

Michigan Department of Community Health, Behavioral Health and Developmental Disabilities
Bureau of Substance Abuse & Addiction Services
Annual Report for Fiscal Year 2010
Problem Gambling Services

State restricted revenue, to fund problem gambling services, comes from several sources: casinos, lottery, and race tracks. The following activities were undertaken across Michigan to address problem gambling.

Help-line – The toll-free Problem Gambling Help-line (800-270-7117) was continued. The purpose of the toll-free number is to provide assessments and to make referrals. The toll-free number was publicized in newspapers, literature, on MDCH website, and on the backside of lottery tickets.

During the fiscal year, the help-line received 40,887 calls. Of the approximately 5,000 calls related to gambling 971 were referred to Gamblers Anonymous or Gamanon (for those concerned about friends/family members with gambling problems) and 919 callers were identified as compulsive gamblers. 892 of the compulsive gamblers accepted referrals for help, including 843 who were referred to treatment providers. 17,277 calls were for lottery or casino information. The remaining calls were requests for other types of assistance, wrong numbers, or undetermined.

Treatment – A statewide network of approximately 70 licensed clinicians, who have both experience and special training in treating pathological gamblers and their families, were available to provide counseling services. These clinicians provided individual and group treatment; 494 individuals were admitted to treatment during the fiscal year. In addition, four coordinating agencies participated in pilots to provide problem gambling treatment services to 104 persons through the substance use disorder (SUD) service network.

Admissions to Problem Gambling Treatment in Michigan	
Region	No. of Clients
Wayne County, including Detroit	203
Detroit Metro (outside Wayne Co.)	175
East Region	46
West Region	64
Upper Peninsula (UP)	6
Northern & UP - SUD & Prbl Gambling	104
Statewide During FY 2010	598

Prevention – There were 140 requests for gambling literature fulfilled. In recognition of Problem Gambling Awareness Week in March, problem gambling screening and referral services were held on university campuses and 127 flyers were distributed to campuses statewide. Over 1,900 informational flyers were sent to bankruptcy courts, cash advance stores, casinos, churches, senior centers, schools, and others.

Speakers Bureau – This initiative provided 32 presentations on problem gambling and treatment resources that reached over 940 people.

Problem Gambling Resources – Materials are distributed by the Department of Community Health, Health Promotion Clearinghouse. During the fiscal year, 40,047 pieces were shipped. Topics include: If You or Someone You Know has a Gambling Problem, Senior Gambling, Sports Gambling, and Youth Gambling. Most are also available in Spanish and Arabic.



Materials are available free of charge and are intended for Michigan residents; order at www.healthymichigan.com or call 1-800-353-8227.

Some materials can also be downloaded at www.michigan.gov/mdch-bsaas, click on the link Resource Materials about Substance Use and Problem Gambling.

Advertising – There were more than 16.8 million Internet impressions (ads, banners, video, Facebook); 12 weeks of television spots, plus television and radio spots through the Michigan Cable Telecommunications Association (MCTA) and Michigan Association of Broadcasters (MAB); and four weeks of outdoor displays (billboards, posters, transit ads). The Gamble Responsibly website received more than 22,000 hits.

For more information about Problem Gambling: visit www.michigan.gov/mdch-bsaas and www.gamblersresponsibly.org.