

# 2007 Client Satisfaction Survey Report

## Problem Gambling Counselling Services

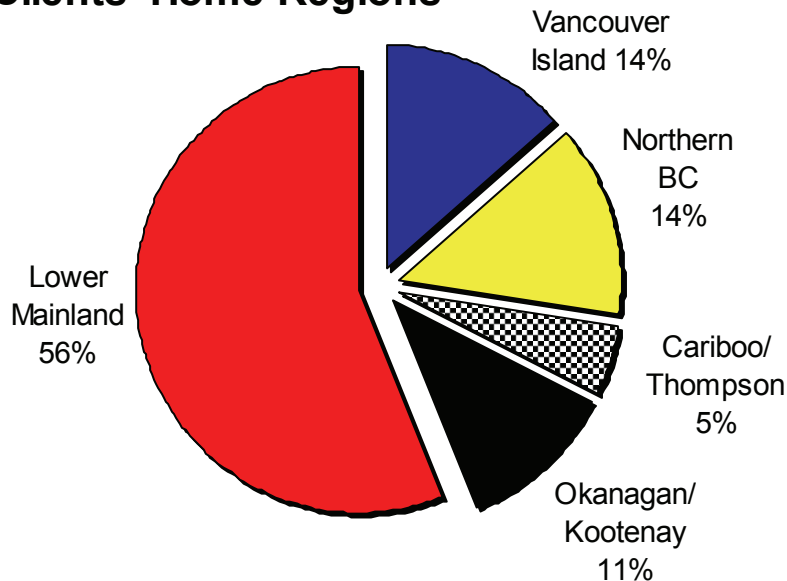
The Gaming Policy and Enforcement Branch (GPEB) has introduced several innovative programs and policies as part of the commitment to the Responsible Gambling Strategy. Free counselling service for problem gamblers and those affected by problem gambling is the key component of the province's approach to this issue.

For the past few years, client satisfaction surveys have been distributed across the province to individuals accessing the program's counselling service.

The goal of the survey is to obtain feedback from service users to evaluate the effectiveness of our programs, to identify areas for growth, and to provide clients with a forum to contribute feedback.

In 2007, 317 surveys were returned. Not all of the surveys were fully completed. 19 times out of 20 the figures in this report are accurate within four per cent.

### Clients' Home Regions



For more information regarding the Responsible Gambling Strategy, please see our website:

<http://www.bcreponsiblegambling.ca>

### Client Profiles

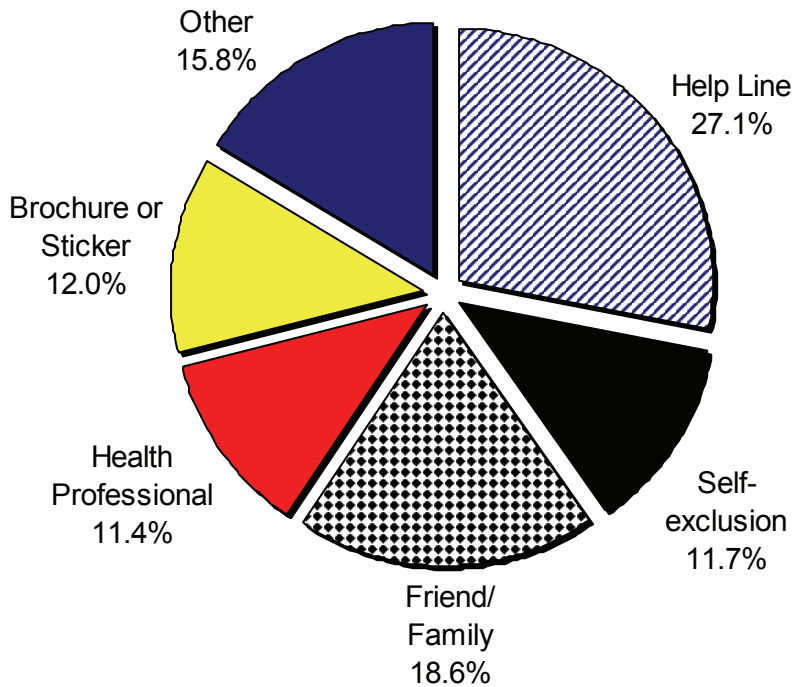
Survey participation is always voluntary and anonymous. However, clients are asked to provide basic profile information to help the Problem Gambling Program identify who is using the service and who else might benefit from the service.

The number of women seeking help through the counselling service continues to be higher than that of men. In 2006, 63.4 per cent of women sought help, while 36.6 per cent of men did the same. The 2007 survey results are consistent with this pattern: 61 per cent of clients were female, 39 per cent of clients were male.

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## Program Awareness

### How Clients Learn about the Program



### Connecting Clients to Help

As part of the Responsible Gambling Strategy, GPEB's Problem Gambling Program is designed to increase awareness and promote healthy choices. In 2006/07 the program had a budget of \$4 million.

### Community Support

In the 2007 survey, nearly 16 per cent of clients indicate that they learned about the service through an 'other' source. Some of these sources included:

- ◆ A newspaper or magazine (2%)
- ◆ Gamblers Anonymous or Gam-Anon (2%)
- ◆ A bankruptcy trustee (1%)

### Service Users

92 per cent of clients identify themselves as adults, which is defined as being 19-64 years old. Youth, individuals 18 years old or younger, currently represent only one per cent of clients. However, research shows that gambling is increasing in popularity among this age group. Seven per cent of clients identify themselves as seniors.

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## Program Awareness

### Point-of-Contact Quality

The toll-free Help Line remains the predominant method of educating clients about the counselling service.

In the 2007 survey, 41.3 per cent of respondents indicate that the quality of service they have received over the phone was either 'very good' or 'good'. This is an improvement from the 2006 survey results, which indicated that 36.7 per cent of respondents felt the same.

The program also collaborates with the B.C. Lottery Corporation (BCLC) to facilitate referrals to the counselling service through the self-exclusion program. Seventy-five per cent of clients who note that they used the self-exclusion program rate it as 'very good' or 'good'.

Quality of Help Line	Number of Respondents
Very Good	99
Good	32
Satisfactory	15
Poor	2
Very Poor	1
Not Applicable	122
Did not respond*	46

\* The high number of 'did not respond' likely indicates that these clients did not use the Help Line.

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## Program Access and Quality

### Responding to Clients and their Needs

The core mandate of the Problem Gambling Program continues to be providing clinical counselling services wherever there is a demand. Clinical service providers are located in different regions across the province (see the following page for a representation of where clinical service providers are located in B.C.).

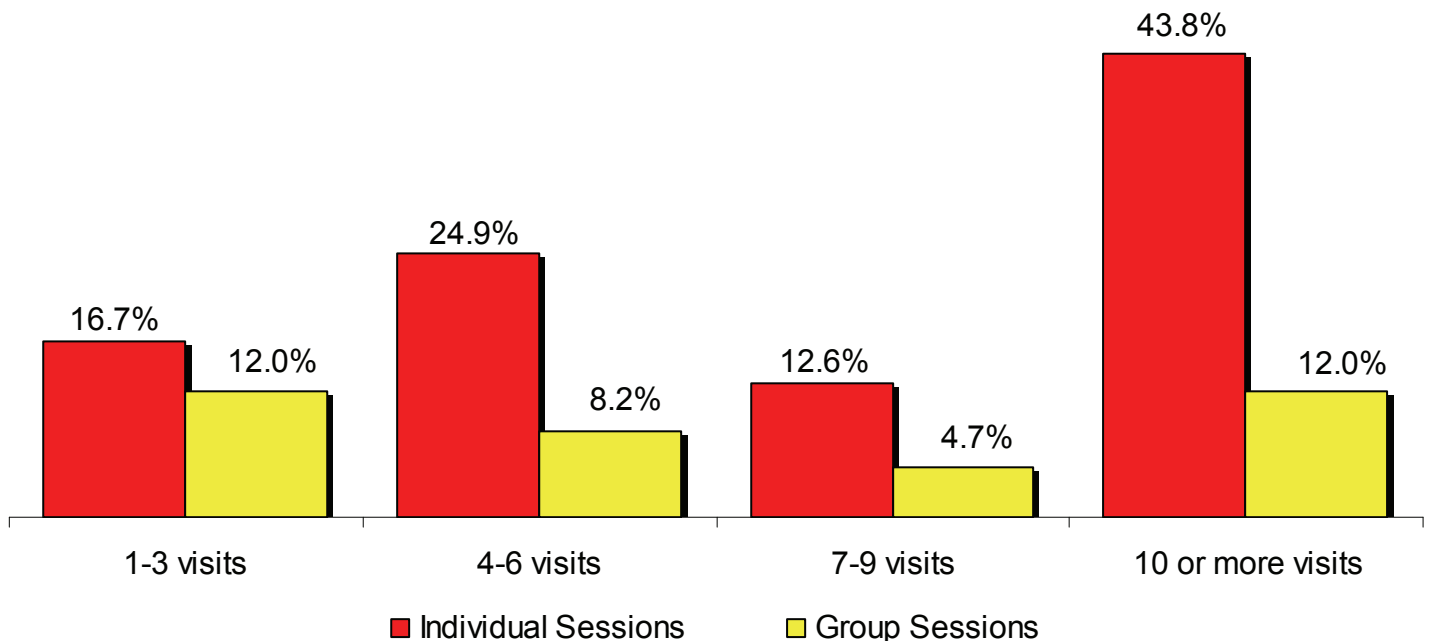
The results from the 2007 survey show that over half of clients have had at least one counselling session during an evening or weekend, an increase of 4.4 per cent from the 2006 results.

In addition to providing flexible hours of service, the program remains committed to reducing barriers for clients getting help. Counsellors often travel to meet clients, and, when needed, clients can also access travel and childcare allowances. Approximately 13 per cent of clients require travel assistance and five per cent require childcare to attend counselling sessions.

Clients were asked to indicate what service options are most important to them. The three most important service offerings were:

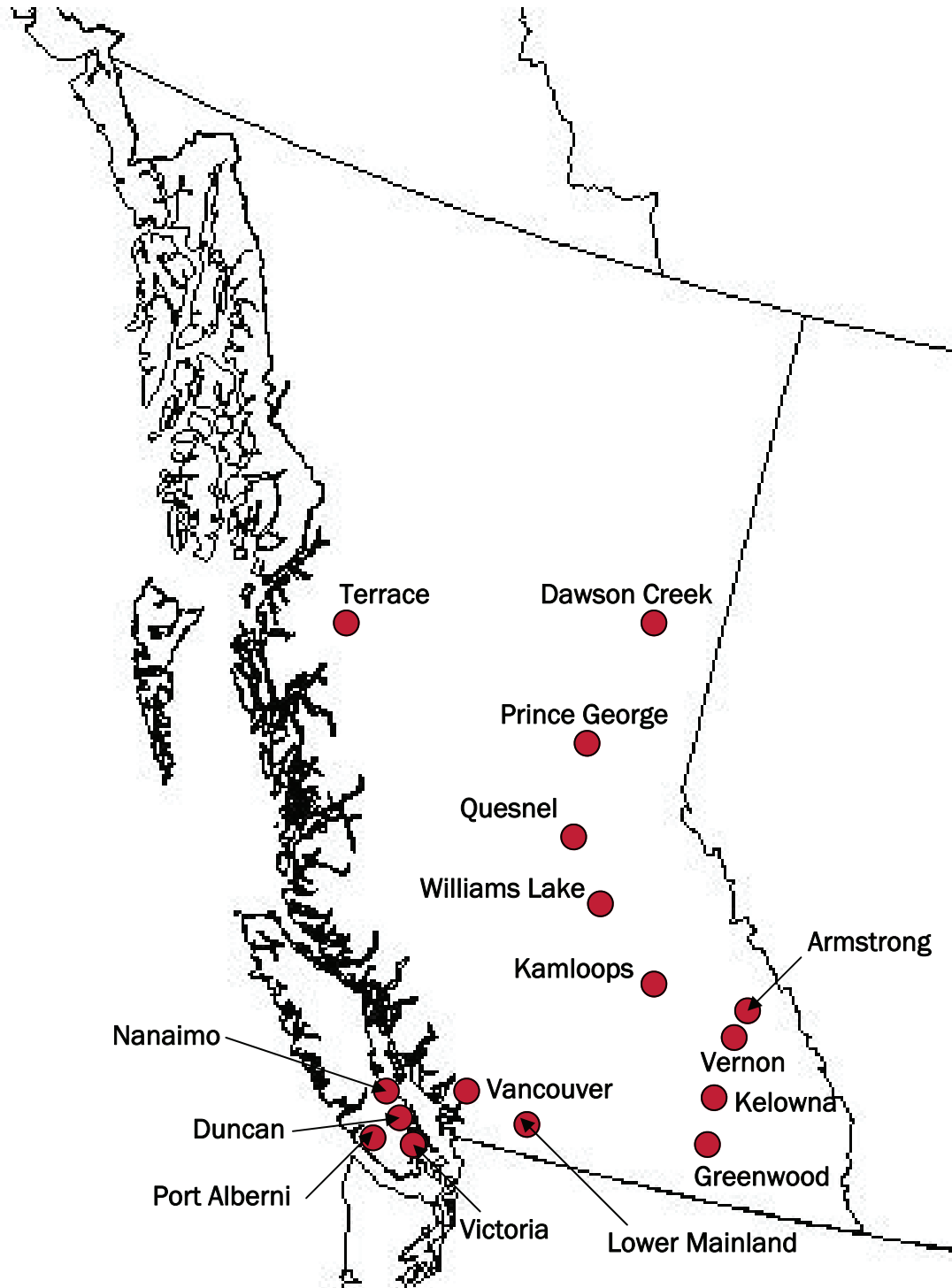
- ◆ Ability to see a counsellor on short-notice (less than 24-hours)
- ◆ Ability to book appointments on evenings and weekends
- ◆ Choice to meet the counsellor at home or a location convenient to the client

### Client Attendance at Counselling Sessions



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## Clinical Service Providers in British Columbia



● Dots indicate regions where one or more clinical service providers have a central office.

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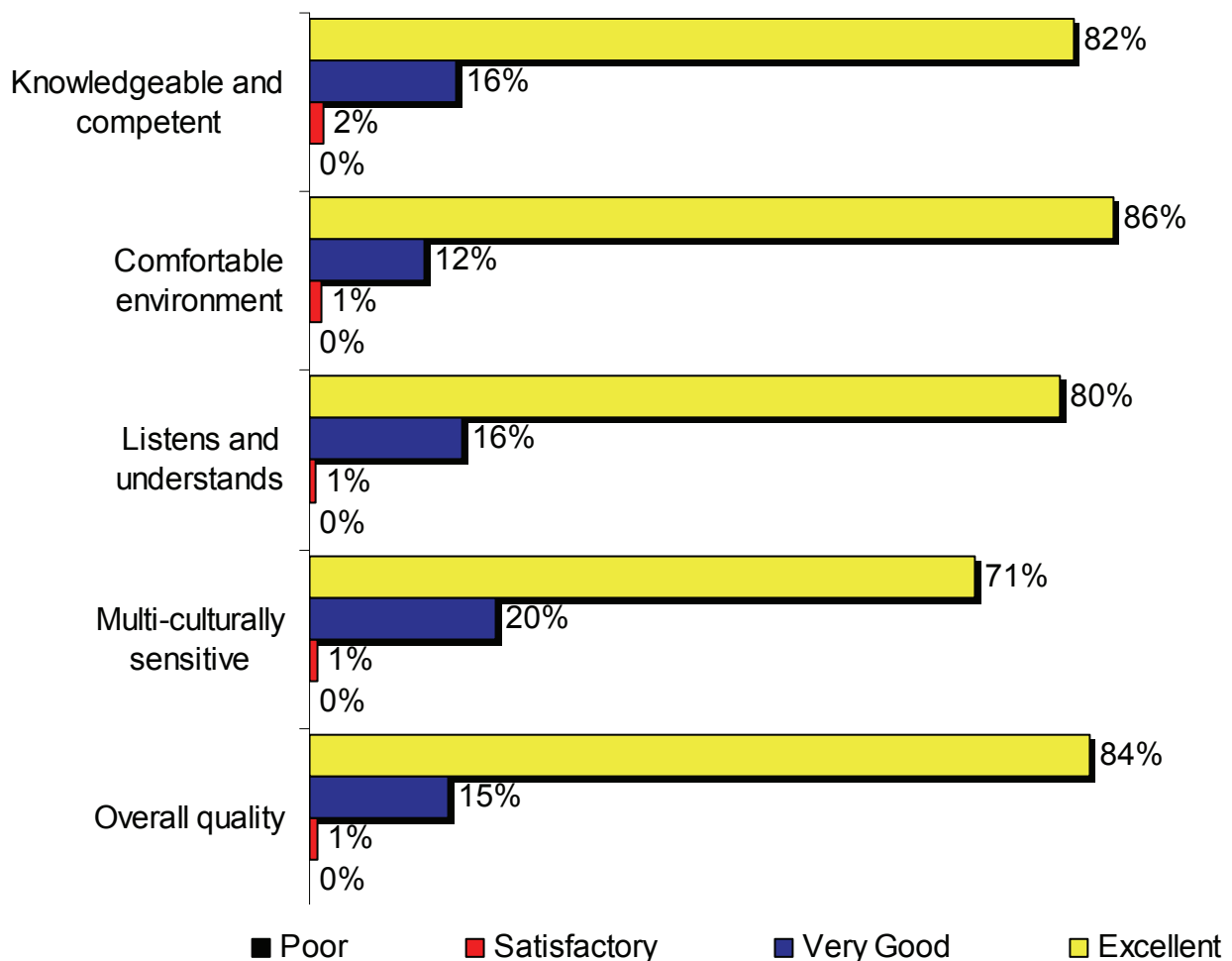
### Continued Counselling Excellence

The Problem Gambling Program contracts clinical counsellors from around the province who have the knowledge and experience to help treat problem gamblers and their families. The results demonstrate that the counsellors continue to deliver excellent service to clients.

### Positive Results

In this survey over 90 per cent of clients rank counsellors and counselling services as either 'excellent' or 'very good' in every category. Ninety-eight per cent of clients rank their counsellor's ability to make them feel comfortable about the counselling process as 'excellent', an increase of 4.4 per cent from the 2006 results. Counsellors' knowledge and competence ranking as 'excellent' also increased from the 2006 results by two per cent.

### Quality of Counselling Services\*



\* This graph does not include questions clients did not respond to.

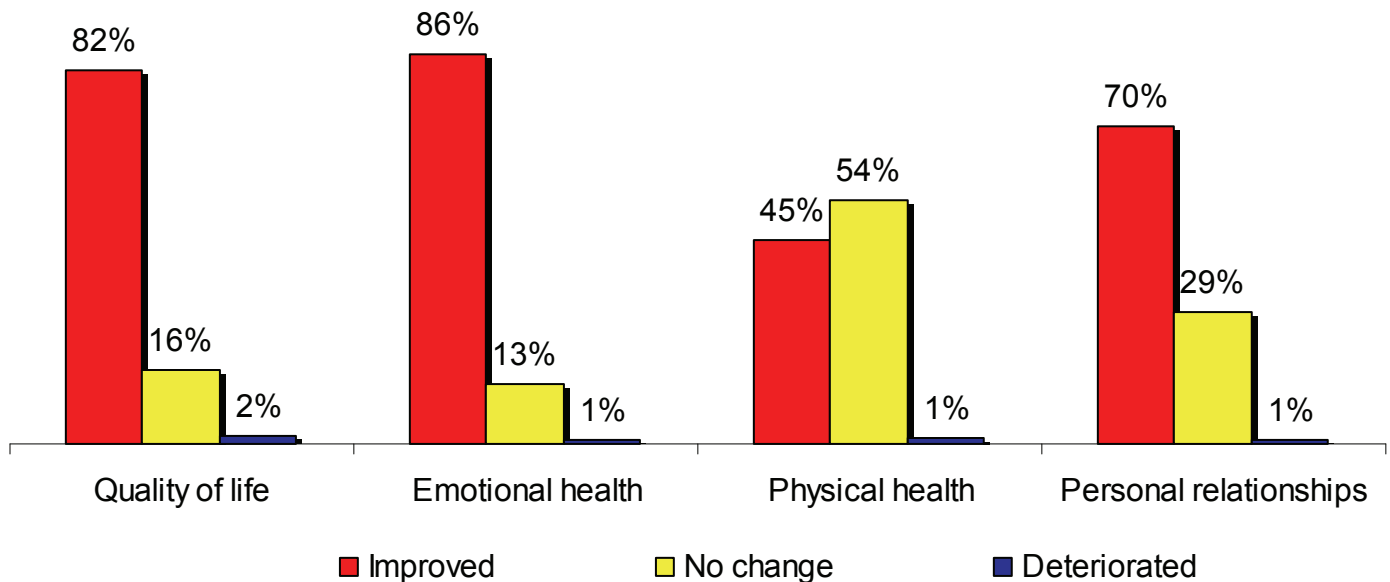
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## Client Health & Wellbeing

### Improving Quality of Life

Problem gambling can impact a person in a number of different ways. The harm minimization treatment model used by clinicians focuses on improving clients' quality of life. Clients may suffer from stress-related physical illnesses such as hypertension and heart disease; psychological difficulties such as anxiety, depression and guilt; or experience the break-down of relationships with family, friends and co-workers.

### Change in Client Health & Wellbeing After Counselling



### Better Health, Better Relationships

Clinicians help clients reduce or eliminate some of the negative effects of a gambling problem. Eighty-two per cent of clients note an overall improvement in their quality of life after counselling.

In general, clients also rate the quality of their emotional health, physical health and personal relationships much higher after counselling. Over half of clients indicate that their personal relationships are now either 'excellent' or 'very good'.

# 2007 Client Satisfaction Survey Report

## Changing Gambling Behaviour

### Providing Preventative Resources

One of the central goals of counselling services is to educate clients about gambling responsibly or to provide resources to stop gambling altogether.

Over the past four years the client satisfaction survey results have demonstrated that more than 55 per cent of clients stop gambling with the aid of clinical counsellors.

The 2007 survey results show that the Problem Gambling Program continues to change gambling behaviour for the better. Ninety-five per cent of clients indicate that now they either spend no money gambling or they spend less than they did previously.

### Post-Counselling Gambling Behaviour

