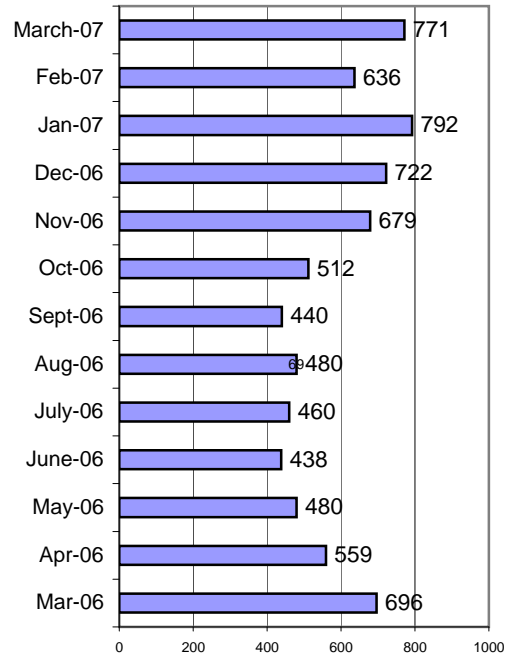


Iowa Gambling Treatment Program 1-800 BETS OFF Helpline Monthly Summary for March 2007

Total Calls: 771 **Avg. Call Length:** 1 min. 7 secs. **Male:** 56%
Female: 44%

| | | | |
|---------------------|-----|---------------------|-----|
| Day of Week: | | Time of Day: | |
| Monday | 12% | Midnight - 8 a.m. | 16% |
| Tuesday | 10% | 8 a.m. - Noon | 17% |
| Wednesday | 11% | Noon - 4 p.m. | 26% |
| Thursday | 17% | 4 p.m. - 8 p.m. | 23% |
| Friday | 18% | 8 p.m. - Midnight | 18% |
| Saturday | 19% | | |
| Sunday | 13% | | |

Previous Year Call Totals



Topics:

| | | |
|-----------------------------------|-----|-----|
| Casino info/banning | 49 | 6% |
| Gambler's Anonymous info | 22 | 3% |
| Lottery issue/question | 19 | 2% |
| Media/Press | 0 | 0% |
| Need local # for treatment center | 33 | 4% |
| Other gambling related issue/? | 13 | 2% |
| Request for BETS OFF info pack | 2 | 0% |
| Request for gambling ed materials | 3 | 0% |
| Treatment inquiry for self | 140 | 18% |
| Treatment inquiry for other | 58 | 8% |
| Other | 438 | 57% |

Outcomes:

| | | |
|---|-----|-----|
| Instructed to contact casino | 49 | 6% |
| Provided gambling assistance/counseling | 3 | 0% |
| Referred to IDPH | 0 | 0% |
| Referred to Iowa Lottery | 19 | 2% |
| Referred to national number | 51 | 7% |
| Referred to treatment provider | 177 | 23% |
| Request sent/referral to ISAIC | 3 | 0% |
| Supplied requested info | 39 | 5% |
| Unable to assist | 0 | 0% |
| Other | 439 | 57% |

Caller's Relationship to Gambler:

| | |
|--------------------|-----|
| Child | 8 |
| Educator/Counselor | 1 |
| Friend | 18 |
| Husband | 3 |
| Other | 1 |
| Other relative | 15 |
| Parent | 8 |
| Self | 162 |
| Wife | 13 |

Referrals:

| | | |
|-------------------------------------|----|-----|
| ADDS of Southeast Iowa (11) | 5 | 3% |
| Allen Memorial Hospital (4) | 17 | 10% |
| Central Iowa Gambling Treatment (7) | 42 | 24% |
| Community and Family Resources (2) | 3 | 2% |
| Eastern Iowa Center (8) | 43 | 24% |
| Family Service (9) | 27 | 15% |
| Jackson Recovery Centers (6) | 13 | 7% |
| Jennie Edmundson (10) | 0 | 0% |
| Northwest Iowa Treatment (1) | 6 | 3% |
| Substance Abuse Services (5) | 11 | 6% |
| Prairie Ridge Treatment Center (3) | 10 | 6% |

The number behind the agency name refers to the service area it covers

Where Caller Heard About Helpline:

| | |
|----------------|----|
| 2-1-1 | 0 |
| Billboards | 3 |
| Casino | 28 |
| Family | 6 |
| Friends | 9 |
| Lottery | 17 |
| Newspaper | 0 |
| Radio | 3 |
| Other | 3 |
| Spouse/Partner | 3 |
| TV | 31 |