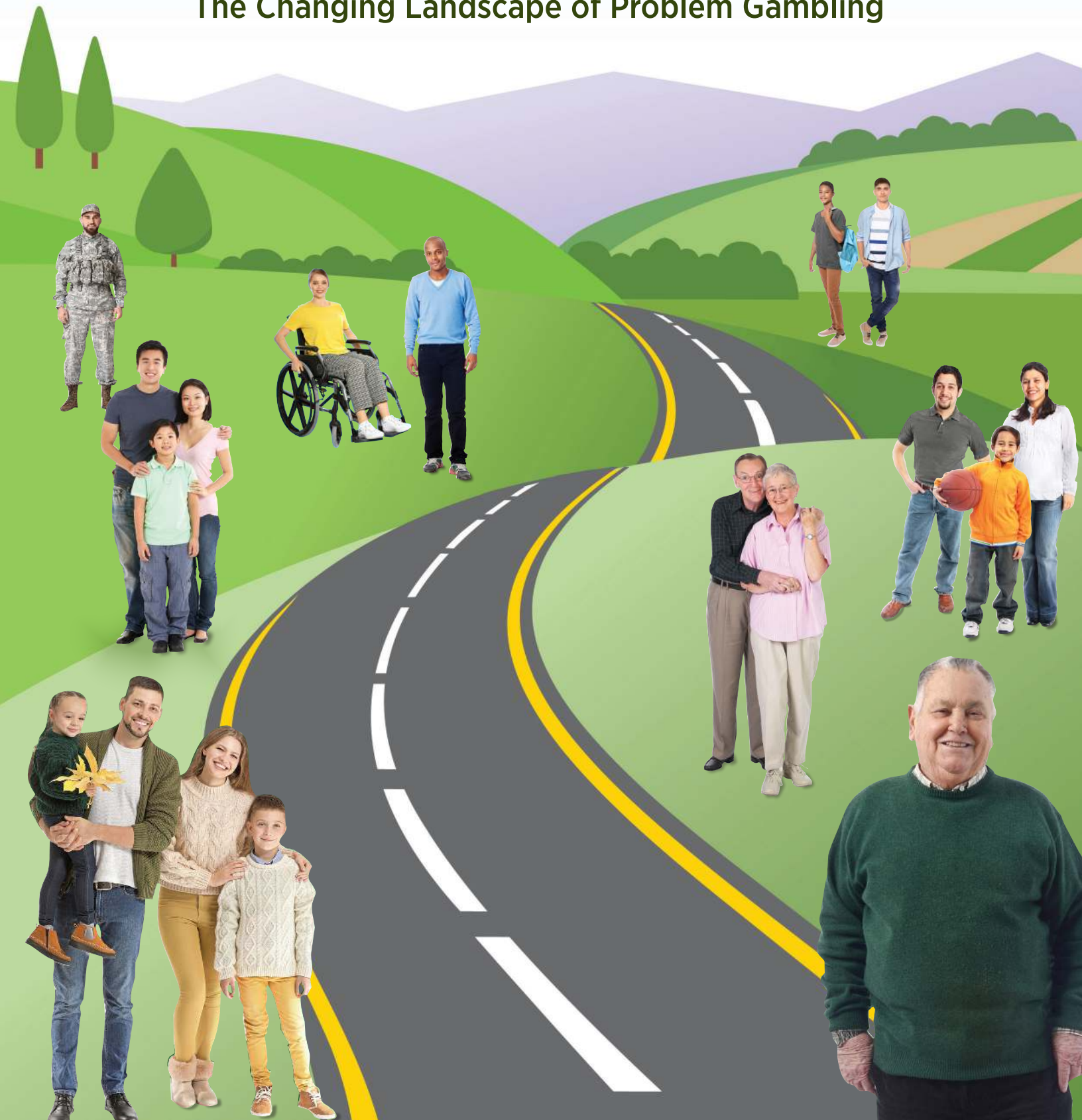


The Maryland Center of Excellence on Problem Gambling

Navigating the Road Ahead

The Changing Landscape of Problem Gambling



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Executive Summary

Although the fiscal year (FY) 2022 continued to be impacted due to pandemic restrictions, such as limiting in-person gatherings, the Maryland Center of Excellence on Problem Gambling (the Center) adapted to change and provided real-time support, help, and hope to all Maryland residents through virtual methods. In FY22, the Center expanded engagement with behavioral health providers, private practitioners, preventionists, and other organizations; increased the number of individuals assisted through Peer Recovery Support; and increased the number of total participants in clinical training and educational programs.

PUBLIC AWARENESS

The Center continued to expand its public awareness and outreach in FY22. Over 7,800 individuals within 804 organizations within communities “had a conversation” with Center staff about problem gambling and over 131,000 materials were distributed. Despite COVID-19 restrictions, virtual awareness activities, including presentations, outreach, and events more than doubled.

Throughout the fiscal year, over 50,000 e-communications promoting awareness initiatives were distributed to providers, preventionists and other community organizations or strategic partners. The Center enhanced access to resources for non-English speaking help seekers through awareness materials and a language line.

21.9 million English and Spanish speaking Marylanders were targeted through a Statewide media campaign consisting of traditional billboards and radio ads, as well as digital search and social media ads. Moreover, the Center expanded its awareness messaging and outreach through its social media platforms by increasing subscribers by 16% overall.

TREATMENT AND INTERVENTION SERVICES

In FY22, the provision of no cost treatment to Maryland residents for problems related to gambling, regardless of insurance or income status, continued as part of the collaboration between the Center, the Behavioral Health Administration (BHA) and Optum Maryland (as of January 1, 2020). To further the integration of gambling treatment services, the Center outreached to 804 organizations and private practitioners in the behavioral health field. The goal is to increase the competency of Maryland treatment providers in problem gambling and encourage them to participate in the Maryland Problem Gambling Reimbursement Program. At the end of FY22, 128 behavioral health treatment providers offering no cost treatment to individuals with gambling related problems and their families were listed on the Maryland Problem Gambling Provider Referral Network Directory covering 21 jurisdictions.

PEER RECOVERY SUPPORT

In its fifth year, the Center’s Peer Recovery Support Program helped widen the doorways of entry into treatment by being a bridge to services within Maryland. This program includes five Certified Peer Recovery Specialists providing support to help seekers within every Maryland region. The Center’s Peers continue to help individuals navigate their own path to recovery to limit, control, or stop their gambling. In FY22, the Peers assisted 330 new clients, 273 of whom were referred to treatment and 74 of whom entered clinical counseling. Due to COVID-19 restrictions presentations were primarily provided virtually. The Peers conducted 205 presentations to recovery and community groups, as well as, participated in 55 community events interacting with over 3,128 Maryland residents.



TRAINING AND EDUCATION

The Center is committed to building the capacity of mental health, substance use and other health care and prevention providers through training and education to address gambling awareness and problem gambling/gambling disorder treatment and recovery. In FY22, a total of 3,649 participants from every jurisdiction in Maryland attended one or more of the 43 virtual clinical training and educational programs conducted by the Center. The 9th Annual Maryland virtual Conference on Problem Gambling was also held on June 17, 2022.

PREVENTION

The goal of the Center's Prevention Program is to use the public health model to build community collaborations to implement prevention strategies to address underage and problem gambling in the State of Maryland. In FY22, the Center's Prevention Program focused on capacity building and expanding the number of special population grants to Maryland's underserved areas and minority populations by awarding eleven grants. Through these grant efforts, 48 awareness and prevention strategies were completed, reaching 91,361 people, and 27,236 awareness materials were distributed. In addition, 26 key interviews and 13 focus groups were conducted, and 28 quantitative data sources were analyzed to be included in the Maryland Underage and Problem Gambling Prevention Needs Assessment.

PUBLIC POLICY

Public policy is the process by which governments translate their political vision into programs and actions to deliver desired changes in the real world. To that end, the Center, in concert with the Legal Resource Center for Public Health Policy and the Public Health Law Clinic at the University of Maryland Francis King Carey School of Law, continued to broaden their focus by beginning to include the international community in conversations around best practices in responsible gaming. The Center moderated panels at two events that looked at problem gambling and sports betting at the macro-level and translated lessons learned abroad into what can be done in Maryland to provide robust problem gambling safeguards as sports betting rolls out this coming fiscal year. The Center also engaged in the notice and rulemaking process by submitting public comments on sports betting regulations that were promulgated by the Maryland Lottery and Gaming Commission. In anticipation of problem gambling education legislation being introduced in the 2023 legislative session, the Center is beginning to research best practices among those states and countries that have similar educational programming.

RESEARCH

The goal of the Research Program on Gambling is to implement a research agenda that: informs our understanding of gambling behavior; monitors the impact of gambling on the population and identifies evidence-based approaches to mitigate any harmful impacts of gambling. In FY22, the Research Program focused on data collection of the bi-annual prevalence study (2022) which will be published in FY2023. In addition, focus continued on identification and prevention of problem gambling behavior and attendant consequences for public health.

History and Context

Fiscal Year (FY) 2022 was the tenth year of operation of the Maryland Center of Excellence on Problem Gambling (the Center). The Center is part of the University of Maryland School of Medicine, Department of Psychiatry, with its Research Division located within the Department of Epidemiology and Public Health.

MISSION: The Center promotes healthy and informed choices regarding gambling and problem gambling through public awareness, training and education, prevention, technical assistance to the behavioral health care system, peer recovery support, research, and public policy. It does so by working closely with appropriate state stakeholders and bringing together experts from a variety of disciplines including psychiatry, medicine, epidemiology, social work, law, and others.

The Center began operation on July 1, 2012, to help address the expansion of legal gambling availability within Maryland. Legislation authorizing this expansion also provided for a problem gambling fund to be established and administered by the Maryland Department of Health's Behavioral Health Administration (BHA) to support the services provided by the Center.

The primary goal of the Center is to minimize the risks and problems associated with gambling in the State of Maryland. In FY22, ongoing outreach was made to 804 behavioral health providers and private practitioners to promote the no cost treatment program for problem gamblers and their families.

The Maryland Problem Gambling Reimbursement Program continued as part of the collaboration between the Center, BHA, and Optum Maryland (as of January 1, 2020). This program offers reimbursement to behavioral health providers for the delivery of no cost treatment for problem gambling, regardless of insurance or income status.

With the emergence of sports betting in the state of Maryland, the Center worked closely with the five casinos that incorporated sports betting into their facilities to ensure responsible gambling practices were maintained for this addition to casino operations.

In FY22, the Center, in partnership with Red House Communications, Inc., developed and implemented a statewide Public Awareness Campaign that ran from March through May 2022. This campaign was intended to increase awareness and knowledge of the issue of problem gambling and how to access help.

The 9th Annual Maryland Conference on Problem Gambling was held virtually on June 17, 2022, due to continued pandemic restrictions. The conference drew 576 community organizations, behavioral health providers, peer support specialists, preventionists, and private practitioners from all Maryland jurisdictions.

The Center maintained its Problem Gambling Peer Recovery Support Program with a total of five Peer Specialists, all of whom are certified through the Maryland Addiction and Behavioral Health Professionals Certification Board (MABPCB). In FY22, the Peer Recovery Support program engaged with 330 new individuals and/or their families.

The Center's Prevention Program continued collaboration with key Maryland stakeholders to promote prevention initiatives. In FY22, the Center awarded 11 prevention grants. In addition, collaboration continued with the Maryland Lottery and Gaming Control Agency (MLGCA) to provide additional problem gambling prevention education to Maryland Lottery retailers.

KEY CENTER ACCOMPLISHMENTS FY 2022

Maryland Helpline received a total of 711 help seeker calls, texts, and chats; a 45% increase over FY21.

Statewide Media Campaign delivered 42 million impressions, nearly 20 million traditionally, and 22 million digitally.

Total targeted outreach to 334 agencies, providers, and organizations across the state, which resulted in 27 in-service presentations to over 208 participants.

Peer Support Specialists assisted 330 new clients; an 11% increase compared to FY21.

3,649 total participants attended 43 virtual clinical trainings and educational programs.

A total of 11 Prevention grants awarded with 48 projects completed, reaching 91,361 Maryland residents.

The Center tracked 27 bills that referenced gambling within the State legislature and provided written and oral testimony.

Public Awareness

Public Awareness and outreach are the cornerstone for all the Center’s initiatives. In FY22, the Center saw a 33% increase in the number of providers, strategic partners, and other collaborators that treat, support, and distribute resources for Marylanders and their families who identify as having a problem related to gambling.

The Center has utilized a variety of digital and social media platforms to become more accessible to those who wish to connect, engage, and have the conversation about gambling and problem gambling. Consequently, the Center’s digital presence has increased overall by 66% in the past year.

GENERAL AWARENESS AND OUTREACH

As COVID-19 restrictions continued around the State of Maryland, the Center adjusted its outreach and awareness efforts accordingly in order to remain accessible and effective to those served. The Center made efforts to accommodate all service requests through non-contact methods whenever possible utilizing virtual meetings, shipping awareness materials, and increased digital presence. Despite these challenges, Center staff were able to provide public outreach and messaging materials in person at the B’more Healthy Expo.

TARGETED AWARENESS CAMPAIGNS

The Center promotes and distributes responsible gambling awareness literature, resources for those who may identify as having a gambling problem, and provides information and access to no cost treatment. These resources are promoted to the public through various targeted awareness campaigns throughout the year. Positive messaging is incorporated into these campaigns which help people consider the benefits of positive goals rather than negative consequences or harmful failures.

Monthly Awareness Campaigns

Whether it’s related to the holidays, yearly sporting events, or simply promoting good mental health, the Center integrates responsible gambling and problem gambling messaging into several nationally recognized awareness campaigns in order to connect and engage with more groups or sub populations that have a greater incidence of developing a gambling problem. Positive messaging techniques are utilized in making healthy decisions regarding gambling.



2022 Statewide Public Awareness Campaign

The Center collaborated with Red House Communications to create, coordinate, and distribute a Statewide problem gambling awareness campaign utilizing conventional and new media advertising methods including terrestrial and Internet radio, targeted social media, and Google ads.

While the campaign was Statewide, physical ads were primarily concentrated in the Eastern and Western rural regions of Maryland. 84 gas stations prominently displayed gas pump topper displays beginning in March and concluding in May.

Between all advertising methods, nearly 42 million total impressions were delivered from the campaign:

- 9,534,020 Traditional impressions
- 21,977,111 Digital impressions
- 156k website clicks were generated
- 92 overall Helpline calls directly correlated to ads

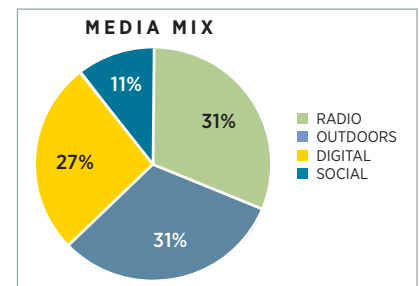
The Center collaborated with the Maryland State Ad Agency (MSAA) on messaging for a 30-second paid Public Service Announcement which aired on several local Maryland Television markets as well as other national media outlets.

Between the Maryland State Ad Agency’s (MSAA) and Red House Communication’s media campaigns, web traffic to the help seeker site increased by 800% and Helpline calls more than doubled.



These two images and messaging appeared on roadside billboards, as well as atop gas station pumps.

Digital Marketing Overview					
Channel Breakdown	Impressions	Clicks	CTR	Spend	CPC
Google Responsive Display	15,517,779	142,324	0.92%	\$26,402.95	\$0.19
Google Search	13,358	1,014	7.59%	\$5,647.49	\$5.57
Facebook/Instagram	4,170,701	12,776	0.31%	\$33,000.00	\$1.71
Pandora	2,275,273	377	0.02%	\$21,849.26	\$7.53
Total	21,977,111	156,491	0.71%	\$86,899.70	\$0.56



March 2022 – Problem Gambling Awareness Month (PGAM)

Problem Gambling Awareness Month (PGAM) is an annual grassroots public awareness and outreach campaign which is a key awareness initiative for the Center. Created and sponsored by the National Council on Problem Gambling (NCPG), PGAM aims to educate health care professionals and the public about the importance of problem gambling screening, the warning signs of problem gambling, and to raise awareness about the support and resources available within the state.

PGAM, in conjunction with the 2022 Maryland Statewide Awareness Campaign, reported a 42% increase of help seeker calls to 1-800-GAMBLER.

This year, the Center’s PGAM efforts included: collaborating with 15 key strategic partners to disseminate over 35,000 emails containing awareness materials; two press releases and six interviews of Center Staff about the Center’s PGAM efforts; six in person community outreach events where over 11,000 Center related awareness materials were distributed; and three Proclamations issued to the Center by the Governor of the State of Maryland, the Maryland Senate, and the Somerset County Commissioners.

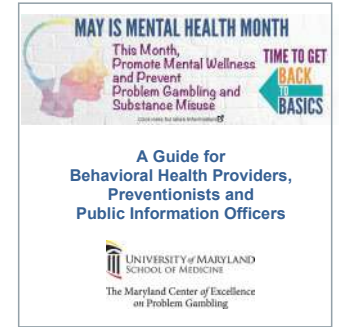
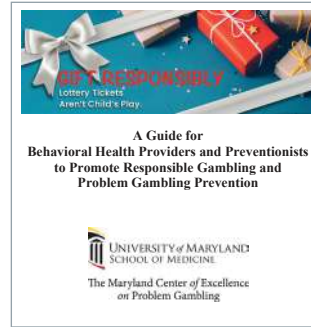


Awareness Campaign Toolkits

The Center continued to develop and improve four supplemental public awareness campaign toolkits. They include ideas and suggestions for promoting themed awareness around problem gambling prevention, messaging, and resources to actively distribute within communities. They were designed to integrate problem gambling information and resources into already existing national awareness campaigns.

In FY22, the Center distributed over 11,000 Awareness Toolkits to behavioral health providers, preventionists and public information officers both digitally and by mail.

1. Gift Responsibly Awareness Campaign
2. Mental Health Month
3. Problem Gambling Awareness Month 2022
4. Screening Guide for Behavioral Health Providers



COMMUNITY EVENTS AND AWARENESS

The Center continues to work collaboratively with key stakeholders and community partners on problem gambling awareness and outreach efforts around the State. Many community and public events the Center historically exhibit with, such as the Senior Power of Age Expo, the National Night Out, and the Walk for Recovery were either cancelled in FY22 or conducted virtually with no means to exhibit.

The Center was able to participate and promote problem gambling messaging through virtual means at both the Tuerk and the S.A.D.D. Conferences.



PRINTED MATERIALS AND GIVEAWAYS

The Center maintains a resource library with unique awareness items highlighting the Maryland Helpline number (1-800-GAMBLER), and the help seekers' website, HelpMyGamblingProblem.org. The Center continued to develop and distribute awareness materials e.g., flyers, posters, rack cards at no cost. The Center also has several branded, imprinted items, such as pens, bag clips, keychain flashlights, water bottles, etc.

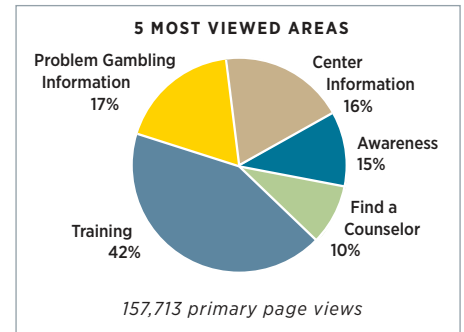
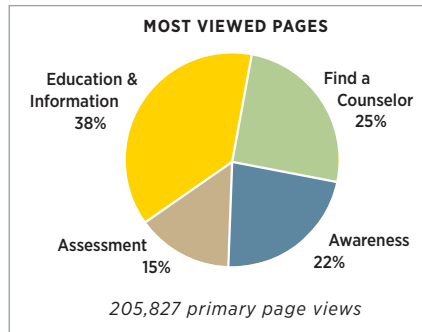
In FY22, more than 75,332 awareness materials and giveaways were either shipped, or physically distributed at presentations and outreach events throughout the State. 29,052 were sent electronically and an additional 11,876 were viewed on the Center's Websites, for a total of 116,260 Awareness Materials distributed.



ELECTRONIC MEDIA

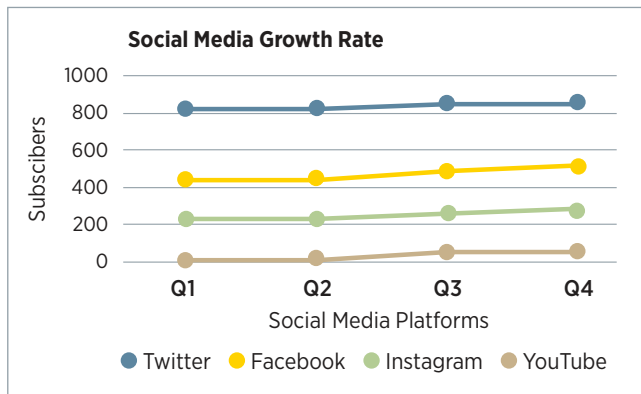
Websites

The Center’s websites remain a priority for the dissemination of public awareness materials and vital Center related resources. The sites utilization by the public continues to grow. To date, over 275,000 guests have visited the Center’s websites.



Social Media

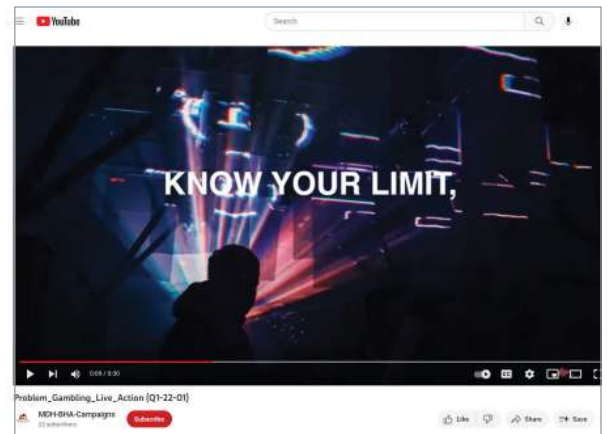
Due to the collaboration with G3 Media Group Inc., in FY22, a total of 406 social media public awareness messages have been posted to Twitter, Facebook, and Instagram and reached over 17,000 combined subscribers.



Public Service Announcements (PSAs) and Documentaries

The Center continues to promote and distribute its library of over 60 PSAs and problem gambling documentaries both digitally and on DVD as requested. This media encompasses a variety of awareness messaging focusing on various problem gambling topics for unique cultures, special populations, families, and seekers of “no cost treatment”.

PSAs are used in presentations as learning tools, viewable on the Center’s website, and hosted on the Center’s YouTube channel, which to date, has served over 394,000 videos site wide to the public.



PRESS/MEDIA INTERVIEWS

In FY22, the Center’s Program Director was interviewed, resulting in four published articles from such news outlets as the Associated Press, the Garrett County Republican, and the Morgan University Newspaper. The Director also appeared in four television broadcast interviews which included Fox 45 News, WBAL News, and the Delmarva Life Cable broadcast series.



Treatment and Intervention Services

In FY22, the Center increased total outreach by engaging 804 agencies, organizations, and providers to increase the capability of treatment and awareness of resources for problem gambling; 21% of those contacts were newly engaged.

NO COST TREATMENT FOR GAMBLING PROBLEMS

In FY22, the Maryland Problem Gambling Reimbursement Program continued as part of the collaboration between the Center, the Behavioral Health Administration (BHA), and Optum Maryland (as of January 1, 2020). This program offers reimbursement to behavioral health providers for the delivery of no cost treatment for problem gambling, regardless of insurance or income status. Services continue to include outpatient, intensive outpatient, and residential/inpatient behavioral health services for both the person struggling with gambling and/or their concerned others who are Maryland residents. These providers are listed on the Maryland Problem Gambling Provider Referral Network Directory.



REFERRAL INTO TREATMENT

The Center's Certified Peer Recovery Specialists received 330 new help seeker referrals in FY22. Of those, they referred a total of 273 (83%) help seekers to no cost treatment providers on the Maryland Problem Gambling Provider Referral Directory. 35% (n=95) made appointments with providers and 78% (n=74) attended at least the first treatment session.

NATIONAL GAMBLING DISORDER SCREENING DAY – MARCH 9, 2021

The Center, in collaboration with the Maryland Department of Health (MDH) and in conjunction with March Problem Gambling Awareness Month, launched a targeted campaign to encourage behavioral health providers to screen clients for gambling using evidenced based screening tools. The Center created a Screening Guide with information and resources to integrate the screening of gambling into current treatment processes and protocols.

Both MDH and the Center distributed March awareness e-communications to healthcare providers and organizations across Maryland. In addition, the Center developed a March 2022 Problem Gambling Awareness Month Activity Survey distributed to 300 providers participating on the Maryland Problem Gambling Provider Referral Network Directory. Of those providers, 65% requested, downloaded and distributed awareness materials; 47% scheduled and facilitated PGAM events/presentations.



COURT MANDATED REFERRALS FOR SCREENING AND ASSESSMENT

The Center, in collaboration with the Maryland Lottery and Gaming Control Agency, continues its educational outreach to Maryland Courts and State's attorneys as a means for intervening in the cycle of problematic gambling-related criminal behavior through early intervention, and providing options for treatment to those facing legal consequences. Cases where problematic gambling may be an issue could include bankruptcy, divorce, unpaid child support, domestic violence, fraud, theft, or embezzlement.

As part of this collaboration, courts can serve as a proactive agent for change by directing individuals to the Center's Certified Peer Recovery Specialists and/or a referral to a behavioral health provider on the Maryland Problem Gambling Provider Referral Network Directory for no cost treatment. In FY22, the Center received 6 court referrals.

INTEGRATED INTERVENTION APPROACHES FOR COMMUNITIES

In FY22, the Center's staff outreached and collaborated with 804 agencies, organizations, and private practitioners to provide effective assistance for addressing and integrating problem gambling awareness, prevention, and treatment strategies into existing protocols.

Of those 804, the Center's staff networked with 171 new agencies, organizations, and private practitioners to evaluate needs and implement problem gambling training strategies. 31 behavioral health providers and private practitioners expressed an interest in becoming a no cost treatment provider for Maryland's Problem Gambling Treatment Reimbursement Program.

RESPONSIBLE GAMBLING COLLABORATION AND VOLUNTARY EXCLUSION PROGRAM (VEP)

The Center continued its participation in the Maryland Alliance for Responsible Gambling (MARG). MARG, a statewide partnership for responsible gambling, sponsored by the Maryland Lottery and Gaming Control Agency (MLGCA), continued to address ways to minimize the potential harm that may arise from gambling behavior and to coordinate resources to address problem gambling in Maryland. The Alliance members include representatives from the Maryland Lottery and Gaming Control Agency (MLGCA), Maryland Department of Health's Behavioral Health Administration (BHA), Maryland Department of Public Safety (DPS), Maryland Department of Correctional Services (MDCS), Maryland State Senate, Maryland House of Delegates, Maryland Council on Problem Gambling, Maryland's six casinos, and other interested nonprofit organizations serving individuals with gambling addiction. MARG meetings were limited in FY22 due to pandemic restrictions and the ability to meet in person.

The Maryland Voluntary Exclusion Program (VEP), operated by MLGCA, is available as an effective self-limiting, exclusion tool for individuals who find themselves at-risk in any of the Maryland gaming venues (six Maryland casinos, six of Maryland's instant bingo facilities, and the Maryland Lottery). The Center continued to work collaboratively with the MLGCA to incorporate up-to-date resource information and materials for the problem gambler during their VEP application process.

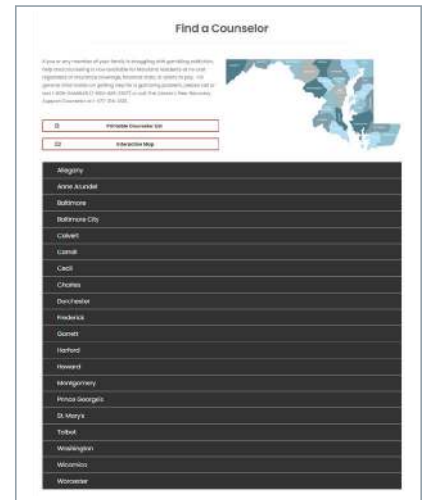
Individuals who seek removal from VEP, after their compulsory two-year commitment, are required to complete a Healthy Lifestyle Choices Workbook, designed as a self-assessment tool. In FY2016, in collaboration with the Center, MLGCA and the Maryland Department of Health, the VEP removal process integrated a direct connection through the Center to a treatment provider at no cost to Maryland residents as a strategy for harm reduction of gambling behaviors. In FY22, a total of 234 referrals from MLGCA were received by the Center. Of these referrals, 73% were Maryland residents and were referred to a counselor for VEP workbook review at no cost. In addition, 27% of referrals were out-of-state residents who completed this process at cost.

MARYLAND PROBLEM GAMBLING PROVIDER REFERRAL NETWORK DIRECTORY

A priority for the Center is to continue to connect help seekers with resources to limit, control, or stop their gambling by offering referrals to treatment and recovery services within their communities. The Maryland Problem Gambling Provider Referral Network Directory is maintained and updated by the Center once a month with behavioral health providers and private practitioners who participate in the Maryland Problem Gambling Reimbursement Program. Behavioral health services are available at no cost for both the person struggling with gambling and/or their families impacted by the problem gambling behavior.

An interactive directory is available on the Center’s main website —mdproblemgambling.com, the Center’s help seeker website — helpmygamblingproblem.org, and on the Maryland Alliance for Responsible Gambling website — mdgamblinghelp.org. The Maryland Problem Gambling Provider Referral Network Directory is also utilized as a referral source for the Maryland Coalition of Families and callers to Maryland’s Problem Gambling Helpline, 1-800-GAMBLER.

At the end of FY22, a total of 128 agencies, organizations, and private practitioners offering no cost treatment for individuals and families, were listed on the Maryland Problem Gambling Provider Referral Network Directory, representing 21 jurisdictions in Maryland.



HELPLINE 1-800-GAMBLER

In FY22, the total recorded volume of help seeker outreach (calls, texts, and chats) was 711. Of this total volume, help seeker calls represented 73% (n = 517), an increase of 29% from FY2021. Texts and chats represented 27% (n = 194), an increase of 45% from FY2021. While both call and text/chat volume continue to increase annually, the increase in volume of text and chat is more substantial than has been seen previously. This increase could illustrate that many individuals seeking help may now be trending to use of electronic technology versus standard phone calls.

Helpline Caller Characteristics and Demographics Jurisdictions

In FY22, helpline callers were reported from 21 jurisdictions. As compared to calls in FY2021, both the Central and Western regions saw a slight increase from 33% (n = 134) to 35% (n = 181) and 15% (n = 61) to 18% (n = 94). There was a small decline in the proportion of calls being received from the Eastern and Southern regions (6% to 3% and 26% to 21%). (See Figure 1)

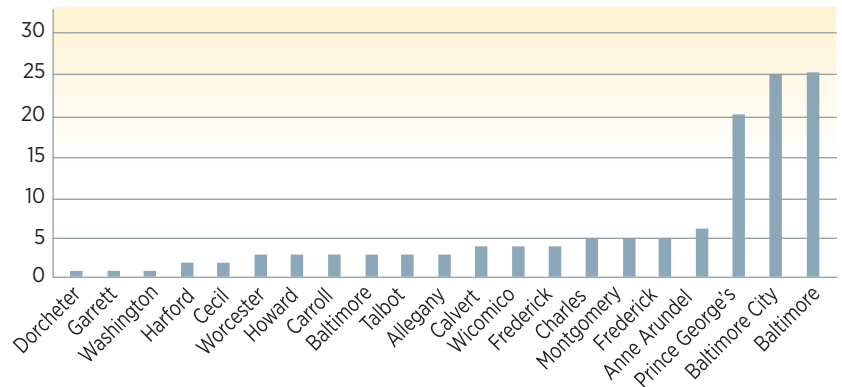


Figure 1: Provider Referral List by Jurisdiction

Gender

Male callers continue to exceed female callers in FY22 (58% vs 42%). (See Figure 2)

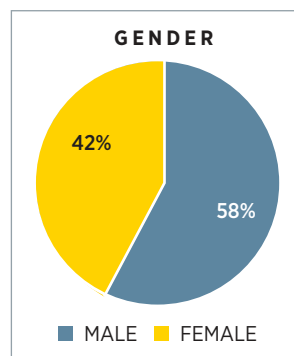


Figure 2: Gender

Caller Age

As was seen previously in FY2021, callers to the Helpline continue to include a younger demographic. In FY22, 9% (n = 47) of callers were aged 18-24 years compared to 4% (n = 16) in FY2021. The majority of callers in FY22 were aged 25-54 years (25-34 years 15%, 35-44 years 16%, and 45-54 years 15%). In this financial year there were also 2 callers aged 13-17 years (0.4%) and 25% who were unwilling to disclose their age. (See Figure 3)

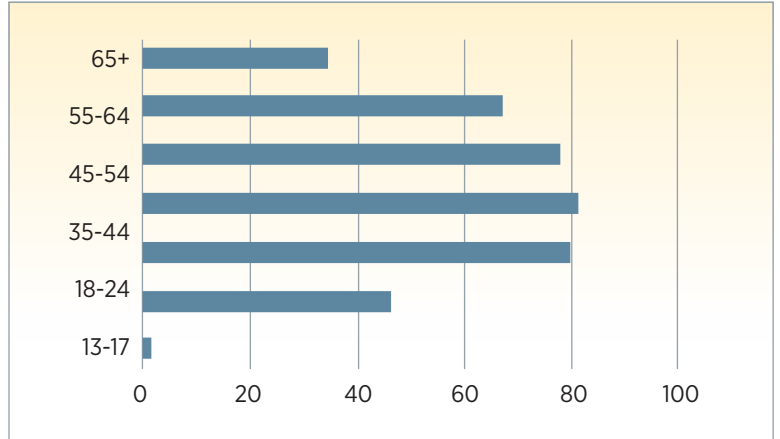


Figure 3: Number of Helpline Callers by Age Group

Primary Gambling Problem

Casino gambling continues to be the primary gambling problem reported by Helpline callers (65%, n = 334) in FY22, with slots being the most common casino game (43%, n = 143) followed by table games (30%, n = 100). In FY22, 8% (n = 42) of callers reported their primary gambling problem as sports (which also includes fantasy sports). This was comparable to FY2021 where 8% (n = 32) reported sports as their primary gambling problem. Similarly, lottery and scratch-offs as a primary gambling problem did not change in FY22 from the numbers reported previously in FY2021. There was a small decline in the proportion of callers who were unwilling to share their choice of gambling from 11% (n = 44) in FY2021 to 9% (n = 48) in FY22. (See Figure 4)

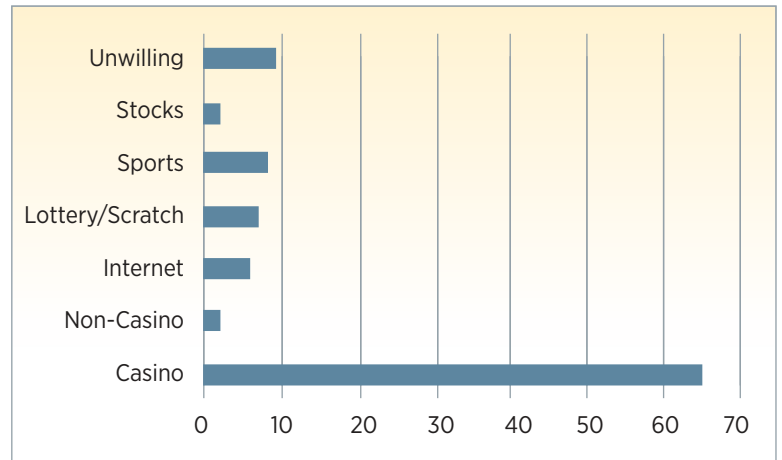


Figure 4: Primary Gambling Problem by Percentage

Caller Ethnicity

European Americans continue to comprise the majority of Helpline callers (44%, n = 226) in FY22. There was a small increase in the proportion of callers who were African American in FY22 compared to FY2021, 34% (n = 173) vs 31% (n = 126). (See Figure 5)

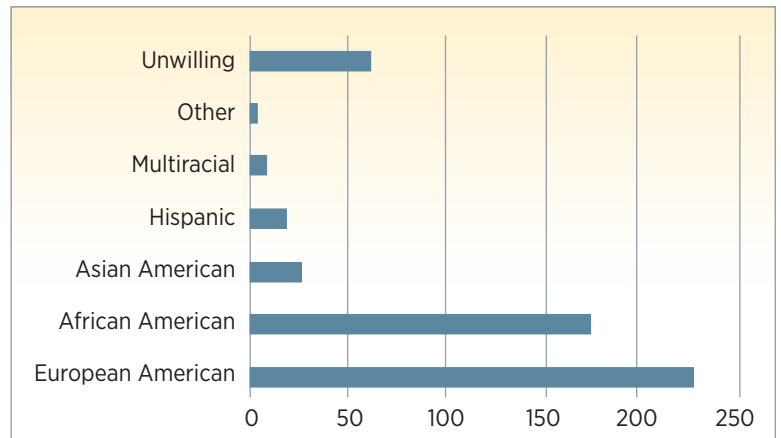


Figure 5: Number of Helpline Callers by Ethnicity

Primary Source of Helpline Number

The internet (47%, n = 243) continues to be the primary source for connecting Maryland residents to the Helpline. The casinos and lotteries continue to be the second most common source (18%, n = 92). (See Figure 6)

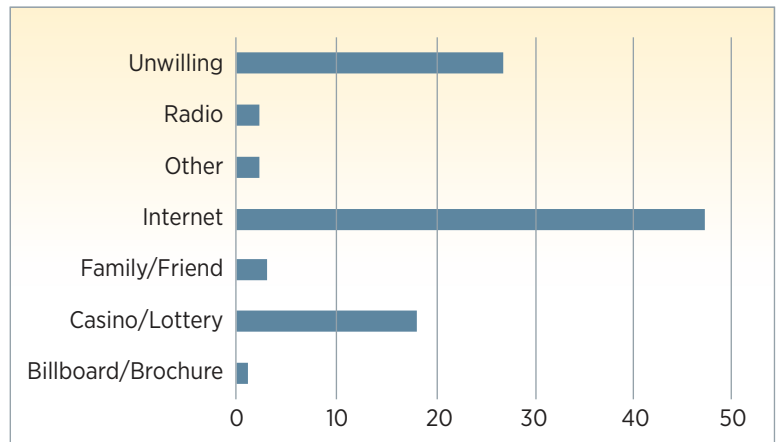


Figure 6: Where Callers Learned of Helpline by Percentage

Who is Calling

As in FY2021, the majority of calls to the Helpline in FY22 were gamblers (77%, n = 396). Family members, either a spouse or other family member comprise 17% (n = 88) of all Helpline callers in FY22. (See Figure 7)

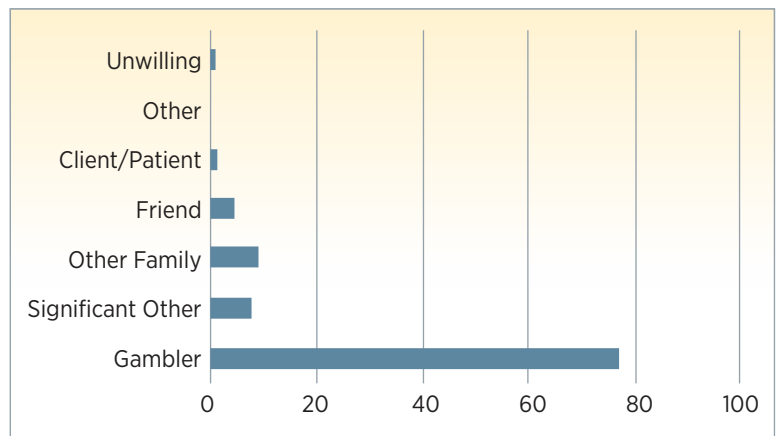


Figure 7: Person Who is Calling by Percentage

Helpline Caller Referrals

Referrals were given to 88% (n = 453) of Helpline callers, with many receiving multiple referrals. In FY22, 57% (n = 294) of callers were referred to a Center Certified Peer Recovery Specialist, with 51% (n = 151) being warm transferred (real-time transfer with callers on the line) as a means for immediate Peer support. 49% (n = 252) were referred to gamblers anonymous (GA) and 50% (n = 257) were referred to a treatment provider offering no cost treatment. 25% (n = 129) were referred to the lottery self-exclusion program and 25% (n = 131) were provided internet-based resources. Finally, 10.6% (n = 55) were referred to Family Peer support at the Maryland Coalition of Families (MCF). (See Figure 8)

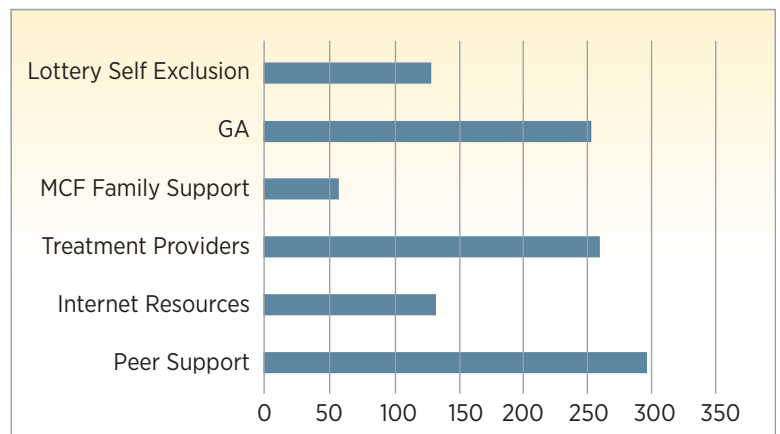


Figure 8: Helpline Caller Referrals

Peer Recovery Support

In FY22, The Center maintained its Problem Gambling Peer Recovery Support Program with a total of five Peer Specialists, all of whom were certified through the Maryland Addiction and Behavioral Health Professional Certification Board (MABPCB). The Center’s Peers have lived experience in recovery and are well-trained in assisting those seeking help with gambling behavior. With their experience, the Peers assisted 330 new clients, connecting them to resources to limit, control, or stop their gambling behavior. In addition, the Peers conducted 205 presentations to recovery/community groups and participated in 55 community events, interacting with 3,128 Maryland residents.

HELP SEEKERS SERVED

Peers received referrals to individuals seeking support for their gambling problems from the Center’s Helpline, community behavioral health providers, and private practitioners. In FY22, a total of 330 new clients were referred to the Center for peer support throughout the year, with a total of 406 individuals classified as active status within the database. New clients served by Peer Support in FY22 represented an 11% increase compared to new clients served in FY2021.

In FY22, 330 new clients were actively served by Center Peers and referred to treatment and resources, many receiving multiple referrals. Of these calls, 83% (n=273) were referred to “no cost treatment” providers, with 35% (n=95) making appointments for treatment. Referral data also tracked other referrals such as Gamblers Anonymous (GA) (80%), Maryland Lottery Voluntary Exclusion Program (VEP) (61%), Maryland Coalition of Families (MCF) (17%), financial services (36%), and legal services (7%). (See Figure 9)

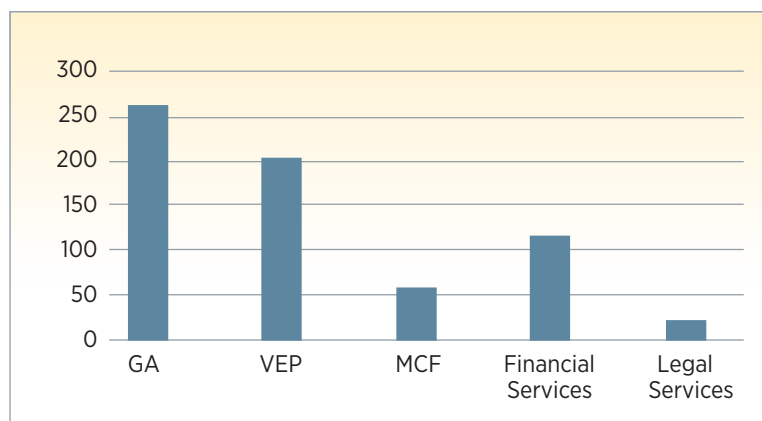


Figure 9: Unique Help Seekers Served

PEER AGENCY/COMMUNITY OUTREACH

In FY22, Peers provided outreach to 171 agencies and organizations across Maryland not previously engaged with the Center to: provide awareness of the Center and its resources; connect with existing certified peer recovery specialists located within their treatment delivery system; offer assistance within their client base and community; and provide resources for those clients identified as having a gambling disorder.

A significant aspect of Peer outreach is collaborating with organizations to present personal stories of addiction and recovery, as well as share definitions of gambling, its risks, and the resources available for support if gambling behavior becomes a problem. The Peers conducted 205 presentations to client psychoeducational and community groups and participated in 55 community events interacting with over 3,128 Maryland residents.

COLLABORATION WITH THE MARYLAND COALITION OF FAMILIES (MCF)

The Center continued its partnership with the Maryland Coalition of Families (MCF) to ensure support for the family members who are faced with the negative consequences created by a gambler's out-of-control gambling behavior. In FY22, a total of 111 help seekers were referred to MCF for family support, with 50% of referrals (n=55) directed from the Maryland Helpline. The remaining 50% (n=56) were direct referrals from the Center Peers as they worked collaboratively on a one-on-one basis with the MCF liaison to provide support of family members.



**Find your path towards
Gambling Recovery**

**Have the conversation
with someone
who "has been there"**

The Maryland Center of Excellence on Problem Gambling (The Center) now has **Peer Recovery Support Specialists** with lived experience in recovery and training in how to assist those seeking help with gambling behavior.

A **Peer** can provide:

- Help to access treatment at no cost for Maryland residents to limit, control or stop gambling behavior
- Connection to resources for additional support
- Support and encouragement to continue to work toward goals.

If you or any one you know is gambling problematically or struggling with gambling addiction, call 1-800-GAMBLER today and ask to speak with a Peer Recovery Specialist or call The Center at 1-667-214-2120.

 UNIVERSITY OF MARYLAND
SCHOOL OF MEDICINE
The Maryland Center of Excellence
on Problem Gambling



Training and Education

Outreach through clinical training and education programs across the State continues to be a key initiative for the Center. These programs build the capacity to prevent, address, and treat problem gambling/gambling disorder among behavioral health providers, and social service and prevention organizations. In FY22, 3,649 total participants attended, in person or virtually, one or more of the 43 clinical training and educational programs conducted by the Center.

ANNUAL MARYLAND CONFERENCE ON PROBLEM GAMBLING

This annual statewide learning forum brings together national and local experts in the field of problem gambling, as well as Maryland state and local policy makers, community leaders, behavioral health providers, and other health professionals. With pandemic restrictions in place regarding in-person gatherings, the Center hosted its second virtual conference on Friday, June 17, 2022. There were 576 attendees at the 9th Annual Maryland Conference on Problem Gambling, entitled “Navigating the Road Ahead: The Changing Landscape of Problem Gambling”. The all-day conference (8:30 AM-4:00 PM EST) offered live plenary sessions from 19 national and local speakers. These sessions included: Problem Gambling and Public Health: Expanding the Lens to Mitigate Harm; Recovery Panel; Using Acceptance and Commitment Therapy for Problem Gambling; and a Sports Betting Panel. The Conference also included a virtual exhibit hall and a poster session.



AGENCY, REGIONAL AND STATEWIDE TRAININGS AND PRESENTATIONS

The Center offered a total of 43 virtual general awareness and clinical problem gambling training programs and presentations in FY22 reaching over 3,649 clinicians, health professionals, preventionists and peer support specialists across all regions.

Targeted outreach to over 334 programs and private practitioners was conducted by the Center to determine their problem gambling needs. A total of 27 in-service virtual programs and presentations as requested by agencies were held to 208 participants. The Center also conducted two separate 12-hour, four-day Basic and Advanced virtual problem gambling clinical trainings, with a total attendance of 732 Maryland clinicians.

DISORDERED GAMBLING FELLOWSHIP PROGRAM

The Center continued the Disordered Gambling Fellowship Program (Fellowship Program) in FY22 to further enhance the ability of the participating behavioral health providers to serve as a trainer on the topic of disordered gambling treatment; to serve as a general resource regionally and at the state level on disordered gambling treatment; and to provide supervision of other professionals in the treatment, prevention, and public awareness of problem gambling.

A total of 5 clinicians from the Maryland Problem Gambling Provider Referral Network Directory engaged in the Disordered Gambling Fellowship Program, completed all the assigned program deliverables, and conducted a total of seven virtual in-service presentations to behavioral health organizations with a total of 31 participants.

FAITH-BASED TRAINING

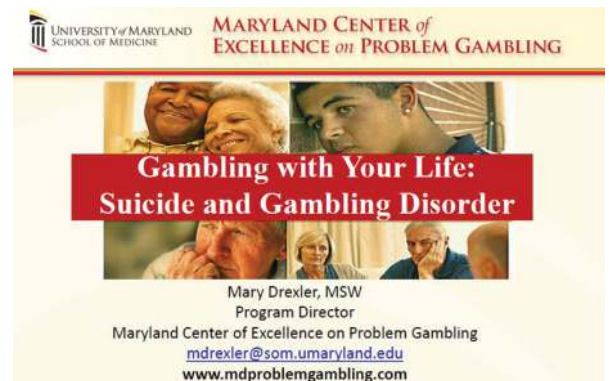
In collaboration with the Center, the Maryland Council on Problem Gambling (MCPG) conducts faith-based training to lay ministers, clergy, providers, and community advocates to educate and provide help to Maryland residents who may be struggling with a gambling problem. Since 2017, MCPG has trained over 380 faith and spiritual community stakeholders in problem gambling and spiritual outreach.



In FY 2022, 24 virtual training modules were conducted to support the International Gambling Counselor Certification Board (IGCCB) Certification for Clergy and Lay Supporters. These programs were held virtually instructing 7 total participants. Dr. Paula Langford (an MCPG trained IGCCB Layperson) presented “Calming the Brain of a Problem Gambler” (16 attendees) during Recovery Month (September 2021). Additionally, one webinar was conducted via Facebook Live during March Problem Gambling Awareness Month to 10 viewers entitled “Developing Problem Gambling, Gaming, and Co-occurring Recovery Plans” and 10 pre-recorded short video presentations were created on problem gambling and 9 on co-occurring mental health issues linked to high-risk gambling. These videos were distributed to faith and spiritual partners, community stakeholders, and behavioral health providers to support their gambling wellness and mental health education and advocacy. Lastly, MCPG attained the IGCCB Preferred Provider credentialing for the faith-based training and collaborated with IGCCB to revise the curriculum with updates to include sports betting and internet gaming, as well as how to deliver enhanced outreach on disordered gambling and co-occurring mental health concerns in their communities.

TRAINING FOR FAMILY SUPPORT, MARYLAND COALITION OF FAMILIES (MCF)

The Center and MCF collaborated to provide problem gambling peer support for families (MCF Peers) and individuals (the Center Peers). To that end, the Center provides ongoing problem gambling training for MCF staff to increase their understanding of how problem gambling affects families and how to provide support to those families. In FY22, the Center conducted instructor-led webinars with a total of 13 participants. Topics included: Children and Problem Gambling; Suicide and Gambling Disorder; Substance Use and Problem Gambling; and Problem Gambling Prevention.



ONLINE TRAINING

The Center’s online and on-demand training programs grew to a total of 3,666 participants.

Live Webinars

The Center expanded presenter-led, one-hour Problem Gambling Webinars in FY22, increasing the number of webinars offered, and broadening the webinar subject matter. A total of 3,649 participants attended 43 webinars, covering topics of finances, prevention, public policy, recovery, and treatment.

On Demand

The Center’s two-part, on-demand training program, Integrating Problem Gambling into Substance Use Disorder and Mental Health Treatment, Part One and Two, hosted on mdproblemgambling.com, are designed for staff at any level within behavioral health departments/organizations.

These on-demand programs further expand the commitment to integrate gambling counseling within existing behavioral health programs. At the end of FY22, 17 unique individuals completed the on-demand training programs. A total of 840 individuals have completed on-demand training since these programs launched in FY2016.



CASE CONSULTATION CALLS

The Center continues to provide Case Consultation Calls four times a month to enhance the skills and competence of treatment providers to address the needs of clients with gambling problems and provide additional support for gambling counseling accreditation requirements. In FY22, 20 case consultation calls were held with 98 total participants.

Prevention

The Center's prevention efforts work collaboratively with community organizations to educate and implement underage and problem gambling prevention strategies. In FY22, this effort was supported by the Center through special population grants to community organizations to promote problem gambling awareness and prevention. A total of 11 grants were awarded producing 48 completed projects, reaching 91,361 people with 27,236 awareness materials distributed. In addition, the Prevention Program conducted quantitative and qualitative data analyses for the Underage and Problem Gambling Prevention Needs Assessment. The Center's Prevention staff conducted 34 presentations reaching 2,211 people.

SPECIAL POPULATION GRANTS

National Alliance on Mental Illness (NAMI), Maryland

In FY22, the Center collaborated with NAMI, a national non-profit organization with the mission of raising awareness and providing support to those affected by mental illness. During the fiscal year, the NAMI warmline email response listed the Center as a resource reaching 250 people. In addition, NAMI attended 8 community events and distributed the Center's materials. During March Problem Gambling Awareness Month, NAMI's e-news reached 28,099 people with problem gambling awareness messaging. NAMI has included problem gambling awareness materials on their website and posts frequent messages on social media to 5,871 followers. NAMI also collaborated with the Center on a National Council on Problem Gambling prevention agility grant application.



Maryland Association of Prevention Professionals and Advocates (MAPPA)

In FY22, the Center continued a collaborative grant agreement with MAPPA, the Maryland Association of Prevention Professionals and Advocates, a statewide organization promoting the field of prevention by assisting with certification of prevention professionals, providing forums and networking events for the prevention community, and hosting an annual conference. MAPPA is open to all state prevention coordinators but focuses on substance misuse prevention.



The Center provided a grant to MAPPA to increase the integration of problem gambling prevention with substance misuse prevention programming statewide. In FY22, MAPPA hosted a workshop at their annual conference on diversity and problem gambling reaching 35 preventionists across the State. MAPPA also conducted focus groups and key interviews on the Eastern Shore, contributing to the data collection for the Underage and Problem Gambling Prevention Needs Assessment. MAPPA promoted Problem Gambling Awareness Month, May Mental Health Month, and distributed printed materials through its Prevention network.

My Life Foundation

The Center continued a collaboration with My Life Foundation during FY22. My Life Foundation provides services to the Asian American communities in health and wellness, advocates for reducing health disparities, and promotes culturally sensitive education and awareness of mental health. In FY22, My Life Foundation successfully integrated problem gambling prevention content into substance misuse prevention and mental health promotion programming reaching 441 people. 4,500 of the Center's materials were distributed at community events. Problem gambling prevention messaging was included on My Life's website and through social media and the Center's Asian Gambling SOS website was promoted. My Life's CEO co-presented the Center's webinar during Asian American and Pacific Islander Heritage Month.



iLaunchiLand

iLaunchiLand is a non-profit organization serving young males in the Cherry Hill area of Baltimore City by providing mentoring and goal setting for the future. The youth and young adults in iLaunchiLand created a problem gambling prevention video in FY 21, that continued to be promoted reaching 279 views in total. iLaunchiLand collaborated with another non-profit organization to host one virtual and one in-person discussion about youth gambling. Refreshments and give aways were provided at the in-person event to 40 people.



Area Health Education Center West (AHEC West)

Area Health Education Center West (AHEC West) improves access to and promotes quality in healthcare through education and collaboration, serving Western Maryland counties. A video was created to promote a high school problem gambling prevention contest that was viewed by 9,346 people. 18 students completed the project. 79 additional social media messages were posted to reach youth with underage and problem gambling awareness. 5,347 individuals were reached through email messages for Problem Gambling Awareness Month and at other times during the year. AHEC West also reached people through material distribution during virtual and in-person meetings.



Towson University, Northeast Student Advisory Board

Towson University, Northeast allows students in the Northeastern part of Maryland to complete their four-year degrees close to home after graduating with a two-year degree at the community college. The Student Advisory Board is a student leadership group that provides student activities and guidance. The Student Advisory group posted problem gambling prevention messaging on social media accounts reaching 1,967 subscribers. Messages were also included in the University's e-newsletter reaching 1,000 people during multiple weeks. Printed materials were placed in public areas and distributed at community events. Messages were included on digital screens around the campus, reaching approximately 1,000 people.



Joy Overflow International Ministries, Inc.

Joy Overflow International Ministries, Inc. provides faith-based services and mental health and substance misuse treatment and prevention services in Eastern Baltimore County. Joy Overflow was a new grantee in FY 22. They posted problem gambling prevention messaging on social media, hosted a problem gambling prevention educational meeting, included problem gambling awareness materials on the website, and distributed printed materials in the community.



Huntington City Community Development Corporation

Huntington City Community Development Corporation serves the communities near Bowie in Prince George's County to increase opportunities for residents and businesses in the area. Huntington City Community Development Corporation worked with local schools to provide problem gambling prevention materials reaching 3,700 students and their families. Problem Gambling Awareness Month was promoted to the same population in addition to local residents and businesses. Community events were attended, reaching 2,000 people throughout the year.



University of Maryland Extension Service, Central Region, Special Populations Grant

The Maryland Extension Services provide financial literacy programming to Maryland residents. The Extension Services in the Central Region integrated problem gambling prevention education into the financial literacy programming. 47 people received this education in FY 22. Two blog posts on the link between problem gambling and financial wellness were posted on social media accounts reaching 140 people. Social media posts on the same topic were received by 5,000 people during Problem Gambling Awareness Month.



University of Maryland Extension Service, Central Region, Youth Grant

The Maryland Extension Services provide financial literacy programming to Maryland residents, including youth. 99 high school students at Springbrook High School in Montgomery County received education on problem gambling within their financial literacy class. In addition, through the high school, 3,000 social media posts were sent on problem gambling awareness.

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University of Maryland, Baltimore, School of Medicine, National Center for School Mental Health (NCSMH)

In FY22, the National Center for School Mental Health (NCSMH) updated the Maryland Smart Choices problem gambling prevention curriculum for middle and high school students to include mental health coping strategies and updated gambling examples. The updated curriculum was piloted at Violetville Elementary Middle School in Baltimore City with seventh grade students. In addition, sample language was developed to assist schools in adopting a school gambling policy and suggestions for consequences for students caught gambling at school.



OTHER PREVENTION ACCOMPLISHMENTS

- The Prevention Office applied to the Center for Disease Control and Prevention (CDC) to become a host site for the Public Health Associate Program (PHAP). The Center was accepted and is now hosting an Associate who is taking the lead on the needs assessment.
- Drafted Prevention grant applications for both youth and special populations grants that were promoted widely across the State.
- Conducted key interviews and focus groups on underage and problem gambling across the State, led by the PHAP.
- Collaborated with the Center's Communication Manager to create a new public awareness guide for July Minority Mental Health Month.
- With the Center's Director, met with 3 of the 4 Historically Black Colleges and Universities (HBCUs) in Maryland to offer and initiate an underage and problem gambling prevention grant program to be implemented in FY 23.



Public Policy

The Center, in collaboration with the Legal Resource Center for Public Health Policy (LRC) and the Public Health Law Clinic at the University of Maryland Francis King Carey School of Law (law school), actively scanned public policy issues arising in Maryland around responsible and problem gambling. The Center engaged partners, decisionmakers, and stakeholders across the state to align gambling laws and policies with the promotion of healthy and informed choices for all adult gamblers.

MARYLAND GAMBLING INITIATIVES

The Center continued to monitor proposed gambling legislation in Maryland during the Maryland Legislative Session. The Center tracked a total of 27 bills that referenced gambling within the House and Senate, provided written and oral testimony via Zoom and in person as session was hybrid due to the COVID-19 pandemic, created and updated a real-time legislative tracking document to a listserv of over 300 registrants, and held bi-weekly calls to discuss prominent public health legislation. Of special note was HB48/SB94 which created a Suicide Fatality Review Committee to identify and address the factors contributing to suicide deaths and facilitate system changes in the State to prevent suicide deaths. The Center hopes to get a seat on this Committee to be able to look more closely at suicide deaths related to problem gambling in Maryland and be a part of the solution. The bill was signed into law and the Center has applied to be considered for the Committee. The Center continues to track and monitor all potential gambling legislation to ensure that responsible gambling practices are adhered to and potential harms from gambling are minimized and addressed.

PARTICIPATION IN POLICY FORUMS

The Center participates and presents in a variety of policy forums with organizations such as the Maryland Lottery and Gaming Control Agency, the Maryland Department of Health Behavioral Health Administration, Maryland Alliance for Responsible Gambling, National Council on Problem Gambling, American Public Health Association, Network for Public Health Law, and the National Council on Alcoholism and Drug Dependence-Maryland. The Center presented in these forums on a variety of topics including sports betting, problem gambling legal and policy levers, and a high-level overview of what is problem gambling and Maryland's unique approach to prevention and treatment at the Center.

NATIONAL LEGISLATIVE MONITORING

The Center monitored legislation across the country, primarily related to sports betting, as has been a national focus since the Supreme Court of the United States ruling in *Murphy v. National Collegiate Athletic Association*. The Center has been actively participating in the notice and rulemaking process for Maryland's own sports betting regulations and been reviewing other states and countries to help inform evidence-based recommendations for responsible sports betting in Maryland. While sports betting is still a primary public policy focus of the Center, Lottery regulation and enforcement is beginning to become a hot topic as is gambling within esports. The Center is anticipating these issues becoming more prominent in the coming years and legislation being introduced as early as 2023.

Research

In fiscal year (FY) 2022, the Research Program on Gambling (RPG) in collaboration with the Maryland Center of Excellence on Problem Gambling (the Center) continued to advance its research agenda with a continued focus on the identification and prevention of problem gambling behavior and attendant consequences for public health. The following report details the programs' progress and achievements over the past year.

Statewide Crash Outcomes Evaluation System (CODES)

Throughout FY22, RPG continued to manage the CODES and statewide data warehouse and analyze data. Some of this data was used to validate Prevalence study data.

PEGASUS study

The Prevention and Etiology of Gambling in the US (PEGASUS) Study, a prospective cohort study designed to identify the risk and protective factors for the development of gambling disorder in a cohort of community-dwelling adults in the state of Maryland, concluded follow-up in December 2021. At this time, the data is being cleaned and prepared for analyses, including creation of the final scores for all gambling and behavioral assessment tools. Results from the PEGASUS study could be used to distinguish future gamblers from those living with gambling disorder, provide critical information to support the expansion or refinement of treatment and support services for current disordered gamblers while providing evidence-based strategies to minimize the risk of progressing to disordered gambling.

RPG has completed collecting data on participants in the PEGASUS study. During FY22 1,346 participants had completed year 1, 1,143 participants had completed year 2, 1,114 participants had completed year 3, 1,036 had completed year 4, and 987 have completed year 5. The overall retention rate was 79.5%. During this longitudinal study 25 participants have died. The RPG worked with UMB Institutional Review Board (IRB) to report changes in staff.

A) In the first quarter of FY22, RPG submitted a document looking at data from all fifty states related to gambling, laws pertaining to gambling, and prevalence of problem gamblers. In addition, RPG completed a study about the effect of COVID-19 on problem gambling in Maryland. RPG provided a brief on COVID-19 and gambling on October 1, 2021, and a final report on February 1, 2022. In the second quarter of FY22 RPG reviewed both the survey and related data set from NGAG MD and provided information to the prevention manager of CEPG. In the third quarter of FY22 RPG completed an updated literature review and interviewed some of the originators of GameSense. A report was provided to BHA.

B) In the first quarter of FY22, RPG agreed to take over analyzing statistics related to the demographics of people seeking help through the helpline reports. In addition, RPG analyzed the statistics of web traffic related to problem gambling. A report was sent to BHA each quarter. This analysis assists BHA with monitoring how effective media efforts are to get problem gamblers into treatment and guide decisions going forward on the best way to promote responsible participation in gambling.

PEGASUS Fantasy Sports Sub Study

During FY22 RPG presented a report on "Annual Fantasy Sports Report, 2020 and 2021." In addition, on July 29, 2022, RPG submitted the results of the Fantasy Sports sub study whose analysis was completed in the final quarter of FY22.

PEGASUS on-line sports betting

In year five of the PEGASUS study questions were added about on-line sports betting. In FY22 that data was analyzed and reported to BHA on November 30, 2021. Another report will be completed by December 1, 2022. In addition, RPG reviewed current information about on-line sports betting in anticipation of it becoming legal in Maryland.

EVALUATION OF HELPLINE SERVICES

Previously RPG worked closely with CEPG and BHA to set up benchmarks to accurately reflect progress and accomplishments of CEPG's Helpline services. During this fiscal year RPG received data quarterly from CEPG Helpline services. This data was analyzed and a report on meeting benchmarks was submitted quarterly to BHA. During FY22 all benchmarks were met. In FY22 RPG took over reporting the demographics of people who contact the helpline. Pie charts and analysis are provided to BHA quarterly.

EVALUATION OF PEER SUPPORT SERVICES

In FY22, RPG continued to work closely with CEPG to update and modify the data captured in REDCap related to peer specialists, their work habits, training, and outreach services. RPG continues to provide reports that are run randomly to give a snapshot of each peer's activities. In FY22, RPG trained all peer new hires to use REDCap. Previously RPG, CEPG, and BHA created benchmarks that demonstrate the successfulness of the peer specialists. RPG reports quarterly on the meeting of benchmarks. All benchmarks were met in FY22.

EVALUATION OF FAMILY PEER SUPPORT SERVICES (MCF)

Previously, MCF was sending RPG data related to all their activities each quarter and RPG would analyze this data and report findings to BHA. At the beginning of FY22 it was determined by MCF and BHA that these benchmarks would be reported annually. In addition, the benchmarks were updated for FY22. The benchmarks will be reviewed in FY23, and data collection will be instituted.

COLLABORATION WITH THE MARYLAND COUNCIL ON PROBLEM GAMBLING (MCPG/FAITH BASED INITIATIVES) AND THE MARYLAND BEHAVIORAL HEALTH ADMINISTRATION (BHA)

In FY22, RPG met with BHA, CEPG, and the Director of the Maryland Council on Problem Gambling. They updated what benchmarks would be monitored and changed the timeline so that this report would happen annually rather than quarterly. Information will be given to RPG to analyze on July 29, 2022. RPG will meet with the Center and MCPG to review the benchmarks in FY23.

Future Directions

PUBLIC AWARENESS

- Update current public awareness materials and develop new targeted messaging.
- Begin Utilizing QR Codes on all print media, and QR codes as a link to video media to reduce distribution costs.
- Establish the Center's LinkedIn account for more professional networking and marketing.
- Begin purchasing geolocation targeted awareness messaging to reach more individuals who may benefit from the messaging and information.
- Develop the Military site militarygamblesafe.org, into a "First Responders" support and information site for Paramedics – Fire – Police – Military – 911 operators.

TREATMENT AND INTERVENTION SERVICES

- Continue to outreach behavioral health agencies, organizations, and private practitioners to encourage participation in the Maryland Problem Gambling Reimbursement Program, as a means to serve individuals and/or concerned others struggling with problems related to gambling in the state of Maryland.
- Expand the Center's ability to provide didactic and clinical assistance to behavioral health agencies, organizations, and private practitioners throughout Maryland.
- Increase the inclusion of evidenced-based screening and assessment for gambling as part of regular treatment practice by developing a comprehensive clinical Screening Guide for behavioral health providers and medical professionals.
- Continue the Center's collaboration with the Maryland Alliance for Responsible Gambling (MARG) and work jointly on the Voluntary Exclusion Program of the Maryland Lottery and Gaming Control Agency (MLGCA).
- Enhance visibility of the Maryland's Problem Gambling Helpline through increased public awareness of the Helpline number and other help seeking messages through a statewide public awareness campaign using a variety of outlets such as social media, radio, and television.

PEER RECOVERY SUPPORT

- Continue outreach efforts to behavioral health agencies, organizations, and private practitioners as a means of expanding utilization of the Center's Certified Peer Recovery Specialists to help individuals limit, control, or stop their gambling.
- Continue to strengthen collaboration with behavioral health agencies, organizations, and private practitioners across the state, with a focus in the Western and Eastern regions of the state where resources are generally scarce.
- Continue to expand the number of individuals engaged with the Center's Certified Peer Recovery Specialists that need help for their problems related to gambling.
- Continue to grow client-centered peer-driven presentations in partnership with behavioral health agencies, organizations, and private practitioners throughout Maryland.
- Continue to assist in referrals to partner organizations, such as Maryland Coalition of Families, National Council on Problem Gambling and the Maryland Lottery and Gaming Control Agency.

TRAINING AND EDUCATION

- Continue to target outreach and training opportunities to private practitioners, behavioral health agencies, organizations, and preventionists.
- Continue to broaden training topics across awareness, prevention, treatment, and recovery.
- Provide additional Continuing Education Units (CEUs) to certified licensees, such as Certified Peer Recovery Specialists and nursing personnel.
- Become a preferred provider of training services with the International Board of Certified Gambling Counselors.

PREVENTION

- Continue to compile a problem gambling prevention needs assessment, including compilation of quantitative and qualitative data on problem gambling prevalence, trends, and negative outcomes for adults and youth.
- Develop a comprehensive problem gambling prevention strategic plan.
- Continue to implement and expand special population problem gambling prevention grants to minority populations and other populations at risk for problem gambling.
- Continue to implement and expand youth grants in Maryland with a focus on expanding to college-age young adults and counties that have not received a youth grant.
- Initiate a new grant program in FY23 for Historically Black Colleges and Universities.

PUBLIC POLICY

- Further involvement with the Maryland Alliance on Responsible Gambling with Center presentations at meetings throughout the year and further collaboration in Lottery and casino responsible gambling programming.
- Continue to communicate with a broader community of stakeholders including legal organizations, public health organizations, and the Maryland Judiciary to build awareness of problem gambling as a behavioral health issue.
- Develop, as appropriate, an electronic policy publication to proactively share information and concerns with Maryland state and local legislators.

RESEARCH

- Continue collaborative efforts and the expansion of the research agenda on problem gambling: prevention initiatives; identification and surveillance; evaluation of public policy; ongoing impact assessment of expanded legalized gambling; identification of vulnerable populations; and promotion of scientific research on gambling.



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Huntington City Community Development Corporation

University of Maryland Extension Service, Central Region

iLaunchiLand

Maryland Coalition of Families (MCF)

Maryland Department of Aging (MDoA)

Maryland Lottery and Gaming Control Agency (MLGCA)

Maryland Association of Prevention Professionals & Advocates (MAPPA)

My Life Foundation, Inc.

National Alliance on Mental Illness-Maryland (NAMI-Maryland)

National Council on Problem Gambling (NCPG)

Optum Maryland (Optum)

Towson University, Northeast Student Advisory Board



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