



Peluuri Helpline's experience

PELUURI - Gambling helpline

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Motto:

*"...Some dance to remember,
some dance to forget..."*

(Eagles: Hotel California)



The Peluuri Helpline 1



- **Started 1.9.2004**
 - Pilot period 1.9.04 - 31.5.05
- **Services:**
 - Information, support and referrals
- **Target group:**
 - Gamblers, their relatives and friends
 - Gambling for money; anything from slots to stock market
- **Opening hours:**
 - weekdays from 12 to 18 hrs
- **Website - www.peluuri.fi**
- **Nationwide**
- **Approach:**
 - Anonymous, confidential, non-judgemental
 - The caller decides whether he/she has a gambling problem
- **Charge:**
 - Toll free

The Peluuri Helpline 2



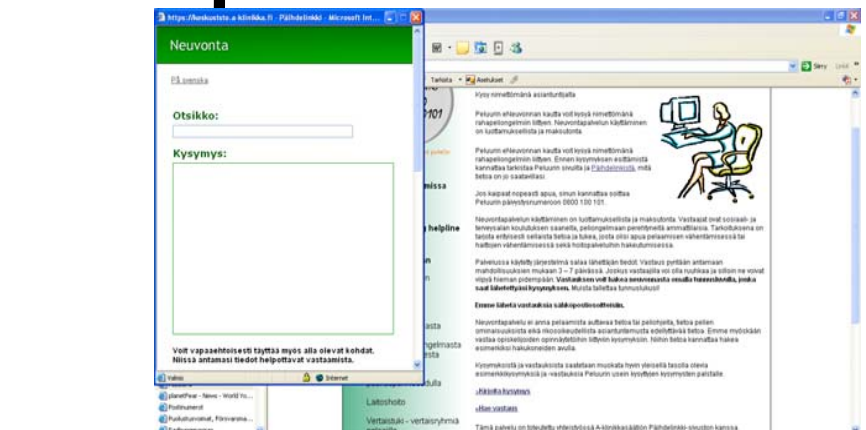
- **1,704** answered calls and **200** on Internet in 2006
 - Serious calls 1,231
- **Personnel:**
 - Project manager
 - Seven counsellors (part-time), all salaried workers
- **Service providers:**
 - A-Clinic Foundation, The Finnish Blue Ribbon
- **Funding:**
 - The Finnish Gaming Companies 100 %
- **Evaluation:**
 - Ministry of Social Affairs and Health in April 2005
- **Advertising**
 - Brochures
 - Telephone catalogues
 - Media releases
 - Internet
 - Gaming companies
 - Betting tickets, gaming venues and at retailers, slot machines, advertisements



The Peluuri Helpline 3



- **Services**
 - Information, support and referrals to treatment
 - Website - www.peluuri.fi
 - Information, news, tips, guides and other material
 - eNeuvonta [eCounselling]
 - Valtti [Problem Gambling Forum on Internet]
 - eApu [Self Help Manual – starting in September 2007]
 - Self exclusion Pilot/RAY
 - Database – over 4,000 reports, over 1,500 PGs
- **Cooperation**
 - Authorities, NGO's/projects, research, gaming companies, treatment, media, students
 - Data, information, research, advertising, material



Ajankohta	Vastaajat	Käyttäjät	Luottot	Vastausaika
...

Peluuri.fi Client Report, malli 07.05.16.2.2006 'obligatory'

1. Report nr	Date	1.3. Counsellor*
2. Call	2.1. Time*	2.2. Day of week*
	2.3. Legth of call*	
	2.4. Character of call*	2.5. Reasons for calling
		3.8. Problems of interested other caused by gambling (text)
3. Caller	3.1. Caller	3.2. Gender
	3.3. Interested other	3.3. Occupation

15.5.2007

TJ

The Callers

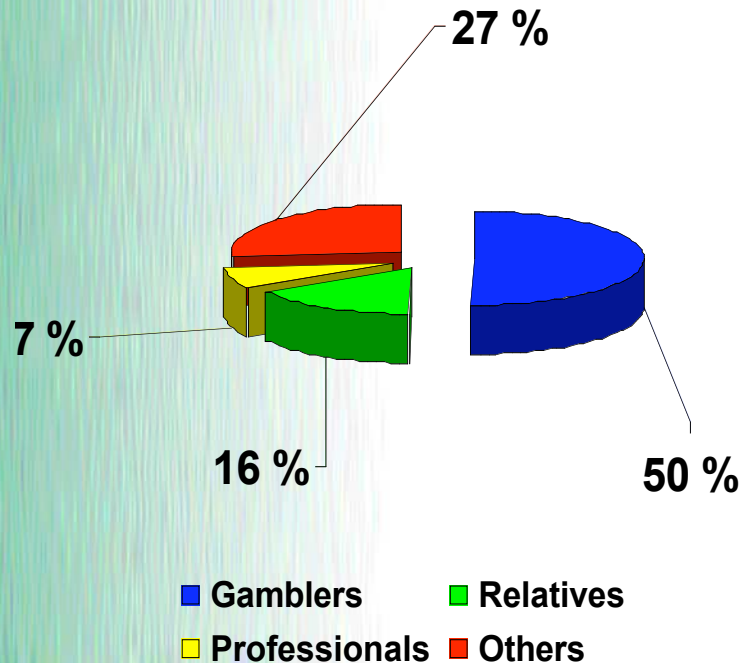


Peluuri statistics

The callers

n= 1,678

Peluuri 2006

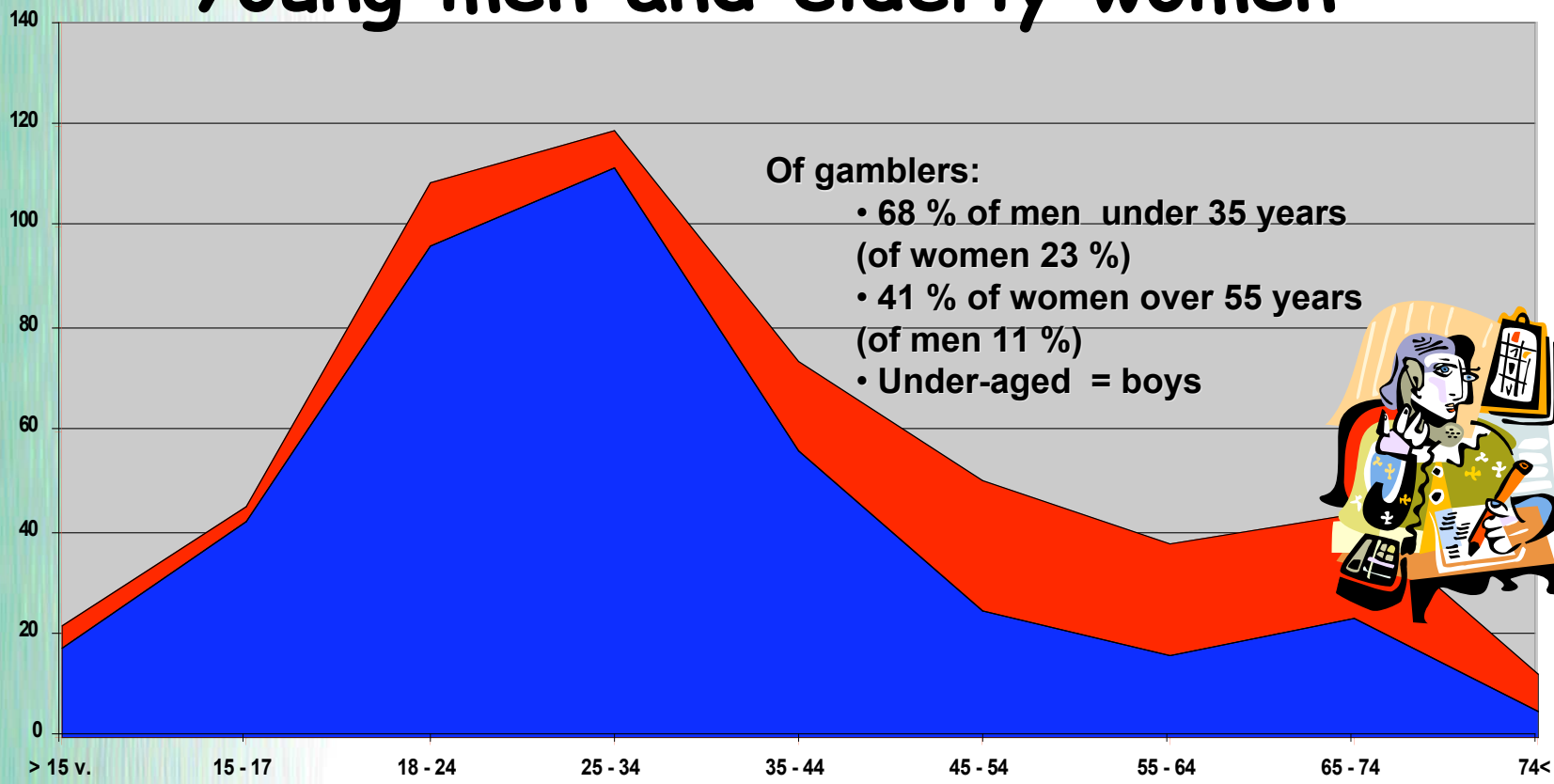


- **Of all callers**
 - 56 % men
- **Of gamblers:**
 - men 73 %
- **Of relatives and friends 83 % women:**
 - Spouses 37 %
 - Mothers 29 %
 - Fathers 7 %
 - Children 7 %
- **Adolescence (<18 yrs.) 13 %**
- **Hoax calls 17 %**

The Gamblers 1

Young men and elderly women

Peluuri - National Gambling Helpline - www.peluuri.fi



Of gamblers:

- 68 % of men under 35 years (of women 23 %)
- 41 % of women over 55 years (of men 11 %)
- Under-aged = boys



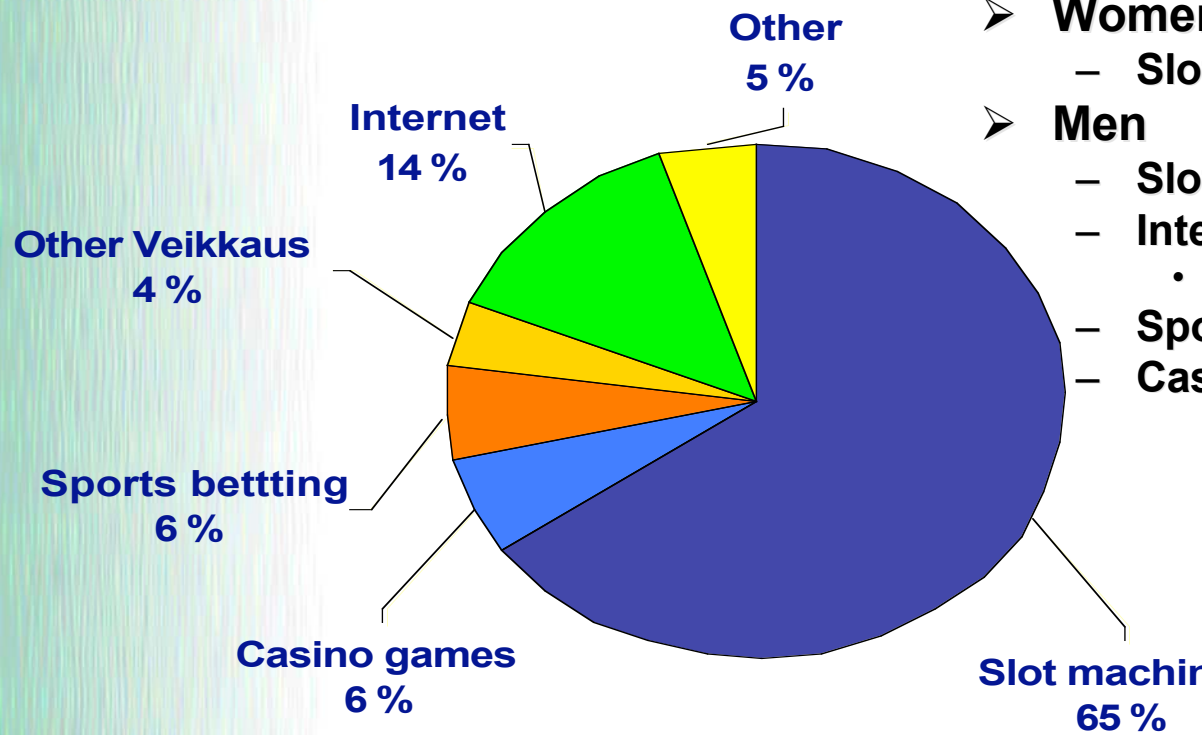
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Men ■ ■ Women TJ

Peluuri statistics 2006

The Gamblers 2

Primary Game



- **Women**
 - Slot machines 89 %
- **Men**
 - Slot machines 57 %
 - Internet 17 %
 - Internet poker 6 %
 - Sports betting 8 %
 - Casino games 8 %



The Gamblers 3

Gender and age dividing



- **Young men**
 - Gamble most
 - More games
 - More motives
 - More debt - bigger stakes
- **Elderly women**
 - Play slots
 - Escape as main motive
 - Smaller stakes – less debt
 - Mental health problems



Discussion 1

Helpline

- Low threshold
- Easy access - nationwide
- First step usually
- A frontline operation
 - Access to new and relevant **information** from "field"
 - To the authorities and research as well as gaming companies
 - Peluuri Helpline has produced new information
 - Treatment of gamblers, Internet gambling
 - Database
- Evaluation of the results difficult



Discussion 2

- **Treatment** of problem gamblers
 - Difficulties in getting to and finding treatment
 - A-clinics
 - Lack of resources in substance abuse treatment
 - Lack of know-how
 - Economical problems of clients
 - Need of differentiated treatment for different groups
 - Lighter interventions
 - Telephone/internet counselling

Discussion 3

- **Municipalities do not know how or can not take care of problem gamblers with present resources**
- **Need of publicity to problem gambling**
 - Still “a hidden problem”
- **Need of routine screening of gambling problem in**
 - Workplaces, schools
 - Mental health, substance abuse - co morbidities
- **Internet poker and gambling on Internet is beginning to show also in PG side**
- **Lack of peer groups**



Nordic Gambling Helplines 1



- Could we have cooperation and common activities?

- Stödlinjen - Sweden
- Hjelpelinjen - Norway
- Peluuri – Finland
- Cooperation
 - Training
 - Exchange of know-how
 - Development
 - Database
- Common activities
 - Information
 - Exchange, gathering, database
 - Relevant, new information published on Internet?
 - E.g. trends in gambling

Nordic Gambling Helplines 2

- What should we do?



- **Meetings**
 - Nordic Helpline meeting yearly?
- **Tools**
 - Technical solutions
 - Using Internet
- **Marketing**
- **Could SNSUS or some other organisation host a common website for us all?**
 - Is it needed?
- **Let's have a meeting find out if we can come up with something**



Thank you

If you want to ask more please contact
tapio.jaakkola@peluuri.fi

Treatment of PG's



- **400 – 500 gambling problem as primary diagnosis (2003)**
- **5 000 – 6 000 PGs seek treatment in substance abuse (2003)**
- **No mention of gambling problem in social or health care legislation**
- **Municipalities have the responsibility of treatment**
 - **Outpatient**
 - **Primarily substance abuse clinics**
 - **Inpatient**
 - **Two clinics (ca. 70 patients/year)**
- **Self help groups**
 - **15 GA and other**
- **Municipalities have taken PGs in to account in their service system**
 - **Poorly or very poorly - over 60 %**
 - **Only 10 % had any mention of PG in their program**
 - **Lack of both resources and knowledge**

(Ministry of Social Affairs and Health/TOY study 2006)



Gambling in Finland 1

2005 EUR million	Gross Turnover	Net revenues of operators	Lottery Tax	Government total revenues
Fintoto Ltd	196	36	8	16
RAY	648*	404	53	457
Veikkaus Ltd	1 315	381	61	442
Total	2 159	821	122	915

Government licensed monopoly

- Operators with exclusive rights, licences for 5 years
- Prevent gaming related risks of abuse, criminal activity and social problems
- Limit competition
- **Fintoto Oy**
 - Totalisator - horse races
 - Revenues; Horse breeding, equestrian sports
- **RAY - Slot Machine Association**
 - Casino, casino games, slot machines
 - Revenues; Social and health care organisations
- **Veikkaus Oy - The National Lottery**
 - Lotteries, football pools, sports betting
 - Revenues; Arts, science, sports, youth work

Gambling in Finland 2



Lotteries Act (1047/2001)

- ✓ **Regulates gambling**
- ✓ **Regulation and supervision**
 - **Ministry of Interior**
 - **Lottery and Firearms Administration Unit**
- ✓ **Gambling related harms**
 - **Ministry of Social Affairs and Health**
- ✓ **Profitability targets and distribution of revenues**
 - **Ministry of Education**
 - **Veikkaus revenues**
 - **Ministry of Social Affairs and Health**
 - **RAY revenues**
 - **Ministry of Agriculture and Forestry**
 - **Fintoto revenues**
- ✓ **Lottery Tax**
 - **Ministry of Finance**



Gambling in Finland 3

Availability

- **RAY**
 - 1 International Casino
 - Over 300 restaurants with casino table games
 - 57 gaming arcades
 - Ca.18 000 slot machines
 - No games on the Internet
- **Veikkaus**
 - Ca. 2,900 online retailers and over 800 instant ticket retailers; shops, kiosks, bars, supermarkets and gas stations.
 - Internet
- **Fintoto**
 - 400 retailers, 43 race tracks
 - Internet

Age limits

- **Lotteries Act:**
 - Casino & casino games 18 y.
 - Slots 15 y. outside casino
- **Company decision**
 - 15 y. at retailer's (Fintoto&Veikkaus)
 - 18 y. on Internet (Fintoto&Veikkaus)
 - 18 y. arcades (RAY)
- **Age limit control poor**
 - 7 % of under-aged checked when gambling outside casino and arcades

(Ministry of Social Affairs and Health/TOY study 2006)

Gambling in Finland 4



Restricted but liberal gambling market

- **Gambling more than doubled in the last ten years**
 - Gamblers lost **EUR 1,337 million** in 2005
 - 2 % of gamblers make third of the turnover
 - Slot machines outside casino turnover EUR 523 million (2006)
- **74 % of the adult Finns gamble** (15 – 74 y. STM/TOY 2003)
 - **43 % gamble every week**
 - 150,000 – 250,000 active gamblers
 - Over 60 % of youth 15 -17 y. gambled, 52% of 14 y. and 33 % of 12 y.
- **Adult** (STM/TOY 2003 SOGS-R, life-time)
 - **Problem gamblers 1.5 %**
 - 65 000 (SOGS 5 +)
 - gamble 15 % of their net income
 - **At risk gamblers 4 %**
 - 160 000 (SOGS 3 - 4)
- **Youth** (STM/TOY 2006, SOGS-RA, current)
 - **Problem gamblers 1.3 % (SOGS-RA 5+)**
 - gamble third of their available own money
 - **At risk gamblers 1 % (SOGS-RA 4)**



Gambling in Finland 5



- **Gaming Forum**
 - National gambling policy
 - Guidelines in April 2006
 - Availability and marketing restrictions, age limits
 - More funds for development of prevention and treatment, for monitoring and research
 - Gambling Helpline
- **Research**
 - Youth gambling 2006, Municipalities 2006, National prevalence study 2007
 - STAKES - the National Research and Development Centre for Welfare and Health
- **Responsible Gaming - Gaming companies**
 - Age limits
 - Responsibility programs
 - Peluuri Helpline
 - RAY/Peluuri pilot on self exclusions in gaming arcades
 - NGO projects funded through RAY
- **Very little public debate on gambling**
 - Too many stakeholders