

# WISCONSIN COUNCIL ON PROBLEM GAMBLING, INC.

1423 KELLOGG ST. • GREEN BAY, WI 54303  
WWW.WI-PROBLEMGAMBLERS.ORG



WISCONSIN COUNCIL  
ON PROBLEM GAMBLING

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

## Winter 2012

### 2012

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### 2012

#### Administrative Staff:

**Rose Gruber**  
- Executive Director  
**Cheri Braley**  
- Office Manager/  
Helpline/Training  
Administrator  
**Laura Allard**  
- Helpline Assistant

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 CONTRIBUTOR: Potawatomi Bingo Casino

## Happy New Year

As 2012 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.

The WCPG will celebrate its 19<sup>th</sup> anniversary in 2012. Requests for our services continue to increase, not only through calls to the Helpline but by requests from schools, service groups, professional conferences, etc. Calls to the statewide 24-hour Helpline have increased 294% since the Helpline began in 1996.

The Council continues to provide training to treatment providers who are interested in treating compulsive gambling disorders. Currently we have 82 treatment providers who are supplying services to compulsive gamblers and their families throughout the state.

The Helpline received 13,528 calls in 2011. Callers to the 24-hour Helpline receive referrals to Gamblers Anonymous meetings, Gam-Anon meetings and treatment providers who have been trained specifically to work with the compulsive gambling addiction.

On July 13-14, 2012, we will be co-hosting the 26<sup>th</sup> National Conference on Problem Gambling at the Hyatt Regency in Milwaukee, WI. We look forward to this National Conference as we bring in national and local speakers. Please mark your calendars!

As our Statewide Public Awareness Campaign goes forward, we continue to look for new ways to provide quality information throughout the state on the compulsive gambling addiction and to let people know that help is available for those who are affected.

During 2012, we look forward to continuing our partnership with the Potawatomi Bingo Casino. This partnership with them helps keep the Helpline operating and expanding its services, provides sponsorship and scholarships for the annual WCPG conference, provides training programs in the Milwaukee area, and provides an outreach speaker program.

We are very thankful to the State of Wisconsin, Department of Health Services, Division of Mental Health and Substance Abuse Services, Bureau of Prevention Treatment and Recovery, The Wisconsin Lottery, and all the individual contributors for their ongoing support and recognition of compulsive gambling disorders.

As 2012 moves ahead, we look forward to working with all of you and keeping you updated on what is happening at the Council.

Rose Gruber, WCPG Executive Director

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## The Wisconsin Council on Problem Gambling 2011 Year in Review

The year 2011 was the thirteenth year of our Compulsive Gambling Public Awareness Campaign. It was our eighteenth year in operation and the sixteenth 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 13,528 calls in 2011 with the highest month of calls being January with 1,342 calls. Our Helpline number is included in more than 116 telephone directories throughout the state. Hits to our website are increasing annually, having received 5,360 hits in 2011. The highest month was March with 691 hits. The average debt amount of calls to the Helpline was \$157,074. However, many people refuse to divulge this information and are confused about their indebtedness. Area code 414 received the most calls. During the year 2011, 1,922 referrals were made and 391 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.

### **State Wide Compulsive Gambling Conference**

Our Thirteenth Annual Statewide Conference on Problem Gambling had 127 participants attending the two-day conference in Wisconsin Dells at the Kalahari Resort on March 10-11, 2011. Speakers included Jerry Bauerkemper (Nebraska), Judith Dancing (Wisconsin), Bill Ginsberg (Wisconsin), Michael Goldman (Illinois), Linda Graves (Washington), Doug LaBelle (Wisconsin), Dennis McNeilly (Nebraska), Kristin Mainville (Wisconsin), Coleen Moore (Illinois), Kelly Skindzelewski (Wisconsin), Daniel Smith (Missouri), and Charles Vorkoper (Texas).

Topics included: Senior Gambling, Finances, Intervention with Problem Gamblers, Family Issues, Teen Gambling, and Anger Management for the Compulsive Gambler. Five awards were given to participants that have been instrumental in helping the Council continue to expand education, awareness and the prevention of problem gambling. The Special Recognition Award was given to Richard Stanchfield. The Outstanding Volunteer Award was presented to Judy Ramsey and Jim Bolek. The Cornerstone Award was given to Potawatomi Bingo Casino. The Spirit Award was awarded to Sharon Salm.

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

We have been able to provide three Phase I and Phase II training sessions throughout the state during 2011. Two Phase III and Phase IV sessions were also held. A "Stakes are High" training was held in Manitowoc and Wisconsin Dells. A Phase I training was held at the National Rural Alcohol and Drug Abuse Conference and a Train the Trainers session was also held. One-hundred twenty-six 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.

WCPG IS PROUD TO ANNOUNCE  
WE WILL BE HOSTING THE 26TH NATIONAL  
CONFERENCE ON PROBLEM GAMBLING  
ON JULY 13-14, 2012 AT THE HYATT  
REGENCY MILWAUKEE  
CHECK OUR WEBSITE FOR MORE INFORMATION  
WE HOPE TO SEE YOU THERE!



## **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 eleven.
- 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 110,000 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 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.
- An ad continues in the Union Labor Directory, which is given to thousands of people.

## **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 2011-2012 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-IV trainings in Racine and a Phase I and Phase II in the Milwaukee area. Sponsorship was provided for the Thirteenth Annual Conference and 15 scholarships were awarded. The sponsorship also provides assistance for the operation of the 24-hour Helpline. The Outreach Speaker for the Milwaukee area continues to provide presentations to senior centers and schools.

WCPG had a very challenging and productive 2011. We will continue to move forward in all of our endeavors and we look forward to continuing and expanding our programs in the year 2012.

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## 2012 PATHOLOGICAL GAMBLING TRAINING PROGRAMS



**WISCONSINCOUNCIL**  
ON PROBLEM GAMBLING

### ABOUT THESE WORKSHOPS

These programs are designed for those counselors who are or plan to be working with problem gamblers and their families in a variety of clinical settings. We welcome participants from the criminal justice field, the employee assistance field, the faith and pastoral care traditions, educators, the gaming industry, the recovering community and others to our programs. Though the information is designed for counselors to incorporate into their clinical practice we hope all of our participants, no matter who they may be, will learn about the effects of problem gambling on the individual, family and community and use the information to help those who fall into their own professional scope of practice. Completion of 30 hours of gambling-specific training education may allow participants to become eligible as a referral source for the Wisconsin Council on Problem Gambling's **1-800-GAMBLE-5** Helpline.

#### Phase 1\*

##### OBJECTIVES:

- History and prevalence of gambling and problem gambling
- Types of gamblers
- Definitions of gambling
- Screening and assessment
- Co-morbid and co-occurring disorders
- Family counseling
- Group and Individual counseling strategies and treatment approaches to problem gambling

\*Phase 1 is a prerequisite for Phase 2.

##### Certification Hours:

Continuing Education Units for 15 hours each phase has been applied for with the following: Wisconsin Association for Marriage and Family Therapy, Social Work, and the Wisconsin Department of Regulation and Licensing. Fourteen Continuing Education Units has been applied for with the EACC. "The National Gambling Counselor Certification Board has reviewed this program and finds that it is consistent with the established standards for gambling counselor education and training." Certificate of attendance will be provided by the Wisconsin Council on Problem Gambling, Inc.

- A \$25.00 administration fee will be charged for cancellations prior to the trainings registration deadline.
- No cancellations will be refunded after the training registration deadline. Credit will be issued for this fee good for any WCPG training within 12 months.
- The cost includes training, training materials & breaks. **LUNCH IS ON YOUR OWN**

#### Phase 2\*

##### OBJECTIVES:

- Self-help programs and natural recovery
- Motivational enhancement and the use of harm reduction
- Financial issues and asset protection plans
- Neurotransmitters and communication in the brain
- Psychopharmacology: Research, cautions and treatment
- Gambling and Legal Issues
- Workplace Warning Signs
- Mind, Body and Spirit: Practical advances

## 2012 PATHOLOGICAL GAMBLING TRAINING PROGRAMS WRITTEN BY JOANNA FRANKLIN, MS, NCGC

Following completion of the Phase 1 & Phase 2, thirty-hour training and education program, counselors will be ready to assess, screen and evaluate for gambling problems among their caseloads and among those who present for care. They will be ready to intervene in a crisis, assist in preparation of restitution plans, refer clients for appropriate levels of care and begin the treatment planning process, etc. Following completion of the 60 hour training and education program, counselors will be prepared to work with family and significant others, special populations, present salient patient education topics to clients and families, prepare court reports, assist with complete asset protection plans and use an array of clinical strategies focusing on impulse control and self-regulation interventions in the treatment of gambling problems, etc.

The training for clinical professionals is a total of 60 hours of gambling specific training and education sessions. Participants who successfully complete the entire sixty hours are then encouraged to begin the National Certification Process.

- The Jim Aro scholarship is available. It covers the cost of a WCPG and State of WI, Dept. HFS, Bureau of Prevention, Treatment and Recovery in the Division of Mental Health and Substance Abuse Services sponsored Phase 1 & 2 training in 2012. Please contact the Council if you are interested in applying. The scholarship application deadline is January 30, 2012.
- The Lynn Carlson scholarship is available. It covers the cost of a WCPG and State of WI, Dept. HFS, Bureau of Mental Health and Substance Abuse Services sponsored Phase 3 and 4 training in 2012. Please contact the Council if you are interested in applying. The scholarship application deadline is June 30, 2012.

### Phase 3\*

#### OBJECTIVES:

- Multicultural issues and problem gambling  
(Hispanics, African Americans and Asians )
- Women and problem gambling
- Special populations: Adolescents
- Special populations: Older adults
- Special populations: Women

\*Must provide proof of Phase 1 & 2 completion.

### Phase 4\*

#### OBJECTIVES:

- Problem gambling and relapse
- Professional code
- Ethical standards
- Relapse prevention
- National certification standards/National Certification Exam

\*Must provide proof of Phase 1, 2 & 3 completion.



## 2012 GREEN BAY TRAINING SCHEDULE

**Save Money!!**

- Sign up for Phase 1 and 2 or Phase 3 and 4 at the same time and receive a \$25.00 discount!
- Sign up for all 4 Phases and receive a \$100.00 discount!
- Get 3 people from the same agency to attend and receive a 10% discount off the Total!  
**\*\*This discount applies ONLY to our Green Bay Training Location.\*\***
- Sorry we can not accept credit cards

**Training Times:**

Thursday: 8:00am to 5:00pm

Friday: 8:00am to 4:00pm (1 hour lunch on both days)

**Check the box for the session (s) you would like to attend.**

DATE	TRAINING	LOCATION	Registration Deadline
April 12-13, 2012	Phase 1	WCPG Office 1423 Kellogg Street	April 5, 2012
May 10-11, 2012	Phase 2	WCPG Office 1423 Kellogg Street	May 3, 2012
September 13-14, 2012	Phase 3	WCPG Office 1423 Kellogg Street	September 6, 2012
October 11-12, 2012	Phase 4	WCPG Office 1423 Kellogg Street	October 4, 2012

### Green Bay Training Registration

TOTAL COST	Phases taken separately	Phase 1 & Phase 2	Phase 3 & Phase 4	All 4 Phase Trainings
	\$150 each	\$275	\$275	\$500

**Please Print**

NAME	TITLE
ADDRESS	CITY/STATE/ZIP
ORGANIZATION	E-MAIL
PHONE	FAX

## Milwaukee Training Schedule

*Please contact WCPG for Milwaukee pricing and registration*

DATE	TRAINING	LOCATION	Registration Deadline
February 9-10, 2012	Phase 3	7065 N. Port Washington Road	February 2, 2012
March 8-9, 2012	Phase 4	7065 N. Port Washington Road	March 1, 2012
September 27-28, 2012	Phase 1	7065 N. Port Washington Road	September 20, 2012
October 25-26, 2012	Phase 2	7065 N. Port Washington Road	October 18, 2012

### SAVE THE DATES!

- **The 10th Annual National Council on Problem Gambling Public Awareness Week: March 4-10, 2012.**
- **WCPG is offering a 1½ day specialized training on March 29-30, 2012 at the Holiday Inn Hotel & Convention Center at 1001 Amber Avenue in Stevens Point, WI.**
- **The Stakes Are High, an introduction to gambling training is scheduled for April 27, 2012 from 8:00 am to 3:00 pm at the Best Western Plus in La Crosse, WI. This training provides 6 CEU's for only \$10.00!**
- **There will be a WCPG Phase 2 Pathological Gambling Training at the National Rural Institute on Alcohol and Drug Abuse 28th Annual Conference on June 10-14, 2012 at the University of Wisconsin-Stout.**

**\*\*Please see our website [www.wi-problemgamblers.org](http://www.wi-problemgamblers.org) or contact us for further details and to register for the WCPG trainings.**

# 1-800-GAMBLE-5

## Thank You!

The Wisconsin Council on Problem Gambling's 1-800-GAMBLE-5 Helpline celebrates its 17th year of operation in 2012. We would like to give a heartfelt **THANK YOU** to our Call Responder Team for their hard work and dedication. Call Responder members include: Andrea, Diana, Julie, Larry, Marge, Paul, Peter, and Susan. We would not be where we are today without your support!

Thank you again!  
The WCPG staff

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

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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.**

**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 her at:  
wcpgamble5-cheri@new.rr.com