

1♥800♦GAMBLER

The Problem Gambling Help Network of WV

Annual Report

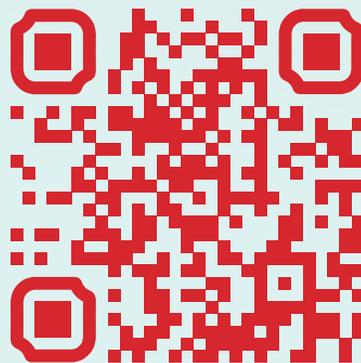
SFY 2021

FREE CONFIDENTIAL TREATMENT

**HAD
ENOUGH?**

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wv problem gambling help



FREE CONFIDENTIAL TREATMENT

Intro

Fiscal Year 2021 was a busy period for the Problem Gambling Help Network of West Virginia (PGHNWV). It was full of changes, challenges, growth and accomplishments. The 1800GAMBLER helpline experienced a 37% increase in intakes. The primary form of problematic gambling cited was limited video lottery terminals (electronic gambling machines outside of casinos, typically in bars and restaurants), as it has been for many years. However, for the first time, the form of gambling that has historically been the second highest cited, slot machines in casinos, was edged out by those who are gambling on sports, primarily on mobile devices. Those who are using mobile devices to play online casino games (iGaming) increased significantly. Helpline callers are offered immediate crisis counseling and referrals for a free, private consultation with a PGHNWV network clinician. PGHNWV provides additional treatment funds for those who cannot pay for more sessions. This year, PGHNWV has expanded telehealth services, along with other telephone and online support services. PGHNWV also offered a weekly in-person support group, two Recovery Day events, and one Weekend Retreat event.

PGHNWV's relationship with First Choice Services (FCS) the company contracted to operate the program, has provided many opportunities for growth. FCS continues to grow and now operates 15 helplines and programs, with nearly 100 staff members and collective call volume in excess of 100,000 calls per year. These programs are primarily targeted to West Virginians and offer assistance for mental health counseling, tobacco cessation, substance use disorder treatment, suicidal ideation, crisis counseling, social services, Affordable Care Act health insurance enrollment, employment barriers, and much more. PGHNWV staff work closely with other FCS staff to provide them with information on how to access help for their callers who are experiencing problem gambling. FCS is additionally contracted to provide helpline services for the Virginia Council on Problem Gambling.

This year, PGHNWV generated 40 earned media stories, presented at 69 conferences and seminars, exhibited information on problem gambling at over 100 sites, awarded 19 new prevention subgrants, and hired four new helpline coordinators. PGHNWV Program Coordinator Lisa Lewis initiated several partnerships to provide continuing education units on gambling addiction, resulting in 85 hours of professionally accredited training. She also obtained accreditation for PGHNWV to provide certified training through the International Gambling Counselor Certification Board (IGCCB). PGHNWV is recognized as a leader in the provision of gambling addiction services, and has added several valuable national partnerships this year. Program Director Jennifer Davis-Walton chaired the National Council on Problem Gambling Helpline Committee and contributed to several national initiatives. She is also on the National Association of Administrators for Disordered Gambling Services (NAADGS) board. Marketing Director Sheila Moran provided an in-service for the Helpline Committee on how to increase targeted outreach efforts. Program Coordinator Maricel Bernardo is active in the Prevention Committee for the National Council on Problem Gambling.

Staff

Lata Menon, MSW, LGSW, CEO

David Sheppard, CPA, CFO

Jennifer Davis-Walton, MA, ICGC-II, Program Director

Lisa Lewis, MSW, LGSW, Program Coordinator

Maricel Bernardo, MSM-HCA, Program Coordinator

Sheila Moran, MSW, LSW, ICGC, Director of Marketing

Adam Sypolt, Media Coordinator

Kay Goff, Office Manager

Tammy Samms, Accounting Assistant

Heather Downey-Payne, Helpline Coordinator

Kriston Vanhorn, Helpline Coordinator

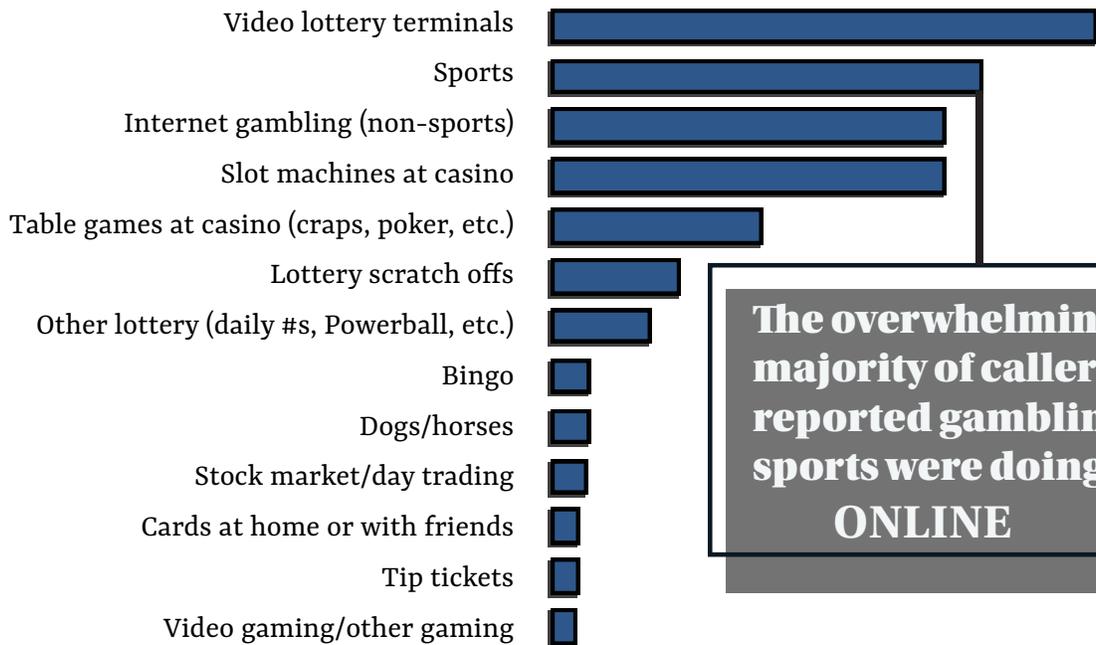
Gina Lancianese, Helpline Coordinator

Samantha Perry, Helpline Coordinator

Helpline Data

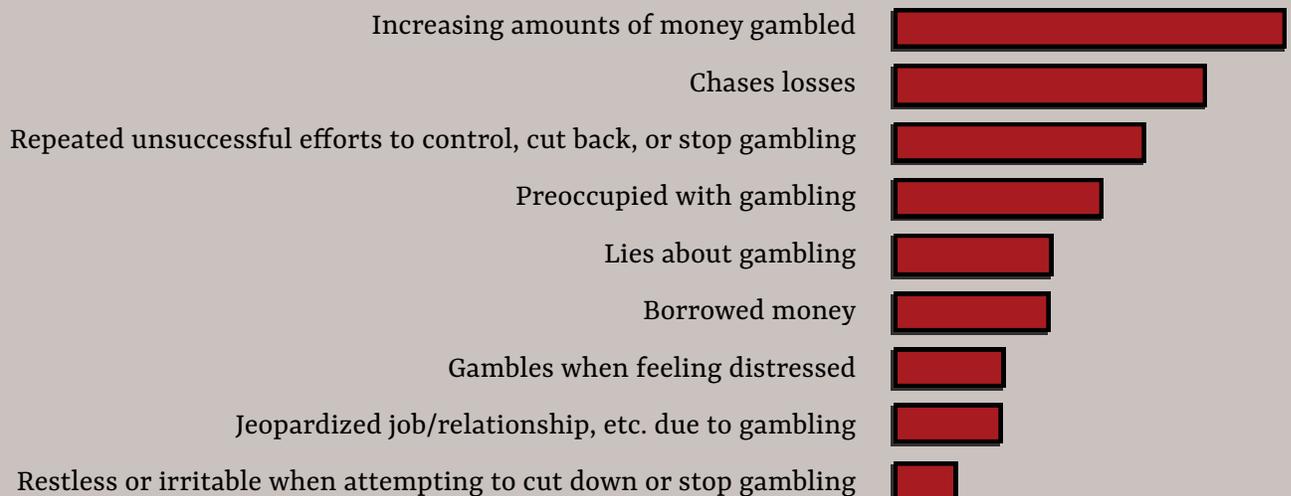
The 1800GAMBLER telephone, text, and chat services are staffed 24/7. This year, over 1,000 people contacted the helpline and 651 of those completed an intake. The following is data from callers who provided information during the intake:

Most frequently cited types of gambling:



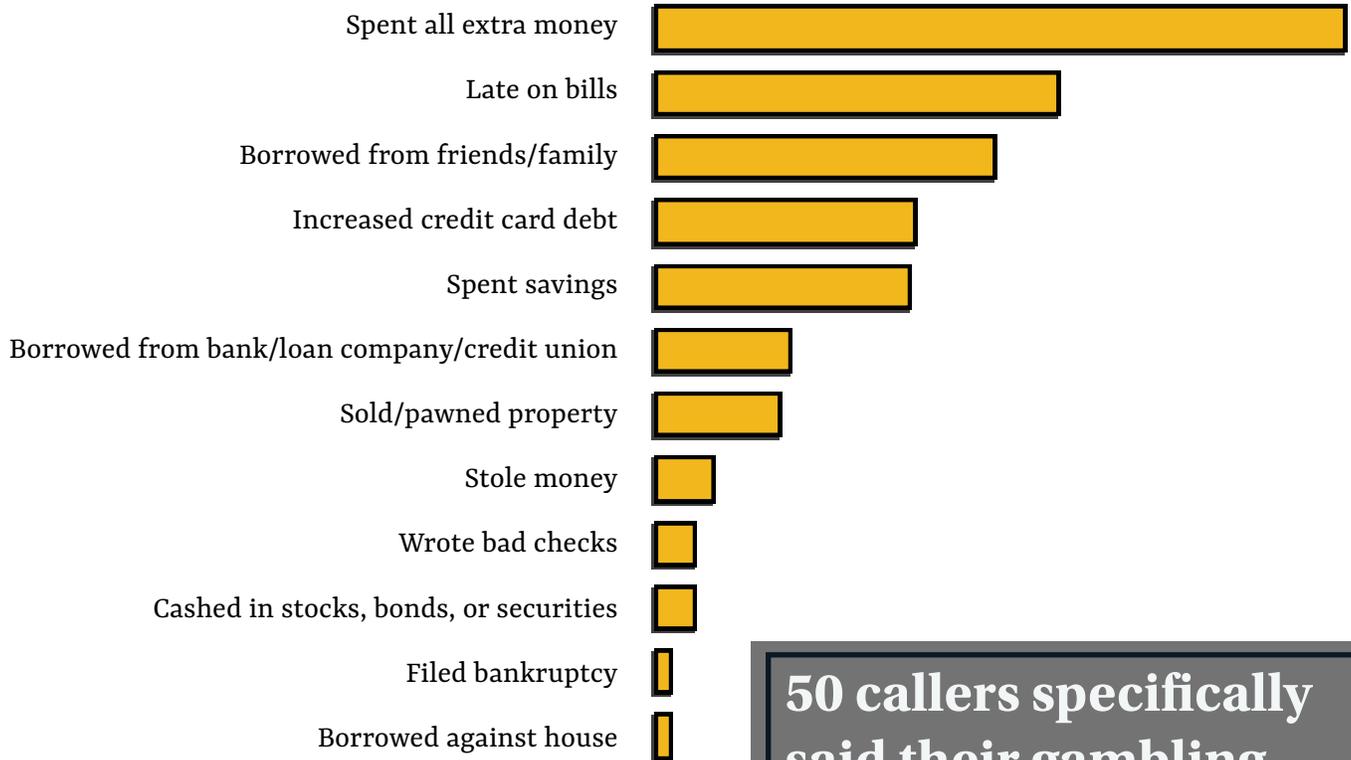
The overwhelming majority of callers who reported gambling on sports were doing so ONLINE

Most frequently mentioned symptoms of gambling disorder mentioned by helpline callers:



Helpline Data

Most common types of financial problems experienced by helpline callers:



50 callers specifically said their gambling was influenced by pandemic stress

128 callers said they believed their problem gambling was prompted by an early big win

73 callers said they developed an addiction after less than a year of gambling

Treatment Services

Private Counseling

All callers experiencing problem gambling or concerned about the gambling of a loved one are offered free consultation with a PGHNWV network counselor. This year, 66 people attended an initial consultation. Those who were unable to pay for additional sessions were offered funds to attend up to 20 therapy sessions.

Support Groups

PGHNWV offers a bi-weekly online wellness call for anyone who wishes to stop gambling or is in recovery. The wellness call is a combination of support group and therapy process group. It is led by Dr. Heather Chapman, Director of the Louis Stokes Cleveland Veterans Administration Medical Center Gambling Addiction Treatment program and clinical PGHNWV staff. There were 32 participants this year, many of them attending each group. Examples of topics addressed include mindfulness, recognizing stressors, and triggers and appreciation.

PGHNWV offers a weekly in-person therapy group in Morgantown, West Virginia. This free group is led by Kathy Servian and Vickie Hoffman, PGHNWV network clinicians. There were 20 participants last year, many of whom attended regularly.

There are currently five Gamblers Anonymous groups in West Virginia. PGHNWV provides each caller information on these meetings.

PGHNWV offers callers information on other daily support groups, including online and telephone Gamblers Anonymous meetings.

More Resources

Helpline callers are offered many other free resources, including a self-help workbook; information on self-exclusion; credit counseling and debt relief referrals; access to software that blocks gambling sites from computers and mobile devices; and referrals for psychiatric, counseling, or social services for comorbid conditions.

This year, 380 helpline callers accepted at least one resource



Home > Industry > Problem Gambling Help Network o...

Problem Gambling Help Network of WV Offers GamBan App Free

By Julie Moraine | Published June 2, 2021 |

- Self-exclusion specialist GamBan teamed with The Problem Gambling Help Network of West Virginia
- Under the agreement, anyone who accessed the problem gambling service will receive the self-exclusion app free of charge
- West Virginia continues to be among the states affected with problem gambling behavior

Retreatment Weekend



Pictured above are weekend retreat presenters and PGHNWV staff.

PGHNWV held a weekend retreat in May 2021. Participation was restricted due to COVID-19 to 15 attendees. The retreat featured 19 sessions covering topics such as spirituality, nutrition in recovery, and how gambling affects relationships.

Horses & Journeys:

Lessons From the Herd

Those recovering from gambling addiction often have difficulty with issues centering on trust and control which makes them well suited to enjoy the unique benefits of equine therapy. PGHNWV partnered with Red Barn Stables in St. Albans and On Eagles' Wings Equine Therapy in Fairmont to provide two equine-themed recovery events for helpline callers. These sessions also gave participants a chance to bond with others in their community who have experienced problem gambling.



Follow-Ups

PGHNWV offers follow-up services to all consenting callers. Those who do not attend an appointment, but request emailed or mailed resources, receive a call one week after their initial call. Those who attend an appointment get a reminder call before the appointment and a follow-up after their appointment. All callers can receive follow-up calls at three months, six months, and one year from their initial call.

One Year Recovery Status:

Gambling Behavior	
Not Gambling	57%
Decreased Gambling	24%
Increased Gambling	0%
Same	19%

Ability to Handle Problems:	
Better	100%
Same	0%
Worse	0%

How Do You Feel About Yourself:	
Better	93%
Same	7%
Worse	0%

Reduced Debt:	
Reduced	100%
No Change or Worse	0%

Relationship with Family:	
Better	75%
Same	0%
Worse	25%

Job Performance:	
Better	100%

Recreational Activity:	
Better	100%

Six Month Recovery Status:

Gambling Behavior	
Not Gambling	52%
Decreased Gambling	32%
Increased Gambling	0%
Same	16%

Ability to Handle Problems:	
Better	65%
Same	35%
Worse	0%

How Do You Feel About Yourself:	
Better	85%
Same	15%
Worse	0%

Reduced Debt:	
Reduced	88%
No Change or Worse	12%

Relationship with Family:	
Better	57%
Same	29%
Worse	14%

Job Performance:	
Better	100%

Recreational Activity:	
Better	100%

Three Month Recovery Status:

Gambling Behavior	
Not Gambling	54%
Decreased Gambling	37%
Increased Gambling	2%
Same	7%

Ability to Handle Problems:	
Better	87%
Same	9%
Worse	4%

How Do You Feel About Yourself:	
Better	91%
Same	7%
Worse	2%

Reduced Debt:	
Reduced	90%
No Change or Worse	10%

Relationship with Family:	
Better	64%
Same	14%
Worse	22%

Job Performance:	
Better	100%

Recreational Activity:	
Better	100%

Marketing

Billboards are one of the most common ways callers say they learned about the PGHNWV services. This year there were 74 billboards statewide with these messages:



— Tired of playing games? —
1♥800♦GAMBLER
wv problem gambling help



PGHNWV aired commercials during the NCAA basketball tournament that included ads during the games and digital ads on the network website. The campaign, "Started out Fun," emphasizes the difference between recreation and problematic gambling.

PGHNWV additionally produced a digital ad campaign that displayed ads to a target audience of people who are interested in gambling. The target audience included people visiting gambling websites, engaging with gambling content on Facebook, and visiting limited video lottery establishments (according to geolocation data). Nearly 14,000 people visited the 1800GAMBLER.net website as a result of this campaign.



—Had Enough?— 1♥800♦GAMBLER

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1-800-GAMBLER provides fast, free, confidential help for those struggling with problem gambling. We have a 24-hour helpline, referrals to gambling addiction specialists, support groups, and much more!

Signs of problem gambling:

- Trying unsuccessfully to cut back or quit
- Returning as soon as possible to regain losses
- Lying to family members or friends
- Feeling the need to bet more and more
- Gambling to escape problems
- Receiving a bailout from others
- Thinking about gambling often
- Jeopardizing relationships and/or opportunities
- Feeling restless or irritable when quitting

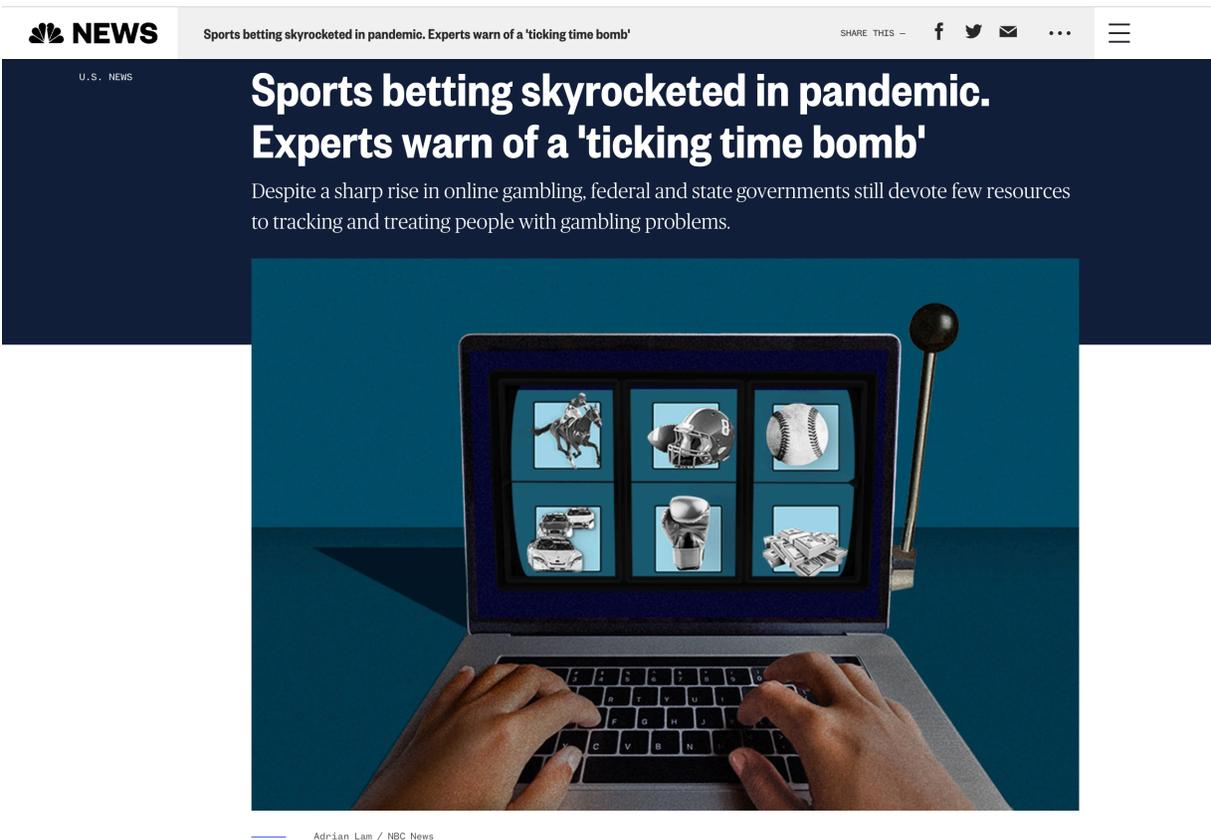


PGHNWV placed posters and drink coasters in restaurants, bars, video poker establishments, and gas stations. These posters were strategically placed at entrances, bathrooms, and next to gas pumps.

Outreach and Media

Community outreach is a key part of the program. PGHNWV staff presented information on gambling addiction to 69 groups, including professional conferences, civic clubs, and employee groups. PGHNWV staff distributed information at 16 community events, conferences, health fairs, schools, and medical and social service facilities. Educational and promotional materials were mailed to 288 individuals and organizations.

Work is performed all year to garner local media coverage of problem gambling, highlighting the program as a path to recovery. This year PGHNWV was responsible for generating more than 40 newspaper, radio, or television stories on gambling addiction in West Virginia, along with the national story pictured below. Additionally, Program Director Jennifer Davis-Walton was interviewed on “All In: The Addicted Gambler’s Podcast.”

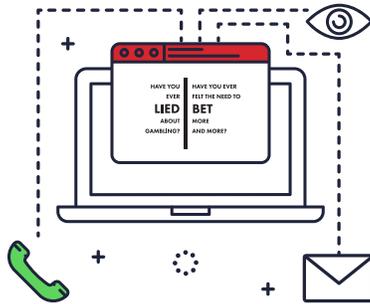


Jennifer Davis-Walton, Program Director, The Problem Gambling Help Network of West Virginia

“Our calls are more intense, meaning that they have hit rock bottom quick,” said Walton. “It’s people contemplating suicide. We’ve gotten those before, but now it’s more often that people are just at their very, very end and it’s because they can do it all the time and anywhere.”

Website

The PGHNWV website, 1800GAMBLER.net, had 86,000 unique visitors this year, a 152 percent increase from last year. Online presence is optimized and the program is often at the top of search results for West Virginians seeking help with a gambling problem. Website users can chat online 24/7, search for treatment resources in their area, and view self-help material.



Highlighted on the website is an interactive Lie/Bet Questionnaire, which is a two-question screening tool for Gambling Disorder. Answering “Yes” to either question indicates a possible problem and a need for further assessment. Of the 1,278 people who used the tool, 1,023 said they or their loved one had lied about their gambling and 1,159 said they or their loved one felt the need to increase their bets. Sixty-six percent (66%) of respondents indicated they were seeking help for themselves, with the remainder indicating they were seeking help for a loved one.

All nine symptoms of Gambling Disorder are listed in a separate interactive quiz. Of the 1,199 people who took this quiz to evaluate their symptoms, almost all reported at least one symptom.

The Problem Gamblers Help Network of West Virginia ...
 Published by Sheila Morgan · March 5 ·

Our Clinical Coordinator, Maricel, worked with [Governor Jim Justice](#)'s office to secure a proclamation about Problem Gambling Awareness Month. Did you know that at least 1/50 West Virginians have a gambling problem?

1,049 People reached 430 Engagements - Distribution

👍❤️ 21 6 Comments 8 Shares



Social Media

In addition to the website, PGHNWV also maintains also a very active social media presence that helps to educate and promote the services provided. PGHNWV has accounts on Facebook, Twitter, Instagram, and YouTube.

1800GamblerWV · 5/13/21 ...

Thank you [@Samuelhickman](#) for letting us talk about [#GamblingAddiction](#) at the WV NASW conference. Can't believe we had over 160 people on there...at 5:30!!

💬 ↻ ❤️ 2 📤 📊

You Retweeted

NCPG [@NCPGam...](#) · 3/22/21 ...

Congrats to [@1800GamblerWV](#) for driving a great [#PGAM2021](#) message that raises [#AwarenessPlusAction](#) by having this commercial air in West Virginia as [@WVUhoops](#) played in the 2nd round of March Madness on Sunday: bit.ly/3cYZde8

PROBLEM GAMBLING AWARENESS MONTH

➔ **AWARENESS+ACTION**

💬 ↻ 1 ❤️ 4 📤 📊

Prevention

According to the National Council on Problem Gambling, youth are significantly more likely to develop a gambling addiction than adults. Those who start gambling young are more likely to develop gambling problems throughout their life. The pandemic restrictions and the convergence of video/mobile gaming and gambling have contributed to an increase in gaming and gambling. Gamification, which is the process of adding games or gamelike elements to encourage participation, is becoming more prominent in the industry. Many gambling products now look and perform very much like video games. Also, many games now contain gambling elements, such as loot boxes.

This year, PGHNWV partnered with Southern West Virginia Collegiate Peer Recovery Network to share prevention and treatment information with the campus community. According to the National Council on Problem Gambling, about 75 percent of college students gamble each year, and approximately 6 percent of college students have a serious gambling problem.

PGHNWV also worked to educate younger students about the risks of gaming and gambling addiction. Grants were awarded to the following organizations to assist with youth outreach and prevention work:

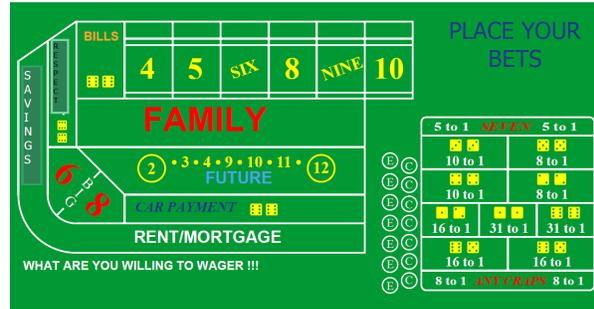
- Brooke-Hancock Family Resource Network
- Calhoun Family Resource Network
- Clay Family Resource Network
- Gilmer County Family Resource Network
- Human Resource Development Foundation, Inc.
- Jefferson Berkeley Alliance
- Kanawha Communities That Care
- Monroe County Coalition and Family Resource Network
- Pleasants County Committee on Family Issues
- Rainelle Medical Center
- Regional Family Resource Network
- Taylor Family Resource Network
- United Summit Center
- Williams Health & Wellness Center
- Clay County Health Department Students Against Destructive Decisions (SADD)
- Boys and Girls Club of the Eastern Panhandle/Jefferson County SADD
- Mission WV/SADD
- Morgan County Partnership/SADD
- United Way of River Cities/SADD



This year, PGHNWV designed a new website specific to youth problem gambling prevention, getaheadofthegame.net. This site provides information on efforts of current grantees, as well as resources for those who want to information on youth gambling.

Grantees received a full day of training on problem gambling and evidenced-based practices to prevent youth gambling, in addition to ongoing support throughout the year. The prevention grantees specialize in community prevention, education, and mentorship. The COVID-19 pandemic has presented many challenges, but PGHNWV found creative ways to reach out to the youth and community. Subgrantee organizations worked virtually and in-person with youth and educated parents, community members, and other organizations about gaming/gambling addiction and prevention. Most subgrant recipients agreed that before they received the grant and training from 1800GAMBLER, they were unaware about the risks of youth problem gambling.

One of the PGHNWV prevention subgrantees, Human Resource Development Foundation, Inc. asked youth in their community to create posters showing the effects of problem gambling.



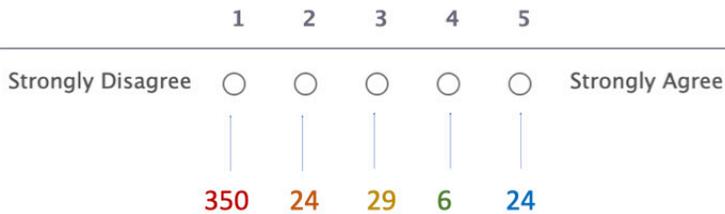
PGHNWV prevention activities reached OVER 20,000 students and families

- Participation in Red Ribbon Week by incorporating problem gambling prevention with drug abuse prevention
- Distribution of information and giveaways for outreach at sporting/school events, community meetings, local and state fairs, malls, open air markets, and various holiday events
- Distribution of information and giveaways at local food pantries and food drives throughout the year
- Mini workshops and presentations at various schools and organizations
- Surveys online and in-person
- Teaching evidence-based curriculums for 8th to 12th graders in person and online
- Weekly announcements for high schools
- Poster and door contests
- Prevention ads on city buses that ran for 6 months
- Active youth participation in creating PSAs
- Social media, radio, newspapers, and neighborhood message boards
- Youth participation in coalition meetings

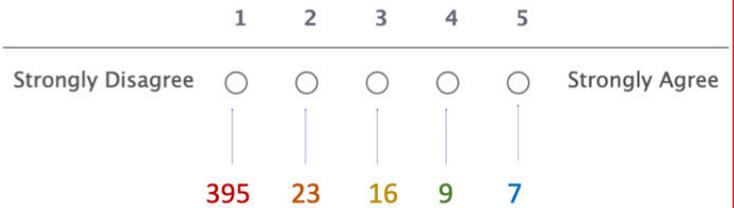
Results from youth surveys conducted by prevention grantees

Youth were asked to rank the **following statements**:

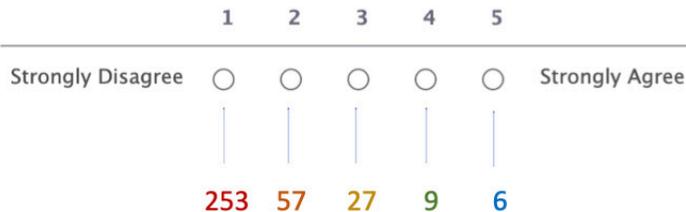
I would like to stop gambling, but I do not know how.



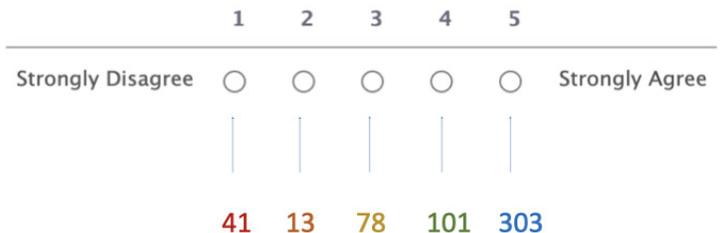
I have hidden my gambling from others



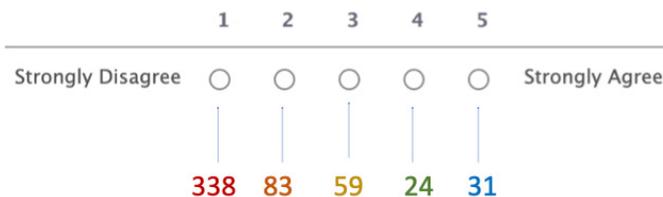
I often spend time gambling.

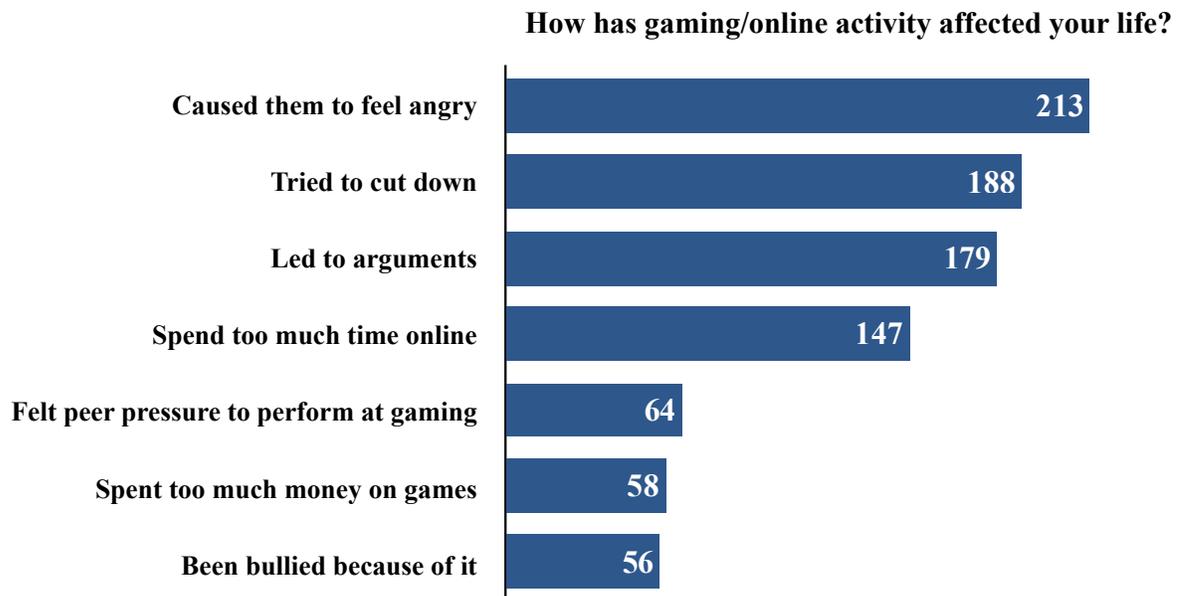


Gambling can become an addiction.



I have friends that spend too much time/money gambling.





Top reasons respondents said they gamble:

1. **For fun**
2. **To make money**
3. **To make/be with friends**
4. **Because they are bored**

National Problem Gambling Awareness Month

MARCH IS
PROBLEM
GAMBLING
AWARENESS
MONTH



1-800-GAMBLER
The Problem Gambling Help Network of WV

→ AWARENESS+ACTION

 Presentations - 8

 Trainings - 2

 Outreach Events - 9

 Media Stories - 23

 Educational Packets Shipped - 67



Example of the seminars offered by PGHNWV during the month.

During NPGAM, many schools, colleges, mental health and social service agencies and other organizations requested shipments of posters and brochures.

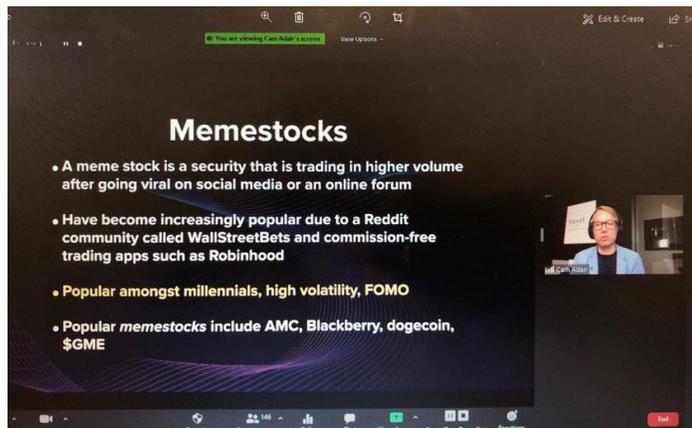
Responsible Gaming Education Week

PGHNWV provided staff at Hollywood Casino in Charlestown with literature and buttons for this week.



Clinical Training

Despite the ongoing inconveniences of the COVID-19 pandemic, PGHNWV increased the trainings offered to network clinicians and other professionals. PGHNWV staff presented information in-person or through virtual webinars to 69 groups. Presentations and training were offered to treatment centers, recovery houses, medical centers, mental health centers, child care groups, Rotary Clubs, Girl Scout troops, schools, student groups, colleges, family resource centers, community collaboratives, and county offices of the West Virginia Department of Health and Human Resources. In addition, PGHNWV was honored to have been invited to present at several professional conferences throughout the year.



Cam Adair, founder of GameQuitters, talks to trainees about new types of gambling-related risky behavior

PGHNWV offered exclusive training to the 50+ network clinicians who treat 1800GAMBLER callers. This included a 35-hour training to welcome five new counselors to the network. Current clinicians also received clinical consultation training and advanced training specific to trending types of gambling, such as mobile day trading, cryptocurrency, and meme stocks.

PGHNWV provided eight clinicians with the additional, necessary training to obtain their International Gaming Disorder Treatment certificates. As the lines between gaming and gambling have blurred and the comorbidity between these disorders has increased, it is essential that clinicians have current treatment knowledge and employ best practice techniques most closely suited to the experience of their clients.

Many PGHNWV network clinicians and staff are certified or studying to become certified as Internationally Certified Gambling Counselors (ICGC). Dr. Heather Chapman, Director of the Louis Stokes Cleveland Veterans Administration Medical Center Gambling Addiction Treatment program, continues to act as PGHNWV clinical consultant. Dr. Chapman provides ongoing consultation for all network clinicians, and was able to provide the additional training necessary for nine network clinicians to obtain their ICGC certifications this year.

In the course of providing training, PGHNWV was able to offer Continuing Education Units (CEUs) to psychologists, social workers, counselors, nurses, and addiction professionals. This year PGHNWV offered a total of 85 CEU hours to more than 1,000 clinicians. Additionally, PGHNWV took steps to become a preferred provider for the International Gambling Counselor Certification Board (ICCCB).

A new focus of training and education this year was the growing concern related to the convergence of gambling and gaming. Information was presented on concepts such as loot boxes and social casinos, and how both work on the same intermittent risk-reward continuum. These sessions had a special focus on youth gaming and gambling.



Staff and new network counselors on a break during training.

This flyer is from one of our most popular trainings during National Problem Gambling Awareness Month. There were 116 participants and many requested and were provided outreach materials to assist in statewide prevention efforts.

SAVE THE DATE

GAMING & GAMBLING: A Generation at RISK

WHEN
March 31st
gam - 1pm

WHERE
Via Zoom

CEU's are available for Social Work, Addictions, RN and LPC



Speakers and presentations include:

Cam Adair

Carolyn Hawley, PhD

Laurie Cathers, PhD

Amy Armstrong, PhD

Michael Buzzelli, MA, MPH, OCPSA

Julie Hynes, MA, CPS

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Proudly partnering with:



ALLIANCE FOR THE ECONOMIC DEVELOPMENT OF SOUTHERN WEST VIRGINIA
Higher Education Means Jobs



Register: <https://hipaa.jotform.com/210693164290151>

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The Problem Gambling Help Network of WV

FINANCIAL REPORT SFY 2021

INCOME:	
Gambler Contract	1,343,336.73
Other Income	24,146.65
TOTAL INCOME:	1,367,483.38
EXPENSE:	
Payroll	337,232.04
Marketing/Media/Outreach	179,435.01
Direct Program Expense	73,544.50
Treatment Services - Direct	85,287.06
Treatment Services - Admin.	8,345.48
Insurance Expense	754.69
Communication	13,225.03
Equipment	10,171.25
Contracting Expense	3,209.66
Supplies	4,935.65
Travel	382.42
Rent	7,322.16
Training	36,700.37
Administrative Costs	275,445.95
Total Expense	1,035,991.27
Net Income	331,492.11

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JDavisWalton@FirstChoiceServices.org



www.1800GAMBLER.net



[@1800GamblerWV](https://www.instagram.com/1800GamblerWV)

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