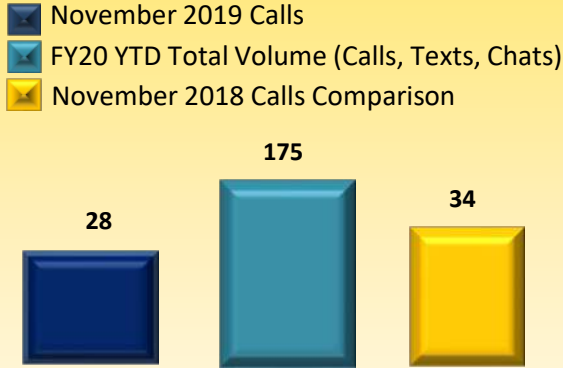


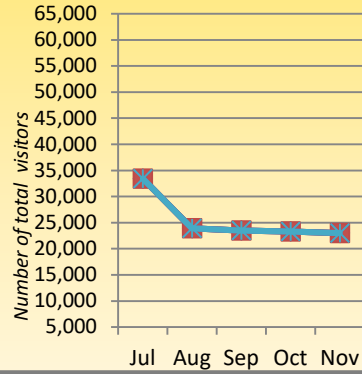
Helpline Report

November 2019 Call Data

HELP SEEKER VOLUME



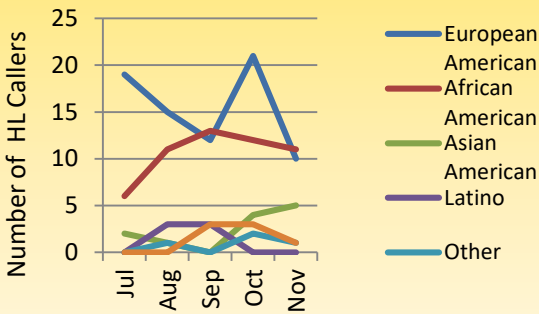
FY20 YTD WEB CLICKS



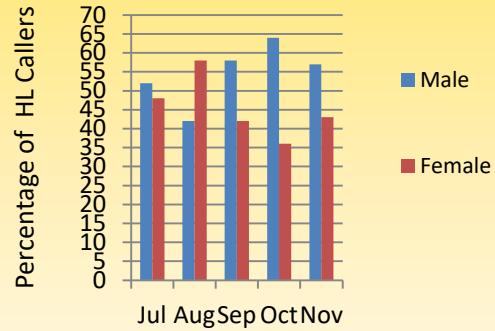
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

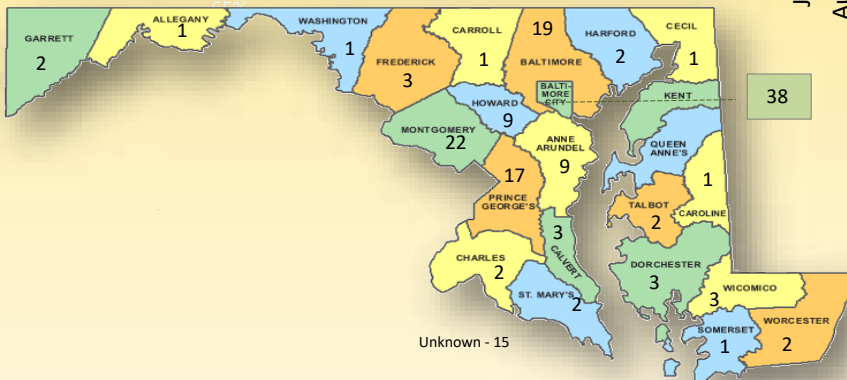
FY20 YTD Ethnicity Trend



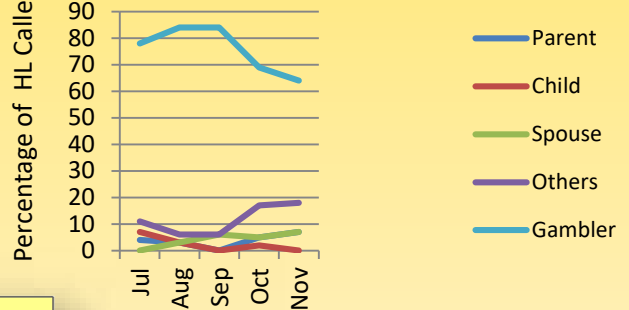
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling



Summary

November Help seeker outreach (n=28) decreased over October (33%) but remains comparable with 2018 comparison numbers of lower calls during the holiday season (November and December). Overall web traffic remains consistent with prior month due in part to transition to new web management service and limited Google Ads placed. Help seeker calls from the Central region (Baltimore, Baltimore City, Carroll, Harford, Howard, Montgomery) increased 10% in November. Callers from the Eastern Shore increased 5%. Lottery as main gambling problem increased 14% this month. Referrals to a “no cost” Treatment Provider increased 19% in November. Friends and family as source of the helpline number increased (5%) over the previous month.

Gender: 57% male (n=16); 43% female (n=12).

Ethnicity: African American callers comprised 39% (n=11) of helpline callers in November. European American callers comprised 36% (n=10). Asian American callers comprised 18% (n=5) and other ethnicities comprised 4% (n=1). No Latino callers were recorded this month.

Who is Calling: Gamblers comprised 64% (n=18) of total help seeking calls in November. Calls from others (friend, family member) comprised 18% (n=5). Calls from a spouse/significant other and calls from a parent each comprised 7% (n=2). No calls from a child (son or daughter) were recorded.

Primary Gambling Problem:

- 57% (n=16) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 31% reported slot machines (n=5), and 69% reported other casino games (n=11) as most problematic.
- Lottery totaled 21% (n=6).
- Internet totaled 14% (n=4).
- 7% (n=2) were unwilling to reveal.

TREATMENT REFERRALS

28 help seeking calls:

- **Referrals:** were given to all 28 help seeking callers (100%) and most received multiple referrals:
 - **Treatment Providers:** 68% of callers were referred to trained behavioral health providers providing no cost treatment (n=19).
 - **Peer Support:** 57% were referred to telephonic support with a trained person in recovery (n=16).
 - **Internet:** 39% were given internet resources (n=11).
 - **G.A.:** 36% of callers were given information about Gamblers Anonymous meetings (n=10). 7% were referred to **other support groups** (n=2).
 - Referrals to **Maryland Coalition of Families/MCF** represented 18% (n=5).
 - **Lottery Self-Exclusion:** 4% were referred to the Maryland voluntary self exclusion program (n=1).

Analysis

CALLER PROFILE

64% of total help seeking callers in November were Gamblers; calls from a spouse or a parent each reported a 2% relative percentage increase this month. African American callers recorded higher percentage of callers this month with a 10% relative percentage increase over October. Asian American callers also recorded an increase (8%). Although male callers exceeded female callers this month, female callers reported a 7% increase over October relative percentage. Help seekers in age group 25-34 reported the highest increase in November (9%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 50% - Electronic media (internet, radio) (n=14)
- 21% - Casino (n=6)
- 7% - Friends, support groups (n=2)
- 4% - Billboard (n=1)
- 4% - Lottery (n=1)
- 14% - Unwilling (n=4)

WEBSITE TRAFFIC

Overall web traffic in November (23,000 sessions) remained consistent with October (23,300 sessions). Limited reporting is available during the transition to new web management service (new service in place in 3rd Quarter).

- Chats recorded five (n=6) intakes this month.
- No text intakes were recorded.

AGE

In November, relative percentage of callers increased in age groups 25-34 (9%) (n=6). Callers in age groups 18-24 (3%) (n=2), 35-44 (3%) (n=4), 45-54 (1%) (n=5), 55-64 (6%) (n=3) and 65 plus (3%) (n=2) decreased.

