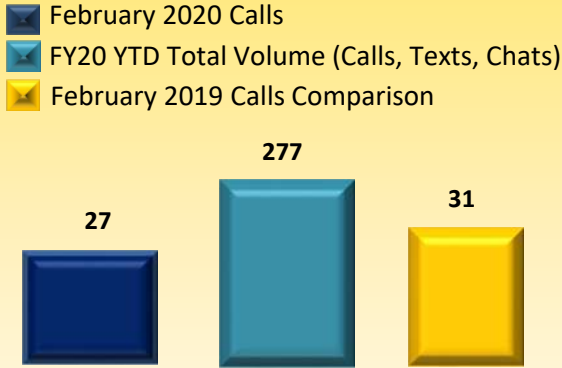


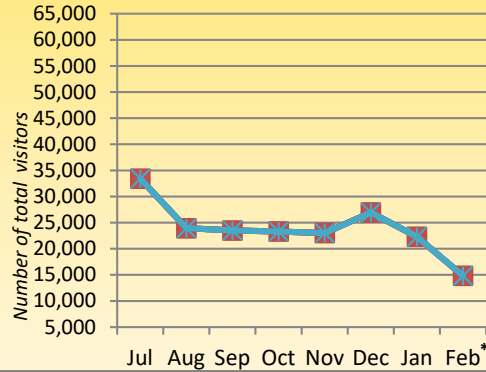
## Helpline Report

### February 2020 Call Data

#### HELP SEEKER VOLUME



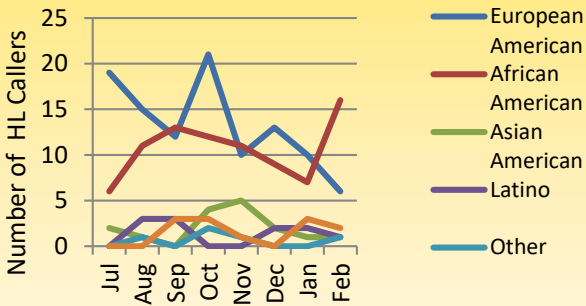
#### FY20 YTD WEB CLICKS



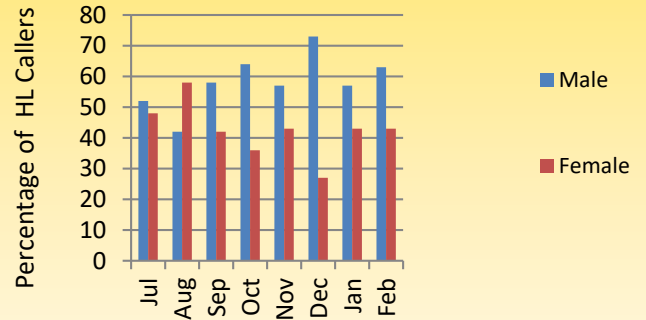
\* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

#### HELP SEEKER TRENDS

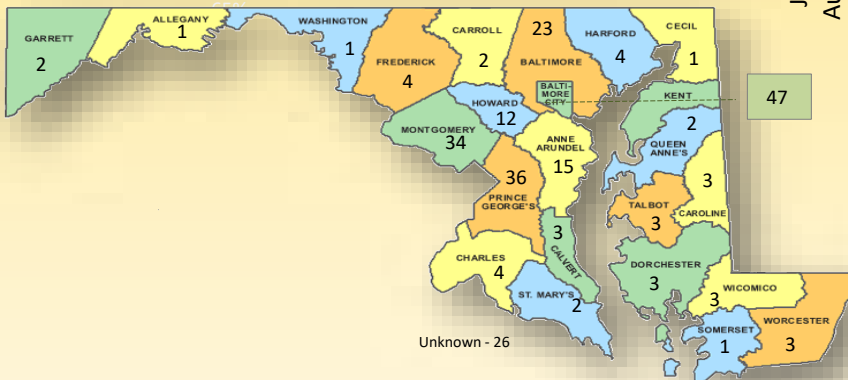
##### FY20 YTD Ethnicity Trend



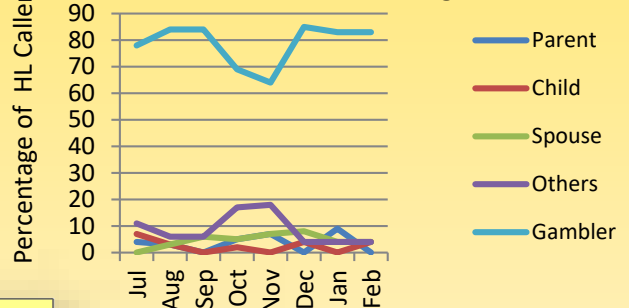
##### FY20 YTD Gender Trend



#### Number of Help Seeking Callers per Jurisdiction % FY20 YTD



##### FY20 YTD Who is Calling



## Summary

February Help seeker outreach (n=27) increased 18% over January calls (n=23). Overall web traffic decreased (34%) over the prior month. Decrease in web traffic is attributed to minimal traffic capturing during transition to new web management service. Help seeker calls from Prince George's County increased 24% over January volume. The South region (Anne Arundel, Calvert, Charles, Montgomery, Prince George's and St. Mary's counties) reported a 16% increase over the previous month. Casino games (slots and other games) as main gambling problem increased 13% in February; Internet betting as main gambling problem also increased (12%). Referrals to family support through MCF increased 3% over January; requests for mailed information also increased (2%). Friends/Family members as source of the helpline number increased again for 2<sup>nd</sup> straight month, reporting a 7% increase over January.

- **Gender:** 63% male (n=17); 33% female (n=9). One caller (4%) was unwilling to provide information.
- **Ethnicity:** African American callers comprised 59% (n=16) of helpline callers in February. European American callers comprised 22% (n=6). Asian American, Latino and other ethnicity callers each comprised 4% (n=1).
- **Who is Calling:** Gamblers comprised 89% (n=24) of total help seeking calls in February. Calls from a spouse/significant other, a child and others (friend, family member) each comprised 4% (n=1). No calls from a parent were recorded.
- **Primary Gambling Problem:**
  - 78% (n=21) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 48% reported slot machines (n=10), and 52% reported other casino games (n=11) as most problematic.
  - Internet totaled 16% (n=4)
  - Race track/horse racing totaled 4% (n=1)
  - Non Casino slots totaled 4% (n=1)

## TREATMENT REFERRALS

27 help seeking calls:

- **Referrals:** were given 25 help seeking callers (93%) and most received multiple referrals:
  - **Treatment Providers:** 68% of callers were referred to trained behavioral health providers providing no cost treatment (n=17).
  - **G.A.:** 64% of callers were given information about Gamblers Anonymous meetings (n=16). 16% were referred to **other support groups** (n=4).
  - **Peer Support:** 56% were referred to telephonic support with a trained person in recovery (n=14).
  - **Internet:** 28% were given internet resources (n=7).
  - **Lottery Self-Exclusion:** 8% were referred to the Maryland voluntary self exclusion program (n=2).
  - Referrals to **Maryland Coalition of Families/MCF** represented 8% (n=2).
  - Requests for **Mailed Information** represented 8% (n=2).
- **Refused:** 7% of callers refused any referrals (n=2).

## Analysis

### CALLER PROFILE

89% of total help seeking callers in February were Gamblers, which represents an increase of 6% over the previous month. African American callers this month increased 29% over January and records the highest relative percentage in this ethnicity to date. Male callers recorded a 6% increase over the previous month. Help seekers in age group 25-34 reported the highest increase in February (21%). Help seekers in age group 45-54 reported an increase for the second straight month. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

### SOURCE OF HELPLINE INFORMATION

- 44% - Electronic media (internet) (n=12)
- 22% - Casino (n=6)
- 11% - Friends/Family Members (n=3)
- 7% - Lottery (n=2)
- 15% - Unwilling (n=4)

### WEBSITE TRAFFIC

Overall web traffic in February (14,821 sessions) decreased (34%) over January (22,300 sessions). Limited traffic capturing/reporting is available during the transition to new web management service (new service in place in 4<sup>th</sup> Quarter).

- Promotion of help seeker website – helpmygamblingproblem.org - continues to be a priority and is included in all outreach.
- Support Groups page on the help seeker website was the most visited page this month.
- Find a Counselor page also had high traffic.
- Five (n=5) Chat intakes were recorded this month.
- Six (n=6) text intakes were also recorded.

### AGE

In February, relative percentage of callers increased in age groups 25-34 (21%) (n=8), 35-44 (2%) (n=4), and 45-54 (6%) (n=6). Callers in age groups 18-24 (4%) (n=0), 55-64 (2%) (n=4) and 65 plus (10%) (n=2) decreased.

