

**RESPONSIBLE GAMBLING STARTS HERE**

IF YOU GAMBLE...  
BE THE 95%  
BE PART OF THE 95% OF PEOPLE WHO KEEP GAMBLING FUN AND LOW RISK.

While the odds are in your favor, the 5% of people who gamble irresponsibly don't always know they have a problem. Take our quick risk assessment, learn more about the warning signs of problem gambling, and see the responsible gambling behaviors at [The95Percent.org](http://The95Percent.org).

BEFORE YOU PLACE YOUR NEXT BET VISIT [THE95PERCENT.ORG](http://THE95PERCENT.ORG). GAMBLING PROBLEM? 1-800-589-9966

### ORG Partners Launch New Problem Gambling Awareness-Building Campaign

In August, 2015, the Ohio for Responsible Gambling partners launched a new public awareness campaign called "Be the 95%" - a campaign rooted in public health and prevention science to build community understanding of what problem gambling is and how to gamble responsibly for those Ohioans who do gamble. The need for the campaign arose directly from expressions of community need found in all three evaluations of the Ohio Problem Gambling service system in SFY 2015.

Be the 95% shares helpful, positive tips for those who gamble and resources for anyone who needs help for a gambling problem. The campaign is primarily directed at the influencers of potential problem gamblers: spouses, friends, parents, grandparents, siblings and employers. To maximize visibility, community partners are being urged to adopt the campaign by using a Community Toolkit of resources. Visit [www.the95percent.org](http://www.the95percent.org), go to the Tips & Education page, click on Community Toolkit, and use the password "95percent."

The campaign was developed with funding from the Casino Gambling and Addictions fund and is being disseminated with funding from the Ohio Lottery Commission.

### SFY 2016 RESEARCH PLANNED

#### Statewide Gambling Survey — Round Two

The 2012 Ohio Gambling Survey provided a baseline look at gambling prevalence in the state prior to the opening of 11 new gambling venues. OhioMHAS and Ohio for Responsible Gambling will field a second statewide survey to track the impact of expanded gambling options. The second survey on problem gambling activity and attitudes will be launched in second quarter of SFY 2016 with 40,000 surveys to be gathered - enough responses to generate Alcohol, Drug Addiction and Mental Health Services Board-level estimates of at-risk and problem gambling prevalence. Survey collection is expected to take up to 18 months, and analysis is anticipated in summer 2017.

#### Statewide Youth Gambling Survey

A portion of the Problem Casino Gambling and Addictions fund is supporting the inclusion of problem gambling questions on a statewide survey of youth that will look at risk factors for multiple problem behaviors. This will provide a baseline of attitudes and practices for youth ages 14-18. Additional funds needed for the survey were approved as part of HB 483. The survey is taking place in SFY 16.

### LONG RANGE GOALS

- ◆ Continue to embed Be the 95% messaging into local communities via traditional and social media.
- ◆ Continue to educate clinicians, clinician supervisors, and develop active partnerships with criminal justice agencies, i.e. Ohio Department of Rehabilitation and Correction, jails, and Community-Based Correctional Facilities (CBCFs) regarding Problem Gambling screening and treatment models.
- ◆ Make videoconference counseling for Problem Gambling treatment available to anyone who needs it.
- ◆ Develop a relationship with a statewide credit counseling organization/agency for specialized help for clients.

# OhioMHAS Report on Problem Gambling Services SFY 2015-16



to the  
**Ohio Casino Control Commission**  
pursuant to:

Sec. 5119.47 of Amended HB 59, 130<sup>th</sup> GA



## EXCERPT FROM OHIO PROBLEM GAMBLING SERVICES STATE SYSTEM REVIEW

"Ohio's problem gambling service system has a number of strengths to build upon including:

- ◆ **Dedicated funding;**
- ◆ **Strong administrative leadership over problem gambling services;**
- ◆ **Structures for interagency collaboration; (i.e. Ohio for Responsible Gambling)**
- ◆ **Data from surveillance systems;**
- ◆ **Collaborative relationships forged between OhioMHAS, universities, and community service providers; and**
- ◆ **Energetic and engaged professionals around the state making problem gambling a priority. "**

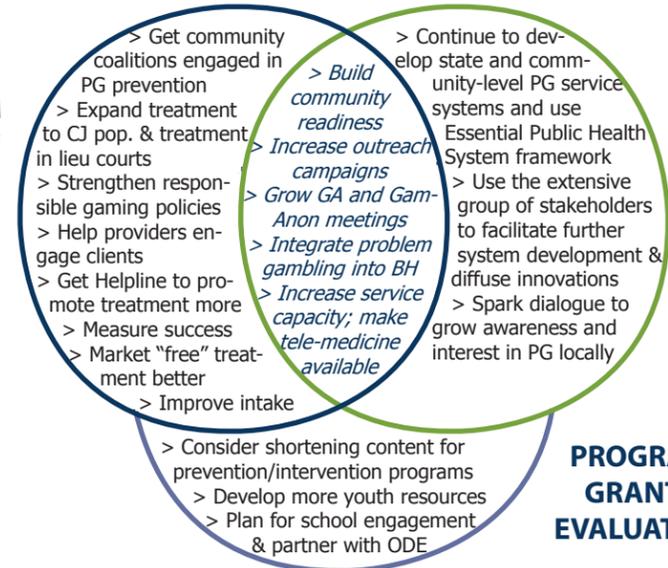
Marotta, J. (2015). *Improving Problem Gambling Services in Ohio: Consultancy Report*. Columbus, OH: Ohio Mental Health and Addiction Services.

**SFY 2015 ACCOMPLISHMENTS - SFY 2016 HIGHLIGHT PROGRAMS**

- ◆ **Gambling Endorsement:** The new Gambling Endorsement for Chemical Dependency Counselors (CDCs) took effect in March 2015. To date, 11 CDCs have earned the Endorsement and 10 have applications in process.
- ◆ **Gambling Disorder Treatment Training:** Provided Stage 1, Stage 2 and Advanced Gambling Disorder Treatment regional trainings at five locations in Ohio for nearly 300 treatment professionals (with Ohio Lottery Commission funding).
- ◆ **Stacked Deck:** Provided four regional Training of Trainers education seminars to 120 Ohio Prevention Specialists in the nationally recognized evidence-based prevention practice Stacked Deck for youth ages 13-17. SFY 2016 grants include several sites that received grants to expand use of the curriculum.
- ◆ **State Conference:** Successful Problem Gambling Awareness Month State Conference in March with 200 participants from all over Ohio featuring state and national experts. The conference is funded by the Casino Gambling and Addictions fund, the Ohio Lottery Commission, and participant registration fees.
- ◆ **Promising Practices:** Through a competitive Request for Proposals, OhioMHAS seeded the start of four locally-developed promising practices in Problem Gambling Prevention and Treatment. New programs include:
  1. **Risky Business:** For juvenile justice-involved youth ages 13-17. in Montgomery, Franklin, Cuyahoga, and Mahoning counties, 423 youth have participated to date; 19 additional youth received education only in a study of the model's effectiveness.
    - a. Risky Business participants showed a large significant improvement pre-test to post-test; non-Risky Business group participants showed no improvement on post-test instrument.
    - b. In an anonymous survey, 96.6% of participants reported they enjoyed the Risky Business program; 85.7% said they would recommend Risky Business to friends.
  2. **Smart Bet:** A problem gambling prevention curriculum for 18-25 year-olds. This will be disseminated statewide via regional Training of Trainers for a consistent roll-out of the model, and resources will be posted to the online DFAA Problem Gambling Prevention Resource Center. Pilot sites are currently being recruited.
  3. **E-based Gambling/Financial Wellness Program:** The curriculum was developed in SFY 2015 for 18-25 year-olds. Arrangements were made for piloting the program in SFY 2016 at Central State University, The Ohio State University, Bowling Green State University, University of Mount Union, and Youngstown State University.
  4. **Rupcich Model:** This pilot study was designed to discover the effectiveness of a new group-based facilitated, 12-week treatment curriculum on a sample of Ohio disordered gamblers and whether the curriculum positively influenced self-esteem, gambling cravings, and ultimately reduced gambling behavior. To date, 23 clients have participated.
- ◆ **System Evaluation:** Focused on problem gambling system evaluation in SFY 2015 from a State System Review perspective with national expert Jeff Marotta, PhD, of Problem Gambling Solutions, Oregon. A Service System Evaluation with Continuous Quality Improvement opportunities were undertaken by a partnership among Ohio University, University of Cincinnati, and the Pacific Institute for Research and Evaluation. The Ohio State University College of Public Health Center for HOPES evaluated program grant awards for SFY 2015. Overall, evaluators found that Ohio's professional workforce development and relationship-building led to a service system well ahead of expectations at such an early stage. For recommendations see next page.

**Recommendations for Ohio Problem Gambling Service System**

**STATE SYSTEM REVIEW**



**SERVICE SYSTEM REVIEW**

**PROGRAM GRANTS EVALUATION**

**Final Analysis of 2012 Ohio Gambling Survey Adjusts Baseline Prevalence**

The final analysis of the 2012 Ohio Gambling Survey resulted in an expanded estimate of those at some level of risk for problem gambling. With 4.2 percent at low risk, 1.1 percent at moderate risk, and .4 percent with a gambling disorder, this totals approximately 500,000 Ohioans or 5.7 percent at risk of problem gambling prior to the opening of new gambling destinations.

Estimated percent and number of persons for at-risk and problem gambling in Ohio, 2012				
NO PROBLEM NO GAMBLING	GAMBLING	LOW RISK	MODERATE RISK	PROBLEM GAMBLER
41.4%	53%	4.2%	1.1%	0.4%
3,642,906*	4,665,005	373,461	92,834	31,547

\*Ohio adults with missing gambling status excluded from analysis; Row percentages may not total 100 due to rounding.

**STATEWIDE PERFORMANCE MEASURES UPDATE**

OhioMHAS gathered local data for an emerging picture of what services are being rendered, to whom, and where in the state.

**Prevention models** included:

- MIDDLE SCHOOL**  
Stacked Deck\*, Life Skills
- HIGH SCHOOL**  
Stacked Deck\*, Project PANDA
- COLLEGE AGE**  
Smart Bet\*
- ADULTS**  
E-based Financial Literacy Program\*  
Awareness Campaigns, Information Fairs  
Community Education Programs

**Treatment models** included:

- ADULTS**  
Cognitive Behavioral Therapy (CBT)  
Rupcich Treatment Model\*  
Stages of Change  
Question, Persuade, Refer (QPR)

\*Indicates Ohio promising programs model.

MEASURE	SFY15 TOTAL	SFY14
Number reached by community-based problem gambling prevention messages	2,665,952	-excluding state campaigns
Number of community coalitions engaged in problem gambling prevention	21	[Drug-Free Community & PG-specific Coalitions]
Number who called the Helpline	5,414	↓ 9,727
Number screened with approved tools	35,444	↑ 25,966
Number with gambling disorder diagnosis/treated	1,001	↑ 924
Number with continuing care plan & reduction in life-damaging consequences	3,888*	

\*Includes some clients with other addiction disorders.

**HELPLINE - MOST CALLS by COUNTY**

Cuyahoga	935	Mahoning	138
Franklin	596	Butler	127
Hamilton	463	Lake	69
Montgomery	346	Warren	69
Lucas	253	Trumbull	67
Summit	166		