

Finding disordered gambling clients through outreach efforts

- ▶ Jerry Bauerkemper, Consultant IDPH

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- ▶ Mr. Bauerkemper was the first director of problem gambling (1992 to 1996) for the state of Nebraska where he created the Gamblers Assistance program and pioneered the treatment of gambling counseling in Nebraska. In addition he was appointed and served on the Nebraska's Commission on Problem Gambling. He served on the Board of Directors for the National Council on Problem Gambling from 2001-2008 and from 2012 to 2016 He served as chair of the National Councils' Legislative committee and helped raise awareness of problem gambling in Washington DC. Mr. Bauerkemper has been providing counseling to gambling families since 1986. He has published research on the prevalence of problem gambling in the Nebraska Probation Department and fantasy sports betting among college age students. He received the "First Step" award in 1999 and the Wisconsin Leadership award in 2016 for his work with problem gamblers. Mr. Bauerkemper is an internationally recognized expert on problem gambling and has provided training throughout the United States and Southeast Asia.



Goals for day one

▶ Discuss:

- ▶ A. What is the purpose of outreach?
- ▶ B. Why do gambling outreach?
- ▶ C. Who should do gambling outreach?

Outreach

What is the purpose of Outreach?

- ▶ 1. Client find activities
- ▶ 2. Name recognition
- ▶ 3. Establish expertise



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Client find activities

- ▶ Locate referrals who will send you gambling clients
- ▶ Identify where gamblers go and go there
- ▶ Educate referral agents that disordered gamblers exist and they are attending activities in their agency, corporation, or business
- ▶ Establish contact with gamblers directly/indirectly...
(there is usually a person in every audience that is or has experienced gambling issues)

**i had an
idea to go
here**

Name recognition

- ▶ Establish your agency/program works with problem gamblers
- ▶ Identify your name with gambling help and counseling
- ▶ Establish you are more than just...
 - ▶ Substance Abuse Agency
 - ▶ Mental health agency
 - ▶ HR for problems at work

Expertise

- ▶ Inform contacts of your expertise
 - ▶ Licensed and trained
 - ▶ History of working in addictions and gambling specific
 - ▶ Able to work with SA?MH and problem gamblers
 - ▶ Expertise in budgeting/restitution
 - ▶ Business cards telling everyone you are expert
- ▶ Establish your agency as the automatic referral for those with gambling issues
 - ▶ Able to take Medicaid
 - ▶ Able to take insurance
 - ▶ Able to take clients who are unable to pay through state grant



Expertise continued

- ▶ Tell gamblers there is hope and we can help!
 - ▶ We have staff who understand gambling and problems associated with losses
 - ▶ We can help with paying back debts
 - ▶ We can help you cutback or stop gambling
- ▶ Tell family members you can help!
 - ▶ We can help you protect yourself and help gambler get help they need!

Counselor Selection

Answering my initial phone call for help
Initial trust/concern coming from counselor
Confidentiality
Counselor gave me hope
Not talking down to you
Gender an issue
Leaving the initial meeting relieved
Understanding/willingness to work on debt
Counselor showed knowledge of gambling problems

Retention focus group 2018



What Specific Skills Do Counselors Need?

Skills Needed:

Addiction Training > Personal Knowledge vs. training

Peer Counseled Focus Group: Wanted personal knowledge

Masters Level Focus Group: Non-personal knowledge of gambling

Retention focus group 2018



Certificate/Licensure

All groups were unconcerned about level of formal education

Must be expert in gambling

Made assumptions if certified by state they were qualified

Retention focus group 2018

My shirt tells you about me

Gamblers wear gambling apparel

Look for physical signs that gamblers gamble!

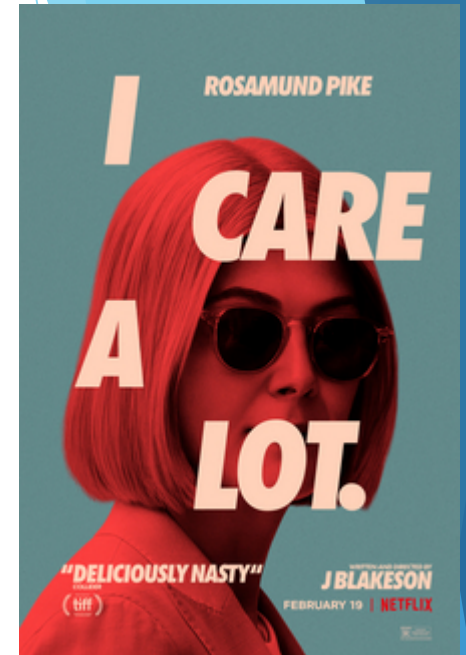


Who should do the outreach?

- ▶ Who cares about gamblers? Need to find a voice
 - ▶ Don't send out someone who doesn't care
 - ▶ Do send out someone who believes in recovery
 - ▶ Do send out someone who is trained and has expertise in gambling
 - ▶ Don't send out someone who just needs to get hours to keep their job

Send:

Gambling counselors, Agency Execs, Board of Directors, Marketing personnel



Who should you send out?

▶ Gambling Counselors:

- ▶ Places where gamblers are found
 - ▶ Casinos, bingo, sports bars
- ▶ Town meetings/ places where gamblers might be
- ▶ Probation/parole/judges
- ▶ Schools counselors
- ▶ Corporate employee assistance

Agency Execs

- ▶ Governmental meetings
- ▶ Interagency meetings
- ▶ Town meetings that require executive level understanding of all agency activities



Who should you send out?

- ▶ Marketing director
 - ▶ New areas... corporations, Dr. offices, legal offices, casino public relations, hospital PR departments, media
- ▶ Board of Directors
 - ▶ Lions clubs, Mayors offices, corporations, United way, casino CEO, Corporate board rooms, hospital board rooms

Where should you do outreaches?

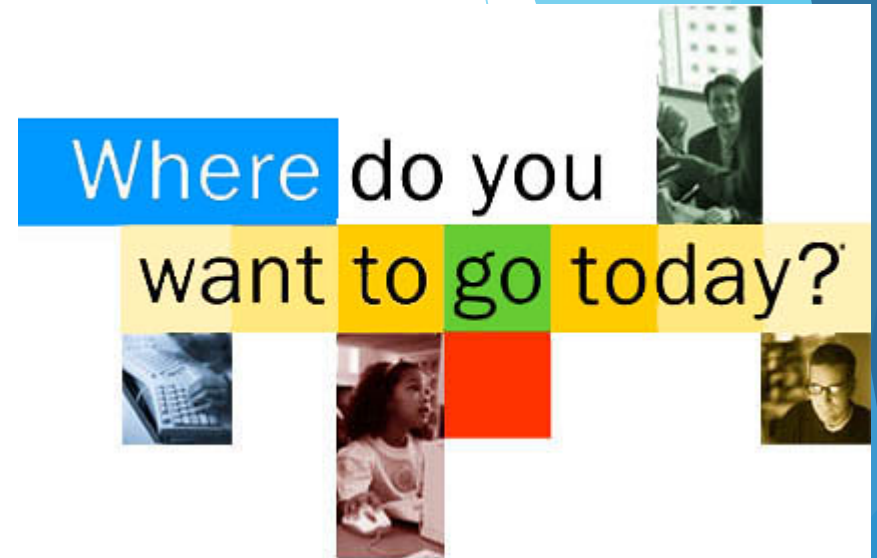
- ▶ Where gamblers go to gamble:

- ▶ Casinos

- ▶ Security meetings
 - ▶ Materials in hotel rooms
 - ▶ Whale representatives

- ▶ Bingo halls

- ▶ Church priests/ministers
 - ▶ Informational billboards... stores...job centers etc
 - ▶ People who advertise Radio/TV newspapers



Where gamblers go to gamble

- ▶ Convenience stores/Grocery stores/ where lottery tickets sold
 - ▶ Lottery terminals
 - ▶ Bulletin boards
- ▶ Bars
 - ▶ Where gray machines placed
- ▶ Can you put 800betsoff sticker on machines?
 - ▶ Bulletin boards
- ▶ Internet
 - ▶ Be first on problem gambling google search
 - ▶ We willing to take live calls from 800betsoff, 800/17522/4700,800 gambler



Go where gamblers go for help

▶ Gamblers seek help:

- ▶ Screen internally for clients
- ▶ Screen all your program clients as gamblers seek help for:
 - ▶ Marriage counseling
 - ▶ Housing
 - ▶ Homeless have had gambling problem
 - ▶ rent and utilities problems
 - ▶ Food/clothing
 - ▶ Food pantries
 - ▶ Clothing outlets/salvation army
 - ▶ Meals on wheels
 - ▶ Talk to pharmacists about medications being not picked up “no money”



Go where gamblers go for help

- ▶ Substance and Mental Health clients:
 - ▶ Screen at intake and again 30 to 45 days later again in aftercare
 - ▶ Give all SA and MH clients a budget form (will help SA recovery)
 - ▶ Look for what crimes they committed (if any)
 - ▶ White collar crimes like embezzlement or bad checks
 - ▶ Where they were picked up... on the way home from a gambling establishment
 - ▶ Look for continued money problems Why?
 - ▶ Relapses
 - ▶ MH look for depression, bipolar, anxiety, stress due to money



Goals for day two

- ▶ Outreaches should:
 - ▶ Go to specific places gamblers go to seek help
 - ▶ Go to where gamblers go they can afford
 - ▶ Go to places they sell things to get money to gamble
- ▶ What to say when you do outreaches
- ▶ When should you do outreaches
- ▶ What materials should you take when doing outreaches

Go where gamblers go for help

▶ External

- ▶ Gamblers seeking help:
- ▶ Accountants when they win and can't pay taxes
- ▶ Bankers for loans (see loan officers not bank manager)
- ▶ Priests/ministers
- ▶ Payday loans
- ▶ HR departments/employee assistance
- ▶ Pharmacists
- ▶ Car loan officers
- ▶ Insurance companies (reduce insurance)
- ▶ Internet
- ▶ Jail

BANKERS



▶ Where do you go? Start putting in chat!

Gamblers go where they can afford services

- ▶ Cheaper is better:
- ▶ **Credit is better than cash:**
- ▶ Aldi vs bakers/Hyvee
- ▶ Foodbanks
- ▶ Second hand stores
- ▶ Day old bread stores
- ▶ Laundry mats
- ▶ Free health screenings and clinics
- ▶ Apartment complexes
- ▶ Where can they get “a deal”

Gamblers go where they can sell things

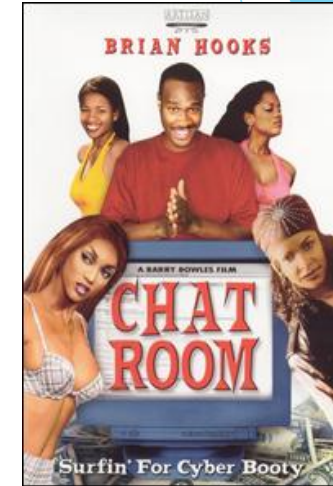
- ▶ Pawn shops
- ▶ Garage sales
- ▶ Real estate agencies
- ▶ Other.... Where do you go to sell things?

On the internet

- ▶ Update your website to show you provide gambling counseling
 - ▶ It should be separate from “addictions” or “substance abuse”
 - ▶ Why? Would you go to a podiatrist to deliver a baby? Gamblers won’t go to a substance abuse counselor as they don’t have a drinking problem
 - ▶ List gambling expertise and counselors are trained to help those with gambling issues(not disordered)
- ▶ Have a google listing for gambling problems
 - ▶ Gamblers will not google addictions or substance abuse or mental health
 - ▶ Get constant contact and send monthly information to all on mailing list

Go where families seek help

- ▶ Domestic violence shelters
 - ▶ Mental health therapists
 - ▶ On line chat rooms
 - ▶ EAP counseling
 - ▶ ???????
-
- ▶ Put together a packet of information that can be sent to families as they will call and ask for materials



Where do you go to find gamblers?

▶ Lets review the chats

Share
ideas
Start
something
good

What should you say?

▶ To Gamblers:

- ▶ Your expertise!
- ▶ Confidential
- ▶ Financial help
- ▶ Legal help
- ▶ Get your family back
- ▶ There is hope and I can help!!!!!!!!!!!!



What should you say?

- ▶ **Accountants/ bankers leave them bullet point information and business cards**
 - ▶ Cost of gambling to the gambler/business
 - ▶ How to recognize gambling problem
 - ▶ How to approach a potential gambler
 - ▶ Who you are and your expertise
 - ▶ Free service for those who cannot afford/no insurance(IPN)...but insurance will pay
 - ▶ Family members may approach first
 - ▶ Pens, brochures, flier on the wall

What should you say?



▶ Priests/Ministers

- ▶ Cost of gambling to the gambler/Family
- ▶ How to recognize gambling problem
- ▶ How to approach a potential gambler
 - ▶ When seeing them suggest looking at gambling as a hinderance to success in marriage, spirituality, emotional health, etc
 - ▶ Who you are and your expertise
 - ▶ Confidential... (if you can meet them at church first time)
 - ▶ Free/insurance
 - ▶ Can provide information to church groups
 - ▶ Family members may approach first

What should you say?

▶ Payday loan/ pawn shops

- ▶ Can you leave business cards
- ▶ Gambling can be detrimental to you getting repayment
- ▶ If in treatment you will bet repaid as part of budget
- ▶ Not looking to shut you down as service is valuable to non problem gamblers
- ▶ **What do you say... start the chats?**



What should you say?

- ▶ HR and employee assistance
 - ▶ Symptoms and signs of problem gambling
 - ▶ Expertise of you and agency
 - ▶ Cost of program
 - ▶ Confidentiality
 - ▶ Family involvement
 - ▶ Releases and results

▶

What should you say?

▶ Pharmacists

- ▶ Gamblers in depression/anxiety
- ▶ Symptoms and signs
- ▶ Multiple issues including SA and MH
- ▶ Can you order NAC N acetyl cysteine as it helps
cravings



What should you say?

▶ **Can loan officers**

- ▶ Sometimes they can't pass credit check
- ▶ Sometimes they want to downsize the loan/different car
- ▶ Symptoms/signs
- ▶ Would you put business card up on your wall?

What should you say?

▶ Insurance agents

- ▶ Insurance fraud and gambling
- ▶ Reducing insurance as they can no longer afford it
- ▶ Signs and symptoms
- ▶ Your expertise
- ▶ Cost of counseling and what happens in counseling

- ▶ Can you leave materials in their office

When should you go?

- ▶ Timing is everything in finding gamblers (moments of clarity)
- ▶ There are places that need constant updating and visiting
- ▶ There are places that are hot during specific times of the year

- ▶ Hot months:
 - ▶ January, March, August, September, December

- ▶ Online advertising all the time

TIMING
is everything.
when you're
REALLY
ready for it,
it will come.
— mandy hale

WWW.LIVELIFEHAPPY.COM

Places to visit monthly

▶ Gambling places

- ▶ Casinos
- ▶ Bingo
- ▶ Convenience stores
- ▶ Food banks
- ▶ SA/MH groups
- ▶ Senior centers/meals on wheels
- ▶ Churches (if doing groups)
- ▶ All internal groups



Paces to visit staggered

- ▶ The key is repetition
- ▶ Probation/parole/judges
- ▶ Jails
- ▶ Accountants... December/ January
- ▶ Banks...Quarterly
- ▶ Hospitals HR... Quarterly
- ▶ Employee Assistance...Quarterly
- ▶ Fast cash/Pawn... 2x per year July/August, December
- ▶ Pharmacists 2x per year



Real change
is not an
event.

Change
requires
repetition.

©antonstetner

What materials should you take

- ▶ YLI materials with 800betsoff (free)
- ▶ Pens if you can afford (give to security personnel)
- ▶ Business cards
- ▶ 1 page bullet point symptoms and referral

Tell me what works for you?

- ▶ Now you tell me what you have found that works in getting gamblers to your agency!
- ▶ Your turn to talk or chat!!!!



Thank you, Thank You, Thank You! For your many years of support in helping problem gamblers!



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