

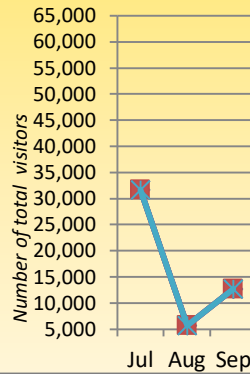
Helpline Report

FY21 September 2020 Call Data

HELP SEEKER VOLUME

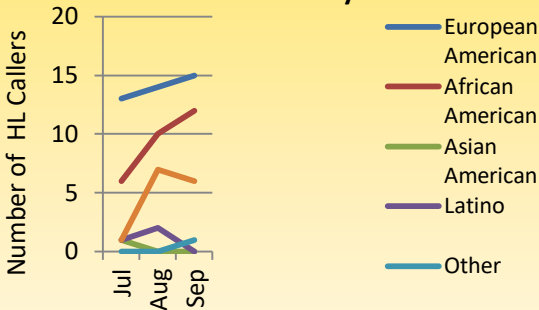
FY21 YTD WEB CLICKS

- September 2020 Calls
- FY21 YTD Total Volume (Calls, Texts, Chats)
- September 2019 Calls Comparison

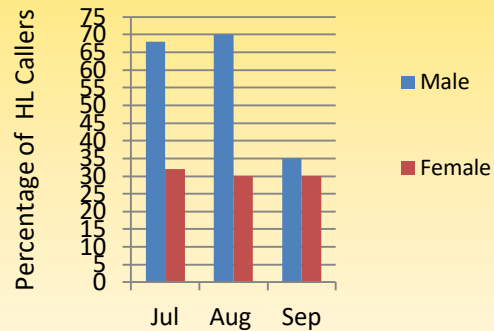


HELP SEEKER TRENDS

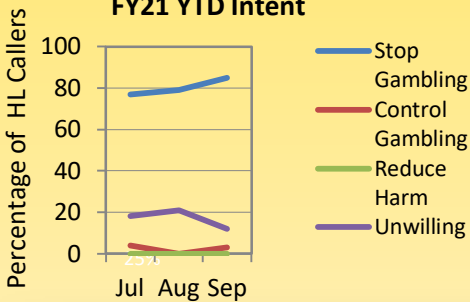
FY21 YTD Ethnicity Trend



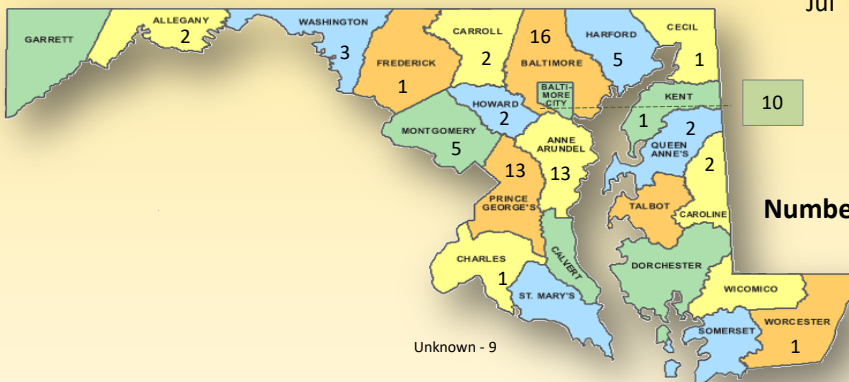
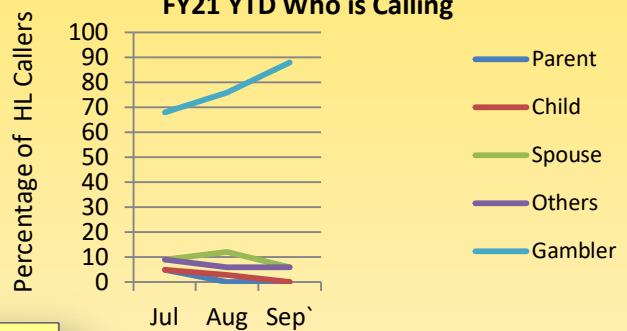
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction
FY21 YTD

Summary

Help seeker call volume in September 2020 increased again this month (n=34), recording a 4% increase over August volume (n=33) and representing a 10% increase over same period 2019. Overall web traffic visits in September increased over double the volume from the previous month. Help seeker calls were recorded in every region throughout the state again this month. Help seeker calls in Baltimore County reported a 17% increase in September. Calls from the Central Region (Baltimore, Baltimore City, Carroll, Harford, Howard counties) increased by 26%. Casino slots as main gambling problem increased 19% in September. Referrals to and requests for Problem Gambling Peer Support increased 5% over August; warm real-time transfers to Peer Support increased by 2%. Casino as source of the helpline number increased 9% this month.

- **Gender:** 65% female (n=22); 35% male (n=12)
- **Ethnicity:** European American callers comprised 44% (n=15) of helpline callers in September. African American callers comprised 35% (n=12). Other ethnicities comprised 3% (n=). No Asian American or Latino callers were recorded this month.
- **Who is Calling:** Gamblers comprised 88% (n=30) of total help seeking calls in September. Calls from a spouse/significant other and others (friends, family) each comprised 6% (n=2). No calls were recorded from a parent or a child.
- **Primary Gambling Problem:**
 - 71% (n=24) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 46% reported slot machines (n=11) and 54% reported other casino games (n=13) as most problematic.
 - Internet as primary gambling problem reported 3% (n=1)
 - Lottery totaled 3% (n=1)
 - Non-casino games totaled 3% (n=1)
 - Horse racing at track totaled 3% (n=1)
 - Bingo Hall Bingo totaled 3% (n=1)
 - Unwilling to share totaled 15% (n=5)

TREATMENT REFERRALS

34 help seeking calls:

- **Referrals:** were given to 31 help seeking callers (91%) and most received multiple referrals:
 - **Peer Support:** 65% were referred to telephonic support with a trained person in recovery (n=20). Of those callers, 80% were warm-transferred to a Peer (n=16).
 - **G.A.:** 48% of callers were given information about Gamblers Anonymous meetings (n=15).
 - **Treatment Providers:** 45% of callers were referred to trained behavioral health providers providing no cost treatment (n=14).
 - **Internet:** 26% were given internet resources (n=8).
 - **Lottery Self-Exclusion:** 16% were referred to the Maryland voluntary self exclusion program (n=5).
 - 10% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=3).
 - Referrals to **Maryland Coalition of Families/MCF** represented 3% (n=1).
- **Refused:** 9% of callers refused any referrals (n=3).

Analysis

CALLER PROFILE

Gamblers totaled 88% of help seeking callers in September, a 12% increase over the previous month. The majority of help seekers this month called to stop their gambling, increasing by 6% over August. African American callers increased 5% in September over the previous month recording an increase for the second straight month. Female callers increased in September by 35% and exceeded male callers for the first time since August 2019. Help seekers in age group 45-54 reported an 11% increase this month. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 32% - Internet (n=11)
- 15% - Casino (n=5)
- 3% - Friends/Family (n=1)
- 3% - Lottery (n=1)
- 47% - Unwilling (n=16)

INTENT

- 85% - Stop Gambling (n=29)
- 3% - Control Gambling (n=1)
- 12% - Unwilling (n=4)

WEBSITE TRAFFIC

Overall web traffic visits in September (12,720) increased substantially over August (5,701). Statistical tools will be continued to be monitored for web traffic tracking:

- Visits (n=1,221) to the help seeker website- helpmygamblingproblem.org-increased 15% over August visits.
- The majority visits to websites found the site directly, by typing in the actual URL. This may be attributed to the continued awareness and publication of website URLs.
- Support Groups, What is problem gambling, and Getting help were the most visited on helpmygamblingproblem.org, asiangamblingsos.org and militarygamblesafe.org.
- 9 Chats intakes were recorded this month.
- 1 Text intake was recorded.

AGE

In September, relative percentage of callers increased in age groups 35-44 (2%)(n=11), 45-54 (11%) (n=10) and 65 plus (3%) (n=2). Relative percentage decreased for callers in age groups 25-34 (3%) (n=3) and 55-64 (15%) (n=3). No callers were reported in age group 18-24.

