

Annual Report for Fiscal Year 2018

Gambling Disorder Services

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

Help-line – The toll-free Gambling Disorder (GD) Help-line (800-270-7117) was continued. The purpose of the toll-free number is to provide crisis intervention, assessments and treatment referrals. The toll-free number was publicized on the MDHHS website, social media, radio, television, outdoor displays, printed casino literature, and on the backside of lottery tickets.

During the fiscal year, the help-line received 3,639 calls; with 3,115 being gambling related. Of the gambling related calls there were, 1,534 GD treatment referrals; 57 Gamblers Anonymous or Gamanon referrals and 64 referrals to the Disassociated Persons list. 1,443 calls were for lottery or casino information, while the remaining 524 calls were requests for other types of assistance, wrong numbers, or undetermined.

Treatment – A statewide network of 49 licensed clinicians, with both clinical training and experience in treating individuals and families affected by gambling disorder, were available to provide counseling services to 313 individuals admitted to treatment during the fiscal year; including 63 individuals from the Gambling Disorder Diversion Program.

Admissions to Gambling Disorder Treatment in Michigan	
Region	No. of Clients
Wayne County, including Detroit	116A
Detroit Metro (outside Wayne Co.)	124
East Region	29
West Region	42
Upper Peninsula (UP)	2
Statewide During FY & %	' %

Prevention – In recognition of Gambling Disorder Awareness Month, social media outreach campaigns were aligned with the 2018 Gambling Disorder Symposium theme, “A Holistic Approach to Gambling Disorder Treatment...Mind, Body and Spirit”. The symposium consisted of several workshops focusing on the treatment of Gambling Disorder with an emphasis on high risk populations, the growing epidemic of Gambling Disorder among youth & the use of Adverse Childhood Experiences (ACE) in treatment, treating Gambling Disorder with mindfulness and spirituality, Gambling Disorder and the criminal justice system and providing an insider’s view of Gamblers Anonymous through an open meeting.

Speakers Bureau – This initiative provided 28 presentations on Gambling Disorder and treatment resources that reached over 1,600 people.

Gambling Disorder Resources – Materials are distributed by the Department of Health and Human Services Promotion Clearinghouse. 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/bhrecovery, click on the link [Resource Materials about Substance Use and Problem Gambling](#).

Advertising – There were 52 weeks of television spots, plus television and radio spots through the Michigan Cable Telecommunications Association (MCTA) and Michigan Association of Broadcasters (MAB). Eight weeks with the Detroit and Grand Rapids transit programs; and twenty weeks of outdoor displays (high-impact visuals near Michigan casinos). Google Ads/YouTube delivered 1,195 clicks from Gambling Disorder searches and 83,862 video views, Pandora and othre interactive media garnered over 68,027 clicks to the Gambling Disorder website. The Gamble Responsibly website received more than 28,500 visits.