

# MO ALLIANCE TO CURB PROBLEM GAMBLING



**2004**  
**Annual Report**

# **MISSOURI ALLIANCE TO CURB PROBLEM GAMBLING**

## **ALLIANCE MISSION**

The Missouri Alliance to Curb Problem Gambling's mission is to heighten public awareness of the dangers of problem gambling; develop prevention and education programs for gamblers of all ages; and direct problem gamblers and their families to the 1-888-BETSOFF help line and free treatment.

## **ALLIANCE GOALS**

- To raise awareness of the dangers of problem gambling and direct compulsive gamblers and their families to free treatment.
- To develop and implement prevention and education programs for all ages; and
- To ensure access to and availability of quality assistance and treatment.

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# MISSOURI ALLIANCE

## 2004 Annual Report



## MISSOURI RECOGNIZED AS INNOVATIVE LEADER

What an exciting year 2004 was for the Missouri Alliance to Curb Problem Gambling! Just as recovery from an addiction is dependant upon taking baby steps to achieve long-term abstinence, building an effective problem gambling resource network requires completion of stair-step goals in a comprehensive strategic plan. As a result of the unified efforts of the members of the Missouri Alliance to Curb Problem Gambling, Missouri is recognized internationally as an innovative leader in problem gambling programs and initiatives. Through the dedication of the Alliance's membership, problem gambling programs have expanded every year, and plans are underway to continue program expansion. The key events of 2004, as well as information on some of the plans for 2005, are explained throughout this report.

The Missouri Alliance to Curb Problem Gambling was officially created December 1997, brings together diverse groups who share a common interest of working on issues relating to problem gambling and consists of both governing and participating members.<sup>1</sup> For the past seven years, this unique partnership has created a solid foundation through a variety of successful programs that have helped thousands of Missouri residents find the help they need and educated even more Missourians about the dangers of underage gambling and problem gambling.

The Alliance's primary goal is to promote the toll-free help line number 1-888-BETSOFF and to direct problem gamblers to free treatment programs. Over the past seven years, the Alliance has continued to introduce new and innovative programs to further that mission, raise awareness about problem gambling issues, and increase access to resources available to problem gamblers and their loved ones.

Missouri has one of the most comprehensive problem-gambling programs in the country. Missouri's programs include:

- A toll-free help line, 1-888-BETSOFF (1-888-238-7633);
- Free problem-gambling treatment for problem gamblers and family members of problem gamblers;
- Stringent certification requirements for counselors seeking state certification as compulsive gambling counselors; requirements include at least 60 hours of gambling-specific training as well as at least one other credential;
- Self-exclusion programs, including a total ban at all of the state's casinos, exclusion at individual casino properties and from cash-advance machines;
- Missouri Responsible Gaming Education Month, the first state in the nation to recognize this event statewide;
- Participation in National Problem Gambling Awareness Week activities;
- Collateral materials for the general population, as well as individual programs for older adults and youth;
- Educational lectures for the general public;
- An extensive awareness program that includes a Web site, public service announcements, billboards, a quarterly newsletter, speakers bureau, traveling exhibits and videos;
- An in-school youth awareness assembly program; and
- An educational video and facilitator's guide for youth in grades 6-9.

The Alliance's membership also continues to grow. In 1999, the Missouri Council on Problem Gambling Concerns, Inc. joined the four original members of the Alliance, the Missouri Department of Mental Health, the Missouri Gaming Commission, the Missouri Lottery and the Missouri Riverboat Gaming Association. In March 2002, the Port Authority of Kansas City also joined the rank of voting members. Our goal is to include every organization and individual who has an interest in increasing problem gambling awareness in Missouri. The participating membership, which includes research specialists, the Missouri Department of Elementary and Secondary Education, treatment providers and other interested individuals, also continues to grow.

<sup>1</sup> Governing members, who share the responsibility of administering the Alliance programs, include: the Missouri Council on Problem Gambling Concerns, Inc., a non-profit advocacy group for problem gamblers; the Missouri Department of Mental Health; the Missouri Gaming Commission; the Missouri Lottery; the Port Authority of Kansas City; and the Missouri Riverboat Gaming Association, a private trade organization that represents riverboat casino operators. Participating members are non-voting members who desire to participate in Alliance activities and share their unique expertise and viewpoints to assist in comprehensively addressing problem gambling issues in the state. Participating members could include local government entities that host licensed gambling activities, private social service organizations, mental health advocates, researchers, counselors and counseling agencies, education institutions, consumer credit counseling agencies, charitable gaming operators, and chambers of commerce. For more information about the Alliance or becoming a participating member, please contact Melissa Stephens at 573-526-4080.

## NOTABLE EVENTS 2001-2004

<b>Jan. 2001</b>	Missouri's riverboat casinos begin offering STEP, which allows casino patrons to exclude themselves from receiving cash advances from credit-card cash advance machines.	<b>Aug. 2003</b>	First Missouri Responsible Gaming Education Month. Alliance sponsors educational track at national TREND conference in St. Louis.
<b>May 2001</b>	Missouri Gaming Commission amends Voluntary Exclusion Program to allow individuals in the program to access casinos for legitimate duties of employment.	<b>Aug. 13, 2003</b>	Alliance sponsors fifth annual awareness event focusing on co-existing disorders. Keynote speaker: Joanna Franklin, director of Network Development and Training for Trimeridian Inc., in Indianapolis, Ind. Ms. Franklin also provided a three-hour training session for treatment providers following the main event.
<b>Aug. 2001</b>	Third annual Missouri Responsible Gaming Education Week; older adult campaign introduced. Keynote speakers: Joanna Franklin, director of Network Development and Training for Trimeridian Inc., in Indianapolis, Ind., at the Kansas City event; and Dennis McNeilly, assistant professor of psychiatry at the University of Nebraska Medical School's Department of Psychiatry in Omaha, at the St. Louis event.	<b>Aug. 14, 2003</b>	Alliance sponsors four-hour training event for treatment providers at Washington University in St. Louis featuring Joanna Franklin.
<b>Sept. 2001</b>	"All Bets Off" in-school classroom program introduced for grades 6-8.	<b>Dec. 2003</b>	Alliance celebrates sixth anniversary.
<b>March 2002</b>	Port Authority of Kansas City joins Alliance's voting membership.	<b>2004</b>	Partners In Prevention introduces awareness campaign for college students, utilizing grant funding from the Greater Kansas City Community Foundation.
<b>June 2002</b>	Hosted first lecture in American Gaming Association's Responsible Gaming Lecture Series. The event was held at the University of Missouri-Kansas City. The guest lecturer was Robert Ladouceur, professor of psychology at Universite Laval in Quebec.	<b>March 2004</b>	Alliance takes part in the second national Problem Gambling Awareness Week.
<b>July 2002</b>	First <i>Bets Off Bulletin</i> newsletter published.	<b>Aug. 2004</b>	Second Responsible Gaming Education Month. Alliance sponsors educational track on underage gambling prevention and awareness in St. Louis.
<b>Aug. 2002</b>	Fourth annual Missouri Responsible Gaming Education Week; "Beat Addiction-Choose the Right Path" youth addiction video and facilitator's guide introduced. Keynote speaker: Carol O'Hare, executive director of the Nevada Council on Problem Gambling.		First Midwest Conference on Problem Gambling & Substance Abuse held in Kansas City. Keynote speakers: Deborah Haskins from Loyola College in Maryland; Dr. H. Westley Clark, director of the Center for Substance Abuse Treatment under the Substance Abuse and Mental Health Services Administration; and Bill Eadington, director of the Institute for the Study of Gambling and Commercial Gaming.
<b>Sept. 2002</b>	"Addiction – The Game No One Wins" in-school youth assembly begins traveling to Missouri's schools.	<b>Oct. 2004</b>	Harvard Medical School releases a report on first phase of the research project to evaluate Missouri's Voluntary Exclusion Program. The report, <i>Disordered Gambling in Missouri: Regional Differences in the Need for Treatment</i> , identifies demographic information about gambling and problem gambling in Missouri that is the foundation for the second phase of the study.
<b>Dec. 2002</b>	Alliance celebrates fifth anniversary.	<b>Dec. 2004</b>	Alliance celebrates seventh anniversary.
<b>Jan. 2003</b>	"Beat Addiction – Choose the Right Path" video kit becomes available to all Missouri schools.		
<b>March 2003</b>	Alliance takes part in the first national Problem Gambling Awareness Week, sponsored by the National Council on Problem Gambling and the Association of Problem Gambling Service Administrators.		

## ALLIANCE HAS EXCITING YEAR

Missouri proudly hosted the first Midwest Conference on Problem Gambling and Substance Abuse (Midwest Conference) as a featured event of Missouri's Responsible Gaming Education Month 2004. More than 200 counselors, professionals and other concerned citizens attended this landmark regional conference, which was coordinated through a collaborative effort among agencies and organizations from Nebraska, Iowa, Kansas and Missouri.

In "Gambling and Related Mental Disorders: A Public Health Analysis" Shaffer and Korn noted a comprehensive research agenda is needed for the gambling field.<sup>1</sup> During fiscal year 2004<sup>2</sup> the Alliance was able to achieve another goal – securing research on problem gambling issues in Missouri. There are currently two statewide studies in progress that address problem gambling – an independent evaluation of the Voluntary Exclusion Program, and the first inclusion of gambling assessment on a statewide risk factor survey.

Governor Bob Holden officially proclaimed August 2004 Missouri Responsible Gaming Education Month (RGEM). It is believed that Missouri is the only state to set aside one month to highlight awareness activities promoting problem gambling outreach and education.<sup>3</sup> RGEM 2004 events included an educational exhibit at the 2004 Missouri Black Expo in St. Louis; an exhibit, two focus groups, and an educational track on underage addiction prevention and problem gambling issues at the Statewide Prevention Conference; and hosting the Midwest Conference on Problem Gambling and Substance Abuse in Kansas City. Missouri casinos also audited their own properties, and the properties of their fellow members of the Missouri Riverboat Gaming Association.

Numerous other significant advances were also made in proactively addressing problem gambling in Missouri during the past year. These advances include expansion of outreach and education efforts, production of a new public service announcement featuring Bloodstone, a Kansas City rhythm-and-blues-band, and investigation of a proposed revision to the Voluntary Exclusion Program to expand its utility as a recovery tool for problem gamblers.

### Highlights of Services Provided in 2004

**1-888-BETSOFF Problem Gambling Help Line** – Life Crisis Services (LCS) operates a 24-hour help line service for callers seeking help with a gambling problem. The Missouri Riverboat Gaming Association provides the funding for the help line. LCS received 3,527 calls during 2004, a six percent increase over the calls received during the previous year.

Seventy-seven percent of the help line callers in 2004 were from individuals seeking assistance for a personal problem with gambling; the remaining 23 percent of calls came from individuals seeking help for a loved one with a gambling (or suspected gambling) problem. The average caller was 34.8 years old. Counties with the most participation in 2004 included Jackson County with 871 callers and St. Louis County with 802 callers.

**Free Compulsive Gambling Treatment Services** – The Missouri Department of Mental Health Division of Alcohol and Drug Abuse contracts with certified compulsive gambling counselors to provide free treatment services to both compulsive gamblers and their family members. Family members can access the free treatment services regardless of whether the problem gambler enters treatment. During 2004, 377 clients accessed the free treatment services.

Eighty-five percent of the free treatment clients in 2004 were problem gamblers; the remaining 15 percent of clients were family members seeking assistance and support in coping with a loved one's gambling problem. The average age for a client was 45 years old.

**Voluntary Exclusion Program (DAP Program)** – The Missouri Gaming Commission administers a statewide self-exclusion program for problem and pathological gamblers. The voluntary exclusion program is also known as the List of Disassociated Persons; the self-exclusion is currently a lifetime self-exclusion with no procedures for removal.

More than 1,500 individuals initiated applications for placement on the List of Disassociated Persons during 2004, a 7 percent increase over 2003. The average age for an applicant was 43.2.

<sup>1</sup> Shaffer, H.J., & Korn, D.A. (2002). *Gambling and Related Mental Disorders: A Public Health Analysis*. Annual Review Public Health, vol. 23, p. 171-212.

<sup>2</sup> Missouri's fiscal year runs from July 1 through June 30. Therefore, fiscal year 2004 began July 1, 2003 and ended June 30, 2004.

<sup>3</sup> In 1999 Missouri was also the first state in the country to set aside a week to promote responsible gaming and to educate its residents about the programs available to help problem gamblers. In 2003 the Alliance expanded the awareness week to a full month.

# 2004

# Highlights

## 2004 MIDWEST CONFERENCE IS A SUCCESS Plans Underway for 2005 Conference

The Midwest Conference on Problem Gambling and Substance Abuse was held at the Hyatt Regency Crown Center August 11-13, 2004 in Kansas City. Not only was this conference a highlight of the year for the Missouri Alliance to Curb Problem Gambling (Alliance), it was also the attainment of a key goal in the Alliance's strategic plan. Alliance members collaborated with representatives from a variety of state agencies and organizations in Iowa, Kansas and Nebraska to facilitate this regional conference and to jointly apply for a grant from the Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

Approximately 200 treatment providers, regulators, state department staff members, industry personnel, concerned individuals and members of the criminal justice system attended this landmark event to learn from some of the nation's most renowned experts in the fields of problem gambling and substance abuse. More than 24 presenters shared their research, programs and expertise with conference attendees. Most of the conference's presentations have been posted on the Alliance's Web site at [www.888Betsoff.org](http://www.888Betsoff.org).

Keynote addresses were presented by Deborah Haskins, affiliate professor of psychology and the director of Masters Field Education in Psychology at Loyola College in Maryland; Dr. H. Westley Clark, the director of the Center for Substance Abuse Treatment under the Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services; and Bill Eadington, professor of economics and the director of the Institute for the Study of Gambling and Commercial Gaming.

A provocative pre-conference plenary on public policy issues with regard to problem gambling, substance abuse and other co-occurring mental disorders launched the conference. The Midwest Conference concluded with a second plenary on state responses to the issues. These two plenary sessions, as well as each of the keynote presentations and many of the workshops, were videotaped for future reference by attendees, organizers and public policy officials.<sup>1</sup>

Throughout the plenaries and conference, presenters highlighted the need to utilize a public health approach in addressing problem gambling, substance abuse and related mental health disorders. They noted expansion of both legalized and illegal gambling opportunities challenges us to focus on the broad implications for both individual and community health. Presenters noted this model is well-suited to address matters of healthy public policy, burden of illness, lifestyle behaviors and promotion of healthy decisions. Through seeking to understand the distribution and determinants of gambling problems in the general population and among subgroups, as well as the potential benefits, there is opportunity to develop effective strategies to protect vulnerable people, foster healthy choices and improve the quality of community life.

Melissa Stephens, problem gambling program administrator for the Missouri Gaming Commission and a member of the Midwest Conference Committee, said the response and evaluations from conference attendees were very positive.

"We had a great response to our first conference," Stephens said. "The feedback from attendees was extremely positive, the caliber of speakers was comparable to any national problem gambling conference and the wealth of information presented was incredible."

Plans are underway for the 2005 conference, which will be held August 24-26, 2005 in Kansas City. Information is posted on the [www.888Betsoff.org](http://www.888Betsoff.org) Web site as it becomes available.



Deborah G. Haskins, Ph.D., NCGC



Bill Eadington, Ph.D.

<sup>1</sup> Please visit the conference Web site at [http://www.888betsoff.com/links/Midwest\\_conference.shtm](http://www.888betsoff.com/links/Midwest_conference.shtm) for a full list of presenters, agenda items, sponsors and details on obtaining audiotapes/ videotapes of the conference sessions. Details for the 2005 Conference can also be obtained at this address as they become available



H. Westley Clark, M.D., J.D., M.P.H.,  
CAS, FASAM

## COLLEGE AWARENESS PROGRAM Problem Gambling Prevention Expands to Missouri Colleges

Most Missouri public college campuses now have personnel trained to recognize the symptoms of problem gambling and include problem gambling awareness materials in their Wellness Resource centers after receiving a grant in 2004 from the Port Authority of Kansas City and the Missouri Gaming Commission.

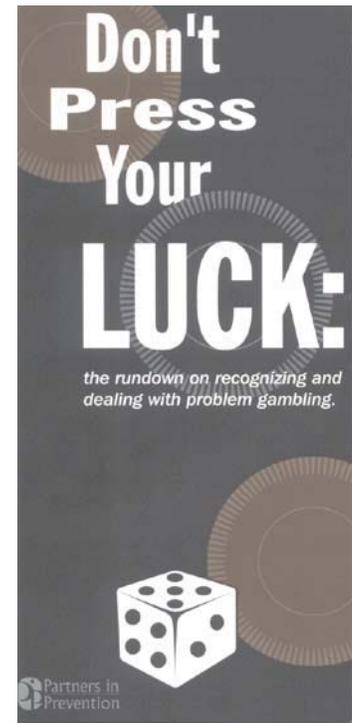
The grant, for \$19,920, enabled the University of Missouri-Columbia's Wellness Resource Center (WRC) to provide training and coordinate a statewide problem gambling program for college students. In March, using grant monies, the first training seminar was held in Columbia. Wellness Resource personnel from most of the state colleges and universities were in attendance for the problem-gambling training provided through Partners in Prevention (PIP), a partnership between all 12 of the state's public colleges and universities.

In addition to the PIP training, the grant money also was used to determine the extent of gambling among Missouri's college students through the addition of a question to a health survey, as well as to create a brochure and poster campaign on problem gambling for college students.

According to Kim Dude, director of WRC and the project director of Missouri Partners In Prevention, the 2004 statewide health survey indicated that 49.9 percent of the college students surveyed participated in at least one gambling activity in the past year.

"Before I wrote the grant, I did a needs assessment with (other colleges and universities), and they all felt it was a problem, but they didn't know to what extent," Dude said.

According to Dude, the PIP program includes three basic elements: determining the extent of problem gambling among college students through a health survey; completing a workshop and possibly providing training at the PIP "Meeting of the Minds" annual spring conference to train school personnel on how to address the issue; and creating a flier or brochure for college students on problem gambling.



## FIRST PHASE STUDY ON SELF-EXCLUSION

### Provides Valuable Data

The first phase of the Institute for Research on Pathological Gambling and Related Disorders' study of the Missouri voluntary exclusion program for problem gamblers is complete. The Institute for Research on Pathological Gambling and Related Disorders, a research program at Harvard Medical School's Division on Addictions, released the report on Phase I of the study "Disordered Gambling in Missouri: Regional Differences in the Need for Treatment" in fall 2004. The study is notable on two counts – it is the first-ever scientific investigation of a statewide self-exclusion program, and it is believed to be the largest sample size of any scientific study of problem gamblers. The Greater Kansas City Community Foundation, through a cooperative agreement between the Missouri Gaming Commission and the Kansas City Port Authority, provided the funding for the study.

There were more than 6,000 individuals in the program at the beginning of the study. The objective of Phase I of the study was to determine the relative prevalence of gambling disorders in Missouri's counties and the greater Kansas City area through analysis of the Commission's Disassociated Persons (DAP) database. The relative prevalence rates define county-level differences in the need for treatment and provide firm evidence upon which to base strategies designed to lessen the impact of disordered gambling on public health. This research will be extraordinarily helpful in allocating scarce state resources, so that we can both prevent and treat problem gambling behavior with greater efficiency.

Some of the more interesting findings in the study include:

- Missouri disassociated persons (DAPs) are younger than the state's adult population: 83 percent of the DAPs are between 24 and 54 years of age, whereas 57 percent of Missouri's adult population is in that age range;
- The proportion of minorities is greater among DAPs than Missouri's adult population: 26 percent of DAPs who reported their race said they were non-Caucasian, whereas about 15 percent of Missouri's adult population is non-Caucasian;
- Males and females are equally represented among Missouri DAPs;
- The finding that Missouri's statewide rate of problem gambling mirrors the national estimates of approximately 1 percent of the adult population demonstrates that the rate

of self-excluders is a valid indicator of the prevalence of people experiencing gambling-related problems;

- 92 percent of all Missouri DAPs were from the Western Planning Region (Kansas City area) or the Eastern Planning Region (St. Louis area);
- The consistency of disordered gambling prevalence rates during recent years is a function

of declining prevalence rates in the epicenters and increasing prevalence rates in other areas, particularly in counties where casinos were introduced recently (Boonville and LaGrange). This phenomenon illustrates two public health models: (1) recent exposure, which can contribute to increasing prevalence when communities experience new opportunities to gamble (e.g. novelty effects); and (2) adaptation, the tendency of individuals and communities to manage exposure to the no longer novel activities, over time, and avoid gambling's adverse consequences.

During Phase II, information will be obtained directly from a representative sample of the self-excluders about their experiences in the program. Information from this follow-up study will be valuable for enhancing Missouri's program, as well as directing future self-exclusion programs around the world.

Missouri's self-exclusion program has been widely imitated and thus, the results of the Phase II study are being followed with great interest.

## PSA PROGRAM

### Celebrities Help Build Awareness of Problem Gambling Help Line

The Kansas City rhythm-and-blues band Bloodstone joined in the effort to help raise awareness of Missouri's problem gambling help line, 1-888-BETSOFF. The four members of Bloodstone donated their time and talent to create a public service announcement (PSA) for radio and television that helps to direct problem gamblers, their friends and family members to the toll-free help line.

Larry Durham, manager of the group, said problem gambling is an issue he and the group thought should be addressed.

"At one point in my life, I gambled too much," Durham said. "So the issue is close to me, but we (Bloodstone) have friends who gamble too much, too, so we think the message about the help line needs to get out there.

"We hope (the PSA) can do some good to get the word out to people in the community, our fans and anyone who needs help," he said. "If one person gets help because of it, then our effort was worth it."

The PSA features a song, "Now That's What I'm Talkin' About," from the group's newest CD by the same name. The PSA was sent to Kansas City area radio and television stations. It was produced by the Missouri Lottery for the Missouri Alliance to Curb Problem Gambling. All of the Alliance's PSAs, including the Bloodstone PSA, can be viewed on the Alliance's Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com).

Country music stars Wynonna Judd and Crystal Gayle also have participated in the Alliance's PSA program.

"We're hoping this celebrity PSA program will be on-going," Gonder said. "Problem gambling can impact all different age groups from all social and economic backgrounds, so our goal is to produce multiple PSAs that speak to different audiences."

Gonder said the celebrities provided their time free of charge and the PSAs were produced in-house.

"(The PSA) doesn't just apply to gambling," Durham said. "It can apply to any addiction and the importance of friends in helping a person get the help he needs."



Bloodstone

## SPEAKERS' BUREAU IMPACTS PUBLIC AWARENESS

A traveling educational exhibit and the Alliance's speakers' bureau continued to play a major role in building problem gambling awareness throughout Missouri during 2004.

The educational exhibit was displayed at 14 statewide conferences and meetings, potentially reaching more than 24,573 people.

In addition to the traveling exhibit, more than 15 speaking events also were presented and/or sponsored by Alliance members, reaching more than 670 people.

For several years, the Alliance has set up educational exhibits at statewide conferences and events such as: the Missouri Black Expo in St. Louis, the Spring Training Institute for the Missouri Division of Alcohol and Drug Abuse, the Missouri Middle School Association conference, the Missouri School Board Association meeting, the Missouri School Counselors Association meeting and the Missouri Prosecutors' Association spring and fall meetings. New locations for the educational exhibits in 2004 included the Missouri Association of Drug Court Professionals and the National Association of Social Workers.

Members of the Alliance also were kept busy in 2004 with a variety of speaking events, including the 2004 Midwest Conference on Problem Gambling and Substance Abuse in Kansas City and the National Center for Responsible Gaming Conference on Gambling and Addiction in Las Vegas. Other speaking events sponsored and/or presented by Alliance members included: school counselor groups at a variety of school districts, the Missouri School Counselors Association conference, Partners in Prevention and the Missouri Association of Charitable Gaming.



Alliance traveling exhibit



Partners in Prevention training seminar on problem gambling issues for college students

## LIFE CRISIS SERVICES

### Upgrades in Technology Enhance Toll-Free Help Line for Problem Gamblers

1-888-BETSOFF is a phone help line that provides immediate crisis response and referral for Missouri's problem gamblers and their family members and friends. The help line makes referrals to the Voluntary Exclusion Program, the statewide network of free counseling services and certified compulsive gambling counselors. Managed by Life Crisis Services of St. Louis, the help line is answered by a trained counselor 24-hours a day.

Late in 2003, and throughout 2004, technology based changes were put in place to support the services offered through 1-888-BETSOFF.

"This year, we have installed a new phone system and upgraded our computer software," said Sue Self, director of Life Crisis Services and program manager of the help line.

"The 1-888 BETSOFF help line has now been utilizing a 'state of the art' phone system for a year, and using the software enhancements for about eight months. As with any new technology or upgrade, the bugs have to be worked out. We've been diligent in looking for and identifying bugs and glitches to be absolutely certain we're getting the data we need and are able to analyze it effectively. This is an important step forward in enhancing our services."

In 2004, the help line received more than 3,527 calls from individuals looking for assistance and/or information about problem gambling. Calls to 1-888-BETSOFF are often the first time a problem gambler reaches out for help. "We believe that the improvements in software and phone technology will help us make the best possible referrals, which increases the likelihood that problem gamblers and their family members will receive the help they need," Self said. "We can also analyze call trends and volume and serve problem gamblers better than before."

"In addition, we are currently training more help line staff, who should complete the state-sponsored certification training in January 2005," reports Self. "It's always a great training process and our counselors are energized and excited about their enhanced skills." All of LCS staff are licensed or license eligible counselors and social workers who are trained in suicide and crisis intervention and compulsive gambling.

HELP LINE CALLS		
	2003	2004
January	269	280
February	305	369
March	270	350
April	268	343
May	309	352
June	262	336
July	310	326
August	227	260
September	236	245
October	314	220
November	242	225
December	327	221
<b>TOTAL</b>	<b>3,339</b>	<b>3,527</b>

Life Crisis Services has been operating the problem gambling help line with funding from the Missouri Riverboat Gaming Association since 1995. Life Crisis Services is a crisis intervention agency with more than 35 years of experience in helping callers with a wide range of problems. In recognition of the agency's excellence as a crisis intervention hotline, the American Association of Suicidology awarded its first five-year certification to Life Crisis Services, making it one of the nation's premier suicide intervention hotlines.

Callers to 1-888-BETSOFF are assessed by the clinical staff to help reveal the extent of the problem. Callers are given referrals to appropriate agencies and staff assists the caller in developing a plan for getting help. Sometimes that plan includes talking with friends and family members about the problem and enlisting their support as well. Staff may also arrange for a follow-up call to further lend support and encouragement to the problem gambler or a family member who is uncertain how to proceed.



## BRFSS Survey to Help Determine Problem Gambling Rate

Determining Missouri-specific problem gambling statistics is the goal behind adding three questions to the Behavioral Risk Factor Surveillance System (BRFSS) survey that began in January 2004. Members of the Missouri Alliance to Curb Problem Gambling funded the addition of the problem gambling questions to the survey.

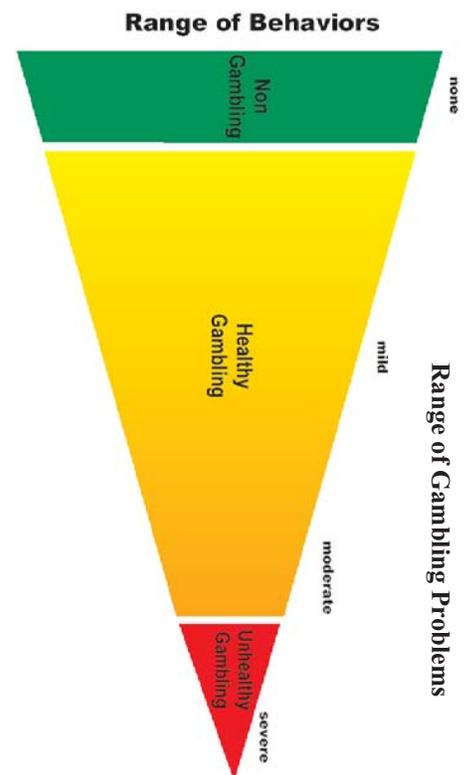
With assistance provided by the United States Centers for Disease Control and Prevention, the Missouri Department of Health and Senior Services conducts the BRFSS survey every year by randomly calling more than 4,500 Missouri residents during the year. The questions asked are related to health behaviors, screening, quality of life, mental health, impairment and access to health care and insurance.

The objective of the BRFSS gambling questions is to determine state-specific indicators of the presence of problem gambling. According to Keith Spare, spokesman for the Alliance, data from the Missouri BRFSS survey, which is expected sometime during the summer of 2005, would be the starting point for sound scientific research of the scope of problem gambling in Missouri.

From national studies, the anticipated prevalence rate of pathological gambling should be between .6 to 1.5 percent. If the Missouri BRFSS survey results demonstrate a variance that is significantly different from the national studies, Missouri's regulators and policy makers would have a basis for further research and for obtaining additional resources to address problem gambling in the state.

The data also is expected to provide additional information about problem gambling issues relative to demographics. The data should indicate if there are special problem sub-group populations that are outside the expected norms. This information, too, can be used to ensure problem gambling services and programs are available where needed.

Currently, only two other states – Iowa and Massachusetts – include problem gambling questions in their statewide BRFSS surveys.



Adapted from Dr. Howard Shaffer & Dr. David Korn

## **OUTSTANDING CONTRIBUTOR AWARD**

### **Kim Dude - Recipient**

Kim Dude, the director of the University of Missouri-Columbia Wellness Resource Center, was named the recipient of the second annual Outstanding Contributor Award presented by the Missouri Alliance to Curb Problem Gambling. Dude was recognized by the Alliance for her efforts in helping to increase awareness of problem gambling issues at all of Missouri's public colleges and universities. She also is the founder and project director of Missouri Partners in Prevention (PIP), a partnership between all 12 of the state's public colleges and universities.

This statewide award is presented to an individual who has demonstrated superior achievement in addressing issues of problem and pathological gambling in Missouri.

Last year, Dude successfully applied for a grant from the Port Authority of Kansas City to expand the University's programs and PIP programs to include problem gambling awareness. In March, using grant monies, the first training seminar was held in Columbia. Wellness Resource personnel from most of the state colleges and universities were in attendance.

In addition to the PIP training, the grant money also was used to determine the extent of gambling among Missouri's college students through the addition of a question to a health survey, and it also was used to create a brochure for college students on problem gambling.

According to Dude, the 2004 statewide health survey indicated that 49.9 percent of the college students surveyed participated in at least one gambling activity in the past year.

Keith Spare, outgoing chairman of the Alliance, said that due to Kim's commitment to Missouri's college students, the state now has problem gambling awareness on every public college campus.

"This award was created to provide much-deserved recognition for our many treatment providers and other individuals working hard to promote problem gambling treatment and issues in Missouri," Spare said. "Kim's commitment to the health and well-being of Missouri's students is helping to provide an awareness of problem gambling to the future leaders of our state."



**Kim Dude**

## **SERVICE AWARD**

### **Six Recipients**

Six representatives of the Alliance received the 2004 Service Award for helping to organize the first Midwest Conference on Problem Gambling and Substance Abuse, which was held Aug. 11-13, 2004, in Kansas City.

The award recipients were:

- Nora Bock, Jeanne Galliher and Melissa Knipp, program specialists, MO Department of Mental Health;
- Kami Delameter, public affairs assistant, MO Lottery;
- Keith Spare, director, MO Council on Problem Gambling Concerns, Inc.; and
- Melissa Stephens, problem gambling program administrator, MO Gaming Commission.

## **IN-SCHOOL ASSEMBLY PROGRAM**

### **"Addiction – The Game No One Wins"**

"Addiction – The Game No One Wins," an in-school assembly program, began its fourth season in the fall of 2004. The assembly is an interactive addiction awareness program for youth in grades 6-9.

The 45-minute assembly, sponsored by members of the Missouri Alliance to Curb Problem Gambling, presents facts about all addictions and the associated risk factors with an emphasis on gambling.

The assembly was created by Second Chance Foundation, a non-profit organization that presents the program to schools throughout the state. It was created under the direction of the Alliance to address all addictions, including gambling. This assembly addresses risk factors and good decision-making in an entertaining format.

After each presentation, educators from each school are asked to provide a critical evaluation of the assembly and its message.

Goals of “Addiction – The Game No One Wins” include:

- To educate youth about the dangers and risk factors of addictions, including gambling;
- To raise awareness among educators and parents about the dangers of addictions, including gambling;
- To raise awareness of the help line phone numbers, including 1-888-BETSOFF, and the availability of free treatment.

For more information about the Alliance’s programs, visit its Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com).



## MEMBERSHIP IS KEY TO STRONG ALLIANCE

Keep informed about what’s happening with problem gambling in Missouri and help develop Alliance programs by becoming a participating member of the Alliance.

Any individual or organization interested in promoting and furthering the Alliance’s mission to educate Missouri residents on the potential characteristics and dangers of problem and compulsive gambling and promoting the availability of treatment can join the Missouri Alliance as a participating member.

Participating members are encouraged to:

- Participate in Alliance meetings and events;
- Aid in the planning of awareness events; and
- Provide input to further expand the Alliance’s programs.

All memberships into the Alliance are free. For more information about becoming a participating member or to join, visit the Alliance’s Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com) or call (573) 522-1373.

## ALLIANCE’S WEB SITE

Need Problem Gambling Information, Visit [WWW.888BETSOFF.COM](http://WWW.888BETSOFF.COM)

If you need information about what type of problem gambling programs are in Missouri or elsewhere in the world, visit the Alliance’s Web site at [www.888BETSOFF.com](http://www.888BETSOFF.com).

The Bets Off Web site has been helping Missouri residents stay informed about problem gambling programs within the state and throughout the world since its launch in 1999.

The Web site includes links to such organizations as:

- National Council on Problem Gambling – The site includes links to Council programs throughout the country, general information about problem gambling and a complete listing of all nationally certified compulsive gambling counselors.
- Responsible Gambling Council of Ontario – This site includes a rich source of international research, speeches, reports and news articles; a list of upcoming events

throughout the world; problem gambling facts; frequently-asked-questions; and on-line assistance for finding information about specific problem gambling topics.

- National Center for Responsible Gaming (NCRG) – This site includes links to various health and mental health professional organizations; reports from national experts; and general information about research funded through the NCRG.
- Gamblers Anonymous – The site includes a history of the organization, as well as information about its recovery programs and Gam-Anon; the site also includes a listing, by state, of Gamblers Anonymous meeting dates, times and locations.

The Alliance Web site also includes interactive quizzes to help a visitor determine if he/she is a compulsive gambler or if he/she lives with a compulsive gambler.

Upcoming training events for treatment providers, as well as upcoming Alliance events, are also included on the site.

Detailed information about the various Alliance programs, including the award-winning youth video and assembly program, can also be found on the site.

## BETS OFF BULLETIN

### Free Quarterly Publication Keeps Subscribers Informed

The *Bets Off Bulletin*, a free quarterly publication, helped to keep subscribers informed about what was happening in Missouri with problem gambling events and initiatives during 2004.

The publication, introduced July 2002, includes features about people working to increase problem gambling awareness through treatment and public service, information about awareness campaigns and current programs, along with calendars of upcoming events.

The publication is free and is available on the Alliance's Web site [www.888BETSOFF.com](http://www.888BETSOFF.com). Subscribers to the Bulletin receive e-mail notices when the newest publication is available. The subscription list continued to grow this year. Currently it includes professionals from at least 14 other states, the District of Columbia and four other countries.

## PROJECT 21

### Sponsored by Missouri Riverboat Gaming Association (MRGA)

The Project 21 Scholarship Program helps raise awareness among underage individuals that it is illegal for persons under 21 to gamble at Missouri casinos.

The Project 21 Scholarship Contest is open to all Missouri high school seniors. It is designed to allow students to creatively educate their peers on the ramifications of underage gambling. The articles, posters and videos that are submitted are required to be prominently displayed on the school campus, appear in school publications or be viewed at a student body assembly.

MRGA awards six scholarships each year to those students whose entries demonstrate creativity, originality, style, educational value and journalistic content. The 2004 winners were:

**Cody McLouth**, a graduate from Westran R-I High School in Huntsville, was awarded \$1,500 for his poster; McLouth attends the Kansas City Art Institute in Kansas City.

**Joe Morgan**, a graduate from Washington High School in Washington, was awarded \$1,500 for his video entry; Morgan attends Southwest Missouri State University in Springfield studying broadcast journalism.

**Adam Coughlin**, a graduate of Liberty High School in Liberty, was awarded \$1,000 for his poster; Coughlin attends the University of Missouri-Columbia and is majoring in business.

**Mattie Riddell**, a graduate from Morgan County R-II School in Versailles, was awarded \$1,000 for her poster; Riddell attends Colorado Mountain College at Spring Valley majoring in graphic design.



Cody McLouth

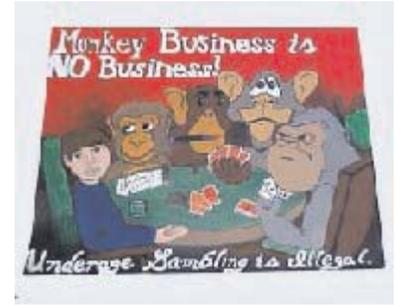


Adam Coughlin

**Amanda Silvers**, a graduate of Odessa High School in Odessa, was awarded \$1,000 for her article; Silvers attends Missouri Valley College in Marshall majoring in social work/humanities.

**Lauren Sweet**, a graduate of Pattonville High School in Maryland Heights, was awarded \$1,000 for her poster; Sweet attends the University of Missouri-Columbia to study journalism.

“We were highly impressed with the entries we received this year,” said Mike Ryan, Executive Director of the MRGA. “We are happy to see that young people across Missouri are becoming more informed about the dangers of underage gambling and are anxious to educate their peers about this issue.”



Mattie Riddell

## TWENTY-SIX COMPLETE TRAINING

Twenty-six people completed the 60-hour training session for compulsive gambling counselors offered through the Missouri Division of Alcohol and Drug Abuse and the Missouri Council on Problem Gambling Concerns in 2004. Although all of them have not been certified at this time, those who do become certified will join the 84 active certified compulsive counselors in Missouri.

In addition to the 60-hour training, Missouri certification requires substance abuse counselor certification or licensure as a psychologist, social worker or counselor.

## PLANS TO THRIVE IN 2005

The Alliance has several projects underway to continue expanding services and resources for compulsive gamblers in 2005. The Missouri Department of Mental Health Division of Alcohol & Drug Abuse concluded a 60-hour counselor-training course on compulsive gambling in January 2005. Once the attendees meet all other certification requirements, additional certified compulsive gambling counselors will be available throughout the state – including some areas that were previously under-serviced.

Missouri will proudly host the second Midwest Conference on Problem Gambling and Substance Abuse (Midwest Conference) as a featured event of Missouri's Responsible Gaming Education Month 2005. The 2005 Midwest Conference will be held August 24-26 at the Hyatt Regency Crown Center in Kansas City and will again be coordinated as a collaborative effort among agencies and organizations from Nebraska, Iowa, Kansas and Missouri. Building on the foundation of the 2004 conference, the 2005 conference will provide an excellent opportunity for professionals to enhance their understanding and abilities with regard to these difficult issues.

Data from the 2004 Missouri Behavioral Risk Factor Surveillance System (BRFSS) survey is expected sometime during the summer of 2005. The Alliance is also taking steps to request the questions be included in the 2006 BRFSS survey so that comparisons and possible trend analysis can be accomplished.

Members of the Alliance are working to update the “Beat Addiction – Choose the Right Path” video and facilitator kit. Response from the schools has been overwhelmingly positive about the program. From discussions with school counselors, teachers and health coordinators throughout the state, Alliance members have noted there is a need to update the video to keep it current with new issues that are arising so that it can continue to be an outstanding resource for youth addiction prevention. Alliance members are also pursuing ideas on methods to further promote problem gambling awareness among college students.

The Missouri Gaming Commission will continue working to expand the self-exclusion options available for the voluntary exclusion program to meet the needs of not only pathological gamblers, but also the needs of problem gamblers. The proposed revisions to the program should strengthen the pipeline to treatment for self-excluders, as well as increase the outreach efforts for self-excluders and loved ones.

### **Save the Date:**

2005 Midwest Conference on Problem  
Gambling & Substance Abuse  
August 24 – 26, 2005  
Hyatt Regency Crown Center  
Kansas City, MO

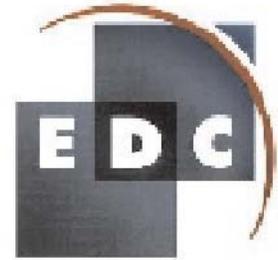
## MEMBER ROLES

### Port Authority of Kansas City

The City of Kansas City delegated local administrative oversight of casino gambling operations to the Port Authority of Kansas City. As part of their agreements to locate within the city, the casinos made (and with regard to one casino, continue to make) financial contributions to a Problem Gaming Fund that the Port Authority administers. This fund has been used for advertising, treatment efforts and to advance research and understanding of problem gaming.

In 2001 and 2002 the Port Authority promoted a community awareness campaign consisting of a series of billboard ads that addressed the problem of compulsive casino gambling. In 2003 the Port Authority finalized a partnership with the Greater Kansas City Community Foundation and the Missouri Gaming Commission to create a fund housed at the foundation that could be used for various problem gambling efforts. This fund was then used to support the two Requests' for Proposals issued by the Greater Kansas City Community Foundation.

The Port Authority looks forward to continued successes working to alleviate the effects of problem gaming.



### Missouri Riverboat Gaming Association

The Missouri Riverboat Gaming Association (MRGA) funds 1-888-BETSOFF, a statewide telephone crisis line and referral service for problem gambling. 1-888-BETSOFF provides immediate crisis response and referral to the statewide network of outpatient counseling clinics and certified compulsive gambling counselors. The telephone line is managed by Life Crisis Services, a provider of quality intervention services with emphasis on caring support for callers and treatment referrals. 1-888-BETSOFF is answered by master's level clinicians who are also fully trained as compulsive gambling counselors. MRGA funding also supports continuing education programs for Life Crisis treatment counselors.

MRGA's responsible gaming programs were established in 1995. The Missouri gaming industry developed voluntary programs based on a survey of best practices within the industry and with the counsel of treatment professionals. The programs are funded by the gaming industry and have evolved over the past nine years to what is described below. Casino senior management is committed to responsible gaming programs. The help line phone number is included on all collateral materials – player's cards, advertising, brochures, signs, etc.

MRGA member firms have specific programs designed to address responsible gaming issues at their facilities. All Missouri riverboat casino companies have an employee designated as director of responsible gaming programs.

MRGA's Responsible Gaming Program is comprised of three components:

- Project 21, which addresses underage gambling (described on pages 12-13);
- Programs that focus on problem gambling; and
- Alcohol awareness programs to promote responsible consumption of alcohol.

The goals of these components are to create awareness inside the various casinos, involve employees in addressing the issues, create awareness outside the casino and in the communities and provide resources for those who need help. The goals are implemented by a committee of the MRGA Board of Directors that is comprised of representatives of each casino.

There are a variety of tools used by MRGA member firms to create awareness of responsible gaming issues. 1-888-BETSOFF help line is displayed in strategic locations throughout the casinos on posters and in pamphlets produced by the Missouri Lottery. All Missouri casinos display posters communicating key messages in high-traffic customer areas and employee back-of-house areas. These areas include casino entrances, ticket counters, cashier cages, cash access machines, employee break rooms and time clocks. Additionally, responsible gaming messages are communicated on telephone hold messages, hotel television (in-house channel), video wall messaging and promotional of messages.

Each casino provides educational awareness programs designed to formally train employees about compulsive gambling and offer directional assistance to problem gamblers. These programs also allow patrons to exclude themselves voluntarily from marketing materials, check cashing or an outright casino ban.

Making a smart bet in most games includes understanding the game. With this in mind, all Missouri casinos offer brochures that provide information about the advantage casinos have in various games.

The employee training programs are designed to help frontline employees recognize the signs that researchers believe indicate someone may have a gambling problem. Gaming employees recognize that they are not social service counselors. Such awareness training is designed to place employees at a comfort level to understand the company's position on the issue of problem gambling and supplies them with valuable information that potentially helps others by providing direction to help from trained professionals.

All Missouri casinos participate in programs that allow guests to exclude themselves from obtaining cash via cash advance machines and/or personal checks. Casinos have developed programs that allow patrons the option to prohibit the gaming company from using identifying information for marketing purposes. These voluntary exclusion programs help patrons abide with their pre-set budget. Some patrons choose to exclude themselves from all Missouri casinos for life. (The Disassociated Person Program is described in the section of the Missouri Gaming Commission.) Other patrons choose to ban themselves from only a specific property. Additionally, all Missouri casinos have adopted a no-tolerance policy on unattended minors at the gaming facilities.

All casinos provide employees with informational training on responsible gaming subjects. Recognizing the importance of getting employees involved early, responsible gaming is part of orientation for all new hires. The training programs reach a wide range of responsible gaming issues, including how to identify the signs and symptoms of problem gambling, tips on spotting underage customers and ways to prevent intoxication in the serving of alcohol.

All casinos participate in initiatives to intervene with intoxicated guests. Each property participates in a designated driver program or arranges cab rides as needed. Several companies have extended their server-training program to valet parking employees. As a last step for patrons who refuse intervention, local police authorities are notified. Missouri casinos do not serve complimentary alcoholic drinks on the casino floor. Furthermore, all alcoholic beverages must be purchased with cash, which results in a transaction that assists the server in assessing the sobriety of the guest. Missouri was one of the first gaming jurisdictions to impose a cash charge for alcohol in the gaming area.

MIRGA encourages patrons to establish their own limits and provides direction to others by developing a set of personal guidelines to determine whether, when and how much to gamble. Personal guidelines should be developed with the following precepts in mind:

- The decision to gamble is a personal choice;
- Gambling is not essential for having a good time;
- What constitutes an acceptable loss needs to be established before starting to gamble; and
- There are times when people should not gamble.

Missouri casinos recognize that dealing with disordered and underage gambling is not only the right thing to do, it is also good business. During 2004, MRGA made implementation of the AGA's Code of Conduct the highlight of Missouri's annual Responsible Gaming Education Week. The AGA's Code of Conduct is a commitment to a comprehensive, industrywide approach to promoting responsible gaming. The code encompasses employee assistance and training, alcohol service, advertising and marketing, public awareness, and support for problem gambling research initiatives.

During 2004, MRGA surveyed all 11 Missouri casinos regarding the Code of Conduct. The survey consisted of a self-review and the completion of an MRGA code-compliant form. To ensure implementation, the self-review was followed by an on-site walk-through with a member of



the MRGA Responsible Gaming Committee. Although implementation of the Code of Conduct is voluntary, MRGA feels that being code-compliant is an excellent way to keep its promise to promote the responsible enjoyment of the state's gaming facilities.

MRGA is the trade association of the commercial gaming industry in Missouri. MRGA's casino membership is: Argosy Casino in Riverside, Casino Aztar in Caruthersville, Harrah's St. Louis in Maryland Heights, Harrah's North Kansas City, Mark Twain Casino in La Grange, Isle of Capri Casino Boonville, Isle of Capri Casino Kansas City, President Casino on the Admiral in St. Louis, St. Jo Frontier Casino in St. Joseph, Ameristar Casino Kansas City and Ameristar Casino St. Charles.

### **Missouri Department of Mental Health Division of Alcohol and Drug Abuse**

Insuring the availability of free treatment services to compulsive gamblers and their family members is a primary responsibility of the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse (DADA). More than 350 individuals received free treatment in fiscal year 2004 through contracted providers around the state. Additionally, the DADA serves as the certifying body for compulsive gambling counselors in the state of Missouri.

As of December 2004, there were 84 compulsive gambling counselors certified in Missouri. The DADA has contracts with 19 agencies to provide compulsive gambling treatment services. These contracted agencies must employ a Missouri-certified compulsive gambling counselor in order to provide the free treatment services. A comprehensive list of contracted providers, as well as a list of certified compulsive gambling counselors, can be found in this report. These lists can also be accessed at [www.888BETSOFF.com](http://www.888BETSOFF.com) and at [www.dmh.mo.gov](http://www.dmh.mo.gov).

Funding for treatment is derived from a portion of the admission fees paid by the riverboat casinos to the state that is then appropriated annually to the DADA. This funding allows for the provision of free treatment services. To receive services, gambling clients must be 21 years of age, be residents of the state of Missouri and meet diagnostic criteria for pathological gambling as set forth in the *Diagnostic and Statistical Manual of Mental Disorders*. Services available to gamblers include individual counseling, group counseling and family therapy. Family members affected by a problem gambler can also receive treatment services, which include individual codependency counseling, group codependency counseling and family therapy. A primary reviewer, who is also a certified compulsive gambling counselor, conducts a clinical review process to preauthorize treatment services. In 2004, staff changes occurred within the Compulsive Gambling Counseling program at the DADA. Jeanne Galliher, who worked in the gambling program since its inception, retired in April. Nora Bock assumed Ms. Galliher's duties in May 2004.

To become certified as a compulsive gambling counselor in the state of Missouri, candidates must successfully complete a DADA-approved 60-hour training program on problem gambling (approved by the National Council on Problem Gambling) and its impact, assessment, treatment, education and prevention. In addition, they must be licensed as a professional counselor, clinical social worker, psychologist or psychiatrist in Missouri, or be certified as a substance abuse counselor through the Missouri Substance Abuse Counselors Certification Board. To remain certified, the compulsive gambling counselors must meet specific renewal requirements for continuing education and keep their qualifying credential in good standing.

The Department of Mental Health offered advanced training opportunities for gambling counselors at the annual Spring Training Institute held May 19-22, 2004 at Osage Beach. Experts in the field of compulsive gambling conducted four of the workshops held at the conference. Lia Nower presented "Cognitive-Behavioral Therapy in Gambling Counseling" and "Imaginal Desensitization in Compulsive Gambling." Christopher Anderson presented a two-part series on "The Dream World of the Addict."

An invaluable training resource for certified compulsive gambling counselors and other persons interested in the field was offered through the Midwest Conference on Problem Gambling and Substance Abuse that occurred August 11 - August 13, 2004. The Kansas City conference



represented a groundbreaking collaborative effort between the states of Missouri, Iowa, Nebraska and Kansas, in partnership with the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Treatment (SAMHSA/CSAT). The Division of Alcohol and Drug Abuse assisted in the long-range planning and facilitation of the event and also served as a conference sponsor.

In an effort to increase the number of certified compulsive gambling counselors in the state, and consequently, to possibly serve more individuals affected by problem gambling, the DADA, in cooperation with the Missouri Council on Problem Gambling Concerns, sponsored a 60-hour training initial training program. More than 25 individuals participated in the four-part training that was held in Jefferson City in September and October 2004 and January 2005. Trainers included Keith Spare, Dan Smith, Arlene Miller and Joanna Franklin. The training was approved by the National Council on Problem Gambling and can be used to meet the training requirements for Missouri and National certification.

## **Missouri Lottery**

Building awareness of problem gambling and the availability of free help continued to be the focus for the Missouri Lottery in 2004. The Lottery worked to expand the Alliance public service announcement (PSA) campaign, helped to plan and coordinate the regional conference, continued to build awareness of the danger of underage gambling and strengthened public awareness programs and services.

The Midwest Regional Conference on Problem Gambling and Substance Abuse in Kansas City proved to be the biggest Alliance event of the year. Lottery employees were involved in the planning of the conference and built and maintained the conference Web site. Lottery employees also assisted in registration of conference attendees, media awareness and coordination, and video-taping of speakers and workshop presenters.

The Lottery values its role as a founding member of the Missouri Alliance to Curb Problem Gambling and strives to expand its public awareness programs each year.

The Lottery continues to produce new PSAs for the Alliance with the addition of a new celebrity PSA featuring Bloodstone, a Kansas City rhythm and blues band. Other PSAs feature country music stars Wynonna Judd and Crystal Gayle. Judd lent her voice to a radio PSA and Gayle appears in a PSA for television. The PSAs are disseminated statewide to radio and television stations.

In 2004, the Missouri Lottery, along with other members of the Alliance, continued to distribute the award-winning "Beat Addiction – Choose the Right Path" video kit to Missouri schools. More than 600 video kits have been distributed to Missouri schools. The Lottery also is working to make minor alterations to the video for use in other states, as requested.

In addition to distribution of the video, for the fourth straight year the Lottery also financially supported the in-school assembly and classroom program, "Addiction – The Game No One Wins." The Lottery's responsible gaming coordinator serves as the program's coordinator for the Alliance.

Also in 2004, the Lottery's responsible gaming coordinator began the 60-hour compulsive gambling counselor training to gain a better understanding of the treatment side of problem gambling. That training was completed in January 2005.

The Missouri Lottery continues to maintain and update the Alliance's Web site, which was created by the Lottery. The Web site at [www.888betsoff.com](http://www.888betsoff.com) provides Internet users with information on how to seek help for gambling problems, along with information about the Alliance and its activities, frequently-asked questions, resources and links to other problem gambling sites and organizations.

The Lottery also continued to produce the *Bets Off Bulletin*, a quarterly newsletter for the Alliance. The newsletter includes news, research, features and upcoming events to help keep subscribers informed on what is happening in Missouri. Subscriptions to the newsletter are free and



it is available on the Alliance's Web site at [www.888betsoff.com](http://www.888betsoff.com).

The Lottery's responsible gaming program also includes:

- Placement of permanent outdoor billboards in Kansas City and St. Louis that publicize the 1-888-BETSOFF help line number;
- Placement of stickers stating "Players must be 18 or older" are on all Lottery Numbers terminals and Instant Ticket Vending Machines at retail locations;
- Printing of "Players must be 18 or older" and the 1-888-BETSOFF help line messages on the back of Numbers game tickets and Scratchers tickets;
- Promoting the 1-888-BETSOFF help line number through placement of posters and brochures in more than 5,000 retail locations;
- Reminders that players must be 18 or older and "play responsibly" messages are included in all Lottery's publications, including a player newsletter, a retailer publication and the Lottery's fact book;
- Exhibiting and presenting at conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Creating and maintaining adequate supply of public awareness posters and brochures for Alliance members;
- Creating and producing informational videos for the Alliance;
- Training of Lottery employees and retailers in problem gambling sensitivity;
- Including a "Play Responsibly" message on all Lottery products and the Lottery's Web site;
- Development of a Code of Ethics for Lottery advertising

### **Missouri Gaming Commission**

More than 1,500 individuals initiated applications during 2004 for placement in Missouri's voluntary exclusion program (also known as the "DAP program"). As 2004 came to a close, nearly 7,900 individuals were in the program.

The Missouri Gaming Commission (Commission) created the voluntary exclusion program in 1996 in response to a citizen's request to be banned from the excursion gambling boats because he recognized the need for an external tool to self-exclude from all casinos in the state as a part of his recovery program found himself unable to control his gambling.<sup>1</sup> The first of its kind in the U.S., this unique program provides problem gamblers with a method to acknowledge a gambling problem and take personal responsibility for it by agreeing to stop visiting riverboat casinos. At that time, the consensus in the field among treatment professionals and researchers was that there is no cure for pathological gambling and therefore the program should be for life with no provision for removal.

Under the provisions of the program, the problem gambler accepts responsibility for staying out of Missouri excursion gambling boats and agrees that it is not the responsibility of the boats nor the Commission to prevent them from entering the gambling boat. The problem gambler also acknowledges that choosing to voluntarily self-exclude through the program makes them ineligible to participate in (casino) gambling games. Furthermore, the problem gambler agrees that if she/he chooses to violate the program and is discovered, she/he will be arrested for trespassing and will be denied any winnings or gaming credits she/he attempts to claim. This trespass arrest both provides a tangible consequence to the behavior, as well as a pipeline for treatment since the Commission uses it as an opportunity to again provide the individual with information regarding counseling opportunities and other resources available. The gaming credits and/or winnings are denied to the self-excluded problem gambler since they pertain to an invalid wager, just as they would be denied any other individual making an invalid wager (such as someone who is not of legal age to gamble). Currently, if an excluded person wins a jackpot, the casino retains the money.

Commission staff have suggested to legislators that credits/winnings from problem gamblers who have voluntarily excluded themselves should be transferred to the Compulsive Gamblers Fund. Since a casino operator's business model anticipates paying out jackpot winnings, it

<sup>1</sup> The program is formally called the List of Disassociated Persons. The provisions of the program can be found at 11 CSR 45-17, et. seq. This rule is also available on-line at <http://www.sos.mo.gov/adrules/csr/current/11csr/11c45-17.pdf>. You will need Adobe Acrobat Reader to view this file.

seems an unjust enrichment to allow the company to retain the funds. The Missouri Gaming Commission staff has received positive feedback from legislators on this legislative initiative, which will provide additional resources to treat problem gamblers and enhance problem gambling prevention, education and outreach efforts.

Under the voluntary exclusion program, the Commission requires all licensees (excursion gambling boat operators) to:

- Remove persons in the program from their direct marketing lists;
- Deny membership in player programs and invalidate player's club accounts;
- Deny check cashing privileges; and
- Consult the list of people in the program before paying out any jackpot of \$1,200 or more.<sup>2</sup>

Since the inception of the program, the amount of research and information available on problem gambling issues has increased. Although the program, as it was initially adopted was a good start, the Commission has been actively investigating and drafting a proposed revision to the Voluntary Exclusion Program to better address the needs of citizens.

The Commission continues to receive requests from residents who are seeking to self-exclude for a limited period as they deal with stressful life event (divorce, loss of a loved one, significant health problem, etc.). In response to these requests, as well as recent research, the Commission investigated revising the program to offer a "menu" of self-exclusion options. While the research and treatment community still advocate that pathological gamblers are unable to resume gambling activity in a responsible manner, recent research also indicates there are other individuals who experience problems from their gambling activity but do not necessarily progress to the more extreme level of pathological gambler, and may only experience episodic gambling problems during a traumatic life event, such as a divorce or loss of a loved one. These individuals could potentially benefit greatly from a tool that allows them to self-exclude statewide for a pre-set period of time.

Furthermore, there are also a number of pathological gamblers who have expressed that they are not yet ready to commit to a lifetime self-exclusion, but are interested in some other period of self-exclusion. Anecdotal evidence has shown that many of these individuals exclude with individual casinos and later choose to place themselves on the statewide exclusion list. Therefore, they too could benefit from the availability of additional options for the self-exclusion period.

The Commission plans to formally present the proposal in 2005. Updates on the status of this proposed revision to 11 CSR 45-17 et. seq. will be available online at <http://www.mgc.dps.mo.gov> once the proposal is formally presented.

The Commission received the report for Phase I of the two-phase study evaluating the voluntary exclusion study. The study is being accomplished by the Institute for Research on Pathological Gambling and Related Disorders, a research program at Harvard Medical School's Division on Addictions through a grant from the Greater Kansas City Community Foundation. Phase One included a demographic assessment of the Voluntary Exclusion Program. Phase II will include a telephone survey of individuals in the program to evaluate the effectiveness of the program as a pipeline for treatment, recovery tool for problem gamblers and to identify potential strengths and weaknesses of the program. More information about this landmark research endeavor is available on pages 6 and 7.

In addition to administering the voluntary exclusion program, the Commission expanded its participation at various special topic conferences in 2004 to promote problem gambling awareness and prevention, and Executive Director Kevin Mullally accepted the position of chairman of the Alliance during the fall. The Commission's problem gambling program also includes:

- Assisting problem gamblers and their families in locating treatment and other resources;
- Promoting the award-winning "Beat Addiction – Choose the Right Path" video kit (available free of charge to Missouri schools), as well as assemble the kits and help distribute them through a variety of exhibits, speaking engagements and direct requests;
- Providing funds for the in-school assembly and classroom program, "Addiction – The Game No One Wins;"

<sup>2</sup> Internal Revenue Service form W2-G is required for any jackpot of \$1,200 or more. Because this form requires the patron's social security number, the List of Disassociated Persons can be efficiently referenced.



- Training Commission employees in problem gambling issues and enforcement procedures for the voluntary exclusion program;
- Providing informational presentations and/or exhibits at conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Developing and maintaining supply of collateral materials for education and prevention efforts and assembles information on problem gambling resources throughout the state and continent;
- Reviewing pending legislation for potential impact on problem gambling issues; and
- Continued membership in the National Council on Problem Gambling as well as a charter member of the Missouri Council on Problem Gambling Concerns Inc.

### **Missouri Council on Problem Gambling Concerns, Inc.**

The Council participated fully in the development and delivery of the first Midwest Conference on Problem Gambling and Substance Abuse. The conference was a resounding success with more than 200 participants; world class speakers and presentation; and a key note address from Westley Clark, the Director of the Center for Substance Abuse Services. His presence marked the first public statement that problem gambling is on the Substance Abuse and Mental Health Services Administration agenda as a co-occurring disorder. He assigned problem gambling as a “core function” of the Prairie Lands Addiction Technology Transfer Center. This was an event of national significance taking place in our first regional conference. Bravo to SAMHSA and CSAT as well as all those who brought this conference off.

In addition, the Council partnered with the Missouri Division of Alcohol and Drug Abuse to offer problem gambling counselor training. Both the Missouri Substance Abuse Counselor Certification Board and the National Council on Problem Gambling approved the training. Great appreciation goes to Dan Smith and Arlene Miller who lent their considerable professional talents and insights to the training. Joanna Franklin was the final trainer in January and provided an opportunity for advanced counselor training as well.

The Missouri Council on Problem Gambling is already making plans to again offer counselor training in 2005 with the culmination of the training taking place at the 2005 Midwest Conference on Problem Gambling and Substance Abuse.

The Missouri Council continues to advocate for a fully developed comprehensive ongoing system that addresses the needs and concerns of problem gamblers, their families and loved ones, and their community. The Council believes that the issue of problem gambling is best addressed from a public health model that addresses the severity of the issue with appropriate public education, intervention and or treatment for that level. Therefore, Missouri citizens deserve and are responsible for implementing a system that addresses the concern appropriately from the point of minimal disordered gambling behavior with minimal consequence to the point where the gambling behavior has become life threatening and life destroying for the individual and those around them. Just as with issues of public responsibility for a variety of activities that people choose, the Missouri Council believes that citizens have a right to an informed decision. This is a core value based on the belief that with enough information people make good decisions.

It is evident that the world around us is more than ever focused on moral decisions based on values and responsibility. The Missouri Council on Problem Gambling believes that the Alliance to Curb Problem Gambling is a unique coalition that exemplifies this focus.



# ALLIANCE MEMBER REPRESENTATIVES AND CONTACTS

## Missouri Alliance to Curb Problem Gambling

P.O. Box 104591  
Jefferson City, MO 65110  
www.888BETSOFF.com

Kevin Mullally, chairman  
Linda Ward, vice chairman  
Melissa Stephens, secretary

## Missouri Council on Problem Gambling Concerns Inc.

5128 Brookside Blvd.  
Kansas City, Mo., 64112-2736

- Keith Spare, director  
Phone: (816) 889-4662  
Fax: (816) 861-5087  
E-mail: kspare@samuel-rodgers.org

## Missouri Department of Mental Health Division of Alcohol and Drug Abuse

1706 E. Elm, P.O. Box 687  
Jefferson City, Mo., 65102

- Dewey Price, central district administrator for ADA  
Phone: (573) 751-5101  
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- Nora Bock, compulsive gambling program manager  
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E-mail: Nora.Bock@dmh.mo.gov

- Melissa Knipp, program specialist  
Phone: (573) 751-8072  
Fax: (573) 751-9296  
E-mail: Melissa.Knipp@dmh.mo.gov

## Missouri Gaming Commission

3417 Knipp Drive, P.O. Box 1847  
Jefferson City, Mo., 65109

- Kevin Mullally, executive director  
Phone: (573) 526-4080  
Fax: (573) 526-1999  
E-mail: kmullally@mgc.dps.mo.gov

- Melissa Stephens, problem gambling program administrator  
Phone: (573) 526-4080  
Fax: (573) 526-1999  
E-mail: mstephens@mgc.dps.mo.gov

- Annette Turner, problem gambling program assistant  
Phone: (573) 526-4089  
Fax: (573) 526-1999  
E-mail: aturner@mgc.dps.mo.gov

## Missouri Lottery

1823 Southridge Dr., P.O. Box 1603  
Jefferson City, Mo., 65102

- Gary Gonder, director of communications  
Phone: (573) 751-4050  
Fax: (573) 751-5215  
E-mail: gondeg@molottery.com

- Shelly Perez, responsible gaming program coordinator  
Phone: (573) 526-7467  
Fax: (573) 751-5215  
E-mail: perezs@molottery.com

- Kami Delameter, public affairs assistant  
Phone: (573) 526-7466  
Fax: (573) 751-5215  
E-mail: delamk@molottery.com

## Missouri Riverboat Gaming Association

6609 Clayton Road, Suite 2 West  
St. Louis, Mo., 63117

- Mike Ryan, executive director  
Phone: (314) 721-7704  
Fax: (314) 721-1717  
E-mail: mrga@swbell.net

- Keith Moss, chairman  
MRGA Responsible Gaming Committee  
Security Manager  
Harrah's North Kansas City  
One Riverboat Drive  
North Kansas City, Mo., 64116  
Phone: (816) 889-7170  
Fax: (816) 855-4247  
E-mail: kmoss@nkc.harrahs.com

## Port Authority of Kansas City

10 Petticoat Lane #250  
Kansas City, Mo., 64106

- Tim Colon, redevelopment planner  
Phone: (816) 691-02122  
Fax: (816) 221-0189  
E-mail: tcolon@edckc.com

- Linda Ward, Port Authority commissioner  
4307 N. Holly Ct.  
Kansas City, Mo., 64416  
Phone: (816) 746-8818  
Fax: (816) 221-0189  
E-mail: lward2@kc.rr.com

## IMPORTANT WEB SITES

### Alliance members:

**Missouri Alliance to Curb Problem Gambling**

Help Line: 1-888-BETSOFF (1-888-238-7633)

[www.888betsoff.com](http://www.888betsoff.com)

**Missouri Department of Mental Health**

[www.dmh.mo.gov](http://www.dmh.mo.gov)

**Missouri Gaming Commission**

[www.mgc.dps.mo.gov](http://www.mgc.dps.mo.gov)

**Missouri Lottery**

[www.molottery.com](http://www.molottery.com)

**Missouri Riverboat Gaming Association**

[www.mrga.org](http://www.mrga.org)

**Port Authority of Kansas City**

[www.kcportauthority.org](http://www.kcportauthority.org)

**Missouri Council on Problem Gambling Concerns**

[www.ncpgambling.org](http://www.ncpgambling.org)

### Research/Information Sites:

**National Council on Problem Gambling**

[www.ncpgambling.org](http://www.ncpgambling.org)

**National Institute of Mental Health**

[www.nimh.nih.gov](http://www.nimh.nih.gov)

**Institute for Research on Pathological**

**Gambling and Related Disorders**

[www.hms.harvard.edu/doi](http://www.hms.harvard.edu/doi)

**Responsible Gambling Council (Ontario)**

[www.responsiblegambling.org](http://www.responsiblegambling.org)

**Institute for Problem Gambling**

[www.gamblingproblem.org](http://www.gamblingproblem.org)

**International Center for Youth Gambling**

**Problems & High-Risk Behaviors**

[www.education.mcgill.ca/gambling](http://www.education.mcgill.ca/gambling)

**The WAGER (Weekly Addiction Gambling**

**Education Report)**

[www.thewager.org](http://www.thewager.org)

### Self-Help / Support Sites:

**Kansas & (western) Missouri Area Gamblers Anonymous and Gam-Anon**

[www.gamblersanonymousksmo.org](http://www.gamblersanonymousksmo.org)

**Gamblers Anonymous**

[www.gamblersanonymous.org](http://www.gamblersanonymous.org)

**Gam-Anon**

[www.gam-anon.org](http://www.gam-anon.org)

**Women Helping Women Recovery Newsletters**

[www.femalegamblers.org](http://www.femalegamblers.org)

**Your First Step to Change (Free On-Line Toolkit for Problem Gamblers):**

[www.thewager.org/toolkit/FirstStepSite/main.htm](http://www.thewager.org/toolkit/FirstStepSite/main.htm)

**Missouri Coalition Against Domestic Violence**

1-800-799-7233

[www.mocadv.org](http://www.mocadv.org)

**SAVE ~ Suicide Awareness Voices of Education (Suicide Prevention)**

1-800-SUICIDE (1-800-784-2433)

[www.save.org](http://www.save.org)

### Identity Theft, Credit Bureaus and Financial Assistance Sites:

**Federal Trade Commission (Identity Theft)**

[www.ftc.gov/bcp/online/pubs/credit/idtheft.htm](http://www.ftc.gov/bcp/online/pubs/credit/idtheft.htm)

**Social Security Administration (Identity Theft)**

Toll-free number to report fraud: (800) 269-0271

[www.ssa.gov/pubs/idtheft.htm](http://www.ssa.gov/pubs/idtheft.htm)

**Identity Theft Resource Center**

[www.idtheftcenter.org](http://www.idtheftcenter.org)

**Equifax (credit reporting bureau)**

Toll-free number to report fraud: (800) 525-6285

[www.equifax.com](http://www.equifax.com)

**Experian (formerly TRW; credit reporting bureau)**

Toll-free number to report fraud: (888) EXPERIAN (888-397-3742)

[www.experian.com](http://www.experian.com)

**Trans Union (credit reporting bureau)**

Toll-free number to report fraud: (800) 680-7289

[www.transunion.com](http://www.transunion.com)

**National Foundation for Credit Counseling**

[www.nfcc.org](http://www.nfcc.org)

**(Free) Annual Credit Report**

[www.annualcreditreport.com](http://www.annualcreditreport.com)

1-877-322-8228

## **COMPULSIVE GAMBLING TREATMENT PROVIDERS**

The **highlighted** agencies have contracts to provide free gambling services in Missouri. However, having a contract does not guarantee the agency has a Certified Compulsive Gambling Counselor (CCGC) on staff. Interested parties are encouraged to contact the provider to inquire about CCGC availability.

### CAPE GIRARDEAU (Cape Girardeau County)

#### **SEMO Community Treatment Center**

1017 Independence  
Cape Girardeau, MO 63703  
(573) 335-3611

### CLAYCOMO (Clay County)

Roger Johnson (CCGC)  
Northland Family Counseling Center  
429 NE 69 Highway  
Claycomo, MO 64119  
(816) 452-8777

### CLINTON (Henry County)

#### **Pathways Community Behavioral Healthcare, Inc.**

1800 Community Drive, PO Box 507  
Clinton, MO 64735  
(660) 885-8131

Rolf Leed (CCGC)

#### **Pathways Community Behavioral Healthcare, Inc.**

### COLUMBIA (Boone County)

#### **Family Counseling Center of Missouri, Inc.**

117 North Garth  
Columbia, MO 65203  
(573) 443-2204

#### **Phoenix Programs, Inc.**

409 Vandiver West  
Building 7, Ste 101  
Columbia, Mo 65202  
(573) 875-8880

Penny Arafe (CCGC)

#### **Phoenix Programs**

### CRESTWOOD (St. Louis County)

Catholic Family Services  
9200 Watson Road  
Crestwood, MO 63126  
(314) 544-3800

### DEXTER (Stoddard County)

#### **SEMO Community Treatment Center**

#3 Corporate Drive  
Dexter, MO 63841  
(573) 624-6937

### EUREKA (St. Louis County)

Jody Amberg (CCGC)  
Rockwood Counseling Center, Inc.  
700 Niehoff Drive, Ste B  
Eureka, MO 63025  
(636) 938-9192  
TDD: (636) 587-2950

### FARMINGTON (St. Francois County)

#### **SEMO Community Treatment Center**

5536 Highway 32 East, PO Drawer 459  
Farmington, MO 63640-0459  
(573) 756-5479

### FESTUS (Jefferson County)

#### **COMTREA (Community Treatment, Inc.)**

227 Main Street  
Festus, MO 63028  
(636) 931-2700 ext.123

### HANNIBAL (Marion County)

#### **Hannibal Council on Alcohol & Drug Abuse**

146 Communications Dr  
Hannibal, MO 63401  
(573) 248-1196

### HAYTI (Pemiscot County)

#### **Family Counseling Center, Inc.**

N. Hwy J., PO Box 441  
Hayti, MO 63851  
(573) 359-2600

Glenda Edwards (CCGC)

#### **Family Counseling Center, Inc.**

### HOUSTON (Texas County)

#### **SEMO Community Treatment Center**

1597 North Highway 63  
Houston, MO 65483  
(417) 967-2887

### INDEPENDENCE (Jackson County)

#### **Comprehensive Mental Health Services/ Renaissance West**

10901 Winner Road  
Independence, MO 64052  
(816) 254-7755 ext. 268

JEFFERSON CITY (Cole County)

**Family Counseling Center of MO, Inc.**

204 Metro Drive, Ste B  
Jefferson City, MO 65019  
(573) 634-4591

Don Cline (CCGC)  
St. Mary's Mental Health Services  
3702 W. Truman Blvd.  
Jefferson City, MO 65109  
(573) 634-5303  
Private Practice:  
2409 Hyde Park Rd  
Jefferson City MO 65109  
(573) 635-3144

JOPLIN (Newton County)

Michael Londe (CCGC)  
Tri-Star Counseling  
2727 East 32<sup>nd</sup> Street, Ste 9  
Joplin, MO 64804  
(417) 781-2868 or (800) 621-3426

KANSAS CITY (Jackson County)

**Tri-County Mental Health**

8080 Ward Parkway, Ste 330  
Kansas City, MO 64114  
(816) 805-0732

222 E Gregory, G5  
Kansas City, MO 64114  
(816) 645-5222

**ReDiscover**

North Star Program  
2940 Baltimore  
Kansas City, MO 64108  
(816) 931-6500

**Samuel U. Rodgers Health Center  
(Rodgers South)**

2701 East 31<sup>st</sup> Street  
Kansas City, MO 64128  
(816) 861-7070

Stanley Bier (CCGC)  
8301 State Line #116  
Kansas City, MO 64114  
(816) 361-7400

Barbara Bivens (CCGC)  
Heart to Heart Private Care Services  
10917 Myrtle, Ste 305  
Kansas City, MO 64137  
(816) 763-2061

Stephen Daily (CCGC)

**Tri-County Mental Health Services**

3100 NE 83<sup>rd</sup> St  
Kansas City, MO 64119  
(816) 468-0400

Jeff Gosney (CCGC)  
Swope Health Services  
Behavioral Health-Adult Outpatient  
3801 Blue Parkway  
Kansas City, MO 64130-2807  
(816) 922-7645, ext. 6357

Loretta Jasper (CCGC)

**Tri-County Mental Health Services**

3100 N.E. 83<sup>rd</sup> Ste 1001  
Kansas City, MO 64119  
(816) 468-7088

*Private Practice:*

222 E Gregory, G-13  
Kansas City, MO 64119  
(816) 645-5222

Wanda Johnson (CCGC)

**ReDiscover**

2940 Baltimore  
Kansas City, MO 64108  
(816) 931-6500

*Private Practice:*

Target Recovery  
PO Box 300086  
Kansas City, MO 64130  
(816) 333-3509

Ginny McKinney (CCGC)

**ReDiscover**

2980 Baltimore  
Kansas City, MO 64108  
(816) 931-6500

Debra Neal (CCGC)

**Tri-County Mental Health Services**

*Private Practice:*

Pathways to Empowerment & Addiction Recovery  
Problem Gambling  
8080 Ward Parkway, Suite 330  
Kansas City, MO 64114  
(816) 805-0732

Tom Reardon (CCGC)

Addiction Recovery Services  
1507 NE Parvin Rd  
Kansas City, MO 64116  
(816) 468-0400 or (816) 719-0099

Keith Spare (CCGC)  
Lambda Counseling Services  
5128 Brookside Blvd.  
Kansas City, MO 64112-2736  
(816) 531-7133

KENNETT (Dunklin County)

**Family Counseling Center, Inc.**  
925 Highway VV, PO Box 71  
Kennett, MO 63857  
(573) 888-5925

Myra Callahan (CCGC)  
**Family Counseling Center, Inc.**

LEE'S SUMMIT (Jackson County)

**Tri-County Mental Health Services**  
501 Douglas, Ste F  
Lee's Summit, MO 64063  
(816) 525-8833

Ernie Gauthier (CCGC)  
2920 SE Bingham Court  
Lee's Summit, MO 64063  
(816) 347-1991

Kay King (CCGC)  
**Tri-County Mental Health Services**  
and

Recovery Center  
501 S. Douglas, Ste F  
Lee's Summit, MO 64063  
(816) 525-8833

LIBERTY (Clay County)

**Preferred Family Healthcare, Inc.**  
122 Westwoods Drive  
Liberty, MO 65068  
(816) 407-1754

Gerry King (CCGC)  
**Preferred Family Healthcare, Inc.**

MARYVILLE (Nodaway County)

**Family Guidance Center**  
109 E Summit  
Maryville, MO 64468  
(660) 582-3139

NORTH KANSAS CITY (Clay County)

**Tri-County Mental Health Services**  
2103 Swift Avenue, 1<sup>st</sup> & 2<sup>nd</sup> floors  
North Kansas City, MO 64116  
(816) 283-3396

Stanley Bier (CCGC)  
2029 Buchanan  
North Kansas City, MO 64114  
(816) 474-7322

Steve Daily (CCGC)  
2103 Swift, Ste 200  
North Kansas City, MO 64116  
(816) 283-3396

Peter Gusman (CCGC)  
**Tri-County Mental Health Services**  
2103 Swift, Ste 200  
North Kansas City, MO 64116  
(816) 686-4345 or (816) 283-3396

Larry Lauvetz (CCGC)  
**Tri-County Mental Health Services**  
2103 Swift, 1<sup>st</sup> Floor  
North Kansas City, MO 64116  
(816) 471-2276

Tom Reardon (CCGC)  
**Tri-County Mental Health Services**  
2103 Swift Ave, 1<sup>st</sup> Floor  
North Kansas City, MO 64116  
(816) 830-3100

PARK HILLS (St. Francois County)

**SEMO Community Treatment Center**  
512 E. Main  
Park Hills, MO 63601  
(573) 431-0554

Cliff Johnson (CCGC)  
**SEMO Community Treatment Center**

POTOSI (Washington County)

**SEMO Community Treatment Center**  
Washington Co. Health Dept. Bldg.  
520 Purcell Drive, Ste B  
Potosi, MO 63664  
(573) 438-6706

POPLAR BLUFF (Butler County)

**SEMO Community Treatment Center**  
101 S Main St  
Poplar Bluff, MO 63901  
(573) 686-5090

ROLLA (Phelps County)

**SEMO Community Treatment Center**  
1030 Kingshighway, Ste C  
Rolla, MO 65401  
(573) 364-8511

ST. CHARLES (St. Charles County)

**Bridgeway Counseling Service, Inc.**

1601 Old South River Road  
St. Charles, MO 63303  
(636) 949-9940 or (636) 757-2308

Richard Cox (CCGC)

**Bridgeway Counseling Service, Inc.**

Kate Lewis (CCGC)  
1600 Heritage Landing, Ste 100  
St. Charles, MO 63303  
(636) 441-3328  
[www.katelewis.com](http://www.katelewis.com)

Mark Smith (CCGC)  
1360 S. Fifth, Ste 348  
St. Charles, MO 63301  
(314) 845-9500

ST. JOSEPH (Buchanan County)

**Family Guidance Center**

901 Felix Street  
St. Joseph, MO 64501  
(816) 236-2359 or (816) 364-1862

Kevin Kirwan (CCGC)  
Alcohol/Drug Education  
PO Box 701  
St. Joseph, MO 64485  
(816) 279-3935

ST. LOUIS (St. Louis City)

**New Beginnings**

3901 N Union Blvd; Ste 101  
St. Louis, MO 63115-1130  
(314) 367-8989

**Preferred Family Healthcare, Inc.**

282 De Baliviere Place  
St. Louis, MO 63112  
(314) 361-1630

Bobbie Brown (CCGC)

**Preferred Family Health Care**

5652 Pershing  
St. Louis, MO 63132  
(314) 361-1630

Thomas Gonzalez (CCGC)  
BJC Behavioral Health Services  
1430 Olive  
St. Louis, MO 63103-0103  
(314) 206-3749

Glenn McGowan (CCGC)

717 Union Road  
St. Louis, MO 63123  
(314) 638-9011

T. Danielle Tubbs (CCGC)

Missouri Physicians Health Program  
3839 Lindell Blvd.

St. Louis, MO 63108

(314) 371-5225

ST. LOUIS (St. Louis County)

**Community Services of Missouri**

Formerly Missouri Valley ADP

4456 South Lindbergh

St. Louis, MO 63127

(636) 441-9002, ext. 202

**Provident Counseling**

121 Kenrick Plaza

St. Louis, MO 63119

(314) 968-2870

Terri R. Ohlms (CCGC)

Mid-County Physicians, Inc.

505 Couch Avenue, Ste 850

St. Louis, MO 63122

(314) 909-0211

Steve Reimann (CCGC)

**Provident Counseling**

*Private Practice:*

SR Program

9717 Landmark Parkway Drive, Ste 110

St. Louis, MO 63127

(314) 609-6556

Sue Self (CCGC)

(888) BETS-OFF

(314) 647-3100, ext. 2831

Dan Smith (CCGC)

**Community Services of Missouri**

4456 South Lindbergh

St. Louis, MO 63127

(636) 441-9002, ext. 202

*Private Practice:*

PO Box 29504

St. Louis, MO 63126

(314) 265-2440

Mark Smith (CCGC)  
6260 S. Lindbergh, Ste 103  
St. Louis, MO 63123  
(314) 845-9500

M. Sue Warren (CCGC)  
*(for veterans)*  
Jefferson Barracks VA Med Center #1  
Jefferson Barracks Drive  
51E-Room 120  
St. Louis, MO 63125-4199  
(314) 894-6598  
[marilyn.warren@med.va.gov](mailto:marilyn.warren@med.va.gov)

SALEM (Dent County)

**SEMO Community Treatment Center**  
402 North Grand, PO Box 429  
Salem, MO 65560-0429  
(573) 729-8452  
Ben Shriver (CCGC)

**SEMO Community Treatment Center**  
(573) 729-4103 or (573) 729-8452

SPRINGFIELD (Greene County)

**Sigma House of Springfield, Inc.**  
800 South Park Avenue  
Springfield, MO 65802  
(417) 862-3339

STEELVILLE (Crawford County)

**SEMO Community Treatment Center**  
Rhea Insurance Bldg.  
Rear 604 West Main Street  
Steelville, MO 65565  
(573) 775-4080

TROY (Lincoln County)

**Bridgeway Counseling Service, Inc.**  
1011 East Cherry Street  
Troy, MO 63379  
(636) 462-2614 or (636) 462-2615