

Awareness, Better Communication Is The Goal Of New Alliance Publication

Welcome to the Missouri Alliance to Curb Problem Gambling's first *Betsoff Bulletin*. We created the quarterly *Bulletin* to help keep anyone interested in problem gambling initiatives informed about what's happening in Missouri – and there is a lot.

In upcoming issues, we plan to feature people who are working to increase problem gambling awareness through treatment, public service and research. Missouri is lucky to have such a large and talented group of individuals who are making such a positive impact on problem gambling issues, and if you know someone who may make a good subject for such a feature, please let us know.

In every issue, we will include a list of upcoming events and information about new awareness campaigns and current programs.

In the next few months, the Alliance will introduce two awareness campaigns – a new generic campaign and a new youth campaign. Information about both campaigns, along with the older-adult campaign, is included in this

newsletter. We're working to get the new posters and brochures distributed as soon as possible, so be looking for them soon.

During the past year, the Alliance has continued to make strides in problem gambling awareness. The success of the in-school-youth-addiction-prevention program, "All Bets Off," is one program of which we're particularly proud. We also welcomed the Port Authority of Kansas City into the Alliance. Their membership furthers our mission to heighten public awareness for the dangers of problem gambling and will help us in the development of prevention and education programs.

We hope you will enjoy reading the *Betsoff Bulletin*, our newest awareness effort. Please also visit our Web site at www.888betsoff.com for additional information about upcoming events or to learn more about the Alliance.

Gary Gonder,
Chairperson of the Alliance

SPECIAL AUGUST ALLIANCE EVENT

Friends, Family Role To Highlight Presentation

What role do friends and family members have in helping problem gamblers get the help they need to stop gambling? Carol O'Hare, a recovering compulsive gambler and executive director of the Nevada Council on Problem Gambling, will provide insight into the impact friends and family can have on problem gamblers during a special Alliance presentation from 10 a.m. to noon Aug. 20. The event, which is free and open to the public, will be held at the University of Missouri-St. Louis' Millennium Center.

O'Hare, who also is the executive vice president of the National Council on Problem Gambling, will offer unique insight to the problems compulsive gamblers and their families face in confronting the addiction.

"Friends and family members often hold the key in helping compulsive gamblers seek the help they need to combat their addiction," said Gary Gonder, chairperson of the Alliance. "More than 25 percent of the phone calls to our help line are from friends and family members, so we know there's a need for information about how to help the gambler get into treatment.

"Carol O'Hare will provide information about how friends and family members can help, and she also will be able to offer

additional information for our treatment professionals," he continued.

Gonder said the importance of friends and family is the focus of a new awareness campaign being kicked off this month by the Alliance.

"Our first campaign was designed to create awareness about the help-line number," Gonder said. "It was time to update the campaign, and based on the number of calls to the help line from friends and family members, we decided to put our emphasis on them."

Gonder said family members and friends of compulsive gamblers often are the first to realize there is a problem, and therefore may be key in helping the compulsive gambler get into treatment.

O'Hare became the executive director of the Nevada Council on Problem Gambling in April 1996. She is a frequent speaker at



Carol O'Hare

SPECIAL AUGUST ALLIANCE EVENT

industry conferences, training seminars and public forums at both the state and national level. She has been a member of the Board of Directors of the National Center for Responsible Gaming since July 1996 and, in January 2000, was elected to serve as the executive vice president of the National Council on Problem Gambling.

Prior to 1996, O'Hare was a volunteer and member of the Board of Directors of the Nevada Council. During that

time O'Hare also worked as a problem gambling consultant assisting in the development of programs to address problem gambling, both within the gaming industry and the community.

In her personal life, O'Hare continues to be an active member of a problem gambling support group through which she has maintained her own recovery from gambling addiction since January 1991.

2002 Responsible Gaming Week Slated For Aug. 5-9

Training and new awareness materials will highlight Missouri's fourth Responsible Gaming Education Week, Aug. 5-9.

Casino industry employees will be trained on responsible gaming, illegal youth gambling and issues surrounding unattended minors. The training materials were created by the North American Training Institute to help address awareness among casino patrons, employees and casino management.

Awareness materials and displays will be featured at riverboat casinos, lottery offices, the Missouri Department of Mental Health headquarters and at the Missouri Gaming Commission.

Activities will be held throughout the month, including the Aug. 20 presentation by Carol O'Hare, the executive director of the Nevada Council on Problem Gambling.

Friends, Family-New Focus For Awareness Materials

Building awareness of the toll-free problem gambling help line – 1-888-BETSOFF – has always been a primary goal of the Alliance. Alliance members use various methods to build this awareness – billboards, speakers' bureau, public service announcements and the backs of casino cards and lottery tickets – but some of the most noticeable ways are through the Alliance's posters and brochures.

"Our initial goal was to create awareness of the help line, and that is what our first campaign focused on," said Gary Gonder, chairperson of the Alliance and director of communications for the Missouri Lottery. "The first campaign highlighted the phone number as the number always on the side of the problem gambler.

"I think the campaign has been very successful," he continued. "The number of calls to the help line have increased every year since we kicked off the awareness campaign, and when we go to conferences or even to schools, people ask if we're the 'betsoff people.'"

Gonder said the Alliance always will continue to focus on increasing awareness of the help line, but the Missouri Lottery is updating the collateral materials to appeal to the friends and family members of problem gamblers. The older adult campaign introduced in August 2001 was the first step

in the campaign update.

"On average, about 28 percent of the callers to the help line are third-party callers or people who are calling about a loved one," Gonder said. "We believe that these people usually have a stronger influence on a problem gambler than we do, so we're hoping through this new campaign that they will learn where to tell problem

gamblers to find help and also to find help for themselves."

Gonder said Missouri residents who are family members of problem gamblers are eligible to receive free counseling treatment, but many are unaware of this service.

Two new campaigns will be kicked off this month – a general awareness campaign and a campaign aimed at youth. Both campaigns will be aimed at friends or family of problem gamblers.

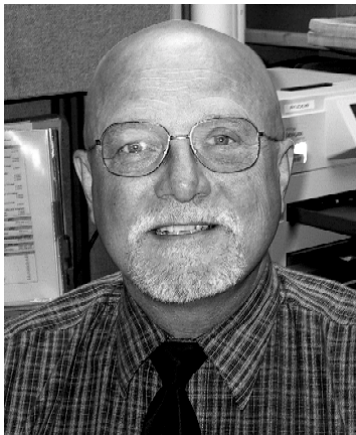
To order copies of the new posters or brochures, send your request to perez@molottery.com or call (573) 526-7467.

Number of calls to 1-888-BETSOFF (1-888-238-7633)						
	Jan.	Feb.	March	April	May	June
2002	254	211	241	273	133	270
2001	306	244	300	156	218	222

Department of Corrections Addresses Compulsive Gambling Among Offenders

By the time compulsive gamblers enter Stan Landon's world, they have reached rock bottom. They no longer have any choices on how to handle their addictions; those decisions are made for them. They no longer can freely participate in their addictive lifestyle, or they risk losing more freedoms.

Landon is the coordinator of the Missouri Department of Corrections' (DOC) substance abuse education services as well as the coordinator for the department's Required Educational Assessment and Community Treatment (REACT) Program. He supervises the substance abuse treatment of individuals sentenced to either prison or probation.



Stan Landon

"It's our job to determine what type and what treatment is best for each offender who has been found to have an abuse problem," Landon said.

"Many offenders are placed in correctional facilities because of substance-related offenses," he said. "Getting treatment is usually a key in helping an offender be successfully released back into society."

Approximately 28,510 substance-abuse screenings of offenders were conducted last year by the department.

Landon said each person sentenced to a Missouri correctional facility undergoes a screening for substance abuse. Out of the approximate 27,540 inmates in Missouri's institutions in fiscal year 2001, 11,730 inmates were in substance abuse treatment.

Prior to 1993, the DOC did not offer substance abuse services to the general inmate population. Since then, the substance abuse services have increased to include substance-abuse screening, drug education, relapse prevention and support groups. Compulsive gambling issues are also addressed as a part of the DOC screening process.

Landon, who is certified both as a substance abuse counselor and a compulsive gambling counselor, said studies have shown that about 18 out of 100 offenders who are referred to substance-abuse treatment also have compulsive gambling problems. Beginning about a year ago, all offenders sentenced to probation are now also screened for gambling problems.

"Many offenders are required to make victim restitution as part of their sentence. Individuals who have been identified as compulsive gambling offenders can also be ordered by the court to pay back their victims," he said.

One program that Landon is particularly proud of is the Required Educational Assessment and Community Treatment (REACT) program. The program, which started in August 1998, is designed for felony probation drug

offenders to help ensure they achieve and maintain sobriety to successfully complete their probation.

"The key is to help the offenders help themselves," Landon said. "If they continue with their abuse, they will most likely end up in prison, but if we can get them into out-patient or in-patient treatment for the addiction, there's a good chance they may succeed."

Landon said offenders entering REACT are required to pay a minimum of \$225 to cover the screening and supplemental fees, along with a portion of the required program. He said that in addition to offsetting the costs of the program, the required fee ensures the offender has ownership in the program and is more likely to be committed to it.

With all offenders entering the DOC system being screened now for compulsive gambling, Landon said the department hopes to help offenders better deal with the addiction.

Landon said as a participating member of the Alliance, he is able to stay informed about Missouri's many problem-gambling programs.

"Being with the Alliance is helping me keep my skills sharp in the field," he added. "I have to keep my staff educated, so it helps for me to be active in the Alliance."

Volunteers Sought For Washington University Gambling Study

Researchers at Washington University School of Medicine in St. Louis are looking for volunteers to participate in a clinical research study to test an investigational medication designed to treat pathological gambling.

Qualified participants will receive all study-related care at no costs including: physician visits, study medications, laboratory and psychological tests and electrocardiograms. Eligible participants must be:

- 18 years of age or older;
- A current gambler;
- Have problems with gambling; and
- Able to attend 11 medical visits at Washington University Medical Center in St. Louis.

Volunteers will be paid for their time and effort. For more information, call Lee at (314) 286-1041.

Speakers, Presentations Available

The Alliance provides speakers for groups and organizations on a wide range of topics. For more information or to arrange a free presentation, please call (573) 526-7467 or (573) 522-1373.

New Alliance Officers

Mike Ryan, executive director for the Missouri Riverboat Gaming Association and president of Ryan and Associates in Clayton, was named as the new chairperson of the Alliance.

Keith Spare, president of the Missouri Council on Problem Gambling Concerns Inc. and program director for Rodgers South in Kansas City was elected as the vice chairman.

Melissa Stephens, problem gambling program administrator for the Missouri Gaming Commission, was re-elected as secretary for the Alliance.

1-888-BETSOFF

Want More Bulletins?

In an attempt to streamline costs, the *Bulletin* will be available through the Alliance's Web site, www.888betsoff.com. We are building an e-mail list of individuals who are interested in receiving notification when a new issue is available at the Web site, so please forward your e-mail address to perezs@molottery.com. If you would prefer to receive a free printed copy of the *Bulletin* through the regular mail service, please let us know by calling (573) 526-7467.

If you received notification by e-mail about this first issue, you're already on our e-mail list. Remember to send us updates on any e-mail address changes. Please also feel free to forward the link for the newsletter to anyone else who may be interested in reading it.

Thank you for your interest in the *Bulletin*.

Membership Is Key To Alliance Strength

Keep informed about what's happening with problem gambling in Missouri and help develop Alliance programs by becoming a participating member of the Alliance.

Any individual or organization interested in promoting and furthering the Alliance's mission to

educate Missouri residents on the potential characteristics and dangers of problem and compulsive gambling, and promoting the availability of treatment can join the Missouri Alliance as a participating member.

Participating members are encouraged to:

- Participate in Alliance meetings and events;
- Aid in the planning of awareness events; and
- Provide input to further expand the Alliance's programs.

All memberships into the Alliance are free. For more information about becoming a participating member or to join, visit the Alliance's Web site at www.888BETSOFF.com or call (573) 522-1373.

Share Your Ideas

Do you have an idea for a story for the next *Bulletin* or would you like to write a story for the next issue? There's a lot going on in Missouri concerning problem gambling, and we would like to include as much as possible in the *Bulletin* and on our Web site, so please be sure to pass on any ideas you may have. To suggest story ideas for the *Bulletin* or the Web site, contact Shelly Perez at perezs@molottery.com or call (573) 526-7467.

For a list of upcoming Alliance events, visit www.888betsoff.com



Missouri Department of Mental Health



Missouri Council on Problem Gambling Concerns



Missouri Gaming Commission



Missouri Lottery



Missouri Riverboat Gaming Association



Port Authority of Kansas City, MO

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 help line and free treatment.