



OFFICE OF PROBLEM GAMBLING

California Department of Alcohol & Drug Programs

1700 K Street Sacramento, CA 95811, 916-327-8611

California Gambling Control Commission Meeting Thursday, September 9, 2010

Prevention Services Program

PGAW 2010 was very successful. OPG sponsored our first 2-day problem gambling training summit here in Sacramento. A variety of speakers from US and Canada came to provide the latest in problem gambling information. OPG hosted the first annual problem gambling achievement awards: Treatment - Dr. Richard Rosenthal; Government - former Assembly member Jerome Horton; Responsible Gambling - Viejas Casino. CCPG gave a lifetime achievement award to the ADP Chief Deputy Director Michael Cunningham.

FNL BOOF Spotlight, to showcase youth problem gambling prevention dramatic and video productions, was held in June in Anaheim. Approximately 70 youth and adults attended. Highlight was an "academy awards" like evening in which 7 different projects were unveiled and judged for best screenplay, cinematography, comedy, live performance, etc. FNL conducts surveys at each BOOF event throughout the year and UCLA is compiling information to determine what CA youth know about problem gambling behaviors.

Training and technical assistance contractor continues to provide problem gambling training to gambling establishments, health care providers, non-profit organizations, etc. OPG will be releasing an RFP to solicit bids for a new term by the years end.

OPG solicited bids for \$1.5 million media buying contract. Anticipated contract execution date is the end of September. Previously our media outreach consisted of outdoor and radio (English, Spanish and Chinese) campaigns created solely by OPG. The poster "More Than Just Your Money" depicting a wallet with a family photo, money and cards was recognized by participants at the National Council on Problem Gambling's Annual Conference; winning the 2010 *People's Choice Award*. OPG would like to expand outreach into newspaper/print, television, and internet this coming year.

OPG built a new multi-cultural website which provides problem gambling information in English, Spanish, Hmong, Chinese, Vietnamese, Tagalog and Korean. In addition to the new multi-cultural aspect the website will also contain an "authorized" provider directory for treatment services, gambling industry information, and problem gambling information specifically designed for gamblers, family and friends, and youth. We hope to "go live" within a few weeks at www.problemgambling.ca.gov.

Treatment Services Program

OPG is implementing the California Problem gambling Treatment Services Program (CPGTSP) 3-year "pilot" in partnership with UCLA Gambling Studies Program. Treatment services will be offered through a stepped-care approach using intervention, outpatient, intensive outpatient, and residential care. OPG and UCLA have identified components to assist in implementation: training, problem gambling telephone intervention (PGTI), provider network, and clinical innovations.

Year one was mostly spent building an infrastructure and training providers. As we enter our second fiscal year, we have trained 226 licensed therapists who speak 29 different languages/dialects; 50 clients are participating in the English and Spanish PGTI, 14 clients have received residential and IOP care; 19 clients have participated in the clinical innovations study; and outpatient and PGTI Chinese services should be on-line soon. OPG hopes to serve 7,565 clients and train 626 providers during the 3-year pilot.