

**Michigan Department of Community Health, Behavioral Health and Developmental Disabilities Administration
Annual Report for Fiscal Year 2014**

Gambling Disorder Services

State restricted revenue, to fund Gambling Disorder services, comes from several sources: casinos, lottery, and race tracks. The following activities were undertaken across Michigan to address Gambling Disorder.

Help-line – The toll-free Gambling Disorder Help-line (800-270-7117) was continued. The purpose of the toll-free number is to provide assessments and to make treatment referrals. The toll-free number was publicized in newspapers, literature, on MDCH website, printed casino literature, outdoor displays, social media, and on the backside of lottery tickets.

During the fiscal year, the help-line received 11,979 calls with 1,780 related to gambling. Of those calls, 183 were referred to Gamblers Anonymous or Gamanon (for those concerned about friends/family members with gambling problems). 1,597 total referrals were provided to callers for help, including 817 who were referred to treatment providers. 3,721 calls were for lottery or casino information, while the remaining calls were requests for other types of assistance, wrong numbers, or undetermined.

Treatment – A statewide network of 56 licensed clinicians, who have both experience and special training in treating pathological gamblers and their families, were available to provide counseling services. These clinicians provided individual and group treatment; 650 individuals were admitted to treatment during the fiscal year and this includes 60 individuals from the Gambling Disorder Diversion Program.

Admissions to Gambling Disorder Treatment in Michigan	
Region	No. of Clients
Wayne County, including Detroit	224
Detroit Metro (outside Wayne Co.)	216
East Region	76
West Region	127
Upper Peninsula (UP)	7
Statewide During FY 2014	650

Prevention – In recognition of Gambling Disorder Awareness Month, Gambling Disorder outreach and awareness services were held at Baker College and Central Michigan and Wayne State Universities. 1,000 informational flyers were distributed to campuses statewide and sent to bankruptcy courts; cash advance stores, casinos, churches, senior centers, and schools.

Speakers Bureau – This initiative provided 27 presentations on Gambling Disorder and treatment resources that reached over 1,500 people.

Gambling Disorder Resources – Materials are distributed by the Department of Community Health, Health Promotion Clearinghouse. Topics include: If You or Someone You Know has a Gambling Problem, Senior Gambling, Sports Gambling, and Youth Gambling. Most are also available in Spanish and Arabic.



Materials are available free of charge and are intended for Michigan residents; order at www.healthymichigan.com or call 1-800-353-8227.

Some materials can also be downloaded at www.michigan.gov/bhrecovery, click on the link [Resource Materials about Substance Use and Problem Gambling](#).

Advertising – There were more than 211.6 million Internet impressions (ads, banners, video, Facebook, Pandora, Mlive, Yahoo); 52 weeks of television spots, plus television and radio spots through the Michigan Cable Telecommunications Association (MCTA) and Michigan Association of Broadcasters (MAB); eight weeks with the Detroit and Battle Creek transit programs; and eight weeks of outdoor displays (billboards, posters, transit ads). The Gamble Responsibly website received more than 28,500 visits.