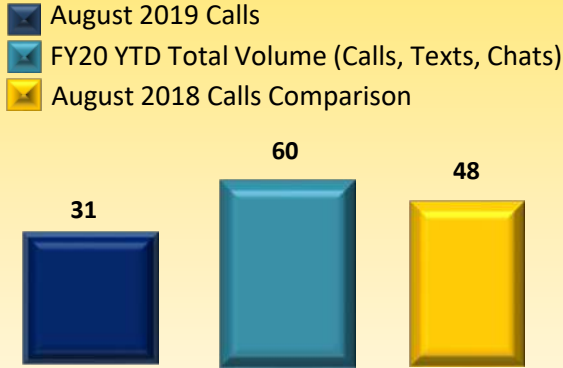
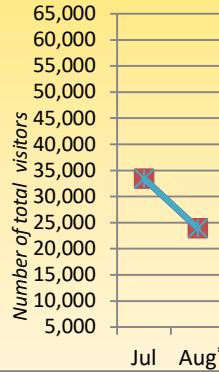


Helpline Report August 2019 Call Data

HELP SEEKER VOLUME



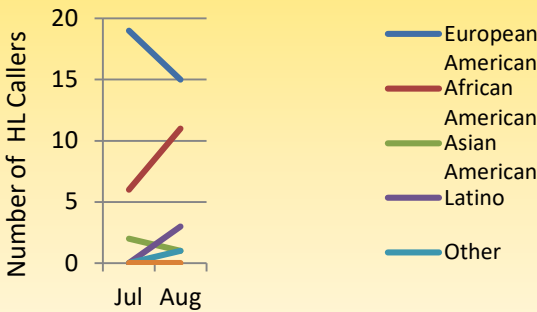
FY20 YTD WEB CLICKS



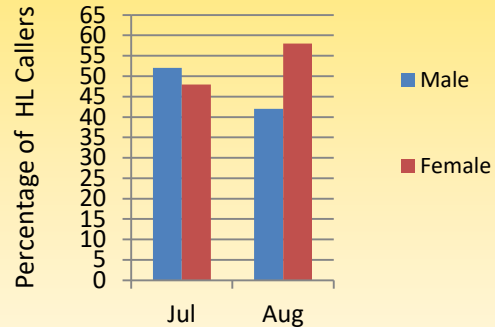
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

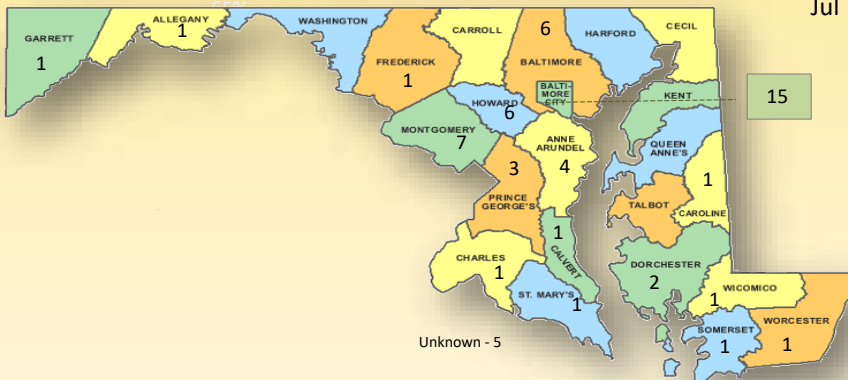
FY20 YTD Ethnicity Trend



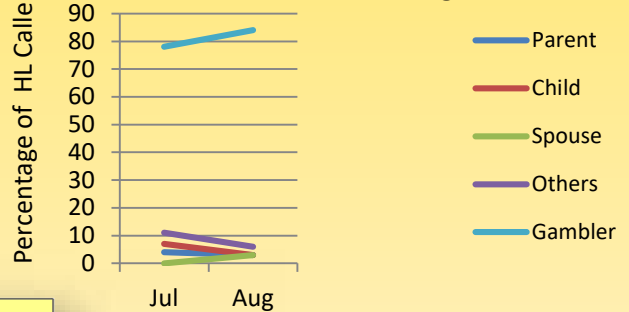
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling





Summary

August total Help seeker outreach (call, texts and chats) (n=32) increased 16% over July. Help seeker calls (n=31) also increased over the previous month (16%). Overall web traffic decreased this month due in part to transition to new web management service and limited Google Ads placed. Help seeker calls from Howard County increased 12% in August. Callers were also reported in five of the six casino jurisdictions. Casino as main gambling problem increased 7% over July, with Casino slots as main gambling problem also increasing (4%). Referrals to a “no cost” Treatment Provider continue to be most requested referral. Internet as source of Helpline number increased 17% (relative percentage) over July. Casino as source also increased (10%).

Gender: 58% female (n=18); 42% male (n=13).

Ethnicity: European American callers comprised 48% (n=15) of total helpline callers in August. African American callers comprised 35% (n=11). Latino callers comprised 10% (n=3). Asian America callers and other ethnicities each comprised 3% (n=1).

Who is Calling: Gamblers comprised 84% (n=26) of total help seeking calls in August. Calls from others (friend, family member) comprised 6% (n=2). Calls from a spouse/significant other, a parent and a child (son or daughter) each comprised 3% (n=1).

Primary Gambling Problem:

81% (n=25) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 64% reported slot machines (n=16), and 36% reported other casino games (n=9) as most problematic.

Internet totaled 10% (n=3).

Lottery totaled 3% (n=1).

Non-casino poker totaled 3% (n=1).
3% (n=1) were unwilling to reveal.

TREATMENT REFERRALS

31 help seeking calls:

- **Referrals:** were given to 27 help seeking callers (87%) and most received multiple referrals:
 - **Treatment Providers:** 67% of callers were referred to trained behavioral health providers providing no cost treatment (n=18).
 - **Peer Support:** 59% were referred to telephonic support with a trained person in recovery (n=16).
 - **G.A.:** 59% of callers were given information about Gamblers Anonymous meetings (n=16). 4% were referred to other support groups (n=1).
 - **Internet:** 33% were given internet resources (n=9).
 - Referrals to **Maryland Coalition of Families/MCF** represented 11% (n=3).
 - **Lottery Self-Exclusion:** 22% were referred to the Maryland voluntary self exclusion program (n=6).
 - Referrals to **Credit Counseling** comprised 4% (n=1).
- **Refused:** 13% of callers refused any referrals (n=4).

Analysis

CALLER PROFILE

84% of total help seeking callers in August were Gamblers, representing a 6% increase over July. African American callers increased 13% in August; Latino callers also increased this month (10%). Female callers exceeded male callers this month, reporting a 10% increase over July. Female callers have not exceeded male callers since December 2017. Help seekers in age group 45-54 reported the highest increase in August (19%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 58% - Electronic media (internet, radio) (n=18)
- 32% - Casino (n=10)
- 3% - Lottery (n=1)
- 3% - Billboard (n=1)
- 3% - Printed Materials (brochures) (n=1)

WEBSITE TRAFFIC

Overall web traffic in August (23,931 sessions) decreased 29% from July (33,435 sessions). This is due in part to the transition to new web management service and limited placement of Google Ads to draw web traffic (new service in place in early 2nd Quarter).

- Help seeker website traffic (22,155 sessions) represent 93% of total web traffic.
- *Find a Counselor* and *Self-Assessment* web pages continue to represent the most frequented pages by help seekers.
- Clicks on Google Ads *Glenn’s Gamble* – militarygambleSAFE.org – increased 7% over July (719 clicks).
- Chats recorded one intake (n=1) this month. No text intakes were recorded.

AGE

In August, relative percentage of callers increased in age groups 25-34 (6%) (n=4), 45-54 (19%) (n=8), 55-64 (4%) (n=8) and 65 plus (3%) (n=3). Callers in age groups 18-24 (12%) (n=1) and 35-44 (9%) (n=3) decreased.

