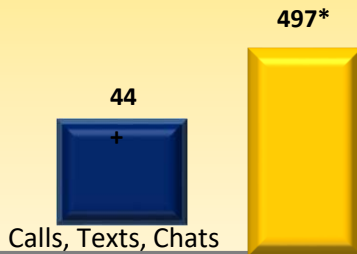


Helpline Report May 2019 Call Data

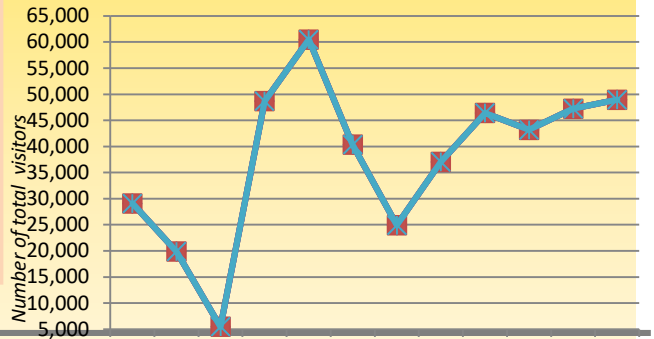
HELP SEEKER VOLUME

- May 2019
- 12 Month Total (June 2018-May 2019)



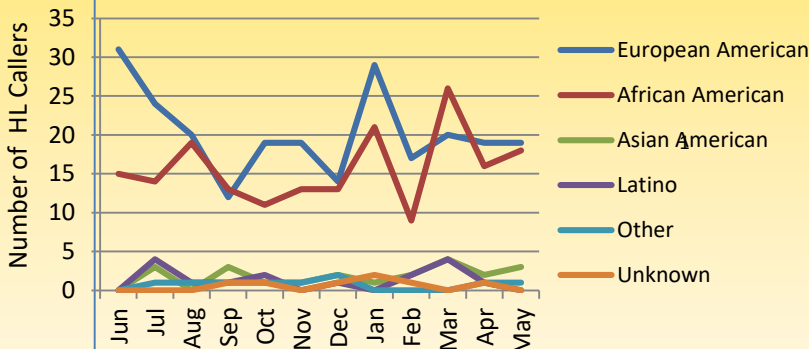
* Total Calls, Texts, Chats per month

WEB CLICKS



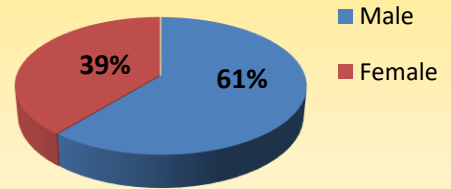
* Tracking Web Clicks interrupted due to transition to Google Ads from Google AdWords

12 Month Ethnicity Trend



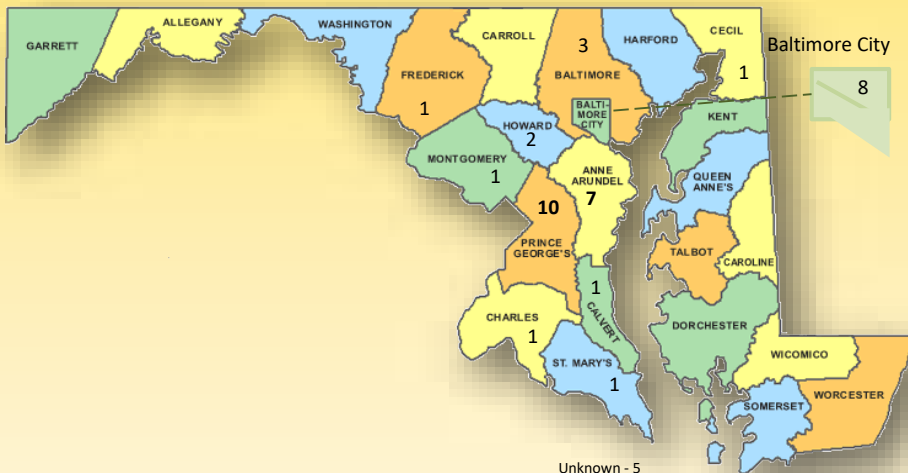
May 2019

Gender

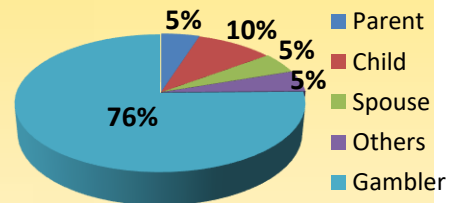


MARYLAND COUNTY STATISTICS

Number of Help Seeking Callers per Jurisdiction - May 2019



Who is Calling





Summary

May total Help seeker volume (calls, texts and chats) increased slightly from April. Help seeker calls (n=41) also increased slightly this month. Overall web traffic in May continued to increase (3%) over previous month. Callers were reported in every jurisdiction this month within the South region (Anne Arundel, Calvert, Charles, Prince George’s, and St. Mary’s) with Anne Arundel showing an increase of callers (9%) over previous months. Casino slots as primary gambling problem increased 21% over April. Referrals to “no cost” treatment providers increased 20% in May; referrals for family gambling peer support increased by 17%. Casino as source of Helpline number increased 4% over April, as did Printed Materials (4%) and Friends/Family (4%).

- **Gender:** 61% male (n=25); 39% female (n=16).
- **Ethnicity:** European American callers comprised 46% (n=19) of total helpline callers in May. African American callers comprised 44% (n=18). Asian American comprised 7% (n=3). Other ethnicities comprised 2% (n=1). No Latino callers were recorded this month.
- **Who is Calling:** Gamblers comprised 76% (n=31) of total help seeking calls in May. Calls from a child (son or daughter) comprised 10% (n=4). Calls from a spouse/significant other, a parent and others (friends, family members) each comprised 5% (n=2).
- **Primary Gambling Problem:**
 - 80% (n=33) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 51% reported slot machines (n=17), and 48% reported other casino games (n=16) as most problematic.
 - Lottery totaled 10% (n=4).
 - Internet totaled 5% (n=2).
 - Non-casino dice totaled 2% (n=1).
 - 2% (n=1) were unwilling to reveal.

TREATMENT REFERRALS

41 help seeking calls:

- **Referrals:** were given to 40 help seeking callers (98%) and most received multiple referrals:
 - **Treatment Providers:** 90% of callers were referred to trained behavioral health providers providing no cost treatment (n=36).
 - **G.A.:** 75% of callers were given information about Gamblers Anonymous meetings (n=30). 28% were referred to other support groups (n=11).
 - **Peer Support:** 65% were referred to telephonic support with a trained person in recovery (n=26).
 - **Internet:** 60% were given internet resources (n=24).
 - Referrals to **Maryland Coalition of Families/MCF** represented 55% (n=22).
 - **Lottery Self-Exclusion:** 30% were referred to the Maryland voluntary self exclusion program (n=12).
 - Referrals to **Credit Counseling** comprised 8% (n=3).
- **Refused:** 2% of callers refused any referrals (n=1).

Analysis

CALLER PROFILE

76% of total help seeking callers in May were Gamblers, an increase of 8% over the previous month. Calls from a child also increased (10%). African American callers increased 4% in May; Asian American callers also increased (2%). Although male callers exceeded female callers, relative percentage of female callers increased this month by 6%. Help seekers in age group 55-64 increased 12% in May. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 37% - Electronic media (internet, radio) (n=15)
- 32% - Casino (n=13)
- 7% - Family, Friends, Therapist (n=3)
- 7% - Printed materials (brochures) (n=3)
- 2% - Billboard (n=1)
- 15% - Did not report how they found the helpline (n=6)

WEBSITE TRAFFIC

Overall web traffic in May (48,932 sessions) increased (3%) from April (47,216 sessions).

- Help seeker website traffic (47,468 sessions) represent 97% of total web traffic.
- *Find a Counselor* and *Self-Assessment* represented the most frequented pages by help seekers.
- Help seekers in age group 25-34 represented 26% of help seeker web traffic.
- Clicks on Facebook and Instagram Ads recorded over 1,800 clicks representing a 4% increase over April.
- Helpline chat intakes in March (n=3) represent the first chats since August 2018. No texts were recorded.

AGE

In May, relative percentage of callers increased in age groups 18-24 (7%) (n=3), 25-34 (2%) (n=5), 45-54 (5%) (n=8) and 55-64 (12%) (n=9). Callers in age groups 35-44 (3%) (n=6) and 65 plus (6%) (n=5) decreased. One (1) caller in age group 13-17 was also recorded this month.

