Mobilizing Communities to Address Problem Gambling: The Kansas Approach

MCPGSA
June 27, 2013
Presenters

Jean Holthaus, Problem Gambling Services Manager

Carol Spiker, Problem Gambling Program Coordinator

Frances Waldren, Problem Gambling Specialist, SC Market Region

Hillary Unrein, Problem Gambling Specialist, NE Market Region

Juan Baez, Problem Gambling Specialist, SW Market Region
Objectives

• Participants will learn how Kansas formed and funded three Problem Gambling Task Forces, three Problem Gambling Specialists positions, and a Problem Gambling Prevention Coordinator’s position

• Participants will understand how Kansas adapted the Center for Substance Abuse Prevention (CSAP) 6 core strategies to measure outcomes for problem gambling and how the Strategic Prevention Framework was utilized to provide a structure for the community-based problem gambling task forces

• Participants will learn about the community profiles of each gaming zone region, some highlighted prevention strategies and obstacles or challenges they have faced
1996  First Tribal Casino opened
1996  Kansas Coalition on Problem Gambling founded
1998  Joyce Markham, first certified gambling counselor in Kansas
1999  First Kansas Certified Gambling Counselor training
2007  SB66 passed – Expansion of Gambling in Kansas
2008  Kansas Responsible Gambling Alliance was formed
2008  Problem Gambling Services Coordinator hired
2008  SW Kansas Problem Gambling Task Force formed
2009  “Preparing your Community for the Expansion of Gambling” workshop
2010  SC Kansas Problem Gambling Task Force was formed
2011  First Problem Gambling Specialist in Dodge was hired
2011  SC KS Problem Gambling Specialist was hired
2011  NE Kansas Problem Gambling Task Force was formed
2012  NE Kansas Problem Gambling Specialist was hired
2012  State Problem Gambling Prevention Coordinator was hired
Funding

2% of net revenues from the three state-owned casinos is transferred to the Problem Gambling and Addictions Grant Fund (PGAF). Approximately 9% of the 2% fund has been allocated to Problem Gambling specific programming.

In addition to treatment, workforce development, public awareness and a helpline, this funding supports:

- The problem gambling staff (4.5 FTEs)
- $10,000 grants to each of the Problem Gambling Task Forces
Kansas Casinos

3 State Owned Casinos  5 Tribal Casinos  1,830 Lottery Retailers
Problem Gambling Prevention Framework

SAMHSA’s (Substance Abuse and Mental Health Services Administration) Strategic Prevention Framework Planning Process

April 29, 2013
Prevention Strategies

- Information Dissemination
- Prevention Education
- Alternative Activities
- Community-Based Processes
- Environmental Approaches
- Problem Identification and Referral

Adapted from the Center for Substance Abuse Prevention Core Strategies
Kansas Problem Gambling Specialist’s CSAP Outcomes
July 1, 2012 – March 31, 2013

- Community Processes: 9,075 = 80%
- Information Dissemination: 2,032 = 18%
- Prevention Education: 186 = 2%
- Problem ID & Referral: 24 = 0.21%
- Alternative Activities: 0 = 0%
- Environmental Strategies: 4 = 0%
Southwest Kansas Market Region
Southwest Kansas Market Region Profile

• 18 Counties make up the Southwest Kansas Market Region
• Population in these 18 counties makes up 5% of the state
• Percent of persons living below the poverty level (2006-2010): 11.2%
• Ethnic Breakdown of region:
  - White alone (60.5%)
  - Hispanic or Latino (34.5)
  - Black/African American alone (1.6%)
  - Asian alone: (1.6%)
• Gambling in the region:
  - 1 state owned casino-Boot Hill Casino and Resort, Dodge City
  - Lottery retail outlets-116
• Suicide Rate: 15% in 2010
• **Meeting Location:** Ford County Government Office, 100 Gunsmoke, Dodge City

• **Date:** 2\textsuperscript{nd} Thursday of every month

• **Time:** 1:30 pm - 2:30 pm

• **Chairperson:** Debbie Snapp

SKYPE capabilities are available
Cargill Partnership

Started participating in Cargill Community Advisory monthly meetings.
March 2011

Initial problem gambling presentation completed.
October 2012

Set-up booths during health fair and lunch. Disseminated information throughout the plant.
November and December 2012

April 29, 2013
Problem Gambling Media

- Started working with task force marketing committee. February 2012
- Television interview with Univision Kansas (Spanish Media). March 2012
- This partnership has led to multiple media opportunities.

April 29, 2013
Finney County and Task Force Partnership

Two strong community based organizations join forces.  
Early 2012

Technology has helped bridge the distance gap.

Have connected resources in different areas.

April 29, 2013
Southwest Market Region Successes

- Increased collaboration between counties
- Phone Survey results show increased awareness
- Media campaign
- Task force participation
- Data collection and analysis
- Increased community support
- Bridging the gap with the Hispanic and Latino communities

April 29, 2013
Challenges and Barriers in the Southwest Market Region

• Large, Rural Area
• Lack of belief in treatment success
• Culturally diverse populations have made effective communication difficult
• Struggle with opportunities to educate youth

April 29, 2013
South Central Kansas Market Region
South Central Kansas Profile

- 8 Counties in this Region
- Population is 26% of the state
- 90.5% Caucasian
- 11% Living in Poverty
- 13% Suicide Rate in 2010
  - Sedgwick Co Suicide Rate Increase of 99% from 2011 to 2012

April 29, 2013
Meeting Location: 627 North Ash, Wichita
Date: 3rd Friday of every Month
Time: 4:00 pm to 5:00 pm
Chair: Patricia Fields
Community Corrections
Environmental Change

Initial Contact with Task Force Member
Dec 2011

Presentation to Sedgwick County Community Corrections
Oct 2012

Environmental Change Introduced
Oct 2012

Environmental Change Implemented for Sedgwick Co. Community Corrections
March 2013

Possible State Environmental Change in the Future
PENDING

-April 29, 2013-
Faith Based Community Support

- **Dec 2011**: Purchased Home In Wichita
- **Jan 2013**: Individual Identification
- **Jan 2013**: Community Faith Based Concern
- **Feb 2013**: Faith Based Training During NPGAW
- **March 2013**: Billboards, PSA’s, Radio Talk Show

April 29, 2013
Enrolled in Graduate Program at Newman University

April 2012

Presentation to Addiction Classrooms

Oct/Nov 2012

Presentation to Graduate Social Work Classrooms

April 2013

Requested to Teach Disordered Gambling Class to Undergraduates

Future Policy Change in Student Manual

PENDING

April 29, 2013
Successes in the South Central Market Region

• Task Force Expansion

• Increased Opportunities for Information Dissemination

• Increased Awareness of Resources

• Increased Collaboration with Other Agencies

• Increased Credibility of the PGP Program
Challenges and Barriers in the South Central Market Region

- Normalized Gambling Behavior
- Lack of understanding of Problem Gambling as an Addiction
- Funding Crisis
- Geographical Limitation
- Lack of Knowledge within the Field
Northeast Kansas Market Region
Northeast Kansas Market Region Profile

- 3 counties make up the Northeast Market Region
- Population in these 3 counties makes up 27% of the state
- Percent of persons below the poverty level (2006-2010): 34.9%
- Suicide Rate for 3 counties: 12.4 per 100,000

- Ethnic Breakdown of Region:
  - Caucasian-74%
  - Hispanic or Latino-11%
  - Black or African American-9%

- Gambling in the Region:
  - 1 State-owned Casino-Hollywood Casino at Kansas Speedway
  - 1 Tribal Casino-7th Street Casino
  - Lottery Retail Outlets-340

April 29, 2013
Northeast Kansas Problem Gambling Task Force

April 2012
- Attended first task force meeting
- Provided a billboard on 1-70 for two weeks advertising the helpline number
- Provided 9 scholarships to the 2012 Midwest Conference on Problem Gambling and Substance Abuse (MCPGSA)

April 2013
- Provided an Urgent Challenge Training- 19 attendees
- Provided 10 scholarships to 2013 MCPGSA
- Accepted By-Laws
- Received 5 Proclamations during Problem Gambling Awareness Week

Future Goal
- To continue to grow the Task Force membership
- To increase presentations provided to the community
- To implement a College Policy at KCKCC regarding gambling

April 29, 2013
Northeast Kansas Problem Gambling Taskforce

Community Members and Professionals Welcome
Every 2nd Tuesday of each month
4:00 pm – 6:00 pm
Kansas City Kansas Community College
Jewell Building, Room 3397
7250 State Ave
Kansas City, Kansas

Kansas offers confidential assistance at no cost to problem gamblers and family members or concerned friends of individuals who are struggling with problem gambling.

Getting Help is your Best Bet.
800.522.4700 ksgamblinghelp.com

Northeast Kansas Problem Gambling Task Force raises awareness of and provides education to individuals, families and communities to reduce the harmful effects of problem gambling.

For more information contact Hillary Unrein at (913)279-7642 or at Hillary.Unrein@kdads.ks.gov
# Homeless Point-In-Time Count Survey

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>January 17, 2013</td>
<td>• Met with Wyandotte County Homeless Services Coalition (WHSC) Coordinator</td>
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<tr>
<td>February 27, 2013</td>
<td>• Sent written proposal of requested additions (problem gambling questions) for the Point-In-Time Count (PITC) Survey to the WHSC Coordinator</td>
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<td>March 21, 2013</td>
<td>• Received verbal notice that the Wyandotte County Continuum of Care committee approved additions to the PITC Survey</td>
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<tr>
<td>April 11, 2013</td>
<td>• Received written confirmation of changes implemented to the PITC Survey</td>
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<td><strong>Future Goal</strong></td>
<td>• To have all Continuums of Care in Kansas implement the same additions on their PITC Surveys.</td>
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*April 29, 2013*
Kansas Department of Corrections

March 6, 2013
- Met with the Corrections Manager with the Kansas Department of Corrections

Current
- Corresponding with the Warden, Deputy Warden and additional staff on facilitating a plan to address problem gambling with staff and inmates

Overall Goal
- To provide assessments to inmates prior to their release
- To provide education and resources to inmates, volunteers and staff regarding problem gambling
- To increase access to resources and reduce barriers

April 29, 2013
Successes of the Northeast Market Region

• Increased knowledge and awareness surrounding Problem Gambling
• Expanded Task Force Membership
• Implemented an environmental prevention strategy to collect data for a specific population in relation to gambling
• Increased awareness of gambling-related suicide
• Increased participation in Statewide Conferences
• Increased collaboration with area agencies and Kansas City Kansas Community College

April 29, 2013
Challenges and Barriers in the Northeast Market Region

- Normalization to gambling venues
- Lack of awareness and understanding of the impacts of gambling
- Lack of knowledge of problem gambling resources available to Kansas residents
- Limited Funding
- Marketing - Industry vs. Prevention
Questions ?