**ORG Partners Launch New Problem Gambling Awareness-Building Campaign**

In August, 2015, the Ohio for Responsible Gambling partners launched a new public awareness campaign called “Be the 95%” - a campaign rooted in public health and prevention science to build community understanding of what problem gambling is and how to gamble responsibly for those Ohioans who do gamble. The need for the campaign arose directly from expressions of community need found in all three evaluations of the Ohio Problem Gambling service system in SFY 2015.

Be the 95% shares helpful, positive tips for those who gamble and resources for anyone who needs help for a gambling problem. The campaign is primarily directed at the influencers of potential problem gamblers: spouses, friends, parents, grandparents, siblings and employers. To maximize visibility, community partners are being urged to adopt the campaign by using a Community Toolkit of resources. Visit [www.the95percent.org](http://www.the95percent.org), go to the Tips & Education page, click on Community Toolkit, and use the password “95percent.”

The campaign was developed with funding from the Casino Gambling and Addictions fund and is being disseminated with funding from the Ohio Lottery Commission.

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**SFY 2016 RESEARCH PLANNED**

**Statewide Gambling Survey — Round Two**

The 2012 Ohio Gambling Survey provided a baseline look at gambling prevalence in the state prior to the opening of 11 new gambling venues. OhioMHAS and Ohio for Responsible Gambling will field a second statewide survey to track the impact of expanded gambling options. The second survey on problem gambling activity and attitudes will be launched in second quarter of SFY 2016 with 40,000 surveys to be gathered - enough responses to generate Alcohol, Drug Addiction and Mental Health Services Board-level estimates of at-risk and problem gambling prevalence. Survey collection is expected to take up to 18 months, and analysis is anticipated in summer 2017.

**Statewide Youth Gambling Survey**

A portion of the Problem Casino Gambling and Addictions fund is supporting the inclusion of problem gambling questions on a statewide survey of youth that will look at risk factors for multiple problem behaviors. This will provide a baseline of attitudes and practices for youth ages 14-18. Additional funds needed for the survey were approved as part of HB 483. The survey is taking place in SFY 16.

**LONG RANGE GOALS**

- Continue to embed Be the 95% messaging into local communities via traditional and social media.
- Continue to educate clinicians, clinician supervisors, and develop active partnerships with criminal justice agencies, i.e. Ohio Department of Rehabilitation and Correction, jails, and Community-Based Correctional Facilities (CBCFs) regarding Problem Gambling screening and treatment models.
- Make videoconference counseling for Problem Gambling treatment available to anyone who needs it.
- Develop a relationship with a statewide credit counseling organization/agency for specialized help for clients.

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This pilot study was designed to discover the effectiveness of a new group-based treatment intervention for juvenile justice-involved youth ages 13-17 in Montgomery, Franklin, Cuyahoga, Lucas, and Mahoning counties. 423 youth have participated to date; 19 additional youth received education and resources will be posted to the online DFAA Problem Gambling Prevention Resource Center.

Statewide Performance Measures Update

Our statewide performance measures focus on the measurable indicators of programs and organizations that are evidence-based, offering a glimpse of what services are being rendered, to whom, and where in the state.

Prevention models included:
- MIDDLE SCHOOL
  - Stacked Deck*, Life Skills
  - Rupich Model: This pilot study was designed to discover the effectiveness of a new group-based facilitated, 12-week treatment curriculum on a sample of Ohio disordered gamblers and whether the curriculum positively influenced self-esteem, gambling cravings, and ultimately reduced gambling behavior. To date, 23 clients have participated.
- HIGH SCHOOL
  - Stacked Deck*, Project PANDA
  - College Age
  - Smart Bet*
  - E-based Financial Literacy Program*

ADULTS
- Awareness Campaigns, Information Fairs
- Community Education Programs

Treatment models included:
- ADULTS
  - Cognitive Behavioral Therapy (CBT)
  - Rupich Treatment Model*
  - Stages of Change
  - Question, Persuade, Refer (QPR)

OhioMHAS gathered local data for an emerging picture of what services are being rendered, to whom, and where in the state.

Final Analysis of 2012 Ohio Gambling Survey Adjusts Baseline Prevalence

The final analysis of the 2012 Ohio Gambling Survey resulted in an expanded estimate of those at some level of risk for problem gambling. With 4.2 percent at low risk, 1.1 percent at moderate risk, and 0.4 percent with a gambling disorder, this totals approximately 500,000 Ohioans or 5.7 percent at risk of problem gambling prior to the opening of new gambling destinations.

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