



Arizona Office of  
Problem Gambling

Stakeholder Report  
2008

1.800.NEXT STEP

[www.problemgambling.az.gov](http://www.problemgambling.az.gov)

Dear Problem Gambling Stakeholders,

In September we marked our five year anniversary. Throughout the life of our office we have greatly benefited from the willingness of numerous problem gambling stakeholders to share their expertise with us. From the development of our strategic plan to advice on how to more effectively reach out to distinct communities with our message and services, it is our partnership with organizations like yours that helps us to realize our vision and fulfill our mission.

During our existence we have been gathering much information about problem gambling. This year some new things occurred and some trends continued. For the first time more women than men called our help line. Another help line first was that we received calls from each of Arizona's 15 counties. For the third year in a row, more callers said they learned about the help line at casinos than any other place and more and more say they learned about it from a Lottery display or Lottery website page. On the treatment front, we continue to see double digit percentage growth in the number of clients in treatment. This year's 30% increase was the highest ever. The number of service hours delivered also continued its steady increase.

In order to more accurately and completely capture our problem gambling data, we have begun to create a comprehensive problem gambling database—the first of its kind. When our office began 5 years ago we inherited an Access database and Excel spreadsheets containing information on about 500 problem gambling clients that had received treatment under the previous state system. That number has grown to over 3000, necessitating that we employ new information technologies if we are to effectively analyze what we are learning out in the field. Client identities are anonymous but the demographic, treatment history, and other information collected from these individuals holds the key to helping us and treatment counselors do our jobs more effectively as we increase our knowledge about the disorder of compulsive gambling. Once we have established protocols for effectively gathering and disseminating treatment information, we plan to expand the database to other information-rich areas, including our help line data, the casino self exclusion program, and information on our prevention and education efforts.

In short, our vision continues to be expansive and our commitment to effectively administering problem gambling prevention, education, and treatment programs is as strong as ever--as I hope this report illustrates.

Sincerely,



Rick Pyper  
Director, Arizona Office of Problem Gambling



**DIRECTOR'S MESSAGE**

### OUR MISSION

Provide and support effective problem gambling prevention, treatment, and education programs throughout Arizona.

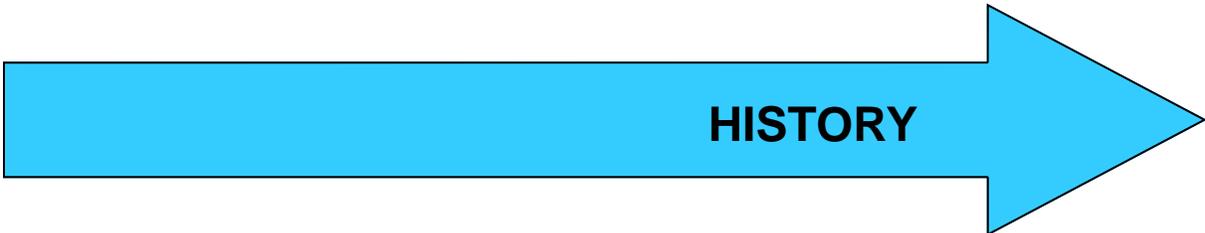
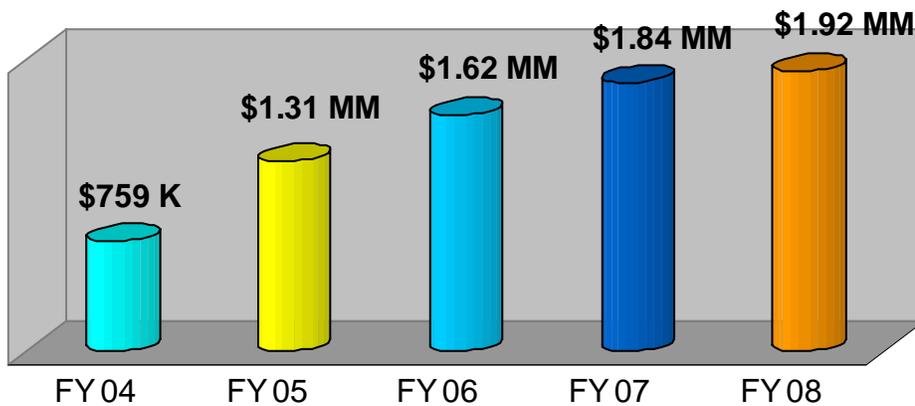
### OUR VISION

Support a sustainable continuum of services that reduces to a minimum level the impact of problem gambling in Arizona.

### VALUE STATEMENT

The Office of Problem Gambling is committed to a public health approach to address problem gambling issues. This takes into consideration biological, behavioral, economic, cultural, policy, and environmental factors influencing gambling and health. We will accomplish our mission and realize our vision by being culturally sensitive and responsive to the needs of our partners and those we serve. We will be professional, collaborative, equitable, and innovative in our solutions to address problem gambling.

### TRIBAL CONTRIBUTIONS



During FY 08 twelve new treatment providers entered into contracts with the Office of Problem Gambling to treat problem gamblers:

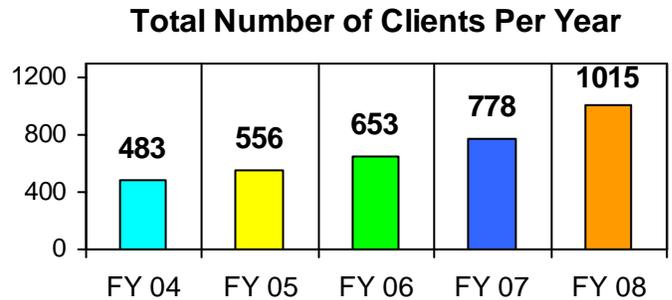
| City        | # of Contracts |
|-------------|----------------|
| Tucson      | 7              |
| Prescott    | 2              |
| Globe       | 1              |
| Casa Grande | 1              |
| Show Low    | 1              |

By the end of FY 08 the Office of Problem Gambling had a total of 28 agencies and individual counselors statewide.

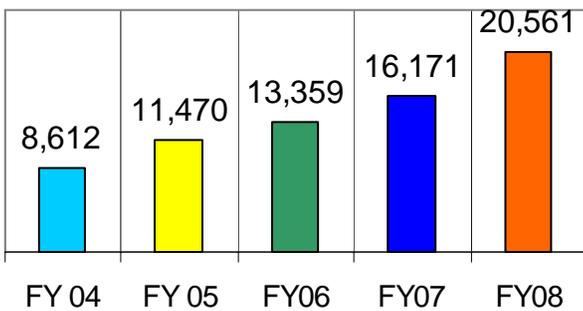


There are 30 Treatment Locations as of 10/1/08

During FY 08, 1,015 clients received outpatient treatment from counselors. This represents a 30% increase from FY 07.



### Number of Hours of Service Provided\*



During FY 08, a total of 20,561 units of service were provided to clients by counselors.

\*Assessment units are not calculated by hours, but by completed assessments, therefore they are not included in this table.



## TRAININGS

The Office of Problem Gambling provided 132 hours of basic and advanced training to behavioral health counselors and other interested participants during FY 08. Trainings were offered in Phoenix and Tucson—and, for the first time, in Yuma and Show Low. Attendance remained high and, despite original intentions of offering only 12 hours of training in Yuma, the Office increased this to provide the entire Phase I series (30 hours) in response to the demand from clinicians in the area for more problem gambling training. All trainings continue to receive very high praise from participants, with over 92% of attendees reporting being either “very satisfied” or “satisfied” with the sessions.

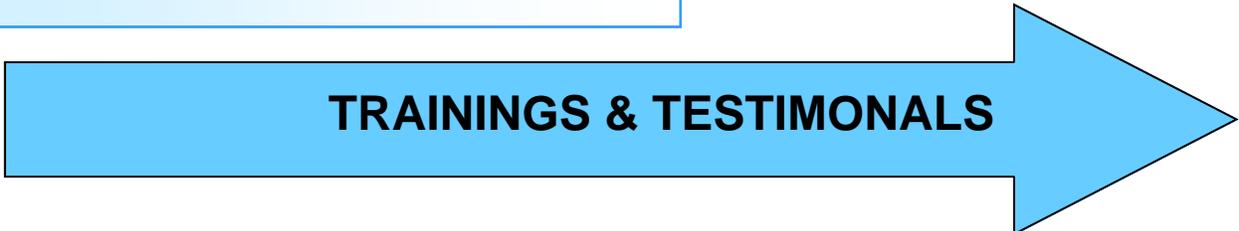
The Office of Problem Gambling sent direct mailings to all licensed behavioral health counselors in the State inviting them to attend each of the trainings. The Office of Problem Gambling also sponsored or participated in professional conferences for social workers, substance abuse counselors, and marriage and family therapists.

To see a current list of trainings, visit the website: [www.problemgambling.az.gov](http://www.problemgambling.az.gov).

## TESTIMONALS

The following client comments were received by the Office of Problem Gambling during FY 08 on the “Client Satisfaction Surveys”:

- “The counselors gave me my life back.”
- “I felt a real connection with my counselor and feel as if they gave me a lot of honest feedback and insight. I’m glad I was referred here!”
- “This treatment center helped me get a grip on escaping emotional problems related to my loved one’s gambling. I now have better coping skills and know many ways to help become stronger.”
- “I feel that my counselor’s skills and dedication to helping me was paramount to my success. Not once during my treatment did I feel judged or pitied. In all of my sessions, my counselor’s sincere desire to help me overcome my compulsive gambling was felt.”



## TRAININGS & TESTIMONALS



The Office of Problem Gambling sponsors a 24-hour, toll-free, help line (1.800. NEXT STEP) for the public to call for help and information about

problem gambling. The help line has been contracted with Bensinger, DuPont & Associates (BDA) for the last five years. BDA received 690 calls during FY 08.

Of those callers who disclosed their connection with problem gambling, 78% were the gambler, 10% a spouse or significant other, the remaining percentages include parents, friends, children, siblings, and therapists calling for referral information.

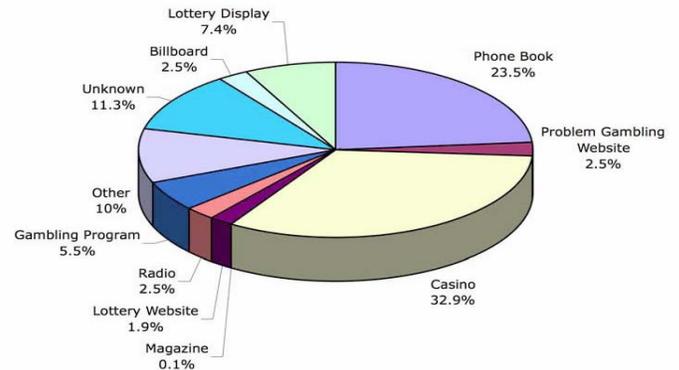
Two major changes occurred in the help line statistics in FY 08:

1. More females called than men; and
2. All Arizona counties were represented by callers.

| County   | # of Calls |
|----------|------------|
| Apache   | 1          |
| Cochise  | 3          |
| Coconino | 11         |
| Gila     | 13         |
| Graham   | 2          |
| Greenlee | 1          |
| La Paz   | 1          |
| Maricopa | 330        |
| Mohave   | 15         |

| County       | # of Calls |
|--------------|------------|
| Navajo       | 20         |
| Pima         | 135        |
| Pinal        | 20         |
| Santa Cruz   | 7          |
| Yavapai      | 66         |
| Yuma         | 38         |
| Unknown      | 23         |
| Out of State | 4          |

The top referral source to the help line in FY 08, which has remained a trend over the last three years, was the casinos. The phone book listings continue to be the second most popular referral source.



The Office of Problem Gambling continues to utilize “Mystery Caller” test calls through its contractor Behavior Research Center. This aids with quality assurance by making sure help line specialists are prepared to provide the following to our callers:

- Gambler’s Anonymous meetings in their city or county;
- Nearby gambling treatment providers;
- An offer of a “warm transfer” to a treatment provider while the caller is on the phone;
- The Office of Problem Gambling web site address; and
- Additional information to be mailed to the caller’s home.

During FY 08, Behavioral Research Center reports the help line consistently met this outcome measure.



During FY 08 the Office of Problem Gambling continued its proactive community outreach approach through:

1. **Educational lectures on the consequences of problem gambling; and**
2. **Literature distribution through sponsorship of conferences.**

The Office of Problem Gambling participated in the following events during FY 08:

- Arizona Division of the American Association for Marriage and Family Therapy
- Gila River Employee Health Fair
- 20th Annual Lovin' Life Expos
- SADD Conference
- Southwest Indian Gaming Expo
- Tribal Legislation Day
- Tucson Medical Center Training
- Behavioral Health Older Adults Conference
- Women's Expo
- Governor's Conference on Aging
- National Council on Problem Gambling Conference

The Office of Problem Gambling received a plaque from Catholic Social Service in recognition of our "Contribution and Support" at the Behavioral Health and Adult Older Conference in Tucson.



The Office of Problem Gambling created a new brochure in FY 08 entitled **"Youth Gambling: Risks of Playing the Game."**

The brochure is designed to be helpful to both parents and professionals who work with youth. The Office of Problem Gambling will be able to distribute the brochures at expos, conferences, and trainings. Included in the brochure is a comprehensive description of gambling and gambling activities, as well as information regarding the risks involved in youth gambling. The brochure provides ways to identify problem gambling behaviors and how to prevent these issues from occurring or escalating. Most importantly, the brochure gives guidelines to adults on how they can talk to youth about problem gambling.



The Office of Problem Gambling held its second symposium, “Emerging Issues: Community and Individual Implications of Problem Gambling,” to kick off National and Arizona Problem Gambling Awareness Week the first week in March 2008. The Arizona Lottery and Harrah’s Ak-Chin Casino co-sponsored the event which featured internationally acclaimed presenters. The symposium was attended by 72 individuals from throughout Arizona, representing professional mental health and substance abuse counselors, recovering problem gamblers, problem gambling counselors, Arizona Lottery and tribal gaming representatives, the Arizona Council on Compulsive Gambling, and the Department of Health Services. A total of 98% of the participants reported being satisfied or very satisfied with the Symposium.



The Office of Problem Gambling teamed up with the Department of Racing to educate management of each of Arizona’s race track facilities about the work of the Office of Problem Gambling. Each facility — Phoenix Greyhound, Tucson Greyhound, Turf Paradise and Yavapai Downs — committed to promote the 1.800.NEXT STEP help line.



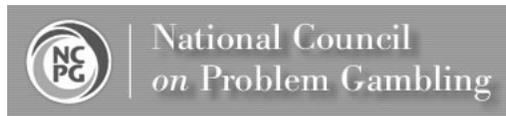
TUCSON GREYHOUND PARK



At the request of the Office of Problem Gambling, the Arizona Criminal Justice Commission agreed to refine the gambling questions that are a part of its biennial “Youth Survey” and to add an additional question asking youth if and when they first began to gamble. Results of this survey are due sometime during the Fall of 2008.



The Office of Problem Gambling participated in the development of a recommended National Data Set that would be collected from persons seeking gambling treatment. This two-day workshop was sponsored by the Federal Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Treatment, Division of State and Community Technical Assistance, in collaboration with the National Council on Problem Gambling and the Association of Problem Gambling Service Administrators. A total of 12 states were represented at this meeting. The Office will continue to be involved in this pilot project.



The Office of Problem Gambling continues its collaboration with the Phoenix Indian Center. The Office has joined with them as part of the coalition formed to develop a needs assessment and strategic plan to address issues for the Governor's Underage Drinking Project. The Office of Problem Gambling is also working closely with the Phoenix Indian Center to develop future initiatives in the area of problem gambling prevention and education.



## ARIZONA LOTTERY

The Lottery has partnered with the Office of Problem Gambling to get the message out that there is help and hope for problem gambling.

The statewide problem gambling helpline, 1.800. NEXT STEP, is printed on the back of every lottery ticket and displayed at over 2700 lottery vendor terminals throughout the state. The Lottery distributes information brochures from the Office of Problem Gambling at events throughout the year. The 1.800.NEXT STEP logo is included on every page of the Lottery's website along with a link to the Office of Problem Gambling's home page. Excluding search engines, these links account for most traffic to our website ([www.problemgambling.az.gov](http://www.problemgambling.az.gov)). The Lottery participated in the Arizona Office of Problem Gambling Awareness Week during the first week of March by co-sponsoring the 2008 Symposium and including special messaging at vendor locations. The Lottery also arranged for the "IT" public service announcement to be shown at the Phoenix Suns games.

Help for problem gambling.  
[www.problemgambling.az.gov](http://www.problemgambling.az.gov)

**1.800.NEXTSTEP**

## "IT CAMPAIGN"

Our first television public service announcement began airing this year during the Phoenix Suns pre and post games at the US Airways Center, on local cable stations in 5 counties, and the on KAZ-TV's Community View, the longest running weekly television show for the deaf and hard of hearing.

GOING TO  
GAMBLE?

SET A  
MONEY LIMIT.

IF **IT'S** NO  
LONGER FUN

GET HELP  
FOR **IT**.

**IT** CAN MAKE  
A DIFFERENCE.

**1.800.NEXTSTEP**  
[problemgambling.az.gov](http://problemgambling.az.gov)

## WEBSITE

In FY 08 the website received 16,247 unique visitors. It may also be inferred that the public views this resource as a means of accessing help, as the pages that provide information on Gamblers Anonymous, treatment providers and self ban information were viewed 9,051 times during FY 08.



ARIZONA OFFICE OF  
PROBLEM  
GAMBLING

For information regarding:

- Treatment and Counseling
- Gamblers Anonymous and GamAnon
- Self-assessment materials & statistics

Visit [www.problemgambling.az.gov](http://www.problemgambling.az.gov)

**1.800.NEXTSTEP**  
Help for problem gambling.

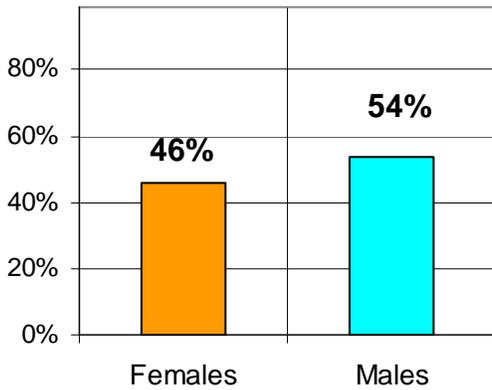
Print advertisement used in conference brochures.

**MEDIA & WEBSITE**

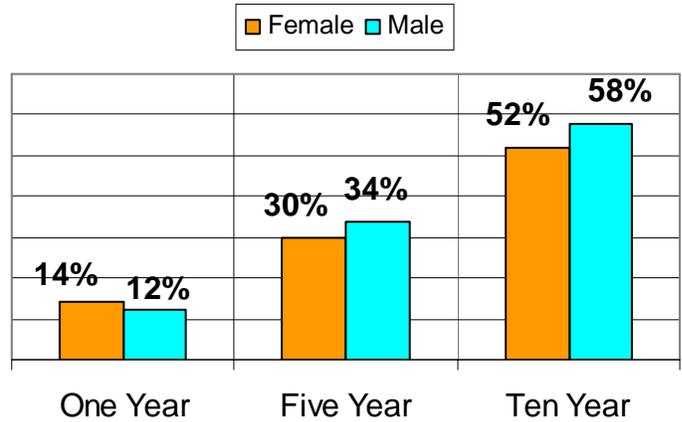
## SELF EXCLUSION

At the close of FY 08, 2,136 people were participating in the casino self exclusion program.

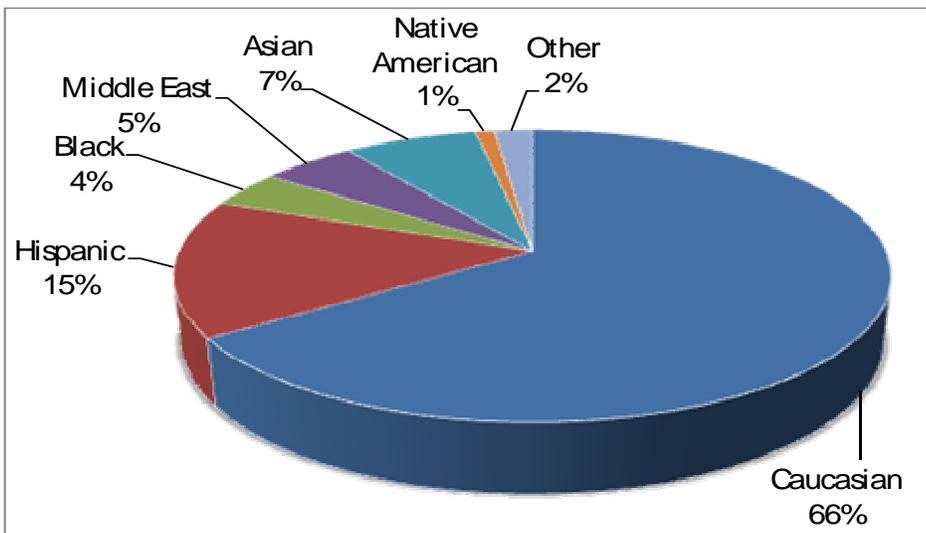
### Percentage of Individuals by Gender



### Duration Chosen by Gender



### Ethnicity



**SELF EXCLUSION**

**MAILING ADDRESS:**

Arizona Office of Problem Gambling  
202 East Earll Drive, Suite 200  
Phoenix, AZ 85012



**TELEPHONE:**

602.266.8299

**E-MAIL:** [contact@problemgambling.az.gov](mailto:contact@problemgambling.az.gov)