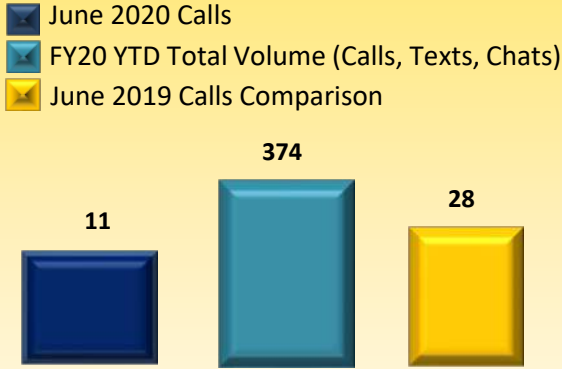
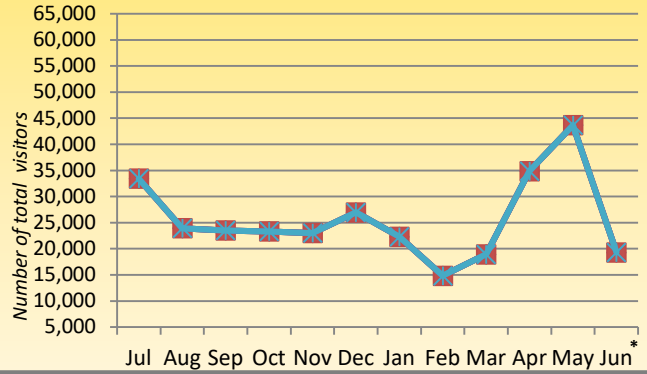


Helpline Report June 2020 Call Data

HELP SEEKER VOLUME



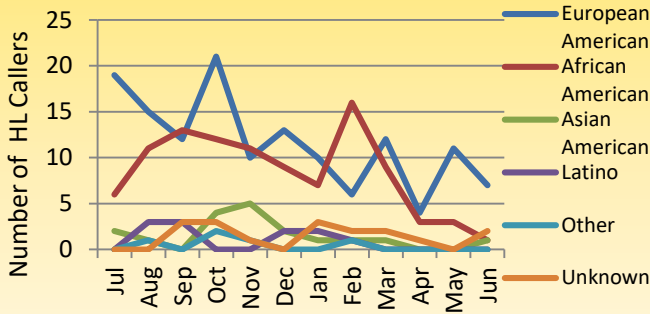
FY20 YTD WEB CLICKS



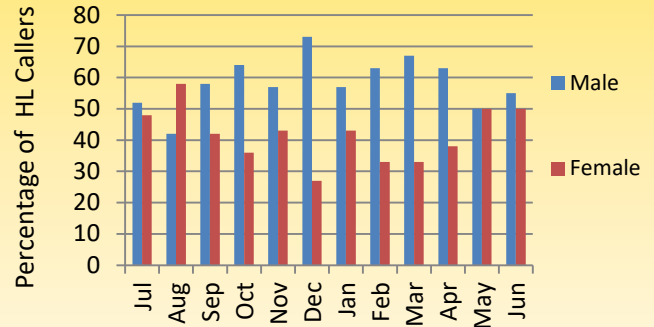
* Transition to new Web Management Service, implementing new tools for effective traffic statistics

HELP SEEKER TRENDS

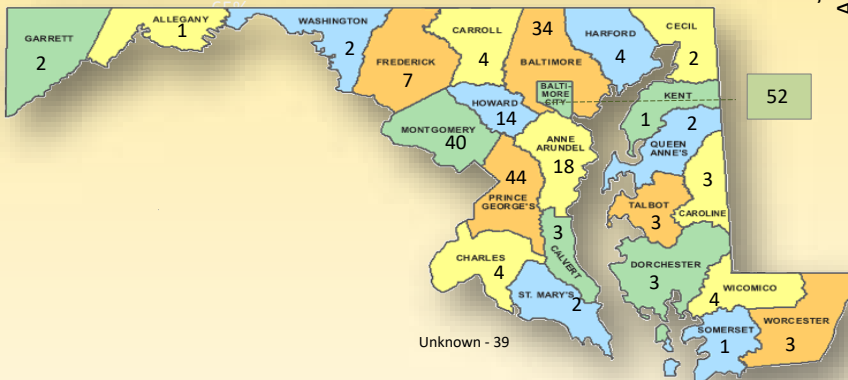
FY20 YTD Ethnicity Trend



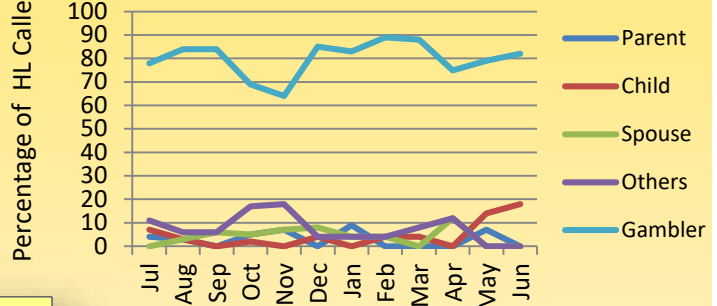
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling



Summary

Help seeker volume in June 2020 continues to be impacted by the Federal/State mandated closures in response to the Covid-19 Pandemic (including closure of all state casinos/bingo halls) and is reflected in continued low monthly volume of help seeker calls. June Help seeker outreach (n=11) decreased 23% over May calls (n=14), and substantiates the historical trend that June help seeker call volume is lower than May volume. Although overall web traffic decreased 56% in June, traffic to special population websites increased significantly. Help seeker calls from the South Region (Anne Arundel, Calvert, Charles, Dorchester, Montgomery, prince George's and St. Mary's counties) increased 22% relative percentage over previous month. No callers were recorded in the West or East regions. Casinos as main gambling problem increased 15% in June; Lottery also increased as main problem (4%). Referrals to Internet resources (helpmygamblingproblem.org, mdproblemgambling.com) increased (35%) over the previous month. Electronic media continues to be the most frequented source of the helpline number.

- **Gender:** 55% male (n=6); 45% female (n=5).
- **Ethnicity:** European American callers comprised 64% (n=7) of helpline callers in June. African American callers comprised 9% (n=1). Asian American callers also comprised 9% (n=1). No Latino callers or other ethnicities were recorded this month.
- **Who is Calling:** Gamblers comprised 82% (n=9) of total help seeking calls in June. Calls from child comprised 18% (n=2). No calls from a parent, spouse or others (friends, family) were recorded.
- **Primary Gambling Problem:**
 - 36% (n=4) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 25% reported slot machines (n=1) and 75% reported other casino games (n=3) as most problematic.
 - Internet as primary gambling problem was reported by 27% (n=3)
 - Lottery totaled 18% (n=2)
 - Internet Stock trading totaled 9% (n=1)
 - Unwilling to share totaled 9% (n=1)

TREATMENT REFERRALS

11 help seeking calls:

- **Referrals:** were given to 9 help seeking callers (82%) and most received multiple referrals:
 - **Internet:** 78% were given internet resources (n=7).
 - **Treatment Providers:** 67% of callers were referred to trained behavioral health providers providing no cost treatment (n=6).
 - **G.A.:** 56% of callers were given information about Gamblers Anonymous meetings (n=5).
 - **Peer Support:** 44% were referred to telephonic support with a trained person in recovery (n=4).
 - **Lottery Self-Exclusion:** 33% were referred to the Maryland voluntary self exclusion program (n=3).
 - 22% of callers were given referrals to **Other Support Services** (such as GamAnon) (n=2).
 - Referrals to **Maryland Coalition of Families/MCF** represented 22% (n=2).
 - Requests for **Mailed Information** recorded 11% (n=1).
- **Refused:** 18% of callers refused any referrals (n=2).

Analysis

CALLER PROFILE

82% of total help seeking callers in June were Gamblers; calls from a child (son or daughter) increased 4% over the previous month recording an increase for the 2nd straight month. Relative percentage of Asian American callers in June increased 9% over the previous month and recorded callers in this ethnicity for the first since March. Male callers recorded a 5% increase in June. Help seekers in age groups 18-24 increased again for the 2nd straight month, reporting a 13% increase in June. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 55% - Electronic media (internet) (n=6)
- 9% - Lottery (n=1)
- 36% - Unwilling (n=4)

WEBSITE TRAFFIC

Although overall web traffic visits in June (19,291) decreased 56% over May traffic (43,658), visits to special population websites increased. New statistical tools are being installed for web traffic tracking and will be activated in FY21 Q1:

- 113,686 page views were recorded in June over all active websites.
- Visits to the dedicated website for active military/veterans – militarygamblesafe.org – increased 10% in June.
- Visits to the gamblesafewomen.org also increased in June.
- Asiangamblesos.org tripled in visits and page views this month, providing information to Asian Americans in several dialects.
- 26 Chat intakes were recorded this month. This high volume is due to a repeat caller chatting without leaving any significant information.
- No text intakes were recorded.

AGE

In June, relative percentage of callers increased in age groups 18-24 (13%)(n=3), 55-64 (2%) (n=1) and 65 plus (2%) (n=1). and 35-44 (14%) (n=2). Callers decreased in age groups 35-44 (4%) (n=2) and 45-54 (21%) (n=0). No callers were reported in age groups 25-34 and 45-54.

