

PROBLEM GAMBLING WARNING SIGNS TOPIC OF STATE-WIDE CAMPAIGN

The Office has reached out to the people of Arizona with a public education program designed to increase awareness of problem gambling. The 2005 Fiscal Year was the first year of the campaign, and focused on creating awareness of the 1.800.NEXT STEP number. During the 2006 Fiscal Year, the focus of the campaign expanded to educating the public on the signs of problem gambling and reinforcing awareness that there is help available. Additionally, an aggressive public and media relations effort sparked a great deal of coverage of problem gambling issues in the news media.

Print Advertisement

The advertisement features a green background with a black arrow pointing to the text: "That could be a problem." Below this, it reads: "He lied to his wife about gambling online." At the bottom, there is a black box with the text: "1.800.NEXTSTEP Problem Gambling. Know The Signs. Get Help. Visit problemgambling.az.gov and learn the top 10 warning signs of problem gambling, plus valuable tips on gambling responsibly." The logo for the Arizona Office of Problem Gambling is also present.

Billboard

The billboard features a blue background with the text: "I was at the casino longer than I thought." The word "longer" is circled in red. At the bottom, there is a black box with the text: "Problem Gambling. Know The Signs. Get Help. 1.800.NEXTSTEP" and the logo for the Arizona Office of Problem Gambling.

COMMUNITY EVENTS

As part of the Office's public education efforts, the Office played a part in trade shows and community events throughout Arizona during the past year. The public education materials developed throughout the year were also used in these settings. Some of those events included:

- *Tribal events, such as the Pow-Wow at ASU, Native American Recognition Days, and the Gila River Wellness Fair*
- *Participation in county fairs*
- *Events targeting audiences with particular risk for problem gambling, such as older adults*
- *Special events such as the Prescott Frontier Days*
- *Sponsorship of annual conferences and continuing education for behavioral health professionals*

WEB SITE SERVES AS VALUABLE EDUCATION TOOL

The Office of Problem Gambling's web site has become a significant tool in educating Arizonans about problem gambling. The site serves as a repository for key data and studies related to problem gambling, and provides such resources as self-tests, treatment information and a section on youth gambling. Statistics reveal the effectiveness of the Office web site:

- *Unique visitors rose from 737 in January, 2006 to 1,085 in October with an August high of 1,246. 2,570 visitors remained on the site 2 minutes or longer.*
- *Since January 2006, 36% (3,156) of the visitors bookmarked the site in their browser's favorites.*
- *The page visited most frequently on the site listed contact information for treatment providers. Rounding out the top 5 pages visited, were pages providing information on Gamblers Anonymous, treatment provider information, self-exclusion, and signs of problem gambling.*

www.problemgambling.az.gov

OUR VISION

SUPPORT A SUSTAINABLE
CONTINUUM OF SERVICES THAT
REDUCES TO A MINIMUM LEVEL
THE IMPACT OF PROBLEM
GAMBLING IN ARIZONA

MAILING ADDRESS

ARIZONA OFFICE OF PROBLEM GAMBLING
202 EAST EARLL DRIVE, SUITE 200
PHOENIX, ARIZONA 85012

TELEPHONE

602.266.8299

E-MAIL

CONTACT@PROBLEMGAMBLING.AZ.GOV

ARIZONA OFFICE OF PROBLEM GAMBLING STAKEHOLDER REPORT NOVEMBER 2006



www.problemgambling.az.gov

1.800.NEXTSTEP



www.problemgambling.az.gov

DIRECTOR'S MESSAGE

Dear Problem Gambling Stakeholders,

This report provides a brief summary of the progress we have made over the past year to achieve goals we established in 2005. As we continue to spread the message that help and hope are available for problem gambling, we've seen more people coming into treatment, an increase in calls to the state helpline, and more behavioral health professionals receiving training to effectively serve problem gambling clients and those affected by problem gambling.

We are encouraged by these developments and also realize that much more needs to be done. We are working to improve access to problem gambling counselors throughout rural Arizona. We are identifying areas where more research on problem gambling is needed. We are taking steps to raise awareness in our state that help exists for problem gamblers and those affected by problem gambling — help in the form of 12-step programs such as Gamblers Anonymous and Gam Anon, professional treatment, self exclusion from the casinos, and help line crisis counseling.

You may be the key to addressing these needs. We are anxious to work with you to meet our common goals. Our partnerships with Arizona's casinos, the State Lottery, the Arizona Criminal Justice Commission, the State Bar, and other organizations suggest to us that, as we work together, there is much that can be accomplished on behalf of those in need.

Please let us know how we can assist you in your efforts to help problem gamblers and others negatively affected by problem gambling.

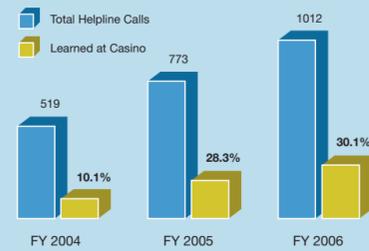


Rick Pyper
Director, Arizona Office of Problem Gambling

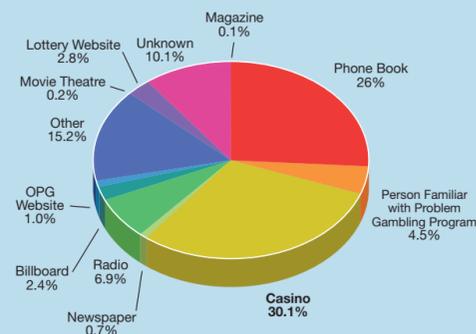
CASINOS NOW #1 REFERRAL SOURCE FOR 1.800.NEXT STEP

Callers to the Office of Problem Gambling's help line identified Arizona casinos as the primary source of the number for the first time in Fiscal Year 2006. In addition to the increase in call volume over the past three years, the percentage of people learning about the number from casinos has been on the rise. This indicates that casinos are active partners in the effort to combat problem gambling.

Helpline Calls



Caller Referral Source FY 2006



WORKFORCE DEVELOPMENT

Training events in Phoenix and Tucson provided behavioral health professionals with 72 hours of training on problem gambling treatment in Fiscal Year 2006. Participant feedback on the training sessions has been extraordinarily positive. All licensed behavioral health professionals in Arizona received announcements of the trainings, and 2-for-1 scholarships were offered to potential counselors in rural areas to meet demand for services throughout Arizona. Direct mailings also encouraged licensed behavioral health counselors and agencies to become contracted providers.

THE OFFICE PARTNERS WITH STATE BAR TO TEACH LAWYERS ABOUT PROBLEM GAMBLING

Through a partnership with the State Bar, every lawyer in Arizona received an invitation to attend an August 2005 continuing legal education course focused on problem gambling. Those attorneys in attendance heard presentations by, and asked questions of, two nationally certified problem gambling counselors in our state — Renee Siegel and Kathryn Elliot-Hudson. Rick Pyper, General Counsel to the Department of Gaming and Director of the Office of Problem Gambling, spoke to ethical considerations facing attorneys with problem gambling clients.

YOUNGER MEN, OLDER WOMEN SELF-EXCLUDING FROM CASINOS

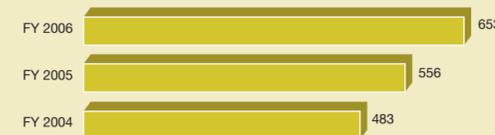
As of October 2nd, 2006, 1,434 people are currently enrolled in the casino self-exclusion program. Designed to assist individuals experiencing problem gambling behaviors, the program allows individuals to "ban" themselves from Arizona casinos for a period of 1, 5 or 10 years. The following chart shows the age and gender of individuals using this resource.

TREATMENT SERVICES EXPAND

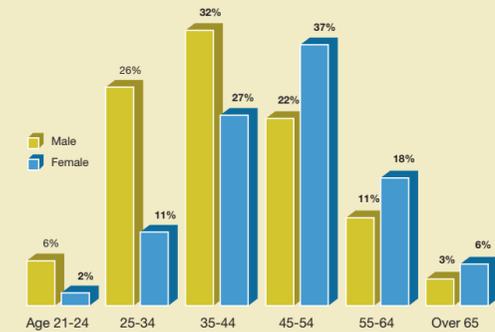
More people sought professional counseling for problem gambling issues and more providers began offering problem gambling counseling during Fiscal Year 2006. In addition to serving more clients, providers have established new locations in Tucson, Mesa, Ahwatukee and Glendale — making services more accessible on a statewide basis. Spanish-speaking providers are now available in Tucson and Glendale, and several more bilingual counselors have received training on problem gambling issues. The Office is continuing to foster relationships with counseling agencies specializing in serving the Hispanic community.

A new contracting process has been implemented to encourage provider development. We anticipate granting several more contracts to new providers and look forward to further broadening our provider infrastructure in rural Arizona.

Outpatient Treatment Clients



Self Excluded Male & Female Age Groups



CASINOS WORK TO ADDRESS PROBLEM GAMBLING

Arizona casinos are helping the Office of Problem Gambling's public education efforts by displaying the 1.800.NEXT STEP number in their facilities and providing literature to their patrons. Additionally, some casinos educate employees about problem gambling issues and warning signs, facilitate the self-exclusion process for patrons, and provide problem gambling links on their web sites. Arizona's casinos have been strong partners in the effort to educate the public on the issue, and continue to provide information at a key point of contact for many problem gamblers.

► **Our Mission is to provide and support effective problem gambling prevention, treatment, and education programs throughout Arizona**

LOTTERY CONTINUES TO PROMOTE 1.800.NEXT STEP

The Arizona Lottery installed nearly 2,600 video terminals throughout the state during the past year. Among the messages displayed is a screen declaring that help is available for problem gambling and showing the 1.800.NEXT STEP number. This message cycles throughout the entire work day, typically at locations that are open 24 hours a day, seven days a week. This represents a continuing commitment on the part of the Arizona Lottery to help get out the message that problem gambling is a treatable disorder and that help is available.

GAMBLING QUESTIONS ADDED TO ARIZONA YOUTH SURVEY

Through collaboration with the Office, the Arizona Criminal Justice Commission included a series of questions addressing gambling issues in the 2006 Arizona Youth Survey. Students were asked to report how often (if ever) they participated in various gambling activities in the past year and whether they had ever gambled on those activities during their lifetime. Over 47,000 students in grades 8, 10 and 12 from all 15 counties in Arizona responded to the gambling questions on the survey. While we are still analyzing the wealth of data gained from the survey to assist our future prevention efforts, initial data from the report shows the following youth gambling activities by grade in Arizona. A new section of the Office web site is designed to provide education and awareness to educators, parents, and youth in the community about the growing issue of youth gambling.

Lifetime Participation in Gambling Activities by Grade

