



Out of the **SHADOWS**

Problem Gambling:
From Hidden Addiction
to Public Awareness

20

Years of Public Service
The Kentucky Council
on Problem Gambling

KYCPG

Kentucky Council on Problem Gambling

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20 Years of Public Service

A Report from the Kentucky Council on Problem Gambling (KYCPG)

Table of Contents

2	President's Message
4	KYCPG History and Timeline
8	Reflections from the Founder
15	Research: How Real Is the Problem?
15	Concern Over Youth Gambling
16	KYCPG's First Service: 1-800-GAMBLER
17	KYCPG Awards
19	KYCPG Publications, Products and Projects
21	KYCPG Advocacy and Research
21	Highlights from The Challenge for Kentucky
24	KYCPG Strategic Plan

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Special and Corporate members provide most of KYCPG's dues and sponsorship support. They are: Kentucky Lottery Corporation, Churchill Downs, Inc., Ellis Park, Keeneland Race Course, Kentucky Downs, The Red Mile, Turfway Park, KLM Wagering, IGT, Belterra Casino Resort, Harrah's Metropolis Casino, Hollywood Casino, Horseshoe Southern Indiana, and Tropicana Casino. KYCPG applauds their commitment to social responsibility in raising awareness of problem and addicted gambling and in assisting the problem and addicted gambler and his or her family.

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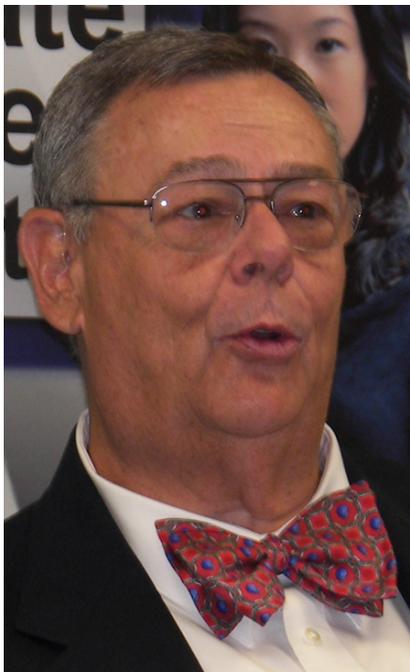
A Message from KYCPG President Newman

Greetings,

As I begin this letter, I feel much like the minister delivering his message to the choir. Most of you reading this will know about Gambling Disorder (Pathological or Addicted Gambling) and are probably active in treating gamblers and their families. On the chance that new eyes will read this and their awareness of Gambling Disorder will be increased, I go further.

I am visiting at my daughter's house west of Indianapolis. One of the opportunities I have is to assist with running the "parental taxi." Today, I am picking up my granddaughter early from high school, then collecting her best friend early to take them to a swim meet in downtown Indy. Last night as we were making final preparations, I asked her best friend (Lucy) if she knew my name. She proudly informed me that my name was "Pops." Then it dawned on her that she knew who I was but never knew my given name. I told her that Pops would be picking her up but the school would want a little more information.

I can't help but wonder how many people either dealing with Gambling Disorder directly or the family member of someone suffering from this disease go through the same process. They know it, see it, but don't know what to call it or how to treat it.



*‘They know it,
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The Kentucky Council on Problem Gambling (KYCPG) over the past 20-plus years has worked arduously to increase the awareness of the public at large about what it is and how to treat it. Some have heard the message and have responded to it. In an effort to increase awareness, KYCPG has reached out to many people, mental health treatment providers and the community at large. We presented a school curriculum “Choices” developed in collaboration with the Kentucky Lottery, and we have provided it free to any school in the state that wanted a copy.

KYCPG has worked with prevention specialists in an effort to increase their awareness among people with whom they work. Some day, it is my hope and dream, they will take this information and begin informing the young people with whom they work with the same intensity that drinking, drugging and smoking gets today.

KYCPG has continuously worked with treatment providers. First to get Gambling Disorder on their radar screen, and once it is identified, to be able to treat this disorder along with their families. Beginning back in 1999, KYCPG held its first gambling treatment training for counselors. From this effort 13 counselors became certified. Small in number but a beginning. We continue to do this with the hope of getting a sufficient number of counselors throughout the state to treat the number of gamblers who we know are out there still suffering.

One of the things that continues to keep me awe struck is that KYCPG has been able to provide these services on a minimal budget. Many states have

KYCPG Advocates for Problem Gamblers

treatment programs and councils that are fully funded by their state. Kentucky has not stepped forward to provide funds for awareness, prevention or treatment for gamblers or their families in spite of the fact that Kentucky receives dollars from horse racing, charitable gaming and the Lottery. We have sought to change this with every legislature by lobbying and testifying before legislative committees. In spite of titular support from the legislators, no bill has ever passed.

If it were not for the foresightedness of some people, KYCPG would not be in existence. Tom Meeker of Churchill Downs and Arch Gleason of the Kentucky

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Lottery saw, understood and took action on behalf of the problem gamblers and their families. Many of the casinos, race tracks and charitable gaming halls have also continued to support the mission of KYCPG. Accolades to them.

KYCPG has developed a positive relationship with Gamblers Anonymous here in Kentucky. An ideal treatment program always involves attendance at GA. This has helped build this positive relationship, which is unique in Kentucky. In many states, even though there is consensus on the outcome, there is somewhat of an adversarial relationship between GA and treatment providers.

KYCPG continues to advocate for the gambler and their families. The KYCPG Board continues to reach out to those who suffer from a Gambling Disorder and their families in an effort to help them into recovery and a happy, healthy lifestyle.

It is my hope, as we celebrate our 20th anniversary, we can share with gamblers, their families and the treatment community the good news that Gambling Disorder is treatable and recovery is possible.

Come celebrate with us,

Bud Newman

Bud Newman

President KYCPG

KYCPG from 1995 . . . a Brief History

The Kentucky Council on Problem Gambling (KYCPG), a non-profit, 501(c)(3) charitable organization, was founded in 1995 and incorporated as a Kentucky non-profit organization in 1996. It began as the vision of Curtis L. Barrett, Ph.D., professor emeritus, University of Louisville. He saw in his teaching and practice that addicted gambling (then known as compulsive or pathological gambling) was an existing concern for Kentucky, and that action was needed to raise awareness of the issue among the citizenry, with governments, and even inside the gambling industry, itself. With organizing donations from the Kentucky Lottery Corporation and Churchill Downs, Inc., KYCPG (then called the Kentucky Council on Compulsive Gambling) began to organize training conferences and develop awareness materials.

Critical to the Council's formation was establishing a Board of Directors. The principles that guided the selection of the first KYCPG Board remain in place today. It represents the community and those impacted by problem and addicted gambling: behavioral health counselors, academics, researchers, business people, government, clergy, the gambling industry, and recovering addicted gamblers. Board members pledge to follow the neutrality principle to neither advocate for nor oppose legal gambling. It was and is an active Board, with members taking on roles and responsibilities to further the Council's vision and mission.

*'the KYCPG Board
. . . represents the
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and addicted
gambling.'*

The American Psychiatric Association recognized gambling addiction as a pathological disorder in 1980. In the 2013 revision of the *Diagnostic and Statistical Manual of the Mental Disorders, Fifth Edition (DSM-5)* pathological gambling was renamed addicted gambling and reclassified under addictive disorders. It is a behavior that is devastating to the individual and his or her family, friends, employers and associates. With any increase of gaming opportunities, evidence indicates that more individuals with addicted or problem gambling behavior will surface. National research indicates that addicted gambling afflicts one in every 100 persons. A survey commissioned by KYCPG and conducted in the Fall 2008 by the University of Kentucky Survey Research Center identified in Kentucky 9,000 addicted gamblers, 51,000 problem gamblers and 190,000 individuals at-risk of developing a gambling problem.

KYCPG Does Not Oppose Gambling

As an affiliate of the National Council on Problem Gambling (NCPG), KYCPG does not oppose gambling or wagering as entertainment. In fact, the Kentucky Council is gambling neutral — gambling exists and many people enjoy the pastime. When gambling no longer is a game, the Kentucky Council on Problem Gambling seeks to help those threatened by the addiction. The Kentucky Council's purpose is to inform professionals and the Commonwealth's citizens of this debilitating behavioral illness and public-health concern that could negatively affect one's business and personal relationships.

In 2001, KYCPG adopted its current name, and followed in 2002 by developing a vision, mission and series of strategic goals. Last updated in 2016, ***the vision is to be the focal point for problem gambling issues in the Commonwealth of Kentucky.*** The mission is: ***"to increase awareness of problem gambling, promote prevention and research, and advocate for the availability of treatment."***

Membership in the Kentucky Council on Problem Gambling shows concern for those who may develop a gambling problem or addiction. The Kentucky Council on Problem Gambling knows there is concern

KYCPG from 1995 . . . a Brief History

across the state. Contributions and membership support efforts to identify, educate and provide help.

Please let the Kentucky Council know whether any of its programs can be of use. The Council strives to create a partnership to serve those addicted to gambling and their families. Contact KYCPG Executive Director Michael R. Stone (kmstone1951@gmail.com, 502-223-1823) for information, or visit the Council's website: www.kycpg.org.

KYCPG Annual Highlights

Following are annual highlights of the projects in which the Kentucky Council on Problem Gambling has invested in an effort to fulfill its mission:

- From the onset, it was important to provide a public service for those seeking help or more information on problem gambling. With essential assistance from the Council on Compulsive Gambling of New Jersey and River Valley Behavioral Health in Owensboro, Ky., the 1-800-GAMBLER (1-800-426-2537) helpline, provides crisis intervention and referral to treatment or self-assistance. Text and chat services were added in 2016. (Chat service is accessed through www.rvbh.com.)
- Also at the start, KYCPG initiated annual educational and awareness conferences to inform behavioral health professionals of screening and counseling protocols to help problem gamblers and their families, encourage behavioral health professionals to achieve certified gambler counselor status, explore problem and addicted gambling issues, and understand the complexities of the gambling experience.
- Early awareness outreach produced *"It's a Great Game,"* a 20-page booklet explaining problem and addicted gambling behavior written by KYCPG Professional Adviser Curtis L. Barrett, Ph.D., and KYCPG Board Member Don Clippinger, an award-winning thoroughbred reporter and editor.
- 1997 -- KYCPG's first public awareness outreach promoted the highway billboard message that "Gambling Can Be Addictive" and the 1-800-GAMBLER (1-800-426-2537) helpline.

- 1998 -- KYCPG secured its first grant from the then Kentucky Division of Substance Abuse to provide the classroom instruction for gambler counselor certification; 85 attended the four-day program.
- 1999 -- KYCPG released its first mass distributed awareness brochure, *"When It's More Than A Game."*
- 2000 -- KYCPG added a fall educational and awareness conference, which eventually became the MidCentral Alliance on Problem Gambling Fall Conference in 2006, a consortium of Indiana, Illinois, Michigan, Minnesota, Ohio, West Virginia and Wisconsin. The first legislative attempt to establish a publicly funded problem and addicted gambling awareness and treatment program in Kentucky was introduced in the Kentucky General Assembly by Rep. Jack Coleman and numbered *House Bill 711*. It passed the House but there was no action in the Senate.

'From the onset, it was important to provide a public service for those seeking help.'

- 2001 -- KYCPG developed public outreach presentations to inform audiences about problem and addicted gambling. Obtained first grant from the Keeneland Foundation to support outreach and awareness efforts.
- 2002 -- KYCPG organized a public forum to explore gambling in Kentucky. Held at the University of Louisville, it was videotaped and made available for public information. KYCPG presented its first test-prep workshop to prepare behavioral health counselors for the required test to achieve gambler counselor certification; 23 of 24 participants passed

KYCPG from 1995 . . . a Brief History

the exam. KYCPG developed and released its first strategic plan. KYCPG organized a coalition composed of the gambling industry, certified gambler counselors, and state agencies to promote Responsible Gaming Education Week (RGEW) in Kentucky. Held the first week of August each year, RGEW promotes responsible gambling practices through media campaigns and statewide distribution of posters and rack cards.

- 2003 -- KYCPG was the host of the National Conference on Problem Gambling at the Hyatt Regency Hotel in Louisville. State Representative C.B. Embry introduced and achieved passage of the only problem gambling legislation adopted by the Kentucky General Assembly. The resolution led to Legislative Research Commission (LRC) Report 316, *Compulsive Gambling in Kentucky*, which documented 20,000 addicted gamblers in the state and suggested the need for more availability of treatment options for problem and addicted gamblers and their families. KYCPG followed the release of the LRC report with a **Gambling Assistance Proposal (GAP)** outlining the types of services needed and estimated costs over a five-year period.

- 2004 -- KYCPG began active participation in National Problem Gambling Awareness Week, which now is a month-long activity in March. KYCPG developed an outreach message for use in the state's Community Mental Health Centers. Working with the Kentucky Lottery Corporation, KYCPG adapted *Beat Addiction*, a cross-addiction awareness curriculum for use with middle school and early high school youth.
- 2005 -- The RGEW poster with the theme "Problem Gambling Crosses All Ages" became the first outreach through a partnership with the state's Family Resource and Youth Service Centers (FRYSCs).
- 2006 -- KYCPG Past-President Caleb Cooley served as a member of the NCPG Board of Directors and was elected NCPG treasurer. The KYCPG Strategic Plan was updated. In cooperation with the Indiana Council on Problem Gambling, KYCPG created and distributed a brochure targeting charitable gambling activities.
- 2007 -- Following release of the Kentucky Incentives for Prevention (KIP) survey of youth at-risk behaviors, which for the first time included questions on gambling behavior, KYCPG organized



KYCPG Executive Director Michael R. Stone briefs the media on debut of helpline text and chat.

KYCPG from 1995 . . . a Brief History

a media event in the Capitol Rotunda to point out the lifetime rate of gambling by high school seniors was almost 50 percent, and 2 percent of those responding to the survey indicated their gambling was causing problems with school or at home.

- 2008 -- *House Bill 137*, introduced by Rep. Jim Wayne, to establish a problem and addicted gambling awareness and treatment program passed the House Appropriation and Revenue Committee. The General Assembly adjourned before the bill could pass the House. KYCPG conducted a contest to develop an RGEW poster to raise awareness about gambling among college students.
- 2009 -- *Beat Addiction* was updated and rebranded as *Choices -- There Is ALWAYS A Right One!* Research was a focus of KYCPG projects with release of the *Challenge for Kentucky*, a report on the elements necessary for a comprehensive program to address problem and addicted gambling, and *Problem Gambling in Kentucky*, an analysis of survey data collected in the Fall 2008 by the University of Kentucky Survey Research Center. The analysis of the land-line telephone survey indicated there were 9,000 addicted gamblers, 51,000 problem gamblers, and 190,00 at risk of developing a gambling addiction in Kentucky.
- 2010 -- For RGEW, KYCPG worked with the Kentucky Lawyers' Assistance Program to present a one-day training at the state Capitol Annex for legislators and others on problem and addicted gambling. Working with the MidCentral Alliance on Problem Gambling, KYCPG created and released a poster, rack card and brochure on "Workplace Wagering" to advise business people and employee assistance professionals of the potential impact of gambling on the job.
- 2011 -- In cooperation with the Kentucky Department of Charitable Gaming, KYCPG produced and released a video to raise awareness of problem and addicted gambling behavior at bingo halls and other charitable gaming events. The strategic plan was updated for the second time.
- 2012 -- The Department of Charitable Gaming provided sponsorship support for the helpline services. RonSonLyn Clark, Psy.D., ICGC, Senior

*'2008 survey indicated
9,000 addicted
gamblers in Kentucky*

Director of Substance Abuse Services, River Valley Behavioral Health, Owensboro, was named KYCPG's Director of Education.

- 2013 -- KYCPG Research Committee Chair, Deacon Scott Hunt, Ph.D., applied for and secured a grant from the Louisville Institute to raise awareness of problem and addicted gambling among the charitable gaming operators of the Roman Catholic Diocese of Lexington. For RGEW, a simple, one-page website, www.kygamblinghelp.org, was created as an easy reference site for those seeking referrals to Gamblers Anonymous or counselors, or for more information on problem and addicted gambling. Nationally, the American Psychiatric Association released the fifth edition of the *Diagnostic and Statistical Manual of the Mental Disorders*, which reclassified and renamed pathological gambling as addicted gambling.
- 2014 -- The Kentucky Department of Behavioral Health, Developmental and Intellectual Disabilities awarded KYCPG a grant to support the annual conference, counselor and prevention specialist training, and awareness material distribution.
- 2015 -- The charitable gaming awareness video was updated and broadened in scope. The annual educational and awareness conference focused on prevention concepts. KYCPG made available a computer data storage thumb drive with problem and addicted gambling reference material.
- 2016 -- KYCPG, with the support of the Kentucky Lottery Corporation, added text and chat services to the helpline. The strategic plan was updated for the third time.
- 2017 -- 20th Annual KYCPG Educational and Awareness Conference was held.

Reflections from KYCPG's Founder

By Curtis L Barrett, Ph.D., ABPP, ICGC

The Kentucky Council on Compulsive Gambling (KCCG), now named the Kentucky Council on Problem Gambling (KYCPG), did not emerge sui generis when a bolt of lightning struck an ancient swamp near what is now Churchill Downs.

Today's KYCPG emerged from the Lifestyle Program of Churchill Downs (LSP) which, in 1988, was the brainchild of long time race tracker Paul C. McDonald. Paul persuaded Thomas Meeker, then CEO of Churchill Downs, to respond to his concern about the addicted men and women on Churchill Downs' backside. The history of this concern on Paul's part is documented in the book *Winners: the story of alcohol and drug abuse programs in the horse racing industry* (Barrett and Clippinger, 1997, DRF Press, p133ff.) Tom not only embraced this concept for Churchill Downs but, on the spot, decided that the idea should be expanded throughout Kentucky and, in time, throughout the horse racing industry (HRI). The history of this effort is beyond the scope of this writing although it is highly relevant.

ADDICTIVE GAMBLING was not entirely new to me but, frankly, I regarded gambling pathologically as choice, not an addiction. My view was altered first by Dana Moore, Ph.D., who told me of the of the Custer Center at the Veterans Administration hospital in Cleveland. Also, she mentioned her work with High Rollers at the Men's Center in Washington, DC, which I found almost unbelievable. At the same time, Arnie Wexler and Ed Looney of the Council on Compulsive Gambling of New Jersey, during a series of conferences held in Louisville, KY, were opening my eyes to problems in the HRI. Indeed, after the first "Louisville Conference," I included a session on disordered gambling as part of every conference. Arnie and Ed persuaded Tom Meeker, also, and he concluded that "gaming disorders" needed to be addressed as Churchill Downs, and other racetracks, as tracks began to expand and embrace alternative forms of gambling as a means for competing with other gambling entertainment businesses, e.g. casinos and state-supported lotteries. Specifically at the time, Churchill Downs was expanding into Indiana with Hoosier Park (standard bred horse racing) and satellite gambling facilities.



Along with authorizing gambling on horse races, Indiana was authorizing its state lottery. Very soon thereafter, Indiana established its extensive casino industry. It was clear that efforts to deal with the negative side effects of widespread gambling needed to be addressed, and Churchill Downs was determined to lead the parimutuel industry in that regard.

On behalf of Churchill Downs, Tom Meeker took three crucial steps. First, he directed that his assistant for such projects, Cathy Zega (Rutter) and me, attend a conference of the National Council on Compulsive Gambling to learn about this disorder. Second, Tom directed that The Lifestyle Program of Churchill Downs (then called the Backside Project) develop expertise in gambling disorder counseling, as a model for the HRI. Third, Tom directed Ms. (Rutter) and me to facilitate forming a Council on Compulsive Gambling in both Kentucky and Indiana. To support this, Tom contributed some \$15,000 toward that effort in each state, but directed that the work not be attributed to Churchill Downs. The wisdom of having "councils" in Indiana and Kentucky, he felt, had to stand on its own. It could not afford to be viewed as a publicity stunt or self-serving. It had to be authentic.

Reflections from KYCPG's Founder

Don't You Dare Do It

Surfacing the issue of Compulsive Gambling (the term in use then) was not without risk. When I mentioned what I was about, one of racing's old timers advised me: "Don't you dare do it, Curt. The industry will run you out on a rail, and we will lose everything we gained in establishing the on-track addictions program." He was quite right about racing's attitude toward gambling. Most "players" did not consider parimutuel wagering to be "gambling." Even today, there lies in the bowels of thoroughbred racing's prominent national association, undistributed and not acted on, a study that demonstrates that, at the time the study was done, thoroughbred racing had the highest rate of gambling disorder among its patrons of any gambling entity. Further, when the National Gambling Impact Study Commission was formed the cream of horse racing's associations had only the work that came from Churchill Downs, and the effort of Mark Brenner and former Churchill lawyer Mark Wilson (ODS/TVG; the AWARE Program) that demonstrated any concern about "Compulsive Gambling." Arguably, there has been little change on the part of the HRI except where states have mandated so called "play responsibly" programs. This fact was a major concern for years when the National Council on Responsible Gambling (NCRG) was formed by the American Gaming Association (AGA). Simply put, the HRI did not join the AGA effort despite many overtures. It still has not done that or the equivalent.

I would be remiss, in this, if I did not make clear the importance of my personal and professional relationship with Tom Meeker in the founding of the KYCPG. I will illustrate it with this anecdote. After running the LSP for two years, I approached Tom about renewing the program and asked whether I should submit a formal request. He said, "No. You are part of the family now." Churchill Downs at that time was, indeed, much like a family. Later, when I was queried about the agreement, I said (and still believe): "If a Naval officer and a Marine officer need a written contract, after giving their word to each other, I do not want to have anything to do with it." In all my years with Churchill Downs, I never had a contract with Churchill Downs, and KYCPG never missed a payment of its "dues."

Dealing with the history of the Indiana Council on Problem Gambling is beyond the scope of this paper. Suffice to say that it was very difficult.

WHEN CATHY RUTTER and I attended the NCCG/NCPG meeting in Seattle to learn about "compulsive gambling," we were viewed as almost aliens and with incredible suspicion. Apparently, the HRI had never before demonstrated such an interest in Gambling Disorders. During dinner entertainment, a "murder mystery" event, when the lights went out so the murder could occur, Cathy and I thought we might be the victims! All this was puzzling because Henry Lesieur, author of a pillar of thinking about gambling disorders, *The Chase*, based this on observations of an addicted horse player! The two of us listened most intently to the recently appointed director of the Texas Council on Compulsive and Problem Gambling, Sue Cox, who advised her audience to "go home, get your wife, your mother, and your dog, and found a Council on Compulsive Gambling." We did not enlist our dog in our effort, but generally, we took Sue's advice and followed her script.

The first task was to establish working bylaws and a Board of Directors. This required a lot of time, and we had very little money. I am very indebted to my administrative assistant at the time, Stacey Frey, who provided many hours of exceptionally competent support. What pay Stacy received for her work came from the generous and insightful contribution of Robert Lawrence, Ph.D., Professor of Business and Director of the University of Louisville Equine Management Department. Bob received no support from his school for what he did.

So that I could devote myself to organizing the board of directors, Eric Y. Drogen, JD, Ph.D., ABPP stood in for me very often. At that time Eric was a recent law school graduate and a graduate student in psychology. Eric took on the unenviable task of protecting my back in a swamp full of ravishingly hungry alligators. Without the dedicated contributions of Stacey, Bob, and Eric, we would not have gotten off the ground.

Lessons from New Jersey

From Ed Looney and Arnie Wexler, both of whom had directed the Council on Compulsive

Reflections from KYCPG's Founder

Gambling of New Jersey in a very hostile atmosphere, I discerned an important principle. That is, the KYCPG Board of Directors had to protect itself from domination by any one of the many stakeholders in the gambling, or gambling disorder, field. Every potential stakeholder needed to view himself/herself as a potential enemy of the Board while also understanding how vital informed contributions to the field could be. Treatment persons, state agencies, commercial gambling interests, universities, those in recovery, religious organizations, political office holders, and all others (we had to assume) could easily do us in while serving their own legitimate purposes. We had to be certain that all members of the Board of Directors had the capacity to focus on the KYCPG mission of preventing gambling disorders, and when prevention failed, to advocate for effective treatment of the disorder while looking out for their own interests. This was an arduous task, and we spent two years doing it. As far as I know, ours is the longest, and most thoughtful, founding process of any such Council. It remains, today, our most challenging task, in my opinion. Over time, we have had literally dozens of outstanding prospective board members who came to believe, or persuaded us, that they could not meet the challenge of being neutral about gambling but fierce advocates for prevention and treatment of addicted gamblers and their families. Our Board, unlike many, does not have "slots" dedicated to any segment of "stakeholder land." There is no "lottery seat," nor "Gamblers Anonymous seat," nor "casino seat" on our Board.

ONE OF THE GREATEST CHALLENGES was establishing a relationship with suffering gamblers. Our initial experience was mostly with addicted gamblers who were fiercely anti-gambling. However, Ed Looney and Arnie Wexler had identified some gamblers in Kentucky who might be interested in what we were doing. One of them, Jim Blackerby, became the key person in solidifying the relationship of KYCPG and Gamblers Anonymous. Without Jim's contributions, early and continuing, KYCPG could not possibly be what it is today. Jim, of course, knew what a Kentucky Council (as he always called it) could become because he saw what had happened in New Jersey. Just as much, however, Jim was able to see the flaws in making

up that Council, as New Jersey did initially, entirely of recovering gamblers and anti-gambling advocates.

Jim arranged for me to speak at a gathering of gamblers in Lexington to present the outline of what we had in mind. The group adjourned and allowed me, a non GA member, to speak. I will never forget it. As I faced the group as a very experienced public speaker, I went totally mute and broke into tears. At that very moment, I realized that a beloved and revered member of my family suffered from addictive gambling and that my own life had been affected considerably by that addiction. For me, what my relationship with suffering gamblers would be was cemented immediately.

Some of the early choices for board membership were fairly simple. First, I knew that we needed a savvy and respected political representative and that a Republican might do us best. We wanted to stay out of the dominant party's politics. I chose the late Jim Cooke, a businessman of significant accomplishment, who had led the effort to remodel the Ft. Knox Patton Museum. Jim was well connected in politics, and he was identified with the saddlebred industry and not gambling on

IT'S A *Great* GAME . . .

(Isn't It?)

A GUIDE TO UNDERSTANDING
PROBLEM AND PATHOLOGICAL
GAMBLING

BY THE KENTUCKY COUNCIL
ON PROBLEM GAMBLING, INC.

KYCPG's first publication.

Reflections from KYCPG's Founder

horses. The natural second pick was really no pick at all. Don Clippinger, my colleague in writing *Winners*, was to be valuable to our cause in a myriad of ways. Don remains my dear friend and colleague. He was steadfast in serving on the Board. Together, we authored KYCPG's first publication that was to be distributed when we went public: "*It's A Great Game . . . isn't it?*" Although replaced with a second addition, the original still stands as a major landmark for KYCPG.

Kentucky Lottery Support

Although I viewed it as being beyond any hope to do so, I reasoned that it was in our interest to try for a relationship with the recently appointed director of the Kentucky Lottery Corporation (KLC). In part, this was because the initial phase of KLC's development was clouded with the same view of its corruption that, in the 1800s, had led to the banning of lotteries nationwide. Nevertheless, I contacted Rick Redman who directed public relations for KLC. Rick gave me what I thought was "the old PR runaround" but said that he would get back to me. "Yeah," I said to myself, "see you next year." To my total surprise, Rick called the next day, and we arranged to meet for lunch with the late Arch Gleason, whose incredible accomplishments and commitments we honored on Feb. 10, 2017. Unknown to me at the time, Arch and Rick had jumped on the idea. Arch, immediately after our meeting, called Tom Meeker to determine whether I was on the level and had accurately communicated Churchill Downs' interest. I had. The rest is history, but I want to point out that as President of the North American Association of State and Provincial Lotteries Arch had me speak to a meeting of all, repeat all, lottery directors who attended the national meeting. I choose to believe that Arch's action, and my formulation of the business as well as the clinical reasons for supporting a "play responsibly" philosophy, established what lotteries would eventually do. If I am wrong, I do not want to know about it.

Without a doubt, the KLC has been the strongest, most consistent supporter of KYCPG. No small part of that has been the commitment of Rick's successor, Chip Polston. No doubt, KLC is the leader of lotteries worldwide in the area of responsible gaming.

Chip Polston has received the KYCPG Jim Cooke Leadership Award.

WITH BOTH CHURCHILL DOWNS and KLC on board, and the organizing principal of the Board established, our next consideration was geographical diversity. We did not want a Louisville or a Lexington Council. Gracious Goodness how we tried! Time and again we approached outstanding people of all faiths, professions, and associations. At the time, anti-gaming sentiment in Kentucky was running very high. Attempts by the HRI in Kentucky to expand, e.g. with "racinos," met solid resistance. Expansion of gambling in nearby states had no effect at all on public opinion in Kentucky. Kentucky's religious community opposed gambling. Period. The Attorney General of Kentucky threatened to board and confiscate any gambling boat that came into Kentucky waters, e.g. the Ohio River. Kentucky to the Front, a well funded pro-racing effort of Kentucky's HRI, fell on deaf ears. Even the KLC, that was already established and promised that profits would benefit only education, spawned religious groups opposing "gambling." Kentucky anti-gambling advocate Ivan Zabilka, Ph.D., published *The Lottery Lie: gamblers, money, and hungry kids* (1998, Bristol House). Zabilka drew partly, he said, on his personal experiences with school children. ". . . I noticed kids falling asleep during the third and fourth periods of the day. I saw kids break into clammy sweats after physical education classes. Upon inquiry, I found that they had not eaten anything since the previous day's school lunch . . . there was no food at home. The money had been spent on the Lottery." (Zabilka, 1998, p. 6) Time and again, I found my efforts to recruit folks who wanted to prevent and treat gambling disorders confused with pro-gambling advocacy. Prospective Board members were among those who misunderstood. It was a hard sell.

My first encouragement came when I approached Gayle DiCesare, who was then Executive Director of the regional Mental Health Center in Owensboro. Gayle continues to serve on our Board and recently received the Jim Cooke Leadership Award. Gayle's quiet but very firm leadership has been instrumental in guiding our Board from the first day that it drew breath. There is no good way to encapsulate what Gayle has done over the years. However, I will note three examples of what she has done. First, Gayle's

Reflections from KYCPG's Founder

leadership has given KYCPG credibility with the diverse mental health centers, the mental health community at large, and the state agencies of Kentucky. Second, Gayle has provided KYCPG with the most effective helpline for gamblers in our nation at very little cost. She makes qualified mental health counselors available to the process. Callers get more than words of encouragement and vague referral to a Gamblers Anonymous meeting somewhere. While it is true that other entities, using a level of funding unknown in Kentucky are improving, what Gayle has done remains at the head of the pack. Third, by her personal example and personal supervision, Gayle brought our current Director of

'Who were its founders? All have won and all will have prizes could not apply more . . . '

Education, RonSonLyn Clark, Psy.D., to KYCPG. While RonSonLyn was once considered for membership on our Board, the Board recognized that she might contribute much more in the position that was established for her. The wisdom of that decision is well established now. RonSonLyn is a respected leader in the national efforts to educate and otherwise prepare counselors for the gambling addicted and their families.

When Tom Meeker asked that I add counseling of the gambling addicted race tracker to the services of the LSP, I turned to my colleague from the Norton Psychiatric Clinic, the late Kennon Stone, MDIV, CCGC. Kennon was followed in the LSP by the man who is the current, and long-term, President of KYCPG, Herbert (Bud) Newman, Psy.D. Bud, too, has gained national prominence as a leader and teacher in the field. We refer to him as "President for Life."

ONE CAN SEE A PATTERN here. It is the pattern of leadership. The "nudge" that Paul McDonald and Tom Meeker gave, so many years ago, has somehow persuaded one person after the other to commit to preventing gambling disorders, and when prevention has failed, treating the suffering gambler. Very few members of our Board have fallen by the side. Understandable circumstances, and not lack of commitment, account for most of our losses. Most Board members have remained committed to KYCPG.

In a separate paper about KYCPG, our outstanding Executive Director, Mike Stone, will give us that history. As above, my remarks address only the early days. When I look around the room at a current Board meeting, it is very difficult for me to define "early days." There were early days of the Council and each Council member has had an early day. I see Dennis Boyd, who brings constant commitment and wisdom to KYCPG having led the Department of Mental Health (and synonyms) for years and then given significant leadership to the Department of Psychiatry and Behavioral Science of the University of Louisville. Dennis was present when the KLC was established. When he raised the question of responsible gambling to the Governor of Kentucky he was told that if he so much as mentioned the words he would be fired. From the time that he joined KYCPG, Dennis has been an effective leader of it. I look at Mike Townsend, in whose honor the annual Kentucky School on Alcohol and Other Drug Studies Leadership Academy is named, who has rendered invaluable services to Kentucky's addicted, including its addicted gamblers. Caleb Cooley, stands out, not only for his service as Board member and President of KYCPG, but also for his yeoman assistance to the National Council on Problem Gambling (NCPG) in some of its darkest days. When were KYCPG's "early days?" Who were its "founders?" "All have won and all will have prizes" could not apply more to anything than to our Board, past, present and future. Caleb, too, received the Jim Cooke Leadership Award from KYCPG. That award, by the way, is given only on occasion, when an exceptional leader's work needs to be recognized.

CONTINUING OUR JOURNEY around our "early" Board, I see Professor Scott Hunt, Ph.D., who developed KYCPG's research arm. KYCPG is obligated to evaluate the core information that it passes on during

Reflections from KYCPG's Founder

its conferences. Scott is there to do that. Also, Scott is instrumental, as a Catholic Deacon, in developing the initiative for training clergy to be first responders or even formal gambling counselors. Scott's work, with the Rev. Janet Jacobs, began with KYCPG and is now active at the national level.

Frankly, I take considerable pride in the fact that ideas which originated at the KYCPG level have found their way into the professional mainstream. This was in the vision when, at the beginning of the LSP, Tom Meeker said, "I want a program of excellence that can be a model for the industry." That has continued from the LSP to KYCPG.

Finding the National Council

One anecdote from our early history is mandatory! As we were forming, Jim Blackerby volunteered to contact the NCPG. Jim kept failing. Finally, he went in person to New York City and visited John Jay College where the NCPG supposedly was located. Despite his best efforts, Jim could not find NCPG. It was there, but it was essentially dysfunctional. It dawned on us that the Council on Compulsive Gambling of New Jersey, that had helped our Council so much already, was the de facto "national." From then on, our Council emphasized its relationship with CCGNJ. We picked its certification process, which became the American Compulsive Gambler Counselor Certification Board (ACGCCB), and then built our training of counselors around that certification. We accepted its favored hospital-based treatment program, Proctor Hospital in Illinois, and made it the major referral source for our counselors. At one time, KYCPG even dedicated 10 percent of its small annual income to support hospital-based treatment of addicted gamblers. No other council in America has done that.

The late Randee McGraw, of Proctor Hospital and ACGCCB Chair until his final days, set the standard for our counselor training efforts. Randee's unfortunate death was a significant blow to KYCPG and the field at large. We continue to do what Randee, and Proctor, taught us.

KYCPG came out of its closet with a conference. We spent most of the money we had left on the pamphlet mentioned above, "It's a Great

Game . . . Isn't It?" and training for the certification we were attempting to foster. Our keynote speaker, when the Governor of Kentucky proved to be unavailable, was the sitting Lieutenant Governor, Steve Henry, M.D. We hoped he might give us some credibility in the medical community. We invited a host of mental health, university, and opinion leaders from across Kentucky to that initial conference. We hoped our meticulous efforts to establish KYCPG as advocating only for prevention, and treatment when prevention failed, would establish KYCPG as the "go-to" organization for the Kentucky legislature, universities, businesses, mental health agencies, and gambling businesses when it came to Compulsive Gambling. We wanted to be neutral about gambling expansion but fierce advocates for prevention and treatment of suffering gamblers. It is a fact that we failed to accomplish our goal. However, we maintained

The poster features a silhouette of a person standing on a roulette wheel, looking down at a lottery ticket and dice. The roulette wheel has numbers 1, 4, 31, and 9 visible. The lottery ticket is labeled "LOTTO" and "Lottery" with some numbers. The dice are also visible. The text on the poster is as follows:

Hit Bottom?

Have you ever lied to people important to you about how much you gamble?

Do you feel the need to bet more and more money?

'Yes' to either question indicates you may have a gambling problem.

Help is Here.

Call 1-800-GAMBLER
(1-800-426-2537)



kygamblinghelp.org

2013 Responsible Gaming Education Week Poster

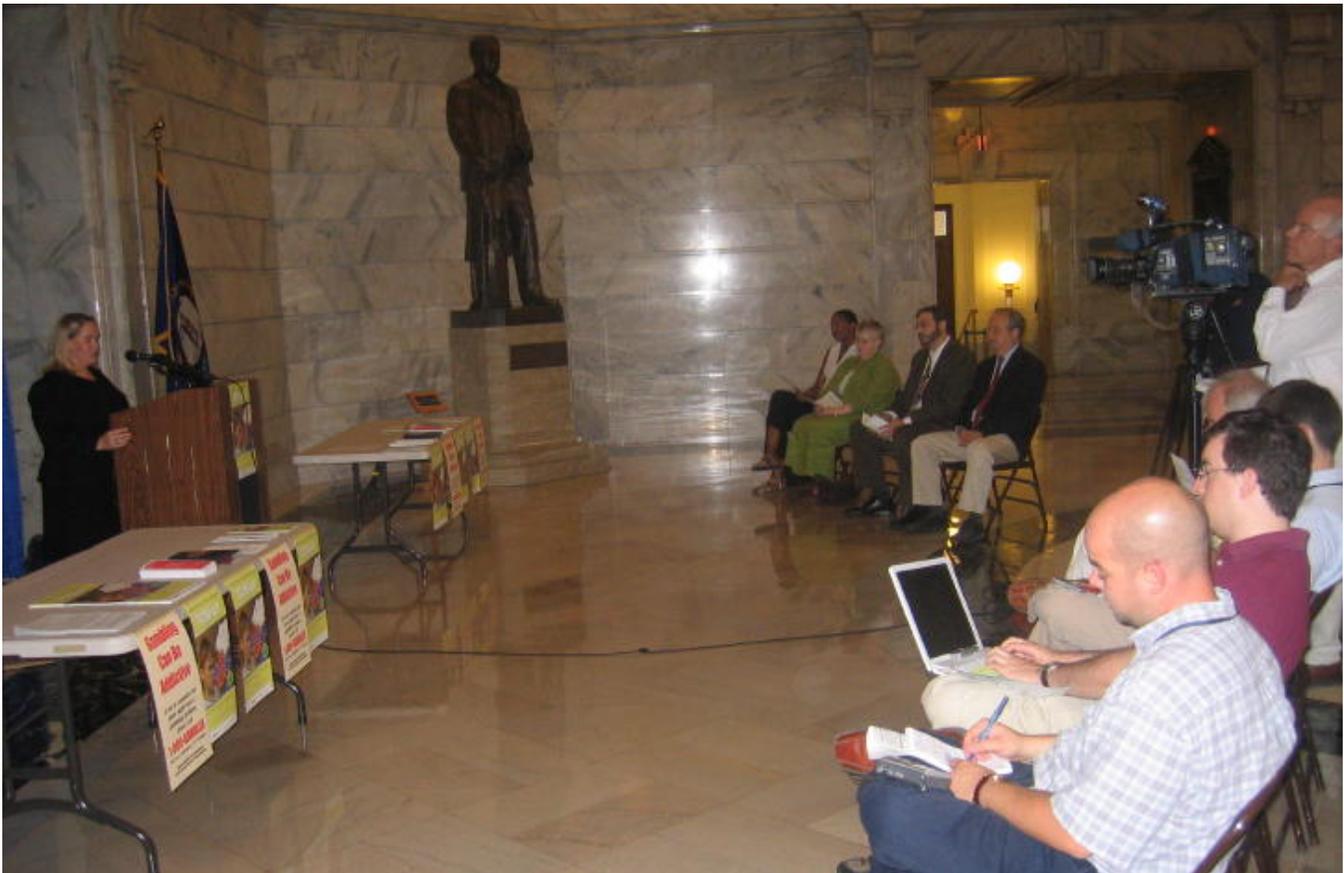
Reflections from KYCPG's Founder

our core principals, fell back, and licked our wounds. Very clearly, our time had not yet come. What we accomplished from then on, and what we stand for today, is the subject of another paper.

In trying to recount the early days of KYCPG, I know that there are omissions and errors that I must have made. The task, simply, was too much for me. There have been too many giants to talk about, too much time, and too many events for me to cover impeccably. I have done this paper from memory and not from records or notes. I forced myself to do it in a stream of consciousness way. A more formal research and writing job can be done by someone else, if need be. However, there are two more things to be done now.

First, if I have offended anyone by using the first-person pronoun too often above, please forgive me. The fact is that what I was able to see, and therefore do, in the early days was because I stood on the shoulders of giants. Their leadership and wisdom inspired me, and it was almost impossible to avoid following their lead -- the cause was just right.

Second, it is a fact that my wife Jane -- my best friend -- stood by me and tolerated my fits and starts all through those early days. KYCPG was the benefactor of her patience and support. There are no words that I can say to let the reader, or Jane, know how very much that support meant to me.

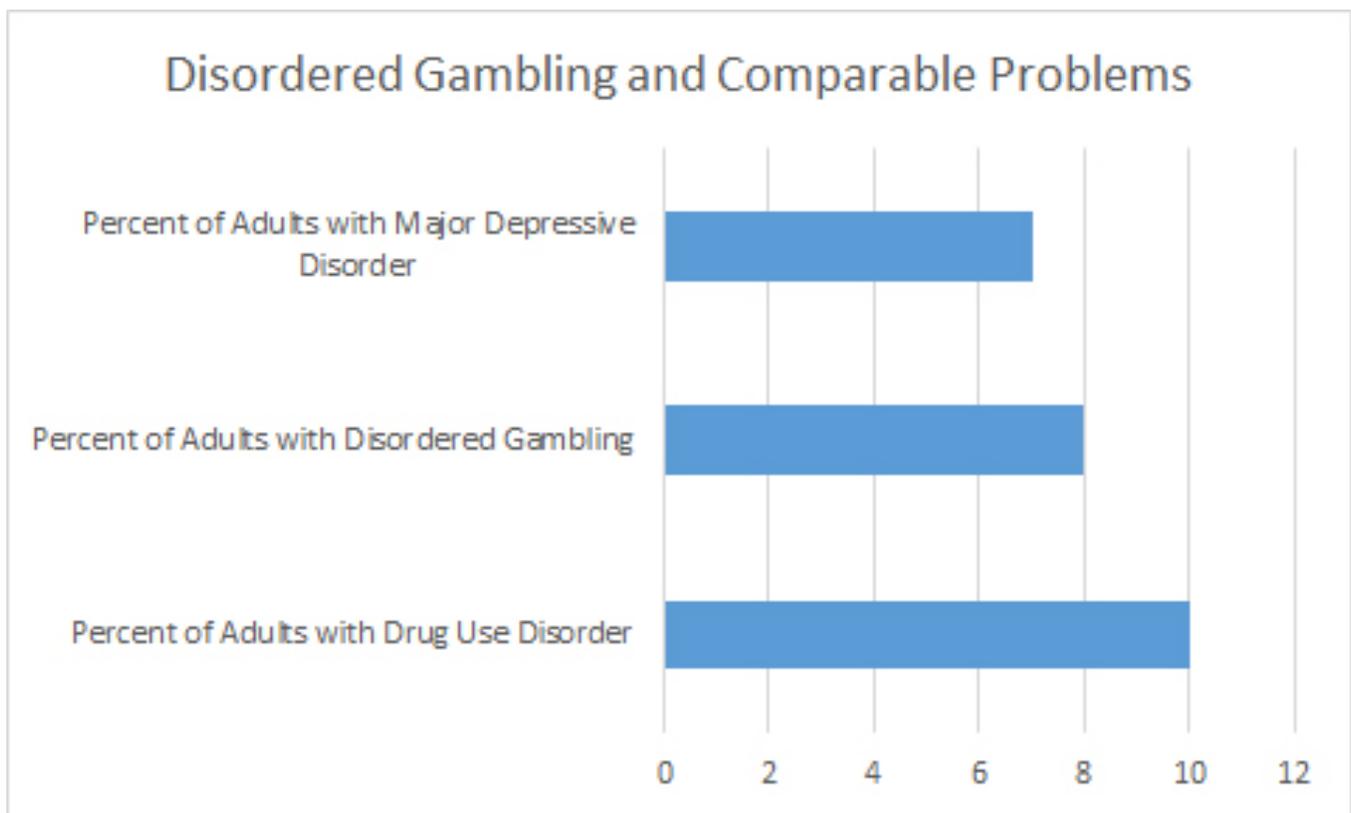


In 2007, Responsible Gaming Education Week (RGEW) raised awareness of youth gambling in Kentucky. KYCPG Board Member Mary Beth Arnett addressed the assembled media and guests in the State Capitol Rotunda, debuting the RGEW poster and commenting on the Kentucky Incentives for Prevention (KIP) survey data that for the first time included questions on youth gambling. The lifetime rate for gambling among graduating seniors was almost 50 percent. Ten years later, the rate decreased to about one-third, although those youth reporting indicators of gambling addiction remained at 2 percent. KYCPG's effort to raise awareness of youth gambling behavior was helped with distribution of *Choices*, an addiction awareness curriculum developed in partnership with the Kentucky Lottery and disseminated through the state's Family Resource and Youth Service Centers (FRYSCs).

KYCPG Research: How Real Is the Problem of Disordered Gambling in Kentucky?

A 2008 KYCPG survey estimated that 7-8 percent of the total adult population of Kentucky may suffer from the effects of disordered gambling. In other words, up to 270,000 adults in Kentucky have had some problem with gambling in their lifetimes.

This percentage is comparable to the percent of adults in the United States who suffer from major depressive disorder (6.7% -- *Archives of General Psychiatry*, 2005 June, 62(6): 617-27) and to the percent of Americans who suffer from drug use disorder in their lives (about 10% -- <https://www.nih.gov/news-events/news-releases/10-percent-us-adults-have-drug-use-disorder-some-point-their-lives>).



The Concern Over Youth Gambling

KYCPG has focused on raising awareness of gambling behavior among youth since its founding. In 2003, and in three additional years, the theme of Responsible Gaming Education Week touched on youth gambling. With support from the Kentucky Lottery, KYCPG offers **Choices: There Always Is a Right One!** a middle and high school curriculum on addiction awareness that includes a segment on gambling.

Kentucky's youth does gamble. In 2006, the Kentucky Incentives for Prevention (KIP) survey

conducted by REACH of Louisville, Inc., contained questions about youth gambling. The survey of 120,000 public schools students in 100 Kentucky counties showed 8.1 percent of sixth graders, 16.8 percent of eighth graders, 19.7 percent of 10th graders, and 20.9 percent of seniors gambled in the past 30 days. Six years later, those rates were 5.1, 10.6, 12.7, and 12.6 percent, respectively. Two percent, about 2,500 students answered yes to a question indicating they have at least one of the criteria for gambling addiction.

KYCPG's First Service: 1-800-GAMBLER

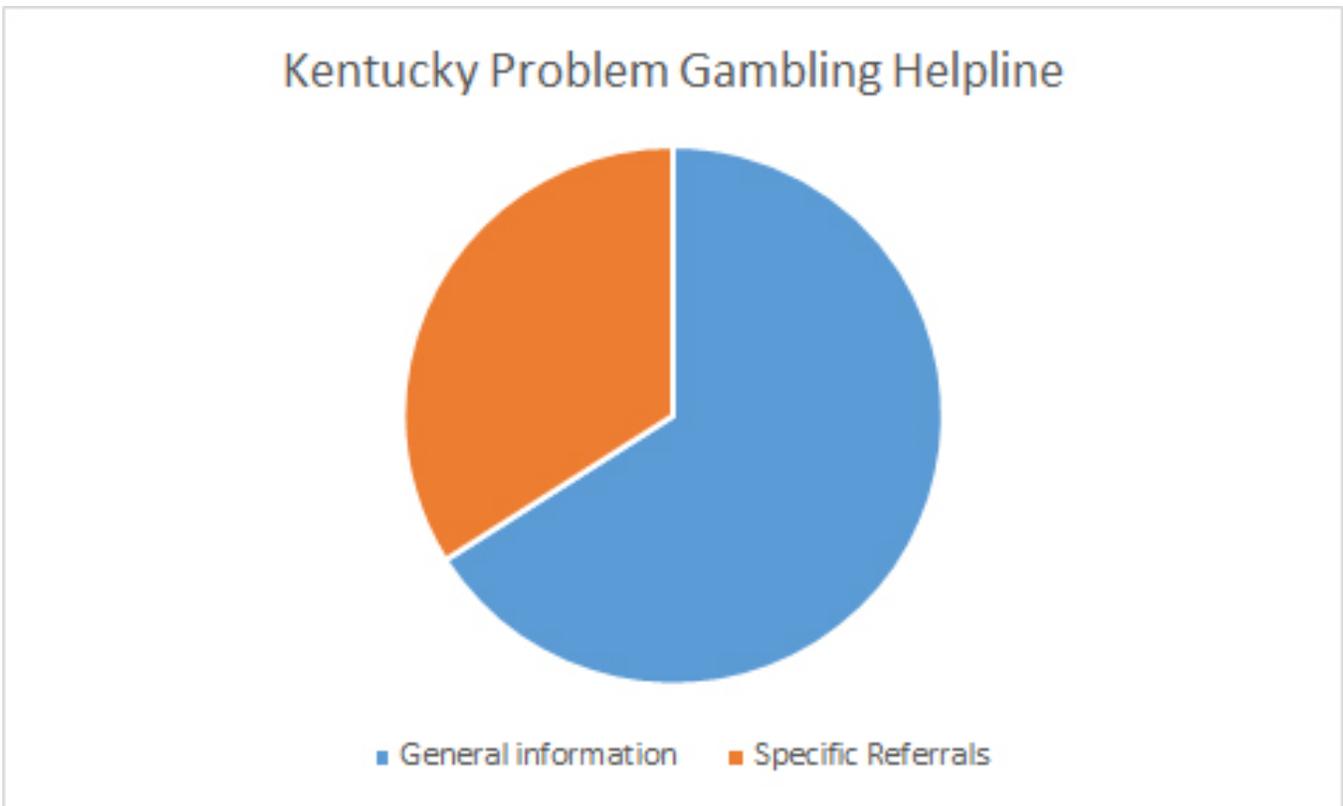
From the beginning, KYCPG recognized the importance of helpline services to provide crisis support and referral information to problem and addicted gamblers, their families, employers and co-workers, and friends. KYCPG contracts with the Council on Compulsive Gambling of New Jersey for permission to use 1-800-GAMBLER (1-800-426-2537) in Kentucky. KYCPG also accepts calls to the National Council on Problem Gambling helpline, 1-800-522-4700 placed from the state's four area codes: 270, 502, 606 and 859.

Helpline calls are answered by trained telephone counselors at River Valley Behavioral Health in Owensboro. Beginning in 2016, the helpline service also can respond to texts sent to either number, and chat services are available at www.kygamblinghelp.org and www.kycpg.org. Calls to the two helpline numbers total more than 300 per month, with approximately 30 per

month provided with referrals or information on problem gambling.

Calls from Kentuckians to the 1-800-GAMBLER helpline (and 1-800-522-4700) over the past 19 years show that people from all walks of life suffer with disordered gambling. The helpline receives calls from all areas of the state, racial/ethnic backgrounds, and socio-economic circumstances. Also, the calls are about equally divided between men and women. About 2-3 percent of the monthly calls have come from persons under 21 years of age.

Often, callers to the helpline are calling on someone else's behalf or are looking for general information on disordered gambling. Still, about a third of the callers to the helpline are provided specific referrals to counsellors, Gamblers Anonymous, or other treatment options.



KYCPG Awards Honor Leadership, Service

The Kentucky Council on Problem Gambling's (KYCPG) awards program began in 1996 at the first education and awareness conference. The awards program strives to honor individuals and organizations for leadership and education that contributes to recognition, prevention and treatment of addicted gambling. In 2000, the Kentucky Council on Problem Gambling Board of Directors established four award categories:

- The Jim Cooke Leadership Award, named in honor of the first recipient, recognizes individual achievements,
- The Government/Education Award,
- The Industry Award,
- The Media Award, and
- The Arch Gleason Award for Responsible Gaming Leadership, which was established in 2016.

Jim Cooke Leadership Award

The Jim Cooke Leadership Award is named for a founding member of the KYCPG, Louisville businessman, philanthropist and activist Jim Cooke. His example of selfless contribution to organizational success is embodied in the winners of the award, which is approved by the KYCPG Board of Directors. The award is given only in recognition of outstanding and long-term contributions to the field of problem and addicted gambling awareness and education. Previous recipients are:

- ★ Jim Cooke, 1999
- ★ Curtis L. Barrett, Ph.D., 2000
- ★ Jim Blackerby, 2001
- ★ Edward Looney, 2002
- ★ Caleb Cooley, 2003
- ★ Dennis Boyd, 2004
- ★ Kristine L. and Michael R. Stone, 2006
- ★ Joe Daniel, 2008
- ★ Chip Polston, 2012
- ★ Rev. Janet Jacobs, 2013
- ★ Mark Mason, 2015
- ★ Gayle DiCesare, 2016

Government/Education Award

The KYCPG Government/Education Award recognizes outstanding contributions to raising awareness, compiling research, or furthering the provision of services to problem and addicted gamblers. Previous recipients are:

- ★ The University of Kentucky, 1999
- ★ Michael Townsend, 2000
- ★ Murray State University/Kern Alexander, Ph.D., 2002
- ★ The Honorable Jack L. Coleman, Jr., 2004
- ★ The Honorable C.B. Embry, Jr., 2005
- ★ Ed Monahan, 2011
- ★ Marty Hammons, 2012
- ★ Eastern Kentucky University College of Justice and Safety Professor Scott Hunt, Ph.D., 2016

Industry Award

The KYCPG Industry Award is presented to business entities or representatives of the gaming/gambling industry for contributions to raising awareness or providing customer education about problem and addicted gambling. Previous recipients are:

- ★ Churchill Downs, Inc., 1998
- ★ The Kentucky Lottery Corporation, 1999

KYCPG Industry Award, continued

- ★ Casino Aztar, 2000
- ★ The Kentucky Lottery Corporation, 2003
- ★ Caesars Indiana, 2004
- ★ Keeneland Association, Inc. 2005
- ★ Argosy Casino and Hotel, 2007
- ★ Turfway Park, 2011
- ★ Mark Mason, Hollywood Casino, 2013
- ★ Keeneland Association, Inc., 2016
- ★ Arch L. Gleason (posthumously), 2017

Media Award

The KYCPG Media Award recognizes outstanding coverage or promotion of issues or projects related to problem and addicted gambling. Previous recipients are:

- ★ Lexington Herald-Leader, 2000
- ★ Grace Schneider, Louisville Courier-Journal, 2003
- ★ The Louisville Courier-Journal, 2005
- ★ Brian Ridgway, Lamar Advertising of Lexington, 2008

Arch L. Gleason Industry Award for Responsible Gambling Leadership

Arch L. Gleason was one of the first lottery directors in North America to recognize the need to help players struggling with gambling problems. For many years, problem gambling was the elephant in the room for gaming operations – no one wanted to talk about it, let alone acknowledge it.

Through Arch's actions, the issue came to the forefront of the industry not just in a state and national venue, but across the world, as well. As the 23-year president and CEO of the Kentucky Lottery Corporation, Gleason worked to establish the Kentucky Council on Problem Gambling (KYCPG), the state's National Council on Problem Gambling (NCPG) affiliate. He championed many initiatives for the cause through the North American Association of State and Provincial Lotteries (the trade organization for all North American lottery organizations) during his tenure.

Arch's crowning achievement in the field was his work to establish the World Lottery Association's responsible gambling certification program during his term as the group's president. This became the first-ever responsible gambling program implemented on a global basis, taking the cause into corners of the globe that had never previously addressed the issue.

The Gleason Award exists to recognize someone not only for their commitment to responsible gambling, but also – much like Arch – has demonstrated the ability to successfully manage a gaming enterprise in a socially responsible manner. While ideally the recipient will be at the senior management level, nominees can be anywhere on the corporate ladder of a gambling entity. They will embody the concept of being able to profitably operate a gambling company while incorporating responsible gambling principles across all aspects of their business.

Nominations for the Arch L. Gleason Industry Award for Responsible Gambling Leadership are open to applications from the United States or worldwide. Judging for the award will be conducted by the Kentucky Council on Problem Gambling's awards subcommittee. It will be based on the criteria spelled out in the application. This will not be an annual award – while submissions will be sought every year, the award will only be given when an applicant is deemed a worthy recipient through the application process.

The honoree will commit to serve as the keynote speaker for the KYCPG's annual February conference. He or she will be expected to share his or her organization's responsible gambling story, successes and lessons learned. To accomplish this, the recipient will be given airfare within the continental United States to the site of the KYCPG's February conference, and will be provided accommodations in the official conference hotel. A written version of the keynote address will be shared publicly via the KYCPG website. Previous recipients are:

- ★ Thomas Meeker, President and CEO (retired), Churchill Downs, Inc., 2017

KYCPG Publications, Products and Projects

KYCPG Publications

The Kentucky Council on Problem Gambling (KYCPG) manages a number of publications and a youth addiction awareness curriculum. Most of the posters and rack cards were created as a part of Responsible Gaming Education Week (RGEW), and some are available in PDF format for download at www.kycpg.org in the RGEW section. At the present time, there is no fee for any of the KYCPG publications or products. For ordering information, please contact KYCPG Executive Director Michael R. Stone (502-223-1823, kmstone1951@gmail.com)

- ➔ *It's A Great Game* is a booklet presenting an overview of problem and addicted gambling, including testimonials.
- ➔ *When It Stops Being Fun* is a brochure targeting charitable gaming participation.
- ➔ *Gambling in the Workplace* is a brochure targeting Employee Assistance and Human Resource Professionals to raise awareness of the potential damage from workplace gambling.
- ➔ *Dealing with Gambling Addiction* is a brochure summarizing the issues of problem and addicted gambling. It contains a KYCPG membership application and a host of membership benefits by dues level.
- ➔ *Talking with Children about Gambling* is a brochure from the National Center on Responsible Gaming (RCGC), to help adults address gambling issues with youth.
- ➔ **RACK CARDS** -- KYCPG has several two-sided rack cards available to inform various audiences about problem gambling issues. Available rack cards target: youth, women, workplace wagering, fantasy sports, and gambling industry personnel. One presents a basic awareness message and QR code link to the www.kygamblinghelp.org website.

Youth Addiction Awareness Curriculum

Choices -- There ALWAYS Is a Right One! is a complete lesson plan to raise awareness of potentially addictive behavior and consequences. It targets middle school and early high school youth. Produced in cooperation with the Kentucky Lottery Corporation, it covers all addictions, but does have a gambling component. The package comes complete with a peer-to-peer video of five addiction scenarios, lesson plan, and discussion questions. For ordering information, please contact KYCPG Executive Director Michael R. Stone (502-223-1823, kmstone1951@gmail.com)



Presented by the Kentucky Council on Problem Gambling
Program for Kentucky's Youth
Second Edition

National Problem Gambling Awareness Month (NPGAM)

March is National Problem Gambling Awareness Month (NPGAM). The goal is to raise awareness about problem gambling. This campaign seeks to educate the public and healthcare professionals about the warning signs of problem gambling and promote the availability of help and hope both locally and nationally.

The Kentucky Council on Problem Gambling (KYCPG) adopts the National Council on Problem Gambling (NCPG) effort to encourage everyone to **Have the Conversation** about Problem Gambling. Most adults gamble or know someone who gambles, and therefore could benefit from programs to prevent gambling addiction. We believe many who suffer in silence do so because they don't know why they developed a problem, what gambling addiction is, or where to get help.

KYCPG Publications, Products and Projects

National Problem Gambling Awareness Month (NPGAM), continued

The resources available in the NPGAM Resource Guide available from NCPG can be used to plan activities to help individuals learn the signs of problem gambling and know that help is available.

Additional resources are available on the NCPG website:

<http://www.ncpgambling.org/programs-resources/programs/awareness-month/>

Kentucky Responsible Gaming Education Week (RGEW)

Kentucky's Responsible Gambling Education Week (RGEW) takes place the first full week of August each year. The purpose is to raise awareness of responsible gambling behavior in an effort to lessen the amount or the impact of uncontrolled gambling behavior.

About 95 percent of the population gambles for entertainment or recreation with no adverse consequences. However, studies show about one percent of the population is addicted to gambling behavior, and about three percent has a problem with gambling. Problem and addicted gambling -- continuing to gamble in the face of negative consequences -- can be devastating not only to the individual gambling but also to his or her family, friends, co-workers, and employers.

Kentucky's RGEW is planned by a coalition chaired by a representative of the gambling community -- lottery, horse racing, charitable gaming, and casinos -- and consisting of representatives from the gambling industry, Kentucky's certified gambler counselors, academics, and the Kentucky Council on Problem Gambling (KYCPG).

Since its beginning in 2002, RGEW has been a source of posters and rack cards distributed statewide to raise public awareness about problem and addicted gambling. Additional RGEW activities are media advisories and appearances, video production, and counselor training programs. The RGEW coalition created a simple website to advise individuals of problem and addicted gambling and provide referrals to counselors or Gamblers Anonymous: www.kygamblinghelp.org.

RGEW themes:

- ➔ 2002 -- When It's No Longer Fun, There Is Help
- ➔ 2003 -- Youth Gambling
- ➔ 2004 -- Problem Gambling: It's a Woman's Issue, Too
- ➔ 2005 -- Problem Gambling Crosses All Ages
- ➔ 2006 -- Responsible Gaming, Responsible Families
- ➔ 2007 -- Preventing Future Problems Today
- ➔ 2008 -- Virtual Gaming, Real Problems
- ➔ 2009 -- Reality Check -- Know Your Limit; Keep Play Fun
- ➔ 2010 -- Workplace Wagering -- Protect Your Bottom Line
- ➔ 2011 -- Baby Boomers -- Don't Bust!
- ➔ 2012 -- Keep It Fun for Everyone!
- ➔ 2013 -- At Rock Bottom? Help Is Here!
- ➔ 2014 -- What's Your Responsibility When Money Changes Hands?
- ➔ 2015 -- When It's More Than a Game, There Is Help
- ➔ 2016 -- Not a Fantasy; It's Gambling!

RGEW materials:

- ➔ 2016 RGEW Poster: Not a Fantasy; It's Gambling!
- ➔ 2016 RGEW Rack Card: Not a Fantasy; It's gambling!
- ➔ 2016 RGEW Fact Sheet
- ➔ 2014 RGEW Poster -- What's Your Responsibility When Money Changes Hands?
- ➔ 2013 RGEW Poster -- Hit Bottom? Help Is Here!

KYCPG Advocacy and Research

Legislative Advocacy

The Kentucky Council on Problem Gambling (KYCPG) is prohibited from taking a position for or against the expansion or contraction of gambling. KYCPG is gambling neutral – gambling exists. KYCPG’s purpose is to advocate for services for and to help problem and addicted gamblers and their families.

KYCPG does take two active legislative positions.

- It opposes illegal gambling of all forms.
- It holds that any legislation to expand gambling must address the issue of addicted and problem gambling with sufficient resources for awareness, education, treatment and research.

As debate in Kentucky continues on whether gambling should be expanded, KYCPG has developed a proposal for a **GAP – Gambling Assistance Program** – which includes model legislative language, funding calculations and thumbnail program descriptions. To fail to address the certainty that expanded gambling will result in more addicted gamblers who surface for treatment is irresponsible.

For details on KYCPG’s current **GAP** please contact Executive Director Michael R. Stone (kmstone1951@gmail.com, 502-223-1823).

Research

KYCPG’s mission includes a commitment to research on problem and addicted gambling. In 2003, KYCPG supported legislation passed by the Kentucky General Assembly that led to the Legislative Research Commission Report 316, *Compulsive Gambling in Kentucky*. It established the need for problem and addicted gambling awareness and education, and treatment services for problem and addicted gamblers and their families. Subsequent research reports sought to further understanding of the issues.

- *A Challenge for Kentucky* is a white paper summarizing a symposium held at the 2009 KYCPG Annual Educational and Awareness Conference that focused on what is needed in Kentucky to establish an effective public awareness outreach on problem gambling and a comprehensive treatment program for problem and addicted gamblers and their families.
- *Gambling in Kentucky* is a report on a 2008 telephone survey conducted by the University of Kentucky Survey Research Center that identified in Kentucky 9,000 addicted gamblers, 51,000 problem gamblers, and 190,000 at risk of developing a gambling addiction.
- A 2012 report compared Kentucky’s population and gambling activity with similar states that have publicly funded problem and addicted gambling awareness, education and treatment programs. It concluded Kentucky should have 14-24 certified gambler counselors distributed across the state to provide adequate counseling services to problem and addicted gamblers and their families.

Highlights from *The Challenge for Kentucky*

A growing body of evidence indicates addicted and problem gambling exist in Kentucky and are serious public health concerns. Kentucky is a gambling state. The three legal forms of gambling in Kentucky -- horse racing, charitable gaming (bingo), and the lottery -- produce about \$2 billion annually in wagers and sales. Each year, the state receives about \$250 million in receipts from these sanctioned gambling activities.

Data from a 2008 survey of Kentucky respondents conducted for the Kentucky Council on Problem Gambling (KYCPG) by the University of Kentucky Survey Research Center indicates similar pathological and problem gambling behavior compared to findings in a 2003 Kentucky Legislative Research Commission report (LRC 316, *Compulsive Gambling in Kentucky*, November 2003). However, the 2008

Highlights from The Challenge for Kentucky

findings show an increase in those considered at risk of becoming pathological gamblers or problem gamblers. The 2003 report cited 15,000 probable pathological gamblers (sometimes referred to as compulsive or addicted gamblers), 20,000 problem gamblers, and 170,000 Kentucky adults considered at risk of developing some problems with gambling. The 2008 survey cites 9,000 pathological gamblers, 51,000 problem gamblers, and 190,000 at-risk gamblers. Over their lifetimes, more than 250,000 Kentucky adults may have had some problem with their gambling.

Various studies of the social cost of uncontrolled gambling behavior range as high as \$13,500 annually per pathological gambler. This figure includes costs for health care, criminal justice, social services, bankruptcy, theft, etc. Given the projection of addicted gamblers in Kentucky, the lowest estimated total social cost facing the state is \$81 million annually. Additionally, human costs associated with pathological gambling are difficult to quantify in financial terms, such as the emotional impact on families or stress in personal relationships.

NATIONAL, EVIDENCE-BASED models of prevention and treatment for addicted and problem gambling behavior are emerging. Kentucky provides no publicly funded services for prevention, education, awareness, or treatment for addicted or problem gamblers. Six of Kentucky's seven border states (Illinois, Indiana, Missouri, Ohio, Tennessee and West Virginia), each of which also is a gambling state, provide publicly funded services for addicted and problem gambling prevention, education, awareness, or treatment. Kentucky state government has not officially, through legislation or regulation, established or designated an agency of the state government to oversee or manage addicted and problem gambling prevention, education, awareness, or treatment services. Advocates for such services cite a benchmark of \$1 per total population to provide a fully functioning level of services. In Kentucky, that level would be about \$4 million, or just 1.5 percent of the current income the state receives from the legal gambling it sanctions.

Since 2000, the Kentucky General Assembly has considered legislation to establish addicted and problem gambling prevention, education, awareness and treatment (counseling) services. The Kentucky

Council on Problem Gambling (KYCPG) believes it appropriate to answer two fundamental questions:

- 1. What can we do to advocate for quality care for addicted and problem gamblers?**
- 2. What is needed to set up a program to serve addicted and problem gamblers?**

At the 12th Annual Educational and Awareness Conference on Problem Gambling Issues held in Lexington, Ky., Jan. 29-30, 2009, the Kentucky Council on Problem Gambling conducted a facilitated discussion among its current certified gambler counselors and other attendees to obtain answers to the fundamental questions. The observations and recommendations in five areas -- outreach, helpline, intake, treatment/counseling, and certification/training --

*'Six of Kentucky's
seven border states . . .
provide publicly
funded services.'*

were recorded and summarized. The summary for each topic area captures the insight of certified gambler counselors who currently are treating addicted and problem gamblers and those affected by their actions.

What Is Needed

A comprehensive prevention, education, awareness, and treatment program for addicted and problem gambling will include these measures:

- **Reduced morbidity** -- decrease in abuse of gambling, increase in understanding of risk behaviors, decrease in symptomology of problem gambling.
- **Employment/Education** -- increased, or stability in, employment or education among addicted gamblers, workplace policies, and procedures regarding gambling, school policies and procedures

Highlights from The Challenge for Kentucky

regarding gambling, increased employee education on symptomology of problem/addicted gambling.

- **Crime/Criminal Justice** -- decrease in criminal incarcerations and gambling related crimes, decrease in criminal activity among addicted gamblers in recovery, increase in educational programs targeting the criminal justice system.
- **Stability in Housing** -- increase in stability in housing and recovering addicted gamblers, better family communication about gambling, increase in social support and social connectedness in the area of problem gambling.
- **Access/Capacity** -- increased access to services, increased service capacity, increased public awareness to access points.
- **Retention** -- increased retention in treatment programs, increased positive outcomes of the treatment experience, access to prevention messages, reduced utilization of ancillary human services.
- **Perception of Care** -- client's positive treatment experience, decreased negative consequences of problem/addicted gambling, increased seamless utilization of services.
- **Cost Effectiveness** -- affordable services for clients, appropriate levels of care provided, effective use of resources.
- **Use of Evidence-Based Practices** -- quality of care givers, evidence-based counseling techniques, evidence-based levels of care, quality training of care givers.

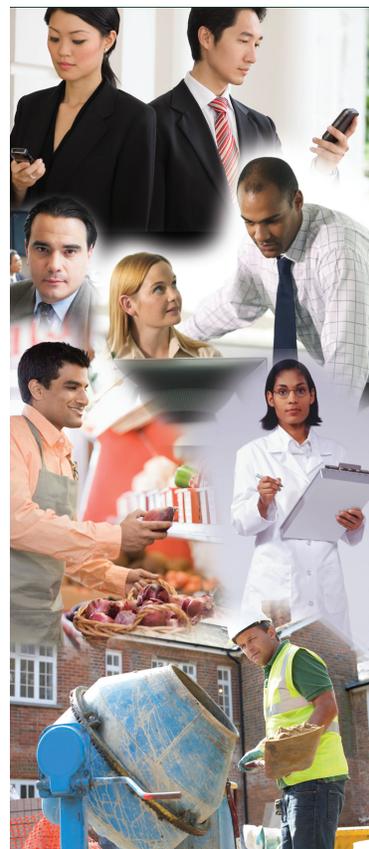
Specific training and certification requirements are needed for professionals to deliver quality care to addicted and problem gamblers. The following skills and knowledges are needed:

- Intake assessment procedures based on the *DSM-5 (Diagnostic and Statistical Manual of the Mental Disorders, Fifth Edition)*.
- Face-to-face skills for intake, individual counseling, group counseling, treatment planning, and after care.
- Networking, outreach, and referral protocols to other mental health providers and criminal justice programs (including parole and probation officers).
- Concepts of financial restitution and financial case management.

- Case management services, family counseling and family programs.
- Public awareness outreach for employers, employee assistance professionals, and community educational presentations.
- Understanding and delivery of prevention programs.
- Retention skills.
- Knowledge of research, evidence-based counseling techniques, medications, and co-occurring disorders.

Recommendation

Participants agreed the discussion on specifics of certification qualifications for problem gambler counselors in Kentucky should continue. Kentucky's current certified gambler counselors will pursue further refinement of the items and issues presented at the 12th Annual Educational and Awareness Conference. In addition, volunteer participation will be sought from social workers, Gamblers Anonymous, the clergy, and other groups that may have an interest.



Problem Gambling is an equal opportunity addiction. Problem Gamblers are found in every demographic group, regardless of age, gender, race, economic status, or employment.



Kentucky Council on Problem Gambling

P.O. Box 4595, Frankfort, KY 40604-4595; 502-223-1823
kmstone1951@gmail.com; www.kycpg.org; www.kygamblinghelp.org
Helpline: 1-800-GAMBLER (1-800-426-2537)

When it's more than a game, there is help.

Strategic Plan 2016

Adopted by KYCPG Executive Board November 11, 2016.

VISION -- *The Kentucky Council on Problem Gambling will be the focal point for problem gambling issues in the Commonwealth of Kentucky.*

MISSION -- *The Kentucky Council on Problem Gambling will increase awareness of problem gambling, promote prevention and research, and advocate for the availability of treatment.*

GOAL 1 -- *Promote the KYCPG as the focal point for addressing problem gambling issues in Kentucky.*

Objective 1: Obtain funding to maintain and enhance KYCPG programs and services.

Objective 2: Increase the number of certified gambler counselors in Kentucky.

Objective 3: Maintain and enhance Responsible Gaming Education Week (RGEW), National Problem Gambling Awareness Month (NPGAM), Helpline (1-800-GAMBLER), Newsletter (electronic version of *Inside the Numbers*), KYCPG Annual Conference, MidCentral Alliance Fall Conference, and KYCPG websites.

GOAL 2 -- *Expand KYCPG outreach.*

Objective 1: Develop a task plan and timetable for engaging key stakeholders.

Objective 2: Strengthen contacts with Gamblers Anonymous.

Objective 3: Increase awareness among the financial services sector about problem gambling.

Objective 4: Advocate for awareness within the criminal justice/legal sector, including judges, attorneys, Administrative Office of the Courts, corrections, and probation and parole.

GOAL 3 -- *Diversify and expand the KYCPG Board.*

Objective 1: Develop presentation and talking points to support recruitment and outreach based on data.

Objective 2: Identify and recruit KYCPG Board members from the clergy; financial sector; eastern, western, and southern Kentucky; corrections; legal; and HR/EAP communities.

KYCPG Continuing Programs, Services and Products

- ★ **1-800-GAMBLER Helpline** (1-800-426-2537), 24/7, toll-free, confidential telephone counseling and referral service on problem gambling, including text and chat availability.
- ★ **Responsible Gaming Education Week (RGEW):**
 - ✓ Held first week in August annually; guided by coalition of gaming industry representatives, state agency representatives and certified gambler counselors.
 - ✓ Themed posters and rack cards distributed statewide.
 - ✓ Advisories distributed to all media statewide.
 - ✓ Governor's Proclamation.
 - ✓ Training and awareness presentations.
- ★ **National Problem Gambling Awareness Month (NPGAM):**
 - ✓ Held in March annually; supported by the Kentucky Lottery Corporation.
 - ✓ Statewide media advisories and outreach activities.
 - ✓ Public service announcements.
 - ✓ Awareness presentations.
- ★ **Education and Counselor Preparation:**
 - ✓ Annual Educational and Awareness Conference on Problem Gambling Issues. Held annually in Lexington. Collocated with Lexington Area Gamblers Anonymous MiniProgram; includes 10+ hours continuing education credits.
 - ✓ MidCentral Alliance on Problem Gambling Fall Conference. Held annually among eight state councils on problem gambling, of which KYCPG was a founding member; includes 6+ hours continuing education credits.
- ✓ Certified Gambler Counselor training conducted as needed to promote increase in statewide availability of professional counseling services for problem gamblers.
- ★ **Problem Gambling video** to promote awareness of problem gambling; available at www.kygamblinghelp.org.
- ★ **Choices -- There's Always a Right One!** Middle and high school addiction awareness curriculum includes segment on problem gambling; complimentary on request.
- ★ **A Website** providing basic information on Problem Gambling and referral resources, www.kygamblinghelp.org.
- ★ **KYCPG website:** www.kycpg.org.
- ★ **Awareness Outreach:**
 - ✓ Assorted posters, brochures, rack cards and booklets.
 - ✓ Advocacy before the Kentucky General Assembly on issues related to problem and addicted gambling.
 - ✓ Presentations and exhibits at various behavioral health, counseling, and public-awareness events.
 - ✓ Membership in the Kentucky Mental Health Coalition.
 - ✓ Collaborative outreach with Kentucky Department of Behavioral Health, Developmental and Intellectual Disabilities; other government agencies; and associations.
- Research:**
 - ✓ *Gambling in Kentucky*, a prevalence study showing 9,000 addicted gamblers, 50,000 problem gamblers and 190,000 at-risk of developing a gambling problem.
 - ✓ *Challenge for Kentucky*, a guideline for establishing a counseling treatment program for addicted gamblers.



Gambling in Kentucky by the Numbers

\$2 Billion - Approximately the total consumer spending on legal gambling in Kentucky:

- **About \$500 million each** on parimutuel wagering at horse races and simulcasts, and at charitable gaming bingos, raffles, poker tournaments, and on pulltabs;
- **More than \$800 million** on Kentucky Lottery games; and
- **These amounts will continue to increase by millions of dollars** spent on Instant Racing, Keno and electronic pulltabs legally sanctioned and implemented over the past three years.

\$500 million - An accounting firm estimate of the amount of money Kentucky residents gamble at out-of-state casinos each year.

Unknown - The amount of money gambled illegally in Kentucky each year; some estimate the total equals the annual legal expenditures on gambling in the Commonwealth.

\$250 million - The amount of annual revenue the Commonwealth receives in taxes, fines, fees and transfer payments from the legal gambling in Kentucky.

0 - The amount of annually budgeted funds by the Kentucky General Assembly specifically appropriated to address addicted and problem gambling among Kentucky's citizens.

250,000 - The number of persons who are addicted gamblers (9,000), problem gamblers (51,000), or at risk of developing a gambling addiction (190,000) according to a 2008 study commissioned by the Kentucky Council on Problem Gambling (KYCPG) and conducted by the University of Kentucky Survey Research Center.

33 Percent - Percentage of Kentucky high school seniors that gamble for money or possessions in their lifetimes as reported in the Kentucky Incentives for Prevention (KIP) survey by REACH of Louisville.

2 Percent - Percentage of Kentucky 6th, 8th, 10th, and 12th grade students who indicated on the KIP survey their gambling caused problems with school, parents and friends.

\$81 million - The estimated social cost to Kentucky from gambling addiction, derived by multiplying the number of addicted gamblers (2008 UK survey) by the lowest academic estimate of the social cost per addicted gambler (estimates range from \$9,000 to more than \$13,000).



Presented by the Kentucky Council on Problem Gambling,
P.O. Box 4595, Frankfort, KY 40604-4595; 502-223-1823; kmstone@mis.net;
www.kygamblinghelp.org; www.kycpg.org; Learn more about the addiction at:
<https://vimeo.com/littlegiantmedia/review/134741443/58c6bef7bb>



Gambling Can Be Addictive!

If you or someone you know has a gambling problem, please call or text 1-800-GAMBLER (1-800-426-2537). All calls are toll-free and confidential. You also can chat with a counselor by going to the www.kygamblinghelp.org or www.kycpg.org websites and clicking on the “in crisis” tab.

Trained telephone counselors at River Valley Behavioral Health in Owensboro, Kentucky, are available 24-hours per day, 7-days per week to provide:

- ➔ Referral to Gamblers Anonymous;
- ➔ Referral to Certified Compulsive Gambler Counselors;
- ➔ Distribution of Brochures, Booklets And Papers Offering More Details on Problem and Compulsive Gambling; or
- ➔ Crisis Response.

How do you know if you have a gambling problem? Ask yourself two questions:

1. **Have you ever lied about how much you gamble?**
2. **Have you felt the need to bet more and more money?**

Answering “yes” to either question indicates the person may have a problem and should seek help.

How can someone gamble responsibly? Before gambling, ask yourself the following three questions.

- ✓ **WHETHER** you should gamble, knowing that losing is likely, that you cannot control chance, and that it doesn’t interfere with other responsibilities?
- ✓ **WHEN** is it appropriate to gamble, understanding that gambling is not a healthful way to deal with emotions or stress?
- ✓ **HOW MUCH** money and time can you gamble, recognizing gambling is entertainment and not an essential expenditure of time or money?

DURING GAMBLING:

- Keep track of preset time and money limits.
- Take frequent breaks.
- Avoid the ATM or other sources of money or credit.

Following these guidelines can help prevent a gambling problem.

When It’s More Than a Game – There Is Help!

www.kycpg.org is the official website of the Kentucky Council on Problem Gambling (KYCPG). For more information, please contact KYCPG at kmstone1951@gmail.com or call 502-223-1823.

