



Annual Report on Problem Gambling Services SFY 2017-18

John R. Kasich, Governor
Tracy J. Plouck, Director

Pursuant to Sec. 5119.47 of Amended HB 59, 130th GA



“Be the 95%” Problem Gambling Prevention and Responsible Gambling Campaign

RESULTS (10/15-6/17)

Website & Social Media

- ◆ 122,000 website visits; 325,000 page views
- ◆ 22,000 online gambling quiz sessions
- ◆ 3,700 Community Toolkit visits
- ◆ Launched interactive online game
- ◆ Digital display ads performed at 4x the national avg.
- ◆ Facebook followers at 3,230, a 300% increase in '17
- ◆ 140+ million estimated campaign impressions

www.the95percent.org

Wrapping up its second year, the Ohio for Responsible Gambling “Be the 95%” campaign again won national awards for Public Awareness and Social Media at the National Conference on Problem Gambling.

The campaign was also recognized with a Berreth Award Honorable Mention by the National Public Health Information Coalition and was featured in a presentation at the CDC National Conference on Health Communication, Marketing and Media in August.

Providing tools and education for anyone who gambles or is concerned about a gambler, this campaign engages key influencers of gamblers, as well as gamblers themselves. A digital marketing tactic called geofencing allows messaging to reach the phones of gamblers in or close to gambling venues, like casinos, racinos, and sports arenas.

Community-based behavioral health organizations have shared the campaign using the online Community Toolkit and approximately \$500,000 in local prevention dollars from the Casino Gambling and Addictions fund.

The campaign was developed with funding from the Ohio Casino Control Commission Voluntary Exclusion Program, and is being disseminated statewide with funding from the Ohio Lottery Commission.



Facebook Post



MILESTONES for SFY 2017

- ⇒ Increased by 35% the number of Ohioans screened for gambling disorder to more than 68,000.
- ⇒ Increased the number of Ohioans diagnosed and/or treated for gambling disorder by 11% for a total of 1,159.
- ⇒ A total of 11 Ohio clinical supervisors have graduated from the first two cohorts of the Problem Gambling Treatment Supervision Fellowship Program.
- ⇒ The Wright State University-developed Risky Business program and creator Josephine Wilson, DDS, PhD, won the Jim Wuelfing Prevention Award at the 2017 National Conference on Problem Gambling. *See more about Risky Business below.*
- ⇒ Campus Cents is showing very positive student feedback and pre- and post-course score impact. Participants scored an average of 50% on likelihood of using a Personal Spending Plan pre-course, and post-course likelihood was 90%. Other learning modules showed average increased scores of 10-22%, including a 17% improvement on the Gambling module. *See more below.*
- ⇒ Competed for and won the honor of hosting the 2018 National Conference on Problem Gambling at the Hilton in Cleveland July 18-21. To be co-hosted by the Problem Gambling Network of Ohio and Ohio for Responsible Gambling, the National Council on Problem Gambling is sponsor.

SFY 2017 HIGHLIGHTS & CAPACITY-BUILDING

- ◆ **Ohio Problem Gambling Advisory Board & Strategic Planning:** Launched in August, 2016, the Ohio Problem Gambling Advisory Board met throughout SFY 2017 to work on implementation of initiatives from the Problem Gambling Strategic Plan. Subcommittees have been focusing on creating a problem gambling overview presentation for communities, coordinating local media timelines with the statewide campaign media buys, improving gambling disorder identification protocols for behavioral health agencies, and conducting a clinician survey to determine where qualified PG treatment clinicians are located.
- ◆ **Progress Continues toward Ohio's Evidence-based & Promising Practices Programs:**
 1. **Risky Business:** A problem gambling prevention program for juvenile justice-involved youth ages 13-17, with 1,000 youth having received the intervention to date. In the past year, Risky Business was also tested for "universal" prevention audiences and compared to the evidence-based model Stacked Deck. The Dayton Urban Minority Alcoholism and Drug Abuse Outreach Program conducted the study program. Analysis by Wright State University is not finalized at this time.
 2. **Smart Bet:** A problem gambling prevention curriculum for 18-25 year-olds. Four regional Training of Trainers were held in SFY17 to ensure a consistent roll-out of the model, and future TOTs will be accomplished via a webinar for mini-grantees to continue data collection on the model.
 3. **"Campus Cents" E-based Gambling/Financial Wellness Program:** The curriculum was developed for 18-25 year-olds to prevent problem gambling and improve financial literacy. "Campus Cents" was piloted in SFY 2017 with 220 college students at Mount Union University. In SFY 2018 it will be rolled out for an additional 500+ students prior to submission to the National Registry of Evidence-based Programs and Practices (NREPP).
 4. **Rupcich Model:** This pilot study by Zepf Center, Toledo, was designed to discover the effectiveness of a new group-based, facilitated, 12-week disordered gambling treatment manual. In SFY 2017, 161 clients participated, plus the control group. Participating agencies are The Counseling Center (Portsmouth), Zepf, Clermont Recovery Center/GCBH (Batavia), Maryhaven (Columbus), Recovery Resources (Cleveland), and the Center for Addiction Treatment (Cincinnati). Comparison tests show small, but significant improvements in self-esteem, reduced gambling cravings, and reduced problem gambling severity. For SFY 2018, Meridian Healthcare (Youngstown) will gather control group data. A workgroup met in '17 to review the curriculum and make adaptations. This will be completed in SFY 2018, and data collection will continue on the original model until the second version is launched.

SFY 2017 RESEARCH

Statewide Gambling Survey — Round Two Completed

Round Two of the Ohio Gambling Survey, a follow-up to the 2012 baseline survey, has been completed. The second Ohio survey on gambling activity and attitudes resulted in more than 24,000 survey responses. Analysis will include current prevalence data, along with comparisons to 2012 results. The statewide data is expected to be released in Fall 2017, with County Alcohol, Drug Addiction and Mental Health Services Board-level results anticipated in early 2018.

FOCUS ON CONTINUUM OF CARE

◆ Workforce Development:

- ⇒ The second cohort of the **Problem Gambling Treatment Supervision Fellowship Program** was coordinated by Recovery Resources of Cleveland and led by Heather Chapman, PhD, NCGC II, BACC, Director of the Gambling Treatment Center at the Louis Stokes Cleveland VA Medical Center. Six competitively chosen Fellows worked with Dr. Chapman over nine months to learn the unique challenges of clients with gambling disorder and best practices in supervising clinicians in this field.
- ⇒ **2017 Ohio Problem Gambling Conference** focused on the theme of “Fully Integrating Problem Gambling Services into Behavioral Health” and brought together 190 professionals to learn from national and state experts in problem gambling prevention, intervention, treatment, recovery, administration and responsible gambling. Keynote speaker Bruce Liese, PhD, ABPP, Professor of Family Medicine and Psychiatry at the University of Kansas, spoke on the addiction syndrome to emphasize the importance of addressing gambling disorder in the context of other behavioral health diagnoses. The conference is coordinated by Prevention Action Alliance and supported by the Casino Gambling and Addictions fund, the Ohio Lottery Commission, and registration fees.
- ⇒ **Gambling Endorsement:** To date, 34 Chemical Dependency Counselors have earned the Gambling Endorsement (GAMB), and 32 have applications in process.
- ⇒ **Gambling Disorder Treatment Training** series provided Stage 1, Stage 2 and Advanced Gambling Disorder Treatment regional trainings at four locations in Ohio for 140 treatment professionals (with Ohio Lottery Commission funding). Trainers included Marilyn Rule, MSW, LISW-S, LICDC-CS, Director of Problem Gambling for Zepf Center, Toledo; Mike Rosen, LPCC-S, VP Clinical Services, Center for Addiction Treatment, Cincinnati; Heather Chapman, PhD, Louis Stokes Cleveland VA Medical Center; advanced topic speakers were David Ledgerwood, PhD, Wayne State University School of Medicine and Rory Reid, PhD, Gambling Studies Program, David Geffen School of Medicine, UCLA.
- ⇒ **Problem Gambling Overview - Focus on the Incarcerated: New Ebased Academy** one-hour CE/RCH course was launched in June, 2017, to provide targeted information on gambling clinical needs for people incarcerated. Visit ebasedacademy.org to learn more or take the course.

⇒ **Problem Gambling Prevention Training** included a collaboration with the Strategic Prevention Framework (SPF) Partnerships for Success (PFS) grantees to learn and implement the Tri-Ethnic Model of Community Readiness. The participants for Problem Gambling were Community Action for Capable Youth (Mansfield), Sandusky County Health Department, and Fairfield County ADAMH Board. The model will be further developed in SFY '18.

⇒ **National Association of Problem Gambling Service Administrators Leadership** includes OhioMHAS Problem Gambling Services Bureau Chief Stacey Frohnafel-Hasson as a Board member and chair of the Communications Committee and OhioMHAS Problem Gambling Treatment Specialist Scott Anderson as chair of the Standards of Care workgroup that is looking at improving Helpline functioning and including gambling in the ASAM Standards of Care.



+ ENROLL

Problem Gambling Overview - Focus on the Incarcerated

E-Learning 

Problem Gambling Helpline 1-800-589-9966

MOST CALLS by COUNTY

Cuyahoga	946
Franklin	437
Hamilton	357
Lucas	195
Montgomery	189
Summit	138
Mahoning	96
Butler	84
Warren	57
Stark	56
Clark	55
Trumbull	51
Lorain	50
Lake	49

CALLER DEMOGRAPHICS

◆ Callers' Ages	12-34	24%
	35-54	38%
	55+	38%
◆ Calls	5,246	
◆ Chat Calls	112	
◆ Reasons for Seeking Help	Information services	44%
	Mental health/Addictions	22%
	Lottery questions	17%
	Legal/Self-Exclusion	11%
	Transportation/Tourist info	5%

STATEWIDE PERFORMANCE MEASURES UPDATE

MEASURE	SFY17 TOTALS			
Number reached by media campaign & community-based problem gambling prevention strategies	2.5 million Ohioans reached via community-based prevention - 140 million campaign impressions			
Number of community coalitions engaged in problem gambling prevention	26 [Drug-Free Community & PG-specific Coalitions]			
	SFY14	SFY15	SFY16	SFY17
Number who called the Helpline	9,727	5,414	5,884	5,358
Number screened with approved tools	25,966	35,444	44,236	68,419
Number treated/diagnosed for gambling disorder	924	1,001	1,028	1,159

UPCOMING for SFY 2018

- ◆ Announce new statewide Ohio Gambling Survey - Round Two results. Prepare community toolkit for release of County Alcohol, Drug Addiction and Mental Health (ADAMH) Services Board-level data in early 2018.
- ◆ Transition to "Get Set Before You Bet" campaign messaging to align with new survey results; engage local agencies with Community Toolkit resources via webinars and in-person presentations.
- ◆ Announce availability of PG Treatment Shortfall funds via multiple communication channels.
- ◆ Continue education of clinicians, supervisors, and prevention professionals and extend outreach to inter-related agencies.
- ◆ Assess/build community readiness through a series of regional prevention trainings.
- ◆ Submit Risky Business for publication and NREPP approval.
- ◆ Plan, recruit volunteers, offer scholarships and travel stipends to Ohio attendees, and present the 2018 National Conference on Problem Gambling in Cleveland July 18-21.
- ◆ Analyze Ohio Gambling Survey - Round Two results to determine if a change in per capita allocation of Casino Gambling and Addictions funds is warranted; institute change with SFY 2019 allocations, as needed.