

Annual Report for Fiscal Year 2019

Gambling Disorder Services

State restricted revenue, to fund Gambling Disorder services, comes from the Michigan Gaming Control Board and the Michigan State Lottery. The following activities were undertaken across Michigan to address Gambling Disorder.

Help-line – The toll-free Gambling Disorder Help-line (800-270-7117) was continued with increased staff to ensure 24/7 availability. The purpose of the toll-free help-line is to provide crisis intervention, assessment and treatment referrals. The help-line was publicized on the MDHHS website, social media, radio, television, outdoor displays, printed casino literature, and on the backside of lottery tickets.

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 374 individuals admitted to treatment during the fiscal year, including 63 individuals from the Gambling Disorder Diversion Program. Of the 1,341 gambling related calls received during FY19, 374 were referred to treatment, 290 were referred to Gamblers’ Anonymous and/or Gam Anon, 205 were inquiries for the Disassociated Person’s List and 570 received in the moment crisis intervention. The remaining calls consisted

Admissions to Gambling Disorder Treatment in Michigan	
Region	No. of Clients
Wayne County, including Detroit	114
Detroit Metro (outside Wayne Co.)	164
East Region	33
West Region	56
Upper Peninsula (UP)	6
Statewide During FY 2019	373

of individuals seeking Gambling Disorder treatment who were referred to their health insurance provider for further assistance; as well as Lottery and casino inquiries, requests for other types of assistance and wrong numbers.

Prevention – In recognition of Gambling Disorder Awareness Month, social media outreach campaigns were aligned with the 2019 Gambling Disorder Symposium theme, “Gambling...How Do You See It?”. Symposium objectives included increased understanding of the enticement of gambling among culturally diverse communities, research-based data regarding gambling amongst youth and families, identifying issues associated with problem gambling in the military, differentiating between abstinence and 12 steps of recovery and providing an insider’s view of Gamblers Anonymous through an open meeting.

Gambling Disorder Prevention Coordinators were assigned to seven of the ten regional Prepaid Insurance Health Plans (PIHP), and the Inter-Tribal Council of Michigan. Their purpose is to increase Gambling Disorder awareness, reduce GD amongst youth and young adults by promoting available treatment options; promote parental utilization of the GD helpline, use existing prevention infrastructure to build and/or maintain partnerships to help support outreach efforts to underserved populations through evidence-based practices and reduce the stigma associated with GD.

Speakers Bureau – The initiative provided 29 presentations on Gambling Disorder and treatment resources state-wide.

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. They are 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 – 52 weeks of radio spots and television spots through Michigan Cable Telecommunications Association (MCTA) and Michigan Association of Broadcasters (MAB). Twenty-two weeks of outdoor displays (high-impact visuals near Michigan casinos). Google Ads/YouTube delivered 5,238 clicks from Gambling Disorder searches and 82,027 video views.