

Presentation on Problem Gambling in Kentucky

Before the Interim Joint Committee on Licensing, Occupations and Administrative Regulations September 25, 2025

Presented by Michael R. Stone, Executive Director
Kentucky Council on Problem Gambling (KYCPG)

On behalf of the Kentucky Council on Problem Gambling (KYCPG) and Kentucky citizens impacted by problem and disordered gambling, I thank the Kentucky General Assembly for including the authorization language leading to establishment of a publicly funded Problem Gambling Assistance Account. I appreciate the opportunity today to update the Joint Interim Committee on Licensing, Occupations and Administrative Regulations on problem gambling in Kentucky and implementation of the Problem Gambling Assistance Account administered by the Department of Behavioral Health, Developmental and Intellectual Disabilities. Many members of the Kentucky General Assembly supported the inclusion of problem gambling services and funding in the legislation, but at the risk of leaving someone out, I offer thanks for their advocacy to the original bill sponsor Rep. Michael Meredith, and to Rep. Al Gentry, Sen. Stephen Meredith, Committee Co-Chair Sen. Julie Raque-Adams, and Co-Chair Matthew Koch, who continues his support for problem gambling services. And I would be remiss not to thank former Rep. Adam Koenig, who previously chaired the Committee and was a stalwart advocate for problem gambling services.

With passage and implementation, Kentucky joined 39 other states in using public funds generated from a potentially addictive activity to help problem gamblers toward recovery and raise public awareness that uncontrolled gambling can be a diagnosed behavioral health disorder as defined by the American Psychiatric Association in the *Diagnostic and Statistical Manual of the Mental Disorders, Fifth Edition*. Kentucky is a gambling state, with wagers, play and sales rising to about \$3 billion annually. In a capitalist economy, that figure will continue to increase as the gambling industry must continue to expand its offerings to remain competitive not only with other jurisdictions but also with in-state competitors for gambling participation. Two key risk factors for an individual developing a gambling problem are availability and access. Gambling is available in every Kentucky county, and with virtual access it is available to anyone 24 hours a day, seven days a week.

Almost 80 percent of Kentucky adults gamble in some form each year according to a survey released in 2022 by the National Council on Problem Gambling. Further analysis of that data is included in the presentation handout, which indicates as many as 64,000 are disordered (otherwise known as compulsive, pathological or addicted) gamblers, and as many as 165,000 are considered problem gamblers because they meet one or more criteria for gambling disorder. KYCPG believes it is important to note the Kentucky Incentives for Prevention (KIP) survey of Kentucky public school youth shows some are active gamblers. One-quarter of graduating seniors gambled for money or possessions in their lifetimes. About 2 percent of those surveyed in grades 6, 8, 10 and 12 admitted to actions that meet the criteria for disordered gambling.

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In the presentation handout also is a report on contacts to the 1-800-GAMBLER helpline through eight months of 2025 compared to eight months of 2024. The data was prepared by staff at RiverValley Behavioral Health where the calls, texts and chats to the helpline are answered. The numbers reported are similar across most categories. The 2025 data extrapolates to 2,532 total calls, an average of 211 per month, with 516 callers, an average of 43 per month, inquiring about problem gambling services. Reportable services — referral to Gamblers' Anonymous/Gam-Anon, referral to counseling, or mailed information on problem and disordered gambling — were 408, an average of 34 per month. Some callers inquiring about services do not want a referral or more information. For comparison, in 2022, the year prior to the start of sports betting, there were 709 contacts, an average of 59 per month, and 218 were provided a reportable service, an average of 18 per month. In August 2023, the month before sports gambling went live, there were 88 contacts and 23 were provided reportable help. In October 2023, the month after sports gambling went live, there were 243 contacts and 41 were provided a reportable service. The contacts quadrupled and the reported services doubled. The monthly totals have remained consistent at the higher levels.

Two conclusions result from the data. One, there is a significant increase in helpline contacts and reportable services since the start of legal sports gambling. Two, there is increased awareness among the public that gambling can be addictive and that help may be available to curb excessive gambling behavior. As the statistician on the KYCPG Board points out, the number of people with a possible problem may have existed for a long time, but now surface in the data due to awareness. The awareness that gambling can be addictive is heightened by the ubiquitous messaging about gambling in the media, particularly in advertising during sporting events. The major sports leagues now acknowledge gambling, and the ads contain a message like: "Gambling Problem? Call or text 1-800-GAMBLER."

It was an ethical action by the Kentucky General Assembly to publicly address problem and disordered gambling when the state sanctions potentially addictive activities.

The word of creating and funding of a Problem Gambling Assistance Account spread quickly. Within a month of the legislation passing and being signed into law by the Governor, I started to receive calls from a host of entities offering various services. I've included a summary of the potential contractors. They range from companies that provide on-line services to address problem gambling to the athletic departments at most of the state's major universities selling advertising in the game programs. There are lot of possible contractors seeking to make money, and the volume of calls and e-mails is unrelenting. They have little to no understanding of how the process to obtain funding works nor the length of time necessary for implementation.

I applaud the Department of Behavioral Health, Developmental and Intellectual Disabilities for its diligence in implementing the Problem Gambling Assistance Account. KYCPG has no criticism regarding the time needed to set up and properly implement the Problem Gambling Assistance Account. KYCPG recognizes the steps toward implementation: bets placed, wins paid, operational expense, accounting and remitting revenue to the state, state accounting, transfer of

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funds to the Department, preparation and approval of regulations, and ensuring sufficient funds were available to fulfill contracts. It is a lengthy process. KYCPG will monitor the status of the Problem Gambling Assistance Fund and the purpose of the funded contracts. KYCPG will advise if it has concerns, but at this time, we praise what has taken place.

The first two Notices of Funding Opportunity (NOFO) were issued in October 2024. There were two tracks: awareness and workforce development. The regulations permit 501(c)(3) organizations to propose projects for Problem Gambling Assistance Account contracts to deliver problem gambling services or awareness. KYCPG received approval for two workforce development projects.

KYCPG did not submit a proposal for awareness, choosing to concentrate initially on workforce development; that is, increasing the number of behavioral health professionals credentialed to counsel gamblers and their families. Awareness and prevention are the long-term solutions to manage problem and disordered gambling. KYCPG recently updated its strategic plan (included in the handout), and it may pursue awareness and prevention projects in the future. At some point, it is hoped the Problem Gambling Assistance Account will fund a treatment track for reimbursement of counseling services. For now, KYCPG believes the Department is correct in investing in workforce development. Currently, there are four certified gambler counselors active in Kentucky. There is little availability statewide, yet legal gambling is available in every county.

The first of the contracts awarded to KYCPG supplemented funding of the 28th Annual KYCPG Educational and Awareness Conference that was held in Florence March 13-14. In addition to presentations on counseling best practices and updated information on gambling in Kentucky, the conference offered the first educational program specifically on developing peer recovery specialists for problem and disordered gambling. Best practices in other states effectively use the services of gamblers in recovery to help individuals back to productive lives. The contract funds also were used to update and redesign the KYCPG website to make it more easily navigated for those seeking help and create a section for continuing counselor education and training. The conference was videotaped, and edited presentations of the sessions will be available on the website, which now will primarily use the www.kygamblinghelp.org address.

The second contract is for an intensive, 30-hour classroom training program to prepare counselors for the International Problem Gambling and Gaming Certification Organization (IPGGC) Level One examination. A cohort of 30 counselors will be welcomed to Rough River State Resort Park for the week of October 6-10. A copy of the agenda is included in the handout. The presentations are from qualified academics and credentialed experts in problem and disordered gambling treatment and prevention. Six of the state's Community Mental Health Centers (CMHCs) will have staff participating in the program, which will broaden the availability of problem gambling counseling services across the state. Further, the program will be professionally videotaped, and the 20, 1.5-hour sessions will be edited and placed on the KYCPG website. In this manner, there will be continued availability of IPGGC counselor training both remotely and conveniently. There will be no cost to access the on-line training modules, but the

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access will be controlled to preserve the integrity of the instruction and verify completion of the IPGGC classroom requirement.

One program that would involve contracting with one of the service providers previously noted is universal self-exclusion. KYCPG understands that self-exclusion, or banning oneself from a gambling facility is available in Kentucky, but it is a facility or organization controlled activity. The last thing a problem gambler who wishes to ban himself or herself wants is to return to the facility to complete the self-ban process. A universal self-exclusion, according to the information KYCPG currently is vetting, would give the gambler access to an on-line application. When completed and activated, the ban would be populated to all the gambling entities in the state. KYCPG has spoken with legislators and has met with Legislative Research Commission staff to determine whether this is possible in Kentucky. If it is, KYCPG will propose a Problem Gambling Assistance Account contract, and if it is awarded, will contract with the vetted provider to offer the service statewide at no cost to the gambler. In Ohio, the process was accomplished by regulation. In Arkansas, it required legislation. However it is implemented, KYCPG believes this is an important program to pursue.

In closing, I note the likelihood this is my last presentation to the Kentucky General Assembly on behalf of the Kentucky Council on Problem Gambling and in support of services to problem and disordered gamblers and their families. I am retiring Dec. 31. I am grateful to the gambling operators in Kentucky for their recognition of the issues and their longtime support of KYCPG and its mission to raise awareness of problem gambling and increase the availability of help for problem and disordered gamblers and their families. KYCPG and the gambling industry have had many successful partnerships to further responsible gambling practices. I am thankful for the understanding that developed among Kentucky's legislators of the need to address problem and disordered gambling. My efforts sought to be objective and respectful. I appreciate the collective and collaborative effort to work together to address the issues.

I am open to try and answer any questions you may have. Thank you for this opportunity to present.



By the Numbers

A Research Analysis of Gambling and Problem Gambling in Kentucky

Prepared by the Kentucky Council on Problem Gambling (KYCPG)

Kentucky is a gambling state. There are three broad categories of legal gambling in Kentucky: lottery, parimutuel wagering, and charitable gaming. Annually, more than \$2 billion is spent on legal gambling in Kentucky; and additional money is spent on unregulated, unsupervised, and potentially illegal gambling. State government receipts from taxes, fees and fines, and transfer payments from legal, legislatively sanctioned gambling is approaching \$400 million annually.

The latest survey of gambling activity in Kentucky by IPSOS, a survey firm that conducted the survey for the National Council on Problem Gambling (NCPG), showed that 78 percent of Kentucky adults gambled over the past year. That is more than 2.5 million Kentucky citizens. Additionally, the Kentucky Incentives for Prevention (KIP) survey conducted by REACH of Louisville, of sixth, eighth, 10th and 12th grade public school students showed more than 26 percent of high school seniors gambled for money or possessions during their lifetimes. The KIP survey indicated almost 2 percent of the more than 100,000 respondents reported gambling money or time spent gambling led to financial problems or problems with family, work, school or personal life, which are criteria for gambling addiction.

Analysis of gambling surveys and statistics reveal:

- 102,401 - 165,791 Kentucky Adults with problem gambling traits.
- 47,020 - 64,435 Kentucky Adults with gambling addiction.
- 9,221 - 15,816 Kentucky College Students with gambling addiction.
- 9,500 - 15,759 Prison/probation/parole adults in Kentucky with gambling addiction.
- 33 percent of those with gambling addiction committed robbery.
- 13 percent of those with gambling addiction assault someone to get money.
- 73 percent of those with gambling addiction have an alcohol disorder.
- 50 percent of those with gambling addiction identify with mood disorder.
- 34 percent of those with gambling addiction suffer from PTSD.
- 19 percent of those with problem gambling considered suicide.
- 4.7 percent of those with problem gambling attempted suicide.

This analysis was performed by Scott Hunt, Ph.D., Associate Dean, College of Justice, Safety, and Military Science, Eastern Kentucky University. Dean Hunt is a member of the Kentucky Council on Problem Gambling (KYCPG) Board of Directors and serves as the KYCPG Research Committee Chair. KYCPG does not take a position for or against legal gambling. KYCPG's mission is to increase awareness of problem gambling, promote prevention and research, and advocate for the availability of treatment. Contact KYCPG at kmstone1951@gmail.com.

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Person Completing Report:	GK		
Calls Received	2025	2024 (j-a)	% change
Calls	1689	2041	-17.2%
Out of State	22	26	-15.4%
Calls Using Translation Service	57	103	-44.7%
Caller Demographics			
General Contact Information	2025	2024 (j-a)	% change
Gambler-Self	1275	1388	-8.1%
Spouse/Partner	9	32	-71.9%
Parent	10	11	-9.1%
Child *Including adult child of person who gambles	6	11	-45.5%
Other	26	53	-50.9%
Missed Call/Wrong Number/Silent Call/Prank Call/Hang Up	364	541	-32.7%
Reason For Contact			
Reason	2025	2024 (j-a)	%change
Seeking help/ information specific to problem-gambling or gambling-related harm	343	335	2.4%
Seeking casino-gambling-specific info	610	881	-30.8%
Hang-up/prank call/ wrong number	590	772	-23.6%
Other	145	50	190.0%

Age of Contact	2025	2024 (j-a)	% change
Under 12	1	1	0.0%
13-17	4	11	-63.6%
18-24	33	36	-8.3%
25-34	69	113	-38.9%
35-44	41	165	-75.2%
45-54	23	48	-52.1%
55-64	13	19	-31.6%
65	18	23	-21.7%
Info Unattainable	1486	1622	-8.4%
Gender Identity	2025	2024 (j-a)	% change
Man/Cis-Man	913	959	-4.8%
Transgender Man	4	4	0.0%
Woman/Cis-Woman	263	318	-17.3%
Transgender Woman	0	0	0.0%
Non-Binary	1	0	100.0%
Gender Identity Not Listed	59	5	1080.0%
Info Unattainable	512	753	-32.0%
Primary Language	2025	2024 (j-a)	% change
Arabic	2	0	200.0%
Bengali/Hindi/Urdu	0	1	-100.0%
Chinese	2	2	0.0%
English	1037	1094	-5.2%
French	1	6	-83.3%
Korean	0	1	-100.0%
Spanish	148	186	-20.4%
Tagalog	0	0	0.0%
Vietnamese	0	0	0.0%
Other	15	11	36.4%

Info Unattainable (wrong number/hang up/missed call/prank call/silent call)	483	734	-34.2%
Race or Ethnic Identity	2025	2024 (j-a)	% change
American Indian or Alaska Native	4	3	33.3%
Asian	4	9	-55.6%
Black or African- American	12	48	-75.0%
Hispanic, LatinX, or Spanish	108	144	-25.0%
Middle Eastern or North African	6	6	0.0%
Native Hawaiian, other Pacific Islander	0	0	0.0%
White	20	111	-82.0%
Info Unattainable (wrong number/hang up/missed call/prank call/silent call)	1181	320	269.1%
Other	351	1398	-74.9%
Service Status	2025	2024 (j-a)	% change
Civilian, No Military	186	48	287.5%
Current/Active Military	3	2	50.0%
Reservist	1	0	100.0%
Retired Military	13	8	62.5%
Info Unattainable (caller refused/wrong number/hang up/ missed call/prank call/silent call)	1480	1980	-25.3%
Highest Level of Education Attained	2025	2024 (j-a)	% change
Less than high school diploma without equivalent	0	2	-100.0%
High school diploma or equivalent	2	4	-50.0%

Completed some college/trade certification	1	3	-66.7%
Associate degree	0	0	0.0%
Bachelor's degree	3	3	0.0%
Completed an advanced degree	180	13	1284.6%
Info Unattainable (caller refused/wrong number/hang up/missed call/prank call/silent call)	1664	2013	-17.3%

Chats Received	2025	2024 J-A	% change
NCPG Chat	77	106	-27.4%
NCPG Text	19	4	375.0%
KCPG Chat	0	0	0.0%
KCPG Text	0	0	0.0%
800 Gam Chat	0	0	0.0%
800 Gam Text	112	87	28.7%
RVBH Chat	21	29	-27.6%
RVBH Text	0	0	0.0%
Caller Experience			
Primary Motivation to call	2025	2024 J-A	%change
Encouraged by family member or friend	40	30	33.3%
Financial struggles	169	171	-1.2%
Legal concerns	6	5	20.0%
Mental health concerns	40	32	25.0%
Relationship problems	37	28	32.1%
Suicidal thoughts	6	6	0.0%
Work problems or encouraged by employer	19	5	280.0%

Other issue not listed above	398	324	22.8%
Info Unattainable (hang-up, missed call, wrong number, silent call, prank call)	1319	1477	-10.7%
How Did you Hear about Helpline	2025	2024 J-A	%change
During self-exclusion process	1	2	-50.0%
Internet search	110	88	25.0%
While gambling (slot machines, lottery ticket, etc)	56	52	7.7%
Social media	0	6	-100.0%
Sports betting app/ website	39	110	-64.5%
TV advertisement	3	2	50.0%
Word of mouth	14	19	-26.3%
Other issue not listed above	98	53	84.9%
Info Unattainable (caller refused, hang-up, missed call, wrong number, silent call, prank call)	1353	1503	-10.0%
Call Outcome	2025	2024 J-A	%change
Referral to Treatment	98	42	133.3%
Referral to Peer Support	154	134	14.9%
Sent Educational Information	44	40	10.0%
Warm Transfer to Crisis Services	0	0	0.0%
Warm Transfer to Another State Call Center	0	0	0.0%
Other Outcome Not Listed Above	276	446	-38.1%
Info Unattainable (hang-up, missed call, wrong number, silent call, prank call)	1283	1436	-10.7%

Information Specific to Gambling Problem			
Primary Means of Gambling Access	2025	2024 J-A	%change
Online	418	379	10.3%
On Property	177	218	-18.8%
Other Means Not Listed	51	19	168.4%
Info Unattainable (caller refused, hang-up, missed call, wrong number, silent call, prank call)	1129	1362	-17.1%
Most Problematic Form(s) of	2025	2024 J-A	%change
Bingo	16	5	220.0%
Card games	34	22	54.5%
Craps, cee-lo, other dice games	16	8	100.0%
Fantasy sports	37	27	37.0%
Horse/dog races	12	20	-40.0%
Lottery games	57	95	-40.0%
Poker, social casinos (online gambling)	66	33	100.0%
Pull-tab, tear offs, break-open tickets	14	16	-12.5%
Raffle tickets	11	3	266.7%
Roulette	14	5	180.0%
Slots, VLTs, other gaming machines	89	79	12.7%
Sports betting	221	283	-21.9%
Video games (online or offline)	8	11	-27.3%
Other	109	18	505.6%
Info Unattainable (caller refused, hang-up, missed call, wrong number, silent call, prank call)	1115	1492	-25.3%

Qualitative Data			
Type of Call	2025	2024 (j-a)	% change
Gambler	534	378	41.3%
Customer Service	570	798	-28.6%
Hang-Up	195	275	-29.1%
Prank Call	148	154	-3.9%
Wrong Number	48	139	-65.5%
Silent Call	93	81	14.8%
Missed Call	94	177	-46.9%
Third Party	16	49	-67.3%
Caller Expressing Suicide	2025	2024 (j-a)	% change
Yes	15	8	87.5%
No	697	897	-22.3%
N/A	974	1136	-14.3%

Contract Services and Awareness/Advertising Opportunity Summary

Prepared August 6, 2025 by Mike Stone

Since the legislation passed in March 2023, the Kentucky Council on Problem Gambling (KYCPG) received multiple solicitations for various problem-gambling related services and awareness and advertising opportunities. Initially, the solicitations were educated about the non-availability of funding for at least one year while the legislation's regulations were written, the first bet on sports placed in September 2023, and the process of state taxation and availability of public funds from the Problem Gambling Assistance Account. The time lapse from legislation passage to fund availability was a result of normal bureaucratic processes.

The solicitations have not ceased, and many of the original solicitors followed up with updates or inquiries about the process and availability of funds. This is a capsule summary of the solicitations. The solicitations are divided into five sections: On-line/Virtual Problem Gambling Services, Local Problem Gambling Inquiries, General Awareness, Paid Advertising or Promotion, and Funding or Fund-Raising services.

As KYCPG transitions to its new strategic plan and the Board's decision to be a conduit of funding for services, future proposals for use of Problem Gambling Assistance Account funds may incorporate some of the entities listed. It may be appropriate to combine some similar or related services (such as self-exclusion and financial counseling) into a single funding proposal. Currently, the Department of Behavioral Health, Developmental and Intellectual Disabilities (DBHDID) Problem Gambling Assistance Account (PGAA) Notice of Funding Opportunity (NOFO) is capped at \$100,000 possible funding per proposal.

The list is arranged alphabetically by category.

On-Line/Virtual Problem Gambling Services

Alchemist One is an addiction recovery app originated by a recovering gambler. It is based in Saskatchewan. Its website indicates it helps individuals with all addictions. I do not have a cost proposal.

Bet Blocker is a United Kingdom (UK) registered charity that provides a free bet blocking software available to individuals in an app store.

Birches Health is an on-line counseling service. Its website indicates it offers treatment for gambling as well as other addictions. I do not have a cost proposal.

Cognienhance is a harm-reduction app. I do not have a cost proposal.

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Evive is a digital health platform that describes itself as a digital therapeutic experience. It's founders and advisers are a veritable who's who of problem gambling expertise and research, including Dr. Jeffrey Marotta, Dr. Deborah Haskins and Dr. Timothy Fong. Its services are based on four principles: Behavior Change, Personalize Resources, Education, and Community Support. I do not have a cost proposal.

GamBan is the oldest bet-blocking app for individuals. The cost is \$3.49/month/person, and \$34.99/year/person. State pricing wherein an organization pays a fee and individuals in the state can access the service for free is available, but I do not have cost proposal.

GamFin is an on-line financial counseling and management application for recovering gamblers. It offers a service similar to the Gamblers' Anonymous pressure relief. RonSonLyn and I have met with the representative. The initial cost to implement in Kentucky is \$10,000. Counseling is \$150/hour. On-going care navigation is optional at \$90/hour. Under this proposal, KYCPG would pay the fees, and the individual could access the service for free.

KindBridge is a virtual counseling service that connects individuals with a counselor. I have spoken with one of its originators, Marc Leftkowicz, who is experienced in the field of problem gambling counseling. At one time, he was associated with ALGAMUS. He said there were counselors in Kentucky affiliated with KindBridge, but I do not have a list.

ID Pair is a universal self-exclusion application. It is being used in Massachusetts and other Council-led states. RonSonLyn and I met with a company representative. By using the ID Pair app, an individual would be banned from all Kentucky gambling venues. It may require legislation, but House Licensing and Occupations Committee Chair Matthew Koch felt it could be accomplished through regulations. He advised I should speak with Brian Alvey who provides staff assistance for the Speaker of the House on Licensing and Occupations issues to research whether legislation is needed or whether regulations will suffice. I do not have a cost proposal, and I have not yet spoken with Mr. Alvey.

MAI Support provides virtual tools to manage problem gambling. I do not have a cost proposal.

RecoverMe is an on-line counseling application. RonSonLyn and I have communicated with the UK-based founders and developers. The presentations were professional, and the service appeared competent. In the U.S., it recently hired Keith Whyte as a representative.

Local Problem Gambling Inquires

Grin Grant seeks to develop an on-line peer recovery service for problem gambling. Its founder, Mary Helen Sashy, presented at a KYCPG Board Meeting. She declined an opportunity to present at or attend the 2025 KYCPG Annual Conference. My understanding is she wants KYCPG endorsement but will retain total control of all management and operations.

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Healing Place is a well-known, reputable substance use addiction recovery program in Louisville and other locations. RonSonLyn and I spoke with its administrator and its CEO about adding problem gambling recovery to its services. There has been no subsequent follow-up.

Louisville Recovery Community Connection seeks to provide peer recovery services and wishes to include gambling. Its former executive and current Board member, Kim Hinkel, has met with RonSonLyn and me about its services. She has distributed KYCPG awareness materials and made them available for clients. Ms. Hinkel has expressed interest in the KYCPG executive director position, and she attended the March 2025 KYCPG Board Meeting.

Roaring Brook is a Lexington addiction recovery service with both outpatient and in-patient options. It seeks to implement a problem gambling recovery service, and staff is participating in gambling counseling training. It wishes to partner with KYCPG. Jim Blackerby initiated the contact with Roaring Brook and is familiar with its operations.

General Awareness

Epic Risk Management is hired by university athletic programs to raise awareness among collegiate athletes. It has contracts with both UofL and UK.

Minnesota Alliance on Problem Gambling provides a free gambling and gaming education toolkit that can be used to raise youth awareness.

Rob Minick is a content creator who is in recovery and wishes to develop a partnership.

WHAS Radio, Louisville, on-air personality Scott Fitzgerald has featured problem gambling on his podcasts.

University of Kentucky assistant athletic directors have contacted me about athlete awareness presentations.

Paid Advertising or Promotion

(NOTE: These advertising and promotion providers are for-profit companies. I do not have specific cost proposals, but some general fees are noted when available. All of these entities have contacted me directly about purchasing advertising or promotions.)

Beasley Digital Marketing offers digital awareness and promotion.

ESPN/Good Karma Brands provides advertising consultation for all ESPN platforms.

KAT is a North Dakota-based multimedia campaign developer.

Northern Kentucky University

Professional Sports Publications

Public Education Program is the Kentucky Broadcasters' Association statewide advertising service. Its messages are distributed to stations in all 120 counties. A radio-only effort is \$125,000/year. The radio and TV effort is \$195,000/year.

Sinclair Broadcast Group organizes the Northern Kentucky Community Day at Turfway Park and advertisement on the Cincinnati Fox TV station. KYCPG paid \$5,000 to participate two years ago. I have no measure whether it was a sound investment.

TPG Digi Deck manages Kentucky High School Athletic Association advertising sales and sponsorships.

Trooh Campus is a collegiate marketing company. It claims to serve the most colleges and universities in the United States.

University of Kentucky Athletics

University of Louisville Athletics

WDRB Television in Louisville, which broadcasts National Football League games and other sports on the FOX TV network

Western Kentucky University

Funding or Fund-Raising Services

Draft Kings provides a \$15,000 annual donation to support outreach and counseling development.

Education Development Center provides grant-writing services.

Entain Foundation provides grant writing and sponsorship solicitation services.

Fan Duel is an \$8,000 KYCPG corporate member.



Kentucky Council on Problem Gambling

P.O. Box 4595, Frankfort, KY 40604-4595; 502-223-1823

kmstone1951@gmail.com; www.kycpg.org; www.kygamblinghelp.org

Helpline: 1-800-GAMBLER (1-800-426-2537)

When it's more than a game, there is help.

KYCPG Strategic Plan

Presented to KYCPG Executive Board June 11, 2025

VISION — *The Kentucky Council on Problem Gambling (KYCPG) will be the go-to organization of choice for problem gambling and gaming issues in the Commonwealth of Kentucky.*

MISSION — *The Kentucky Council on Problem Gambling (KYCPG) will increase awareness of problem gambling through securing funding to promote prevention and research, and advocate for the availability of treatment.*

The KYCPG is governed by a representative Board pursuing leadership and partnerships to achieve the mission and the results in addressing problem gambling in Kentucky. KYCPG will serve as a contract conduit for channeling of funds to address problem gambling.

GOAL 1 — KYCPG will promote treatment and training expansion to better serve the citizens of Kentucky living with problem and disordered gambling.

Objectives:

- To become a center of excellence in gambling training for treatment professionals by June 2030.
- To contract with a minimum of three entities that produce counseling tools that enhance the counseling experience by June 2027.
- To develop a peer recovery network of 30 certified peer support by June 2028.
- To establish a clearing house of research, academic, and trade tools and resources by June 2027.
- To establish a residential treatment program and regional outpatient treatment programs in Kentucky by June 2028.
- To increase certified gambling counselors by 300 percent by June 2028.

GOAL 2 — Develop a competitive prevention and harm reduction program to address at-risk and/or persons with problem/disordered gambling issues.

Objectives:

- Create a prevention and awareness campaign to educate Kentucky on Problem Gambling/Disordered Gambling and how to seek help/treatment.
- Partner with each Regional Prevention Center to create prevention programs in schools, relevant to age groups (e.g., primary, high, and college).

GOAL 3 — Advocate for services for problem and disordered gamblers and their families.

Objectives

- Advocate for an increase in access to comprehensive treatment and support services for problem and disordered gamblers and their families in Kentucky.
- To secure commitments for stakeholders or the community to offer specialized services in therapy and peer support.

KYCPG Continuing Programs, Services and Products

- ★ **1-800-GAMBLER Helpline** (1-800-426-2537) Phone, text and chat services available 24/7, toll-free, confidential telephone counseling and referrals. **An average of more than one call or text per day is received** and provided information on problem gambling or referral to Gamblers Anonymous or a certified gambler counselor.
- ★ **National Problem Gambling Awareness Month (NPGAM):**
 - ✓ Held in March annually in partnership with the Kentucky Lottery Corporation.
 - ✓ Statewide media advisories and outreach activities.
 - ✓ Public service announcements.
 - ✓ Awareness presentations.
- ★ **Education and Counselor Preparation:**
 - ✓ Annual Educational and Awareness Conference on Problem Gambling Issues. Held annually in March. Includes 10+ hours continuing education credits applicable to certified gambler counselor requirements.
 - ✓ MidCentral Alliance on Problem Gambling Fall Conference. Held annually among eight state councils on problem gambling, of which KYCPG was a founding member; includes 6+ hours continuing education credits.
 - ✓ Certified Gambler Counselor training conducted as needed to promote an increase in statewide availability of professional counseling services for problem gamblers.
 - ✓ www.kycpg.org, a website providing information and resources on problem and addicted gambling in Kentucky.
- ★ **An Awareness Website** providing basic information on Problem Gambling and referral resources, www.kygamblinghelp.org. Chat services are accessed through this site.
- ★ **Choices -- There's Always a Right One!** Middle and high school addiction awareness curriculum includes segment on problem gambling; complimentary on request. **Since its introduction, the lifetime rate of gambling among high school seniors has decreased from 49.4 percent in 2006 to 26.6 percent in 2018.**
- ★ **Awareness Outreach:**
 - ✓ Assorted posters, brochures, rack cards and booklets.
 - ✓ Advocacy before the Kentucky General Assembly on issues related to problem and addicted gambling.
 - ✓ Presentations and exhibits at various behavioral health, counseling, and public-awareness events.
 - ✓ Membership in the Kentucky Mental Health Coalition and the Kentucky Coalition for Healthy Children.
 - ✓ Collaborative outreach with Kentucky Department of Behavioral Health, Developmental and Intellectual Disabilities; other government agencies; and associations.
- ★ **Research:**
 - ✓ *Gambling in Kentucky*, a prevalence study showing 9,000 addicted gamblers, 51,000 problem gamblers and 190,000 at-risk of developing a gambling problem.
 - ✓ *Challenge for Kentucky*, a guideline for establishing a counseling treatment program for addicted gamblers.

For information on or to order any Kentucky Council on Problem Gambling (KYCPG) products or services, please contact KYCPG at 502-223-1823 or kmstone1951@gmail.com.

Kentucky Council on Problem Gambling (KYCPG)
30-Hour Counselor Certification Preparation Program
Rough River State Resort Park
October 6-10, 2025

Monday, October 6

Arrival and check-in

1-1:30 p.m. — Welcome and Orientation, RonSonLyn Clark, Psy.D., CCGC-II, BACC, KYCPG President

1:30-3 p.m.— Definitions and Diagnostic Criteria, RonSonLyn Clark, Psy.D., CCGC-II, BACC, KYCPG President

3:15-4:45 p.m. — Scope and Prevalence of Disordered Gambling, Scott Hunt, Ph.D., Associate Dean, College of Justice, Safety and Military Science, Eastern Kentucky University

5:30 p.m. — Dinner (All meals will be served buffet style in the Resort dining room)

7-8:30 p.m. — Screening for Gambling Disorder and Impact of Gambling, RonSonLyn Clark, Psy.D., CCGC-II, BACC, KYCPG President

Tuesday, October 7

7 a.m. — Breakfast

8:30-10 a.m. — Co-Occurring Disorders and Gambling Disorders, RonSonLyn Clark, Psy.D., CCGC-II, BACC, KYCPG President

10:15-11:45 a.m. — Engaging Problem Gambling Clients, Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT, CEO and Co-founder, The Better Institute

11:45 a.m. — Lunch

1-2:30 p.m. — Harm Reduction, Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT, CEO and Co-founder, The Better Institute

2:45-4:15 p.m. — Typologies and Subtypes of Gamblers, RonSonLyn Clark, Psy.D., CCGC-II, BACC, KYCPG President

5:30 p.m. — Dinner

7-8:30 p.m. — Prevention, Responsible Gambling, and Public Health Perspective, Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT, CEO and Co-founder, The Better Institute

Wednesday, October 8

7 a.m. — Breakfast

8:30-10 a.m. — Best Practices and Evidence-Based Strategies for Treatment of Gambling Disorder: Motivational Interviewing, Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT, CEO and Co-founder, The Better Institute

10:15-11:45 a.m. — Best Practices and Evidence-Based Strategies for Treatment of Gambling Disorder, Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT, CEO and Co-founder, The Better Institute

11:45 a.m. — Lunch

1-2:30 p.m. — CBT for Gambling Disorder, Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT, CEO and Co-founder, The Better Institute

2:45-4:15 p.m. — Assessing Gambling Disorder, Daniel Kaufmann, Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC; Associate Professor, Clinical Mental Health Counseling, Grand Canyon University

5:30 p.m. — Dinner

7-8:30 p.m. — Family Interventions, Daniel Kaufmann, Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC; Associate Professor, Clinical Mental Health Counseling, Grand Canyon University

Thursday, October 9

7 a.m. — Breakfast

8:30-10 a.m. — Gambling and the Law, Jerry Bauerkemper, BS, CCGC Consultant Iowa Department of Public Health

10:15-11:45 a.m. — Treatment Planning and Levels of Care, Daniel Kaufmann, Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC; Associate Professor, Clinical Mental Health Counseling, Grand Canyon University

11:45 a.m. — Lunch

1-2:30 p.m. — Financial Issues and the Meaning of Money, Jerry Bauerkemper, BS, CCGC Consultant Iowa Department of Public Health

2:45-4:15 p.m. — Special Populations & Gambling Disorders: Women and Multicultural, Daniel Kaufmann, Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC; Associate Professor, Clinical Mental Health Counseling, Grand Canyon University

30-Hour Agenda — 2

Thursday, October 9, continued

5:30 p.m. — Dinner

7-8:30 p.m. — Special Populations and Gambling Disorders: Youth and Older Adults, Daniel Kaufmann, Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC; Associate Professor, Clinical Mental Health Counseling, Grand Canyon University

Friday, October 10

7 a.m. — Breakfast

8:30-10 a.m. — Neurobiology and Psychopharmacology, Daniel Kaufmann, Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC; Associate Professor, Clinical Mental Health Counseling, Grand Canyon University

10:15-11:45 a.m. — Recovery Oriented Systems of Care, RonSonLyn Clark, Psy.D., CCGC-II, BACC, KYCPG President

11:45 a.m. — Lunch

Program Adjourned, Departure