

**THE NEBRASKA COMMISSION ON PROBLEM GAMBLING
GAMBLERS ASSISTANCE PROGRAM**

**ANNUAL REPORT TO THE GOVERNOR
AND THE LEGISLATURE
FISCAL YEAR ENDED JUNE 30, 2019**

Gamblers Assistance Program

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<https://problemgambling.nebraska.gov/>

INTRODUCTION

Section 9-1004(7) of Nebraska Revised Statutes requires the director of the Gamblers Assistance Program to file an annual report with the Governor and the Clerk of the Legislature. This report provides details of the administration of the Program and the distribution of funds from the Gamblers Assistance Fund.

The Legislature has given the Nebraska Commission on Problem Gambling responsibility for a range of activities. Program funds are to be used "primarily for counseling and treatment services for problem gamblers and their families who are residents of Nebraska." The Commission is to develop a process for evaluation and approval of contracts with treatment providers and other services vendors; develop standards for training and certification of counselors; review and use evaluation data; use funds for education regarding problem gambling and prevention of problem gambling; and create and implement outreach and education programs.

During the fiscal year that ended June 30, 2019, the Commission engaged in activities in all of these areas. This report summarizes the finances of the Program and describes the various activities with which the Commission has been engaged.

THE NEBRASKA COMMISSION ON PROBLEM GAMBLING

Susan Lutz, Norfolk, Chair

Cameron Arch, Omaha, Vice-Chair

Todd Zohner, Stanton, Secretary

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I. GAMBLERS ASSISTANCE PROGRAM FINANCES

The Gamblers Assistance Program receives funding from several state sources, none of which comes from income, sales or property taxes. The Program's expenditures are paid out of two cash funds, the Gamblers Assistance Fund and the Health Care Cash Fund.

The primary account from which the Program's expenditures are paid is the Gamblers Assistance Fund. The sources of revenue for the Gamblers Assistance Fund are:

- Profits generated by the Nebraska Lottery, based on requirements in the Constitution.
- A statutory share of the advertising budget in the Lottery operations cash fund.
- A statutory appropriation from the Charitable Gaming operations cash fund.

The Program also receives an annual appropriation from the Health Care Cash Fund.

The following summaries are derived from the contents of monthly financial reports prepared by the accounting staff of the Department of Administrative Services.

(A) Gamblers Assistance Program Financial Performance 07/01/18-06/30/19

Total Program revenue (Gambler Assistance Fund + Health Care Cash Fund):	1,658,319
Total Program expenditures:	1,793,942
Net Program expenditures in excess of revenue:	(135,623)

(B) Gamblers Assistance Fund Performance During the Period 07/01/18-06/30/19

Revenue Transferred Into the Fund

Article III, Section 24 Constitutional formula: 500,000 + 1% of remaining Lottery profit:

Transfer September 2018	596,129
Transfer December 2018	138,664
Transfer March 2019	117,553
Transfer June 2018	108,331

Total received from Lottery profits during the period:	960,677
Section 9-831 5% of Lottery advertising expenditures:	330,255
Section 9-1,101 Charitable Gaming Operations Fund:	100,000
Investment income:	<u>17,387</u>
Total revenue to Gamblers Assistance Fund during the period:	1,408,319

Expenditures Paid From the Fund

Salaries and benefits	140,516
Other operations	436,354
Government aid (counseling)	<u>967,072</u>
Total	1,543,942

Recapitulation

Gamblers Assistance Fund revenue:	1,408,319
Gamblers Assistance Fund expenditures:	<u>-1,543,942</u>
Net Gamblers Assistance Fund expenditures in excess of revenue:	(135,623)

Gamblers Assistance Fund Balance

Gamblers Assistance Fund balance 07/01/18:	726,734
Gamblers Assistance Fund balance 06/30/19:	591,110
Gamblers Assistance Fund balance change 07/01/18-06/30/19:	(135,624)

Difference of \$1 between the amount of excess spending and the fund balance change is due to rounding.

Health Care Cash Fund

Appropriations:	250,000
Expenditures: all for government aid (counseling services)	-250,000

II. PROGRAM ACTIVITIES DURING THE PERIOD

JULY 1, 2018-JUNE 30, 2019

1. Commission Meetings

The Commission met three times to consider issues in the operations of the Program. The fourth meeting was canceled due to flooding that prevented several commissioners from attending. These meetings included reviews of the financial status of the Program, consideration of new and renewed contracts with therapists and other vendors, development of initiatives, and development of the budget for the fiscal year starting July 1, 2019. Meeting notices and minutes of the meetings were posted to the state events calendar, the website maintained by the Program, and also to the website of the Division of Charitable Gaming of the Department of Revenue. Therapists were invited to attend Commission meetings to exchange ideas, and give input to staff and commissioners to aid in the development of Program activities.

2. Therapist Contracts

The Commission performs its obligation to provide treatment services to Nebraskans dealing with the effects of disordered gambling by entering into contracts with therapists. During this fiscal year, the Commission had 22 therapist contracts with agencies and individual therapists located in 10 communities. Payments to therapists are based on fee-for-services rendered.

The Commission made payments to these therapists totaling \$1.264 million during this fiscal year. Of this total, \$1.157 million was allocated to outpatient therapy services, and the balance was for community education, information, outreach and disseminating problem gambling messages. Therapists are required to comply with a guideline manual that defines types of therapy and utilization standards. Services are provided to Nebraskans and members of their families experiencing adversity because of addiction to gambling. The Program's counselors provided over 10,000 hours of therapy services to Nebraskans during the fiscal year, by a combination of individual, family and group counseling.

Counselors offer two categories of service: extended outpatient therapy and short-term urgent care therapy. During the fiscal year, 205 individuals were admitted into the outpatient therapy programs. Another 242 individuals received short-term urgent care, offered without a requirement for the program's long-form bio/psycho/social complete evaluation. Approximately 60% of individuals receiving urgent care do not enroll immediately in long-term care. During the year 560 individual Nebraskans received counseling help.

The Program recognizes that addictions of all kinds are prone to relapse, and gambling addiction is no exception. The American Society of Addiction Medicine states that relapse is to be expected. Year-over-year, approximately 30% of the Program's clients state that they had previously been in counseling therapy for gambling problems, and are returning for more help.

The Commission continued to contract for a statewide telephone helpline, staffed around the clock by trained responders, who provide information about the Program and encourage callers to seek help from nearby Nebraska-based therapists, providing immediate direct referrals.

3. FYE 2019 Budget

The final approved appropriation for the second fiscal year of the biennium, ending June 30, 2019, was \$1,934,784. Of that, \$1.15 million was earmarked for therapy services and \$116,953 was allocated for staff salaries (2 FTE). Program expenditures were \$1,793,942, which was \$74,000 less than the year before.

The combination of (1) lower spending, (2) increased statutory revenue transferred from the Charitable Gaming Operations Fund, and (3) an increase in the program's share of Lottery profits, meant that the decline in the balance of the Gamblers Assistance Fund slowed. In the year ended June 30, 2018, the Program withdrew \$296,000 from the surplus; in the year just ended, the amount withdrawn was \$136,000.

The Gamblers Assistance Fund carryover balance, which stood at \$1.7 million on July 1, 2013, was down to \$591,000 by June 30, 2019. The Commission believes that this cash balance is necessary in order to sustain the Program during periods of fluctuating gambling revenue. The Program's budget plan, adopted at the meeting in May, 2019, adheres to this policy by limiting planned spending on costly initiatives and reserving funds to address demand for counseling services.

4. 2019-21 Biennial Budget

The Commission's request for an increase in annual appropriations in the 2019-2021 biennial budget was not granted. The final approved appropriations represent a continuation of

the approved budgets during the previous biennium with adjustments for increased cost of continued services.

Late session action by the Legislature resulted in a two-year increase in the Program's statutory share of Charitable Gaming Tax revenue, up to an annual total of \$400,000. This added revenue, together with careful management of Program spending, will allow the Commission to maintain the Gamblers Assistance Fund cash balance at the desired level of approximately \$500,000.

5. Website

The Program continues to improve the official State of Nebraska website for viewers to use as the primary path to find help for problem gambling in Nebraska. It is located on the state home page at problemgambling.nebraska.gov. Visitors can find therapy locations near them, public information about the Program elements, current understanding of gambling disorders, and public and professional resources. The website also serves as a primary notification board for meetings and events for the Nebraska Commission on Problem Gambling.

The website also hosts a landing page for the multimedia prevention campaign that began in early 2018. This campaign, nicknamed "BetCareful," is designed to draw a gambler's attention to the downside of gambling. Research suggests that prevention messages that instill a sense of unease or discomfort about gambling are more likely to deter the novice gambler. The campaign follows a behavioral marketing model by presenting a startling image to an individual who uses a digital device to view images or material connected to gambling. The campaign drew over 25,000 new user visits to the Program's main website over the past year. A detailed report is posted on the Program's official website.

The Commission believes that the harm caused by uncontrolled gambling is a public health concern. Addiction to gambling is not simply an individual's personal problem. It affects families, neighborhoods and communities. The Commission's multimedia campaign distributed over 17 million digital impressions to media users in the past 12 months, conveying the message that gambling is not just harmless fun for everybody.

6. Online Training

The Commission continued its contract with the Nebraska Council on Compulsive Gambling for presentation of training classes for counselors who deliver therapy services to Nebraskans with gambling problems. This is an online course presented by Bellevue University. It runs for 19 weeks and is repeated approximately three times per year. The Commission provided underwriting to develop the program and supports Nebraska candidates for

certification by subsidizing part of their tuition cost. Enrollments are limited to 10 students for each session. Since inception in October, 2014, 39 Nebraskans have completed the training.

7. Data

In response to guidance from the Legislature and the Executive Branch, program staff developed a series of data gathering instruments. These forms are designed to enable the Commission to develop outcome measures. The forms also provide information about the population the program serves, including current status and history. The history questions are based on a meta-analysis of studies of risk and protective factors that influence the development of addiction to gambling. Over time, the Commission will have data to use as a basis for prevention programming.

The complete annual report of data is attached to this report. This data was reported by Nebraskans diagnosed with gambling disorder and is not based on surveys, adding to its reliability.

8. Problem Gambling Prevention, Education and Awareness Messages

By statute, five percent of the advertising budget of the Nebraska Lottery is to be dedicated to presentation of messages and information to the public about problem gambling. The Commission has entered into an agreement with the Lottery Division of the Department of Revenue that calls for preparation of an annual advertising plan. The plan accounts for previous year expenditures and projects coming year activities. For the fiscal year that ended June 30, 2019, this allocation was \$330,255.

This year the Commission's expenditures on these activities exceeded the minimum required by the statute, totaling \$374,464. Expenditures included community education and outreach by therapy contractors (\$106,464), the contract with Agent Brand of Lincoln for the multimedia digital prevention campaign (\$250,000), and reproduction of materials about the program, website programming, and newspaper ads promoting Problem Gambling Awareness Month (\$18,000).

9. National Problem Gambling Awareness Month

In March Governor Ricketts issued a proclamation declaring that March is Problem Gambling Awareness Month in Nebraska. The Legislature also adopted a resolution, and mayors and city councils from around the state issued similar proclamations.

III. PROGRAM DATA

Gambler Assistance Program counselors admit clients into therapy if they satisfy the diagnostic criteria for Disordered Gambler specified in the American Psychiatric Association's *Diagnostic and Statistical Manual 5th ed.* When a new client is admitted for therapy, information is gathered to help with diagnosis, treatment planning and program records. This information is analyzed under strict procedures that protect confidentiality. The resulting data gives the Commission insight into the characteristics of Nebraskans who seek help for gambling problems and the nature of gambling in Nebraska.

Highlights from the data report include:

- 68% of Nebraskans seeking counseling for addiction to gambling first gambled before age 20, and 38% report starting by age 15.
- 27% of gamblers who first gambled by age 18 were influenced to do so by a parent.
- At the time of admission into therapy, 28% of clients gambled at slot machines.
- Touch-screen “skill” games frequently found in convenience stores are surging in popularity, with 11% of Program clients becoming addicted to gambling on these devices.
- 35% of admitted gamblers have contemplated suicide, nine times the rate in the general population of Nebraskans over age 18.
- By the time of discharge from counseling, 75% of gamblers report a decrease of symptoms; 92% report reducing their gambling and 77% of family members report decreased emotional distress.

IV. CONCLUSION

The Nebraska Commission on Problem Gambling is carrying out its mission by expanding and improving existing programs for training therapists, expanding geographical coverage of therapy services and adding new therapists to the field. Subsidizing the cost of problem gambling therapy for Nebraskans and their families is the primary goal of the Program. The Commission is also committed to prevention, education and outreach activities. These activities emphasize evidence-based programs that have been proven to produce expected results.

For the Commission

David Geier, Director

Nebraska Gamblers Assistance Program

| Commission on Problem Gambling |

Annual Data Report

FY2018-2019

Nebraska Gamblers Assistance Program (GAP)

We are
NEBRASKA

Good Life. Great Outcomes.

COMMISSION ON PROBLEM GAMBLING

August 2019

ANNUAL REPORT

Our Mission

THE MISSION OF THE NEBRASKA GAMBLERS ASSISTANCE PROGRAM (GAP) IS TO COUNTER THE NEGATIVE IMPACT OF GAMBLING ADDICTION WITH EFFECTIVE, EVIDENCE-BASED PREVENTION AND COUNSELING SERVICES FOR NEBRASKANS AND THEIR FAMILIES.

Our Goals

- DEVELOP GUIDELINES AND STANDARDS FOR THE OPERATION OF THE GAMBLERS ASSISTANCE PROGRAM
- DIRECT DISTRIBUTION AND DISBURSEMENT OF MONEY IN THE COMPULSIVE GAMBLERS ASSISTANCE FUND (CGAF)
- DEVELOP STANDARDS TO:
 - TRAIN AND CERTIFY PROBLEM GAMBLING COUNSELORS
 - EVALUATE AND APPROVE COUNSELOR APPLICATIONS
 - GATHER AND ANALYZE DATA ABOUT GAMBLING ADDICTION AND REPORT TO THE PUBLIC, GOVERNOR AND LEGISLATURE
 - OVERSEE AND AUTHORIZE THE USE OF FUNDS FOR COUNSELING, EDUCATION AND PREVENTION REGARDING PROBLEM GAMBLING
- ENGAGE IN OTHER ACTIVITIES IT FINDS NECESSARY TO CARRY OUT THE DUTIES DEFINED BY THE NEBRASKA LEGISLATURE

Commissioners

CAMERON ARCH, OMAHA

JEFFREY BOMBERGER, LINCOLN

KELLY LAMBERT, TRUMBULL

MARK CANADA, HASTINGS

PAUL LECKBAND, NORFOLK

SUSAN LUTZ, NORFOLK

DR. ROBERT MUELLEMAN, OMAHA

JAMES PATTERSON, PAPILLION

TODD ZOHNER, STANTON

Counseling Services

CHOICES TREATMENT CENTER -
LINCOLN

EBERLE THERAPY SERVICES -
LINCOLN

JAMIE HENG, MENTAL HEALTH
COUNSELOR LLC - LINCOLN

PINE LAKE BEHAVIORAL HEALTH -
LINCOLN

RON SCHROEDER COUNSELING -
LINCOLN

PROBLEM GAMBLING RECOVERY
SERVICES - BEATRICE

AM COUNSELING &
CONSULTING, LLC - OMAHA

BLUE SKY COUNSELING, LLC -
OMAHA

SHRADER PSYCHOTHERAPY, LLC -
OMAHA

PEACE AND POWER COUNSELING
- OMAHA

SPENCE COUNSELING CENTER -
OMAHA

HOLISTIC COUNSELING -
KEARNEY

HAMPTON BEHAVIORAL HEALTH &
FAMILY SERVICES – O'NEILL

MICHAEL SULLIVAN COUNSELING -
NORFOLK

A PATHWAY TO HOPE
COUNSELING CENTER - KEARNEY

MAKING CHOICES COUNSELING –
KEARNEY & GRAND ISLAND

ALABASTER COUNSELING -
NORTH PLATTE

ALL-SEASONS COUNSELING
CENTER - MCCOOK

CROSSROADS RESOURCES, LLC -
CHADRON

DOBESH COUNSELING, P.C. -
BROKEN BOW

SERENITY COUNSELING SERVICES -
NORTH PLATTE

RON FELTON COUNSELING -
NORTH PLATTE

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Executive Summary

The Nebraska Gamblers Assistance Program (GAP) started in the early 1990s when Nebraska approved the lottery. Since that time, GAP has paid for confidential counseling with certified problem gambling counselors for thousands of Nebraskans and their families who suffer a gambling addiction.

The Nebraska Gamblers Assistance Program, directed by the nine-member Commission on Problem Gambling since 2013, concentrates its efforts on reducing the negative impacts of gambling addiction through **treatment** and **prevention**. Services offered at no charge.

Since 2013:

- Total New Nebraska Clients Admitted: **1,194**
- Total Nebraska Urgent Care Clients Admitted: **480¹**
- Total Nebraska Helpline Calls: **618**

Main Findings FY2018-2019:

- Eight percent of Nebraskans report attempting suicide before seeking treatment for gambling addiction
- Thirty-five percent of Nebraskans report considering suicide before seeking treatment for gambling addiction
- Total gambling debt: **\$2.5 million (\$28K per client)**
- Seventy-five percent of clients who manifest severe gambling behaviors decreased their symptoms after counseling commenced
- Over one-fourth of clients (27%) who started gambling at 18 years old and younger report that **parents** influenced them to start gambling

¹ Data collected from July 1, 2017 to June 30, 2019. Urgent care data was not available before July 1, 2017.

Benefits of counseling reported by Nebraskans (FY2018-2019):

- **80%** of Nebraskans who got help from a trained GAP counselor report being helped within six sessions
- **92%** of Nebraskans report reducing their gambling
- **78%** of Nebraskans report reducing their gambling debt
- **86%** of Nebraskans report better outlook compared to when they started counseling
- **65%** report positive progress toward goal for gambling
- **66%** of Nebraskans report better relationships with family members today compared to when they started counseling

- **91%** of family members feel that counseling met their needs
- **76%** of family members feel very motivated to continue with counseling
- **77%** of family members have decreased emotional distress
- **67%** of family members report better outlook compared to when they started counseling
- **67%** of family members report better relationships with gambler compared to when they started counseling

Treatment

The program offers several treatment avenues, available to Nebraskans and their families:

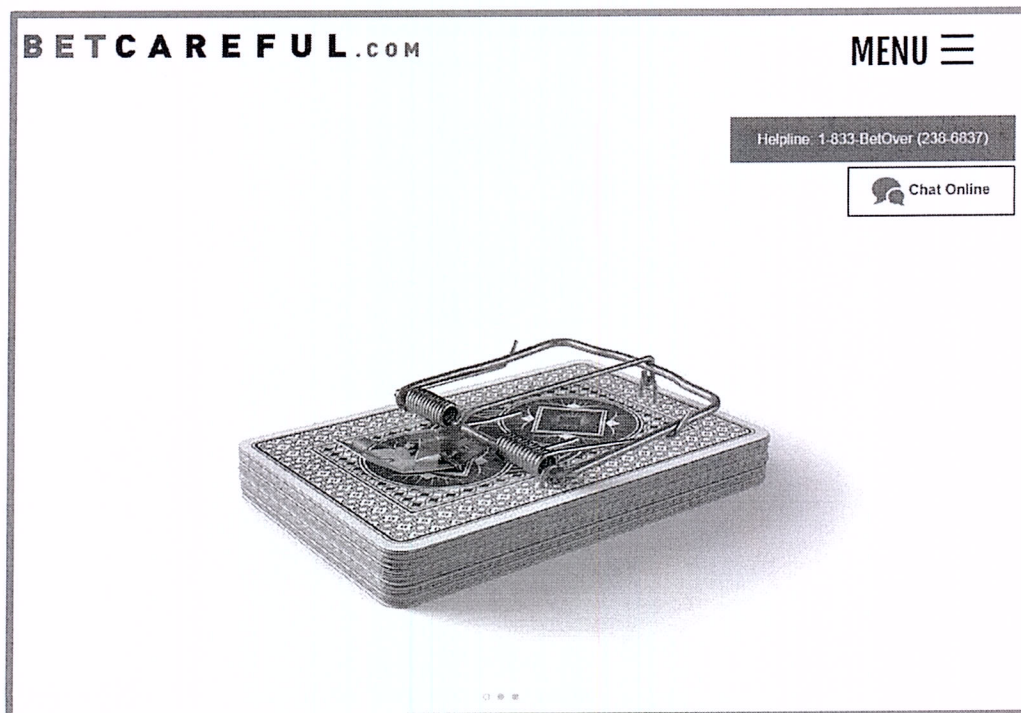
- Nebraskans may call the **24/7 HELPLINE at 833-238-6837** to be transferred immediately or referred to a counselor near them
- Nebraskans may receive **SHORT-TERM URGENT CARE** with a counselor for up to eight hours in one year
- Nebraskans may receive **LONG-TERM CARE** with a certified gambling addiction counselor where the client and the counselor develop a treatment plan that is individualized, identifies obstacles, builds strengths and skills, sets realistic goals, sets specific personal actions, and measures progress

Prevention

The prevention program is a multi-media statewide campaign called **BetCareful** addressing the risks of exposure to gambling. The campaign

directs targeted consumers to the GAP website at:

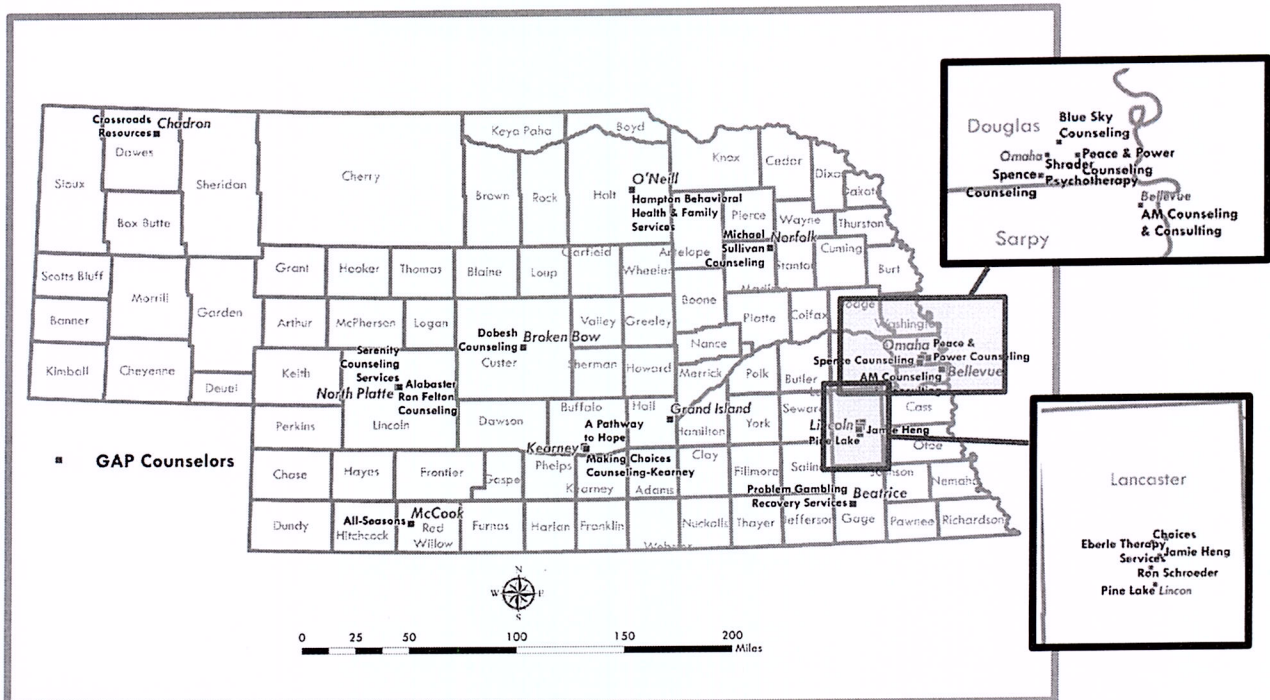
<https://problemgambling.nebraska.gov/bet-careful>



Our Counselors

There are currently 23 GAP counseling offices available throughout Nebraska (as of August 2019) which offer counseling services at no charge. **Figure 1.**

FIGURE 1: LOCATION OF GAP COUNSELORS



Source: Nebraska Gamblers Assistance Program

GAP also offers confidential telehealth at no charge, connecting clients to counselors anywhere in Nebraska from the comfort of client’s home or office computer or mobile device. These sessions are still face-to-face. Client and

counselor can see and talk to each other as if they were in the same room without the inconvenience of travel. Client can select and work with any of our trained counselors from anywhere in Nebraska.

Outcomes

Both treatment and prevention programs collect information from Nebraska clients at intake, during counseling, at discharge, and by

measuring interaction with the program's website. This data measures the effectiveness of the GAP.

Treatment Outcomes

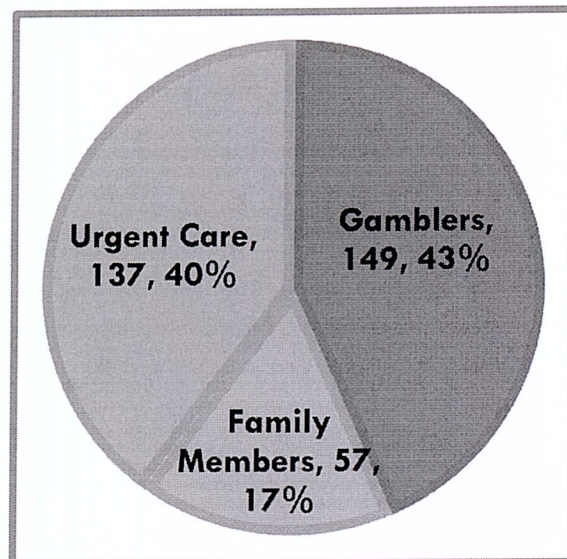
Individuals receiving counseling help

A total of **560** individuals received counseling services during FY2018-2019.

These individuals included:

- New gamblers admitted: **149**
- New family members admitted: **57**
- New urgent care: **137**
- Clients carried over from FY2017-2018: **217**

FIGURE 2: NEW ADMISSIONS FY2018-2019

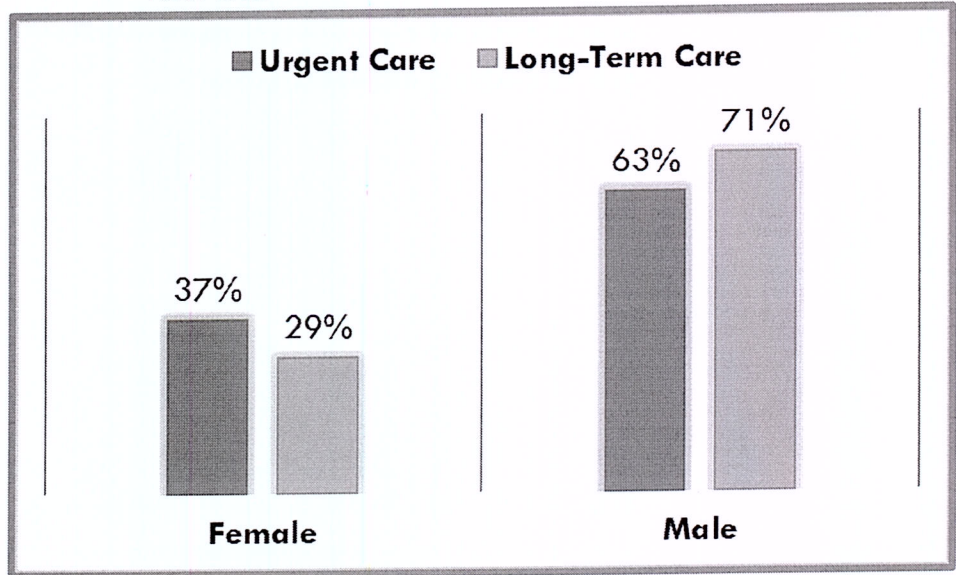


One-third of **urgent care** visits resulted in a new admission to long-term counseling during FY2018-2019

Gender

FIGURE 3: GENDER DIFFERENCES (GAMBLERS) IN URGENT CARE VS. AT LONG-TERM CARE

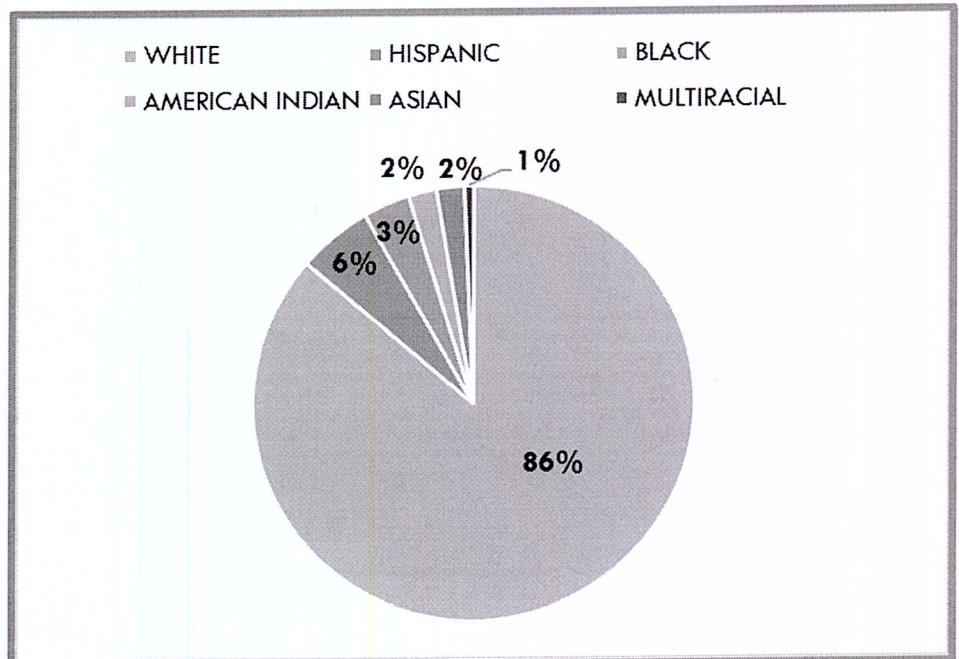
- 63% of clients (gamblers) in urgent care were males and
- 71% of clients (gamblers) receiving counseling services at long-term care were males



Race/ethnicity

FIGURE 4: RACE/ETHNICITY OF GAMBLER

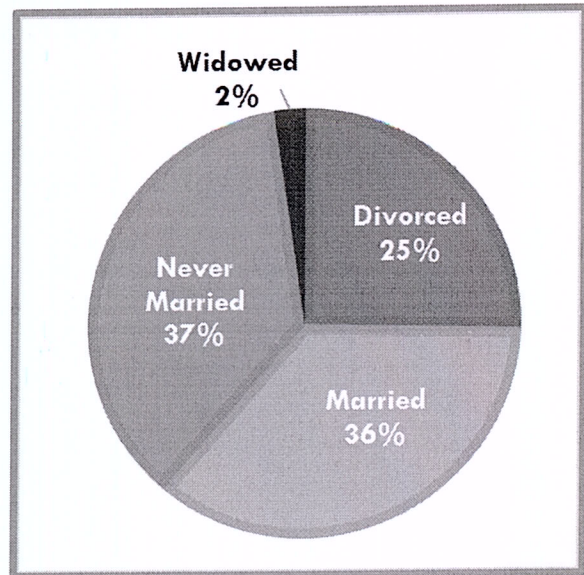
- Minorities represent 14% of all clients (gamblers) receiving services from GAP counselors
- 20% of the population in Nebraska is considered minority (US Census Bureau)



Marital Status

- 37% of gamblers have never been married
- Female gamblers were more likely to be divorced than male gamblers (39% vs. 21%, respectively)
- Male gamblers were more likely to have never been married than female gamblers (44% vs. 17%, respectively)

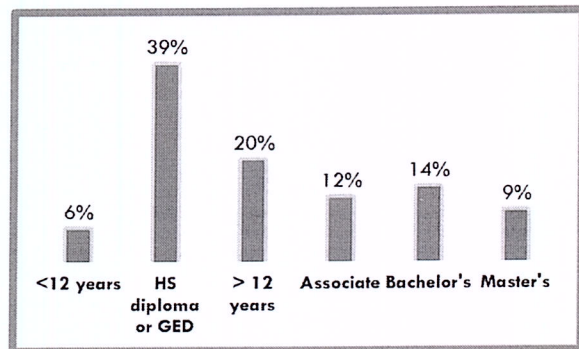
FIGURE 5: GAMBLER'S MARITAL STATUS



Education

- Nearly 40% of gamblers have completed a High School education, and nearly one-fourth (23%) a bachelor's degree or higher education

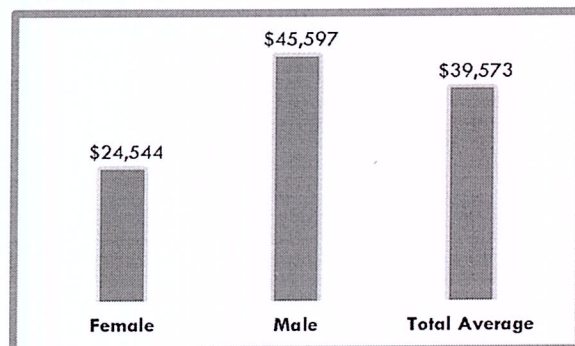
FIGURE 6: GAMBLER'S LEVEL EDUCATION



Income

- Nearly one-fourth of gamblers (23%) do not have an income
- Female gamblers have an income that's \$21K lower compared to male gamblers
- Gambler's income is on average \$10K higher when compared to Nebraska per capita income (\$29,886).

FIGURE 7: GAMBLER'S INCOME BY GENDER



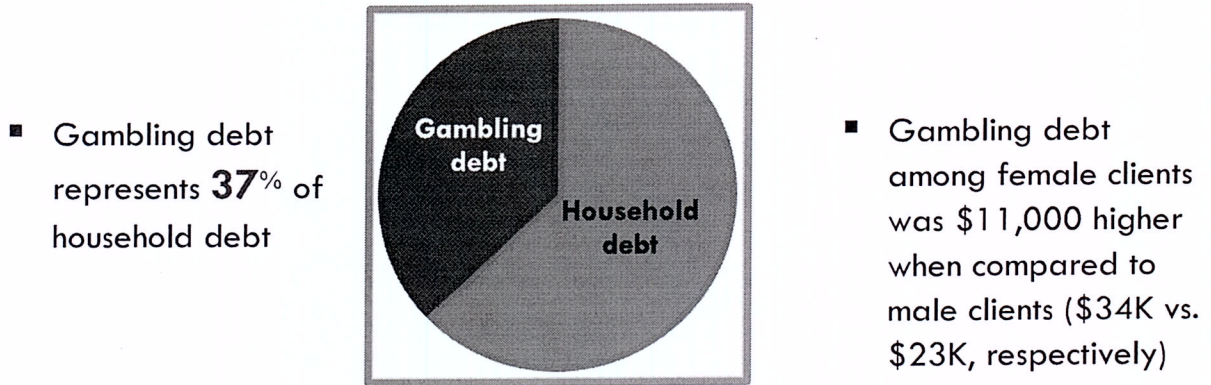
Total Gambling Debt

92 clients (gamblers) report gambling debt totaling:

\$ 2,557,945

- For an average of \$27,804 each
- 1 additional client (gambler) report gambling debt of \$1 million

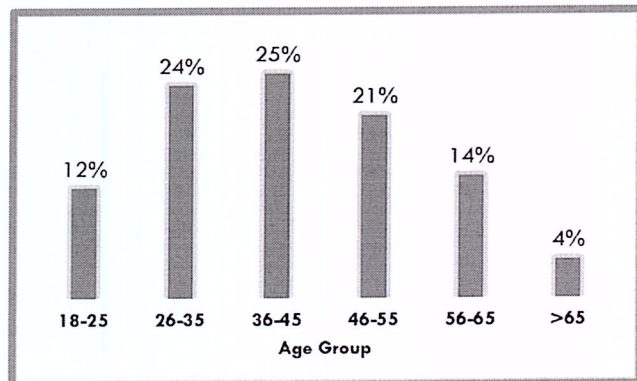
FIGURE 8: DEBT RELATED TO GAMBLING



Age at time of admission

FIGURE 9: AGE AT TIME OF ADMISSION

- **42.4:** Average age of gamblers at time of admission
- **Female clients are an average 8 years older than male clients at long-term care (48 vs. 40 years of age, respectively)**
- **36%** of gamblers are millennials (born 1981-1996)

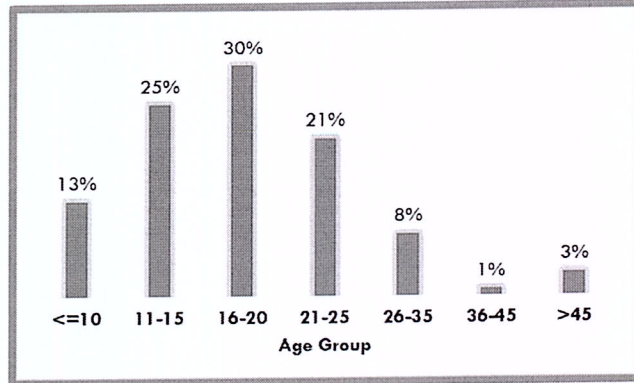


Min. age: 18 - Max. age: 85

Age first gambled

- **18.5:** Average age first gambled
- **63%** were 18 years old or younger

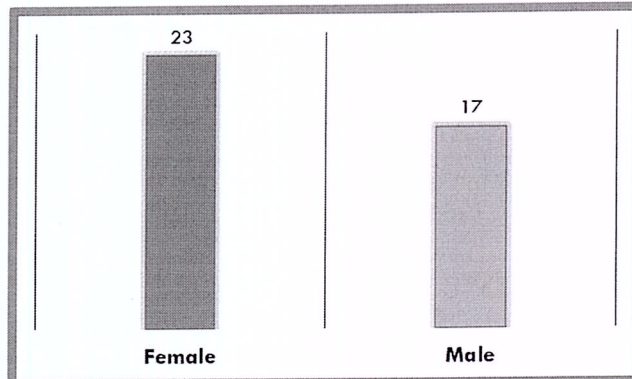
FIGURE 10: AGE FIRST GAMBLED



Min. age: 6 - Max. age: 70

- On average, **male gamblers** were **6 years younger** compared to **female gamblers** at the time they began gambling (17 vs. 23 years of age)

FIGURE 11: AVERAGE AGE FIRST GAMBLED BY GENDER*

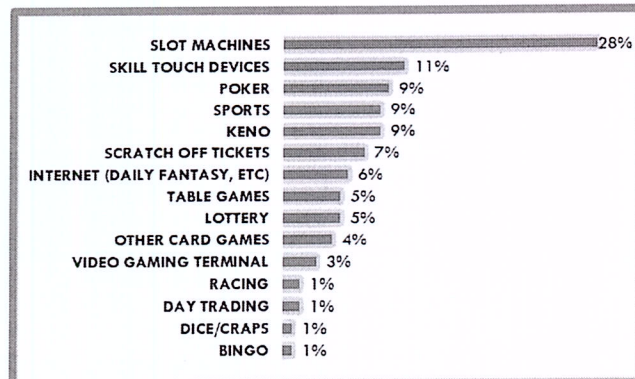


*Age differences by gender were statistically significant

Most frequent gambling activity in the 12 months before starting counseling

- The most common gambling activity selected by gamblers is slot machines (28%), followed by skill touch devices (11%)

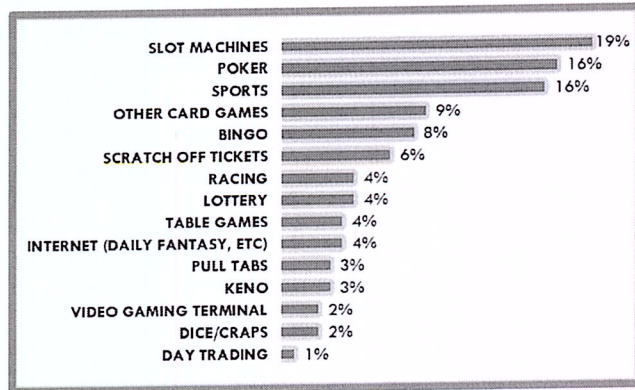
FIGURE 12: MOST FREQUENT GAMBLING ACTIVITY



First gambling activity

FIGURE 13: FIRST GAMBLING ACTIVITY

- The first gambling activity selected by gamblers is slot machines (19%), followed by poker and sports (16% each)



Access to counseling services

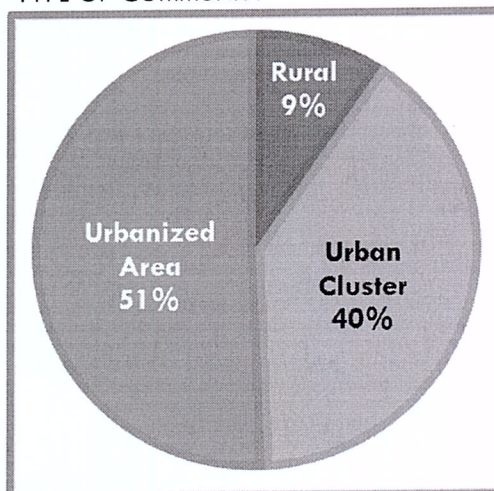
94%

of clients say it's important that there is no charge for gambling counseling services

Location of Nebraskans receiving help

- Half of clients who received GAP services during FY2018-2019 are located in urbanized areas (i.e., Omaha and Lincoln metro areas), 40% are located in urban clusters (middle size communities), and 9% are from rural areas

FIGURE 14: GAMBLER'S LOCATION BY TYPE OF COMMUNITY

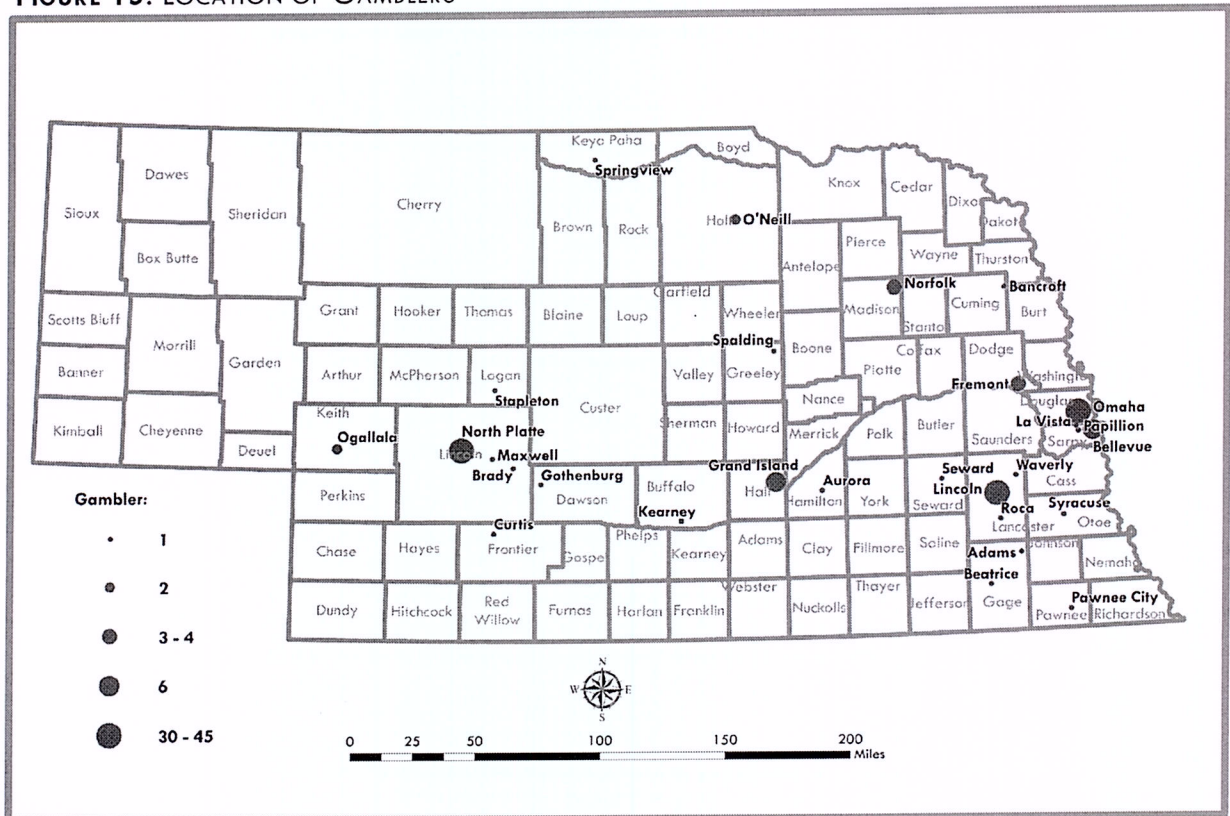


Urbanized Areas: 50,000 or more people
Urban Clusters: At least 2,500 and less than 50,000 people
Rural: Any population, housing, or territory outside urban areas

Location of new clients by city

- Gamblers came from 29 cities, representing 20 counties across Nebraska
- 95% of clients are located within 25 miles from a GAP counselor

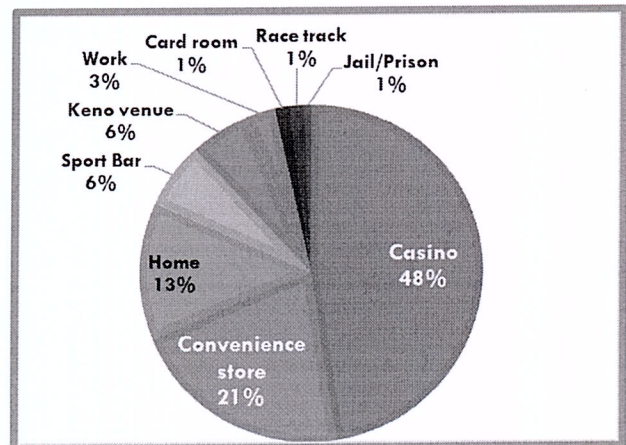
FIGURE 15: LOCATION OF GAMBLERS



Gambling location

- Nearly half of clients (48%) gambled in casinos, followed by convenience stores (21%)

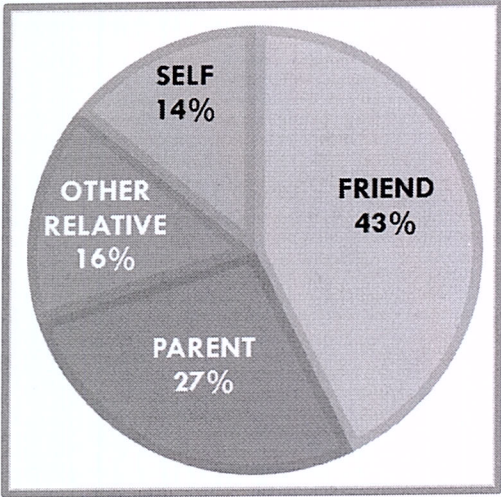
FIGURE 16: PRIMARY GAMBLING LOCATION



51% of clients were exposed to gambling while growing up

FIGURE 17: PEOPLE WHO FIRST INFLUENCED GAMBLER 18 YEARS OLD AND YOUNGER TO START GAMBLING

- Four out of ten gamblers (43%) who started gambling at 18 years of age and younger were influenced by a “friend”, followed by “parent” (27%), “other relative” (16%), and then by “self” (14%).



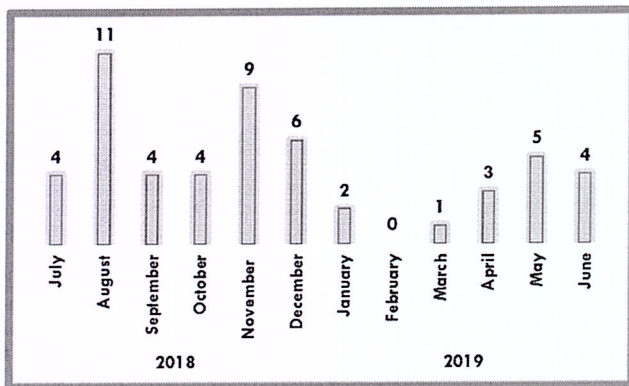
GAP clients report *substantial* progress in decreasing their problem gambling behaviors:

75% of clients who manifested severe gambling behaviors decreased their symptoms after being treated by a GAP counselor

Helpline Outcomes

A total of **53 calls** to Helpline were received between July 1, 2018 and June 30, 2019². **Figure 18**.

FIGURE 18: HELPLINE CALLS BY MONTH



Demographics:

- Three-fourths of callers are gamblers. **Figure 19**.
- Seven out of 10 Helpline calls are made by males. **Figure 20**.
- 30% of callers are 26-35 years old, and over one-fourth are 61 years old and over. **Figure 21**.

FIGURE 19: TYPE OF HELPLINE CALLER

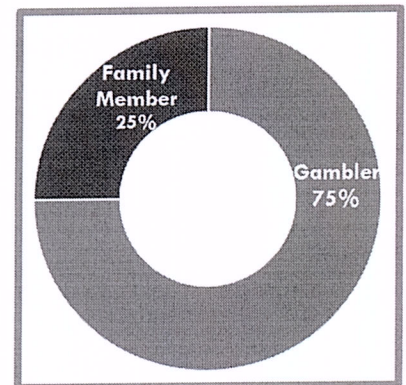


FIGURE 20: GENDER OF HELPLINE CALLER

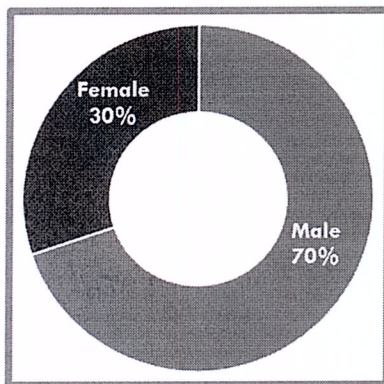
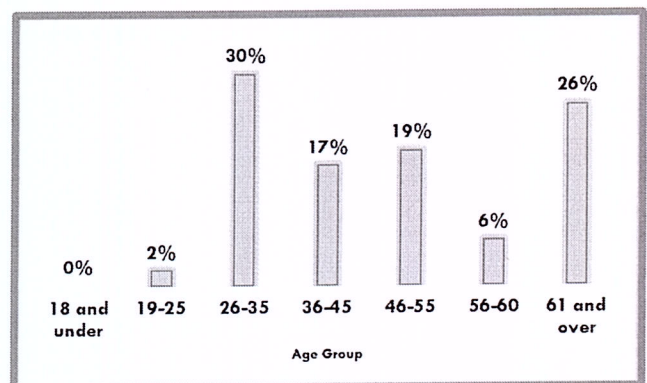


FIGURE 21: AGE OF HELPLINE CALLER



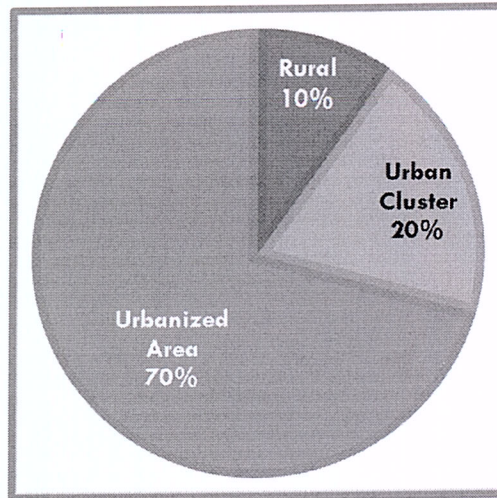
² Data sources: 1) Nebraska Council on Problem Gambling from July 1, 2013 to December 31, 2018. 2)

Louisiana Association of Compulsive Gambling from January 1, 2019 to June 30, 2019.

Helpline Caller's City

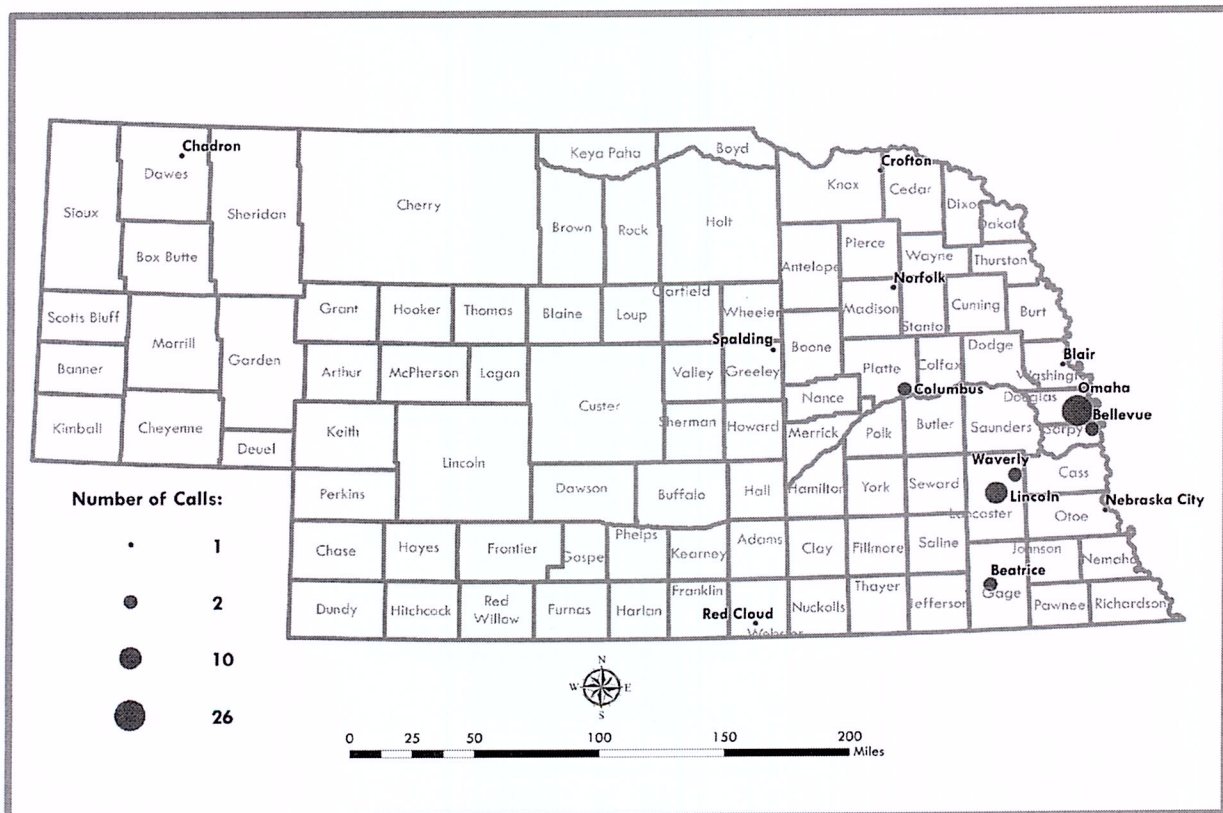
- Seven out of ten Helpline callers are from urbanized areas (i.e., Lincoln and Omaha), 20% from urban clusters (i.e., Norfolk, Nebraska City), and 10% from rural areas (i.e., Crofton, Red Cloud).

FIGURE 22: HELPLINE CALLS BY TYPE OF COMMUNITY



- Helpline calls were received from 13 different cities across the State:

FIGURE 23: LOCATION OF HELPLINE CALLS



The following opening statements during Helpline calls at intake reflect the severity of problems (family, financial, emotional) that those affected by gambling addiction are facing, and seeking help through GAP services:

- ***“I just lost my whole paycheck.”***
- ***“I have a gambling problem and I need to stop”.***
- ***“I am just trying to find out what is available for gamblers.”***
- ***“I need to confess to someone about my gambling.”***
- ***“My son needs some help for gambling.”***
- ***“I would like to get help but I don’t know where to start.***
- ***“I know I have a problem with gambling, but I don’t know what to do about it. Can you help me?”***

Source: Louisiana Association of Compulsive Gambling from January 1, 2019 to June 30, 2019

Prevention Outcomes

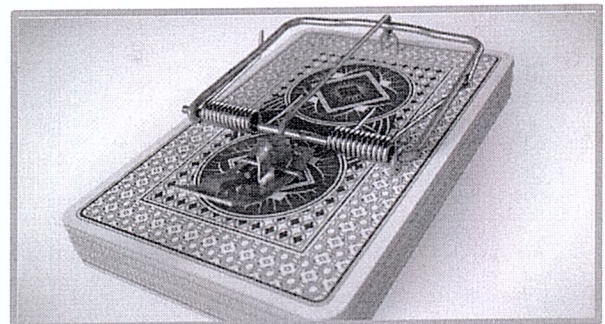
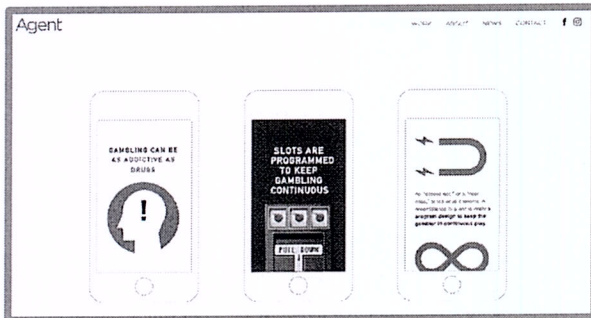
BetCareful - multi-media statewide prevention campaign by Agent Brand

The Nebraska Gamblers Assistance Program partnered with Agent to create the "Bet Careful" integrated awareness campaign which focuses on the risks of continued exposure to gambling.

Since its launch in January 2019, results show a 2,000% increase in new visitors to the GAP website, driven by video completion rates of over 63% and click-through rates on mobile double the industry average.



Click on the image below to watch video:



151,327 IMPRESSIONS

- Number of times an ad appeared on the page

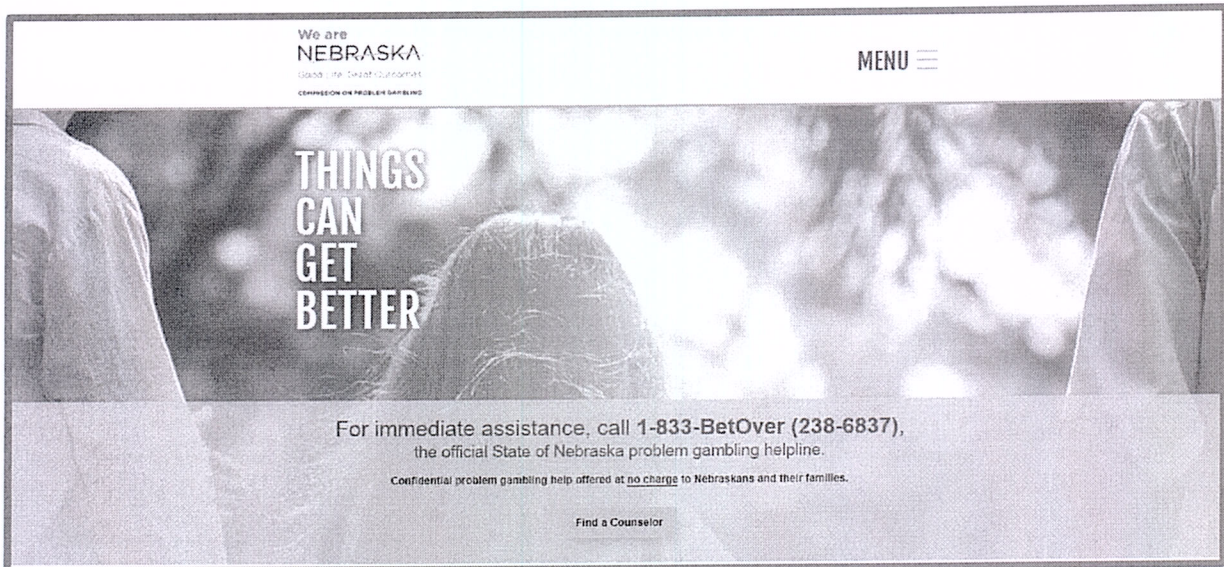
4,185 VISITS

- Number of users who clicked on the ad to visit the website

Problem gambling website

According to Google Analytics, the following outputs were found regarding the Nebraska Problem Gambling website (<https://problemgambling.nebraska.gov>) during FY2018-2019:

- Website was visited by 24,653 users, nearly 3 times higher when compared to FY2017-2018 (8,570 total number of users)
- Users were engaged in 30,400 sessions*, 2.5 times higher when compared to FY2017-2018 (12,228 pages)
- Most popular pages (pageviews*): Bet Careful (48.44%), followed by Welcome (13.6%), and then by Counseling Services (3.5%)
- Users spent an average of 2 minutes on the Counseling Services page
- When considering only pages related to counseling (i.e., resources, how counseling works, services), 9.2% of pageviews were related to seeking help for gambling services



*Definitions:


Session: A session is the period time a user is actively engaged in the website. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Pageview: is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed. (Google Analytics).

APPENDIX

List Of Counselors

Because gambling can become an uncontrollable urge to keep gambling despite the toll it takes on your life (Mayo Clinic), professional counseling helps get your life back on track.

Please ask about how to receive free and confidential counseling service electronically when you schedule your appointment with any of the agencies listed below. Clicking on the  symbol in front of each counselor will open Google Maps with the location of the counselor.

Counseling Services:

 **Alabaster Counseling**

308-532-0083

lawtonvicki@gmail.com


1300 East 4th Street
North Platte, NE 69101

 **All-Seasons Counseling Center**

308-345-4676

mthomas@allophone.com

207 West 2nd Street
McCook, NE 69001

 **AM Counseling and Consulting**

402-807-5117

lsanchez@omhcoxmail.com

919 Galvin Road South
Bellevue, NE 68005

 **Choices Treatment Center**

24/7 HelpLine 402-476-2300

Choices934@windstream.net
www.choicestreatmentcenter.com

127 South 37th Street, Ste. B
Lincoln, NE 68510

 **Crossroads Resources**

Office 308-432-3920

Cell 308-430-4610

joyekel@hotmail.com

127 West 2nd Street, Ste. 202-203
PO Box 1299
Chadron, NE 69337

 **Dobesh Counseling, P.C**

308-872-2123

jandobesh@gmail.com


1032 South E Ave
Broken Bow, NE 68822

 **Ron Felton Counseling**

308-650-0735

Ron.felton@yahoo.com

319 East B Street
North Platte, NE 69101


 **Shrader Psychotherapy, LLC**

Eleanore Shrader, LMHP, CDGC

C: (402) 858-9607

F: (402) 973-9567

11905 Arbor Street
Omaha, NE 68144


 **Hampton Behavioral Health & Family Services**

402-336-3200

402-336-7845 (Call or text for after-hours emergency crisis care)

Betty.hampton1@gmail.com

116 West Douglas Street, Ste. B
O'Neill, NE 68763

 **Jamie Heng, Mental Health Counselor LLC**

402-413-6247

jamie@jamiengcounseling.com

www.jamiengcounseling.com

2320 South 48th Street, Ste. 100
Lincoln, NE 68506

 **Holistic Counseling**

308-730-1175

elindlcs@gmail.com

1617 West 39th Street
Kearney, NE 68845


 **Lincoln Behavioral Health Clinic**

402-489-9959

rschroeder@lbhc.biz

www.counselinglincoln.com

3201 Pioneers Blvd., Ste. 202
Lincoln, NE 68502

 **Making Choices Counseling**

Office 308-234-2119

Fax 308-234-2122

makingchoicescounseling@frontier.com

2222 2nd Avenue, Ste. 400 Kearney, NE
68847 or

3231 Ramada Road #2
Grand Island, NE

 **A Pathway to Hope Counseling Center**

308-440-3308 (24/7 Help Line Available)

godsgirl2801@gmail.com

www.pathwaytohopekearney.com


1617 West 39th Street
Kearney, NE 68845

 **Peace & Power Counseling**

402-515-7412 (24/7 Helpline)

ginafricke@peaceandpowercounseling.com
www.peaceandpowercounseling.com

8031 West Center Road, Ste. 308
Omaha, NE 68124

 **Problem Gambling Recovery Services**

402-699-6810 (24/7 Helpline)

Exnccgjb@aol.com
www.neproblemgambling.com

110 South 6th Street, Ste. 221
Beatrice, NE 68130

 **Pine Lake Behavioral Health**

402-610-5835 (24-7 Crisis and
Clinical Support)

kerry@pinelakebh.com
www.pinelakebh.com

3901 Pine Lake Road Ste. 410
Lincoln, NE 68516

 **Serenity Counseling Services**

308-737-1351

ljaneengill@gmail.com
www.serenitycounselingnorthplatte.com

1300 East 4th Street, Ste. H
North Platte, NE 69001-4393

 **Spence Counseling**

402-991-0611
402-641-2520
Chuck 402-657-1972 (24/7
Helpline)
Rhonda 402-619-7286

Charles@spencecounseling.com
www.spencecounselingcenter.com

12305 "Q" Street
Omaha, NE 68137

 **Michael Sullivan Counseling**

402-750-7923

mdscounselor@gmail.com

208 North 5th Street, Ste. C
Norfolk, NE 68701

Contact Us

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