

Michigan Department of Health and Human Services Office of Recovery Oriented Systems of Care

Annual Report for Fiscal Year 2020

Gambling Disorder Services

State restricted revenue, to fund Gambling Disorder services, continue to come 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 41 licensed clinicians, with both clinical training and experience in treating individuals and families affected by gambling disorder, were available to provide counseling services to 312 individuals admitted to treatment during the fiscal year: including 34 individuals from the Gambling Disorder Diversion Program. 538 individuals were referred to treatment, 174 were referred to Gamblers’ Anonymous and/or Gam Anon, 205 were inquiries for the Disassociated Person’s List and 226 received in the moment crisis intervention. The remaining calls consisted 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.

Admissions to Gambling Disorder Treatment in Michigan	
Northcare Network	4
Northern MI Regional Entity	10
Lakeshore Regional Entity	30
SW Michigan Behavioral Health	15
Mid-State Health Network	27
CMH Partnership of SE MI	15
Detroit-Wayne Integrated Health	92
Oakland	48
Macomb	48
Region 10	11
Statewide During FY 2020	312

The Detroit-Wayne Integrated Health Network was contracted to facilitate a Gambling Disorder Residential Treatment Pilot for individuals with a Gambling Disorder who require the highest level of treatment services. Through contract agreement, the Office of Recovery Oriented Systems of Care will support up to 30-days of residential treatment services per qualifying individual. The program is intended to address clients who require 24-hour, structured treatment and recovery activities.

Prevention – In recognition of Gambling Disorder Awareness Month, social media outreach campaigns were aligned with the 2020 Gambling Disorder Symposium theme, “The Changing Face of Gambling”. Symposium objectives included summarizing the Strategic Prevention Framework and how it can be applied to GD Prevention in a community; analyzing the connection and risk of progression from gaming to gambling; examining why schools should address the issue of Gambling Disorder and discuss the use of evidence-based curriculum to change attitudes toward gambling; discussing the prevalence of comorbid disorders among treatment-seeking disordered gamblers; learning various types of recovery paths, and providing an insider’s view of Gamblers Anonymous through an open meeting.

Gambling Disorder Prevention Coordinators began their work to increase Gambling Disorder awareness, reduce GD amongst youth and young adults and increase GD helpline utilization.

Northcare – Serves Michigan's Upper Peninsula. Northcare has implemented a regional Gambling Disorder needs assessment and expanded workforce capacity for both gambling prevention and treatment across the Upper Peninsula. Existing prevention infrastructure allowing for immediate utilization of the Strategic Prevention Framework and a seamless flow of information between NorthCare Network, the media, local coalitions and agencies.

Northern Michigan Regional Entity – Serves the twenty-one (21) counties in Northern Lower Michigan. It is jointly owned by five-member Community Mental Health Service Programs (CMHSPs) which provide mental health services and supports to individuals with a mental health diagnosis or an intellectual disability. Their goal is to increase awareness of responsible gambling, support promotion of Gambling Disorder Help-line and treatment services and create of a regionally focused media campaign specific to Northern Michigan youth.

Lakeshore Regional Entity – Serves the seven-county region of Allegan, Kent, Lake, Mason, Muskegon, Oceana, and Ottawa counties. Utilizing the Strategic Prevention Framework, Lakeshore has created a Gambling Disorder needs assessment, developed treatment capacity. and successfully implemented the following:

- Incorporated a Gambling Disorder screening during intake for Pine Rest Recovery Management.
- Facebook ad, directing Michigan residents to District Health Department #10 gambling webpage, received 24,000 views, 1,525 post clicks and 84 link clicks.
- Gambling content distributed in 200 substance abuse packets, 500 family meal bags: 150 gambling prevention packets, and 500 gambling bookmarks.
- School and community in person group preparation once allowed under COVID-19 guidelines.

Southwest Michigan Behavioral Health – Serves the eight-county region of Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren. Southwest Michigan Behavioral Health utilizes a multi-phase approach by coordinating efforts with local leaders, task forces, and coalitions to reduce the negative impacts associated with Gambling Disorder by:

- Conducting a readiness assessment study using the Tri-Ethnic Center for Prevention Research Model
- Increasing gambling disorder screening at key treatment access points.
- Developing and implementing evidence-based multi-media regional Gambling Disorder awareness campaign.
- Trained relevant staff about the signs, symptoms, and treatment of Gambling Disorder.
- Expanded capacity of regional services to treat gambling disorder.
- Developing sustainable gambling disorder prevention and treatment efforts.

Mid-State Health Network – Serves 21 rural and urban counties in Michigan’s lower peninsula. Mid-State has conducted a regional Gambling Disorder needs assessment and prevalence study focusing on youth and comorbidity. Aggregate data will be used for further planning and development of Gambling Disorder services. To date, Mid-State has received data from 1128 youth participants of prevention programs. Mid-State Health Network will continue to:

- Implement gambling disorder screening of all clients entering SUD treatment.
- Create contractual opportunities for Gambling Disorder training and development for providers working with youth related programs.

CMH Partnership of Southeast Michigan – Serves the four-county region of Lenawee, Livingston, Monroe and Washtenaw. CMH Partnership has successfully implemented the Gambling Disorder assessment tool NORC Diagnostic Screen for Gambling Disorders (NODS) Control, Lying, and Preoccupation (the “CLiP”) during initial client assessment and intake, and have sustained a compliance rate of 95% throughout the Fiscal Year. CMH Partnership of Southeast Michigan will continue to:

- Utilize the Strategic Prevention Framework, organize a regional gambling disorder workgroup charged to engage in problem identification, conducting a region wide needs assessment; determine capacity and high-risk areas of need utilizing data driven decisions and strategies; and identify evidence-based practices to address local needs.
- Provide information to the general population and specific targeted groups on the impact of problem gambling and access to helpline and treatment.
- Expand the capacity for treatment providers within the regional boundaries.
- Ensure appropriate training on gambling disorders and use of assessment tools are incorporated into screening and assessment practices across the region.

Detroit-Wayne Integrated Health Network (DWIHN) – Serves all of Wayne County. Detroit-Wayne has partnered with the Center for Youth and Families (CCMO), Empowerment Zone Coalition (EZC) and Leaders Advancing and Helping Communities (LAHC) to develop a prevention program that increases Gambling Disorder awareness. Detroit-Wayne is utilizing existing coalition prevention infrastructure to strengthen partnerships and enhance the community approach to Gambling Disorder. Detroit-Wayne has successfully created a gambling prevention social media campaign comprised of 3 videos, reaching 204,202 people.

Inter-Tribal Council of Michigan – The Prevention Coordinator designated by the Inter-Tribal Council of Michigan (ITC), Tribal Gambling Disorder Prevention, Screening and Treatment (TGD) Initiative will provide evidence based and culturally responsive gambling disorder services to American Indian/Alaskan Natives (AI/AN) ages 12 and older who are enrolled members of the twelve federally recognized tribes in Michigan, members of other federally recognized tribes, and non-Native family members and descendants living within the collective 51 county service area of the participating tribes.

Gambling Disorder Training – In FY20, 40 clinicians completed the 30-hr basic Gambling Disorder training. Trainings on Gambling Disorder, and other behavioral health issues directly associated with Gambling Disorder, were provided throughout the fiscal year including Gambling Disorder and youth, gaming, military/veteran communities and domestic violence.

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 – Primary objective, urge people with a potential gambling disorder, and their families, of to call the Helpline or visit the website for more information. Secondary objective encourage healthcare workers who work with people who suffer from gambling and/or other use disorders, to attend the Gambling Disorder symposium. Primary target, Michigan residents aged 21-64 with or related to someone with Gambling Disorder. Secondary target, Michigan youth aged 13-21 who play or have access to online games.

52 weeks of radio spots and television spots through Michigan Cable Telecommunications Association (MCTA) and Michigan Association of Broadcasters (MAB). 12 weeks of sports programming. 24 weeks of Connected TV (Smart TV, Roku, Sling, Amazon, Xfinity, etc.). 12 weeks of outdoor displays (high-impact visuals near Michigan casinos). YouTube and Google Ads. 15 weeks of Gas Station TV in 801 total gas stations on 9,226 screens. 36 weeks of social media.