

## **Dr Jeff Marotta**

### **Conducting Treatment Outreach**

One of the greatest challenges to the gambling treatment field is finding clients to serve. Results from two large U.S. surveys found that only about one in every ten pathological gamblers ever seek treatment or attend a Gamblers Anonymous meeting. Even in jurisdictions where gambling treatment is widely available and at no or low cost to clients, treatment utilization remains very low. An important strategy to increase treatment utilization is conducting outreach efforts. This presentation will describe lessons learned in conducting two forms of outreach: marketing campaigns for problem gambling help-lines and community-based treatment outreach programs. Research findings will be described that support a set of enabling strategies and principles to guide effective treatment outreach efforts.

### **Experience Helping Problem Gamblers and Their Families: Involving the Significant Other in Gambling Treatment**

This presentation will address the benefits, challenges, and areas of concern in involving the significant other of a problem gambler into the gambler's treatment. A recently published paper will be presented that investigated the effect of significant others on treatment outcomes of pathological gamblers. The study was based on 4,410 adult gamblers who were discharged from treatment in Oregon between August, 2001 and April, 2007. Results showed that age, ethnicity, gambling debt, and having a significant other are associated with the odds of successful treatment. Interestingly, having less than a high school diploma and having a significant other participate in treatment, significantly decreased a gambler's likelihood of successful treatment. The findings from this investigation will be used to discuss when and how to involve a significant other in problem gambling treatment. Different treatment strategies and models will be described with the goal to increase the audience's awareness of clinical issues and treatment options when working with problem gamblers and their families.