



DOES IT HELP?

Calling gambling helpline

Tapio Jaakkola, Hannamari Marttio.

Peluri

Big Picture 19.5.2009 Helsinki



Peluuuri

■ National gambling helpline

- Open every weekday from 12 am to 6 pm
- Peluuuri has one line and one counsellor working in one shift.
- Calls toll free
- Anonymous, confidential
- Referral service
- Started 1.9.2004

Peluuuri on valtakunnallinen puhelinpalvelu peliongelmaisille ja heidän läheisilleen. Auttava puhelin tarjoaa tietoa ja tukea peliongelman hoitamiseen.

Auttava puhelin
Soita maksutta
0800 100101
Arkipäivä klo 12-18

eNeuvonta
Kysy peliongelma-
netissä

Peli poikki
Oma-apuopas
peliongelman
hoitoon

**Keskustele
verkossa**
Keskustele
peliongelma-
valttissa

uutinen1
4.10.2007
uutinen2
4.10.2007

Etusivu
uutinen1
uutinen2

Peluuuri - peliongelmissa
auttava puhelin
Peluuuri hyläplinjien
Peluuuri - Gambling
helpline
Apua peliongelmaan
PELI POIKKI
Peliongelma
Ajankohtaista
Koulutuksia ja
seminaareja
Rahapelit ja yhteiskunta
Linkkejä

- Internet - www.peluuuri.fi
 - Information, tips
 - eNeuvonta
 - Valtti forum
 - Tuuletin, closed forum for relatives
 - Peli poikki, self help manual
- Peluurin database



Statistics

PELUURI 1.9.2004 - 31.12.2008	2004	2005	2006	2007	2008
Gambler	187	869	844	933	853
Relatives	77	219	271	379	356
Professionals, others interested	20	73	116	78	43
SERIOUS CALLS	284	1 161	1 231	1 390	1 253
Prank/hoax calls	28	173	278	1 220	2 911
Other	6	7	195	323	382
OTHER CALLS	34	180	473	1 543	3 293
ANSWERED CALLS, total	318	1 341	1 704	2 933	4 546

- Peluuri database - every call answered is reported
- TeliaSonera database - number of calls
- What do these numbers tell us about the helpline?
 - They seem like exact information, but are they?
- Can get feedback from these statistics?



Calls 2008		Share of all calls.
Time		
12- 13 weekdays	1 292	9 %
13- 14 weekdays	950	6 %
14- 15 weekdays	919	6 %
15- 16 weekdays	1 031	7 %
16- 17 weekdays	977	6 %
17- 18 weekdays	1 149	8 %
Service hours	6 318	42 %
Other times	5 142	34 %
Weekends and holidays	3 621	24 %
All calls	15 081	100 %
Answered	4 546	
- Share of all calls		30 %
- Share of calls during service hours		72 %

- How well do people reach Peluuri?
- Do we have right opening hours?
- How many times clients have to call to get service?



Feedback

■ **Material:**

- Peluuri client survey 2009
- Internet forums; Valtti, Suomi24
- Media articles
- Peluuri database
- Interviews of professionals
- All comments found about Peluuri by clients or problem gamblers
- Not enough to statistical analysis or generalising conclusions

■ **Client survey 2009:**

- Respondents 18-59 years
- Gamblers age profile quite near to Peluuri database
- As well roles of respondents by shares (N=37)
- Same applies to gender distribution
- PG n= 23, relative n= 9, professionals n= 1
- Poor response rate (n=41)



Results

- Callers satisfied to the answering speed.
 - most of callers had been answered on first call,
 - outside opening hours - had gotten needed information from voicemail/answering machine
- Service seems to have met their expectations fairly well (mean 4/5)
- Most obvious was wish to lengthen opening hours



Callers wanted

- Information about gambling problem (16)
- Possibility to talk about gambling problem (14)
- Support and information how to control their gambling (16).
- Guidance and support to financial- and debt problems (11)
- Information about treatment facilities (9)
- Solution to their gambling problem
- Dissatisfied;
 - More precise information f.ex. means how to deal with everyday problems
 - Direct contact information /phone numbers to treatment facilities



Positive feedback

- Peluuri as a service is seen important and valuable. (mean 4,88)
- "Peluuuri is easy to reach" (4,28)
- "My call was answered quickly enough" (4,39)
- "Service is professional" (4)
- "The information from Peluuuri has helped me to seek solutions to my gambling problem" (4,06)
- "Peluuuri number is easy to find" (4,12)
- Scale 1-5



Things to improve

- Peluuri's opening hours (2,72)
- "Ability to help a PG" (2,94/3,13)
- "Sought or referred some one to professional care (f.ex. A-clinic)" (2,47)
- Been able to prevent PG
 - my relative (2,5)
 - my client (2)
 - OBS! Answers from only about half of respondents to these questions



Comments of professionals

- Treatment facilities notice the number of clients referred to them.
- Peluuuri helpline may lower the barrier to seek help and helps in finding treatment
- Phone call might have helped to put the realities in place and start recovery



Summed variables

- External quality - mean 3,88
- Content related service quality - mean 3,86:
- Meeting needs of clients - mean 3,88
- Offering help and means - mean 3,67



What to do next?

- Contact sheet on website
- Questionnaire on website
- Voting on website

- But how to get reliable feedback economically?





Thank you!

tapio.jaakkola@peluri.fi

