

SFY 2020-21

OHIO PROBLEM  
GAMBLING SERVICES

ANNUAL REPORT & PLAN

Presented to the Ohio Casino Control Commission

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

by the

Ohio Department of Mental Health and Addiction Services

Oct. 21, 2020



OHIO CASINO  
CONTROL COMMISSION



## LOOKING BACK AT 2020

For the sake of posterity, this *2020-21 Ohio Problem Gambling Services Annual Report & Plan* would not be complete without a preface. Anyone looking back through these reports at the evolution of problem gambling services in Ohio should consider the unique circumstances that the COVID-19 pandemic overlaid on the behavioral health system of care in the year 2020. The pandemic affected every aspect of Ohioans' lives, and its impact on funding, services and access to care cannot be minimized.

With that in mind, the Ohio Department of Mental Health and Addiction Services and our partners in Ohio for Responsible Gambling, as well as the community behavioral health services system and statewide organizations worked throughout 2020 to ensure that prevention of problem gambling continued; education about responsible gambling did not stop; clinical care for people with Gambling Disorder paved a new way; and the work necessary to benefit every Ohioan was not deferred. Specific activities and statistics can be found on the pages that follow.

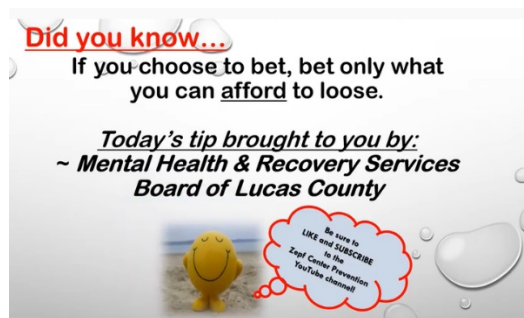
## MILESTONES FOR SFY 2020

### **Ohio Earned National Recognition for Responsible Gambling Initiatives**

Ohio for Responsible Gambling (ORG) received top honors at the [2020 National Conference on Gambling Addiction & Responsible Gambling Awards Ceremony](#), held virtually on July 24. Competing against other statewide gambling prevention programs across the country, Ohio was honored in three major award categories, winning the following:

- Corporate Public Awareness Award for Change the Game Ohio, a youth gambling prevention campaign providing information and tools to parents, educators and youth.
- Corporate Website Award for [www.ChangeTheGameOhio.org](http://www.ChangeTheGameOhio.org), which features educational resources, a youth gambling awareness quiz, and a community toolkit with videos, posters, materials and other educational tools for adults to use to help spread the message about youth gambling prevention.
- Media Award for Get Set Before You Bet, the responsible gambling initiative of the state that helps at-risk adult populations connect to the support and resources they need. This award recognized the campaign for its use of earned media, which created an opportunity for ORG to be featured in an interview on NBC4. On *Daytime Columbus*, ORG discussed the prevalence of problem gambling within the veteran population the week of Veteran's Day. See the story [HERE](#).

### **Community Coalitions Grow Prevention for Problem Gambling**



To prevent problem gambling and expand knowledge of problem gambling issues in Ohio, ten community organizations were awarded funding for SFY 2020 in grants managed by the Prevention Action Alliance. Education and Skill Building to Prevent Problem Gambling: A Community Coalitions Project provided a state investment of \$250,000 to 10 community organizations working to prevent problem gambling. The ten grantees: Akron UMADAOP, LCADA Way, Maryhaven, Montgomery County Prevention

Coalition, PreventionFIRST!, Recovery Resources, Summit County Community Partnerships, Townhall II, Wood County Prevention Coalitions, and Zepf Center, completed an education program and began

implementation of programming for approximately six months before needing to adapt to the COVID crisis and transitioning to online and virtual interventions. To date, 1,718,424 Ohioans have been reached by the strategies employed. Each grantee completed a mid-year check-in and will provide a year one recap. These projects will continue and solidify into SFY 2021; see page 8 for details on the projects.

**Ohio Problem Gambling Helpline “Chat Feature” Now 24 Hours/Day**

Ohio’s Problem Gambling Helpline, answered by the Cleveland United Way 211, takes thousands of calls annually from individuals and friends/family members, all affected by problem gambling or Gambling Disorder for themselves or loved ones. When the “chat” feature was added five years ago, it was initially determined that it would be implemented only during regular business hours. As communication via phone and computer has increased, it was decided that chat should be expanded to 24 hours/day. This began during the summer of 2020. Chat calls increased 100 percent since 2018, totaling 386 in SFY 2020.

HIGHLIGHTS in RESEARCH & QUALITY ASSURANCE

◆ **Taking the Pulse: Gambling Services Survey and Focus Groups**

Over the last ten years, Ohio has been building capacity at both the state and community levels for prevention, early intervention and treatment of gambling disorders. These efforts to develop a comprehensive and evidence-based problem gambling service system have occurred in a complex context that has seen an evolution in casinos and racinos, plus rapidly evolving technologies for online and sports betting. During State Fiscal Year 2019, staff in the OhioMHAS Bureau of Problem Gambling noted through mid-year and annual reporting that the number of individuals being screened for gambling disorders had

*“We will be screening more clients soon due to an agency change in their EHR. The majority screened in have a SUD diagnosis as well. Co-occurring treatment is essential to success with gambling addiction recovery.”*

dropped, as had the number of individuals engaged in treatment for problem gambling or a gambling disorder.

To better understand these trends and to prepare for the SFY21 budget cycle, OhioMHAS asked professional staff at HBSA, a Supporting Organization of the

Pacific Institute for Research and Evaluation, to develop and field a short web-based survey with stakeholders in Ohio’s problem gambling service system. The survey was followed by small group interviews to gain more clarity regarding the current status of the state’s problem gambling services system, its successes and challenges. The web-based survey was designed to answer the following research questions:

- 1) How many organizations in Ohio’s problem gambling service system currently screen for gambling disorders, what screening tools are used and what proportion of clients typically are screened?
- 2) What funding sources are used to pay for screening for problem gambling services?
- 3) Do County ADAMHS Boards and/or providers run out of problem gambling funding, and if so, what is the impact on services?

*“... serving over 2,000 adults and teens with direct service through education each year. We also do social marketing including traditional and social media during Problem Gambling Awareness Month and throughout the year.”*

4) Is gambling disorder included in local electronic health records?

Following are highlights of the responses gathered via an online survey and in small focus groups – a shift in methods to accommodate COVID-related demands. The full report is available upon request.

QUESTION	RESPONSES
All clients are screened for problem gambling.	44% of Boards; 61% of Providers
Have you ever run out of problem gambling funds in a single fiscal year?	2 Boards said yes; 3 Providers said yes
Gambling Disorder is included in some/all Electronic Health Records.	33% of Providers said yes
Does your organization provide problem gambling prevention or treatment services to adolescents?	65% of Providers said yes

CONCLUSION: Open-ended feedback revealed that many respondents feel current screening practices may not be sufficient to identify problem gambling and gambling disorder due to a lack of training of professionals, lack of materials, and unwillingness among clients to disclose gambling behaviors at the time of screening.

◆ **Focus Groups of Key Populations for Change the Game & Before You Bet**

To gain first person perspectives for new marketing, Ohio for Responsible Gambling, Origo Branding and Prevention Action Alliance collaborated to pull together key demographic groups across Ohio: parents of children and adolescents, African American adults, youth, people in recovery, and Latino/a adults. This allowed for informal discussions to collect opinions, ideas and feedback in order to help formulate new, engaging material for Ohio’s problem gambling campaigns. All attendees seemed to learn new information and enjoy the experience. Overall, it provided invaluable information for effectively moving the campaigns forward.

*Most parents felt that their kids didn’t relate their gaming to gambling. Among the youth, most knew they were gambling at times.*

◆ **Problem Gambling Helpline Quality Assurance Calls**

Members of the Problem Gambling Network of Ohio, volunteers and contracted on-call counselors through the Problem Gambling Helpline Warm Transfer Project made 68 quality assurance (QA) calls to the Ohio Problem Gambling Helpline from July 2019-September 2020. The calls were posed from different areas of the state and with varying types of caller scenarios to assess the Helpline Call Specialists on the manner he/she uses during the call, as well as the resources offered.

- The three most common referrals were to behavioral health agencies, counselors, and Gambler’s Anonymous. Other referrals included the Voluntary Exclusion Program, Veteran’s Administration when relevant, and online resources such as GamTalk.
- On a scale of 1-5 with five being “very well,” 77 percent of Helpline calls were rated at 4 or 5 in assessing Lethality. This percentage is up from 72 percent last year. Trainings on “Question, Persuade and Refer” for Helpline Call Specialists have resulted in increases from 11 percent to current numbers.
- 78 percent of Helpline Specialists were rated at either 4 or 5 in using a person-centered approach and scored very well on “positive initial contact” at 91 percent.
- 68 percent of Specialists inquired about issues of family, finances, employment, legal issues, and physical and emotional health.

HIGHLIGHTS in CAPACITY-BUILDING: PREVENTION

- ◆ **Get Set Before You Bet Campaign and Change the Game**
  - *New Outreach Strategies and Audiences Explored*



The Ohio Department of Mental Health and Addiction Services and the Commissions for Casino Control, Lottery and Racing join forces as Ohio for Responsible Gambling (ORG) in creating and continuously updating a statewide media campaign – now both adult and youth campaigns – that educate Ohioans on what responsible gambling looks like, how to prevent problem gambling and what the state’s resources are for helping those in need.

Campaign measures are gathered and assessed monthly and annually. Below are performance measures, with most data that represents the full span of the campaign to date.

- Total Est. Campaign Impressions 262.6 million
- Total Online Quizzes Taken 54,000
- Community Toolkit Visits Total 8,400 – 67 community agency partners
- Website Visits Total 367,000
- Page Views Total 842,000
- New Visitors to Website Up 102% SFY 2019 to 2020
- Social Media & Web-based
  - Digital & Social Media Impressions: 1,059,015 in July 2020
  - Digital Click-thru Rates: Equal to 2x better than averages

New outreach strategies in 2020 designed to help connect at-risk populations with online resources focused primarily on young white males, sports enthusiasts, African Americans, Latino/as and working-class populations.

Specific tactics for both campaigns included: paid ads in social media, streaming TV ads (especially during COVID), Pandora radio, public relations stories (earned media), letters to the editor campaign, and using online influencers (mommy bloggers, Ohio Academy of Family Physicians’ and Ohio Academy of Pediatric Physicians’ websites and Macaroni Kid Northwest website content).





*A seven-year-olds’ video game features a “slot machine” like action within the game, normalizing the activity.*

**Change the Game Ohio Youth Gambling Campaign:** The Change the Game Ohio campaign was launched in the last six months of SFY 2019 and expanded in 2020 to bring attention to the potential

*One parent shared that their child ran up a \$1,200 credit card bill buying loot boxes and new apps.*

harmful effects of traditional gambling and the virtual gambling embedded within gaming for children and adolescents. As with any potential addiction, the earlier people are introduced to the behavior or chemical, the more likely they are to develop problems as adults. A large sample of Ohio youth who participated in the Ohio Healthy Youth Environments Survey suggested that 3.4

percent of Ohio teens have behavioral markers for problem gambling.

Many games youth play simulates the same excitement and activities experienced by gamblers. Opportunities for instant upgrades, mystery loot boxes and games of chance flash across the screen every time they log in. The resources available at [www.ChangetheGameOhio.org](http://www.ChangetheGameOhio.org) are designed to help educate and inform adults and the young people in their lives about the possibility of problems. This campaign also includes a toolkit of marketing materials that can be localized for community outreach.

◆ **Gaming Takes Center Stage at 17<sup>th</sup> Annual Ohio Problem Gambling Conference**

Over two days in February 220 professionals from the recovery field, clinical care, prevention, research and the gambling industry met in Lewis Center for the Ohio Problem Gambling Conference. A few of the most notable topics in 2020 included: UCLA’s Dr. Tim Fong on the intersection between marijuana use, gaming and gambling; roundtable discussions among cross-disciplinary guests to explore how the different roles impact problem and responsible gambling behaviors; an extremely popular live gaming demonstration to show how gambling is built into online video games; and a no nonsense look at how advocacy and education are needed to support state and community efforts. The conference was hosted by Ohio for Responsible Gambling and coordinated by the Problem Gambling Network of Ohio.

◆ **Ohio's Promising & Evidence-Based Prevention Programs**

Ohio has been zeroing in on final testing and analysis of evidence-based programs to prevent problem gambling. The results have been three prevention programs listed below – all of which are showing effective outcomes, and in the case of Risky Business, peer-reviewed journal publication is pending.

**SMART Bet:** A problem gambling prevention program for 18-25 year-olds, SMART Bet was implemented in several locations across the state in SFY 2019.

**Campus Cents Financial Wellness Program:** The curriculum was developed for 18-25 year-olds to prevent problem gambling and improve financial literacy.

Both programs were setback because of the COVID-19 outbreak. The SMART Bet workgroup was scheduled to meet the week following the COVID stay at home order; this did not occur in 2020 but is rescheduled to take place in SFY 2021. For Campus Cents, Prevention Action Alliance is ready to launch since revisions and planning for SFY 2021 have taken place in 2020. Participants are currently being solicited in an all virtual format.

**Risky Business:** This problem gambling prevention program was originally designed for juvenile justice-involved youth ages 13-17, and more than 1,000 young people received the intervention in its research phase. Risky Business has also been proven effective with 357 students in “universal” and at-risk prevention audiences and compares favorably to the evidence-based model Stacked Deck.

◆ **Regional Trainings for Problem Gambling Prevention**

On behalf of Ohio for Responsible Gambling, Prevention Action Alliance provided training opportunities for professionals working in or wishing to learn more about problem gambling in Ohio. Each participant received 3.0 hours of Ohio Chemical Dependency Professionals Board approved education for “Problem Gambling 101,” and 3.0 hours of approved Prevention ethics. Both sessions were presented by Derek Longmeier, Executive Director of the Problem Gambling Network of Ohio and an OCPC. One training opportunity was provided in-person with the remainder taking place virtually. These were well attended events.

◆ **Casino/Racino Voluntary Exclusion Program Update**

Ohio's four casinos have had a Voluntary Exclusion Program (VEP) that permits adults to voluntarily ban themselves from entering a casino and gambling, now referred to as the “Legacy” program. The Legacy VEP has been under the regulation of the Ohio Casino Control Commission. The Ohio Lottery has had a program that requires each of the racinos to operate VEPs at their Ohio facilities, which in most cases extends to their facilities in other states. In March 2019, the two Commissions worked in partnership to launch a new VEP that allows an individual to ban him/herself from all 11 of Ohio's casinos/racinos in a single application process.

The new VEP allows people to sign up for a one-year, five years or a lifetime exclusion, but new to the program, they can apply to come off the VEP after one year or five years, even with a lifetime exclusion. In order to be removed from the program, the participant must apply and meet with a qualified Gambling Disorder clinical professional or view an online video when the face-to-face meeting is not an option. OhioMHAS worked with the OCCC to ensure that qualified clinicians are available to help facilitate the participant's removal interviews. All forms are available on the OCCC Responsible Gambling website at <https://casinocontrol.ohio.gov/ResponsibleGambling/VoluntaryExclusionProgram.aspx>.

Since 2012, there have been approximately 5,700 participants in the VEP, with 4,000 active today and 900 enrolled in 2020. More than twice as many males as females with majority ages 21-50.

**Education and Skill Building to Prevent Problem Gambling: A Community Coalitions Project**  
*A Partial List of Activities and Focus Populations*

AGENCY	POPULATION	ACTIVITY SUMMARY	SERVED
Akron UMADAOP	General	Partnered with Origo Branding to co-brand BYB materials for billboard campaign in the Akron area.	125,000
LCADA Way, Lorain	Faith-based	Provide training to faith leaders from 12 different churches/religious organizations to teach the warning signs of problem gambling, how to identify local resources, and share information for dissemination.	88
	General	Create a Facebook social media campaign specifically targeting Lorain County residents.	1,911
	Faith-based	Build capacity, including hosting a resource fair specifically for members of the faith community (open to all) to provide behavioral health information (highlighting PG campaign materials).	200
Maryhaven, Central Ohio	African-American	Created informational video to spark community conversation on problem gambling in the African American community, along with a workbook to coincide with the video (video completed; campaign will run in SFY 21).	Roll-out SFY 21
Montgomery County Prevention Coalition, Dayton area	Parents – Youth Influencers	Developed and launched the Digital Detox 101 website to educate parents on the danger of online gambling, excessive video game playing, and excessive social media usage. Initiative included creation and distribution of print materials for site promotion.	14,704
	Parents	Co-brand and distribute CTG printed materials to schools for distribution to parents.	1,000
	Lottery retailers, customers	Complete environmental scans in at least 10 area retailers with lottery kiosks to ensure they are in a position to be monitored by store staff.	10 sites
PreventionFIRST! Cincinnati area	Faith-based	Working to provide training and education to community festival workers to spot the signs of PG and provide information to distribute. Cincinnati has a very high number of Catholic Church festivals featuring charitable gaming.	Roll-out SFY 21
	Faith-based	Working with local faith leaders to establish a network of PG support for the faith community in the greater Cincinnati.	5,000
Recovery Resources, Cleveland area	Asian Community	Partnered with local service providers that serve Asian community to build agency cultural competence and provide PG information. Provide a general health fair (highlighting PG in the Asian community) to build awareness before more in-depth interventions can take place.	100
Summit County Community Partnership	General	Worked collaboratively with local utility providers to send out PG information with water bills to Akron residents.	93,000
	General	Attend Portage Substance Abuse Community Coalition meetings, Portage County Suicide Prevention Coalition meetings, and KSU Eta Sigma Gamma-RHO meetings to provide information on PG campaigns and local efforts.	134
	General, Faith-based	Created a BYB campaign for metro bus ads (posters) inside metro busses; digital billboard ads in 44310, 44312, 44319, and 44320 zip codes. Created and distributed information through local church bulletins.	1,167,511
Townhall II, Portage County, Kent area	General	Attend Portage Substance Abuse Community Coalition meetings, Portage County Suicide Prevention Coalition meetings, and KSU Eta Sigma Gamma-RHO meetings to provide information on PG campaigns and local efforts.	134
	Young Adults	Distribute PG materials to students at the KSU National Depression Screening Day Health Fair; provide PG screenings at Nixon Hall health fair at KSU.	549
	General	Partnered with Origo Branding to co-brand BYB campaign materials for broadcast on Spectrum cable channels, outside of campaign ad buys.	300,000
Wood County Prevention Coalition, Bowling Green	Parents – Youth Influencers	Built capacity around CTG campaign by co-branding rack cards, posters, parent guides. Created and launched a social media campaign, using CTG materials.	8,000
	Young Adult & General	Enhanced technology capacity, and in partnership with BGSU, developing audio and video production means to produce virtual content.	Roll out SFY 21
Zepf Center, Lucas County, Toledo area	Young Adults	Participated in campus events at Tiffin, Bowling Green, and University of Findlay centering on student wellness to provide PG awareness information.	100
	Professional Development	Established the Behavior-based Addiction Network of Northwest Ohio by facilitating meetings with and between NW Ohio ADAMHS board staff, executive directors, and staff from board funded agencies to build regional collaboration for PG prevention efforts.	15 & Capacity Building
	General	Increased technology capacity (camera, software, computer) to record, edit, and distribute YouTube video series providing PG and general mental health messages.	500



## HIGHLIGHTS in CAPACITY-BUILDING: TREATMENT

### ◆ **Gambling Disorder Treatment Training**

The annual series for clinical professionals provided Stage 1, Stage 2 and Advanced Gambling Disorder Treatment regional trainings at five locations in Ohio for 111 professionals. The cities for Stages 1 and 2 trainings were Toledo, Tiffin, and Chillicothe; Advanced trainings were held in Cleveland and Columbus. Sessions underway for the first six months of SFY 2021 are being offered virtually over three consecutive days for shorter time periods to accommodate screen fatigue.

### ◆ **Gambling Endorsement**

To date, 35 Licensed Chemical Dependency Counselors have earned the Gambling Endorsement (GAMB). More than 500 Ohio LISW, LSW, LPCC, LPC, NCGC, ICGC clinicians, psychologists and physicians have participated in the Stage 1, 2 and Advanced courses to obtain qualifications to add Gambling Disorder treatment as part of their scopes of practice.

### ◆ **Gambling Disorder Supervision Calls**

In February 2020, the Problem Gambling Network of Ohio assumed coordination of the statewide gambling disorder supervision calls on behalf of the state services system. These calls provide the necessary supervision hours for clinicians to obtain the GAMB credential through the Ohio Chemical Dependency Professionals Board and Scope of Practice through the Counselor, Social Worker and Marriage and Family Therapist Board. The 90-minute calls occurred once a month from February through June 2020 and provided clinical supervision to 27 Ohio clinicians.

### ◆ **Problem Gambling Treatment Supervision Fellowship Graduates 5<sup>th</sup> Cohort**

In its fifth year, the Ohio Problem Gambling Treatment Supervision Fellowship program graduated a small cohort of clinical supervisors with newfound expertise in treating and overseeing the treatment of Ohioans with Gambling Disorder: Megan Cunningham, Zepf Center, Toledo; Bill Newberry, Townhall II, Kent; Nicole Varkonda, Mansfield Correctional Institution, Mansfield; and Nan Franks, Addiction Services Council, Cincinnati.

Funded by Ohio for Responsible Gambling and coordinated by Recovery Resources and the Problem Gambling Network of Ohio, the unique program has developed under the leadership of Heather Chapman, PhD, ICGC-II, BACC, Clinical Psychologist and Director of the Gambling Program at the Louis Stokes Cleveland VA Medical Center. The Fellowship Program began in 2016 to ensure that Ohio's clinicians qualified to treat Gambling Disorder would have supervisors who also understood the differences between treating people with this disorder along with other addictive illnesses. Nearly 30 clinical supervisors have graduated from the program.

### ◆ **Warm Transfer of Calls from the Problem Gambling Helpline Kicks Off**

As part of the support services sponsored by Ohio for Responsible Gambling, the Warm Transfer Project offers warm hand-off phone calls from the Ohio Problem Gambling Helpline to live Gambling Disorder treatment-qualified clinicians across the state 24/7/365. The Warm Transfer Project provides callers the ability to further discuss treatment options and other available resources with a gambling clinician, after receiving referral information from Helpline navigators.

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*Warm transferred calls from Problem Gambling Helpline:*

*“I’m not gonna harm myself, I just wanted to talk to someone.”*

*“One female caller was hysterical, but once we determined that she was safe, she agreed to attend a GA meeting.”*

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During SFY 2020 the Problem Gambling Network of Ohio, as manager of the project, established the Warm Transfer process and protocols, arranged for technical assistance when calls are being transferred, and held an application process to screen and hire clinicians from across the state to serve as the first Warm Transfer Counselors. Partnering in process development and improvement is the United Way of Greater Cleveland 211, operators of the Ohio Problem Gambling Helpline.

◆ **Clergy/Lay Ministers Certification Training**

For the second year, PGNO has hosted the four-day, IGCCB Clergy/Lay Ministers Certification Training. The training prepares attendees to go through the IGCCB certification process, which supports clergy, lay ministers, religious persons, and other faith leaders to provide informed guidance, educational materials, support, hope, spiritual care, and help to people and families impacted by problem and disordered gambling. Ten faith leaders participated in the training.

◆ **Ohio Problem Gambling Treatment Manual for Adults with Co-Occurring Diagnoses**

This Ohio Problem Gambling Treatment Manual for individuals with Gambling Disorder and other addiction and/or mental illness diagnoses, was written by Zepf Center, Toledo, clinicians and reviewed by other Ohio experts. It was designed for a group-based, facilitated, 8-10 week course of treatment and has been under review for five years. As of SFY 2019, nearly 500 clients have participated in the study, including individuals in control groups. The study subjects’ pre- and post-tests show that after completing the program participants display significantly lower levels of gambling craving and severity and significantly higher levels of self-esteem. The Zepf Center will continue to use this manualized treatment model and make it available, including training and technical assistance, for other behavioral health agencies as requested.

OhioMHAS STAFF HIGHLIGHTS

◆ **OhioMHAS Expands Problem Gambling Prevention and Education Outreach**

The OhioMHAS Problem Gambling Services staff make dozens of presentations annually to disseminate information and build awareness. Often in conjunction with partners from the behavioral health field and/or the Ohio for Responsible Gambling agencies, educational events feature responsible gambling resources such as informational exhibits that include the outreach campaigns “Before You Bet” and “Change the Game Ohio.” New audiences in SFY 2020 included the Sandusky Veterans Home, Coalitions Rising and the Coalition Academy and the Supreme Court of Ohio Specialty Docket Conference. Overall, an estimated 5,000 people were reached.

◆ **Frohnepfel-Hasson Re-elected National APGSA Board of Directors’ President**

Stacey Frohnepfel-Hasson, MPA, OCPC, Chief of OhioMHAS Prevention and Problem Gambling Services, was re-elected Association of Problem Gambling Service Administrators (APGSA) President in 2020. Scott Anderson, OhioMHAS Problem Gambling Treatment Specialist, chairs the Standards of Care Workgroup for the national organization.

PERFORMANCE MEASURES

SFY 2020 Statewide Performance Measures

MEASURE	TOTAL						
Number reached by community-based prevention & responsible/problem gambling messages	- 2.5 million reached - 76.8 million campaign impressions - 149,700 click-throughs						
Number of community coalitions engaged in problem gambling prevention	26						
	SFY14	SFY15	SFY16	SFY17	SFY18	SFY19	SFY20
Number who called PG Helpline	9,727*	5,414	5,884	5,358	5,558	5,642	6,047
Number of Chat Calls	n/a	n/a	54	112	193	350	386
Number Screened	25,966	35,444	44,236	68,419	72,355	59,956	62,403
Number Treated	924	1,001	1,028	1,159	1,252	834	873

*\*The Helpline was housed within a different agency in SFY 2014, and calls were counted in a manner inconsistent with the way calls have been recorded from SFY '15-20.*

**Ohio Problem Gambling Helpline 1-800-589-9966**

Top Counties for Calls to the Helpline

COUNTY	HELPLINE CALLS	COUNTY	HELPLINE CALLS	COUNTY	HELPLINE CALLS
Cuyahoga	869	Mahoning	88	Lake	38
Hamilton	384	Butler	78	Clermont	36
Franklin	376	Stark	65	Wayne	36
Montgomery	183	Lorain	57	Trumbull	35
Summit	150	Warren	48	Licking	33
Lucas	132	Clark	40	Portage	27

Reasons for Calling the Helpline & Number of Callers

Gambling Addiction/Counseling	778	Mental Health/Substance Abuse	599
Lotteries ("Recreation")	1,450	Family/Friends Support Groups	46
Guidance/Problem Solving	893	Suicide Prevention Hotlines	14
Gambling Self-exclusion	293	Legal Assistance	6
Gambling Regulation	368	Physical Health	2
Information Services	3,348	Transportation	209

Types of Gambling Activity for Helpline Callers

Casino/Racino Slots	405	Bingo	18
Casino/Racino Table Games	236	Horseshoe Betting	12
Lottery Scratch-offs	262	Skill Games/Internet Cafes	9
Lottery Games	214	Daily Fantasy Sports	3
Internet Gaming	45	Video Gaming	14
Keno	25	Stocks	5
Cards/Dice (non-casino/racino)	16	Pull-tabs/Charitable Gaming	5
Sports Betting	28		

**Helpline Callers' Ages:**      12-34 = 20%                      35-54 = 33%                      55+ = 47%

## SFY 2021 Future Planning

### ◆ **Social Media Bootcamp: Facebook**

To build skill levels for behavioral health agency staff, Prevention First will partner with Prevention Action Alliance to offer intense training on developing content for social media, setting up schedules for posting, and working with Facebook on purchasing ads and boosting posts. Initially, a virtual training by a national expert will be offered to professionals to provide education on how social media can build engagement for organizations.

An RFP process will encourage Ohio professionals to apply for a competitive opportunity for 10 organizations to each have two people trained in working with Facebook for prevention of problem gambling, specifically. The 10 organizations will take part in further coaching and technical assistance with the support of the Ohio Coaching and Mentoring (OCAM) Network and will receive \$1,000 budgets to support their Facebook media buys. The lessons learned during this project will be useful for all prevention outreach that features Facebook advertising.

### ◆ **Casino/Racino Environmental Scans to be Repeated**

In SFY 2019, all 11 of Ohio's casinos and racinos participated in environmental scans that consultants from OhioMHAS Prevention Certified agencies looked for on responsible gambling details like signage, placement of responsible gambling educational materials, showing of videos, Problem Gambling Helpline placement, age verification, social media, advertising and additional strategies to help support responsible gambling and prevent problem gambling. Afterwards, representatives from each property met with staff from the Ohio Casino Control Commission, Ohio Lottery Commission and the Ohio Department of Mental Health and Addiction Services to review and discuss the report summaries.

These scans will be repeated in SFY 2021, and a similar process followed. Ohio for Responsible Gambling agencies will provide materials and technical assistance to help the gaming properties offer a safe environment from a responsible gambling perspective.

### ◆ **2022 Ohio Gambling Survey Planning Underway**

The 2012 and 2017 Ohio Gambling Surveys provided insights and analysis that has served as the basis for the state's and communities' planning and implementation efforts for the full array of services for prevention of problem gambling, education on responsible gambling, clinical care for Ohioans with Gambling Disorder and recovery supports. Throughout SFY 21, planning for the desired outcomes, content and methods for the 2022 survey will be taking place, led by Matt Courser, PhD, and Amanda Burke, PhD, both members of the Ohio Problem Gambling Advisory Board. Development of the framework for the new survey will evolve into the release of a Request for Proposals by the end of this fiscal year.

SFY 2020 - 2021 OhioMHAS Problem Gambling Funds - Annual Report			
Casino Problem Gambling Funding (5JL0)		Lottery Problem Gambling Funding (5T90)	
SFY 2020 BEGINNING CASH BALANCE <sup>1,4</sup>	\$ 4,991,610	SFY 2020 BEGINNING CASH BALANCE <sup>1,4</sup>	\$ 338,079
REVENUES	\$ 5,618,504	REVENUES	\$ 1,638,500
TOTAL REVENUE	\$ 10,610,114	TOTAL REVENUE	\$ 1,976,579
TOTAL EXPENSES	\$ (5,179,536)	TOTAL EXPENSES	\$ (1,427,903)
Personal Services	\$ (116,334)	Community Funding	\$ (1,312,588)
Purchased Personal Services	\$ (345,513)	2020 Obligations <sup>2</sup>	\$ (115,315)
Supplies and Maintenance	\$ (19,625)	ENDING BALANCE	\$ 548,676
Community Funding	\$ (4,643,535)		
2020 Obligations <sup>2</sup>	\$ (54,529)		
ENDING BALANCE	\$ 5,430,578		
SFY 2021 BEGINNING BALANCE	\$ 5,430,578	SFY 2021 BEGINNING BALANCE	\$ 548,676
ESTIMATED REVENUE <sup>3</sup>	\$ 4,212,648	ESTIMATED REVENUE	\$ 1,605,667
TOTAL ESTIMATED REVENUE	\$ 9,643,226	TOTAL ESTIMATED REVENUE	\$ 2,154,342
ESTIMATED EXPENSES <sup>3 &amp; 4</sup>	\$ (5,629,958)	ESTIMATED EXPENSES <sup>3 &amp; 4</sup>	\$ (1,718,500)
Personal Services	\$ (260,000)	Personal Services	\$ (100,000)
Purchased Personal Services	\$ (293,100)	Purchased Personal Services	\$ (30,000)
Supplies and Maintenance	\$ (28,000)	Supplies and Maintenance	\$ (15,000)
Community Funding	\$ (4,998,858)	Community Funding	\$ (1,553,500)
Treatment Shortfall	\$ (50,000)	Treatment Shortfall	\$ (20,000)
CASH RESERVE	\$ (1,600,000)		
ENDING BALANCE	\$ 2,413,267	ENDING BALANCE	\$ 435,842

Footnotes:

1. GL-0034 Fund Activity (Single Fund Multi Year)
2. PO-0006 Open Purchase Order (Encumbrance) Report
3. 2021 PG Budget from Program 08.06.20
4. GBRT Project has not launched or had expenses to date.
5. With the COVID-19, our first quarter of 2021 revenue has shown significant decrease. Average 1st quarter revenue of past 3 years is \$1,394,596, while actual 1st quarter revenue-to-date is at \$101,432, potential loss of -\$1,293,164 in 1-qr 2021.