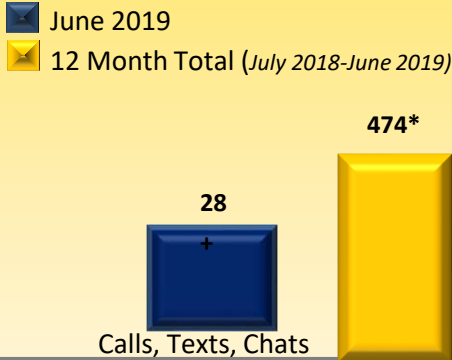


Helpline Report

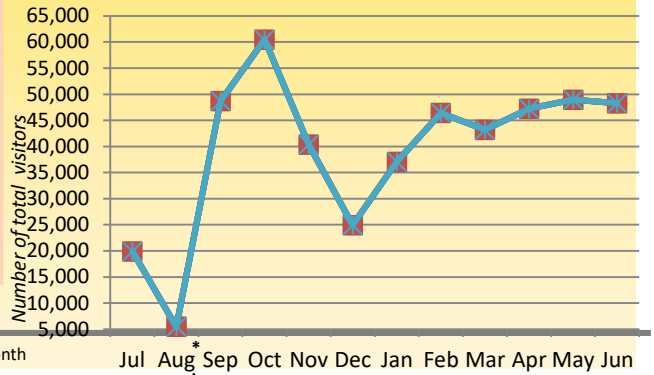
June 2019 Call Data

HELP SEEKER VOLUME



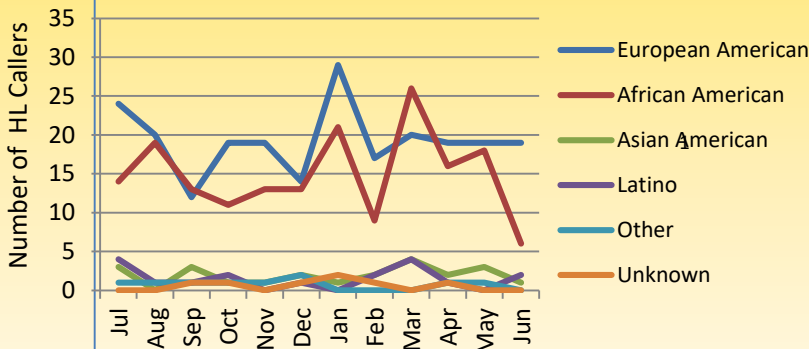
* Total Calls, Texts, Chats per month

WEB CLICKS



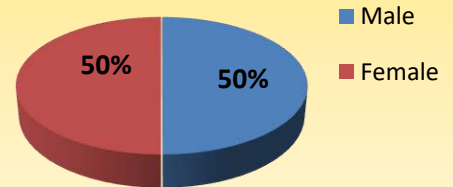
* Tracking Web Clicks interrupted due to transition to Google Ads from Google AdWords

12 Month Ethnicity Trend



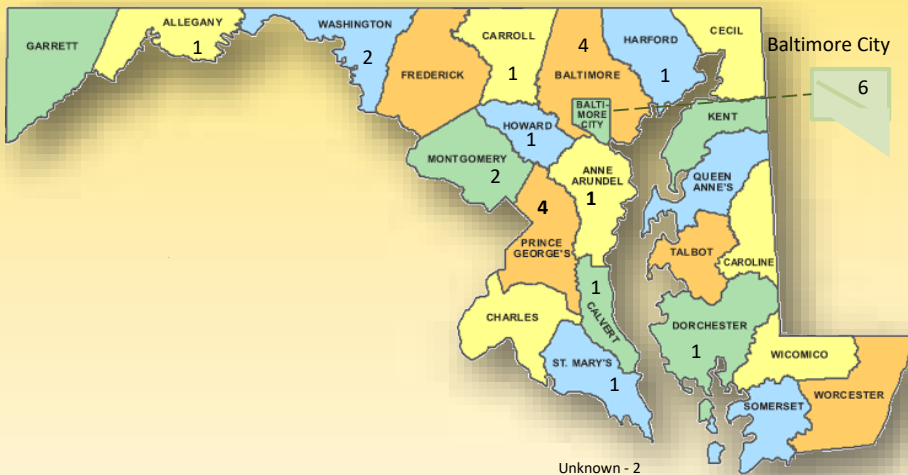
June 2019

Gender

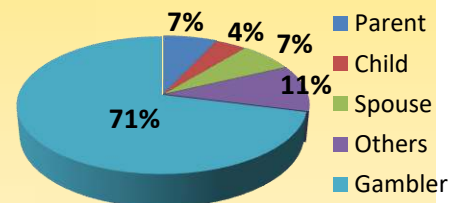


MARYLAND COUNTY STATISTICS

Number of Help Seeking Callers per Jurisdiction - June 2019



Who is Calling





Summary

June Helpline call numbers (n=28) decreased significantly from May. June calls also represents total help seeking volume (no texts or chats recorded). Although helpline calls decreased from previous month, overall web traffic in June remains consistent with May traffic and remains over 48,000 visits for the month. Callers were reported in every jurisdiction this month within the Central region (Baltimore, Baltimore City, Carroll, Harford, Howard, and Montgomery). Lottery/scratch offs as primary gambling problem increased 11% over May. Requests for Peer Support increased 3% over the previous month. Internet as source of Helpline number increased 24% (relative percentage) over May. Lottery as source also increased (11%).

- **Gender:** 50% male (n=14); 50% female (n=14).
- **Ethnicity:** European American callers comprised 68% (n=19) of total helpline callers in June. African American callers comprised 21% (n=6). Latino callers comprised 7% (n=2). Asian American callers comprised 4% (n=1). No other ethnicities were recorded this month.
- **Who is Calling:** Gamblers comprised 71% (n=20) of total help seeking calls in June. Calls from others (friend, family member) comprised 11% (n=3). Calls from a spouse/significant other and a parent each comprised 7% (n=2). Calls from a child (son or daughter) comprised 4% (n=1).
- **Primary Gambling Problem:**
 - 54% (n=15) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 33% reported slot machines (n=5), and 67% reported other casino games (n=10) as most problematic.
 - Lottery totaled 21% (n=6).
 - Internet totaled 7% (n=2).
 - 18% (n=5) were unwilling to reveal.

TREATMENT REFERRALS

28 help seeking calls:

- **Referrals:** were given to all help seeking callers and most received multiple referrals:
 - **Peer Support:** 68% were referred to telephonic support with a trained person in recovery (n=19).
 - **G.A.:** 64% of callers were given information about Gamblers Anonymous meetings (n=18). 18% were referred to other support groups (n=5).
 - **Treatment Providers:** 61% of callers were referred to trained behavioral health providers providing no cost treatment (n=17).
 - **Internet:** 54% were given internet resources (n=15).
 - Referrals to **Maryland Coalition of Families/MCF** represented 43% (n=12).
 - **Lottery Self-Exclusion:** 21% were referred to the Maryland voluntary self exclusion program (n=6).

Analysis

CALLER PROFILE

71% of total help seeking callers in June were Gamblers. Calls from others (friends/family members) increased by 6% over previous month. European American callers increased 22% in June. Male and female callers recorded an even split this month; this also represents an 11% increase in female callers from May. Help seekers in age group 65 plus increased 5% in June. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 61% - Electronic media (internet, radio) (n=17)
- 14% - Casino (n=4)
- 11% - Lottery (n=3)
- 7% - Family, Friends, Therapist (n=2)
- 7% - Did not report how they found the helpline (n=2)

WEBSITE TRAFFIC

Overall web traffic in June (48,262 sessions) remains consistent with May traffic (48,932 sessions):

- Help seeker website traffic (46,472 sessions) represent 96% of total web traffic.
- *Find a Counselor* and *What Is A Gambling Problem* represented the most frequented pages by help seekers.
- Help seekers in age group 65 plus increased significantly this month, representing 22% of help seeker web traffic.
- Clicks on Facebook and Instagram Ads recorded over 1,200 views.
- No texts or chats were recorded this month.

AGE

In June, relative percentage of callers increased in age groups 45-54 (2%) (n=5) and 65 plus (5%) (n=2). Callers in age groups 18-24 (3%) (n=1), 25-34 (1%) (n=3), 35-44 (4%) (n=3) and 55-64 (4%) (n=5) decreased.

