



# Out of the **SHADOWS**

**Problem Gambling:**  
From Hidden Addiction  
to Public Awareness

**25**

Years of Public Service  
The Kentucky Council  
on Problem Gambling



# Kentucky Council on Problem Gambling

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# 25 Years of Public Service

## A Report from the Kentucky Council on Problem Gambling (KYCPG)

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*KYCPG expresses its sincere thanks to the many individuals, organizations and businesses who have supported KYCPG's vision, mission and goals with dues, sponsorships and donations. Without their financial support, KYCPG, a private, non-profit 501(c)(3) charitable organization, would not exist.*

*Special and Corporate members provide most of KYCPG's dues and sponsorship support: the Kentucky Lottery Corporation, Churchill Downs, Inc., Ellis Park, Keeneland Race Course, Kentucky Downs/The Mint, The Red Mile, KLM Wagering, IGT, Belterra Casino Resort, Caesars Southern Indiana, Hollywood Casino, and Tropicana Casino. KYCPG applauds their commitment to social responsibility in raising awareness of problem and addicted gambling and to assist the problem and addicted gambler and his or her family.*

*KYCPG acknowledges the special contracted sponsorship support provided by the Kentucky Department of Behavioral Health, Developmental and Intellectual Disabilities. KYCPG thanks Draft Kings for the financial donation that supported printing of this report.*

# A Message from KYCPG President Clark

## Hello and Greetings to All:

2022 marks the 25th Annual Conference of the Kentucky Council on Problem Gambling (KYCPG). It is my honor to be the leader of a dedicated and fine group of Kentuckians who have made it a priority to bring awareness of disordered gambling to the forefront and to educate our fellow Kentuckians about the myriad of issues surrounding this topic.

The strategic plan for the Council includes continued legislative efforts on the development of prevention and treatment programming to be funded by the state. This has been a priority of the Council since its creation. All of our surrounding states, as well as many others in the country, receive public funding. Our Council, to date, has not been successful in achieving any public funding to address the issues surrounding disordered gambling and those who live with its consequences. As a Board, we continue to seek funding, not for the Council, but to address problem gambling generally, which will enable the state to provide enhanced efforts in prevention, treatment and advocacy. We urgently need the support of public officials, both societally and financially.

Of utmost concern in the development of a disordered gambler are two aspects: availability and accessibility. Gambling has been an activity since man lived in caves. Gambling also has evolved throughout history, from the days of shooting craps by rolling sheep



**KYCPG President RonSonLyn L Clark, Psy.D.**

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*'It is estimated that  
20 percent of  
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at some point.'*

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ankle bones to modern day casinos and more recently to gambling via internet, from the comfort of your home and pajamas at any time of the day or night. Spreading at a rapid pace are sports gambling, internet gambling sites, expansion of Historical Horse Racing in Kentucky, and the emergence of addiction to video gaming.

What has not been expanding at the same pace is the certification of gambling counselors in Kentucky. Herein lies the second goal of the Council, training and certification of gambling counselors. Originally in 1999, the first gambling training program yielded 13 certified counselors around the state. Since that time, we have lost some of these professionals. There currently are seven available and trained to treat the estimated 9,000 disordered gamblers, 51,000 problem gamblers, and 190,000 individuals at risk of developing a gambling problem or disorder.

We urgently need to increase this number of counselors again, and our goal for the Council is to have a certified gambler counselor in each of the community mental health centers (CMHCs) in the state. We believe this is an attainable goal, and we strive each year to bring state of the art, evidenced-based best practices to educate those seeking certification. The Council also seeks your advocacy help and that of elected officials to create parity so that commercial insurance companies will pay for the treatment of disordered gambling.

We are especially thankful for our partnership with the Department of Behavioral Health, Developmental and Intellectual Disabilities (DBHDID), in particular the contributions from the Prevention



# KYCPG Advocates for Problem Gamblers

Branch. Prevention has taken a seat on our Council and is assisting us in a joint application for monies from the National Football League, through the National Council on Problem Gambling (NCPG), to enhance efforts directed at young people about the dangers of gambling and about the risk factors of youth gambling and gaming.

Prevention directed at our youth is vital to combat the media attention now given to sports gambling, in particular. Rarely can you turn on the TV and not see a “superstar athlete” promoting sports gambling sites. This is a particularly dangerous message that is received as its okay to gamble, and you will be a winner like the superstar portrayed. While we do recognize increased efforts by these sites to also address responsible gambling, it pales in comparison to the more attractive messages of the fun side of gambling.

As a certified gambling counselor, I try hard to never miss an opportunity to mention the statistics around gambling and suicide. It is estimated that about

20 percent of disordered gamblers will attempt suicide at some point as their disease progresses. This is a shocking statistic and one, for those of us who are in the business of caring for others, we cannot ignore. Treatment, coupled with a self-help support group, is the best course of recovery for these individuals. For many years our Council has enjoyed a close relationship with Gamblers’ Anonymous, and we would like to take this time to recognize the importance of the role of GA in the recovery of the disordered gambler. Without this fellowship, many would be lost to us.

Our Council would like to acknowledge the many contributions by the gambling industry across the state. Without its support, our efforts would have to be cut back a great deal. Thank you to the Kentucky Lottery, Keeneland Race Course, Churchill Downs, Inc., Kentucky Downs/The Mint, the Red Mile/KRM Wagering, Ellis Park, and several casinos in neighboring states. Your support is very much appreciated.

Our conference is tasked with spreading the news about disordered gambling throughout Kentucky. We have had excellent leadership in our years of existence. This document is dedicated to the memory of two of those individuals who have obtained their final victory. Dr. Herbert “Bud” Newman, who was Council President for 15 years, and Caleb Cooley, a long time board member. Both have passed since our 20th anniversary. Their dedication and service cannot be measured. They were simply ***THE BEST***.

My time as President has been less than a year. I have been given big shoes to fill. My special thanks this year goes to Executive Director Mike Stone who has led and guided me in all tasks before me and has been my friend since my training in 1999. I look forward to leading the Council in the coming years as we continue to do great things and make an impact on the families and friends of those living with the disease of disordered gambling in Kentucky.

Sincerely,

***RonSonLyn Clark***

RonSonLyn S. Clark, Psy.D., LCADC-S, NCC, MAC,  
ICCG-II, BACC, CGT  
President KYCPG



**Herbert E. (Bud) Newman, Psy.D.  
KYCPG President 2006-2021**

# KYCPG from 1995 . . . a Brief History

The Kentucky Council on Problem Gambling (KYCPG) is a non-profit, 501(c)(3) charitable organization. It was founded in 1995 and incorporated as a Kentucky non-profit organization in 1996.

It began as the vision of Curtis L. Barrett, Ph.D., professor emeritus, University of Louisville. He saw in his teaching and practice that addicted gambling (then known as compulsive or pathological gambling) existed in Kentucky. Action was needed to raise awareness of the issue among the citizenry, with governments, and even inside the gambling industry, itself. With organizing donations from the Kentucky Lottery Corporation and Churchill Downs, Inc., KYCPG (then called the Kentucky Council on Compulsive Gambling) began to organize training conferences and develop awareness materials.

**THE PRINCIPLES THAT GUIDED** the selection of the first KYCPG Board remain in place today. It represents the community and those impacted by problem and addicted gambling: behavioral health counselors, academics, researchers, business people, government, clergy, the gambling industry, and

recovering addicted gamblers. Board members pledge to follow the neutrality principle to neither advocate for nor oppose legal gambling. It is an active Board, with members taking on roles and responsibilities to further the Council's vision and mission.

The American Psychiatric Association recognized gambling addiction as a pathological disorder in 1980. In the 2013 revision of the *Diagnostic and Statistical Manual of the Mental Disorders, Fifth Edition (DSM-5)* pathological gambling was renamed disordered gambling and reclassified under addictive disorders.

In 2001, KYCPG adopted its current name, and followed in 2002 by developing a vision, mission and series of strategic goals. Last updated in 2021, the vision is to be the focal point for problem gambling issues in the Commonwealth of Kentucky. **The mission is: to increase awareness of problem gambling, promote prevention and research, and advocate for the availability of treatment.**

Membership in the Kentucky Council on Problem Gambling shows concern for those who may develop a gambling problem or addiction. Membership is open to anyone who supports efforts to identify, educate and provide help. KYCPG's membership includes the state's gambling businesses and diverse individuals.

**PLEASE LET THE KENTUCKY** Council know whether any of its programs can be of use. The Council strives to create a partnership to serve those addicted to gambling and their families. Contact KYCPG Executive Director Michael R. Stone ([kmstone1951@gmail.com](mailto:kmstone1951@gmail.com), 502-223-1823) for information, or visit the Council's website: [www.kycpg.org](http://www.kycpg.org).

Kentucky does not have a publicly funded problem and addicted gambling education, prevention and treatment program like those existing in 40 other jurisdictions that legalize gambling, including all of Kentucky's border states. KYCPG is the source of awareness services for problem gambling until legislation establishes a program in Kentucky.

*Following are annual highlights of the projects in which the Kentucky Council on Problem Gambling has invested in an effort to fulfill its mission:*



**ACCEPTING** the first Arch L. Gleason Award for Responsible Gambling Leadership from KYCPG Founder and Professional Adviser Curtis L. Barrett, left, is Thomas Meeker, retired President and CEO of Churchill Downs, Inc. Meeker was an early champion of responsible gambling awareness and treatment of gambling addiction. Churchill Downs supported the start of KYCPG.



# KYCPG from 1995 . . . a Brief History

- From the onset, it was important to provide a public service for those seeking help or more information on problem gambling. With essential assistance from the Council on Compulsive Gambling of New Jersey and RiverValley Behavioral Health in Owensboro, Ky., the 1-800-GAMBLER (1-800-426-2537) helpline, provides crisis intervention and referral to treatment or self-assistance. With sponsorship support from the Kentucky Lottery, text and chat services were added in 2016. (Chat service is accessed through [www.rvbh.com](http://www.rvbh.com).)
- Also at the start, KYCPG initiated annual educational and awareness conferences to inform behavioral health professionals of screening and counseling protocols to help problem gamblers and their families, encourage behavioral health professionals to achieve certified gambler counselor status, explore problem and addicted gambling issues, and understand the complexities of the gambling experience. KYCPG presented its 25th annual conference in 2022.
- Early awareness outreach produced *"It's a Great Game,"* a 20-page booklet explaining problem and addicted gambling behavior written by KYCPG Professional Adviser Curtis L. Barrett, Ph.D., and KYCPG Board Member Don Clippinger, an award-winning thoroughbred reporter. Its message remains current today.
- 1997 -- KYCPG's first public awareness outreach promoted the highway billboard message that "Gambling Can Be Addictive" and the 1-800-GAMBLER (1-800-426-2537) helpline.
- 1998 -- KYCPG secured its first grant from the then Kentucky Division of Substance Abuse to provide the classroom instruction for gambler counselor certification; 85 attended the four-day program.
- 1999 -- KYCPG released its first mass distributed awareness brochure, "When It's More Than A Game."
- 2000 -- KYCPG added a fall educational and awareness conference, which in 2006 became the MidCentral Alliance on Problem Gambling Fall Conference. KYCPG helped form a consortium of the Indiana, Illinois, Michigan, Minnesota, Ohio, West Virginia and Wisconsin Councils. The first legislative attempt to establish a publicly funded problem and addicted gambling awareness and treatment program in Kentucky was introduced in the Kentucky General Assembly by Rep. Jack Coleman and numbered House Bill 711. It passed the House but there was no action in the Senate.
- 2001 -- KYCPG developed public outreach presentations to inform audiences about problem and addicted gambling. KYCPG obtained its first grant, from the Keeneland Foundation, to support outreach and awareness efforts.
- 2002 -- KYCPG organized a public forum to explore gambling in Kentucky. Held at the University of Louisville, it was videotaped and made available for public information. KYCPG presented its first test-prep workshop to prepare behavioral health counselors for the required test to achieve gambler counselor certification; 23 of 24 participants passed the exam. KYCPG developed and released its first strategic plan. KYCPG organized a coalition composed of the gambling industry, certified gambler counselors, and state agencies to promote Responsible Gaming Education Week (RGEW) in Kentucky the first week of August each year. RGEW promoted responsible gambling practices through media campaigns and

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*Call or Text for Help*  
**1-800-GAMBLER**

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statewide distribution of posters and rack cards annually through 2017.

- 2003 -- KYCPG was the host of the National Conference on Problem Gambling at the Hyatt Regency Hotel in Louisville. State Representative C.B. Embry introduced and achieved passage of the only problem gambling legislation adopted by the Kentucky General Assembly. The resolution led to Legislative Research Commission (LRC) Report 316, *Compulsive Gambling in Kentucky*, which documented 20,000 addicted gamblers in the state and suggested the need for more availability of treatment options for problem and addicted gamblers and their families. KYCPG followed the release of the LRC report with a Gambling Assistance Proposal (GAP) outlining the types of services needed and estimated costs over a five-year period.

# KYCPG from 1995 . . . a Brief History

- 2004 -- KYCPG began active participation in National Problem Gambling Awareness Week in March, which now is a month-long activity. KYCPG developed an outreach message for use in the state's Community Mental Health Centers. Working with the Kentucky Lottery Corporation, KYCPG adapted **Beat Addiction**, a cross-addiction awareness curriculum for use with middle school and early high school youth and marketed it statewide.
- 2005 -- The RGEW poster with the theme "Problem Gambling Crosses All Ages" became the first outreach through a partnership with the state's Family Resource and Youth Service Centers (FRYSCs).
- 2006 -- KYCPG Past-President Caleb Cooley serves as a member of the NCPG Board of Directors and is elected NCPG treasurer. The KYCPG Strategic Plan is updated. In cooperation with the Indiana Council on Problem Gambling, KYCPG creates and distributes a brochure targeting charitable gambling activities.
- 2007 -- Following release of the Kentucky Incentives for Prevention survey of youth at-risk behaviors, which for the first time included questions on gambling behavior, KYCPG organized a media event in the Capitol Rotunda to point out the lifetime rate of gambling by high school seniors was almost 50 percent, and 2 percent of those responding to the survey indicated their gambling was causing problems with school or at home.
- 2008 -- House Bill 137, introduced by Rep. Jim Wayne, to establish a problem and addicted gambling awareness and treatment program, passed the House Appropriation and Revenue Committee. The General Assembly adjourned before the bill could pass the House. KYCPG conducted a contest to develop an RGEW poster to raise awareness about gambling among college students.
- 2009 -- **Beat Addiction** was updated and rebranded as **Choices -- There Is ALWAYS A Right One!** Research was a focus of KYCPG projects with release of the *Challenge for Kentucky*, a report on the elements necessary for a comprehensive program to address problem and addicted gambling, and *Problem Gambling in Kentucky*, an analysis of survey data collected in the Fall 2008 by the University of Kentucky Survey Research Center. The analysis of the land-line telephone survey indicated in Kentucky there are 9,000 addicted gamblers, 51,000 problem gamblers, and 190,00 at risk of developing a gambling addiction.
- 2010 -- For RGEW, KYCPG worked with the Kentucky Lawyers' Assistance Program to present a one-day training at the state Capitol Annex for legislators and others on problem and addicted gambling. Working with the MidCentral Alliance on Problem Gambling, KYCPG created and released a poster, rack card and brochure on "Workplace Wagering" to advise business people and employee assistance professionals of the potential impact of gambling on the job.
- 2011 -- In cooperation with the Kentucky Department of Charitable Gaming, KYCPG produced and released a video to raise awareness of problem and addicted gambling behavior at bingo halls and other charitable gaming events. The strategic plan was updated for the second time.
- 2012 -- The Department of Charitable Gaming provided sponsorship support for the helpline services. RonSonLyn Clark, Psy.D., ICGC-II, Senior Director of Substance Abuse Services, River Valley Behavioral Health, Owensboro, was named KYCPG's Director of Education.
- 2013 -- KYCPG Research Committee Chair, Deacon Scott Hunt, Ph.D., applied for and secured a grant from the Louisville Institute to raise awareness of problem and addicted gambling among the charitable gaming operators of the Roman Catholic Diocese of Lexington. For RGEW, a simple, one-page website, [www.kygamblinghelp.org](http://www.kygamblinghelp.org), was created as an easy reference site for those seeking referrals to Gamblers Anonymous or counselors, or for more information on problem and addicted gambling. Nationally, the American Psychiatric Association released the fifth edition of the *Diagnostic and Statistical Manual of the Mental Disorders*, which reclassified and renamed pathological gambling as disordered gambling and listed it as an addictive behavior.
- 2014 -- The Kentucky Department of Behavioral Health, Developmental and Intellectual Disabilities (DBHDID) awarded KYCPG a grant to support the annual conference, counselor and prevention specialist training, and awareness material distribution.



# KYCPG from 1995 . . . a Brief History

- 2015 -- The charitable gaming awareness video was updated and broadened in scope. The annual educational and awareness conference focused on prevention concepts. KYCPG made available a computer data storage thumb drive with problem and addicted gambling reference material.
- 2016 -- KYCPG, with the support of the Kentucky Lottery Corporation, added text and chat services to the 1-800-GAMBER (1-800-426-2537) helpline. The strategic plan was updated for the third time.
- 2017 -- 20th Annual KYCPG Educational and Awareness Conference was held and saw the debut of the Arch L. Gleason Award for Responsible Gambling Leadership within the gambling industry. Gleason, the long-time president of the Kentucky Lottery, helped establish KYCPG and was an international leader in responsible gambling industry initiatives. The first recipient was retired Churchill Downs President Thomas Meeker, who also supported KYCPG's founding. KYCPG organized Kentucky RGEW for the last time with the theme, *"It's Not Just a Gambling Problem."* It highlighted the linkage of problem gambling and other addictive behaviors. KYCPG moved its responsible gaming messaging campaigns to National Problem Gambling Awareness Month (PGAM) in March. The website, [www.kycpg.org](http://www.kycpg.org) was redesigned and a new logo was adopted.
- 2018 -- Working with the Kentucky Lottery, the **Choices -- There ALWAYS Is a Right One!** addiction awareness curriculum was converted to digital format.
- 2019 -- KYCPG met with legislators to advocate for inclusion of a problem gambling program in sports gambling legislation and developed an Advocacy Briefing Book to explain the public health need for the program. KYCPG affirmed its partnership with the Kentucky Lottery on PGAM activities.
- 2020 -- KYCPG was saddened by the death of long-time President Herbert E. (Bud) Newman, Psy.D, CCGC, who guided the Council's actions for 15 years. KYCPG Treasurer Mike Townsend added interim president to his duties.
- 2021 -- The KYCPG annual conference focused on electronic gaming, broadening the Council's awareness messages to emphasize the related, addictive behavior associated with electronic game

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*'2008 survey indicated  
9,000 addicted  
gamblers in Kentucky'*

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- playing, particularly among vulnerable youth. RonSonLyn Clark, Psy.D., ICGC-II, was elected KYCPG President, adding to her duties as Director of Education and KYCPG's representative to the National Council on Problem Gambling (NCPG). KYCPG created a scholarship program to fund counselor participation in 30-hour training required for certified gambler counselor status. KYCPG was invited to join as a non-voting member of the National Association of Administrators of Disordered Gambling Services. The Kentucky General Assembly passed legislation amending the definition of pari-mutuel wagering to legalize Historical Horse Racing (HHR) betting machines. The change resulted in an increase in HHR gambling venues to as many as 15 by 2024. National sports betting on-line gambling company Draft Kings donated to KYCPG's responsible gambling awareness activities. A national survey reported that 78 percent of adult Kentuckians gamble. Due to the COVID-19 pandemic, KYCPG held a virtual conference.
- 2022 -- KYCPG's 25th annual conference was a combination in-person and virtual event focusing on the impact of expanded gambling on communities. In collaboration with DBHDID, KYCPG sought a grant from NCPG to expand prevention initiatives in the state. KYCPG updated its outreach exhibit and participated in the Kentucky Chamber of Commerce/ Kentucky Society of Human Resource Management Health and Welfare Conference. KYCPG participated with the Missouri Lottery's to update the **Choices** addiction awareness curriculum. KYCPG continued its advocacy for a publicly funded problem and addicted gambling education, prevention and treatment program.

# Why We Serve

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## Reflections on the Founding, Continuing Mission of KYCPG

*On the occasion of the 25th Annual KYCPG Educational and Awareness Conference, former and current KYCPG Board members were asked to tell their story of dedication and commitment to addressing problem and addicted gambling in Kentucky. They contribute their reflections on gambling, gambling disorder, and KYCPG's continuing effort to fulfill its mission to increase awareness of problem gambling, promote prevention and research, and advocate for the availability of treatment.*

### **From Dennis Boyd, KYCPG Founding Board Member, Past-President and Past-Treasurer**

I have been a board member of KYCPG since its inception, having become involved as the result of my employment with the University of Louisville Department of Psychiatry. The department saw an opportunity to involve its Addictions and Research programs, but opportunities were slow to develop. My involvement with the Council took on a more personal commitment.

I became more aware that gambling could be problematic for some individuals, and that opportunities to gamble, both legally and illegally, were rapidly growing. I also became aware that gambling was readily accessible to people of all ages, from teenagers to seniors, and was somewhat shocked to learn from my college-age sons that they had ready access to a bookie on campus and could bet sporting events without leaving their dorm.

Despite the growth in gambling opportunities, there were no federal or state funds available to support treatment for those experiencing problems from gambling, nor were there funds available to support education and research targeting prevention of gambling problems and addiction. Thus the role of the Kentucky Council became well defined as the primary force in assuring that education, treatment and research was made available.

Admittedly, it has been slow go for the 20-plus years the Council has been functioning, but there have been a number of successes: telephone/text crisis service has been made available on a 24/7 basis,

education programs were developed and presented to a number of groups of all ages, training has been sponsored resulting in the availability of a number of Certified Gambler Counselors, and lobbying efforts to gain state funding for services have been conducted each legislative session.

The Council's work has never been more important as gambling continues to grow and our resolve to successfully gain funding and assure that services are made available has never been stronger. Through the continued efforts of a dedicated Council and the strong and unwavering efforts of our executive director, success will be achieved.

### **From Jim Blackerby, KYCPG Founding Board Member**

Since a very young age, I was attracted to gambling activity. In my early 20s, my family sought help from psychiatrists and psychologists with no results. At that time, there was no help for the suffering compulsive (addicted) gambler. Gambling was taking a toll on my health and family.

In 1991, a fellow gambler shared with me that he had heard of an organization called Gamblers Anonymous and suggested that we go to a meeting. We went and practiced the suggestions of the group vigorously.

In 1992, I attended an GA convention and met Dr. Curtis Barrett. We became friends, and he observed that I was taking the GA program very seriously. Because of this, he asked me if I would be interested in serving on the Board of Kentucky Council on Compulsive (now Problem) Gambling. He explained the Board's mission was to make the public aware of this compulsion and hopefully to help the suffering gambler.

I agreed to serve, and along with the other members of the Board have tried to help the public, and the state government in particular, recognize that compulsive gambling is an addiction -- an addiction likened to drugs and alcohol -- an addiction that is a form mental illness. It can be treated if there is willingness and support.



# Why We Serve

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I personally have not found it necessary to make a wager for the last 30 years because of the support of Gamblers' Anonymous.

## **From Mike Townsend, KYCPG Treasurer**

My reflections of KYCPG predate my appointment to the board. I recall the first meeting with Mike Stone (KYCPG Executive Director) while I served as Director of the Division of Substance Abuse within the Cabinet for Health and Family Services.

Mike recounted the way problem gamblers became dependent of gambling activities. As he talked, I realized that he was describing almost an identical process that happened with those who become dependent on alcohol and drugs. As he described the effects on family members and loved ones, I noted the exact same dynamics seemed to appear in most families affected by drug and alcohol dependency. It was then I recognized that our programs (drug/alcohol and gambling disorders) had much in common from both a prevention, intervention and treatment perspective.

We agreed to partner in areas of training and counselor credentialing, as well as to focus on prevention strategies that addressed healthy strengthened-based approaches for young people.

Not long after I retired from state government, I was asked to serve on the KYCPG board. It was a good fit for me since I understood the dynamics of addiction and the most effective recovery strategies from my statewide career in the substance abuse treatment and prevention arena.

## **From RonSlyn Clark, Psy.D., ICGC-II, KYCPG President, Director of Education and Representative to the National Council on Problem Gambling (NCPG)**

I began my journey with KYCPG in 1998. I was working as the Alcohol and Drug Program Director at a spouse abuse shelter. By this time, I had been in substance use disorder (SUD) treatment programs for about 10 years. A flyer was sent to me advertising the first gambling training for counselors in Kentucky organized by KYCPG, which was held in Bardstown in 1999. I thought it sounded interesting, and I decided to go.

As soon as I got there, I felt like I was at home. I had found "my people." The conference opened my eyes to so many things that gambling had in common with

substance abuse. I really liked the presenters and found the KYCPG leaders to be very warm and approachable. I decided I wanted to know more about this topic and began to attend KYCPG's annual conferences and began pursuit of my certification.

I wanted to know more about gambling and its effects on women that I was seeing at the shelter. Many had been abused as a result of their partner's problems with gambling. I was able to obtain my certification in 2003 and to my knowledge was the first woman in Kentucky to accomplish this.

I continued to attend all the conferences (I think I have missed one since 1998) and was eventually asked to be a presenter. I began presenting all over the state of Kentucky during Responsible Gaming Education Week (RGEW) each year in August. I have traveled from east to west and north to south training and meeting a lot of great people while spreading information about disordered gambling. From this, I began to train other counselors at the Kentucky School for Alcohol and Drug Studies and have been a trainer at the MidCentral Alliance on Problem Gambling Conference a few times.

In 2010, the Council decided to create a position called Director of Education. The Board asked me to take this position and help with training and our conference planning. I still hold this position today. In 2018, Scott Hunt, Ph.D. (KYCPG Board member, KYCPG Research Committee chair, and Assistant Dean, Eastern Kentucky University School of Justice Studies) and I began a research project on incarcerated women and gambling. We were fortunate to have our research paper selected for presentation at the NCPG conference in Denver. A few years ago, I was hired part-time as a BACC (Board Approved Clinical Consultant) for the Indiana Problem Gambling Program where I train new counselors and also develop training curriculum.

In 2019, I was appointed to the IGCCB (International Gambling Counselor Certification Board) as well as being appointed as the Kentucky representative to the NCPG in 2020. Both of these opportunities have opened many doors for opportunities to bring to Kentucky. In 2021, I was elected as President of the Kentucky Council on Problem Gambling and continue to lead our efforts in the state with the help of our dedicated Board members. In 2021, I also became a CGT (Certified Gambling Trainer).

# Why We Serve

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I have enjoyed being a part of such a great program. Working with disordered gamblers and their families is truly rewarding. I love to teach others, and I feel my journey has been an awesome one. In the 24 years of my involvement with problem gambling treatment and training, I feel our state has come far. Our growth as a Council continues to make a positive impact on Kentuckians living with disordered gambling. I am proud to be a small part of that growth.

## **From Sara Westerman, KYCPG Secretary**

My connection to the Kentucky Council on Problem Gambling started when I became the representative from the Kentucky Lottery on KYCPG's Board of Directors. I quickly saw that the council's work really is being an advocate for problem gamblers. It's trying to make sure legislation includes funding for problem gambling awareness and treatment programs; helping counselors across the state receive the certifications needed to help addicted gamblers; and providing outreach to school counselors and other healthcare professionals of the council's mission.

## **From Chip Polston, KYCPG Board Member and Former NCPG Board Member**

In the early 1990s, I worked as broadcast news services manager for the University of Louisville. Part of my job was to crank out prepackaged TV news stories that were sent to a number of different stations around the country. I did hundreds and hundreds of these stories, but a few of them really stood out to me. One dealt with a program started by a professor in the Psychiatry and Behavioral Sciences Department at the University of Louisville School of Medicine.

The initiative was set up to help backside workers at Churchill Downs who had encountered a gambling problem. That researcher was Curt Barrett. I remember we did the interview on the backside of the track there, and I was struck by what an amazing program it was -- and how Dr. Barrett was personally invested in making sure these people got the help they needed.

That story stuck with me for many years, and when the chance to work with Dr. Barrett and the Kentucky Council was presented after I started my position at the Kentucky Lottery, I jumped at the

opportunity. I remember sitting at a small round table in my office with my then-coworker Nichelle Anthony and Council Executive Director Mike Stone, talking about what we would be able to do with the organization.

Never in a million years at that point could I have imagined the opportunities the Council would provide for me, including serving as Vice Chair of the NCPG Board. My work with the Kentucky Council has truly been one of the highlights of my career, and I'm confident that the work done by trailblazers such as Dr. Barrett and Dr. Bud Newman (the now deceased former KYCPG President) will make a difference for generations to come.

## **From Trish R. Candler, SHRM-SCP, RCC™, ChBC™, Former KYCPG Board Member**

I don't recall the exact date of the first connection to KYCPG. Cathy Rutter (of Churchill Downs) asked me to speak on a panel. I was so nervous, and she said I did great. From there, she and I were pretty connected on the work with the Council.

One of my last projects before leaving Churchill Downs was initiating and putting into action a new company-wide responsible wagering strategy. This strategy impacted 17 locations within the company. I trained over 1,500 full-time employees on the initiative, along with designing and producing materials to be displayed at the 17 locations. It was the first time that Churchill Downs had rolled out "in a box" everything that the facility needed to display the messages about responsible wagering, along with talking points and reminder cards for all employees. (I can still remember personally packing the boxes to be shipped to each location!)

Shortly after the roll out, we measured results with quarterly surveys. One would think the mutual tellers would be the hardest group to grasp the concept of responsible wagering when their job was to take the wagers. But introducing the human element, the ability to really connect with our customers and be aware of some of the warning signs, allowed them to be great ambassadors for the message. Soon after leaving Churchill Downs in 2004, I learned that the initiative received national recognition from the National Council on Problem Gambling. I was certainly grateful Cathy encouraged my participation, and that Tom Meeker (then

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Churchill Downs President and CEO) was a great supporter of KYCPG.

My aunt once asked me how I could work at a gambling organization? My response was simple -- I work with moms, dads, sons, daughters, brothers and sisters, and the ability to connect to another human being with empathy and compassion were needed no matter the industry. I certainly enjoyed my time working with the Council. Congratulations on the 25th Annual Conference!

## **From Tami May, Former KYCPG Board Member**

The Council on Problem Gambling became known to me for the first time when my father (Former KYCPG President and NCPG Treasurer Caleb Cooley) was struggling to recover from his own gambling addiction. He had been a gambler for years, something as a teenager I recognized, but didn't know how to help him.

I supported my father as he served time in jail for what he had done to protect his gambling habit and then watched him grow into a Gamblers Anonymous leader and activist of sorts. Eventually, he joined the Council on Problem Gambling, and I watched him serve in several areas.

I spent 20-plus years meeting him after GA meetings in Lexington, traveling with him to some of the conferences, and learning about his addiction. I was very close to my Dad, so it only made sense to me that after he passed in October 2018 that I should join the Council to help carry on his mission.

The Council was instrumental in my father's healing and in some ways mine, too. Upon joining, I quickly learned it was much harder to effect change than what I thought, and it took a lot more time. I was not able to stay on the Council Board due to my work commitments, but I hope my father is proud that I tried to carry on his mission just a little bit longer in the hopes that we get help to as many people as possible.

## **From Gerrimy Keiffer, KYCPG Board Member**

I have had the good fortune to be a Board member since 2019. Prior to that, I was a clinical triage specialist for the crisis lines for my local Community Mental Health Center (CMHC); which included the KYCPG and 1800-GAMBLER helplines. It was while

working with these groups that I began to develop a greater interest in how to reach them more effectively as well as which groups with these types of concerns may have been getting left by the wayside.

In the years since, I have been working and advocating for the recognition on gaming and more electronic-based addictions for consideration alongside our more traditional gambling issues. I am very thankful that I have been able to find a welcome and receptive audience with KYCPG for this.

## **From John Arnett, J.D., KYCPG Board Member**

I am a recovering gambling addict. Gambling has cost me my law career, good reputation and financial security. I never was interested in gambling until I was in my early 50s as I previously thought that playing cards or wagering on horses or any form of gambling was a waste of money.

In 1999, I went to an Indiana casino for the first time. I was a successful attorney, and my year had been incredibly prosperous. My favorite gaming device was slot machines, but I also tried my hand at three-card poker and blackjack. However, the slot machine could result in large jackpots if you were lucky and required no skill to play.

That first year, I won a large amount of money. That luck never repeated itself, and very progressively I became addicted. When I used all of the money available to me from my funds and credit cards, I turned to theft of client funds through my law practice. It took 14 years for me to hit rock bottom. Ultimately, I was prosecuted for my thefts. In 2015, I was sentenced to 10 years in prison, and I served three years of that sentence. It is unbelievable that a strong willed, reputable, Christian man could be destroyed by such an overpowering addiction. To this day, I cannot believe that I let it happen.

Fortunately, my wife and daughters did not abandon me and supported me when I became serious about recovery. I began to attend Gamblers Anonymous and sought therapy for my addiction and depression. My wife found a therapist in Louisville, Herbert (Bud) Newman, Psy.D. What a blessing to meet and be helped by such a skilled therapist! The late Dr. Newman was then president of KYCPG and suggested that I become a board member of the organization. In 2018, I met with



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Executive Director Michael R. Stone, and soon thereafter I was elected to the board.

It is said that “the Lord works in mysterious ways” and I am an example of that. I can no longer help someone as an attorney, but it is now my life’s work to make the public aware of gambling addiction. It is a progressive disorder, and it is imperative for one to seek help before it takes over your reason, judgment and destroys your life.

## **From Scott Hunt, Ph.D., KYCPG Board Member**

More than 15 years ago now, I found myself meeting with Mike Stone, executive director of the Council, at a Barnes and Noble to learn more about the Council’s work. What led to this meeting was my friend and colleague in the sociology department at the University of Kentucky, Dr. Bill Skinner, had served as the research arm of the council for several years and would no longer be able to do so because he had taken a position in Wisconsin. Bill had asked if I would consider helping out the Council: “they are good guys, doing good work, and they need a few numbers crunched now and again.” I agreed to look into it with Mike Stone.

I didn’t know what to expect. Personally, I gambled on very rare occasions – bets on football, an outing to the horse races, March Madness office pools, poker with friends. I had been to a casino. Once. Didn’t like it much. I had never known anyone who I would have identified as a problem gambler. Mike provided me with copies upon copies of the nature of problem gambling, the history of the council, and its efforts to raise awareness as well as to help those with gambling problems. Of particular importance, was the Helpline, about which the Council needed someone to crunch a few numbers.

I agreed to be considered for board membership. Once I was accepted to the board, I threw myself into a review of the clinical and scientific research on the matter. What I was reading seemed so incredulous. How could something like gambling get a hold of people so deeply and devastate their lives so thoroughly? I spent the better part of a year in the research, and I was deeply unsatisfied. I didn’t understand this subject at all.

I decided to get a better handle on things by attending a weekly open Gamblers’ Anonymous meeting in Lexington. I did that faithfully for a little over a year. After that time, I could not say that I understood the causes and nature of the problem. What I learned, though, was I didn’t have to have the clear understanding I sought. What I learned was the problem is real with real consequences. It was really at this point that I was committed to helping in whatever small way I could. I developed a class on crime and problem gambling, supervised a masters thesis on the Helpline, and chaired an undergraduate honors thesis on the topic. Deciding to help out some good guys, doing good work by crunching some numbers, was one of the best decisions I’ve ever made.

## **From Mike Stone, KYCPG Executive Director**

I was introduced to gambling early in life. My mother was horrified when I was three and the family went to Cahokia Downs, across from St. Louis in Illinois, for an evening at the races. I picked up some discarded racing forms and started hawking them to patrons around me. That’s what I saw the boys outside the track doing. Seemed like a good idea to make some money. Mom tried to return the money, but I still ended up with a few nickels.

My grandfather showed me how to play with dice when I was five, and by six I could take a deck of cards and arrange all the winning card combinations, from high card through royal flush. There were the usual double-or-nothing school age bets on free throws and such. It was just what we did.

On a college-age visit to Cahokia Downs, I confronted a new emotion. I knew my farm and athletic background would guide me to pick the winning horse. I was wrong, but I kept at it until my money was gone. I asked myself what had happened, and I realized I was facing a situation that made me very uncomfortable. I had been out of control. That was the last bet I made for 20 years until I sat in a neighborhood poker game. I found myself chasing losses again, except I didn’t know the term indicated a primary facet of a gambling problem until I became associated with the Kentucky Council on Problem Gambling a few years later.

I’ve not related my early gambling experiences before, but I was certainly supportive of KYCPG’s

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mission to raise awareness that problem gambling is a real mental health disorder and to work to increase options to help those with a gambling problem. I hope we've made a difference for some.

## **From Curtis L. Barrett, Ph.D., KYCPG Founder and Professional Adviser**

Because I am the recognized founder of KYCPG, my story has to be a bit different from what others may say. I will focus on how KYCPG came to be, when it did.

Almost simultaneously, Churchill Downs President and CEO Thomas Meeker and Board Chairman Warner Jones made the decision to establish Churchill Downs Incorporated (CDI), expanding the business beyond its long-time location at Fourth and Central, Louisville, Kentucky, AND Mr. Meeker began using the term "gamer" rather than "punter," which referred to those who gambled on horse racing, the traditional form of gambling at Churchill Downs. This reflected, as well, the apparent development of so-called racinos that was possibly underway in nearby Indiana.

At the time, I was a consultant on addictions for Churchill Downs. Meeker asked that I assist CDI in developing a program on gambling addiction for the company. I had some experience with racing industry operations, such as Kentucky to the front, which was attempting to establish casinos at Kentucky racetracks, to no avail.

My first task came very soon. CDI planned to establish a harness racing track near Indianapolis. The Indiana legislature had approved only harness racing for its state. Harness racing, without official wagering, had long been available in Indiana. Along with permitting wagering on Harness Races, the Indiana legislature approved a state-operated lottery. Prior to the completion of the racetrack, CDI proposed opening a satellite wagering facility in Fort Wayne, Indiana.

In Fort Wayne, there was very strong opposition to any gambling facility. The sheriff there was by far the strongest opponent, emphasizing his belief that both organized crime and gambling related crime would increase markedly if gambling came. Churches were mobilized against gambling. A group was developing a "council" to oppose gambling headed by a recovering

gambler whose very compelling story was widely publicized as a rationale for not approving a gambling facility in Fort Wayne under the "local option."

I went to Fort Wayne to make the point that CDI was aware of the issue and would develop a program to assist the community in responding to any problem. My orders were to make clear that support for this effort came from the very top of the organization, and that it already had made history by establishing the first (or second) program in the industry for addiction on the racetrack at Churchill Downs.

At Fort Wayne, I met representatives of all organizations that were opposing the establishment of the gambling facility. I emphasized my academic and clinical credentials in the addictions field. At that time, I had none in the gambling addiction field. Like most Clinical Psychologists, and other addiction professionals, I maintained that "addiction is addiction," and I had no doubt that what I knew was adequate to the task. I had a lot to learn. Before very long, I was severely humbled by gambling disorder.

I was also fortunate to have met Arnie Wexler and Ed Looney, of the New Jersey Council on Compulsive Gambling through a horse racing official at The Meadowlands who spoke at the conference on addictions that I ran for Jim Ryan, a racing industry benefactor. That gave me instant credibility with the organizers of "the council." I was in and so was CDI, at that point, with this faction.

The group that was forming a "council" invited me to serve on the "board" it was establishing, and on behalf of CDI, I gladly accepted a role. As the "board" was formed, however, it was decided that only Indiana residents should serve on it. Therefore, the board named me "Professional Advisor." Thus, before there was a KYCPG, I was on the founding "board" of what was to become the Indiana Council on Problem Gambling.

When I reported back to Tom Meeker, we agreed that CDI's credibility in Indiana, given the hostility I had met, was critical. For that, we needed to appoint a top-level manager to oversee what I was doing. Cathy Rutter, who was spearheading the development of CDI in all other respects, was appointed. She found the National Council on Compulsive Gambling, somehow, and scheduled us to attend its conference in Seattle. At the conference, we were

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greeted with great suspicion. The essential question was: “Why are racetrack folks attending our conference?”

We met many of the leaders of the gambling addiction field, such as Henry Lesieur and a newcomer who was truly a rising star, Sue Cox, of Texas. Sue knew nothing about gambling disorder, but she was an old timer when it came to advocacy. Sue had led the fight against establishing a lottery in Texas. When that fight failed, Sue established the TX Council on Problem and Compulsive Gambling. Cathy and I attended her workshop on how to found a “council.” The message, in her words, was literally: “Go home from here, get your wife and your dog, and found a Council.” Cathy and I took her advice.

When we tried to get started in Louisville, we contacted the person that Arnie Wexler recommended in Gambler’s Anonymous. We immediately ran into a true buzz saw. We were treated with great suspicion and, for all practical purposes, were shown the door.

I consulted with my friends Arnie and Ed, from New Jersey, and they set me up with an appointment with Jim B. This was Fortuitous! Jim, at that time, was arranging an annual, multi-state conference of Gamblers’ Anonymous, and he was quite sympathetic with the idea of a Kentucky Council much like the New Jersey Council that his friends Ed Looney and Arnie Wexler were leading. Jim invited me to speak at the event and present the ideas that I was developing about a “council on compulsive gambling.”

GA rules did not provide for participation, as speakers, by non-GA members. Therefore, Jim, always one of those people who can find a way to accomplish what he is committed to, scheduled a prolonged break at the conference so that I would not be speaking during

the actual GA meeting! That was how I was able to speak. I walked into a room full of gamblers: people with whom I thought I had nothing in common. But also a group that would probably make or break my effort to make sure that recovering gamblers were part of any “council” we might establish.

As a very experienced speaker, I was stunned when I went to the podium to speak and could not. I was mute. Tears poured out of my eyes. I could not understand why and was at the point of absolute panic. Only once before in my lifetime had I experienced such a thing. That had not turned out well.

It was at that moment a fact of my life came roaring to the surface. I realized that my beloved father, who died when I was 12 years old, was a compulsive gambler. Fact after undeniable fact presented themselves. When the roar that nobody else saw abated, I was able to speak. And, by all accounts, it went well. The assembled group, in a straw poll, endorsed what I was doing and named Jim B., as GA referred to him of course, to work with me.

That is how I went from paid consultant for Churchill Downs to a highly motivated advocate for prevention of gambling addiction and, when that failed, for expert treatment. The rest of the story about the founding of KYCPG, and my role in it, has been told elsewhere. All of that is true.

What I believe is there was a guiding hand that walked me through the first part of my journey knowing what was ahead. It was nothing like the work of the Greek God, Fortuna, who directs individuals, one way or the other, without any idea of where that will lead. My work on KYCPG, and as a gambling addiction professional, has never since lacked a purpose.



**KYCPG President RonSonLyn Clark, Psy.D., and Research Committee Chair Scott Hunt, Ph.D., presented on the impact of gambling among incarcerated women at the Daviess County Detention Center during 2019 National Conference on Problem Gambling in Denver.**





# Kentucky Council on Problem Gambling

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

[kmstone1951@gmail.com](mailto:kmstone1951@gmail.com); [www.kycpg.org](http://www.kycpg.org); [www.kygamblinghelp.org](http://www.kygamblinghelp.org)

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

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

## **KYCPG Strategic Plan**

Adopted by KYCPG Executive Board August 6, 2021

**VISION** -- *The Kentucky Council on Problem Gambling will be the focal point for problem gambling issues in the Commonwealth of Kentucky.*

**MISSION** -- *The Kentucky Council on Problem Gambling will increase awareness of problem gambling, promote prevention and research, and advocate for the availability of treatment.*

**GOAL 1** -- *Promote services for problem and addicted gamblers and their families.*

- ★ Objective 1: Continue efforts to increase the number of certified gambler counselors (CCGC) in Kentucky by interacting with potential partner organizations to increase awareness of the need for CCGCs among the professional counseling community.
- ★ Objective 2: Seek establishment of in-patient problem and addicted gambler treatment services at Kentucky behavioral health facilities by identifying potential providers/partnerships and pursuing networking with community mental health centers (CMHCs), all to meet American Society of Addiction Medicine (ASAM) level of care.
- ★ Objective 3: Pursue grants and contracts to fund counselor training and addiction treatment services.

**GOAL 2** -- *Advocate for legislation to establish a publicly funded problem and addicted gambling education, prevention and treatment program in Kentucky.*

- ★ Objective 1: Advocate with the Kentucky General Assembly and Executive Branch for need to provide services to address the public health issue of problem and addicted gambling.
- ★ Objective 2: Engage key shareholders to educate them about the need for problem and addicted gambling services.

**GOAL 3** -- *Pursue use of model prevention and awareness programs in Kentucky.*

- ★ Objective 1: Promote awareness by publicizing the availability informational outreach presentations and educational materials.
- ★ Objective 2: Reach out to the legal community to raise awareness of the impact of problem and addicted gambling on the criminal justice system and work to establish a gambling court.
- ★ Objective 3: Continue awareness efforts through National Problem Gambling Awareness Month in March, marketing of the **Choices** addiction awareness curriculum to schools and youth groups, and exhibiting with organizations and groups to further awareness and education about problem and addicted gambling.

## 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](http://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](http://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](mailto:kmstone1951@gmail.com).**

# KYCPG's Commitment to Awareness

*Beginning with the first educational and awareness conference on problem gambling, the Kentucky Council on Problem Gambling has maintained a commitment to raise awareness in Kentucky of problem and addicted gambling as a public health issue.*

## Helpline Update

In 2021, the 1-800-GAMBLER helpline received 594 contacts, of which 222 were provided a reportable service: referral to Gamblers' Anonymous, referral to counseling, or sending informational material on problem and addicted gambling.

Nineteen percent of the contacts were by text or chat, with the remainder received by phone. The contacts were 69 percent male and 31 percent female. All but 25 of those provided a reportable service were between ages 18 and 54.

The majority, 114 contacts, identified slots (including Historical Horse Racing) and casino games as their primary issue, with 84 noting the lottery, and 29 online gambling.

## Counselor Training

In addition to the annual educational and awareness conference, KYCPG seeks opportunities to enhance behavioral health counselor knowledge of problem and addicted gambling identification and treatment. It is hoped this effort will lead to more individuals becoming certified gambler counselors. KYCPG strives to inform counselors of the particular nuances of serving problem and addicted gamblers and their families.

In its 25th year, the annual educational and awareness conference has recorded more than 1,000 individual attendees. KYCPG shares among the Kentucky behavioral health community information about certified gambler training opportunities in other states, notably the Indiana Problem Gambler Assistance program through the University of Indiana.

In 2021, KYCPG secured funding in memory of Past-President Bud Newman to offer scholarships to counselors to participate in a 30-hour course required to obtain certified counselor status through the International Gambling Counselor Certification Board. More information on IGCCB certification can be found at <https://www.igccb.org>.

## Outreach

KYCPG, like many organizations, saw its public outreach efforts curtailed by the COVID-19 meeting protocols. KYCPG was not idle, continuing to issue media advisories with the assistance of the Kentucky Lottery Corporation.

KYCPG maintained and updated two websites: [www.kycpg.org](http://www.kycpg.org) is the Council's primary website providing information on the organization, its members, and its programs; [www.kygamblinghelp.org](http://www.kygamblinghelp.org) is a one-page site offering basic screening and self-help information on problem and addicted gambling.

During 2020-21, KYCPG re-invented its outreach exhibit and updated and reprinted its outreach materials, some of which are depicted on the following page. At this time, all these materials are available at no cost by e-mailing [kmstone1951@gmail.com](mailto:kmstone1951@gmail.com) or by mailing P.O. Box 4595, Frankfort, KY 40604-4595.

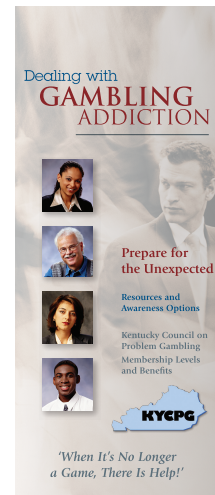
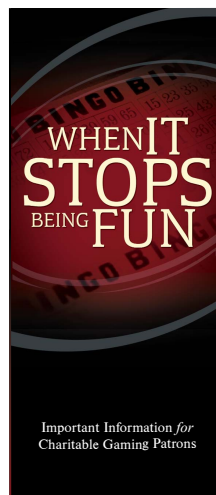
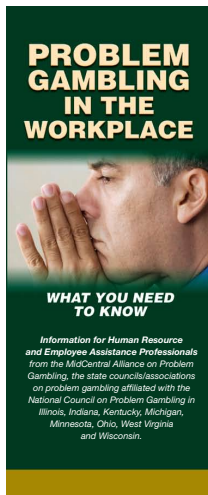
KYCPG is eager to participate in public outreach activities. A Council committee is developing a model problem gambling awareness event that can be presented by any concerned organization. It also is working with the Prevention Branch of the Department of Behavioral Health, Developmental and Intellectual Disabilities to obtain a grant from the National Council on Problem Gambling to enhance prevention of problem and addicted gambling.



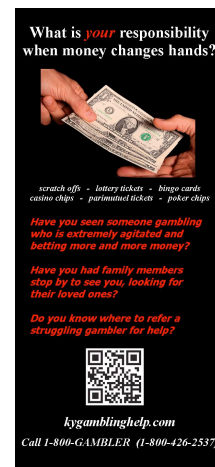
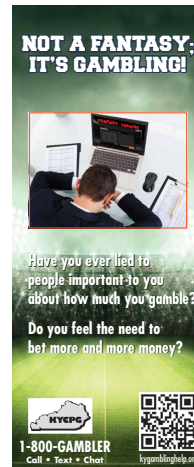
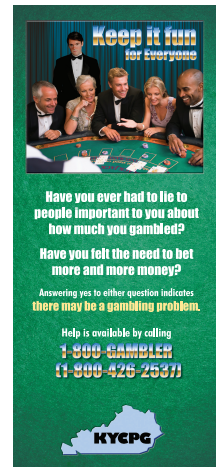
**KYCPG's outreach awareness exhibit is available for display at conferences and events to further education on responsible and problem gambling practices. Email [kmstone1951@gmail.com](mailto:kmstone1951@gmail.com) to schedule or inquire.**



## brochures



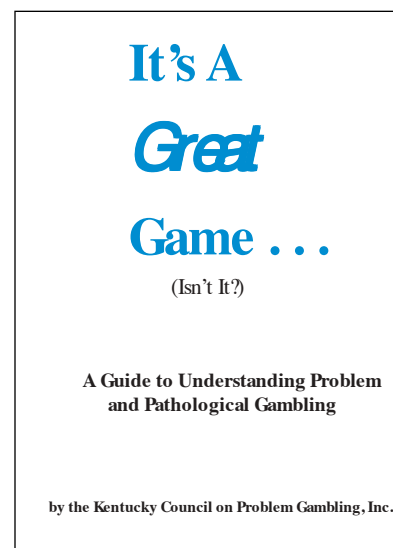
## rack cards



## poster



## booklet



# KYCPG Awards Honor Leadership, Service

The Kentucky Council on Problem Gambling's (KYCPG) awards program began in 1996 at the first education and awareness conference. The awards program strives to honor individuals and organizations for leadership and education that contributes to recognition, prevention and treatment of addicted gambling. In 2000, the Kentucky Council on Problem Gambling Board of Directors established four award categories:

- The Jim Cooke Leadership Award, named in honor of the first recipient, recognizes individual achievements,
- The Government/Education Award,
- The Industry Award,
- The Media Award, and
- The Arch Gleason Award for Responsible Gaming Leadership, which was established in 2016.

## Jim Cooke Leadership Award

The Jim Cooke Leadership Award is named for a founding member of the KYCPG, Louisville businessman, philanthropist and activist Jim Cooke. His example of selfless contribution to organizational success is embodied in the winners of the award, which is approved by the KYCPG Board of Directors. The award is given only in recognition of outstanding and long-term contributions to the field of problem and addicted gambling awareness and education. Previous recipients are:

- ★ Jim Cooke, 1999
- ★ Curtis L. Barrett, Ph.D., 2000
- ★ Jim Blackerby, 2001
- ★ Edward Looney, 2002
- ★ Caleb Cooley, 2003
- ★ Dennis Boyd, 2004
- ★ Kristine L. and Michael R. Stone, 2006
- ★ Joe Daniel, 2008
- ★ Chip Polston, 2012
- ★ Rev. Janet Jacobs, 2013
- ★ Mark Mason, 2015
- ★ Gayle DiCesare, 2016
- ★ Jerry Long, 2017
- ★ Herbert E. (Bud) Newman, Psy.D., 2019
- ★ Michael Townsend, 2022



**Accepting the Jim Cooke Leadership Award from KYCPG Executive Director Mike Stone, right, is KYCPG Treasurer Michael Townsend.**

## Government/Education Award

The KYCPG Government/Education Award recognizes outstanding contributions to raising awareness, compiling research, or furthering the provision of services to problem and addicted gamblers. Previous recipients are:

- ★ The University of Kentucky, 1999
- ★ Michael Townsend, 2000
- ★ Murray State University/Kern Alexander, Ph.D., 2002
- ★ The Honorable Jack L. Coleman, Jr., 2004
- ★ The Honorable C.B. Embry, Jr., 2005
- ★ Ed Monahan, 2011
- ★ Marty Hammons, 2012
- ★ Eastern Kentucky University College of Justice and Safety Professor Scott Hunt, 2016
- ★ RiverValley Behavioral Health Crisis Line Specialists, 2022

## Industry Award

The KYCPG Industry Award is presented to business entities or representatives of the gaming/gambling industry for contributions to raising awareness or providing customer education about problem and addicted gambling. Previous recipients are:

- ★ Churchill Downs, Inc., 1998
- ★ The Kentucky Lottery Corporation, 1999
- ★ Casino Aztar, 2000
- ★ The Kentucky Lottery Corporation, 2003
- ★ Caesars Indiana, 2004
- ★ Keeneland Association, Inc. 2005
- ★ Argosy Casino and Hotel, 2007
- ★ Turfway Park, 2011
- ★ Mark Mason, Hollywood Casino, 2013
- ★ Keeneland Association, Inc., 2016
- ★ Arch L. Gleason (posthumously), 2017

## Media Award

The KYCPG Media Award recognizes outstanding coverage or promotion of issues or projects related to problem and addicted gambling. Previous recipients are:

- ★ Lexington Herald-Leader, 2000
- ★ Grace Schneider, Louisville Courier-Journal, 2003
- ★ The Louisville Courier-Journal, 2005
- ★ Brian Ridgway, Lamar Advertising of Lexington, 2008
- ★ Jack Brammer, Lexington Herald-Leader, 2018
- ★ Patricia McQueen, Lottery Insights Magazine, 2022

## Arch L. Gleason Industry Award for Responsible Gambling Leadership

Arch L. Gleason was one of the first lottery directors in North America to recognize the need to help players struggling with gambling problems. For many years, problem gambling was the elephant in the room for gaming operations – no one wanted to talk about it, let alone acknowledge it.

Through Arch's actions, the issue came to the forefront of the industry not just in a state and national venue, but across the world, as well. As the 23-year president and CEO of the Kentucky Lottery Corporation, Gleason worked to establish the Kentucky Council on Problem Gambling (KYCPG), the state's National Council on Problem Gambling (NCPG) affiliate. He championed many initiatives for the cause through the North American Association of State and Provincial Lotteries (the trade organization for all North American lottery organizations) during his tenure.

Arch's crowning achievement in the field was his work to establish the World Lottery Association's responsible gambling certification program during his term as the group's president. This became the first-ever responsible gambling program implemented on a global basis, taking the cause into corners of the globe that had never previously addressed the issue.

The Gleason Award exists to recognize someone not only for their commitment to responsible gambling, but also – much like Arch – has demonstrated the ability to successfully manage a gaming enterprise in a socially responsible manner. Previous recipients are:

- ★ Thomas Meeker, President and CEO (retired), Churchill Downs, Inc., 2017
- ★ Alice D. Garland, Executive Director, North Carolina Education Lottery, 2018
- ★ Chip Polston, Senior Vice President of Communications, Public Relations and Social Responsibility, Kentucky Lottery Corporation, 2020
- ★ Gerald W. Beasley, Director of Human Resources and Compliance, Eldorado Resort Casino Shreveport, Louisiana, 2021



# A Message from KYCPG's Founder

**From Curtis L. Barrett, Ph.D., ABPP, CCGCII, BCC  
KYCPG Founder and Professional Adviser**

Looking back on what KYCPG has accomplished since it was founded, I feel great pride and satisfaction, but certainly no justification for gloating. In sports terms, KYCPG would be penalized for "excessive celebration" if we were to gloat.

On reflection, I believe that the first contribution that KYCPG can accept partial credit for is influencing both the horse racing industry (HRI) and the lottery Industry to recognize that gambling addiction existed and that the industries and governments that profited from gambling had a clear responsibility to do something about the problem.

Both industries had prospered while denying the very existence of gambling addiction. I was told, for example, that if I advocated recognition and treatment of gambling addiction I would be exuded from the HRI. Today, we can see both of these industries, and their derivatives, touting "responsible play" and "responsible wagering." There is even expansion into other sports and gambling venues now, as we see in the National Football League. Of course, many organizations including the National Council on Problem Gambling (NCPG), under the leadership of Keith Whyte, played their part in incredible accomplishments. But, here, we are speaking of what KYCPG aimed to do and accomplished.

**KYCPG HAD THE GOOD FORTUNE** to be making its case to outstanding leaders in their industry who accepted the ball, called their own numbers, and set a high standard for what should be done. We have recognized both of these leaders through KYCPG's Arch Gleason Award. Arch, who was taken from us tragically far to soon, established awareness and action in the U.S., Canada, and then the international lottery industry. When Arch began his work with KYCPG and the North American Association of State and Provincial Lotteries (NASPL), he had no model to follow other than ours. The results of what he, and his dedicated colleague, Chip Polston, accomplished are undeniable and a matter of record.

The recipient of the first Arch Gleason Award, Thomas (Tom) Meeker) of Churchill Downs, recognized not only the immediate need for the HRI to embrace

responsible wagering but also the need to prepare for the industry's coming expansion into "gaming." As his company expanded from Kentucky into California, Florida, Illinois and Indiana, the program developed at "Fourth and Central" went with it.

Responsible wagering programs were established at every racetrack, its outlets for simulcasting, and the developing racinos in the organization. In every case, a Churchill Downs-owned racetrack affiliated with the problem gambling council in that state. For me, as a consultant to Churchill Downs, Inc. (CDI), it was a very heady time. Because of corporate support, from Tom and his associate Cathy Rutter, every chief executive of a Churchill Downs-owned racetrack signed on without question. This "from the top" support became the model for other responsible wagering programs that the HRI developed, including that of TVG's pioneering program under the leadership of Churchill Downs-experienced Mark Wilson.

**IT IS A FACT THAT EVERY RACETRACK** responsible wagering program that has faltered gradually "dumbed down" the level of the organization's management that was responsible for the program. In some cases, I saw this progress from the top of the organization to a very overworked secretary who had bigger fish to fry. Priorities, we have seen, are maintained by the top or they cease to exist. That same principle applies to regulators such as legislators, gaming commissions and racing commissions.

For both the HRI and the lottery industry, it is fair to ask how well the responsible play and responsible wagering programs have done since these visionary pioneers left the scene. For certain, KYCPG has been challenged to keep the programs in Kentucky alive and well.

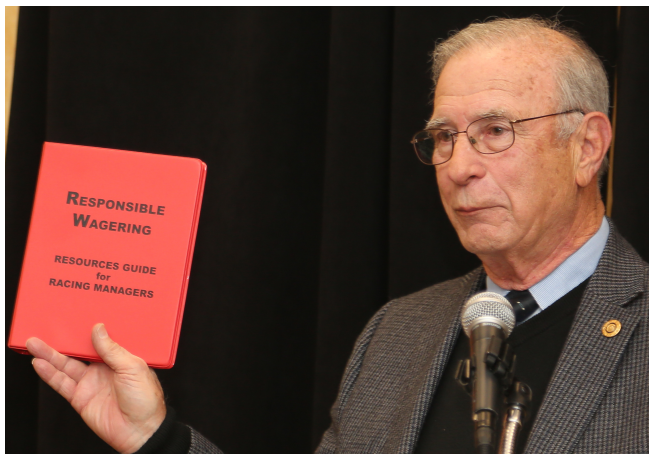
The above reflects the founding attitude of KYCPG. At every turn, we have followed the same principles that we touted for others. Underlying all of this was unquestionable Integrity. In particular, KYCPG has never backed away from the reality of gambling addiction, its prevention, and its treatment. All too often, the gambling industry has seemed to say that its interests required minimizing the true harm of gambling addiction in service of meeting financial goals placed on it by government in exchange for enabling

# A Message from KYCPG's Founder

legislation. KYCPG has always opposed this view. In addition, there is never a substitute for truth.

On reflection, it remains my opinion that the nature of gambling addiction has never changed. As the late Wayne Oates, author of *Confessions of a Workaholic*, said many years ago, gambling addiction is a biological, psychological, sociological and spiritual disorder (BioPsychoSocioSpiritual) in its very nature. Prevention and treatment programs must address every aspect of this disorder if they are to be effective.

**SINCE OATES' FORMULATION**, there have been enormous strides in understanding the biology of gambling addiction. For example, see the work of Kevin T. McCauley, M.D. in his invaluable video *Pleasure Unwoven*. KYCPG regularly has state of the art presenters who keep our attendees up to date about



**KYCPG Founder and Professional Advisor Curtis L. Barrett, Ph.D., displays one of the first publications to document responsible wagering best practices developed in KYCPG's first years of existence.**

developments in the biological (medical) aspects of gambling addiction. We attract the best, frankly, because they respect what we do and not because we offer huge honoraria to attract them. That is a great source of pride for KYCPG. It does not happen accidentally.

The less medical methods of education, Motivational Interviewing (MI) and Cognitive Behavioral Therapy (CBT) are routinely a part of our training for counselors. These methods are being subjected to rigorous research; and therefore, KYCPG's educational programs feature presenters who are at the top of their game. Again, we attract them because of what we are.

KYCPG provided the fertile ground for developing Janet Jacobs, D.Min.'s innovative program for gambling counselors from the ministry. Today, this is an internationally recognized credential for clergy. Once again, KYCPG was fortunate to work with a leader who took the ball and ran with it, exploiting every opportunity that was opened to her. She has continued her work with the problem gambling community's only certification board following the tragic death of a strong supporter of KYCPG, Jeff Beck.

As should be obvious, KYCPG attends to, and expands, all aspects of Dr. Oates' formulation. Donning such things is in KYCPG's DNA, so to speak.

The self-help methods of such organizations as Gamblers Anonymous are growing but are still far less extensive than those dealing with alcoholism. KYCPG's vision in this regard has been unique. From its founding, KYCPG has included GA members in its leadership. GA members, despite the zeal of their recovery, have had the same mandate as every other member of the Board of Directors -- they represent the interest of suffering gamblers not their organizations. Their role is to bring the best their organizations have to benefit the suffering gambler through KYCPG.

**KYCPG IS QUITE HUMBLER** not only by its past but by the future it faces. Although the nature of gambling addiction has not changed, the magnitude of the problem due to gambling expansion and innovation far exceeds what existed when we started. And clearly, there is much more to come. Perhaps the greatest challenge of all is persuading the Kentucky legislature to dedicate precious financial resources, from expanded gambling venues, to gambling addiction efforts.

KYCPG will continue to do what it always has done in education, prevention and leadership. In addition, it must adapt, right away, to the challenge of a new phenomenon -- gaming addiction. For those of us who are long of tooth, this is a challenge that we know must be met by those who are much younger, and greener, than we are. Our newly elected President, Dr. Ronsonlyn Clark, and new Board member Gerrimy Kiefer are spearheading this new emphasis, but they will need more help. Our Board will be challenged to provide what they need, but past experience predicts that, somehow, it will.

**As always, STAY TUNED.**

# Kentucky Is a Gambling State

Since its earliest days, KYCPG has advocated for public funding from gambling revenue received by the Commonwealth of Kentucky for a problem and addicted gambling education, prevention and treatment program. The Council's position holds it is a responsibility of those who profit from an activity that can be addictive to provide prevention messages to mitigate problems and treatment options for those suffer from a gambling disorder.

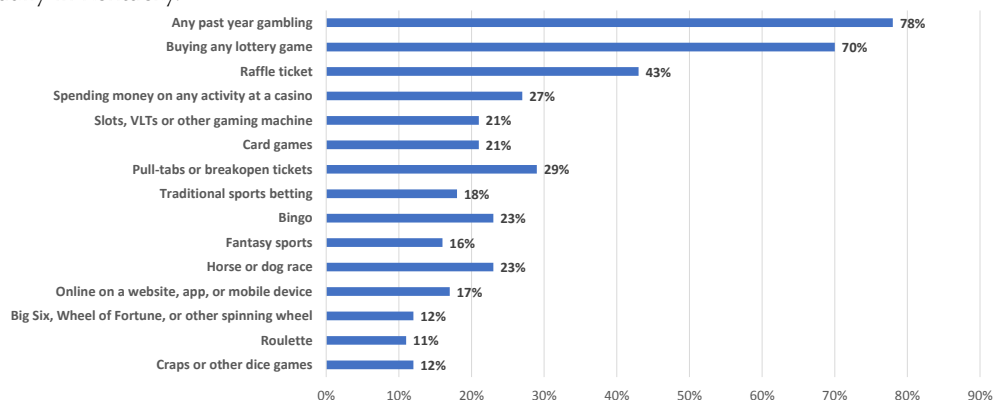
KYCPG's position is supported by surveys that indicate the scope of the problem and the extent of gambling in the state. More than 250,000 Kentuckians may have or be at risk of a gambling problem. As shown below, three-fourths of Kentuckians gamble in some form. Availability is one of the main risk factors for gambling disorder.

In November 2018, the National Council on Problem Gambling (NCPG) commissioned IPSOS to conduct a national survey on gambling attitudes and experience. Included in the survey were 500 Kentucky adults creating data specific to Kentucky with an error margin of +/-5 percent.

The NCPG/IPSOS survey was about adult gambling behavior, but we also know from the Kentucky Incentives for Prevention (KIP) survey conducted by REACH of Louisville, Inc., of approximately 120,000 Kentucky 6th, 8th, 10th and 12th grade public school students that **in 2018 26.6 percent of 12th graders have gambled in their lifetimes, and 1.9 percent report their gambling has caused financial or personal problems**, which is a criterion for gambling addiction.

Problem and addicted gambling is a public health concern affecting the Commonwealth of Kentucky. The Kentucky Council on Problem Gambling (KYCPG) advocates for the Kentucky General Assembly to establish a publicly funded problem and addicted gambling education and treatment program, which can be implemented through existing programs under the Department of Behavioral Health, Developmental and Intellectual Disabilities and can be funded by less than one-half of 1 percent of the more than \$250 million (and growing) in revenue the state receives from the more than \$2 billion in legal gambling that takes place annually in Kentucky.

## Three-Fourths of Kentucky Adults Gambled Last Year



NGAGE Report – Kentucky

June, 2019

- ★ **Sports betters favored four sports for betting: professional football and basketball and college football and basketball.**
- ★ **74 percent agree gambling addiction is a lot like drug or alcohol addiction.**
- ★ **62 percent indicated legal sports betting operators should implement responsible gambling programs.**
- ★ **54 percent agree that revenue from legal sports betting should fund education and treatment for problem and addicted gambling.**
- ★ **37 percent indicated gambling treatment was available in their community.**
- ★ **34 percent indicated they would know where to get help for someone with a gambling problem.**



# KYCPG Unfinished Business: Advocacy

2022 marks the 22nd consecutive year the Kentucky Council on Problem Gambling (KYCPG) asked the Kentucky General Assembly to meet its responsibility to the citizens of the state whose gambling addiction is attributable to gambling approved by the state. It was the 22nd consecutive year the effort was rejected by the state legislature, specifically the Senate.

KYCPG believes it is incumbent on those who profit from a potentially addictive behavior to provide

services to guide recovery and to prevent further problems. As legal gambling continues to expand in the state, the Commonwealth will profit from about \$300 million annually in revenue from legal gambling.

Funds exist to meet the ethical responsibility and establish a publicly funded problem and addicted gambling education, prevention and treatment program run by the state Department of Behavioral Health, Developmental and Intellectual Disabilities (DBHDID).

## A Tribute to Arch L. Gleason



The Jim Cooke Leadership Award, KYCPG's highest honor, was presented posthumously in 2017 to Arch L. Gleason in recognition of his seminal work to bring responsible gambling awareness and practices to the worldwide lottery industry. Accepting the award in Mr. Gleason's memory was his widow and children. The long-time President and CEO of the Kentucky Lottery Corporation died unexpectedly in 2016. Mr. Gleason was instrumental in the efforts to start the Kentucky Council on Compulsive Gambling, now known as the Kentucky Council on Problem Gambling in the mid 1990's. The lottery achieved record sales under his administration, but he expressed a philosophy that if just one person developed a gambling problem or addiction due to playing the lottery, the corporation has a social and moral responsibility to help. Under his leadership, the Kentucky Lottery's vendor reward program could not achieve its maximum return without promoting responsible play. The Lottery promoted the "Not 18, No Way, No Play" message to discourage underage gambling, and it adapted a Missouri Lottery addiction awareness curriculum to Kentucky that KYCPG markets today as *Choices -- There Is Always a Right One!*

# Gambling Can Be Addictive!

If you or someone you know has a gambling problem, please call or text 1-800-GAMBLER (1-800-426-2537). All calls are toll-free and confidential. You also can chat with a counselor by going to the [www.kygamblinghelp.org](http://www.kygamblinghelp.org) or [www.kycpg.org](http://www.kycpg.org) websites and clicking on the “in crisis” tab.

Trained telephone counselors at River Valley Behavioral Health in Owensboro, Kentucky, are available 24-hours per day, 7-days per week to provide:

- ➔ Referral to Gamblers Anonymous;
- ➔ Referral to Certified Compulsive Gambler Counselors;
- ➔ Distribution of Brochures, Booklets And Papers Offering More Details on Problem and Compulsive Gambling; or
- ➔ Crisis Response.

## Know the Warning Signs

If you or someone you know believes there may be a gambling problem or addiction, the Cambridge Health Alliance Division on Addictions, which is affiliated with Harvard Medical School, advises asking yourself these three questions:

1. **During the past 12 months, have you become restless, irritable, or anxious when trying to stop/cut down on gambling?**
2. **During the past 12 months, have you tried to keep your family or friends from knowing how much you gambled?**
3. **During the past 12 months did you have such financial trouble as a result of your gambling that you had to get help with living expenses from family, friends or welfare?**

If the answer to any of these questions is “yes,” help may be needed.

## Gamble Responsibly

How can someone gamble responsibly? Before gambling, ask yourself the following three questions.

- ✓ **WHETHER** you should gamble, knowing that losing is likely, that you cannot control chance, and that it doesn’t interfere with other responsibilities?
- ✓ **WHEN** is it appropriate to gamble, understanding that gambling is not a healthful way to deal with emotions or stress?
- ✓ **HOW MUCH** money and time can you gamble, recognizing gambling is entertainment and not an essential expenditure of time or money?

### **DURING GAMBLING:**

- Keep track of preset time and money limits.
- Take frequent breaks.
- Avoid the ATM or other sources of money or credit.

Following these guidelines can help prevent a gambling problem.

## When It’s More Than a Game – There Is Help!

[www.kycpg.org](http://www.kycpg.org) is the official website of the Kentucky Council on Problem Gambling (KYCPG). For more information, please contact KYCPG at [kmstone1951@gmail.com](mailto:kmstone1951@gmail.com) or call 502-223-1823.

Imagine if everyone in  
**Lexington** had a  
gambling problem.  
Would you be concerned?

That's how many  
**Kentuckians** have or  
may develop a gambling  
problem.

-based on 2008 survey conducted for the Kentucky Council on Problem  
Gambling (KYCPG) by the University of Kentucky Survey Research Center

If you or someone you know may have a gambling problem, please call or text :

**1-800-GAMBLER**

**1-800-426-2537**

Chat services also are available at [www.kycpg.org](http://www.kycpg.org)



KENTUCKY COUNCIL  
on PROBLEM GAMBLING