

**WISCONSIN COUNCIL ON  
PROBLEM GAMBLING, INC.  
1423 KELLOGG STREET, GREEN BAY, WI  
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**WISCONSIN COUNCIL  
ON PROBLEM GAMBLING**

**For Help, call:  
1-800-GAMBLE-5**

**Winter 2013**

PUBLIC AWARENESS CAMPAIGN funded by the State of Wisconsin, Department of Health/Family Services - Bureau of Prevention, Treatment and Recovery in the Division of Mental Health and Substance Abuse Services.  
MAJOR CONTRIBUTORS: Potawatomi Bingo Casino, Ho-Chunk Nation, Ho-Chunk Gaming, Wisconsin

**ADDICTION IN THE DSM 5**

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Aurora Behavioral Health

As I trust you are all aware by now, there are about to be some revolutionary changes in the Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition (DSM 5), especially as it regards addictive disorders, including gambling.

Far and away, the most important change included in the new manual, that is to be published in May, 2013, is the *disappearance of the terms "dependence" and "abuse."* These two diagnoses, obviously dichotomous in nature (e.g., you meet criteria or not; either you have the diagnosis, or you don't), are going to be completely removed from the manual. The diagnoses will no longer exist. Therefore, insurance can no longer be billed for these diagnoses. Instead, the section currently entitled "Substance-Related Disorders" will be renamed "**Addiction and Related Disorders.**"

The severity of the addictive problem with which an individual may be suffering will be determined by the number of criteria that someone meets. The new diagnosis, Alcohol Use Disorder or Drug Use Disorder, will be on a continuum, which some believe is a more natural way to consider addictive problems. A person who meets only two of the diagnostic criteria will still get a diagnosis, but it will be inherently milder than someone who meets 10 criteria. This will also imply the need for a different treatment plan and perhaps a different treatment approach between these two very different problems.

In the new schema that has now been accepted by the American Psychiatric Association for publication, there are a total of 11 criteria, differing from the current plan. Previously meeting three out of 11 criteria was enough for a diagnosis of Alcohol/Drug Dependence, and meeting only one of the remaining criteria was enough for a diagnosis of Alcohol/Drug Abuse. Interestingly, the *law enforcement criteria (#3 criteria in the Abuse category)* has been totally eliminated from the DSM 5. This has been done "because of cultural considerations that make the criteria difficult to apply internationally." Other changes include the addition of the new diagnosis of Cannabis Withdrawal; Tobacco use disorder has now also been included along with other substance use disorders, and a new criteria for *craving* has been introduced.

For over 20 years, craving has been a criterion in the ICD-9, included in the International Classification of Diseases, 9<sup>th</sup> edition. This schema is used by the rest of the world to determine medical and psychiatric diagnoses. Only the USA uses the DSM classification, and even here, for our billing to insurance companies, our DSM diagnoses are converted by the billing experts to ICD-9 diagnoses. In the ICD-9, the criterion for craving is defined as "A strong desire or sense of compulsion to take a substance."

In the past, pathological gambling, as you know, has been classified as an Impulse Control Disorder, Not Elsewhere Classified. Now, the way that gambling problems fit into the whole new diagnostic structure is that, for the first time, **Gambling Addiction** will be included as the first (and so far, only) behavioral addiction included in this section. *So now, the term "addiction" has been officially applied to more than substances!* The DSM task force found that, in their opinion, there is substantive research that supports the position that pathological gambling and substance-use disorders are very similar in the way they affect the brain and neurological reward system of reward and aggression.

(Continued on page 4)

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## The Wisconsin Council on Problem Gambling 2012 Year in Review

The year 2012 was the fourteenth year of our Compulsive Gambling Public Awareness Campaign. It was our nineteenth year in operation and the seventeenth year of the 24-hour Helpline. The Council continued to see tremendous growth during the past year.

The Public Awareness Campaign contains six different project areas used to enhance the awareness of Problem and Compulsive Gambling. These areas include the 24-hour Helpline, Mini-grants for Community-Based Activities, High School Educational Curriculum, Statewide Compulsive Gambling Awareness Conference, our Public Relations Media Awareness Campaign, and the Training of Human Service Professionals.

### **24 Hour Helpline**

The Helpline received 14,464 calls in 2012 with the highest month of calls being March with 1,445 calls. Our Helpline number is included in more than 125 telephone directories throughout the state. We were originally in only 15 books. We continue to receive many hits to our website annually. We received 5098 hits in 2012. The highest month was January with 529 hits. The average debt amount of calls to the Helpline was \$39,849. However, many people refuse to divulge this information and are confused about their indebtedness. Area code 414 received the most calls. During the year 2012, 1,502 referrals were made and 326 packets of information were sent.

### **High School Educational Curriculum**

We continue to work with schools in implementing the curriculum "Gambling: Choices and Challenges". Distribution of the curriculum is important because teens are rapidly becoming the fastest growing population involved in problem and compulsive gambling. To date we have received more than 675 requests from schools across Wisconsin requesting the curriculum. Many of them already have implemented the curriculum into their programs and a number of others have implementation dates in place. We are currently revising the curriculum to include updated research and trends. Presentations in schools throughout the state continue.

### **Statewide Conference**

The WCPG co-hosted the 26<sup>th</sup> National Conference on Problem Gambling at the Milwaukee Hyatt on July 13-14, 2012. Over 411 people attended the two day conference.

### **Training of Human Service Professionals**

We have been able to provide two Phase I and three Phase II training sessions throughout the state during 2012. One Phase III and Phase IV sessions were also held. Two "Stakes are High" introductory trainings were held in Ashland and La Crosse. A day and a half training was held in March in Stevens Point. One-hundred twenty-two training units were provided through our training sessions.

We continue to develop a list of all persons/agencies within the state of Wisconsin qualified to provide training, education, treatment or public information at various levels, for use by such groups as Employee Assistance Programs, human resource personnel, AODA personnel, school counselors, treatment providers and civic and church groups.

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## Happy Belated New Year

As 2013 begins, the staff and Board of Directors for the Wisconsin Council on Problem Gambling, Inc. look forward to continuing and expanding the services we provide to compulsive gamblers, their family members and the state of Wisconsin.

# 1-800-GAMBLE-5

## **Public Relations/Media Campaign**

As part of the media awareness campaign, the following has been accomplished or continues:

- Planning, development, and implementation of the public awareness campaign-phase fourteen.
- WCPG continues to develop a list within the State of Wisconsin with persons/agencies qualified to provide training, education, treatment or public information at various levels on the issue of compulsive gambling.
- Printing and distribution of twelve different posters.
- Two new posters were developed and printed.
- One-on-one media interviews in the state's five main media markets.
- More than 450 media contacts including newspapers, radio, and television.
- Numerous press releases on the WCPG effort.
- Continued distribution of "Is Gambling Affecting Your Life?" (approximately 125,000 have been distributed)
- Exterior bus signage continues in several cities throughout Wisconsin, as well as cards for bus interiors.
- Billboard advertising continues.
- Bus ads were developed and placed on buses in Janesville, Sheboygan and Beloit.
- Bathroom ads in Wisconsin Casinos.
- Exhibits at a variety of conferences and programs throughout the state.
- Tokens, magnets, pens, pencils, note clips, back scratchers, calendars, oven sticks, and computer dusters, etc. are being distributed in a variety of ways throughout Wisconsin. These public awareness "tools" are an excellent opportunity to get the 800-Helpline number out to thousands of people. People will pick up a pen, which has the 800 number on it, more likely than they would pick up a pamphlet.
- Continues partnership with the Wisconsin Lottery.
- Increased materials in our resource library.
- Continues distribution of WCPG brochures including "special population" brochures.
- Continues distribution of membership brochure.
- Continues development of a data collection process for a book of experts.
- Reached an estimated 20,000 people through contacts at exhibits, workshops and conferences.
- WCPG continues to speak to a variety of groups—EAP, social service departments, counselors, people working with the elderly, Dept. of Corrections, etc. to provide education and awareness on the compulsive gambling addiction.
- WCPG placed ads in "Teaching Today", a statewide newspaper that goes to almost all of the schools in Wisconsin. This will be a great contact with people who work with adolescents who have a high rate of becoming addicted to gambling.
- WCPG continues to distribute our quarterly newsletter to approximately 5,500 people throughout the state.
- A public awareness folder for 2011 was developed and distributed.
- A workplace brochure continues to be distributed to generate more awareness in the workplace environment.
- A legislative newsletter is distributed quarterly to all legislators in Wisconsin.
- A brochure geared toward parents continues to be distributed.

## **Mini-Grants**

The mini-grant program continues. Mini-grants help to enhance the Wisconsin Council on Problem Gambling public awareness programs. There were two mini-grants awarded in 2011-12. The first grant was awarded to UWGB Design Arts program for the production of You-Tube videos targeting teen gambling. The second grant was awarded to the West Allis H.O.W. to Club for 12-Step Leadership Conference Training.

The Request for Proposals for the mini-grants for 2012-13 was distributed. The mini-grant information has been placed on our website so more organizations can become aware of the program.

## **Potawatomi Bingo Casino Sponsorship**

Through the Potawatomi Bingo Casino Sponsorship we were able to provide Phase I and Phase II in the Milwaukee area. The sponsorship also provides assistance for the operation of the 24-hour Helpline. The Outreach Speaker continues providing presentations in the Milwaukee area. The sponsorship also allowed for a grant writer to write four grants.

## **ADDICTION IN THE DSM 5** (Continue from page 1)

The new criteria for the diagnosis of a Gambling Addiction include:

- A. Persistent and recurrent maladaptive gambling behavior as indicated by five (or more) of the following:
  1. Is preoccupied with gambling (e.g., preoccupied with reliving past gambling experiences, handicapping or planning the next venture, or thinking of ways to get money with which to gamble)
  2. Need to gamble with increasing amounts of money in order to achieve the desired excitement
  3. Has repeated unsuccessful efforts to control, cut back, or stop gambling
  4. Is restless or irritable when attempting to cut down or stop gambling
  5. Gambles as a way of escaping from problems or of relieving a dysphoric mood (e.g., feelings of helplessness, guilt, anxiety, or depression)
  6. After losing money gambling, often returns another day to get even (“chasing” one’s losses)
  7. Lies to family members, therapist, or others to conceal the extent of involvement with gambling
  8. Has jeopardized or lost a significant relationship, job, or educational or career opportunity because of gambling
  9. Relies on others to provide money to relieve a desperate financial situation caused by gambling
- B. The gambling behavior is not better accounted for by a Manic Episode

Another behavioral addiction currently under study, perhaps to be included in the next iteration of the DSM, is Internet Use Disorder.

This is a massive philosophical change in the consideration of gambling problems, although perhaps not such a surprise to those of us who have been addressing this in our professional lives for some time. It is yet to be determined what this means for reimbursement or payment for treatment. Previously, it was often difficult to get reimbursed for treatment of Pathological Gambling. It seems to be considered a much more “legitimate” problem in the new DSM, so payment, one hopes, will be easier. Because of this apparent elevation of this diagnosis, it may also foreshadow changes in the issue of who can treat this particular addictive disorder in terms of training, credentialing, and perhaps even the location of where it can be addressed. None of these issues have yet been determined, and it may be some time until they are.

If you’ll excuse the expression, “the die has been cast,” and there is no further opportunity to influence this formulation. I hope that these enormous changes will be positive for how this particular problem will be treated by professionals in the field, adding legitimacy to the diagnosis, and putting additional pressure on health insurance plans to pay for the treatment of such a potentially destructive problem.

# **National Council on Problem Gambling Internet Responsible Gambling Standards**

## **Overview**

Gambling has benefits but also has well documented negative consequences. Internet gambling is no exception. It is clear that some who gamble online will develop problems and that these problems are serious. The most ethical and cost-effective response to gambling addiction issues raised by internet gambling is a comprehensive public health strategy that includes prevention, education, treatment, enforcement, and research services. Responsible gaming standards are an important aspect of this approach. The National Council on Problem Gambling has developed these standards to help guide discussions among all stakeholders on internet gambling, including operators, regulators, advocates, and the public.

NCPG reviewed current internet responsible gaming codes and regulations from around the world to guide the development of this standard. The final recommendations in this document flow from our 40 years of experience in problem gambling issues, existing international codes (in particular the Responsible Gambling Council’s draft Internet gambling standards), empirical evidence and feedback from experts in the field including operators, regulators, researchers, clinicians, and advocates. We have also considered Federal laws governing the online purchase of age-controlled products like alcohol and tobacco. The NCPG standard is a work in progress as internet gambling-related legislation, regulation, and technology continue to evolve rapidly. The graphical and interactive structure of the internet provides an opportunity to create informed consumers with access to a variety of information designed to encourage safe choices and discourage unsafe behavior, including through setting personal limits and self-excluding. These programs can be improved by requiring operators to make de-identified play data (e.g., demographic, session, game and transaction data) publicly available. Analyzing actual player behavior leads to a better understanding of gambling and problem gambling.

It is strongly recommended that operators and regulators consult with experts in the problem gambling field during the development and implementation of internet gambling. Problem gambling, like other diseases of addiction, will likely never be eliminated, but we must make better efforts to mitigate the damage. A portion of all gambling revenue must be dedicated to reduce the social costs of gambling addiction.

Download a PDF of NCPG’s Internet Responsible Gaming Standards at:  
[www.ncpgambling.org](http://www.ncpgambling.org)

## 2013 GREEN BAY TRAINING SCHEDULE

| DATE                  | TRAINING | LOCATION                           | Registration Deadline |
|-----------------------|----------|------------------------------------|-----------------------|
| April 11-12, 2013     | Phase 1  | WCPG Office<br>1423 Kellogg Street | April 4, 2013         |
| May 9-10, 2013        | Phase 2  | WCPG Office<br>1423 Kellogg Street | May 2, 2013           |
| September 12-13, 2013 | Phase 3  | WCPG Office<br>1423 Kellogg Street | September 5, 2013     |
| October 10-11, 2013   | Phase 4  | WCPG Office<br>1423 Kellogg Street | October 3, 2013       |

For more information contact the Wisconsin Council on Problem Gambling at 1-800-236-3330  
or email [wcpgamble5@new.rr.com](mailto:wcpgamble5@new.rr.com)

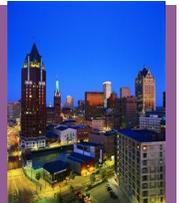
### WCPG will be presenting a Phase 1- Pathological Gambling Training

**June 9 - 13, 2013 at the National Rural Institute on Alcohol and Drug Abuse Conference.**

For more information contact: Professional Education Programs and Services, 221 10th Avenue E,  
Menomonie, WI 54751

Email: [profed@uwstout.edu](mailto:profed@uwstout.edu), Phone: 715.232.2793, Fax: 715.232.3385

**THE 27TH NATIONAL CONFERENCE ON  
PROBLEM GAMBLING  
JULY 19-20, 2013, SEATTLE, WASHINGTON  
FOR MORE INFORMATION, CHECK ONLINE AT:  
[NCPGAMBLING.ORG/2013CONFERENCE](http://NCPGAMBLING.ORG/2013CONFERENCE)**



### 2013 Conference Notes

- **The Fourteenth Annual Wisconsin Council on Problem Gambling Statewide Conference will be held at the KI Convention Center in Green Bay, Wisconsin, March 14-15, 2013. Make your hotel reservations now by calling 1-800-236-3330, special conference room rate extended to February 22, 2013.**
- **Exhibit space is available for the 2013 conference. Space is limited to 15 exhibitors. Please contact the WCPG for Exhibitors Application and Contract.**
- **A limited number of Full and Partial Scholarships are available, including the Richard Stanchfield Scholarship. The deadline for scholarship applications is February 15, 2013. Please contact the WCPG office for more information.**
- **New this year, three hours Ethics training and six hours Clinical Supervision track. Also, earn up to 18 CEUs.**
- **For more information contact the WCPG at 920-437-8888**

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**Please notify the WCPG if any of your contact information changes as it pertains to our mailing list.**

**If you are on our Treatment Provider Referral List, please let us know if your clinic information changes.**

PTP# 513 • 5-24-11

**The Wisconsin Council On Problem Gambling provides resources, public awareness and education on problem and pathological gambling disorders while maintaining strict neutrality on the issue of legalized gambling.**

**Our goals are to:**

- Promote public education and awareness of pathological and problem gambling disorders.
- Maintain a toll-free statewide Helpline where pathological and problem gamblers and their families can call for immediate and continuing assistance in dealing with the addiction.
- Advocate quality assistance for all individuals affected by gambling problems.
- Identify "high risk" individuals and groups of problem and pathological gamblers and provide prevention activities and information.
- Provide expert training to professional counselors in the treatment of pathological and problem gamblers.
- Compile and maintain a database of statistical information concerning problem and pathological gambling in Wisconsin.

**VOLUNTEERS SOUGHT:**

The WCPG is currently seeking volunteers. Anyone interested in donating their skills and time to the organization by helping with administrative projects is encouraged to contact us at (920)437-8888.

**RESOURCE LIBRARY**

The WCPG has both books and videos in our lending library. Materials can be loaned out on a two week basis. These materials can also be mailed to you. For more information, call Cheri at (920)437-8888 or email at: wcpgamble5-cheri@new.rr.com