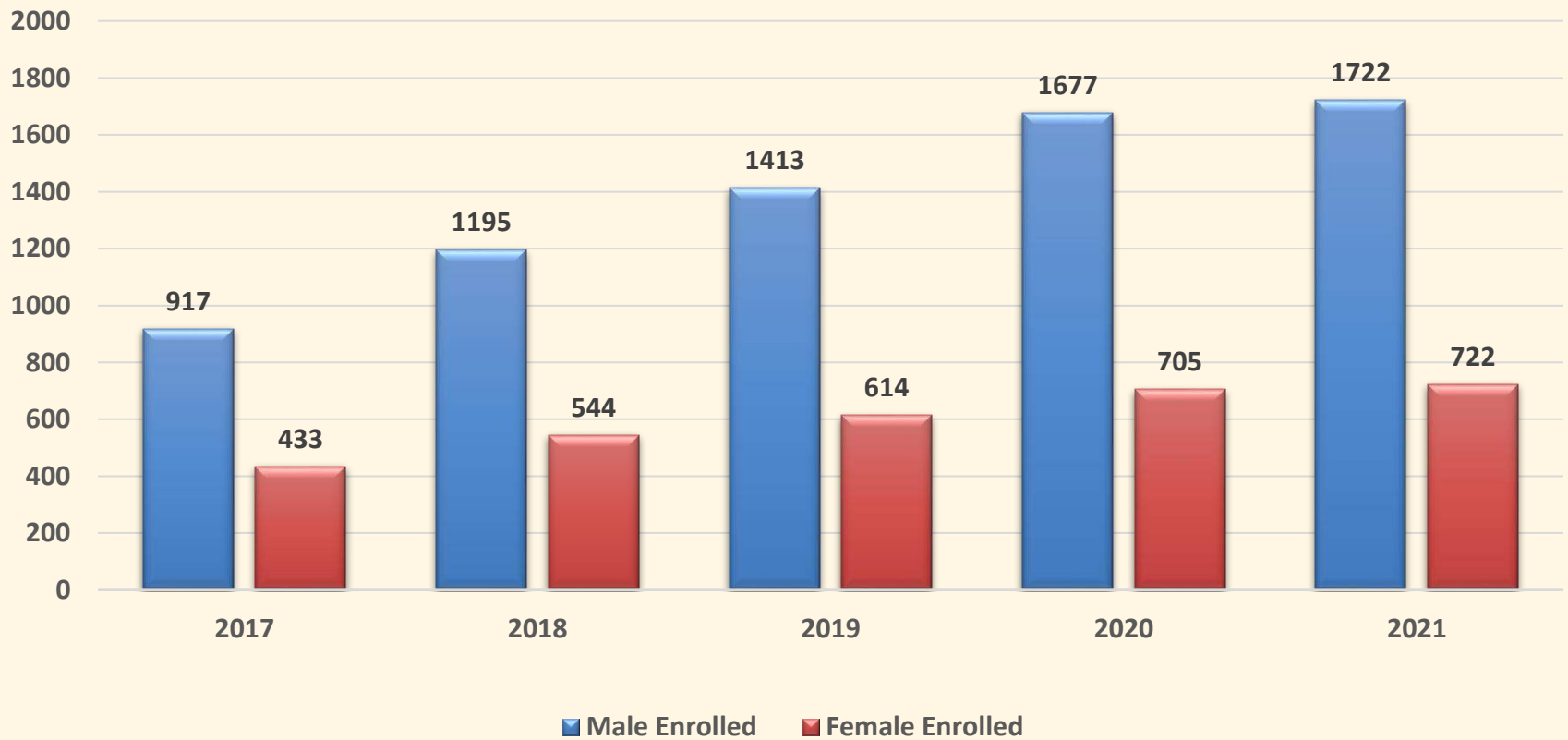
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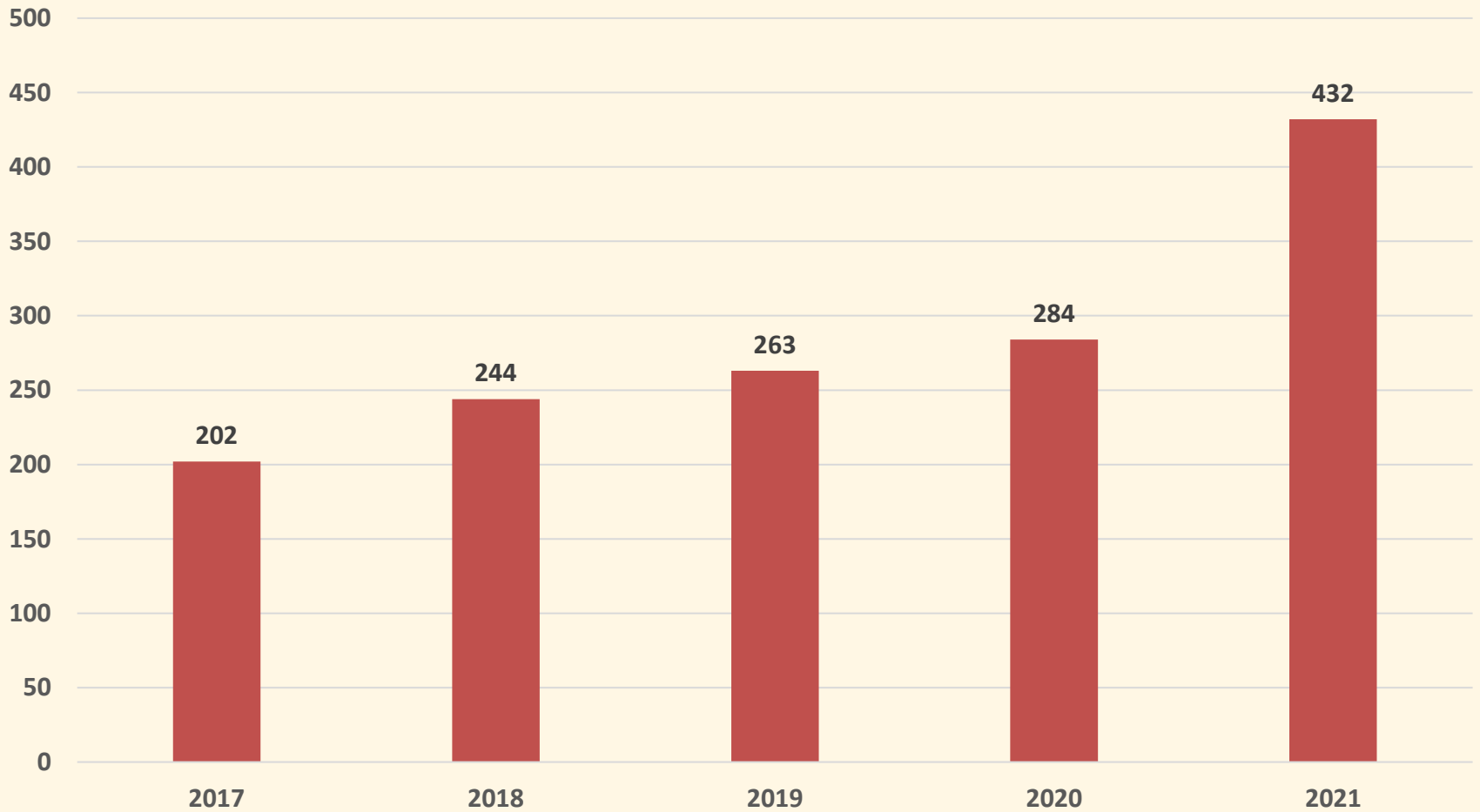
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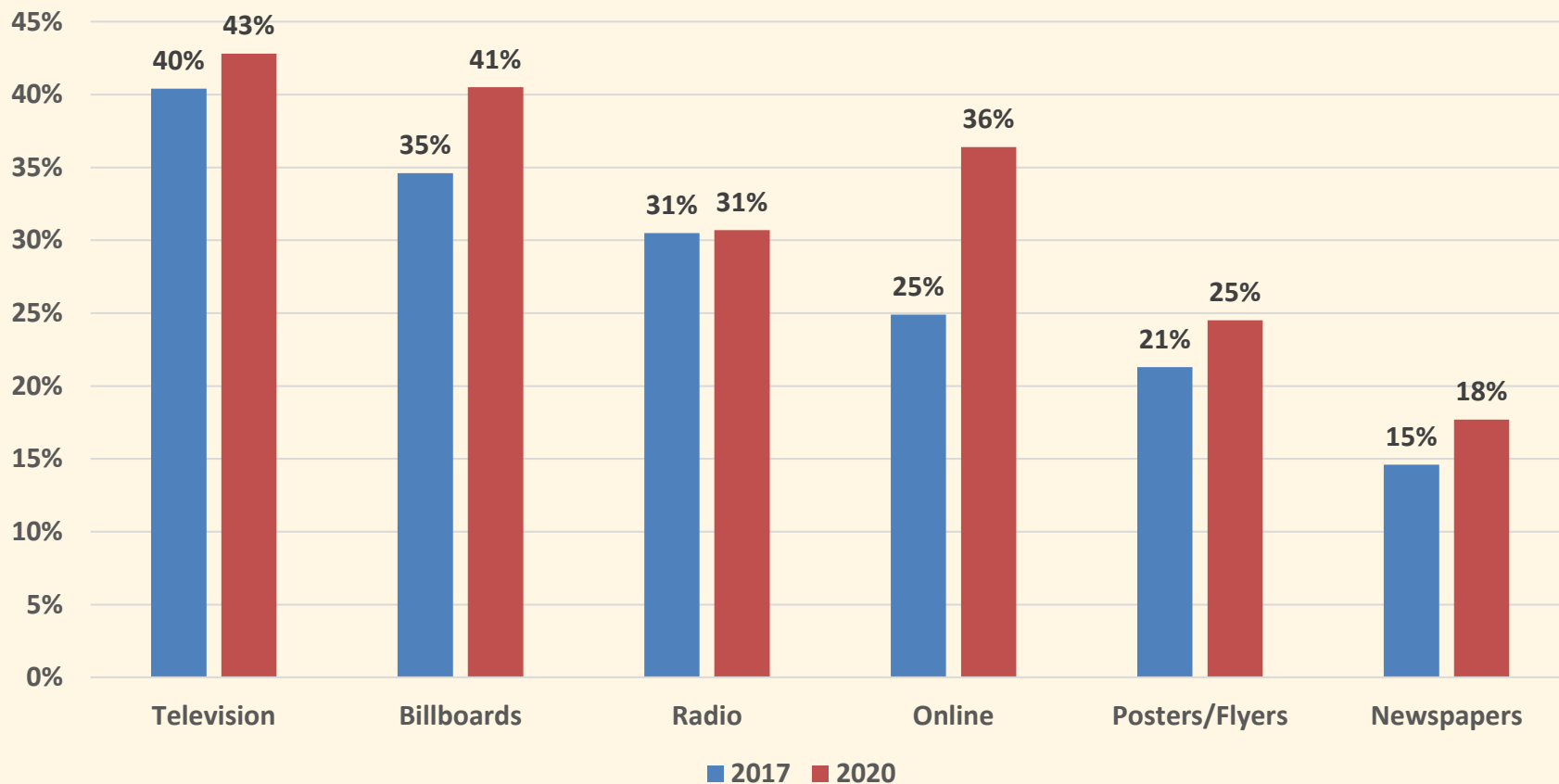
Casino VEP Enrollees by Gender
Point In Time
2017-2021
Maryland Lottery and Gaming Control Agency



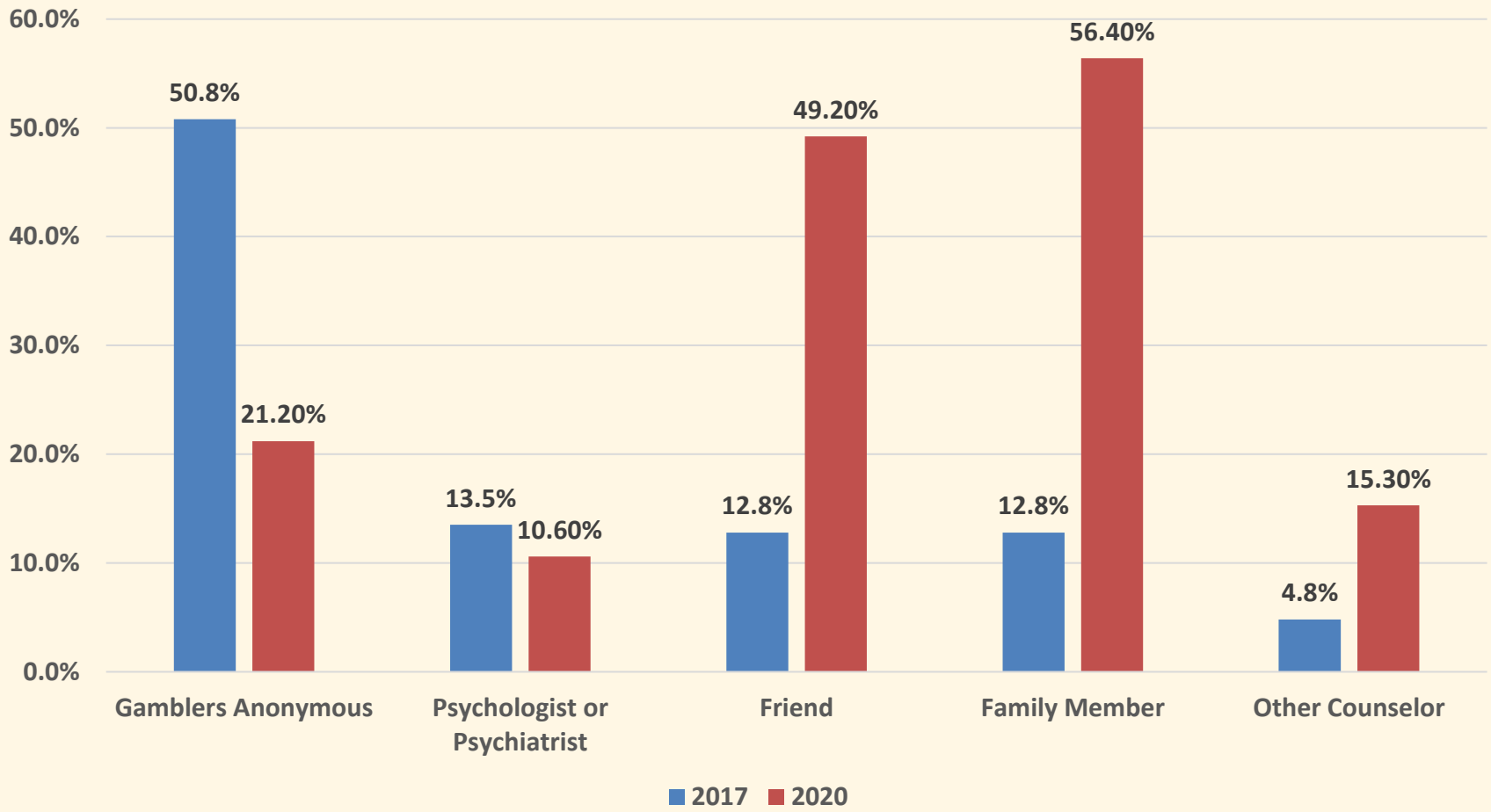
**Casino VEP Violations by Year
2017-2021
Maryland Lottery and Gaming Control Agency**



Percentage of Maryland Residents Who Have Seen Problem Gambling Communications Campaign Messages by Source
(Tracy et al., 2017,2020)



Type of Help Sought by Maryland Gamblers
(Tracy et al., 2017,2020)



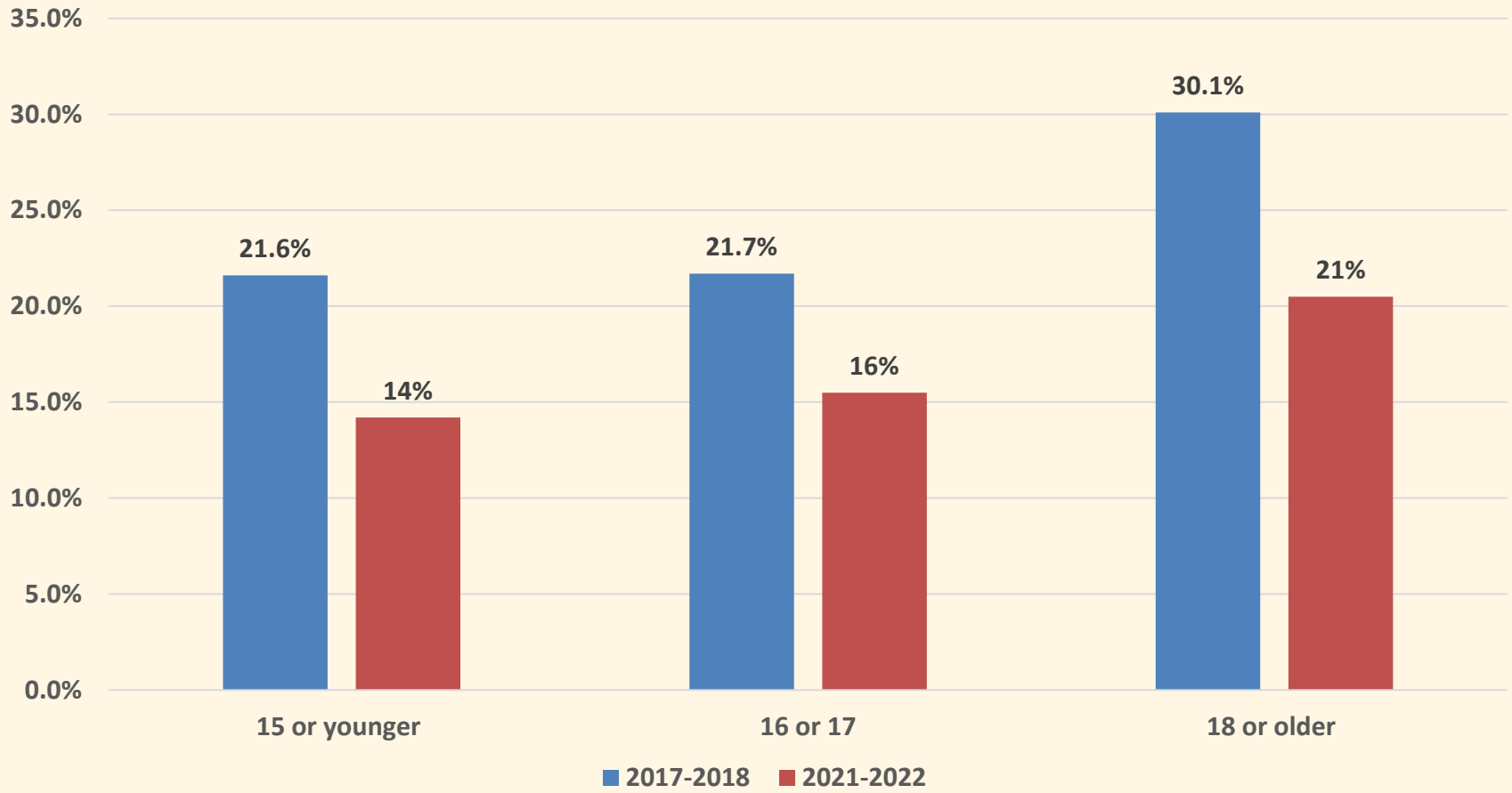
Maryland Youth Risk Behavior Survey (YRBS, 2018-2022)

Maryland Department of Health

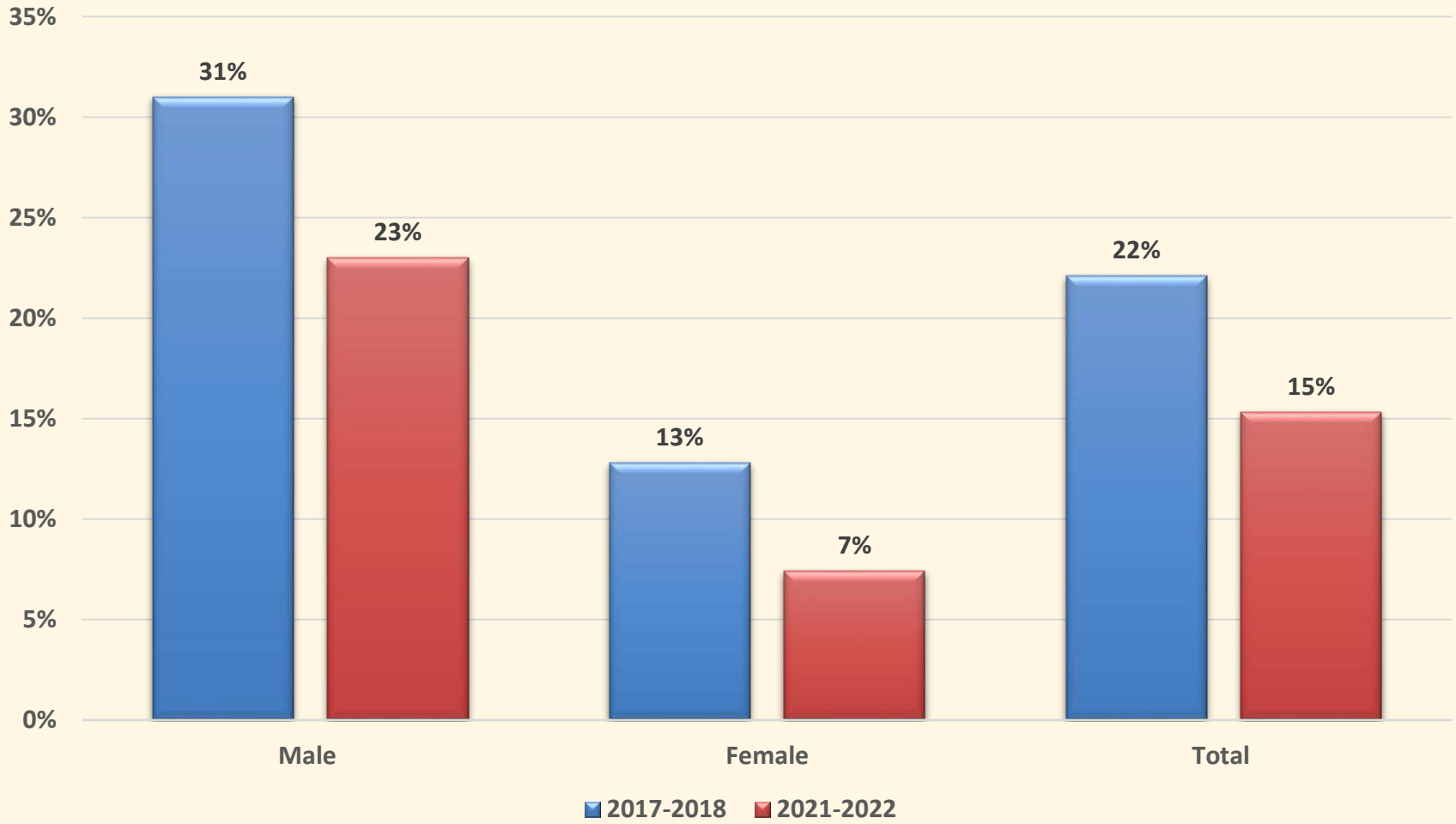
Document Found:

<https://health.maryland.gov/phpa/ccdpc/Reports/Pages/YRBS2018-2022.aspx>

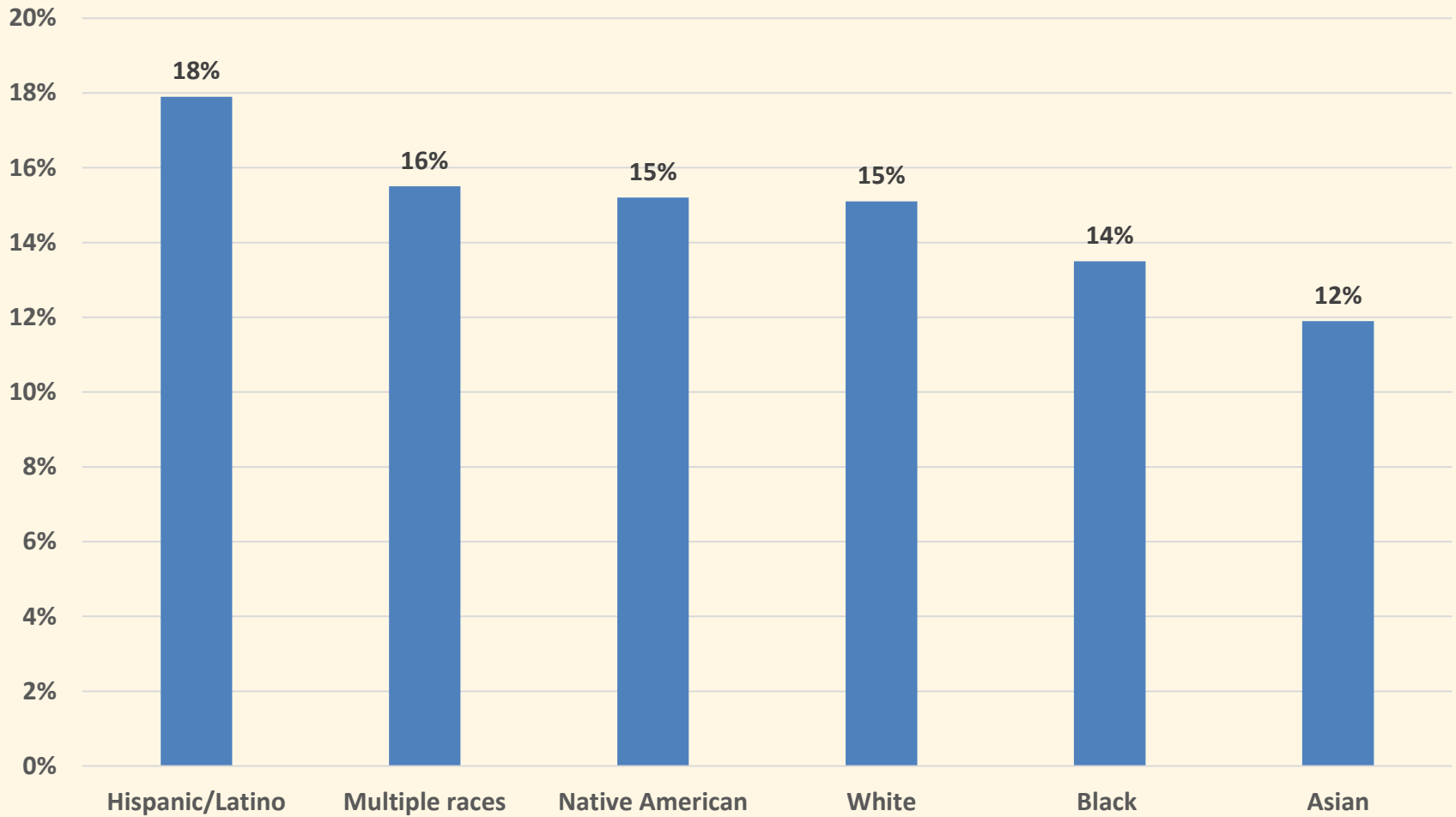
Percentage of Maryland High School Students
Reporting Gambling by Age
(YRBS, 2017-2018 vs. 2021-2022)



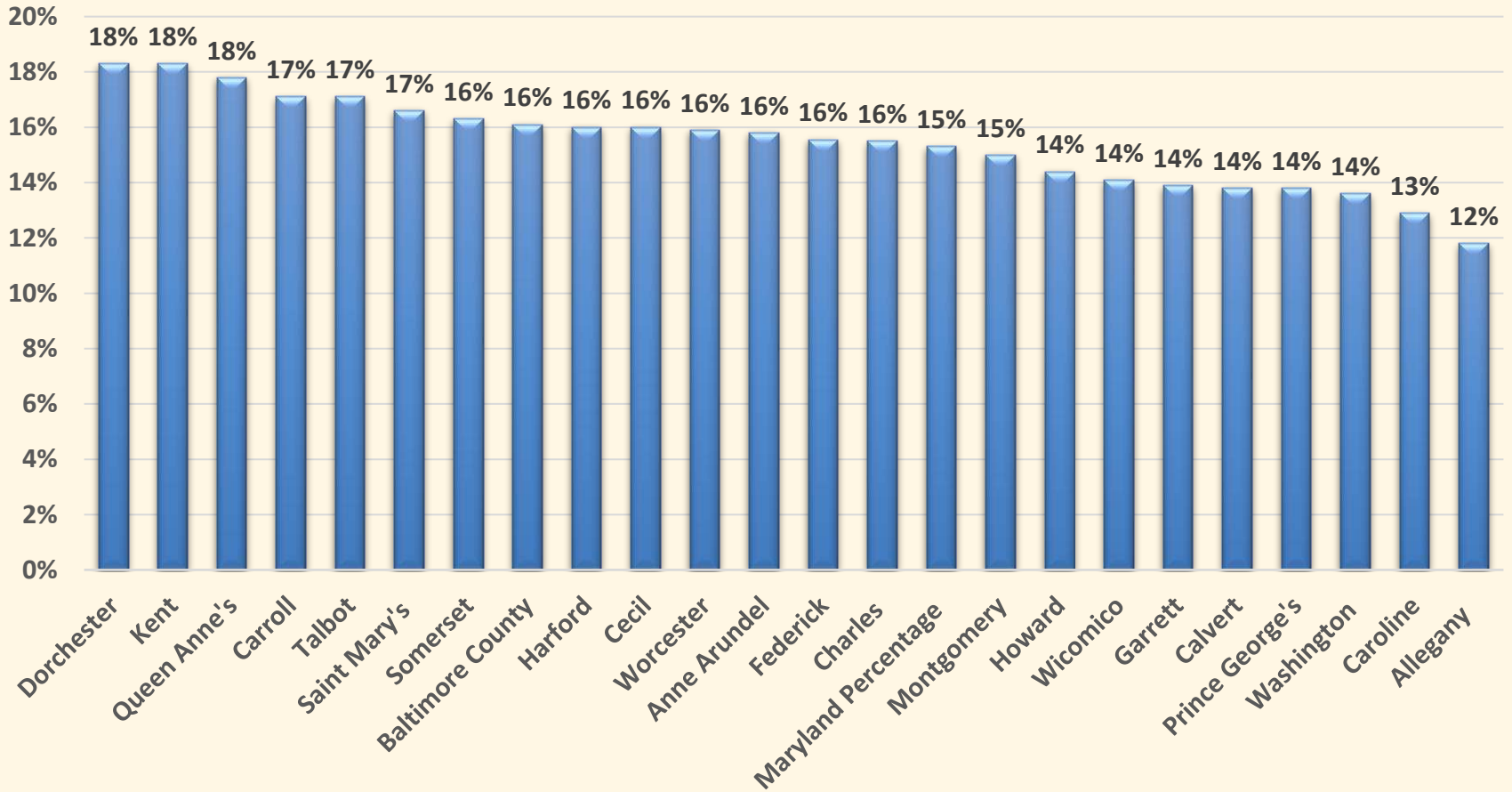
Percentage of Maryland High School Students Reporting Gambling by Gender
(YRBS, 2017-2018 Vs. 2021-2022)



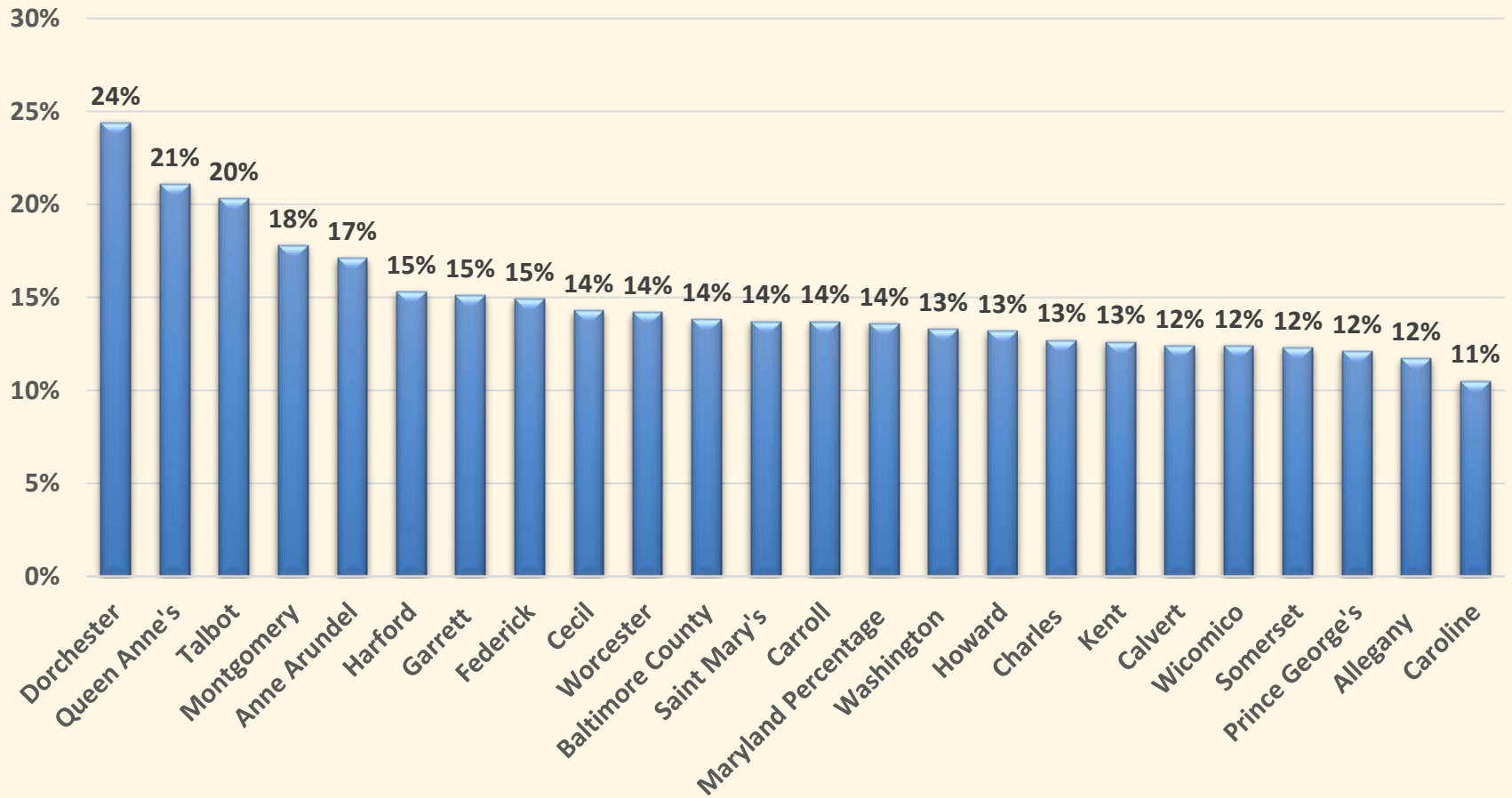
Percentage of Maryland High School Students Reporting Gambling by Race
(YRBS, 2021-2022)



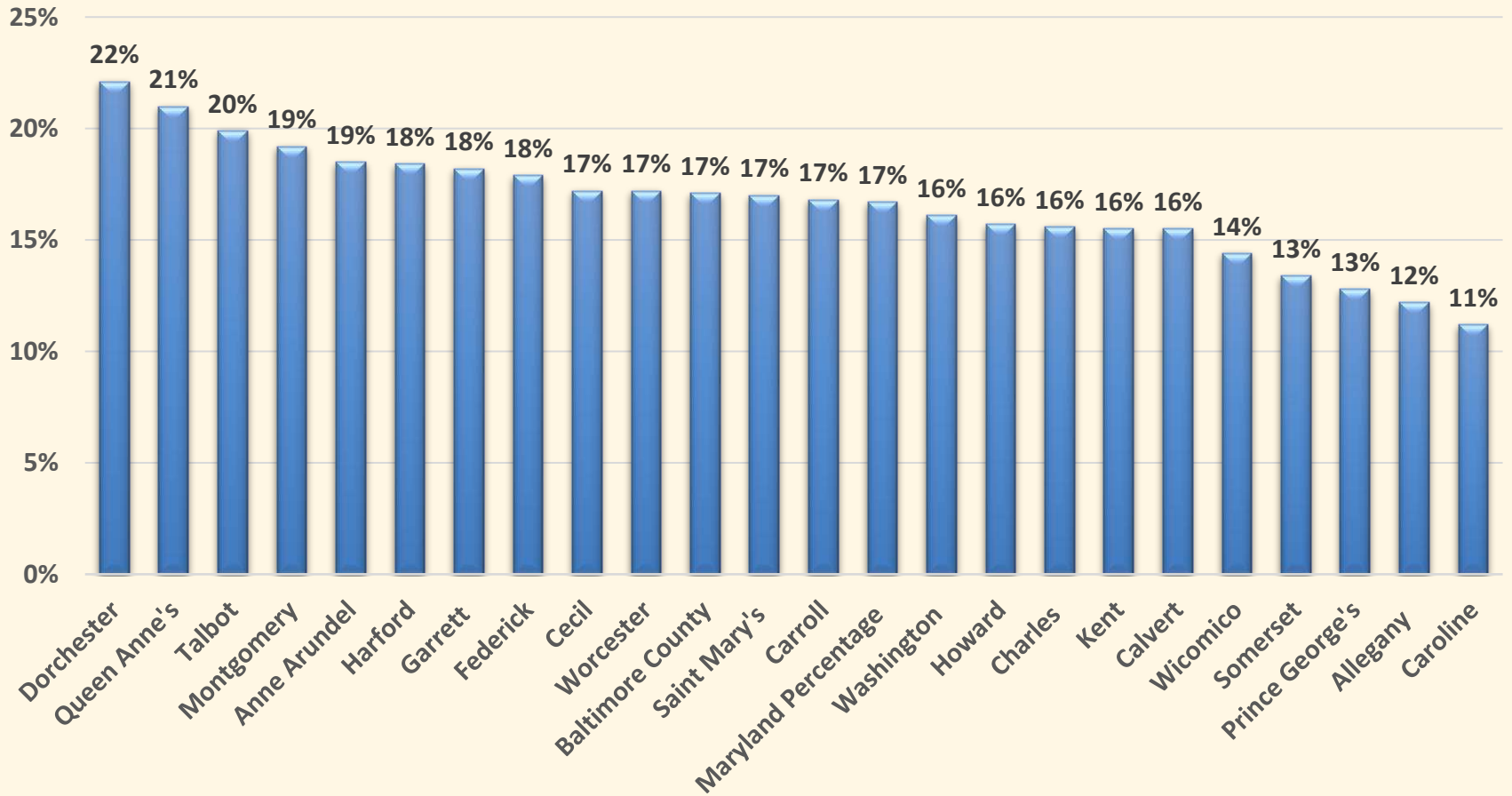
Percentage of Maryland High School Students
Reporting Gambling by County
(YRBS, 2021-2022)



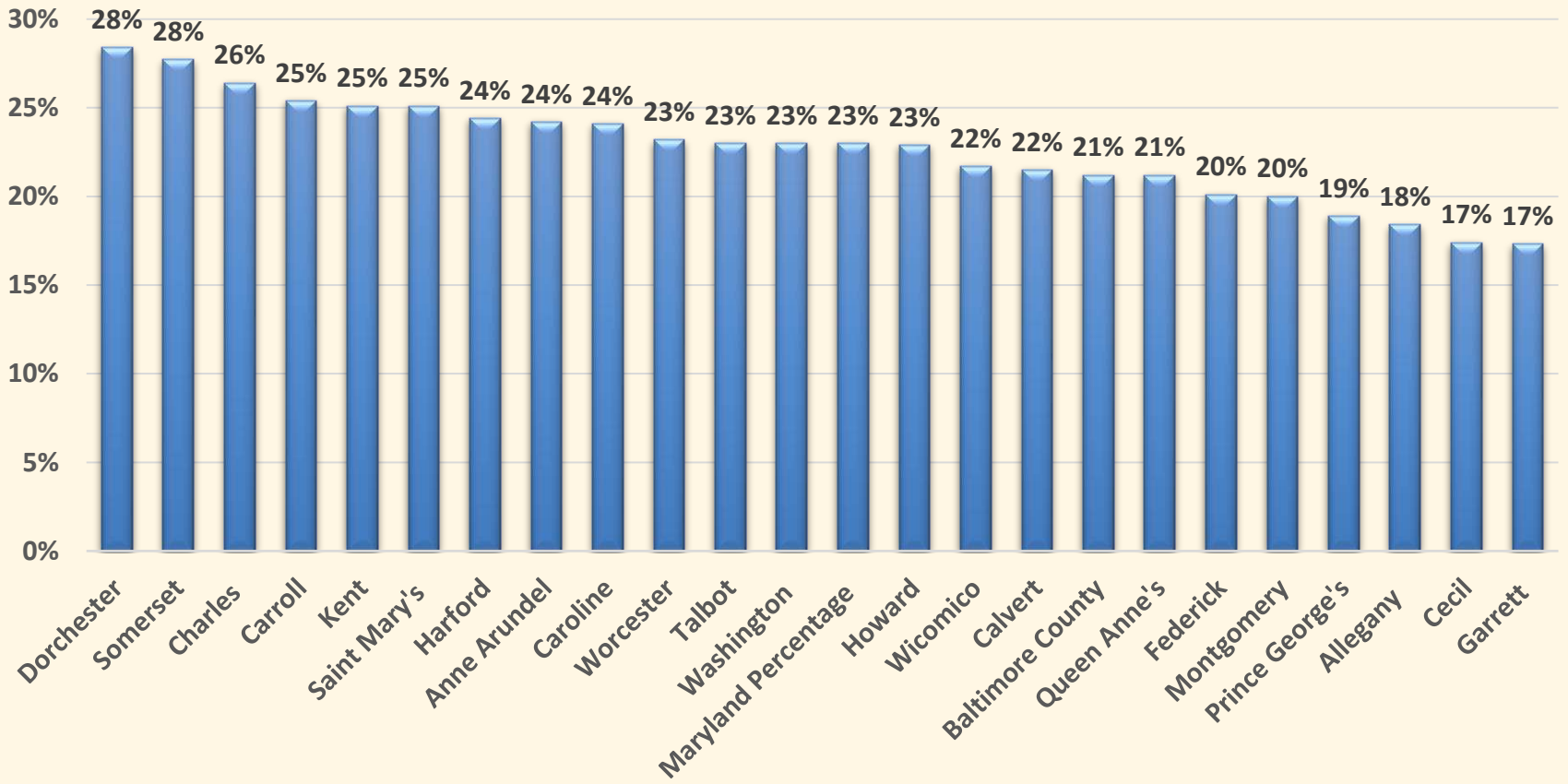
Percentage of Maryland 9th Grade High School Students Reporting Gambling in the Last Year by County (YRBS, 2021-2022)



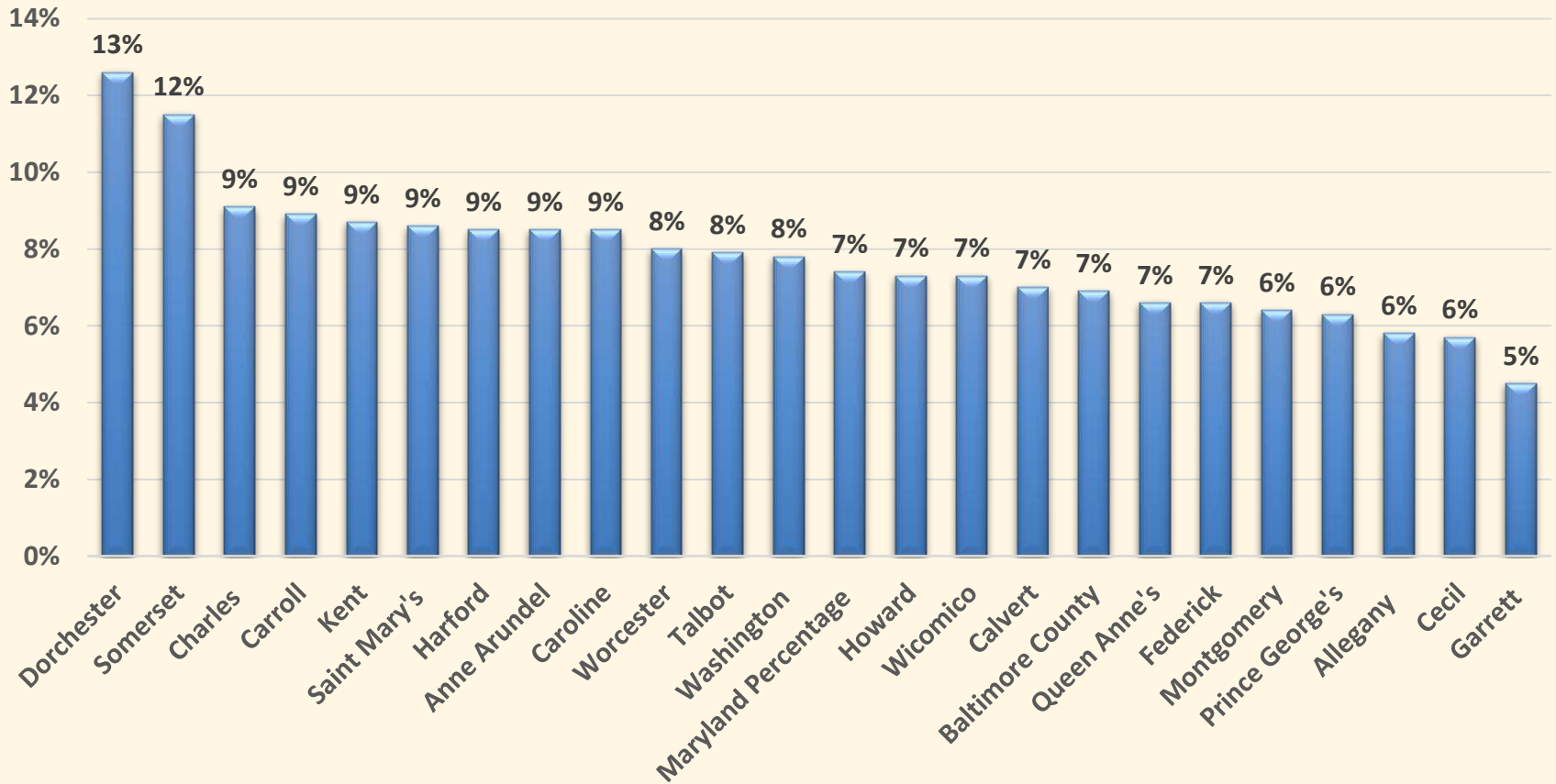
Percentage of Maryland 12th Grade High School Students Reporting Gambling in the Last Year by County (YRBS, 2021-2022)



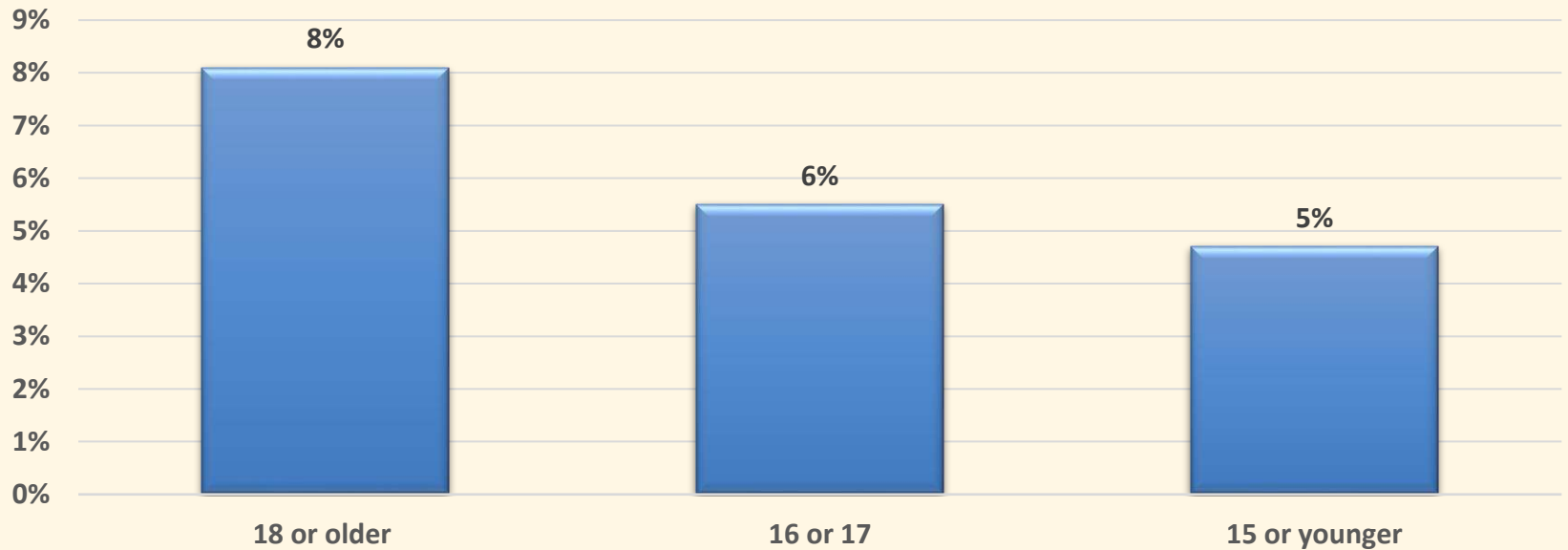
Percentage of Maryland Male High School Students Reporting Gambling in the Last Year
by County
(YRBS, 2021-2022)



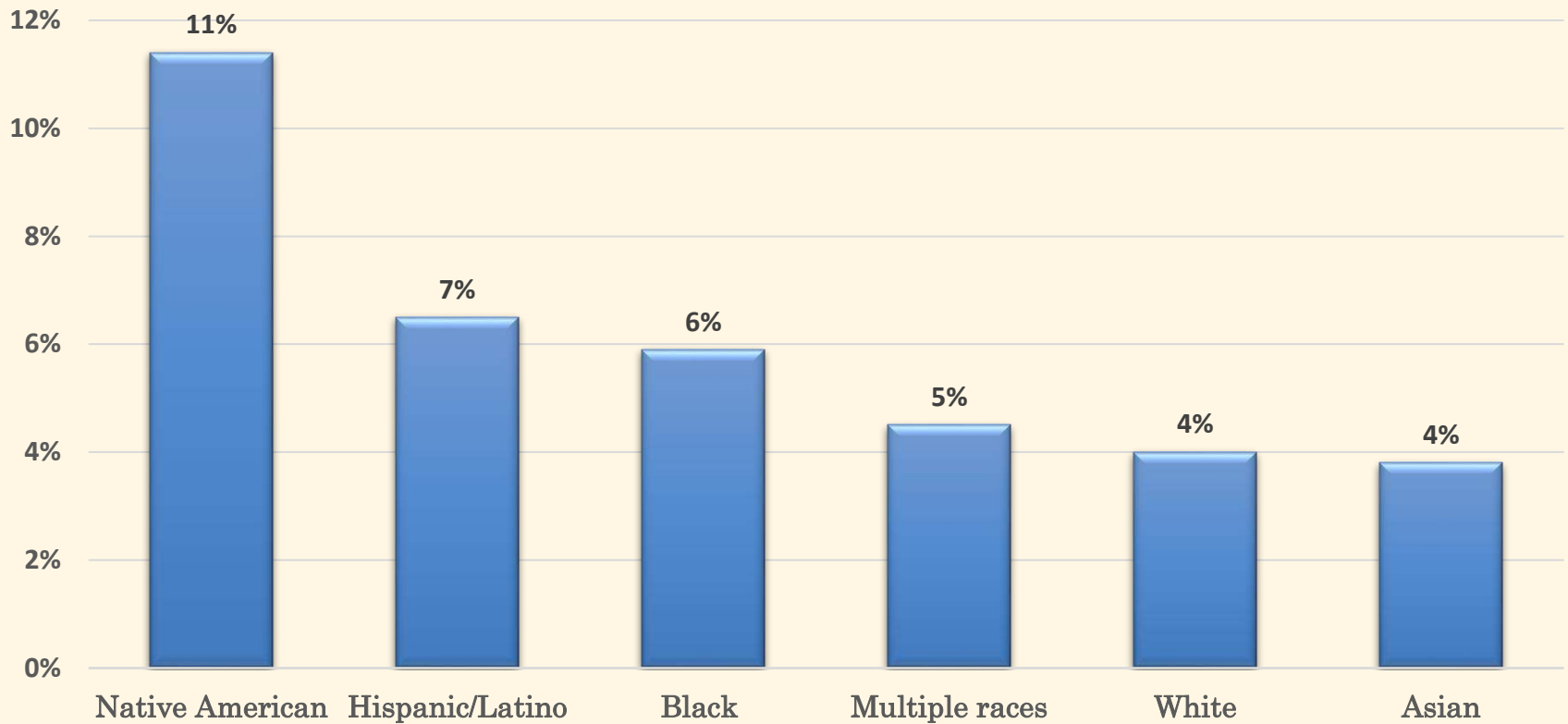
Percentage of Maryland Female High School Students Reporting Gambling in the Last Year by County (YRBS, 2021-2022)



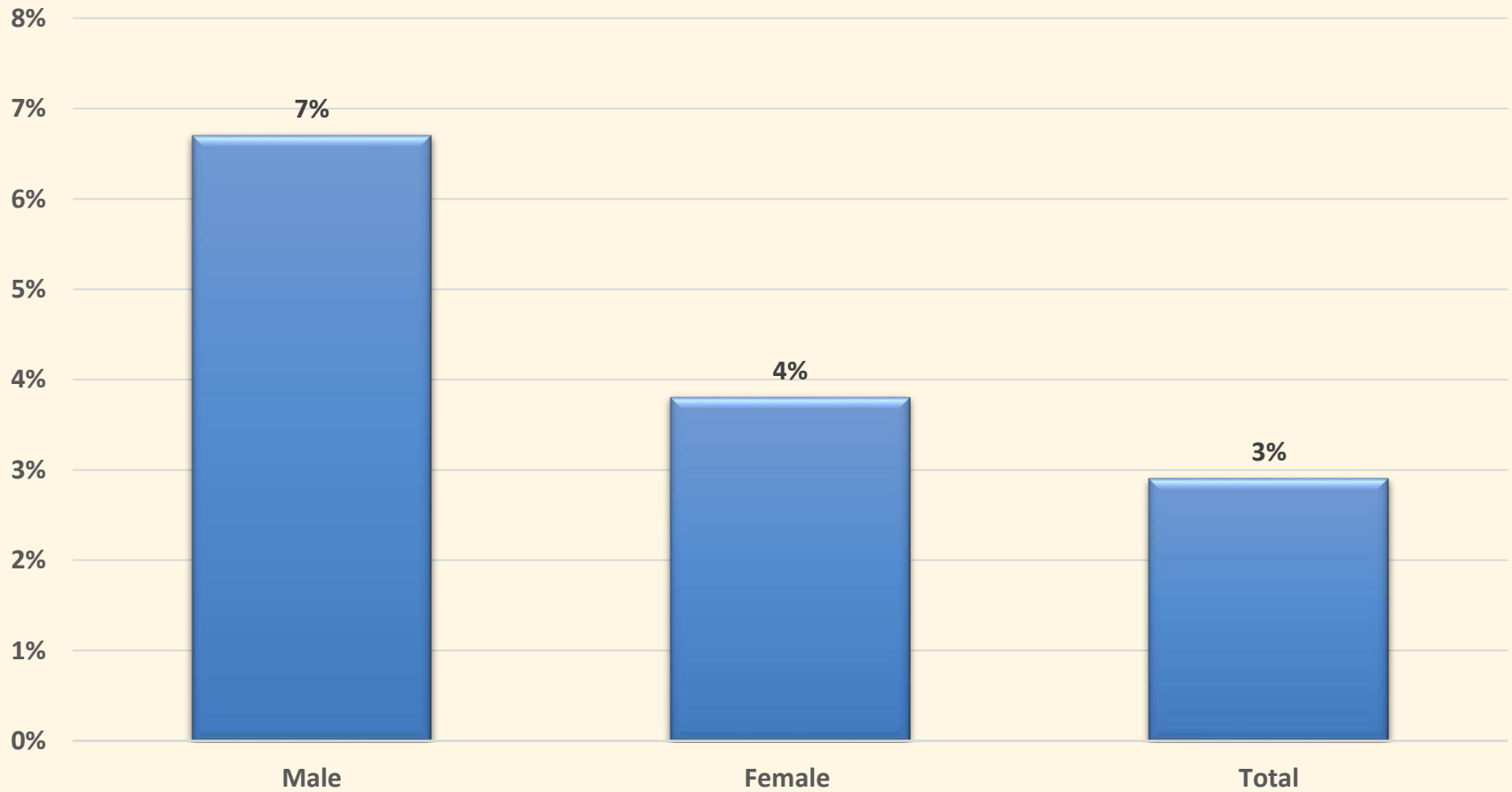
**Percentage of Maryland High School Students
Who have lied about how much they Gambled by Age
(YRBS, 2021-2022)**



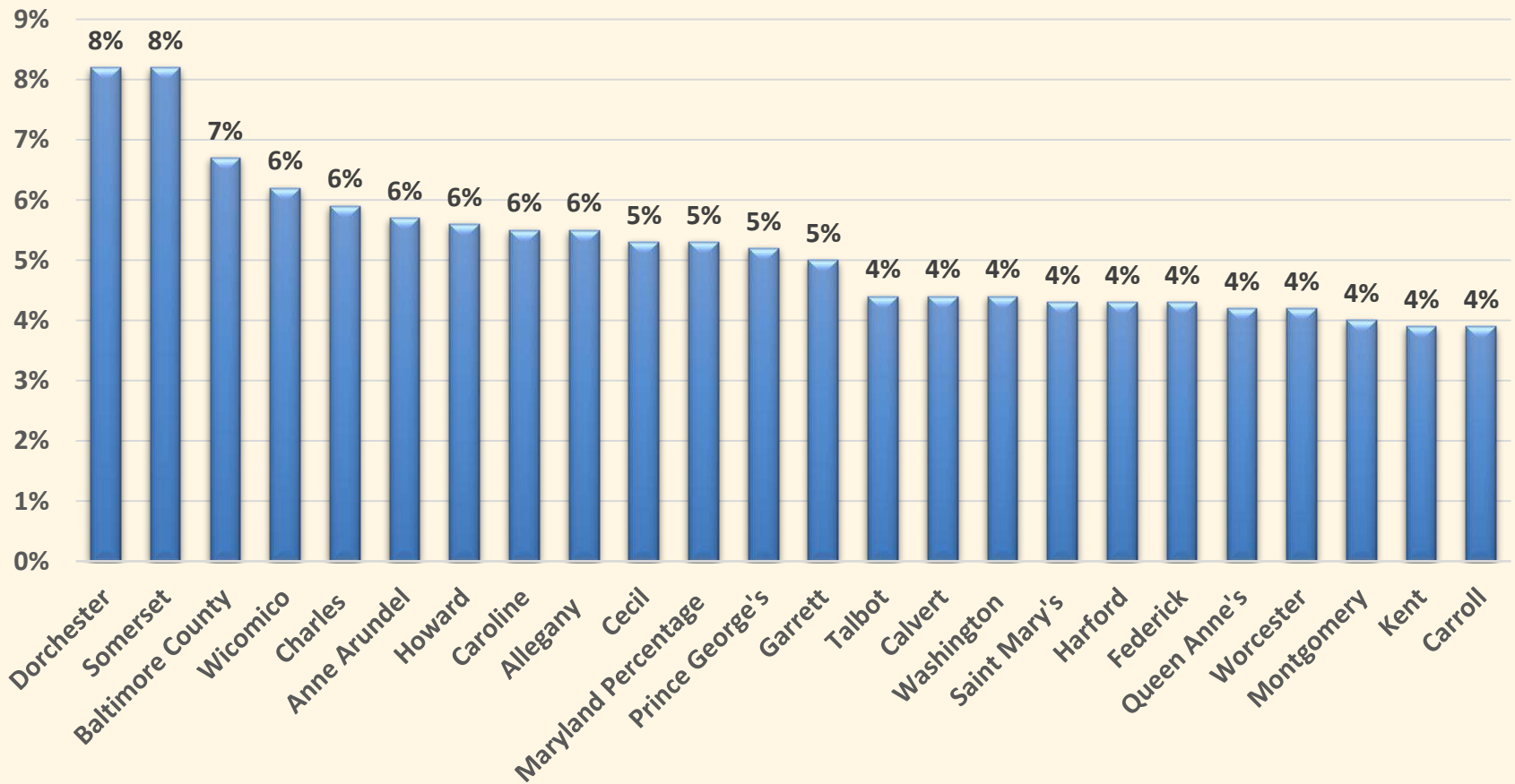
**Percentage of Maryland High School Students
Who have lied about how much they Gambled by Race
(YRBS, 2021-2022)**



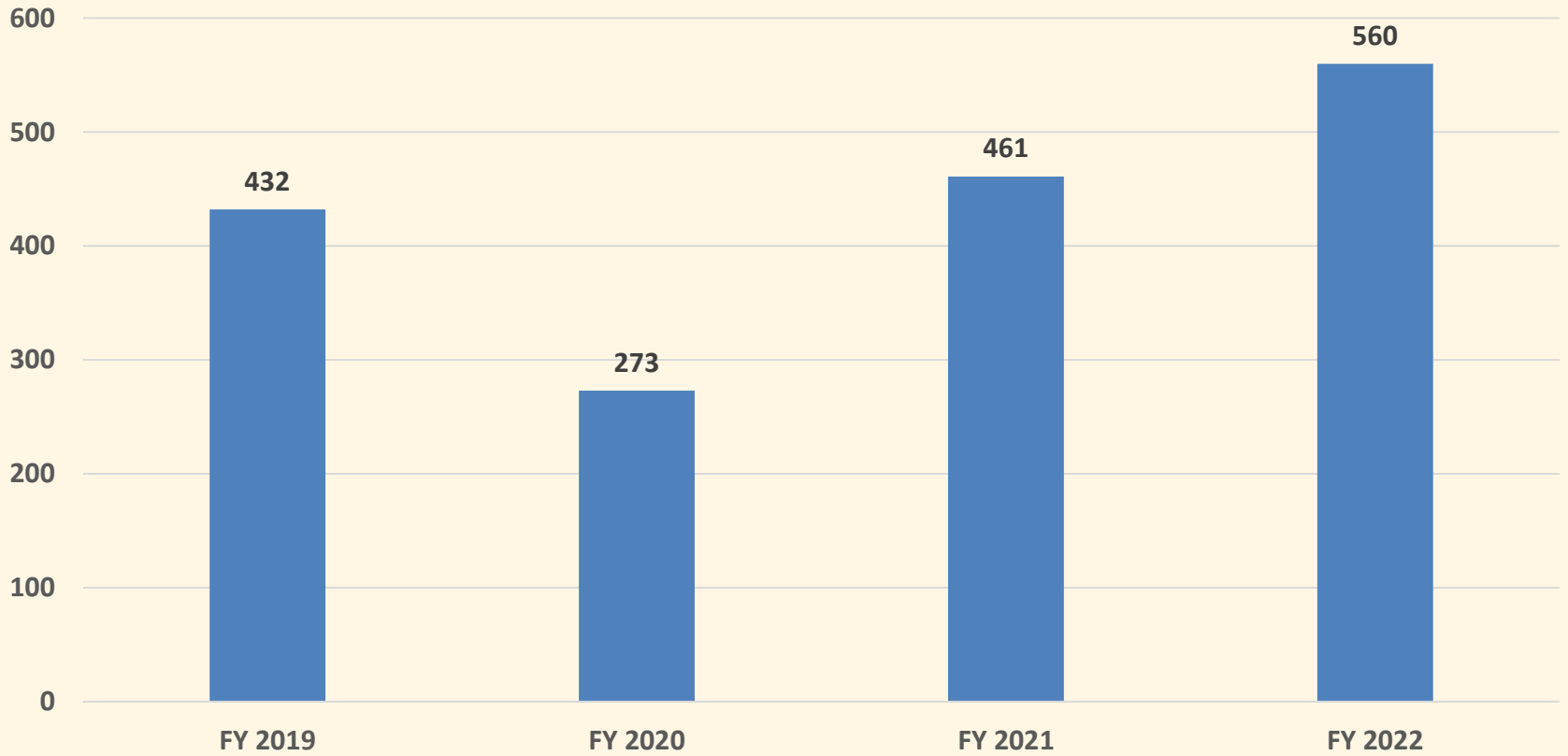
**Percentage of Maryland High School Students
Who have lied about how much they Gambled by Gender
(YRBS, 2021-2022)**



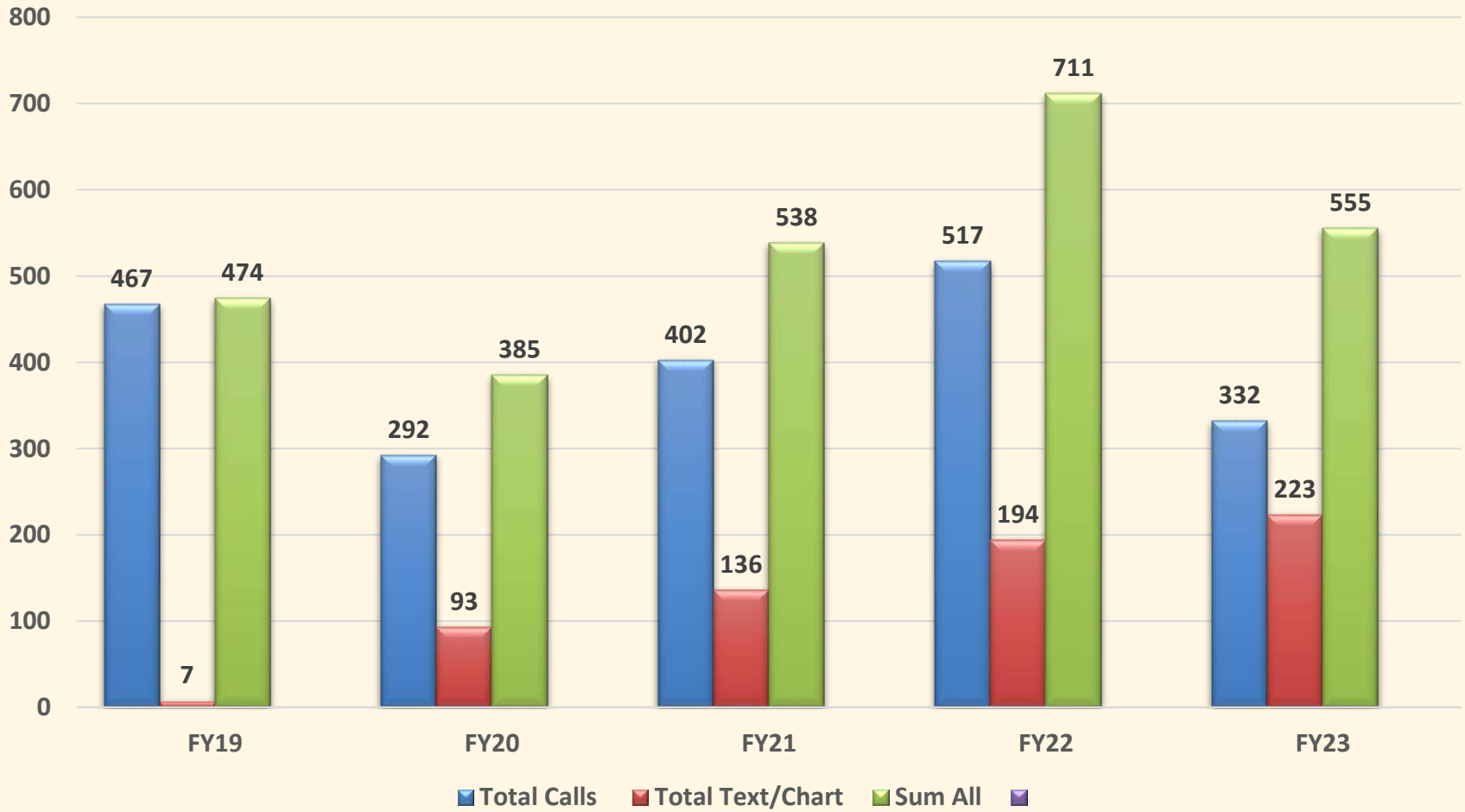
Percentage of Maryland High School Students
Who have lied how much they Gambled by County
(YRBS, 2021-2022)



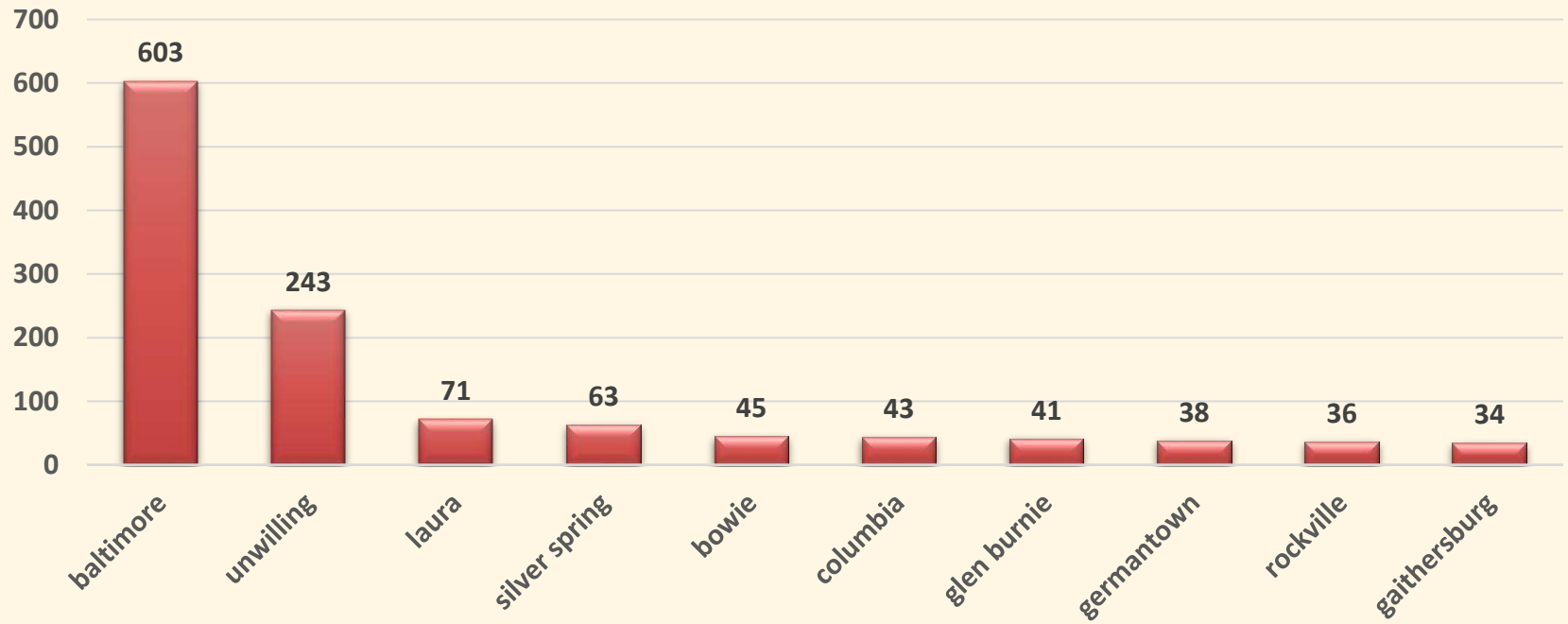
Calls to the Maryland Gambling Helpline FY19-FY22



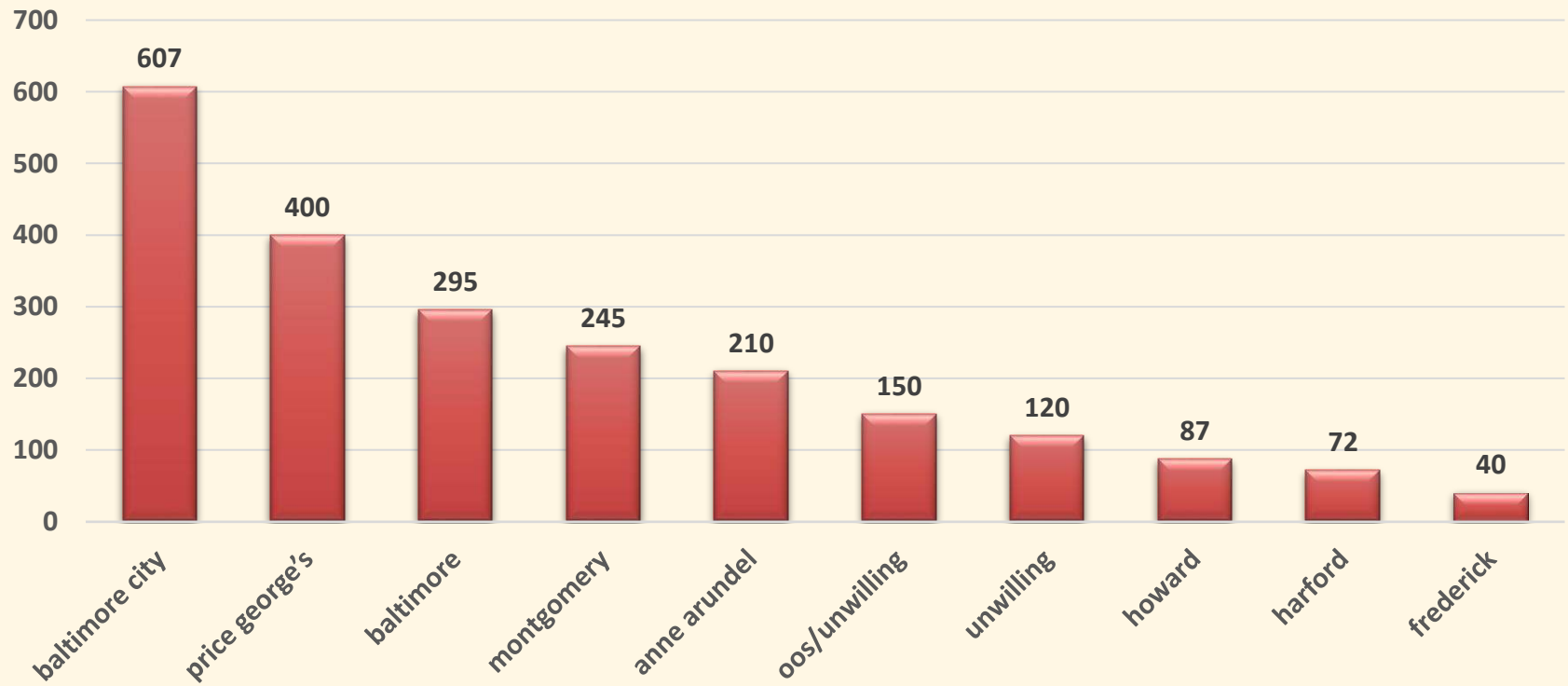
Calls, Chats, and Texts to the Maryland Gambling Helpline FY 19 - FY 23



Helpline Callers by City 2016-2020



Helpline Callers by County 2016-2020



Various Journal Articles on Gambling in Maryland

College-Age Gambling in Maryland, 2017:

Caldeira K, Arria A, O'Grady K, Vincent K, Robertson C, Welsh C. Risk Factors for Gambling and Substance Use Among Recent College Students. *Drug Alcohol Depend.* 2017; Oct 1; 179:280-290. Doi: 10.1016/j.drugalcdep.2017.06.024

Maryland Smart Choices Youth Curriculum, 2019:

Parham B, Robertson C, Lever N, Hoover S, Palmer T, Lee P, Willis K, Prout J. Enhancing the Relevance and Effectiveness of a Youth Gambling Prevention Program for Urban, Minority Youth: A Pilot Study of Maryland Smart Choices. *Journal of Gambling Studies.* 2019; 35: 1249-1267. Doi.org/10.1007/s10899-018-9797-4

Maryland Consumer Credit Counseling Gambling Study, 2019:

Sacco P, Jacobson Frey J, Callahan C, Hochheimer M, Imboden R, Hyde D. Feasibility of Brief Screening for At-Risk Gambling in Consumer Credit Counseling. *Journal of Gambling Studies.* 2019; Feb 19; <https://doi.org/10.1007/s10899-019-09836-1>

Problem Gambling

Quantitative VS. Qualitative Data Cont.

Qualitative provides the “why”.

Qualitative Data - Data collected through focus groups and key interviews of Maryland residents, including:

- Special populations at-risk for problem gambling
- Professionals from the industry
- Key community leaders

- Conducted 28 focus groups
- 27 key interviews
- 55 environmental scan

Focus Groups vs. Key Interviews

Focus Groups

- A small group discussion guided by a trained leader
- It is used to discuss complex ideas in-depth
- The group format stimulates discussion, generates new ideas, and promotes exploration of unknowns
- It requires an experienced and skilled facilitator

Key Informant Interview

- An in-depth interview that collects information from individual experts
- Can be conducted by staff in-person or by telephone
- Requires careful selection of subjects to gather input from the most knowledgeable people
- Requires meeting with many people in order to produce results that can be generalized

Focus Groups & Key Interviews Cont.

- The goal of the focus groups & key interviews are to assess the community's underage and problem gambling knowledge and behavior around the interviewing variables of community norms, retail access, social access, enforcement, perceived risks, and individual factors.



Photo of Focus groups participants

Problem Gambling Target Audience

- Middle school and /or high school youth (ages 12-18)
- College age/working youth adults (ages 18-25)
- Senior citizens
- Corrections
- Community leaders including casino and lottery contacts
- Substance use and/or mental health providers
- Law enforcement (police, court)
- Persons in treatment and /or recovery from substance use and /or mental health disorders
- School personnel (administrators, teachers, counselors)
- Health care providers (primary care, hospital, etc.)
- Persons of minority populations (African Americans , Asians , LGBTQ, etc.)

Problem Gambling Focus Groups & Key Interview Sample Questions

- Is problem gambling a serious problem in your community? Why or why not?
- What are the most common forms of gambling in your community among adults? youth?
- Where do adults gamble? Where do youth gamble?
- Is it easy for youth to access lottery tickets from a retailer or enter a Maryland casino?
- Have you heard of someone having legal problems due to gambling ?
- What do you think should happen to an adult who is a problem gambler?
- How about a youth or young adult?
- What are the potential harms to adults that gamble ? How about youth?
- Do ads for gambling influence adult gambling? How about youth gambling?

Problem Gambling Focus Groups & Key Interview Sample Questions Cont.

Community Norms

- Is problem gambling a serious problem in your community? Why or why not?
- What are the most common forms of gambling in your community among adults and youth ?
- Is underage gambling a serious problem in your community ? Why or why not?
- Are there certain groups of people in your community that are more likely to gamble?

Social Access

- Is it easy for adults to access gambling ?
- How do youth underage access gambling ?
- Where do adult gamble? Where do youth gamble ?
- Do parents know the risk of underage gambling? Do they permit underage youth gambling?

Retail Access /Availability

- Do retailers prevent people from buying too many lottery tickets?
- Are you aware of training programs for those who work in casinos or sell lottery tickets? Do you think employees should be trained in responsible gambling /gaming?
- Is it easy for youth to access lottery tickets from a retailer?

Enforcement

- Have you heard of someone having legal problems due to gambling ?
- Have you heard of someone being incarcerated due to problem gambling ?

Perceived Risk of Harm

- What are the potential harms to adults that gamble ? How about youth?
- what do you think should happen to an adult who is a problem gambler? How about a youth or young adult?
- Do ads for casinos, lottery. And the internet influence adult gambling? How about youth gambling?

Findings from Focus Groups and Key Interviews - Underage

- Gambling is not a serious problem in their community.
- Gambling is socially acceptable because it is legal.
- Gambling can lead to other addictions, such as drug & alcohol.
- Older adults and those with mental illness are more likely to be problem gamblers.
- Most forms of gambling among youth are online gambling, scratch off & dice
- Advertisements & internet access contribute to youth gambling behavior.
- Tip for gambling safely is to set limit on spending
- Problem gambling causes financial problems, stress, addiction and or loss of property.
- Never had conversation with any providers concerning problem gambling
- Gambling addiction education should be included in high school curriculums.

Findings from Focus Groups and Key Interviews - Underage cont.

- Parents do not talk to their kids about the risk of underage gambling.
- Parents permit underage gambling youth to gamble
- Lottery retailers do not card those that look underage when purchasing lottery tickets.
- Retailers do not prevent people from buying too many lottery tickets.
- Not aware of training programs for those who work in Casinos or sell Lottery tickets.
- Employees should be trained in responsible gambling/gaming
- Not heard of someone being incarcerated due to problem gambling

Findings from Focus Groups and Key Interviews

– Adult Problem Gambling

- Gambling not a serious problem in their community.
- Adults are not concerned the risks of problem gambling
- Gambling is socially acceptable.
- Gambling is not as addictive as drugs and /or alcohol.
- Older adults and those with mental illness & persons of minority populations are more likely to be problem gamblers.
- Common forms of gambling among adults are casino & lottery.
- Access to internet, hope of winning, addiction, incentives, and advertisement contribute to problem gambling behavior
- Tip for gambling safely is to set limit on spending
- Problem gambling can cause financial problem, family problem, loss of property, Mental health/Substance use, violence, stress etc.

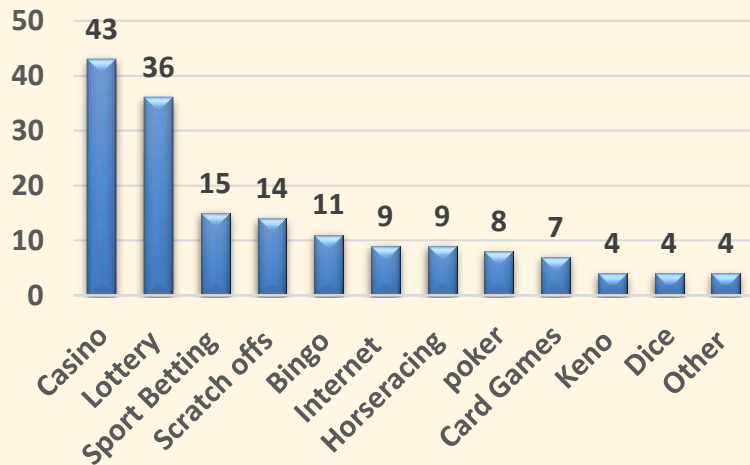
Findings from Focus Groups and Key Interviews

– Adult Problem Gambling

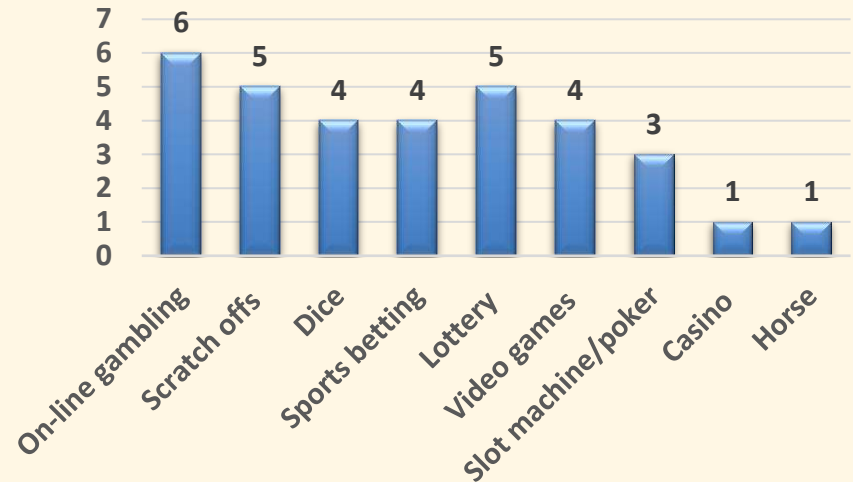
- Had conversation with family member/other concerning problem gambling
- Doctors/faith-based leaders do not ask about problem gambling
- Gambling addiction education should be included in high school curriculums.
- People should have access to PG prevention programs/ resources
- Casino's card those underage, preventing them from entering a casino.
- Lottery retailers do not card those that look underage when purchasing lottery tickets.
- Casino & lottery employees do not help people that may be spending too much on gambling

Findings from Focus Groups and Key Interviews –Problem Gambling

Focus Groups & Key Interviews Adults
Participants Responses on Types of
Gambling Activities
(2022)

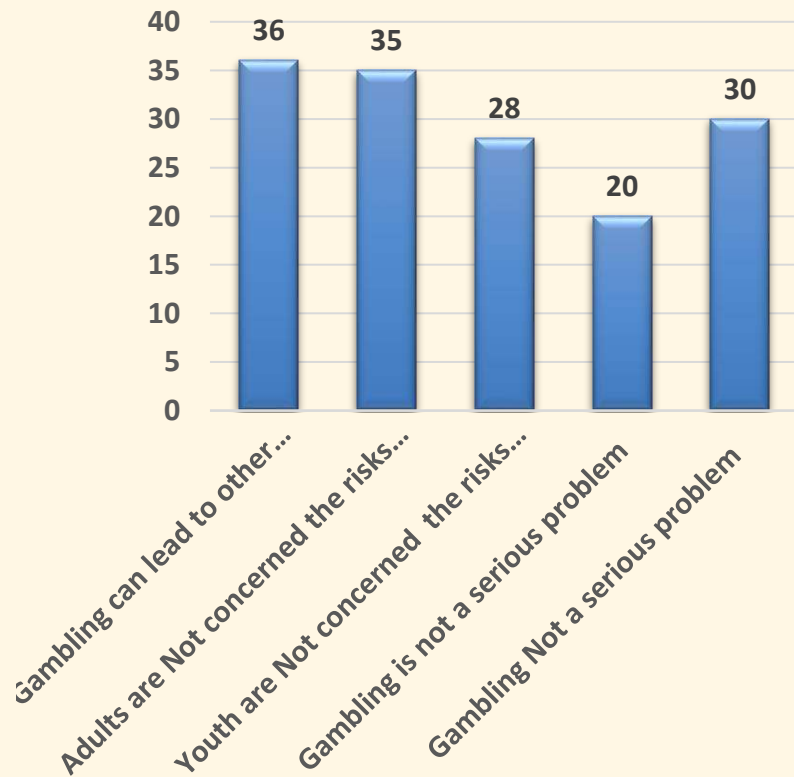


Focus Groups Youth Participants
Responses on Types of Gambling Activities
(2022)

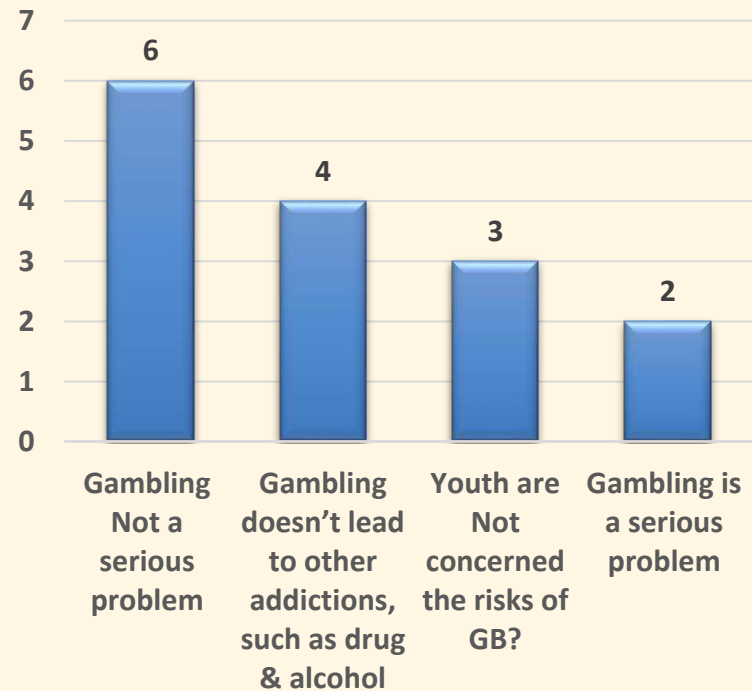


Findings from Focus Groups and Key Interviews – Problem Gambling

Maryland Adults Perceived Risk on Gambling Behavior
(Focus Groups & Key Interviews 2022)



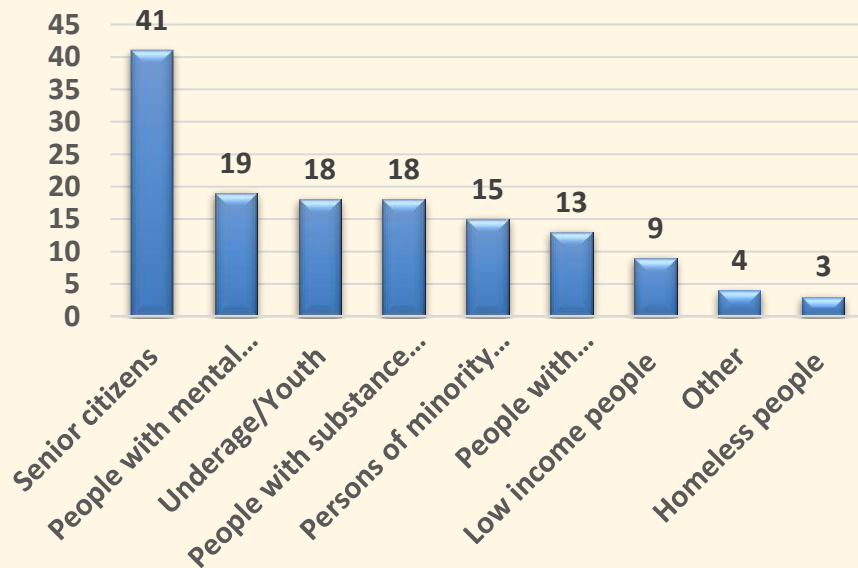
Maryland Youth Perceived Risk on Gambling Behavior
(Focus Groups, 2022)



Findings from Focus Groups and Key Interviews – Problem Gambling

Focus Groups & Key Interviews Adult Participants

Responses on People that are more likely to Gamble (2022)



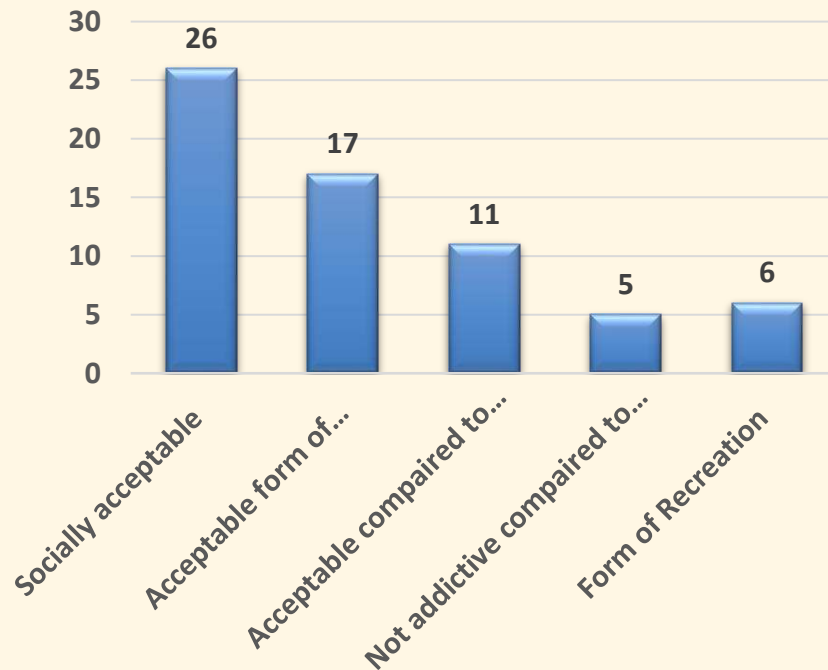
Focus Groups Youth Participants

Responses on People that are more likely to Gamble (2022)

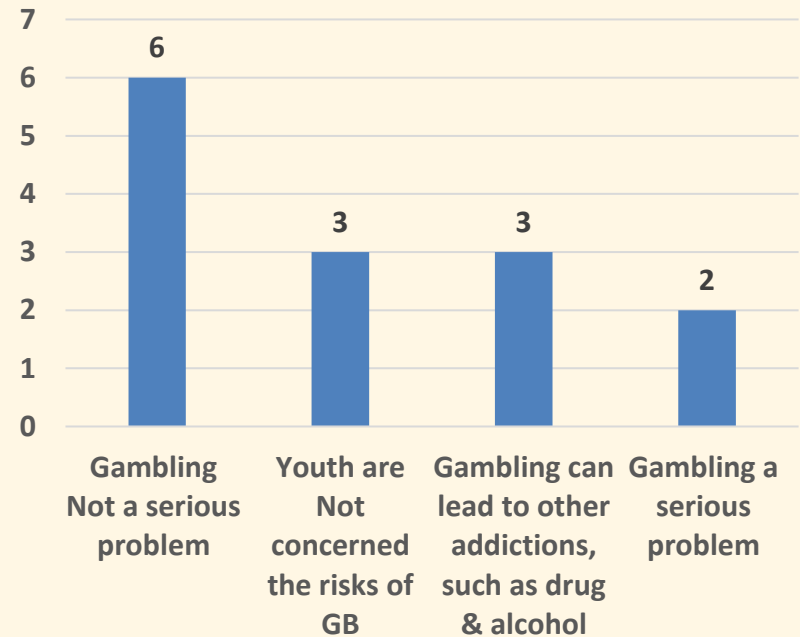


Findings from Focus Groups and Key Interviews –Problem Gambling

Focus Groups & Key Interviews Adult
Participants
Responses on Gambling Community
Norms
(2022)

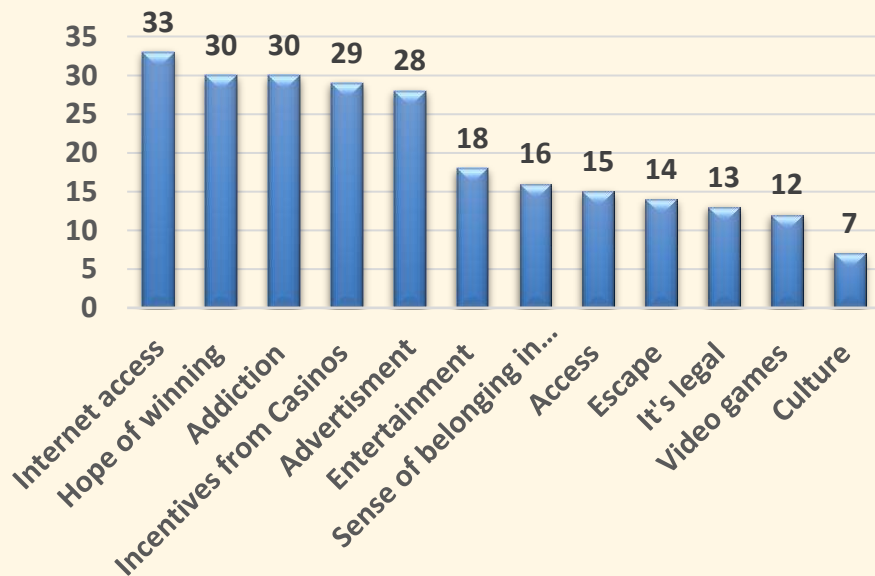


Focus Groups Youth Participants
Responses on Gambling Community
Norms
(2022)

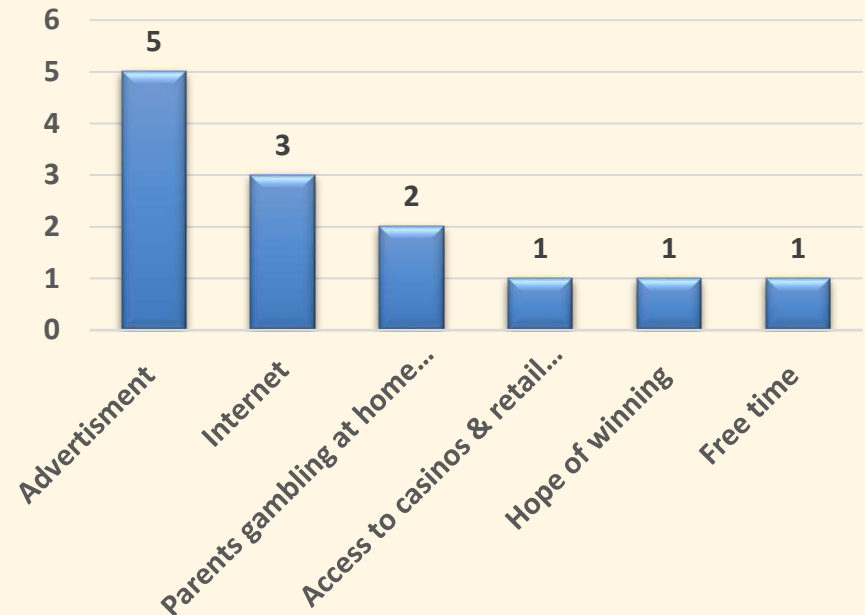


Findings from Focus Groups and Key Interviews – Problem Gambling

Focus Groups & Key Interviews Adult Participants
Responses on Reasons for Gambling
(2022)

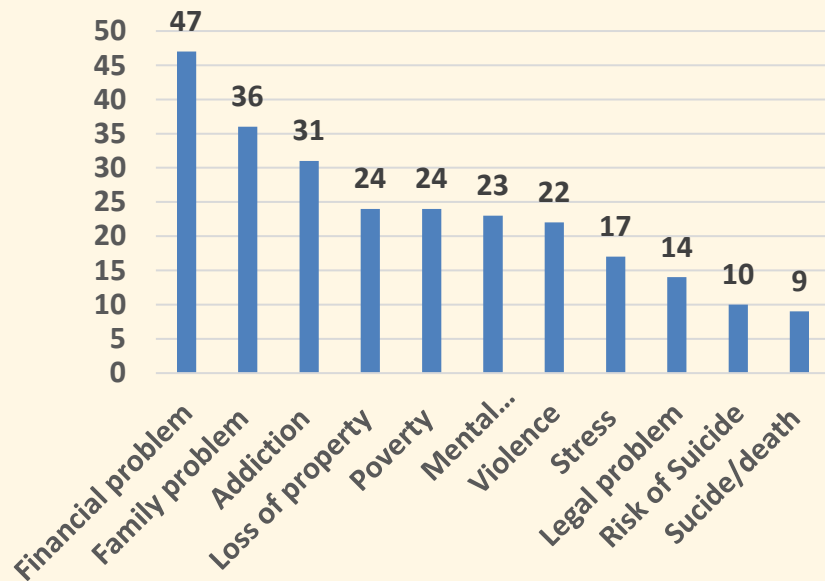


Focus Groups Youth Participants
Responses on Reasons for Gambling
(2022)

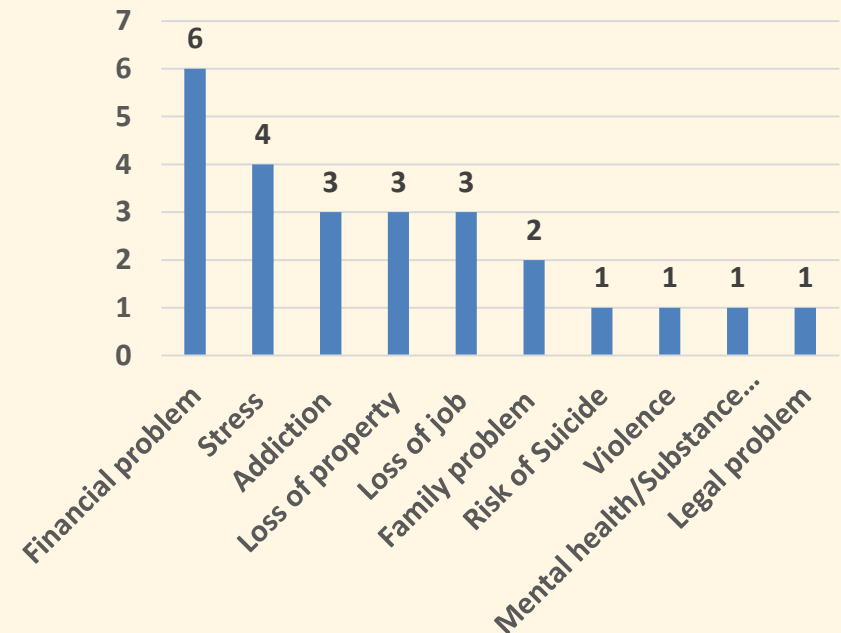


Findings from Focus Groups and Key Interviews –Problem Gambling

Focus Groups & Key Interviews Adult
Participants
Responses on Gambling Potential Harm
(2022)



Focus Groups Youth Participants
Responses on Gambling Potential Harm
(2022)



Environmental Scan Data

- A tool used to gather data on signage for underage gambling prevention, responsible gambling, and problem gambling prevention.
- In September 2022, all Maryland casinos were scanned, most with the assistance of the casino compliance officer.
- Positive Observations and Recommendations were provided to each casino individually, but the needs assessment will only include these without identifying individual casinos.

What will the data be used for?

- In collaboration with other data sources, to provide a data base for implementing underage and problem gambling prevention strategies in the State of Maryland.
- Perhaps MARG will work collaboratively on one or more of the recommended strategies.

All Casinos Positive Observations:

- All casinos had signage containing responsible gambling and the 1-800-GAMBLER helpline on the casino floor.
- All casinos had MARG brochures at cashiers and patron information locations.
- All casinos had a sign at the entrance(s) stating patrons had to be 21 to enter.
- All casinos had signage containing responsible gambling and the 1-800-GAMBLER helpline on the casino floor.
- All casinos had MARG brochures at cashiers and patron information locations.
- All casinos had a sign at the entrance(s) stating patrons had to be 21 to enter.

All Casinos Recommendations:

- More underage, responsible gambling, and helpline information on or near table games.
- More information on the VEP posted and/or displayed.
- Implementation of mystery shopper program so staff feel more comfortable referring people to the helpline or other resources if they appear to be in distress due to gambling.
- More practice of responsible gambling strategies taught in employee training through role plays with scenarios.
- More underage and problem gambling prevention messaging in Asian and Spanish languages.
- Casinos can collaborate more on messaging for responsible gambling and the 1-800-GAMBLER helpline through MARG.

All Casinos Recommendations:

- Extra training provided for Asian dealers.
- Your best customers may also be at greater risk of problem gambling.
- Provide targeted responsible gambling messaging to special populations at-risk for problem gambling.
- Provide more responsible gambling messaging in casino outdoor smoking areas.
 - People on VEP do not know they are not automatically removed after two years. Educate those on the VEP that they are not automatically removed.
 - Update MARG brochures.
 - Employees at several casinos reported he/she or a family member had a gambling problem. More education or another strategy can be used to educate employees that they are at greater risk of problem gambling.
-

All Casinos Recommendations:

- Are employees allowed to hand out information on casino floor (like the Center's small business cards with 1-800-GAMBLER helpline)? Some employees said "yes" and other "no"
- Employees travel to other Maryland casinos to gamble because they cannot gamble at the property where they work. Is this a problem?
- The Center will create a chart of what happens to VEP violators at each casino. What if they are caught at the entrances versus on the casino floor?
- Place peer recovery support specialist's cards at the entrance to casinos to give to VEP violators that are turned away at the door.

All Casinos Recommendations:

- Some employees mentioned safety concerns in parking areas and garages.
- Can QR codes be put on electronic slot machine promotions for the helpline?
- Can cards and signs for responsible gambling and/or 1-800-GAMBLER be posted in bathrooms?

Focus Groups & Key Interview Questions

Contact the prevention team members below if you have any further questions regarding the needs assessment process:

- Mohamed Kakay, MPH
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