

New Problem Gambling Awareness Campaign Launched



In August, representatives from the Ohio Department of Mental Health and Addiction Services, the Ohio Casino Control Commission, the Ohio Lottery Commission and the Drug Free Action Alliance joined together to help launch Ohio's new problem gambling awareness campaign.

"Be the 95%" is designed to prevent problem gambling and raise awareness of the resources available to those affected by gambling addiction. The statewide campaign is based on public health science and aims to reach the "influencers" of problem gamblers - such as spouses, family members and friends. In addition, it seeks to encourage dialogue at the community level and create a positive approach to educating people about safe gambling practices.

The campaign kickoff also featured personal stories from individuals about how gambling addiction impacted their families.

The new campaign is being featured on billboards, radio spots and social media - along with a website: the95percent.org. The site features tips on low-risk gambling, provides warning signs of problem gambling, and offers a problem gambling screening feature.

The campaign is being funded through the 2 percent of casino revenue taxes that are set aside for the Problem Gambling & Addictions Fund, funds confiscated from individuals who violated the terms of the Voluntary Exclusion Program and a significant contribution from the Ohio Lottery.

PROBLEM GAMBLING TREATMENT PROVIDERS URGED TO REGISTER WITH HELPLINE

Based on Workforce Capacity Survey findings from Fall 2014, it appears that there are professionals and organizations in at least 56 Ohio counties who are qualified to treat people with a gambling disorder diagnosis. Despite this evidence, the Ohio Problem Gambling Helpline only has listings for 47 individuals/agencies with gambling disorder treatment capacity - many are multiple sites of a single agency in one county. To make sure the Helpline has the most updated information available, professionals and certified treatment agencies that are qualified to treat clients with a gambling diagnosis – co-occurring or standalone – should be adding relevant service information to the Helpline database. Contact Scott Anderson from OhioMHAS at scott.anderson@mha.ohio.gov or call 614-466-8562 to request inclusion or to update information in the Helpline database.



NCPG
National Council on Problem Gambling

Ohio Stands Out at National Problem Gambling Conference

A number of Ohioans traveled to Baltimore, MD, for the 2015 National Conference on Problem Gambling, including ORG representatives from the Ohio Lottery Commission and OhioMHAS. In addition, approximately 15 Ohio colleagues from the behavioral health field participated in the conference and shared their knowledge with those in attendance.

Amanda J. Burke, PhD, prevention specialist at Townhall II and a faculty member at Kent State University, earned First Place in the Prevention Showcase for her presentation, “Environmental Scan: A Tool for Strategic Problem Gambling Prevention Efforts.” Also in the Showcase from Recovery Resources were Colleen Fitzgibbons, CHES, and Alex Leslie, who co-presented, “Utilizing a Bystander Approach to Prevent Problem Gambling among College Students.”

Presenting at Poster Sessions were Heather Chapman, PhD, BACC, NCGCII of the Louis Stokes Cleveland VA Medical Center; Mike Buzzelli, MA, MPH, OCPSA of Recovery Resources; and Joshua Kropko, MPH, MS III, offering, “Sharing the Good News: An Update on Successful Prevention Programs.” Featuring a poster on “Gambling Behavior, Beliefs and Motives among College Students in Ohio,” were Thomas Sherba, PhD, and Stacey Frohnepfel-Hasson, MPA, both of OhioMHAS.

Problem Gambling Helpline

3rd Quarter Statistics (July 1 - Sept. 30, 2015)

Total Calls to Helpline
1,300

Month
July: 401
August: 468
September: 431

Gender
Men: 429
Women: 493
Unknown: 378

Age of Person In Need
1-17: 2
18-24: 30
25-34: 94
35-44: 73
45-54: 100
55 and older: 206
unknown: 795

How People Heard
About the Helpline
Casino: 249
Casino Advertising: 1
Billboards: 8
Lottery Games/Tickets: 160
Tickets: 9
Internet: 59
Family and/or Friends: 27
National Helpline: 8
Other: 143

2016 Problem Gambling Conference to Kick-off Awareness Month

Plans are underway for the 2016 Ohio Problem Gambling Conference to be held March 3-4, 2016, at the Doubletree Hotel in Worthington. Featured speaker on the first day will be Frank Kros, MSW, JD, a worldwide speaker on the effects of stress, child abuse and poverty in relation to brain function and development. His specific presentation for the conference will focus on cortisol and how it relates to gambling activity. Other sessions will include an open Gamblers' Anonymous meeting, a recovery speakers' panel, and topics of interest to professionals that work in prevention, treatment and recovery related to gambling disorder. Drug Free Action Alliance is coordinating the event, and registration details will be forthcoming.

Problem Gambling Annual Report

Details Progress and Plans

Director Tracy Plouck shared the OhioMHAS Report on Problem Gambling Services SFY 2015-16 with the members of the Ohio Casino Control Commission at their October Commission meeting. The report contains highlights of SFY 2015, including:

- 35,444 Ohioans screened for problem gambling – an increase of 10,000 over last year.
- 1,001 diagnosed and/or treated for gambling disorder, a small increase over last year's total of 924.
- Four new promising practices developed for prevention and treatment of problem gambling.
- Approximately 620 behavioral health professionals took part in workforce development opportunities in SFY 2015.
- *Be the 95%* problem gambling awareness campaign developed and launched by Ohio for Responsible Gambling.

The [report](#) also featured a graphic summary of recommendations from the three Problem Gambling system evaluations that were funded in the past year. Strategic planning work with system stakeholders is now underway to establish which recommendations should be prioritized.

Additionally, the report details how the 2 percent of casino tax revenue that is dedicated to the prevention and treatment of problem gambling in Ohio is distributed.



OhioMHAS Director Tracy Plouck reviews the Problem Gambling Annual Report at a meeting of the Casino Control Commission.

SFY 2015 Evaluation Reports Submitted on Problem Gambling Service System

During SFY 2015, OhioMHAS sought out evaluations of Ohio's Problem Gambling Service System from several perspectives. Nationally recognized expert Jeff Marotta, PhD, of Problem Gambling Solutions, Oregon, provided a Service System Evaluation – looking at Ohio's system from policy to human services. Continuous Quality Improvement (CQI) opportunities were reviewed by a partnership among Ohio University, the University of Cincinnati, and the Pacific Institute for Research and Evaluation (PIRE). Matt Courser, PhD, of PIRE, was contracted as a CQI specialist, and he will continue in this role throughout SFY 2016 to provide guidance in best practices in problem gambling services and technical assistance to boards and providers. 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. The major findings from these studies made it clear that the general public and even many behavioral health organizations do not view problem gambling as a priority health issue in their communities, especially when compared to the consequences of opiate abuse. Improved community awareness of problem gambling will lead to more self-identification for counseling by those with gambling disorder, and this will require extensive education and resources for the general public and behavioral health field.

DAILY FANTASY SPORTS

Daily Fantasy Sports (DFS) has garnered significant attention in recent months. While Ohio's gaming laws do not specifically address DFS, a number of agencies are looking at how it is being treated in other jurisdictions.

In addition, the National Council on Problem Gambling (NCPG) has also been tracking DFS for a number of years. NCPG has met with stakeholders in the DFS industry at both the state and federal level, and is working to develop common sense, practical steps to minimize harm to players.

These guidelines will include concrete steps to protect consumers and reduce risk of gambling addiction. Companies will be encouraged to adopt them; regulators and legislators will be encouraged to incorporate them into any proposed regulations. NCPG expects to release these guidelines in the weeks ahead.

As with any form of gaming, while the vast majority of DFS play is low-risk, it can lead to negative consequences.

Upcoming Training Opportunities

Problem gambling trainings are offered throughout the year at locations across Ohio. Social workers, counselors and other mental health/addictions professionals are encouraged to attend.

Stage 1 - Foundations in Disordered Gambling: This two-day training is designed to increase knowledge and understanding of problem gambling and prepare clinicians to work with problem gamblers and their families. *12 CEUs, RCHs and NCGC hours.*

Dates: December 9-10 in Zanesville.

Stage 2 - Treating the Disordered Gambler: Also a two-day session, this training is designed for clinicians preparing to treat disordered gamblers through cognitive behavioral therapy and motivational interviewing techniques. **Please note that completion of Foundations in Disordered Gambling or approved counseling training is required to register for this program.** *12 CEUs, RCHs and NCGC hours.*

Dates: February 18-19 in Zanesville

Contact Michael Buzzelli at mbuzzelli@recres.org or (216) 431-4131 ext. 2612 for more information on trainings.

Additional information and registration links can be found at www.recres.org/GamblingCEUs.

Gambling Supervision Conference Calls: These monthly supervision calls with Dr. Heather Chapman are open to licensed social workers, counselors, chemical dependency counselors (who have or are working toward the gambling endorsement), psychologists and psychiatrists in Ohio. Participants must have a minimum of 24 hours of gambling specific education.

Calls take place from 12-1:30 pm each month. Registration is required

For more information and a list of upcoming conference calls, visit www.recres.org/GamblingSupervisionCalls

“I Lost A Bet” Campaign Wraps

Prior to the launch of the “Be the 95%” campaign, Ohio sought to highlight the dangers of problem gambling through the “I Lost A Bet” campaign. This statewide, multi-media effort targeted 18-to-24-year-old young adults and combined humorous messages with warning signs and other information about how problem gambling can disrupt lives.

TV ads, billboards and social media featured links to a website that included contacts for those seeking help. Individuals could also send an anonymous email to a person they felt was at risk for problem gambling.

The campaign was extremely successful, with more than 10,000 users viewing the warning signs of problem gambling and social media impressions topping 1 million.

Building on that initial success, Phase 2 of the campaign was launched in late 2014. This included the introduction of Charlie - a goofy character that claimed to be the best at everything, only to go down in defeat due to his misguided mentality.

Charlie was featured in TV spots, YouTube videos and his very own social media accounts - even driving across Ohio to take on seven contenders in a series of contests to determine who had the better touchdown dance or celebrity impression.

Phase 2 was also a success, with more than 200,000 visitors to the site (60% of which were in the target audience) and more than 2,200 anonymous emails sent. Additionally, more than 2,000 challenge submissions were entered on the campaign website.

While the campaign has formally ended, ilostabet.org remains active as a resource for those looking for information on the dangers of problem gambling.

**Figures provided by the Ohio Lottery Commission*

Responsible Gambling Quarterly is produced by Ohio for Responsible Gambling (ORG). ORG is a collaborative effort among four state agencies to promote responsible gambling in Ohio and provide resources to those seeking help with a gambling problem.



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