

ARIZONA OFFICE OF  
PROBLEM GAMBLING  
STAKEHOLDER REPORT 2007

**1.800.NEXTSTEP**



ARIZONA OFFICE OF  
**PROBLEM  
GAMBLING**

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

## DIRECTOR'S MESSAGE

This report is intended to give you an overview of the work the Arizona Office of Problem Gambling has been engaged in over the past year.

We are encouraged to see that more people are learning of, and participating in, treatment. It is gratifying to witness so many behavioral health providers decide to obtain training to treat problem gamblers and provide many new locations for clients to receive that treatment. The testimonials of people who have participated in treatment in Arizona indicate a high level of satisfaction. Representative samples of those testimonials are printed in this report.

The youth gambling symposium held in March drew rave reviews and we look forward to having problem gambling events such as this each year to highlight Problem Gambling Awareness Week. Save the date of March 3, 2008 for our next problem gambling symposium. Soon we'll post the entire 2008 training schedule on our website. Anyone interested in learning about the issues surrounding problem gambling is invited to register for any of these events.

Our partnerships with the casinos, the Lottery, the Arizona Department of Health Services, the Department of Racing, the Arizona Criminal Justice Commission, behavioral health organizations,

counselors, Gambler's Anonymous and others are of great value to us. We appreciate their assistance in getting the message out that there is help and hope for problem gamblers and those affected by another's gambling problem. We continue to reach out to other organizations to partner in prevention, education and treatment issues related to problem gambling. The media has demonstrated sustained interest in this issue, and we plan to build on that.

The casino self exclusion program continues to be an important tool in helping people who want to address the problems gambling is creating in their life. As you'll see in this report, we have also made enhancements to our help line —1-800-NEXT-STEP.

The assistance of our stakeholders in creating a strategic plan for our office continues to inform our direction. We thank you for your continued willingness to share your expertise and allow us to help you in your efforts to address the public health issue of problem gambling.

Sincerely,

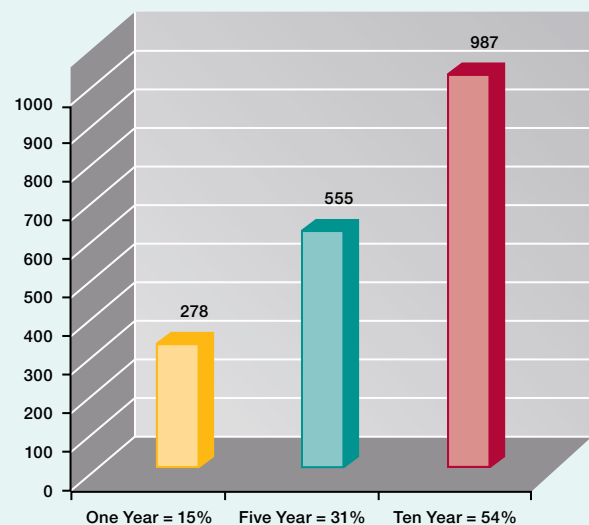


Rick Pyper  
Director, Arizona Office of Problem Gambling

## SELF EXCLUSION FROM CASINOS

As of September 30, 2007, 1000 men and 820 women are on the list of those who have voluntarily excluded themselves from Arizona's casinos. These individuals have signed an agreement that if they enter an Arizona casino during the period of their self-exclusion they can be cited for trespassing and will forfeit any winnings they receive. The following chart shows the number and percentage of those who chose the various self exclusion durations. While the total number of people on the self exclusion list has increased by 22% compared to this time last year, the gender and duration percentages have remained virtually unchanged.

### SELF EXCLUSION TOTALS



## WORKFORCE DEVELOPMENT

The Office provided 132 hours of basic and advanced training to behavioral health counselors during FY 2007, up from 72 hours in the previous fiscal year. Training events were very well received — 92% of the 149 different participants reported they were either “Very Satisfied” (64%) or “Satisfied” (28%) with the training. The Office of Problem Gambling also sponsored or participated in professional conferences for social workers, substance abuse counselors and marriage and family therapists.

While the Office invites all licensed behavioral health counselors in the State to attend our training events, we placed special emphasis this year on recruiting counselors from underserved areas in the state. We partnered with Flagstaff Medical Center to present training on general problem gambling knowledge to 19 participants, including social workers, marriage and family therapists, substance abuse counselors, professional counselors and a psychologist. They came from Tuba City, Sedona, Prescott, Tucson, Scottsdale, Phoenix and Flagstaff. As part of our outreach, we offer scholarships to rural behavioral health professionals who attend trainings in Pima and Maricopa Counties.

## WEBSITE

The Office website ([www.problemgambling.az.gov](http://www.problemgambling.az.gov)) continues to be a valuable resource for staff, contract providers, problem gamblers and those affected by problem gambling, Tribal Gaming Offices, media and the general public. The website contains information about problem gambling, press releases, contracting processes and treatment provider information. In FY 2007, 1,379 visitors viewed the site.

A new feature of the website allows users to find contracted treatment providers by county statewide or by region within the Phoenix metropolitan area. Another improvement is a youth-focused section providing warning signs, general information and tips for parents and others concerned about youth gambling involvement. Planned future improvements include the creation of a media section to access press releases, Office interviews with media and timely information on problem gambling-related issues.

## HELP LINE ENHANCEMENTS

### CALLERS RECEIVE “WARM TRANSFERS” IN FY 2007

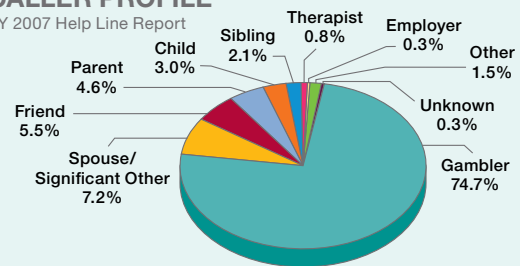
When people seek help by calling 1-800-NEXT-STEP, they may never be more ready to make contact with a problem gambling treatment counselor than they are at that moment. Starting July 1, 2006, help line specialists began asking callers if they would like to be directly transferred to a treatment provider. The help line specialist remains on the line to support the caller until contact is made with the treatment provider. In the first year of this new service, 201 people participated in this “warm transfer.” The service is designed to increase the likelihood that the caller will participate in problem gambling treatment services.

### TEST CALLS INCREASE QUALITY OF SERVICES

To help ensure the quality of our help line services, the Office has hired the Behavior Research Center (BRC), a local Phoenix agency, to conduct test calls each month. The Office trains callers at BRC in problem gambling and creates caller profiles, including from where in the state the call is to come. BRC reports on the call to the Office within 24 hours. Since inception, BRC has made dozens of such test calls. This quality assurance process has affirmed our belief that callers receive correct information and compassionate service when reaching out for help.

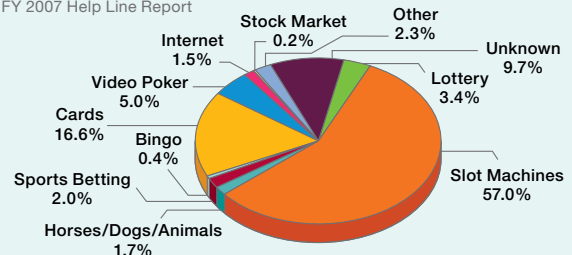
### CALLER PROFILE

FY 2007 Help Line Report



### GAMBLING ACTIVITIES CAUSING THE MOST PROBLEMS

FY 2007 Help Line Report



## RESPONSIBLE GAMBLING: ARIZONA CASINOS AND THE ARIZONA LOTTERY CONTINUE TO STEP UP

For the second year in a row, casinos were the number one place those who called 1-800-NEXT-STEP said they got the help line number. The commitment by tribal casinos to promote education and awareness regarding problem and underage gambling and related issues among employees, patrons and their communities continues to grow. Posting help line information on websites and taglines of advertising is the most notable area of increase in participation over the last year. Some websites now have responsible gambling information on every page. One casino places our "What is Problem Gambling" brochure in every hotel room.

The Arizona Lottery has added an entire section on "Help for Problem Gamblers" to their *Guide to All Games* brochure and has increased their responsible gambling message during times of intense interest in Lottery games when jackpots are high. Screens at over 2500 Lottery vendor sites continue to display the help line as one of the rotating slides.

## OUTREACH EFFORTS INCLUDE NEW EVENTS

The Office expanded its education outreach efforts to the following venues this past year:

- Women's Expo: attended by over 18,000 women 25-54 over a two day period
- 27th Arizona Indian Town Hall: the Office received a special invitation to attend this event
- 34th Annual Arizona Rural Health Conference: the Office staffed a booth and made a poster presentation
- Cinco de Mayo Phoenix Festival 2007: Spanish-speaking Gamblers Anonymous members assisted with this two-day event
- Arizona Adolescent Health Coalition: the Office had a poster presentation
- National Indian Gaming Association Annual Conference: the Office gave a responsible gambling presentation
- Hispanic Women's Conference: the Office distributed hundreds of brochures in English and Spanish

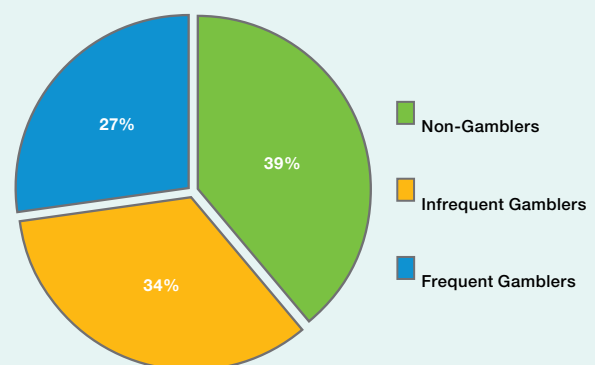
## NATIONAL INTEREST IN ARIZONA YOUTH GAMBLING

To kick off National Problem Gambling Awareness Week in 2007, the Office of Problem Gambling presented a symposium on Arizona youth gambling. Nearly one hundred people attended the one-day event held in Phoenix. International expert Dr. Jeff Derevensky of McGill University headlined the symposium and many break-out sessions on related issues were available as well.

During the past year, various states invited the Office of Problem Gambling to present the results of the 2006 Arizona Youth Survey. Representatives of the Office addressed this topic at problem gambling conferences in New Mexico, Missouri, Nevada, Washington and in Arizona at the Adolescent Health Coalition Conference and at this year's Arizona Indian Town Hall.

### ARIZONA YOUTH GAMBLING (8th, 10th and 12th Grades)

2006 Arizona Youth Survey



Frequent Gamblers = gambling at least once a month



25 problem gambling treatment locations as of Oct 1, 2007

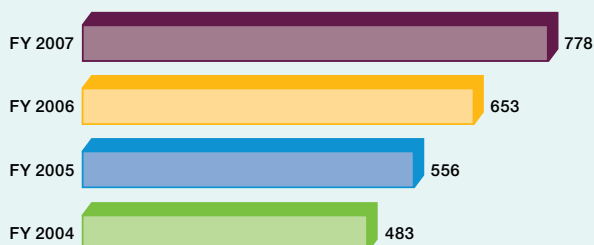
## TREATMENT

As a result of a continued focus on workforce development, the Office has been pleased to enter into contracts with 22 providers of outpatient problem gambling services as of October 2007 –

up from eight providers in November 2006. Of particular note has been the increased number of treatment resources in the Tucson/Pima County area, where the number of contracts has grown from two in November 2006 to nine in October 2007.

Along with steady growth in the number and location of treatment providers, the number of problem gamblers and those affected by problem gambling seeking treatment also continues to rise. Not surprisingly, the number of service hours delivered also shows dramatic increases.

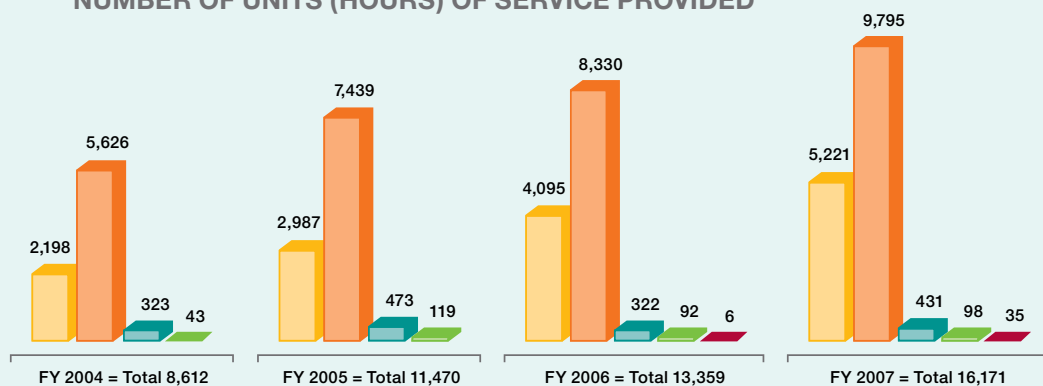
### NUMBER OF PERSONS RECEIVING OUTPATIENT PROBLEM GAMBLING TREATMENT



### NUMBER OF UNITS (HOURS) OF SERVICE PROVIDED\*

- Individual
- Group
- Family
- Phone
- Outreach

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



In response to the tremendous growth of contracted providers, service hours being performed and number of persons seeking treatment, the Office is in the process of revamping our data collection and analysis process. Once the transition to the new system is complete, the Office will be in a position to base funding on performance and outcome measures achieved by our contracted providers. This will provide additional levels of accountability and assurance that the Office is serving Arizona with effective, efficient and high quality services.

## TESTIMONIALS

The following comments were received by the Office in client satisfaction surveys:

- “I was such a mess with all of the financial problems I had related to gambling. The seizures, insurance companies and disability problems. Being here, participating in individual session and groups, has help me make a positive life change. I know that those in the group will be there for me. My experience is a life improvement.”
- “I was always treated with respect and care. This is a wonderful program to gain back my life and continue abstaining from gambling. Thank you.”
- “Overall a very positive experience – gave me perspective on how pervasive gambling is in our lives and how dangerous it can be to the family unit, as well as the community. Through this counseling, I’ve been able to hone in and focus on solving the problem through positive self talk and individual responsibility.”
- “This program saved my life.”

**OUR VISION IS TO :**  
SUPPORT A SUSTAINABLE  
CONTINUUM OF SERVICES THAT  
REDUCES TO A MINIMUM LEVEL  
THE IMPACT OF PROBLEM  
GAMBLING IN ARIZONA

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