



ANNUAL REPORT SFY2016

1♥800♦GAMBLER
The Problem Gamblers Help Network of West Virginia

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First Choice Health Systems (FCHS) has operated the statewide prevention and treatment program for problem gambling in West Virginia since 2000. In that time, FCHS has received more than 13,000 calls from West Virginians seeking help for a gambling problem. This year, we have focused on prevention and outreach to at-risk populations in our state. We implemented a college prevention program to educate students about the risks of problem gambling, including sports betting and online betting. Billboards and a targeted digital campaign were used to bring more awareness to these at-risk populations. These strategies also brought awareness about our program and the opportunities for assistance for those struggling with a gambling addiction.

As a national leader in providing problem gambling treatment, FCHS continues to offer valuable training to our network counselors that allows them to use the most effective form of treatment. We offered scholarships to network counselors to attend the National Conference on Problem Gambling, where they received new and cutting edge training on gambling addiction. We also held biannual reTreatment Weekends, which provided intense treatment for problem gamblers and their loved ones.

With the rapid expansion of gambling, particularly online and mobile platforms, FCHS continues to adapt our approach and treatment models. The 1-800-GAMBLER helpline is available 24 hours a day, 7 days a week. Now, we offer online chat for individuals who prefer to reach out for help, information, and assistance online. FCHS also utilizes an Adaptive Telehealth Platform that makes it possible for callers to receive therapy from trained network counselors without even leaving their homes. As we head into our 18th year, FCHS looks forward to growing and offering even more prevention and treatment services.

Steven L. Burton, CEO

Prevention



Throughout the country, there has been a renewed focus on prevention efforts in the field of problem gambling. College students, newly independent and often with a naive view of gaming odds, are at high risk of developing a gambling problem.

This year, FCHS began a collegiate problem gambling prevention initiative. Student representatives from West Virginia University, West Virginia State University, and Marshall University received training on gambling addiction and best practices in prevention. They conducted on-campus outreach, including local media interviews, exhibits, classroom presentations, and distribution of educational material.



Students from Marshall University and West Virginia State University participate in problem gambling prevention training.

Online Presence

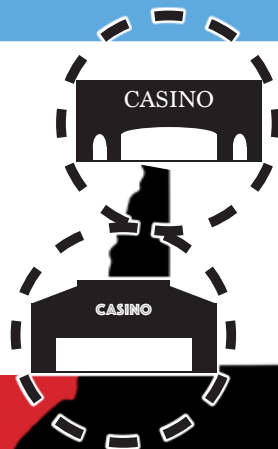


On the Web: Over **31,000** people visited 1800GAMBLER.net this year to access resources and materials related to problem gambling.

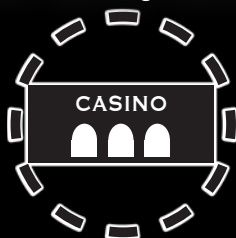
Last year, our **facebook** posts were seen by **47,357** people



And, we reached **280,400** people through **Twitter**



This year, we did targeted mobile outreach to reach the most vulnerable populations. Using geofencing technology, we sent mobile advertisements to people who visited any of the state's four freestanding casinos. This campaign lasted one month, and resulted in **932** people visiting our website to learn more about our program, and over **25%** of those individuals were seeking treatment or assistance for a gambling addiction.



Marketing & Outreach



« Ludwig Balbuena at one of our many outreach events

This year, FCHS worked diligently with local media to develop and post stories about problem gambling. Local media from across the state participated and we were able to reach all 55 counties with these stories.

We had **23** articles in newspapers across the state.

We did **78** Prevention Activities.

GAMBLER

This year, we partnered with West Virginia University's athletic program to reach out to college students and those attending WVU sporting events. Information on our program was printed in the WVU Football and WVU Men's Basketball Fan Guides. Over **46,000** copies were distributed!

Our signage was seen by:



We had **28** billboards throughout the state.
This powerful message really resonated with many people:

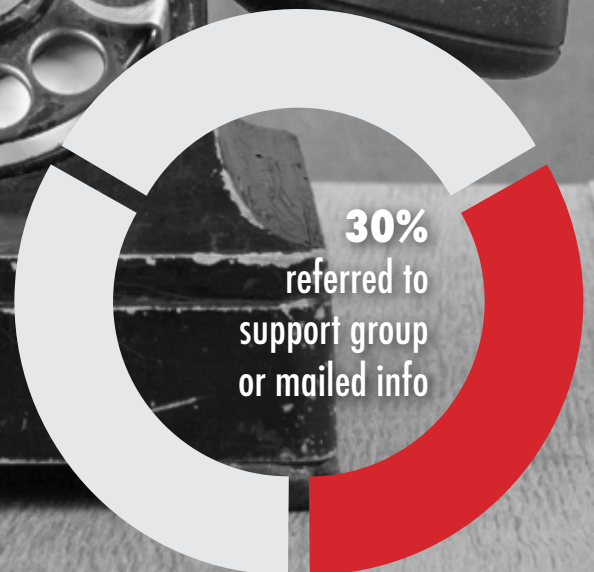
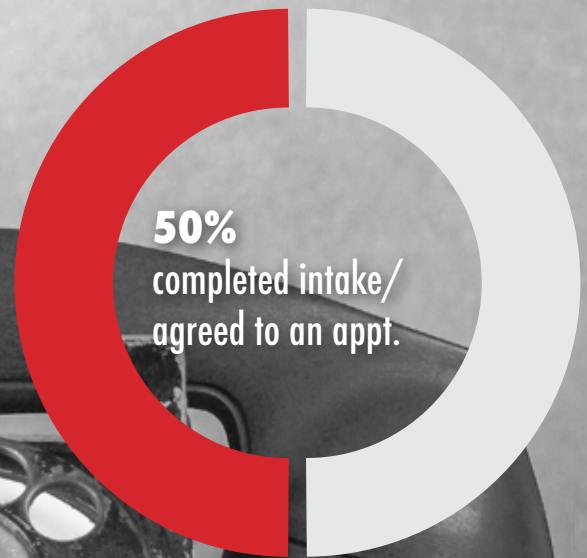
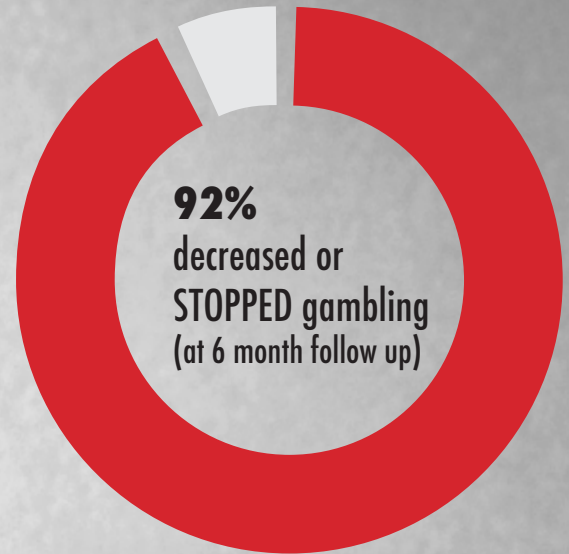


Helpline Calls

This year FCHS received 564 calls to the 1-800-GAMBLER helpline. More than 50% of these individuals completed an intake or agreed to an appointment with a network counselor. Additionally, 167 callers were also referred to a counselor-led support group, or Gamblers Anonymous. Self-help educational materials were mailed to 178 callers that requested information.

Support Groups

FCHS offers three counselor-led support groups. They provide gamblers and their loved ones another level of support in the Charleston, Morgantown, and Martinsburg areas. The support groups offer fellowship, a sense of empowerment, and encourages more positive coping skills and honesty with themselves and others. The groups' main goals are Recognition, Open-mindedness, Commitment, and Knowledge (ROCK). So, they have adopted the phrase "Let's ROCK" to help guide them each meeting. Twenty-four individuals attended these support groups.



re*treatment* weekend

In October 2015, PGHNWV held its biannual reTreatment Weekend at the John XXIII Pastoral Center in Charleston. The events provide a chance for problem gamblers and their loved ones to learn about gambling problems in a safe and relaxing environment. We have hosted this event annually for over eight years, and participant reviews continue to be excellent.



Special Guests Arnie and Sheila Wexler talked to participants about their journey - saving a marriage marred by gambling addiction



FCHS Staff Lisa Kinser, Brittany Shawver, and Kay Goff at reTreatment



Training

In July 2015, FCHS offered scholarships to 19 members of our helpline staff and counseling network to attend the National Conference on Problem Gambling, which was held in Baltimore, MD. The conference offered 30 continuing credit hours of education, which could be applied towards the NCGC (Nationally Certified Gambling Counselor) certification that many of our counselors hold. At the conference, we gave a presentation on the success of our counselor-led support groups. We also presented on how we are using our Adaptive Telehealth Platform to provide more convenient treatment to problem gamblers.



Congratulations to Debbie Maiorano
Counselor of the Year!



Several members of our helpline staff and network counselors gather at the 2015 National Conference on Problem Gambling

- **Carl Robertson**, with the Maryland Centre for Excellence on Problem Gambling, talked to PGHNWV clinicians about best practices in prevention programs for problem gambling
- **Julie Hynes**, problem gambling prevention specialist from Oregon, gave an interview to local media on how she thinks the rise of daily fantasy sports may affect West Virginians



First Choice Health Systems won the People's Choice Award in Media with this design

Finances

First Choice Health Systems, Inc.
Financial Statements*
July 2015 - June 2016

Operating Expenses	
Salaries and Wages	637,776
Payroll Taxes and Employee Benefits	55,343
Contracted Services	120,209
Advertising	187,330
Training and Education	118,396
Office Expense	214,324
Depreciation	35,356
Other Costs	60,782
TOTAL EXPENSES	1,429,516

* Figures represented are unaudited

Staff

Steve Burton
President & CEO

Scott Jarrett
Vice President & CFO

Jennifer Davis-Walton
Program Director

Carmen Combs
Program Evaluator

Sheila Moran
Director of Communications & Marketing

Brittany Shawver
Clinical Coordinator

Adam Sypolt
Media Coordinator

Kay Goff
Office Manager

SEVENS

1 CREDIT WINNERS	2 CREDIT WINNERS	3 CREDIT WINNERS	
1500	3000	6000	
77	150	300	450
77	80	160	240
77	40	80	120
7	25	50	75
7	20	40	60
7	10	20	30
7	5	10	15
7	2	4	6

SEVENS

DOLLARS

1 coin 2 coins 7 coins

1 CREDIT WINNERS	2 CREDIT WINNERS	3 CREDIT WINNERS	
1000	2000	4000	
777	100	200	300
777	40	80	120
BAR BAR BAR	20	40	60
BAR BAR BAR	10	20	30
ANY BAR	5	10	15
ANY ONE	2	4	6

WINNER PAID

CREDIT CREDIT PAID

COLLECT TICKET

WINNER PAID

CREDIT CREDIT PAID

COLLECT TICKET

PLUS 5 COINS

WINNER PAID

CREDIT CREDIT PAID

COLLECT TICKET

THIS MACHINE ACCEPTS TICKETS

1 5 10 20 50 100 BILLS

PLUS 5 COINS

WINNER PAID

CREDIT CREDIT PAID

COLLECT TICKET

THIS MACHINE ACCEPTS TICKETS

1 5 10 20 50 100 BILLS

1 FIRST CHOICE
HEALTH SYSTEMS

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