



1♥800♦GAMBLER

THE PROBLEM GAMBLERS HELP NETWORK OF WEST VIRGINIA

ANNUAL
REPORT
SFY *
2017

* State fiscal year = 7/1/16 - 6/30/17

CONTENTS

PROBLEM GAMBLING IN WV	3
THE COST	4
PREVENTION	5
HELPING WV RECOVER	6
RETREATMENT	7
FOLLOWING UP	8
COUNSELOR NETWORK	9
PARTNERSHIP WITH NCPG	10
OUTREACH, EDUCATION, & MARKETING	11
WEB PRESENCE	12
NATIONAL AWARENESS MONTH	13
OUTDOOR ADVERTISING	14
FINANCIALS/STAFF	15

FIRST CHOICE

First Choice Health Systems has operated the statewide prevention and treatment program for problem gambling in West Virginia since 2000. In that time, the program has helped thousands of West Virginians and their family members find recovery from problem gambling. We've also worked throughout the state to educate residents on responsible gambling and the warning signs of addiction.

Over the past several years, FCHS continues to adapt and grow so that it can identify and serve the needs of West Virginia. Our organization continues to add programs and services and currently runs a number of other social service helplines that include: West Virginia's Substance Abuse and Behavioral Health Helpline, Tobacco Quit line, Suicide Lifeline, Health Insurance Helpline in addition to Pennsylvania's Addiction Helpline and Virginia's Problem Gambling Helpline.

FCHS strives to provide the best training possible to our organization's Helpline Specialists and is excited to announce that this year it became the first accredited helpline in West Virginia through CONTACT USA. The accreditation is a rigorous process involving fiscal and governance analysis and extensive site visits to ensure proper physical infrastructure and staff training. Overall, First Choice took over 20,000 helpline calls in 2017 and continues to provide high quality helpline services to West Virginia and surrounding states.



PROBLEM GAMBLING IN WEST VIRGINIA

**1% OF ADULTS ARE PATHOLOGICAL GAMBLERS, AND ANOTHER
2-3% SHOW SYMPTOMS OF PROBLEM GAMBLING.**

According to the National Council on Problem Gambling

Looked at in terms of our population, we can estimate that as many as
72,000 WEST VIRGINIANS are dealing with this disorder.

It is unlikely that West Virginians suffer from problem gambling any less than the national average. According to WalletHub, West Virginia ranks 4th nationwide in "Most Gambling Addicted States" based on several metrics, including gambling availability and lottery sales.

THE COST

Problem gamblers and their families suffer from several negative consequences

Problem gamblers have consistently been found to have a high rate of psychiatric symptoms and suicide. The World Health Organization attributes 5% of suicides to gambling addiction.



As many as 73% of problem gamblers also are problem drinkers.¹



38% were found to have a drug abuse disorder.¹



Smoking rates among gamblers are as high as 60%.¹



As many as 65% of marriages involving a problem gambler will end in divorce.²



As many as 50% of problem gamblers commit crimes to support continued gambling.³

¹ = source: National Epidemiologic Survey on Alcohol and Related Conditions (NESARC)

² = source: Rehab International

³ = source: Blaszczynski, A., McConaghy, N., & Frankova, A.



PREVENTION

THE FIRST STEP IN CURBING PROBLEM GAMBLING IS TO PREVENT THOSE WHO GAMBLE FROM DEVELOPING UNHEALTHY GAMBLING HABITS.

On the **CAMPUS**

This year, we continued a collegiate problem gambling prevention initiative.

Representatives from West Virginia University, West Virginia State University, and Marshall University received training on gambling addiction and best practices in prevention. They conducted on-campus outreach, including media interviews, exhibits, classroom presentations, and distribution of educational material.

In the **COMMUNITY**

This year, we partnered with several different groups to offer prevention centered activities.

These included Martinsburg Renew, Kanawha Communities that Care, Putnam Wellness Coalition, Youth Services Systems, WV Alzheimer's Association, and several local schools.

To the **FUTURE**

Next year, we plan to offer statewide trainings to prevention professionals to encourage them to include problem gambling education as part of their current prevention efforts.

We also plan to work with Students Against Destructive Decisions (SADD) chapters throughout the state to educate middle and high school students on the dangers of problem gambling.

HELPING WEST VIRGINIA RECOVER

WEST VIRGINIA RESIDENTS CALL 1-800-GAMBLER OR VISIT 1800GAMBLER.NET FOR A VARIETY OF SERVICES.

Services we offer include: screening people for pathological gambling, educating people on treatment options available that include face-to-face counseling and group therapy, sending self-help literature, and lastly helping to coordinate treatment with the various counselors and groups across the state.

We offer three counselor-led support groups. They provide gamblers and their loved ones another level of support in the Charleston, Morgantown, and Martinsburg areas. The support groups offer fellowship, a sense of empowerment, coping skills, and training. This year, 15 new participants joined. We also maintain active lists of all Gamblers Anonymous and Gam-Anon (for loved ones of gamblers) groups statewide.

Throughout 2017, 894 people called the helpline to receive one of the previously mentioned services. Of those, we actively helped 493 either set up their treatment or provided them with specialized literature on dealing with gambling addiction. We also list treatment options and self-help information on our website. Additionally, another 714 people visited 1800GAMBLER.NET to use our screening tool for pathological gambling. In the 6 months that the screening tool was available on the website, 491 people met the criteria of having a gambling problem and 223 people were concerned that a family member met the criteria.

We do an extensive, conversational initial intake. Then we keep in touch.

Follow-ups keep people in recovery.

Many of our calls come from the loved ones of problem gamblers. We offer support, guidance, and treatment for them as well so that the family can heal.



re^{re}treatment weekend

For over 10 years, we have hosted an annual reTreatment Weekend for problem gamblers and their families at area pastoral centers. This event offers 2 ½ days of intense treatment, fellowship, and education to those affected by gambling addiction. Sessions are taught on forming support groups, relapse prevention strategies, stress management, debt management, coping skills, and many more related topics. Network counselors are present to provide individual, couples/ marital, and family counseling.

This year, 29 problem gamblers and their loved ones participated in the event, hosted in the beautiful Bishop Hodges Pastoral Center in Huttonsville.

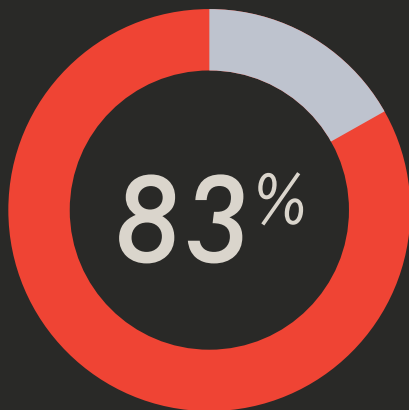


FOLLOWING UP

WITH OUR CALLERS

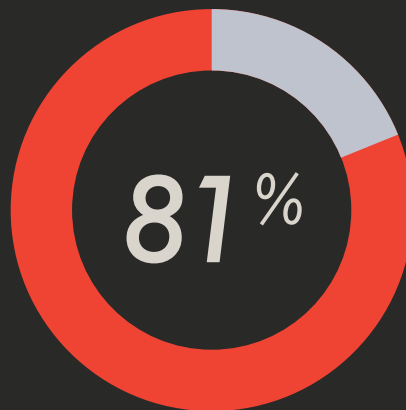
Using the Problem Gamblers Help Network has proven to make a major difference for those wanting to overcome gambling addiction.

Follow-ups with helpline callers show positive results:



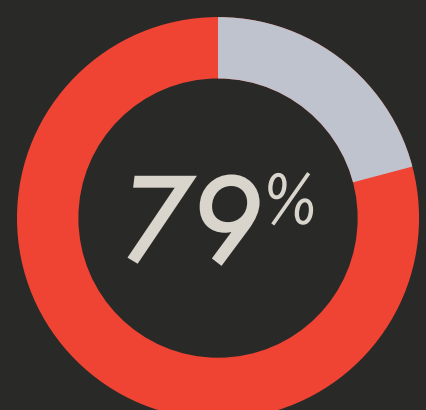
AT 3 MONTHS

83% OF CALLERS HAD
STOPPED OR DECREASED
GAMBLING



AT 6 MONTHS

81% OF CALLERS HAD
STOPPED OR DECREASED
GAMBLING



AT 1 YEAR

79% OF CALLERS HAD
STOPPED OR DECREASED
GAMBLING



COUNSELOR NETWORK

Our vast network of counselors has been a key to our success. It allows us to quickly link callers with treatment. When a caller reaches our helpline and agrees to an intervention, we arrange the first appointment with a counselor. We pay for the initial assessment, and then continue to pay for treatment if the caller does not have insurance or the ability to pay. We work with our network counselors to monitor their progress through clinical notes and follow up calls.

Our commitment is to have a provider within 30 miles of each West Virginia resident, so no one has to go far for treatment. We now have over 70 counselors in our treatment network. This year alone, we welcomed 23 new counselors! At our annual advanced training for current network counselors, we offered 16 hours of training to 29 network counselors. We provided each counselor with specialized training in problem gambling addiction and provided continuing education units in psychology, social work, or professional counseling.



We also provided several counselors with training on First Choice Service's Adaptive Telehealth Platform. This will enable them to provide convenient, HIPAA-secure counseling services to helpline callers who are unable to travel for treatment.

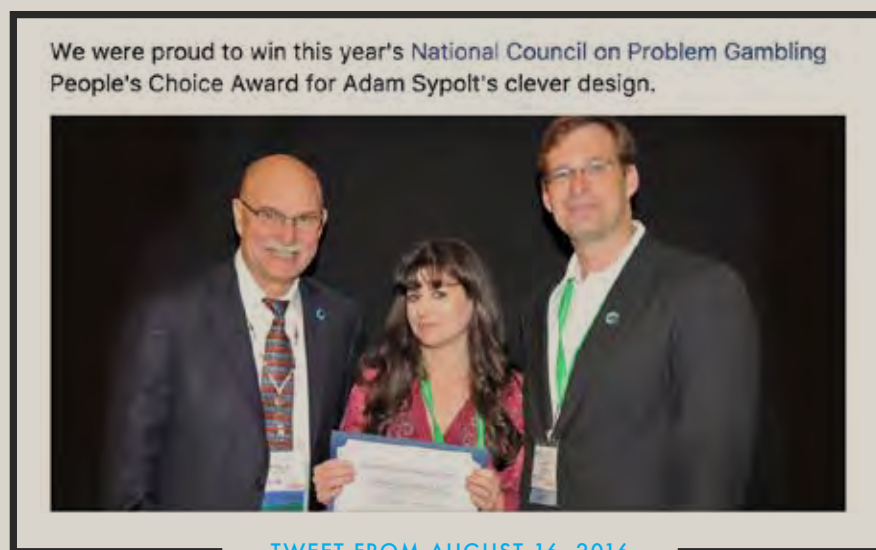
Our counselors are also an active part of our outreach efforts. Many of them screen every new client for gambling addiction, attend exhibits on problem gambling at local fairs, conferences or casinos, promote our program through news outlets, and distribute educational material throughout their community.

PARTNERSHIP WITH THE NATIONAL COUNCIL ON PROBLEM GAMBLING

We continue to work closely with the National Council on Problem Gambling. Program Director Jennifer Davis-Walton is on the National Helpline Committee, the National Prevention Committee, and the Special Populations Subcommittee for Prevention. She is also active with the Association of Problem Gambling Service Administrators (APGSA).

We attended the National Conference on Problem Gambling in July, 2016. Our staff received continuing education units that allowed them to keep their status as Nationally Certified Gambling Counselors. We showcased our strong network of counselors by presenting a workshop for other state representatives on how to build and maintain a base of qualified treatment professionals.

We also won the People's Choice Award for one of our advertising designs.





OUTREACH, EDUCATION & MARKETING

With all of the services we offer, we will continue to look for more ways to reach more people.

WEB PRESENCE

MORE THAN 8,000 PEOPLE VISITED 1800GAMBLER.NET THIS YEAR.
 THAT'S 35% MORE THAN LAST YEAR.



Social Media

In addition to our website, we also have a very active social media presence that helps to educate and promote the services we provide. Last year, 35,945 people learned about us on Facebook and another 38,224 were reached through Twitter.



Lie/Bet Screening

Beginning in December, we added the Lie/Bet Questionnaire to our website. It is a two-question screening tool for pathological gambling. The two questions were selected from the DSM-5 criteria for pathological gambling because they were identified as the best predictors of pathological gambling. Answering yes to either question indicates a possible problem and need for further assessment.



Geofencing

We used targeted mobile marketing to reach those who need us most. Using geofence technology, we sent mobile advertisements to people who visited video gambling establishments. We also provided information on our program to those in the state who were looking for information online about problem gambling, or who were visiting online gambling sites. This campaign lasted two months, and resulted in 3,885 people visiting our website to learn more about our program.

NATIONAL PROBLEM GAMBLING AWARENESS MONTH

MARCH 2017

Proclamation by Governor Jim Justice

Now, Therefore, Be it Resolved that I, Jim Justice, Governor of the State of Virginia, do hereby proclaim **March 2017** as:

Problem Gambling Awareness Month

in the Mountain State and encourage all citizens to recognize the social and financial

This year, we worked to earn media stories about problem gambling. Twenty-eight stories were published or aired about our program.



National Problem Gambling Awareness Month

March is national problem gambling awareness month, and a statewide problem gambling treatment group is urging residents to get screened if they have ever been concerned about their gambling.

www.1800gambler.com

During National Problem Gambling Awareness Month, we increased our outreach activities to reach more people. We held a one-hour online "Gambling Addiction 101" training for helping professionals to teach them how to screen for problem gambling. We visited many of the comprehensive mental health centers in the state to teach them about screening. We were interviewed by several radio and television stations, and newspapers. We mailed over 3,000 brochures to medical and mental health centers.

We attended more than 67 events to educate the public about problem gambling prevention. These included health fairs, professional conferences, visits to casinos, and social service and mental health agencies.





WE ANALYZE REFERRAL SOURCES TO DETERMINE THE MOST EFFICIENT MODE OF OUTREACH. WE HAVE CONSISTENTLY FOUND THAT USING BILLBOARDS IS ONE OF THE MOST COST-EFFECTIVE WAYS TO SPREAD OUR MESSAGE.

Check out our signage at the WVU game today!



TWEET FROM OCTOBER 22, 2016

We partnered with West Virginia University's athletic program to reach out to college students and those attending WVU sporting events. Information on our program was printed in the WVU Football and WVU Men's Basketball Fan Guides. Over 45,000 copies were distributed!

FINANCIALS*

Salaries and Wages	\$617,137
Payroll Taxes and Employee Benefits	\$51,622
Contracted Services	\$50,967
Advertising and Public Information	\$208,186
Training and Education	\$93,047
Treatment	\$147,140
Office Expense	\$182,572
Depreciation	\$29,164
Other Costs	\$52,868
TOTAL EXPENSES	\$1,432,703

* = figures represented are unaudited

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THE PROBLEM GAMBLERS HELP NETWORK OF WEST VIRGINIA



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