

2017 Annual Report

Alliance Chairperson Letter

Bets Off Branding Receives 'Fresh' Update

Have you seen our new advertising campaign? In honor of its 20th anniversary, the Missouri Alliance to Curb Problem Gambling introduced a new awareness campaign and logo: "Don't Let Gambling Break You." The bright artwork and new logo can be seen on billboards across Missouri, and posters and brochures will soon be available, too. New public service announcements (PSAs) were also created and aired during March's National Problem Gambling Awareness Month.



The whole reason the Missouri Alliance exists is to educate Missourians on the characteristics and dangers of problem and compulsive gambling, and to raise awareness that free help is available. Keeping artwork and materials fresh and eye-catching is key in attracting attention to the toll-free helpline number – 1-888-BETSOFF – and reaching those in need. A few years ago, the Alliance also added an email address, freehelp@888betsoff.org, for those who would rather "talk" through email than in person. Either way, help is available 24/7 by highly trained crisis counselors.



During the coming year, the Alliance will continue to distribute the new campaign materials, along with playing a large part in the 15th Annual Midwest Conference on Problem Gambling and Substance Abuse, June 20-22, in Kansas City. The theme of this year's conference is "Inspiring Recovery Focused Outcomes." It's a three-day five-state training event offered by the Midwest Consortium on Problem Gambling and Substance Abuse (MCPGSA). If you are a counselor, the conference offers more than 14 continuing education units provided by problem gambling, substance abuse and co-occurring disorder experts. It's a great chance to catch up on the newest research and interesting techniques while earning needed education units. I hope you can come!

On behalf of the Alliance, I would like to thank each and every one of you for your continued support during the past 20 years. May we gain an even greater awareness of problem gambling as a serious, addictive disorder during the next 20 years, along with finding new solutions to help those affected.

Sincerely,
Susan Goedde
2017 Alliance Chairperson

An Overview of the Alliance

Created in 1997, the Missouri Alliance to Curb Problem Gambling is a partnership between the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse, the Missouri Gaming Association, the Missouri Gaming Commission, the Missouri Lottery, the Port Authority of Kansas City and a recovery community representative.



The purpose of the Alliance is to educate Missourians on the potential characteristics and dangers of problem and compulsive gambling, to refer compulsive gamblers and their families and friends to free treatment through a toll-free helpline, to prevent underage play and to promote responsible gaming.

To learn more about the Alliance, visit 888betsoff.org.

2016 Behavioral Risk Factor Surveillance Survey (BRFSS) Results

The Alliance once again submitted three gambling-related questions for the Department of Health and Senior Services' Behavioral Risk Factor Surveillance Survey (BRFSS), and the results were made available by Health and Senior Services in late 2017. The goal of the Alliance's participation in the survey is to measure how common problem gambling is in the state. The 2016 BRFSS was the fifth time the Alliance participated in the phone survey. Results show that prevalence of problem gambling in Missouri remains at approximately 1 percent of the state's gambling population. By contrast, national results through the National Council on Problem Gambling show that roughly 3-5 percent of the nation's gambling population exhibits some sign of having a gambling problem.

Percentage of adults that:	First line: Prevalence (%)			
	Second line: Lower confidence limit - Higher confidence limit			
	Third line: Number of respondents			
	2007	2010	2013	2016
1. Gambled for money or something else of value in the past 12 months	43.8 41.6-45.9 4,897	40.4 38.1-42.7 5,092	36.4 35.6-38.4 6,391	46 44.4-48 6,036
2. Money spent on gambling led to financial problems among those that gambled in the past 12 months	0.7 0.2-1.3 1,933	0.4 0.1-0.7 1,951	0.7 0.3-1.1 2,274	1.3 0.4-2.1 2,599
3. Time spent on gambling led to problems in family, work or personal life, among those that gambled in the past 12 months	0.4 0-0.8 1,933	0.3 0.1-0.5 1,950	0.5 0.2-0.9 2,274	0.9 0.2-1.7 2,596

Annual Midwest Conference Returns This Summer

'Inspiring Recovery Focused Outcomes'

Save the date for the 2018 Midwest Conference on Problem Gambling and Substance Abuse! Taking place June 20-22 at the Hilton Kansas City Airport in Kansas City, Missouri, this year's conference will once again feature industry-leading problem gambling-related presentations, including:

- Prevalence study of problem gambling among internet and interactive gaming communities;
- Confessions of a video game addict; and
- Creation of a statewide outreach program based on problem gambling and behavioral health;
- Research on the prevalence and awareness of problem gambling among tribal communities.



Conference registration is now open! Check your email and mcpgsa.org often for more information.

Alliance Member-Funded Service Highlights

Problem Gambling Helpline: 1-888-BETSOFF (1-888-238-7633) – 1,493 Calls in 2017

Life Crisis Services (LCS) operates a 24-hour helpline service for callers seeking help for a gambling problem. The Missouri Gaming Association provides the funding for the helpline.

Free Compulsive Gambling Treatment Services – 305 Referrals in 2017

The Missouri Department of Mental Health’s Division of Alcohol and Drug Abuse contracts with certified compulsive gambling counselors to provide free treatment services to compulsive gamblers and their family members. The treatment services are made possible through funding provided by the Missouri Gaming Commission. Family members can access services regardless of whether the problem gambler enters treatment. Individuals seeking referral to a counselor in a specific area can call the helpline at 1-888-BETSOFF (1-888-238-7633).

Bets Off Website: 888betsoff.org

The Bets Off website features a list of Missouri certified compulsive gambling counselors, information about problem gambling, the exclusion lists, the Missouri Alliance to Curb Problem Gambling, the Midwest Conference on Problem Gambling and Substance Abuse and more.

Voluntary Exclusion List – 758 Referrals in 2017

The Missouri Gaming Commission administers a statewide self-exclusion option for casino patrons who identify as problem and pathological gamblers. The voluntary exclusion list is also known as the List of Disassociated Persons (DAP). Individuals have the option of choosing to be placed on DAP for a lifetime or temporary exclusion. Additional details can be found at mgc.dps.mo.gov.

Missouri Lottery Self-Exclusion Program – 27 Referrals in 2017

The Missouri Lottery’s voluntary Self-Exclusion Program (SEP) is a responsible gaming resource for players who classify themselves as problem or pathological gamblers to reduce the incentive to play Lottery games through voluntary lifetime self-ban agreements. SEP agreements can be downloaded at MOLottery.com, obtained at any Lottery office or sent through the mail. Forms must be completed entirely and notarized.

Problem Gambling Service Statistics and Referrals

Calendar Year	Helpline and Referral Information				Type of Gambling Cited					
	Calls Placed to Helpline	Disassociated Persons (DAP)	Free Treatment	Self-Exclusion Program (SEP)	Riverboat	Lottery	Bingo	Video	Sports	Other
1998	871	356	54	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1999	1,034	596	113	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2000	1,738	1,093	186	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2001	2,846	1,403	335	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2002	2,889	1,290	373	N/A	2,643	353	86	96	124	7
2003	3,339	1,367	344	N/A	3,057	240	92	7	76	8
2004	3,527	1,506	377	N/A	2,722	225	68	60	54	20
2005	2,593	1,696	360	N/A	2,390	186	43	32	50	9
2006	1,834	1,553	370	N/A	1,694	217	35	17	48	66
2007	1,682	1,412	358	N/A	1,585	137	29	12	24	63
2008	1,915	1,279	332	N/A	1,841	138	24	16	46	32
2009	2,263	896	343	N/A	1,525	79	15	5	9	44
2010	2,740	797	368	N/A	1,781	97	17	5	12	47
2011	2,093	790	231	N/A	1,897	114	20	8	18	36
2012	2,454	1,023	168	N/A	2,228	141	15	5	17	43
2013	2,057	961	154	N/A	1,631	152	10	10	13	27
2014	2,073	778	537	N/A	1,523	127	9	9	14	43
2015	1,954	663	419	N/A	1,428	122	7	10	12	44
2016	1,630	657	375	38	1,316	121	6	15	10	56
2017	1,493	758	305	27	1,163	74	6	10	13	84

**DON'T LET GAMBLING
BREAK YOU.**

FREE HELP IS AVAILABLE.

**1-888
BETS
OFF**



PROBLEM GAMBLING
AWARENESS MONTH
→ HAVE THE CONVERSATION

New Campaign Showcased During National Awareness Effort

In support of the National Council on Problem Gambling's 14th annual National Problem Gambling Awareness Month, the Missouri Alliance formally introduced its newly redesigned Bets Off campaign. Previously seen on updated billboards throughout Missouri, the new campaign, "Don't Let Gambling Break You," is the focus of new radio and TV public service announcements (PSAs).

"The Alliance and the national awareness month share a common goal of educating the public about the free help available to problem gamblers and their loved ones," said Susan Goedde, chair of the Missouri Alliance.

"Excessive gambling is characterized by a loss of control, and this new campaign encourages anyone affected by problem gambling to seek help if gambling has left you broken," said Goedde.

The new TV PSA can be viewed [here](#).



Missouri Department of
Mental Health - Division
of Alcohol & Drug Abuse



Missouri Gaming
Association



Missouri Gaming
Commission



Missouri Lottery



Port Authority
of Kansas City, Missouri



Recovery Community
Member

2018 CALENDAR

March

National Problem Gambling Awareness Month

April 5-7

Partners in Prevention "Meeting of the Minds" Conference, Kansas City, pip.missouri.edu

April 20-22

Missouri Addiction Counselors Association (MACA) Conference, Lake Ozark, Missouri, missouriaddictioncounselors.org

June 20-22

15th Midwest Conference on Problem Gambling and Substance Abuse, Kansas City, mcpgsa.org

July 18-21

32nd National Conference on Problem Gambling, Cleveland, Ohio, ncpgambling.org

August

Missouri's Responsible Gaming Education Month

December 17

Missouri Alliance's 21st Anniversary

1-888-BETSOFF

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MACPG

Missouri Alliance to Curb Problem Gambling

The Missouri Alliance to Curb Problem Gambling's mission is to heighten public awareness for the dangers of problem gambling; develop prevention and education programs for gamblers of all ages; and direct problem gamblers and their families to the 1-888-BETSOFF helpline and treatment.