

Commonwealth of Pennsylvania

Compulsive and
Problem Gambling
Annual Report

2013



Dear Members of the General Assembly:

Legalized gambling is one of the fastest growing industries in the United States. For most of the industry's patrons, gambling is a form of harmless entertainment; however, it can create devastating consequences for those who become unable to control their addiction.

The Department of Drug and Alcohol Programs ("Department") is pleased to present the *2013 Compulsive and Problem Gambling Annual Report* to the Governor and the members of the General Assembly on the impact of the programs funded by the Compulsive and Problem Gambling Treatment Fund. You may also access this document electronically by visiting <http://www.ddap.pa.gov/gamblingaddiction> and clicking on the link for our **2013 Compulsive and Problem Gambling Annual Report**.

Please feel free to contact me if you have any questions. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Gary Tennis". The signature is written in a cursive, flowing style.

Gary Tennis
Secretary
Pennsylvania Department of Drug and Alcohol Programs

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MISSION

The mission of the Compulsive and Problem Gambling Program is to increase public awareness of services available for problem and compulsive gamblers and their family members, ensure the widespread availability of treatment programs for problem and compulsive gamblers and their families, and implement problem gambling prevention programs based upon findings throughout Pennsylvania.

EXECUTIVE SUMMARY

- The Pennsylvania Gaming Control Board was established in 2004 with the passage of Act 71, also known as the Race Horse Development and Gaming Act. Pennsylvania's first new state agency in nearly 30 years, the Gaming Control Board is tasked to oversee all aspects of the state's casino industry.
- The Problem Gambling Consortium was convened in 2006 as a method to work in concert with other state agencies involved in gaming, including the Pennsylvania Lottery, and the Pennsylvania Gaming Control Board (PGCB). Other agencies have been added to include the Pennsylvania Behavioral Health and Aging Coalition, Pennsylvania Commission on Crime and Delinquency (PCCD) and the Council on Compulsive Gambling of Pennsylvania (CCGP).
- As stated in Act 2010-01, the sum of \$2 million or an amount equal to .002 multiplied by the total gross terminal revenue of all active and operating licensed gaming entities (whichever is greater), shall be transferred annually into the Compulsive and Problem Gambling Treatment Fund for the compulsive and problem gambling program.
- Act 2010-01 also created a requirement to annually transfer \$3 million from the State Gaming Fund to be used to provide drug and alcohol addiction treatment services, including treatment for drug and alcohol addiction related to compulsive and problem gambling.
- The problem gambling helpline employs professionally-trained operators to take calls 24 hours a day, seven days a week, in a free and confidential manner; calls can be answered in English, Spanish and more than 60 other languages utilizing the American Telephone and Telegraph (AT&T) language service.
- In 2013, the Department launched a statewide radio and TV public service announcement (PSA) campaign. Accompanying highlights of the campaign included billboards, web banners, gas pump toppers, print advertisements, ATM receipts and poster panels.
- The Department continues to provide problem gambling training through on-site training events, as well as through the Department's specialized training initiative (i.e., addressing a statewide need or new initiative). During State Fiscal Year (SFY) 2012- 2013 there were 27 trainings held and 435 people completed problem gambling training courses.

- A 162% increase in a mental health problem being a precipitating event was reported in the SFY 2012-13 helpline data as compared to the prior year.
- SFY 2012-13 saw a 39.2% increase in admissions to problem gambling treatment over the previous fiscal year.
- SFY 2012-13 had 14% more males seek problem gambling treatment than women. This is opposite from SFY 2011-12, as 8% more women sought treatment over men.
- During SFY 2012-13 48% of statewide problem gambling treatment admissions came from Allegheny and Philadelphia counties collectively.
- A 37% increase in slots as a preferred method of gambling was seen in SFY 2012-13 as compared to prior year.
- Over the prior fiscal year, an improvement in the quality of services provided is evident based upon the findings below:
 - A 12% increase over the previous fiscal year was seen in discharged clients who reduced their gambling or were no longer gambling.
 - A 7% decrease over the previous fiscal year in the number of those clients not completing any goals while in treatment was reported.
- The SFY 2012-13 Problem Gambling Funding Initiative awarded 37 SCAs a total of \$6,678,651.
- In the 12-month period that ended June 30, 2013, slot machine revenue was \$2,428,840,653 from the 11 PA casinos, a drop of 1.94% from the \$2,476,775,316 generated from slot machines during the 2011-2012 Fiscal Year.
- Despite a drop of nearly 2%, gross revenue from the play of slot machines topped \$2.4 billion for the second straight Fiscal Year.
- The average number of operating slot machines as of June 2013 at the 11 casinos was 26,005 compared to 26,785 in June 2012.
- Revenue from table games play at 11 Pennsylvania casinos was \$59.5 million in June 2013 a 4.2% increase in revenue from table games during June of this year compared to June of 2012.
- The June figure boosted total table games revenue during the 2012-13 Fiscal Year to just over \$713 million, an increase of 7.4% over the previous state Fiscal Year. Total tax revenue from table games during Fiscal Year 2012-13 was \$103 million.
- When combining slot machines and table games revenue generated in 2012-13, total casino gaming revenue was \$3,141,938,960 which closely matched the total casino gaming revenue in the 2011-12 Fiscal Year of \$3,140,629,989 (Pennsylvania Gaming Control Board, 2013).

- Combined tax revenue from slot machines and table games for the 2012-2013 Fiscal Year was \$1,411,551,329, resulting from approximate slot machines tax revenue of 55% of total slot gaming revenue, and from approximate table games tax revenue of 14% of total table games revenue (Pennsylvania Gaming Control Board, 2013).

COMPULSIVE AND PROBLEM GAMBLING TREATMENT FUND OVERVIEW

The Department of Health developed and now the Department of Drug and Alcohol Programs implements a comprehensive, coordinated and effective compulsive and problem gambling program for the commonwealth. As stated in Act 2010-01, the sum of \$2 million or an amount equal to .002 multiplied by the total gross terminal revenue of all active and operating licensed gaming entities (whichever is greater), shall be transferred annually into the Compulsive and Problem Gambling Treatment Fund for the compulsive and problem gambling program.

From these funds, the Department annually distributes 50 percent of the monies to the Single County Authorities (SCA) to be expended solely for problem gambling needs assessment, prevention programs, outreach, educational programs, and other Department approved services.

Additionally, Act 2010-01 created a requirement to transfer \$3 million annually from the State Gaming Fund for treatment. Specifically, the full amount of these funds are allocated to the SCAs solely for financing drug and alcohol addiction assessments, including drug and alcohol addiction assessments associated or related to compulsive and problem gambling, as well as for the related addiction treatment in non-hospital residential detoxification facilities, non-hospital residential rehabilitation facilities and halfway houses licensed by the Department to provide addiction treatment.

Pursuant to Act 2010-01, an annual report to the Governor and members of the General Assembly on data and progress of activities associated with these funds is required.

DRUG AND ALCOHOL TREATMENT

Act 2010-01 created a requirement to transfer dollars in the amount of \$3 million annually from the State Gaming Fund for treatment. The full amount of these funds is allocated to the SCAs solely for financing drug and alcohol addiction assessments, including drug and alcohol addiction assessments associated or related to compulsive and problem gambling, as well as for the related addiction treatment in non-hospital residential detoxification facilities, non-hospital residential rehabilitation facilities and halfway houses licensed by the Department to provide addiction treatment services. The number of Adult and Adolescent clients receiving services courtesy of the \$3 million transfer from the State Gaming Fund can be found in the Supplemental Program Activity/Expenditure Report. See **Appendix A** for a detailed listing of each SCA's expenditure.

SUPPLEMENTAL PROGRAM ACTIVITY/EXPENDITURE REPORT

Reporting Period: 7/1/12 to 6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adolescent Clients</u>	<u>Expenditures</u>
88A Assessments	5,001	35	\$ 508,856
82A Inpatient Non-Hospital Detoxification	797	3	\$ 679,336
82B Inpatient Non- Hospital Short-Term Rehab	543	6	\$1,325,017
82B Inpatient Non-Hospital Long-Term Rehab	18	0	\$ 58,369
82B Inpatient Non-Hospital Co-occurring Rehab	111	0	\$ 322,949
82C Halfway House	42	0	\$ 105,413
Grand Total Expenditures	6,512	44	\$2,999,940

HELPLINE

The Department contracts with the Council on Compulsive Gambling of Pennsylvania (CCGP) to administer the Pennsylvania Gambling Helpline. Calls can be answered in English, Spanish and more than 60 other languages utilizing the American Telephone and Telegraph (AT&T) language service. The helpline provides crisis counseling and referral services to problem and compulsive gamblers and their families who may be experiencing difficulty as a result of problem or compulsive gambling. The helpline employs professionally-trained operators to take calls 24 hours a day, seven days a week, in a free and confidential manner. The operators collect as much data from each caller as the context of the call allows. Each call is assessed for the most appropriate referral information, and the caller is given names, phone numbers, descriptors, etc., for the resources being suggested.

Helpline resources include referrals to Pennsylvania gambling treatment providers and Gamblers Anonymous (GA) and Gam-Anon meetings. The helpline is also able to provide GA and Gam-Anon meeting information for New Jersey, Ohio, New York, West Virginia and Maryland that may be helpful and convenient for each caller. These meeting lists are updated no less than quarterly and often on a per change basis, meaning that as soon as the CCGP becomes aware of a change in meeting schedule(s), an update is sent to the helpline. Pennsylvania gambling treatment providers are licensed/certified behavioral health care specialists (psychiatrists, psychologists, social workers, counselors, etc.).

A small sample of test calls was made by the Department, and on each occasion, our test caller was treated with respect, sensitivity, professionalism and kindness. Each operator went an extra step or more to be of assistance. All of the test callers were given correct and current referral information for GA meetings, counseling and types of available services. The Gambling Helpline Information on the following charts (Figure A through Figure H below) reflects values over a 12-month span (July 1, 2012 through June 30, 2013).

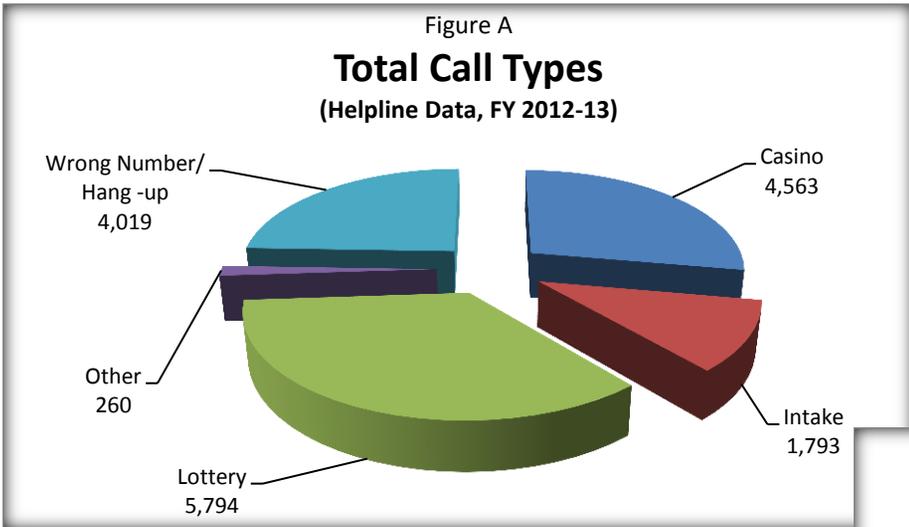


Figure A, left, identifies the total of all call types. Incoming calls to the helpline are identified and recorded in one of five categories. Calls pertaining to “Intake” identify callers seeking treatment, or general questions regarding the treatment process. Chart A through Chart H will reflect calls from the “Intake” category.

Figure B displays the *precipitating event* of the caller who contacted the Gambling Helpline. At right, you will see a breakdown of each problem that resulted from gambling. Some callers identified more than one event.

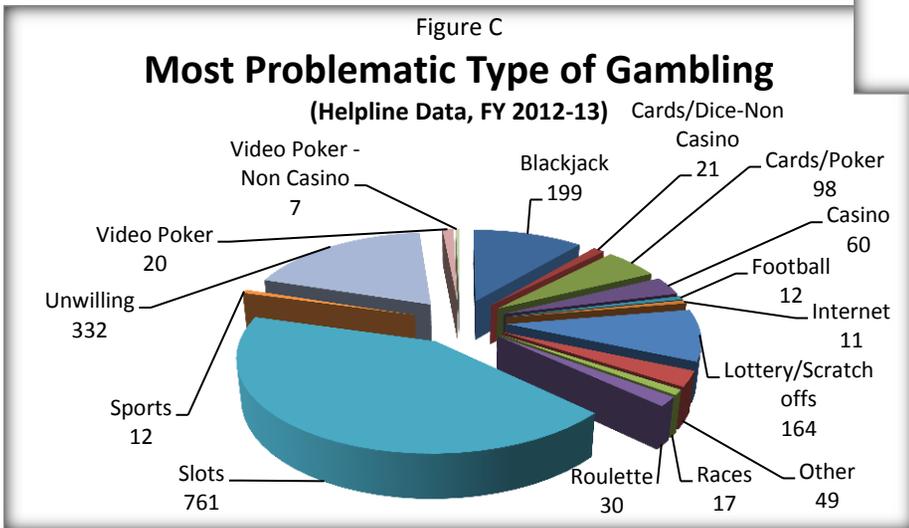
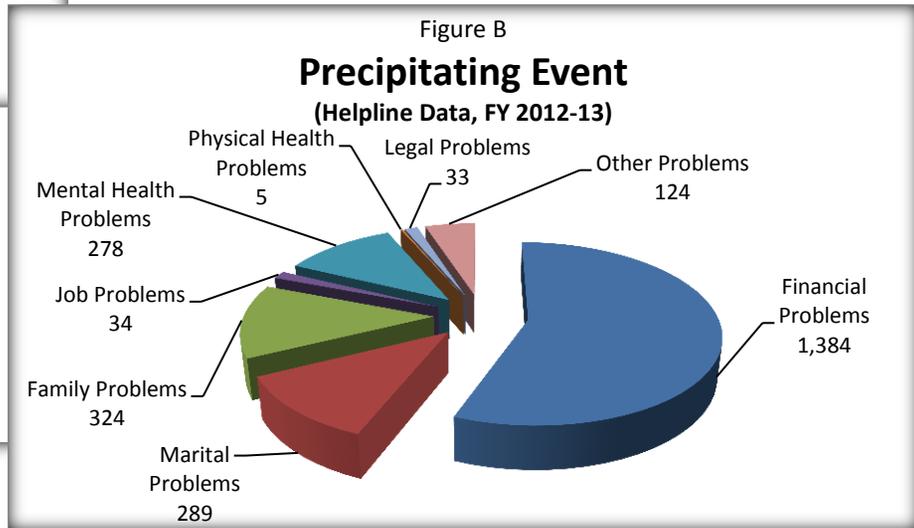


Figure C, at left, displays the *most problematic type of gaming*. This data is gathered to identify games of preference. The majority of helpline callers identified slot machines as being most problematic.

Figure D

Age Group of Gambler (Helpline Data, FY 2012-13)

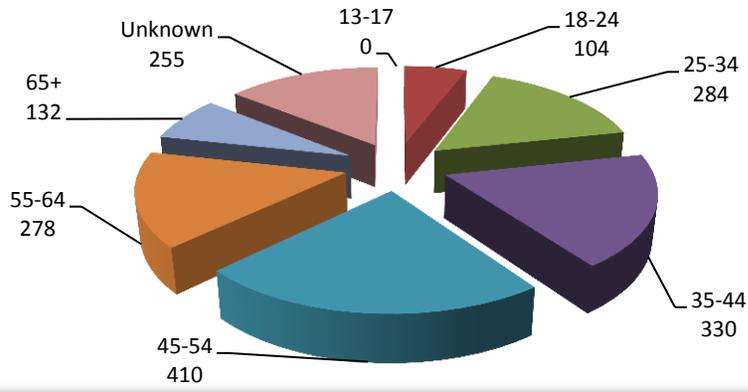


Figure D, left, displays the *age group* of the gambler. The top value is a breakdown of each age group, with the number of calls taken noted below.

Figure E, right, breaks down the *other problems identified*. The possibility of skewed data exists due to the caller being able to answer “yes” to more than one question. In some cases, the caller may not present other problems.

Figure E

Other Problems Identified (Helpline Data, FY 2012-13)

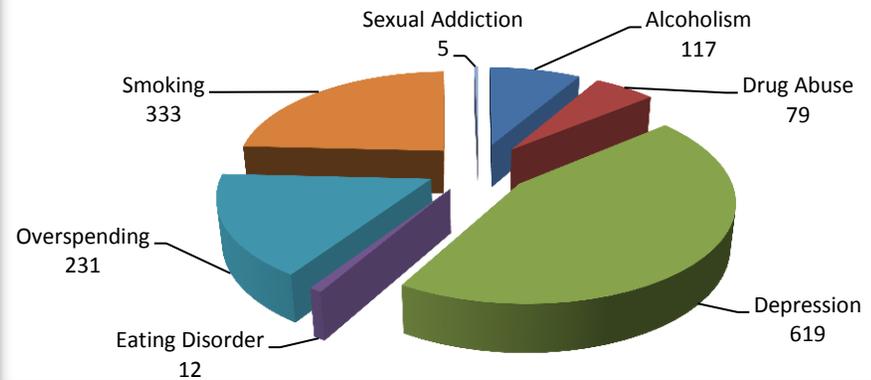


Figure F

Marital Status (Helpline Data, FY 2012-13)

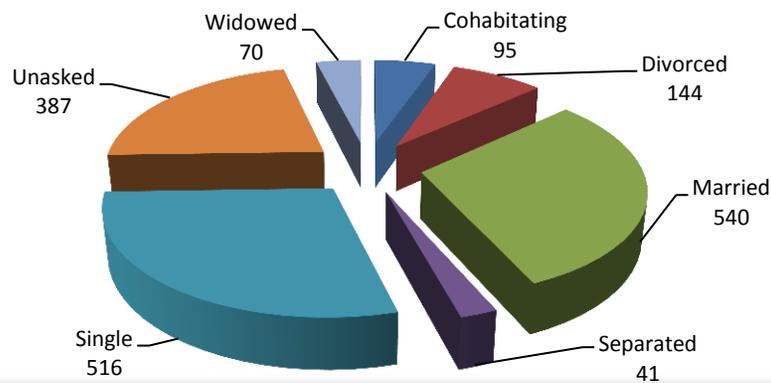


Figure F, left, displays the *marital status* of the gambler. Seven choices are identified, and the numeric value below each choice indicates the number of helpline callers selecting that option.

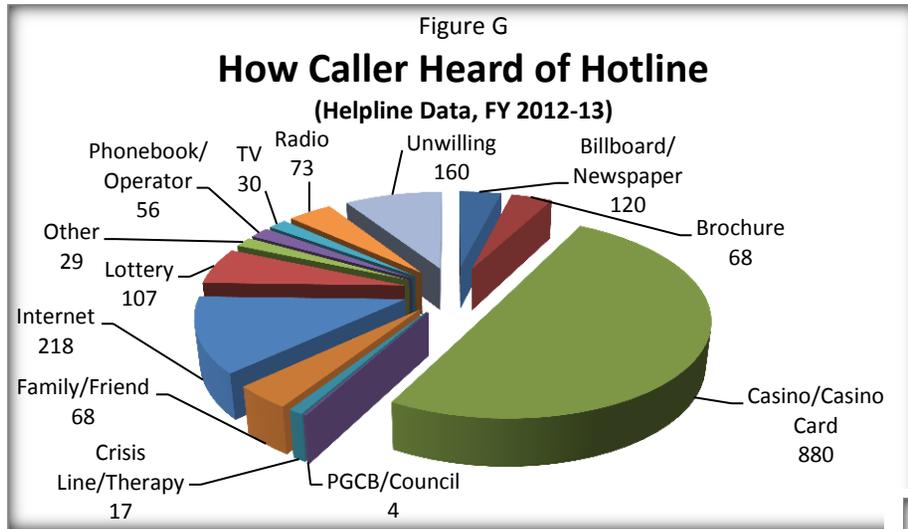
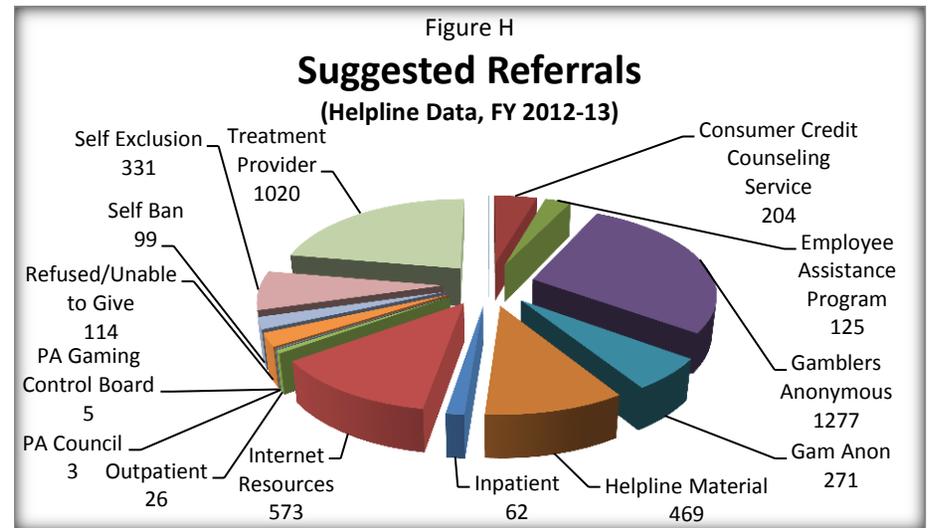


Figure G, at left, reveals different sources through which the caller was informed of the helpline. Each response is listed under the corresponding category name.

Figure H, right, breaks down the *suggested referrals*. Gamblers Anonymous had the most referrals at 1,277. Callers often receive multiple choices of referral information, as indicated by the data shown. Callers may choose more than one category, and may sometimes request specific programs.



PROBLEM GAMBLING CONSORTIUM

The Problem Gambling Consortium was convened in 2006 as a method to work in concert with other state agencies involved in gaming, including the Pennsylvania Lottery, and the Pennsylvania Gaming Control Board (PGCB). Other agencies have been added to include the Pennsylvania Behavioral Health and Aging Coalition, Pennsylvania Commission on Crime and Delinquency (PCCD) and the Council on Compulsive Gambling of Pennsylvania (CCGP). The purpose of this consortium is to share information about member organizations as gambling develops across the commonwealth, to learn from each other about the problems the gaming public may face, and to share resources.

During National Problem Gambling Awareness Week (NPGAW), held annually in early March, the Problem Gambling Consortium's collaborative efforts included the CCGP conducting training seminars in Pittsburgh and Philadelphia. Also, the PGCB and the Department manned an informational booth at Strawberry Square in Harrisburg on March 4 and 7, 2013, and the Capitol Mini-Rotunda on March 5, 2013, to pass out materials and answer questions.

MARKETING AND OUTREACH

In 2013, the Department launched a statewide radio and TV public service announcement (PSA) campaign. Accompanying highlights of the campaign included billboards, web banners, gas pump toppers, print advertisements, ATM receipts and poster panels. The goal of this effort was to increase public awareness of compulsive and problem gambling services that are available throughout the commonwealth to assist those struggling with gambling addiction. Please see **Appendix B** for a full listing of activities.

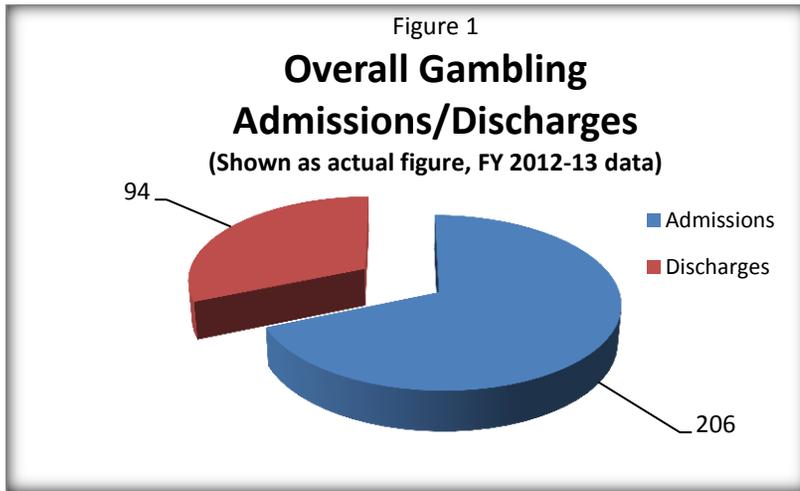
In addition, there is information available through the Department's problem gambling website (www.PaProblemGambling.com). The assortment of educational information can be accessed by contacting the Department, calling the toll-free Helpline 877-565-2112 or visiting the web site. This site also includes self-tests, information on how to access help and a list of problem gambling treatment providers.

TRAINING

The Department continues to provide problem gambling training through on-site training events, as well as through the Department's specialized training initiative (i.e., addressing a statewide need or new initiative). The Department provides trainings to all interested participants in order to increase the number of problem gambling treatment providers throughout the commonwealth. By providing these trainings, the Department hopes to increase the number of qualified professionals who are eligible to provide problem gambling counseling services. During State Fiscal Year (SFY) 2012- 2013 there were 27 trainings held and 435 people completed problem gambling training courses.

National certification standards require that certified gambling counselors have at least four hours of clinical oversight by a board-approved clinical consultant. As such, the Department contracted with the Institute for Research, Education and Training in Addictions (IRETA) to provide clinical oversight. Clinicians participate in a 1 hour clinical oversight call per month. In addition, clinicians have access to a designated learning portal maintained by IRETA. This enables the clinical consultant and/or the clinicians to post relevant information about counseling problem gamblers and otherwise communicate between sessions. Consultation oversight calls for gambling clinicians, led by a board approved clinical consultant, have been occurring since June 2010. Thirteen (13) qualified gambling counselors participated in consultation oversight sessions during SFY 2012/13 and 11 oversight sessions occurred.

STATUS OF GAMBLING ADDICTION TREATMENT IN PENNSYLVANIA



Outpatient problem gambling counseling services have been made available within the commonwealth since September 2008. Providers who have been approved under the Department’s Participating Provider Agreement (PPA) have been receiving reimbursement for these services since that date. As of July 31, 2013, the Department has PPAs with 85 providers. During FY 2012-13, there were 206 unique DDAP-funded admissions to compulsive and problem gambling treatment (Figure 1). The total amount invoiced for services provided in FY 2012-13 was \$203,050.

The data in this section is based on clients who were admitted to, or discharged from, our gambling addiction treatment system during SFY 2012-13.

An admission occurs when a client presents to receive gambling addiction treatment with a provider. Each time a client receives a new type of service or goes to a new provider, he/she is discharged and a new admission occurs. Therefore, each unique client can have multiple admissions. Figure 2 displays the percentage of unique admissions by gender. When a client has completed a particular type of treatment or changes providers, a discharge record is submitted with an associated discharge status. Demographic data such as gender (Figure 2), race/ethnicity (Figure 3), income (Figure 4), employment status (Figure 5) and gambling methods (Figure 6) are captured for reporting purposes.

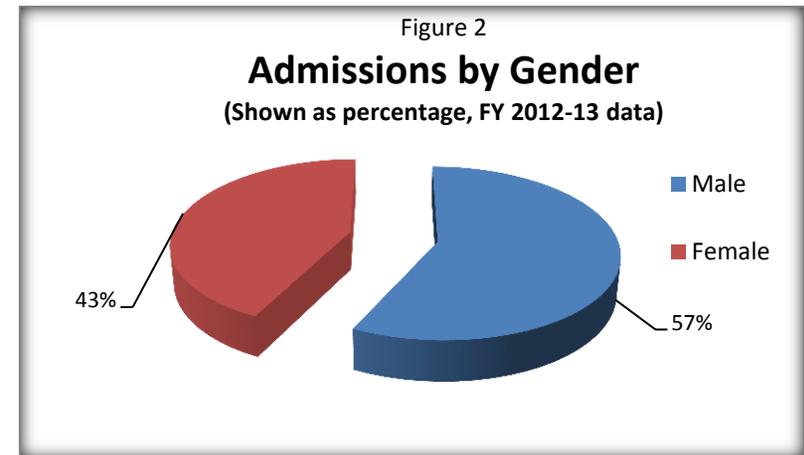


Figure 1
Admissions by County
 (Shown as actual figure, FY 2012-13 data)

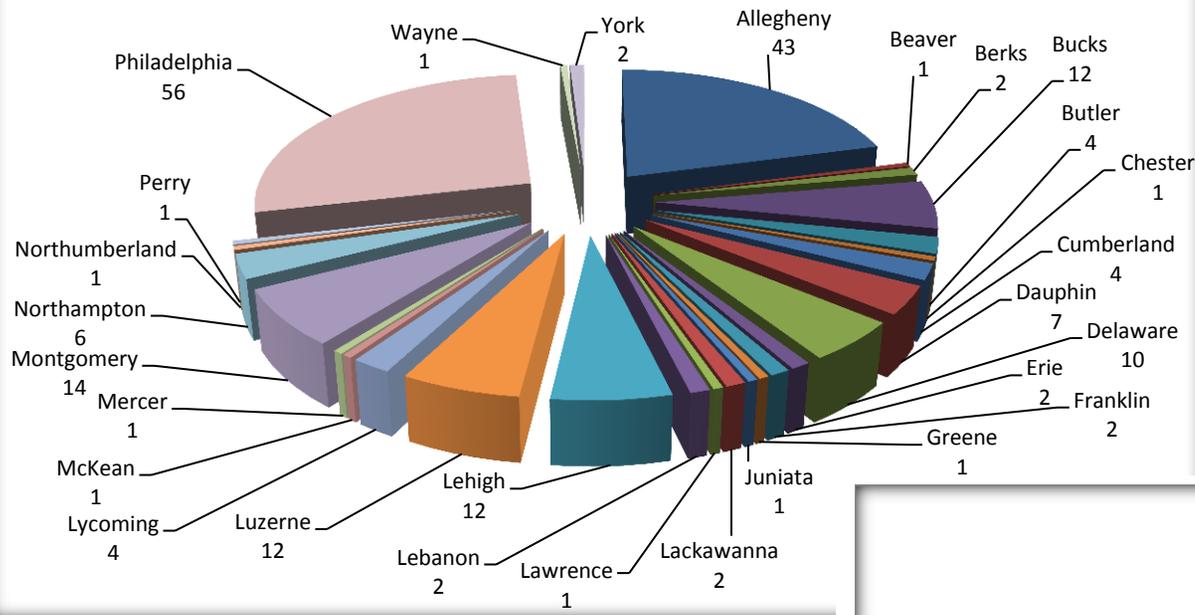


Figure 1, left, displays the problem gambling treatment admissions by County. Allegheny and Philadelphia Counties account for 48% of treatment admissions statewide. This is consistent with prior year's data.

Figure 2, at right, shows the discharges from problem gambling treatment by County. It is important to note that clients may have been admitted to problem gambling treatment during the previous fiscal year. Collectively, Allegheny and Philadelphia Counties accounted for 59% of the 94 reported statewide problem gambling treatment discharges.

Figure 2
Discharges by County
 (Shown as actual figure, FY 2012-13 data)

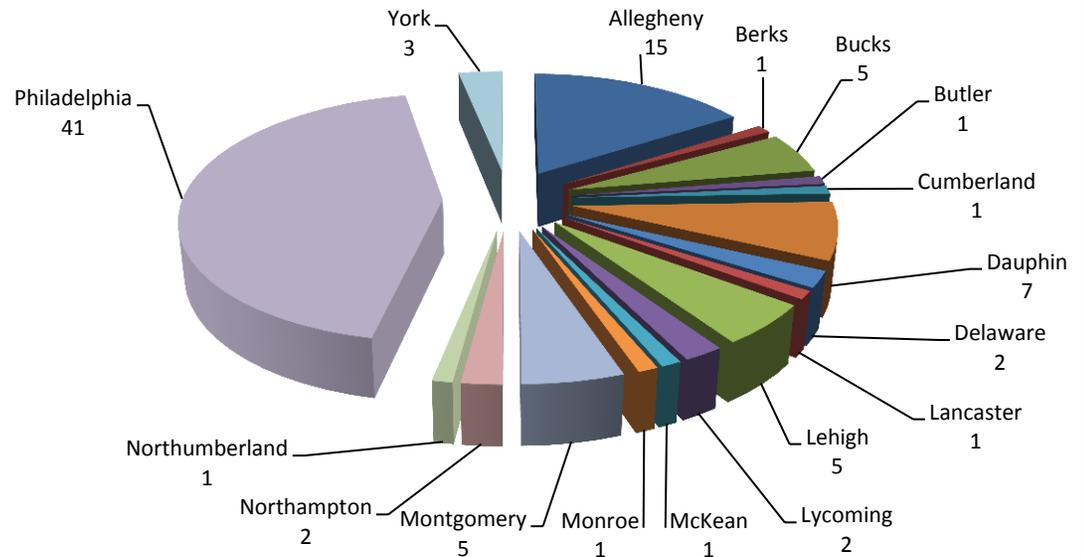
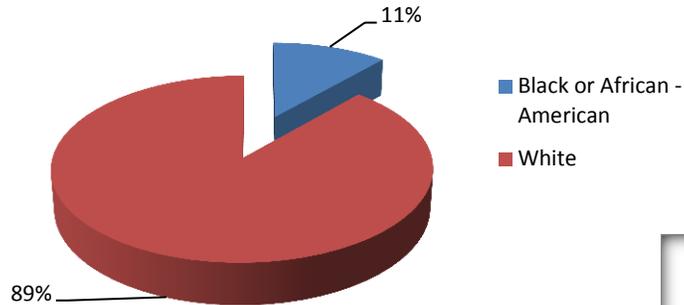


Figure 3

Admissions by Race/Ethnicity

(Shown as percentage, FY 2012-13 data)



The vast majority of admissions (89 percent) were white, while 11 percent were black or African American (Figure 3).

Figure 4 displays admissions by level of income. About 51 percent of clients reported an income of \$0 - \$29,999. The percentages are a figure of the statewide compulsive and problem gambling unique admissions.

Figure 4

Admissions by Income

(Shown as percentage, FY 2012-13 data)

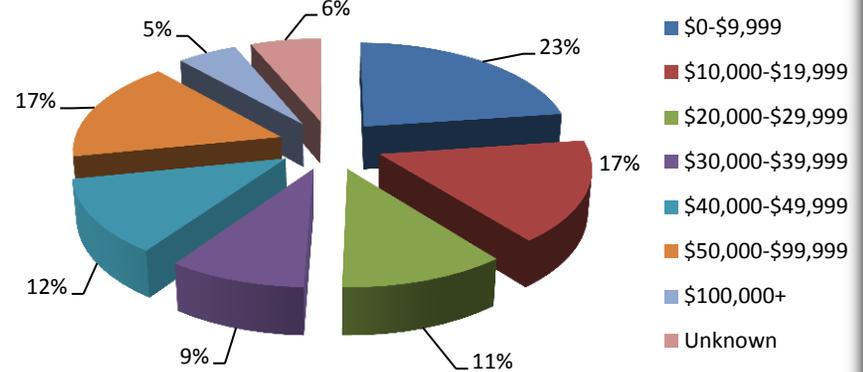


Figure 5

Admissions by Employment Status

(Shown as percentage, FY 2012-13 data)

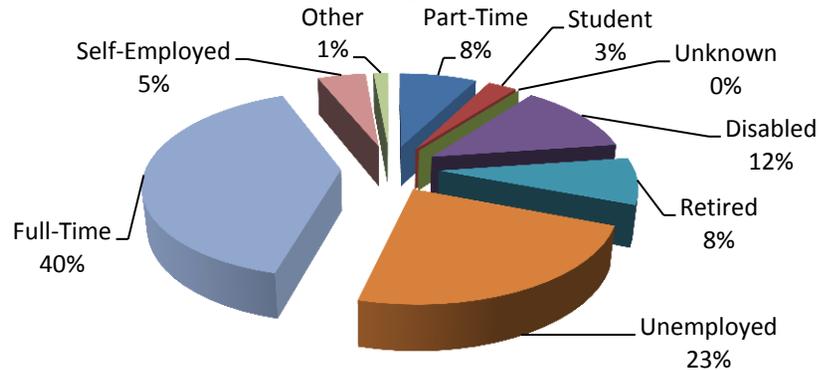
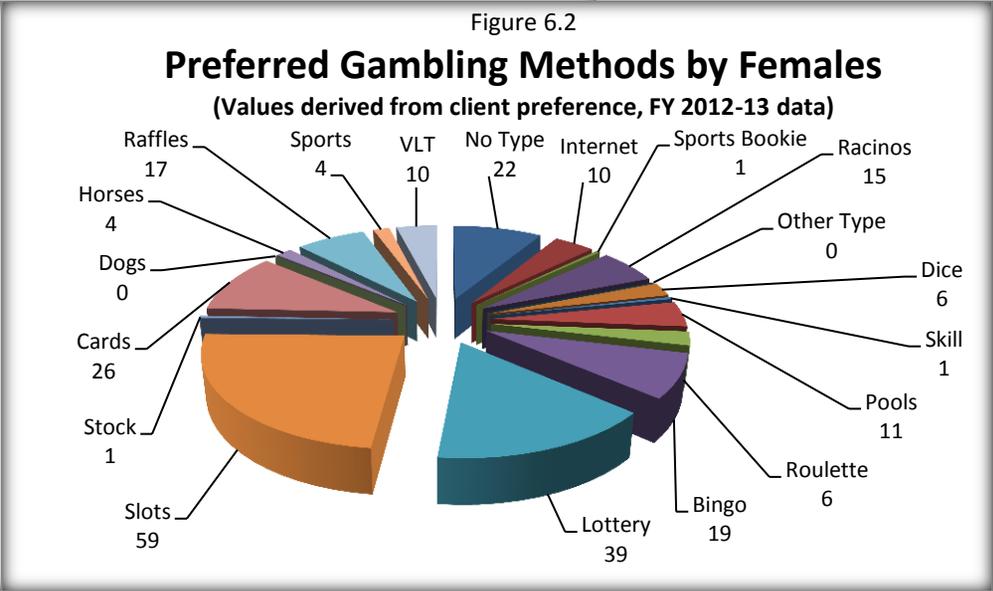
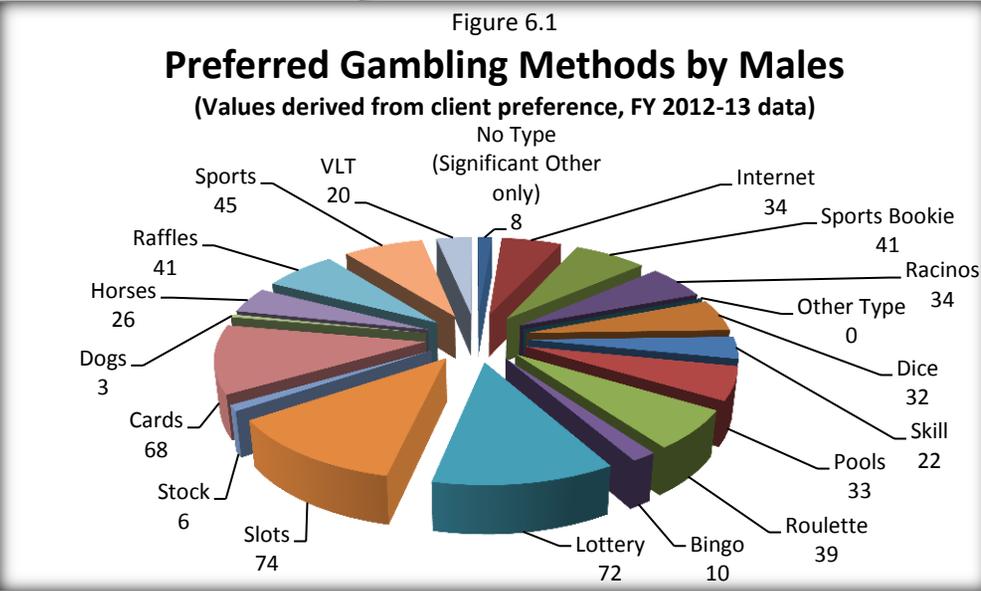
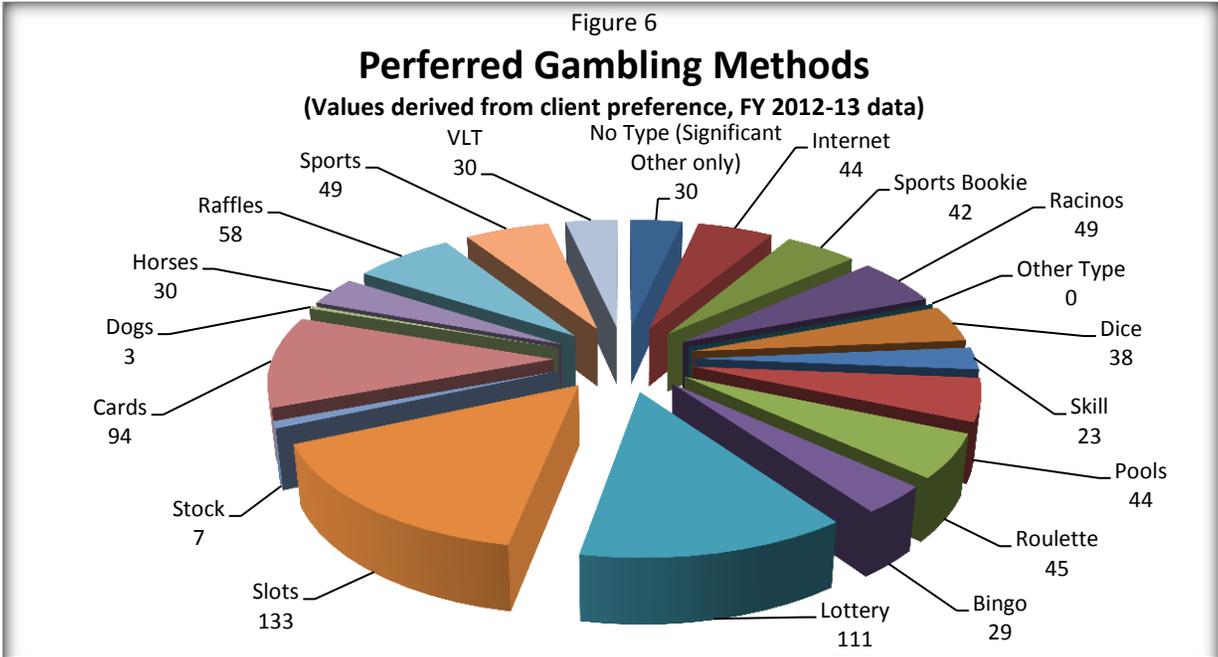
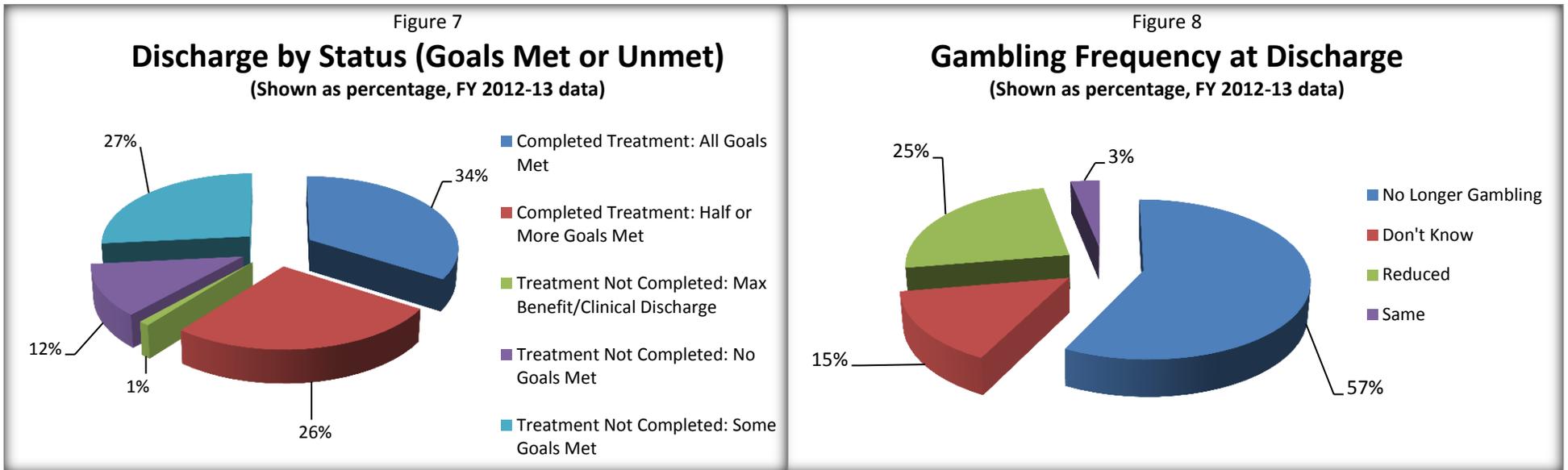


Figure 5 shows the employment status per client admitted to compulsive and problem gambling treatment. The majority of clients (40%) reported full-time employment.



Figures 6, 6.1, and 6.2 display the preferred gambling methods amongst clients admitted to compulsive and problem gambling treatment. Figure 6.1 shows a breakdown of preferred gambling method by the male gender, while Figure 6.2 shows the preferred gambling method by the female gender. It is important to note that clients are able to choose more than one gambling method, as more than one may exist.

GAMBLING ADDICTION OUTCOMES



Improving outcomes (Figures 7 and 8) is an essential part of the Department’s strategic plan. Outcome measures will continue to expand as more data is collected and analyzed throughout the state. For instance, at this time, employment status (Figure 5) is collected. However, “change in employment status” at discharge is inconclusive. As more outcome data is collected, the Department will be able to utilize this data to continually improve services.

PREVENTION

Act 2010-01 created a requirement to transfer dollars in the sum of \$2 million or an amount equal to .002 multiplied by the total gross terminal revenue of all active and operating licensed gaming entities (whichever is greater) into the Compulsive and Problem Gambling Treatment Fund for the compulsive and problem gambling program.

From these funds, the Department annually distributes 50 percent of the monies to the Single County Authorities (SCA) through the Problem Gambling Funding Initiative to be expended solely for problem gambling needs assessment, prevention programs, outreach, educational programs, and other Department approved services.

PROBLEM GAMBLING FUNDING INITIATIVE

Thirty-nine SCAs were awarded a total of \$5,886,508 for fiscal year 2012-2013. Below is a breakdown of each of the 39 SCAs and their respective award amounts.

Allegheny	\$444,650	Erie	\$313,526
Armstrong/Indiana/Clarion	\$185,452	Fayette	\$65,545
Beaver	\$62,337	Forest/Warren	\$74,188
Bedford	\$91,543	Huntingdon/Mifflin/Juniata	\$144,950
Berks	\$130,187	Lackawanna/Susquehanna	\$98,639
Blair	\$54,118	Lancaster	\$238,482
Bucks	\$459,347	Lawrence	\$90,445
Butler	\$236,902	Lebanon	\$85,614
Cambria	\$126,082	Lehigh	\$28,258
Cameron/Elk/McKean	\$75,000	Luzerne/Wyoming	\$257,750
Carbon/Monroe/Pike	\$27,664	Lycoming/Clinton	\$48,257
Centre	\$43,436	Mercer	\$22,285
Chester	\$83,726	Montgomery	\$73,834
Clearfield/Jefferson	\$123,964	Northampton	\$109,282
Columbia/Montour/Snyder/Union	\$12,783	Philadelphia	\$1,087,682
Crawford	\$142,805	Venango	\$29,442
Cumberland/Perry	\$55,286	Washington	\$125,591
Dauphin	\$166,950	Wayne	\$29,700
Delaware	\$210,400	Westmoreland	\$121,000
		York/Adams	\$109,406

A Problem Gambling Prevention Needs Assessment was conducted by all 47 SCAs to profile population needs, resources and readiness to address needs and gaps. The process involved the collection and analysis of data to define problems within each SCA's geographic area. Thirty-nine of the SCAs then used their needs assessment to develop a proposal (funding initiative) to provide a wide array of problem gambling services for FY 2012-13. Funds provided to the SCAs were used to develop and implement a comprehensive system of problem gambling resources, prevention strategies,

and programs. These problem gambling prevention services were provided either directly by the SCAs or their contracted provider(s). Problem gambling prevention program activities were provided in a variety of settings to high-risk populations and, when appropriate, communities affected by risk factors associated with problem gambling.

The SCAs utilized the Pennsylvania's Performance Based Prevention System (PBPS) to plan, monitor, evaluate and analyze all problem gambling prevention services in order to identify effective prevention programs/services and direct prevention-related policy and funding. See **Appendix C** for a summary of the data collected from the SCAs and their providers.

CONCLUSION

Problem gambling is, and will continue to be, a compelling public health concern affecting Pennsylvanians of all ages, races and ethnic backgrounds in communities across the commonwealth. The societal and economic costs can be significant, but they can be countered by targeted treatment and prevention aimed at minimizing harm to both the individual and society as a whole. The Department has worked to develop and implement a comprehensive, coordinated and effective compulsive and problem gambling program. In continuing to serve the commonwealth, the Department will continue to work with the Pennsylvania Gaming Control Board, the Council on Compulsive Gambling of Pennsylvania, relevant stakeholders and others who are committed to helping those with a gambling problem.

APPENDIX A

STATE GAMING FUND: SCA SPECIFIC FUNDING FOR DRUG AND ALCOHOL TREATMENT SERVICES

Reporting Period: 7/1/12-6/30/13

SINGLE COUNTY AUTHORITY	Expenditures SFY 2012-13
Allegheny	\$351,144
Armstrong/Indiana/Clarion	\$45,927
Beaver	\$43,565
Bedford	\$9,423
Berks	\$109,963
Blair	\$30,159
Bradford/Sullivan	\$12,067
Bucks	\$107,351
Butler	\$46,611
Cambria	\$35,009
Cameron/Elk/McKean	\$22,951
Carbon/Monroe/Pike	\$40,117
Centre	\$23,772
Chester	\$130,480
Clearfield/Jefferson	\$22,411
Columbia/Montour/Snyder/Union	\$27,359
Crawford	\$16,520
Cumberland/Perry	\$47,076

Dauphin	\$52,497
Delaware	\$157,411
Erie	\$104,188
Fayette	\$28,806
Forest/Warren	\$9,582
Franklin/Fulton	\$24,815
Greene	\$8,154
Huntingdon/Mifflin/Juniata	\$17,632
Lackawanna/Susquehanna	\$60,415
Lancaster	\$101,717
Lawrence	\$30,335
Lebanon	\$25,020
Lehigh	\$95,956
Luzerne/Wyoming	\$104,850
Lycoming/Clinton	\$31,960
Mercer	\$26,258
Montgomery	\$161,467
Northampton	\$59,171
Northumberland	\$16,119
Philadelphia	\$479,018
Potter	\$3,601
Schuylkill	\$41,158
Somerset	\$17,993
Tioga	\$7,531
Venango	\$14,722
Washington	\$52,229
Wayne	\$9,567
Westmoreland	\$58,455
York/Adams	\$77,408
TOTAL	\$2,999,940.00

SCA Name: **Allegheny County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent</u>		<u>Expenditures</u>
			<u>Clients</u>	<u>Units</u>	
88A Assessments	696	4,086	0	0	\$51,241.00
82A Inpatient Non-Hospital Detox	99	342	0	0	\$69,987.00
82B Inpatient Non-Hospital Short-Term Rehab	39	459	0	0	\$103,109.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	17	232	0	0	\$57,431.00
82C Halfway House	26	766	0	0	\$69,376.00
Grand Total Expenditures	1,745	3,816	0	0	\$351,144.00

SCA Name: **Armstrong/Indiana Drug and Alcohol Commission**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent</u>		<u>Expenditures</u>
			<u>Clients</u>	<u>Units</u>	
88A Assessments	6	7	0	0	\$760.00
82A Inpatient Non-Hospital Detox	11	42	0	0	\$9,385.00
82B Inpatient Non-Hospital Short-Term Rehab	20	195	0	0	\$33,058.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	2	29	0	0	\$2,724.00
Grand Total Expenditures	39	273	0	0	\$45,927.00

SCA Name: **Beaver County D&A Planning Council**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	24	70	0	0	\$16,005.00
82B Inpatient Non-Hospital Short-Term Rehab	20	165	0	0	\$27,560.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	44	235	0	0	\$43,565.00

SCA Name: **Bedford (Personal Solutions, Inc.)**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	80	80	0	0	\$1,766.00
82A Inpatient Non-Hospital Detox	4	9	0	0	\$1,786.00
82B Inpatient Non-Hospital Short-Term Rehab	2	33	0	0	\$5,419.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	1	2	0	0	\$452.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	87	124	0	0	\$9,423.00

SCA Name: **Berks County - Council on Chemical Abuse**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	23	23	0	0	\$1,977.00
82A Inpatient Non-Hospital Detox	51	177	0	0	\$35,365.00
82B Inpatient Non-Hospital Short-Term Rehab	36	398	5	142	\$72,621.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	110	598	5	142	\$109,963.00

SCA Name: **Blair County Drug and Alcohol Program**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	1	1	0	0	\$176.00
82A Inpatient Non-Hospital Detox	11	36	0	0	\$7,543.00
82B Inpatient Non-Hospital Short-Term Rehab	8	85	1	28	\$22,440.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	20	122	1	28	\$30,159.00

SCA Name: **Bradford/Sullivan Drug & Alcohol**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	1	1	0	0	\$226.00
82B Inpatient Non-Hospital Short-Term Rehab	2	29	0	0	\$5,513.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	1	28	0	0	\$6,328.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	4	58	0	0	\$12,067.00

SCA Name: **Bucks County Drug & Alcohol Commission, Inc.**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	629	536	0	0	\$107,351.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	629	536	0	0	\$107,351.00

SCA Name: **Butler County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	17	42	0	0	\$9,069.00
82B Inpatient Non-Hospital Short-Term Rehab	12	135	0	0	\$22,047.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	3	32	0	0	\$7,370.00
82C Halfway House	2	88	0	0	\$8,125.00
Grand Total Expenditures	34	297	0	0	\$46,611.00

SCA Name: **Cambria**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	9	29	0	0	\$5,452.00
82B Inpatient Non-Hospital Short-Term Rehab	11	156	0	0	\$29,557.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	20	185	0	0	\$35,009.00

SCA Name: **Cameron/Elk/McKean**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	10	135	0	0	\$22,951.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	10	135	0	0	\$22,951.00

SCA Name: **Carbon/Monroe/Pike D&A Commission**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	61	61	2	2	\$9,450.00
82A Inpatient Non-Hospital Detox	17	84	0	0	\$19,783.00
82B Inpatient Non-Hospital Short-Term Rehab	5	47	0	0	\$10,884.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	83	192	2	2	\$40,117.00

SCA Name: **Centre County Drug and Alcohol**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	6	18	0	0	\$3,420.00
82B Inpatient Non-Hospital Short-Term Rehab	5	36	0	0	\$6,576.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	6	56	0	0	\$13,776.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	17	110	0	0	\$23,772.00

SCA Name: **Chester County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	121	604	0	0	\$129,398.00
82B Inpatient Non-Hospital Short-Term Rehab	1	10	0	0	\$1,082.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	122	614	0	0	\$130,480.00

SCA Name: **Clearfield/Jefferson Drug and Alcohol Commission**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	12	39	0	0	\$7,604.00
82B Inpatient Non-Hospital Short-Term Rehab	9	90	0	0	\$14,807.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	21	129	0	0	\$22,411.00

SCA Name: **Columbia/Montour/Snyder/Union D&A Program**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0			\$0.00
82A Inpatient Non-Hospital Detox	13	52	0	0	\$10,759.00
82B Inpatient Non-Hospital Short-Term Rehab	7	39	0	0	\$7,434.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	6	39	0	0	\$9,166.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	26	130	0	0	\$27,359.00

SCA Name: **Crawford County Drug & Alcohol Exec. Commission. Inc.**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	5	14	0	0	\$3,388.00
82B Inpatient Non-Hospital Short-Term Rehab	5	37	0	0	\$6,135.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	3	29	0	0	\$6,997.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	13	80	0	0	\$16,520.00

SCA Name: **Cumberland/Perry**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	51	220	0	0	\$47,076.00
82B Inpatient Non-Hospital Short-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	51	220	0	0	\$47,076.00

SCA Name: **Dauphin County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent</u>		<u>Expenditures</u>
			<u>Clients</u>	<u>Units</u>	
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	31	142	0	0	\$30,430.00
82B Inpatient Non-Hospital Short-Term Rehab	10	113	0	0	\$20,436.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	2	7	0	0	\$1,631.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	43	262	0	0	\$52,497.00

SCA Name: **Delaware County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent</u>		<u>Expenditures</u>
			<u>Clients</u>	<u>Units</u>	
88A Assessments	1,667	1,667	0	0	\$157,411.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	1,667	1,667	0	0	\$157,411.00

SCA Name: **Erie County Office of Drug & Alcohol Abuse**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	32	32	0	0	\$2,560.00
82A Inpatient Non-Hospital Detox	28	86	0	0	\$23,650.00
82B Inpatient Non-Hospital Short-Term Rehab	7	77	0	0	\$11,935.00
82B Inpatient Non-Hospital Long-Term Rehab	3	34	0	0	\$3,842.00
82B Inpatient Non-Hospital Co-occurring Rehab	18	246	0	0	\$60,586.00
82C Halfway House	1	19	0	0	\$1,615.00
Grand Total Expenditures	89	494	0	0	\$104,188.00

SCA Name: **Fayette County Drug & Alcohol Commission, Inc.**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	280	280	0	0	\$23,742.00
82A Inpatient Non-Hospital Detox	2	6	0	0	\$1,128.00
82B Inpatient Non-Hospital Short-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	3	16	0	0	\$3,936.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	285	302	0	0	\$28,806.00

SCA Name: **Forest/Warren Human Services**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	2	5	0	0	\$1,176.00
82B Inpatient Non-Hospital Short-Term Rehab	4	47	0	0	\$7,726.00
82B Inpatient Non-Hospital Long-Term Rehab	1	5	0	0	\$680.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	7	57	0	0	\$9,582.00

SCA Name: **Franklin/Fulton County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	361	365	27	27	\$16,799.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	4	44	0	0	\$8,016.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	365	409	27	27	\$24,815.00

SCA Name: **Greene County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	9	9	0	0	\$815.00
82A Inpatient Non-Hospital Detox	8	23	0	0	\$4,631.00
82B Inpatient Non-Hospital Short-Term Rehab	2	11	0	0	\$2,073.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	1	2	0	0	\$635.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	20	45	0	0	\$8,154.00

SCA Name: **Huntingdon/Mifflin/Juniata**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	5	12	0	0	\$2,645.00
82B Inpatient Non-Hospital Short-Term Rehab	5	66	0	0	\$14,987.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	10	78	0	0	\$17,632.00

SCA Name: **Lackawanna/Susquehanna**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	17	64	0	0	\$13,712.00
82B Inpatient Non-Hospital Short-Term Rehab	19	222	0	0	\$46,703.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	36	286	0	0	\$60,415.00

SCA Name: **Lancaster County Drug & Alcohol Commission**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	21	117	1	9	\$25,353.00
82B Inpatient Non-Hospital Short-Term Rehab	19	359	0	0	\$76,364.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	40	476	1	9	\$101,717.00

SCA Name: **Lawrence County Drug and Alcohol Commission, Inc.**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	9	118	0	0	\$20,287.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	3	44	0	0	\$10,048.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	12	162	0	0	\$30,335.00

SCA Name: **Lebanon**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	13	145	0	0	\$25,020.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	13	145	0	0	\$25,020.00

SCA Name: **Lehigh County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	128	128	5	5	\$23,483.00
82A Inpatient Non-Hospital Detox	7	23	0	0	\$4,256.00
82B Inpatient Non-Hospital Short-Term Rehab	5	145	0	0	\$26,115.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	4	105	0	0	\$23,730.00
82C Halfway House	6	199	0	0	\$18,372.00
Grand Total Expenditures	150	600	5	5	\$95,956.00

SCA Name: **Luzerne/Wyoming**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	28	28	0	0	\$14,820.00
82A Inpatient Non-Hospital Detox	28	94	0	0	\$19,928.00
82B Inpatient Non-Hospital Short-Term Rehab	14	187	0	0	\$36,398.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	10	146	0	0	\$33,704.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	80	455	0	0	\$104,850.00

SCA Name: **Lycoming/Clinton**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	19	72	0	0	\$15,453.00
82B Inpatient Non-Hospital Short-Term Rehab	7	49	0	0	\$9,360.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	4	30	0	0	\$7,147.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	30	151	0	0	\$31,960.00

SCA Name: **Mercer County Behavioral Health Commission, Inc.**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	120	120	0	0	\$11,033.00
82A Inpatient Non-Hospital Detox	5	19	0	0	\$4,203.00
82B Inpatient Non-Hospital Short-Term Rehab	5	57	0	0	\$9,438.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	1	16	0	0	\$1,584.00
Grand Total Expenditures	131	212	0	0	\$26,258.00

SCA Name: **Montgomery County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	60	60	0	0	\$16,674.00
82A Inpatient Non-Hospital Detox	33	147	0	0	\$37,644.00
82B Inpatient Non-Hospital Short-Term Rehab	30	261	0	0	\$59,025.00
82B Inpatient Non-Hospital Long-Term Rehab	1	59	0	0	\$8,142.00
82B Inpatient Non-Hospital Co-occurring Rehab	13	141	0	0	\$36,470.00
82C Halfway House	3	35	0	0	\$3,512.00
Grand Total Expenditures	140	703	0	0	\$161,467.00

SCA Name: **Northampton County**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	676	676	0	0	\$59,171.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	676	676	0	0	\$59,171.00

SCA Name: **Northumberland**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	6	6	1	1	\$1,397.00
82A Inpatient Non-Hospital Detox	7	32	2	4	\$7,604.00
82B Inpatient Non-Hospital Short-Term Rehab	4	35	0	0	\$7,118.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	17	73	3	5	\$16,119.00

SCA Name: **Philadelphia**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	3	3	0	0	\$203.00
82A Inpatient Non-Hospital Detox	22	91	0	0	\$26,310.00
82B Inpatient Non-Hospital Short-Term Rehab	116	1,522	0	0	\$406,800.00
82B Inpatient Non-Hospital Long-Term Rehab	13	171	0	0	\$45,705.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	154	1,787	0	0	\$479,018.00

SCA Name: **Potter**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	108	108	0	0	\$3,601.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	108	108	0	0	\$3,601.00

SCA Name: **Schuylkill County Drug & Alcohol**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	21	21	0	0	\$3,360.00
82A Inpatient Non-Hospital Detox	6	27	0	0	\$5,784.00
82B Inpatient Non-Hospital Short-Term Rehab	7	84	0	0	\$15,336.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	6	73	0	0	\$16,678.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	40	205	0	0	\$41,158.00

SCA Name: **Somerset SCA for Drug and Alcohol**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	4	10	0	0	\$2,140.00
82B Inpatient Non-Hospital Short-Term Rehab	8	74	0	0	\$13,711.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	1	9	0	0	\$2,142.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	13	93	0	0	\$17,993.00

SCA Name: **Tioga**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	4	10	0	0	\$2,231.00
82B Inpatient Non-Hospital Short-Term Rehab	2	27	0	0	\$5,300.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	6	37	0	0	\$7,531.00

SCA Name: **Venango County Substance Abuse Program**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	10	28	0	0	\$6,268.00
82B Inpatient Non-Hospital Short-Term Rehab	5	50	0	0	\$8,454.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	15	78	0	0	\$14,722.00

SCA Name: **Washington**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Short-Term Rehab	31	292	0	0	\$52,124.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	1	1	0	0	\$105.00
Grand Total Expenditures	32	293	0	0	\$52,229.00

SCA Name: **Wayne County Drug & Alcohol Commission**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	6	6	0	0	\$1,066.00
82A Inpatient Non-Hospital Detox	2	10	0	0	\$2,290.00
82B Inpatient Non-Hospital Short-Term Rehab	2	29	0	0	\$6,211.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	10	45	0	0	\$9,567.00

SCA Name: **Westmoreland Drug & Alcohol Commission, Inc.**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	25	83	0	0	\$16,609.00
82B Inpatient Non-Hospital Short-Term Rehab	11	81	0	0	\$17,124.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	10	105	0	0	\$24,722.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	46	269	0	0	\$58,455.00

SCA Name: **York/Adams**

Reporting Period: 7/1/12-6/30/13

<u>Activity Name and Number</u>	<u>Adult Clients</u>	<u>Adult Units</u>	<u>Adolescent Clients</u>	<u>Adolescent Units</u>	<u>Expenditures</u>
88A Assessments	0	0	0	0	\$0.00
82A Inpatient Non-Hospital Detox	59	243	0	0	\$49,645.00
82B Inpatient Non-Hospital Short-Term Rehab	12	126	0	0	\$27,763.00
82B Inpatient Non-Hospital Long-Term Rehab	0	0	0	0	\$0.00
82B Inpatient Non-Hospital Co-occurring Rehab	0	0	0	0	\$0.00
82C Halfway House	0	0	0	0	\$0.00
Grand Total Expenditures	71	369	0	0	\$77,408.00

APPENDIX B

MEDIA CAMPAIGN ACTIVITIES

Media Plan Parameters

- Objective
 - Educate and inform Pennsylvanians about services available to prevent and treat problem/pathological gambling
 - To generate calls to the help line and drive traffic to the website
 - Target Audience
 - General Market
 - Men18-54
 - African Americans
 - Men 25-54
 - Asians
 - Men 25-49
 - Latinos
 - Men 25+
- Timing
 - December 2012-March 2013
- Budget
 - \$1,402,462.70

Geography

Casino	City/State	TV DMA	Radio Metro
Parx Casino and Philadelphia Park Racetrack	Bensalem, PA	Philadelphia	Philadelphia
Sands Casino Resort Bethlehem	Bethlehem, PA	Philadelphia	Allentown/Bethlehem
Harrah's Chester Casino and Racetrack	Chester, PA	Philadelphia	Philadelphia
Valley Forge Convention Center	King of Prussia, PA	Philadelphia	Philadelphia
SugarHouse Casino	Philadelphia, PA	Philadelphia	Philadelphia
Rivers Casino	Pittsburgh, PA	Pittsburgh	Pittsburgh
The Meadows Racetrack and Casino	Washington, PA	Pittsburgh	Pittsburgh
Hollywood Casino at Penn National Race Course	Grantville, PA	Harrisburg	Harrisburg
Mount Airy Casino Resort	Mount Pocono, PA	Wilkes Barre/Scranton	Wilkes Barre/Scranton
Mohegan Sun at Pocono Downs	Wilkes-Barre, PA	Wilkes Barre/Scranton	Wilkes Barre/Scranton
Presque Isle Downs and Casino	Erie, PA	Erie	Erie

Flowchart

Media		Dec-12					Jan-13				Feb-13				Mar-13					Apr-13			
		26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22
Video																							
	General Market/African-American (TV/Cable) Philadelphia, Pittsburgh, Wilkes-Barre, HLLY, Erie	[Red bar]					[Red bar]								[Red bar]								
	Xfinity.TV, DAI, Xfinity.com, Youtube, and Valueclick						[Red bar]				[Red bar]				[Red bar]								
Audio																							
	General Market Philadelphia, Pittsburgh, Wilkes-Barre, HLLY, Allentown, Erie	[Red bar]					[Red bar]								[Red bar]								
	African-American Philadelphia, Pittsburgh, HLLY	[Red bar]					[Red bar]								[Red bar]								
	Latino Philadelphia, Allentown, Reading, Lancaster	[Red bar]					[Red bar]								[Red bar]								
	Pandora Philadelphia, Pittsburgh, Wilkes-Barre, HLLY, Allentown, Erie			[Red bar]			[Red bar]								[Red bar]								
Out of Home																							
	Bus Shelters - Asian & African American neighborhoods			[Green bar]			[Green bar]				[Green bar]				[Green bar]					[Yellow bar]			
Lifestyle																							
	ATM Receipts Gas Pump Toppers	[Purple bar]					[Purple bar]				[Purple bar]				[Purple bar]					[Yellow bar]			
Online																							
	Display - ESPN.com and Paid Search	[Grey bar]					[Grey bar]				[Grey bar]				[Grey bar]								

TV & Cable Planned Vs. Actual

TV Broadcast

Market	# of Purchased Spots	# of Actual Spots
Erie	59	65
Harrisburg	33	34
Philadelphia	78	135
Pittsburgh	46	43
Wilkes-Barre	21	23
Total	237	300

Cable

Market	# of Purchased Spots	# of Actual Spots
Erie	699	831
Harrisburg	1,606	1,773
Philadelphia	1,579	2,294
Pittsburgh	1,819	1,500
Wilkes-Barre	905	988
Total	6,608	7,386

TV & Cable Combined

Market	# of Purchased Spots	# of Actual Spots
Erie	758	896
Harrisburg	1,639	1,807
Philadelphia	1,657	2,429
Pittsburgh	1,865	1,543
Wilkes-Barre	926	1,011
Total	6,845	7,686
		+841

Radio Planned Vs. Actual

General Market Radio

Market	# of Purchased Spots	# of Aired Spots
Allentown	252	252
Erie	224	223
Harrisburg	556	623
Philadelphia	812	859
Pittsburgh	488	489
Wilkes-Barre	228	228
Total	2,560	2,674

AA Radio

Market	# of Purchased Spots	# of Aired Spots
Harrisburg	300	300
Philadelphia	399	393
Pittsburgh	536	536
Total	1,235	1,229

Hispanic Radio

Market	# of Purchased Spots	# of Aired Spots
Allentown	128	128
Lancaster	120	120
Philadelphia	192	192
Reading	110	110
Total	550	550

Philadelphia- Comcast Package

- Only Philadelphia had DAI (Dynamic Ad Insertion)

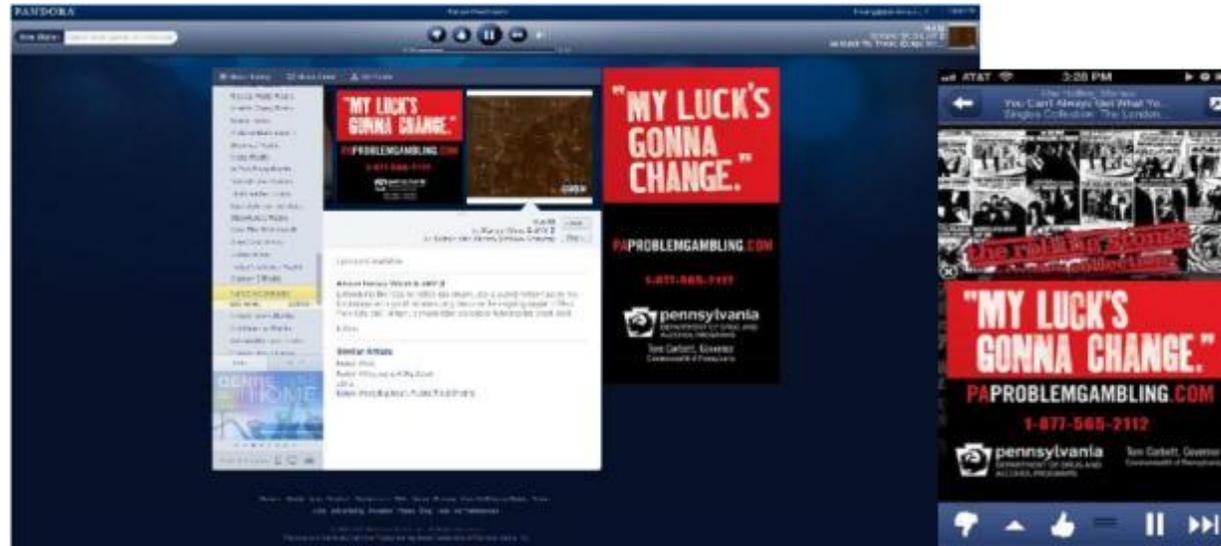
On Demand Dynamic Ad Insertion



Placed Impressions
400,000

Actual Impressions
404,879

Online Radio-Pandora

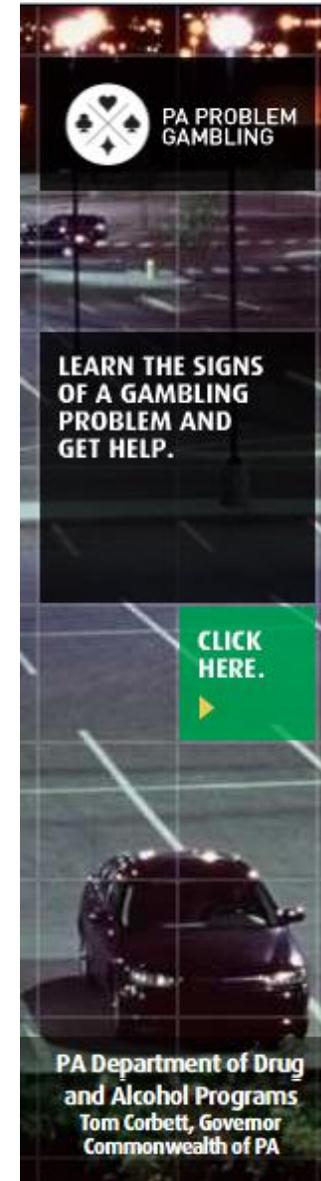


949,098 Audio Impressions ran
2,698,820 Total impressions ran including the banners
Overall there were 15,238 clicks with a .56% CTR*

*Please note that due to reporting this isn't 100% accurate

Online Display Creative Analysis

Banners:



- 300x250
 - SWF: 0.04% CTR
 - JPG: 0.99% CTR
- 160x600
 - SWF: 0.06%% CTR
 - JPG: 1.08% CTR

Video Creative Analysis

The screenshot shows the Investopedia website interface. At the top, there's a navigation bar with the Investopedia logo, a search bar, and links for 'Sign In', 'Register', 'View Annual Reports', and 'View Newsletters'. Below this is a secondary navigation bar with categories like 'Dictionary', 'Investing', 'Markets', 'Personal Finance', 'Active Trading', 'Forex', 'Professionals', 'Tutorials', 'Video', 'Simulator', and 'Free Tools'. A main banner for 'ZB' with the text 'CREATIVE MEDIA STRATEGY LET'S RETHINK YOUR BRAND'S POTENTIAL' is visible. The central content area features a video player titled 'Operating Income' which is highlighted with a red border. To the right of the video is an advertisement for 'GourmetAds' titled 'Recipe Publishing White Paper' with a 'DOWNLOAD YOUR COPY' button. Below the video, there's a definition of 'Operating Income' and a list of 'Related Videos'. At the bottom, there's a 'Trading Center' section with various market indicators.

The video placements had an average CTR of 0.27%
Video Completion rate was .70%

Video Creative Analysis

The image is a screenshot of the iVillage website. At the top, there is a navigation bar with the iVillage logo, social media icons, and a search bar. Below the navigation bar, there is a banner for "Create your Head-to-Toe HOLIDAY LOOK." with an Amazon.com logo. The main content area is titled "Videos" and features a search bar, a list of video categories, and a video player. The video player is highlighted with a red border and shows a person holding a globe. Below the video player, there is a section titled "Real Mom Tips For Traveling With Kids" with several video thumbnails. To the right of the video player, there is a "NEWSLETTER SIGNUP" form and a "FOLLOW US!" section with social media icons.

Sign in | Join Now | Facebook | Twitter | YouTube | Sign up for Newsletters | Win Great Prizes Daily

iVillage | **HOLIDAY ONLY** | CHALLENGES | VIDEOS | FREE STUFF | Search iVillage.com | Search

PREGNANCY & PARENTING | HEALTH | ENTERTAINMENT | BEAUTY & STYLE | FOOD | HOME & GARDEN | LOVE & SEX | BOARDS

Create your Head-to-Toe **HOLIDAY LOOK.** Buy Now! amazon.com drugstore

Videos | Facebook | Pinterest | Tweet | Email | Save

search | Search

My Best Idea | iVillage 5 | Likes or Views? | Ideas | Women of the Week | The Conversation Thread | Pregnancy & Parenting Videos | Health Videos | Entertainment Videos | Beauty & Style Videos | Food Videos | Home & Garden Videos

Real Mom Tips For Traveling With Kids

Best Mom Tips For Traveling With Kids | Stress-Free Family Road Trips | Tips For Making Extra-Ordinary... | Mommas Forget: Close Brown After Meeting Ex...

NEWSLETTER SIGNUP

Diet & Fitness (SAMPLE) | Hotlist Celebrity News (SAMPLE) | Today's Big Story (SAMPLE)

Your email address | Go | See All Newsletters

When you make the community stronger, it makes us stronger.

Watch more >

FOLLOW US! | Facebook | Twitter | Pinterest | Tumblr | YouTube | RSS

HOMEGARDEN | FINANCE

Summary

Vendor	Creative	Total Impression	CTR	CPV	CPC	Industry CTR Benchmark
Comcast	Video	6,367,098	0.10%	\$ 0.15		0.62%
ValueClick	Video	2,473,319	0.70%	\$ 0.02		0.62%
YouTube	Video	2,224,624	1.04%	\$ 0.15		0.62%
ESPN	Banner	2,104,619	0.05%	\$ 13.97		0.10%
Total		13,169,660.00				

AdCopy

CTR-Click Through Rate

CPV-Cost per View

CPC-Cost per Click

Performance

The top three pieces of AdCopy in terms of clicks were

[Gambling Problem?](#)

A Friend or Loved One worrying you?
PA Offers assistance. Get Help Now
[PAProblemGambling.com](#)

[Gambling Problem?](#)

Find Treatment across PA or call
the Gambling Helpline. Get Help Now
[PAProblemGambling.com](#)

[Gambling Problem?](#)

Learn the warning signs & what you
can lose. Get Help Today
[PAProblemGambling.com](#)

These 3 ads represented 94% of all clicks indicating both the strength of the AdCopy as well as the relevance of the Get Help and Problem Gambling AdGroups.

Ad group	Ad	Description line 1	Description line 2	Impressions	Clicks	CTR	Avg. CPC	Cost	Avg. position
Friends and Family	Gambling Problem?	A Friend or Loved One worrying you?	PA Offers assistance. Get Help Now	37	7	18.92%	\$1.13	\$7.91	1.4
Friends and Family	Want to stop a Gambler?	Is a Friend or Loved One's gambling	problem worrying you? Get Help Now	12	2	16.67%	\$1.62	\$3.25	1.8
Get Help	Gambling Problem?	Find Treatment across PA or call	the Gambling Helpline. Get Help Now	16,899	644	3.81%	\$1.93	\$1,243.59	2.4
Get Help	Problem Gambling?	Get Help Now. Call the PA Gambling	Helpline for immediate assistance.	1,682	24	1.43%	\$1.35	\$32.46	3.0
Get Help	Get Help w/ your Gambling	Pennsylvania offers assistance	Find out how PA can help	1,317	15	1.14%	\$2.14	\$32.11	3.0
Problem Gambling	Gambling Problem?	Learn the warning signs & what you	can lose. Get Help Today	62,387	1,188	1.90%	\$2.15	\$2,557.84	2.1
Problem Gambling	Problem Gambling?	Learn the Facts & the Warning Signs	Stop Living in Denial. Get Help Now	7,207	37	0.51%	\$3.10	\$114.71	2.1
Problem Gambling	Gambling Addiction?	Get informed about problem gambling	Learn the Facts & the Warning Signs	7,361	35	0.48%	\$2.95	\$103.09	2.1

Top Performing Keywords (clicks)

- The top keywords: gamblers anonymous, gambling addiction, pa problem gambling, gambling problem and pa gambling problem which generated 45% of the total clicks.
- 95% of all clicks were driven by keywords which include “gambling” or “gambler” which qualifies users along with the AdCopy as those looking for information about addressing gambling problems.

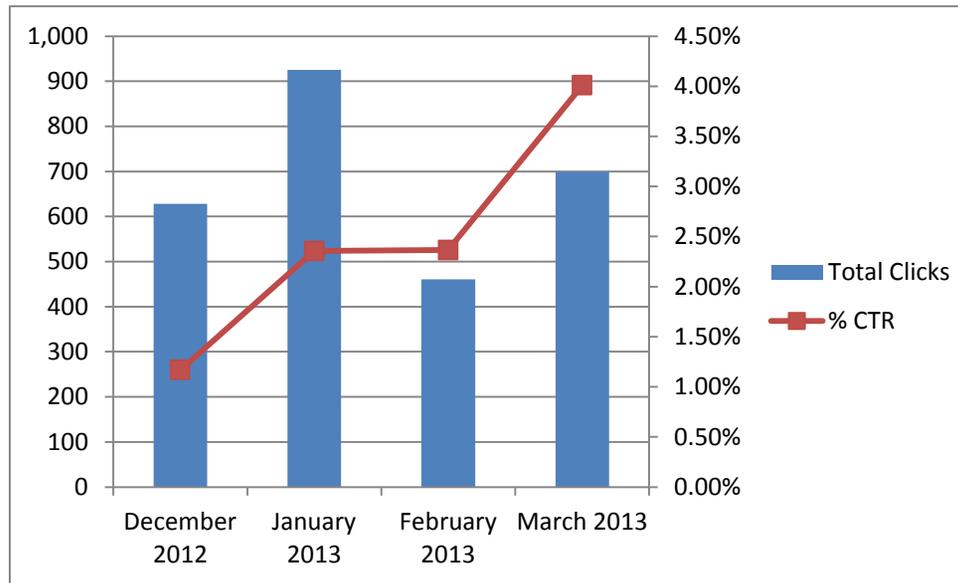
Keyword	Impressions	Clicks	CTR	Client Cost	Client CPC
gamblers anonymous	5,326	440	8.26%	\$681.94	\$1.55
gambling addiction	5,625	284	5.05%	\$685.71	\$2.41
pa problem gambling	1,196	213	17.81%	\$341.51	\$1.60
gambling problem	2,736	149	5.45%	\$346.90	\$2.33
pa gambling problem	1,123	148	13.18%	\$300.22	\$2.03
problem gambling	2,197	66	3.00%	\$132.11	\$2.00
pa gambling	14,488	61	0.42%	\$177.19	\$2.90
addiction help	7,171	54	0.75%	\$137.97	\$2.55
gambling pennsylvania	15,739	50	0.32%	\$104.15	\$2.08
gamblers anonymous pa	381	49	12.86%	\$121.20	\$2.47

Top Performing Keywords (efficiency)

- Keywords: how to stop compulsive gambling, gamblers anonymous, dangers of gambling, gambling problem stories & cure for gambling addiction had the lowest CPC of all click driving keywords.
- The average CPC for the Paid Search portion of the campaign was \$2.13 only 1/3 of the estimated \$6.25 CPC forecasted prior to the campaign launch.

Keyword	Impressions	Clicks	CTR	Client Cost	Client CPC
how to stop compulsive gambling	11	1	9.09%	\$0.07	\$0.07
gamblers anonymous	19	1	5.26%	\$0.14	\$0.14
dangers of gambling	117	2	1.71%	\$0.43	\$0.21
gambling problem stories	111	3	2.70%	\$0.69	\$0.23
cure for gambling addiction	21	1	4.76%	\$0.30	\$0.30
"gambling help"	12	2	16.67%	\$0.81	\$0.41
help for gamblers	81	5	6.17%	\$2.10	\$0.42
gamblers anonymous number	23	3	13.04%	\$1.64	\$0.55
gamblers anon	54	3	5.56%	\$1.83	\$0.61
how to help gamblers	32	3	9.38%	\$2.01	\$0.67

Paid Search Highlights



December 2012

- Clicks: 628
- CTR: 1.17%

January 2013

- Clicks: 925
- CTR: 2.35%

February 2013

- Clicks: 461
- CTR: 2.37%

March 2013

- Clicks: 699
- CTR: 4.01%

ATM Receipt Locations

Bank	Address	City	State	Zip
First Niagara Bank	2412 FERGUSON ROAD	ALLISON PARK	PA	15101
First Niagara Bank	9605 HARMONY DR	INGOMAR	PA	15127
First Niagara Bank	527 CHARTIERS AVE	Mc Kees Rocks	PA	15136
First Niagara Bank	484 LINCOLN AVE	PITTSBURGH	PA	15202
First Niagara Bank	5838 BAUM BLVD AT PENN CIR	PITTSBURGH	PA	15206
First Niagara Bank	217 N HIGHLAND AVE	PITTSBURGH	PA	15206
First Niagara Bank	4934 Second Ave	Pittsburgh	PA	15207
First Niagara Bank	122 SHILOH ST	PITTSBURGH	PA	15211
First Niagara Bank	3700 5TH AVE	PITTSBURGH	PA	15213
First Niagara Bank	3700 FIFTH AVE	PITTSBURGH	PA	15213
First Niagara Bank	4025 PERRYSVILLE AVE	PITTSBURGH	PA	15214
First Niagara Bank	1730 MURRAY AVE	PITTSBURGH	PA	15217
First Niagara Bank	2001 MURRAY AVE	PITTSBURGH	PA	15217
First Niagara Bank	437 Grant St	PITTSBURGH	PA	15219
First Niagara Bank	22 Wabash St	PITTSBURGH	PA	15220
First Niagara Bank	11 Stanwix St	Pittsburgh	PA	15222
First Niagara Bank	445 Smithfield St	PITTSBURGH	PA	15222
First Niagara Bank	445 Smithfield St	PITTSBURGH	PA	15222
First Niagara Bank	300 6th Ave Buliding	PITTSBURGH	PA	15222
First Niagara Bank	810 South Aiken Ave	Pittsburgh	PA	15232
First Niagara Bank	1020 WESTERN AVE	PITTSBURGH	PA	15233
First Niagara Bank	305 MT LEBANON BLVD	PITTSBURGH	PA	15234
First Niagara Bank	10 OLD CLAIRTON RD	PITTSBURGH	PA	15236
First Niagara Bank	6203 BABCOCK BLVD	PITTSBURGH	PA	15237
First Niagara Bank	4808 MCKNIGHT RD	PITTSBURGH	PA	15237
First Niagara Bank	831 FREEPORT RD	PITTSBURGH	PA	15238
First Niagara Bank	831 FREEPORT RD	PITTSBURGH	PA	15238
First Niagara Bank	200 W BEAU ST	WASHINGTON	PA	15301
First Niagara Bank	4073 Washington Rd	McMurray	PA	15317
First Niagara Bank	22 E PIKE ST	HOUSTON	PA	15342

ATM Receipt Locations

Bank	Address	City	State	Zip
First Niagara Bank	801 STATE ST	ERIE	PA	16501
First Niagara Bank	718 EAST AVE	ERIE	PA	16503
First Niagara Bank	2520 W 26TH ST	ERIE	PA	16506
First Niagara Bank	1468 W GORE RD	ERIE	PA	16509
M&T Bank	8 E Main St	Hummelstown	PA	17036
First Niagara Bank	4510 BATH PIKE	BETHLEHEM	PA	18017
M&T Bank	510 W Broad St	Bethlehem	PA	18018
First Niagara Bank	502 STATE AVE	EMMAUS	PA	18049
First Niagara Bank	731 CHESTNUT ST	EMMAUS	PA	18049
First Niagara Bank	500 MACUNGIE AVE	EMMAUS	PA	18049
First Niagara Bank	2971 MACARTHUR BLVD	WHITEHALL	PA	18052
First Niagara Bank	1602 W Allen St	ALLENTOWN	PA	18102
First Niagara Bank	1251 S CEDAR CREST BLVD	ALLENTOWN	PA	18103
First Niagara Bank	3570 HAMILTON BLVD, Suite 101	ALLENTOWN	PA	18103
M&T Bank	3201 Lehigh St	Allentown	PA	18103
M&T Bank	375 S Cedar Crest Blvd	Allentown	PA	18103
M&T Bank	900 N 9th St	Stroudsburg	PA	18360
M&T Bank	3 S Main St	Pittston	PA	18640
M&T Bank	3 Rachael Ln	Pittston	PA	18640
M&T Bank	1066 Wyoming Ave	Wyoming	PA	18644
M&T Bank	115 J Campbell Collins Dr	Wilkes Barre	PA	18702
M&T Bank	811 Kedder St	Wilkes Barre	PA	18702
M&T Bank	800 Wyoming Ave	Kingston	PA	18704
M&T Bank	158 S River St	Plains	PA	18705
M&T Bank	722 Sans Souci Pkwy	Wilkes Barre	PA	18706
First Niagara Bank	120 N WEST END BLVD	QUAKERTOWN	PA	18951

Gas Pump Topper Locations

Brand	Station Name	Address	City	State	Zip	Casino
Lukoil	Lukoil	441 S Macdade Blvd	Glenolden	PA	19036	Harrahs Chester
Lukoil	Lukoil	1901 MacDade Blvd	Woodlyn	PA	19094	Harrahs Chester
Liberty	Ridley Liberty	700 Morton Ave	Folsom	PA	19033	Harrahs Chester
Sunoco	Sunoco A Plus	1120 Township Line Rd	Chester	PA	19013	Harrahs Chester
Sunoco	A Plus Prospect Park 7319	401 Lincoln Ave	Prospect Park	PA	19076	Harrahs Chester
Sunoco	Sunoco	15 Industrial Hwy	Essington	PA	19029	Harrahs Chester
BP/Amoco	Jones Amoco	614 MacDade Blvd	Folsom	PA	19033	Harrahs Chester
Shell	Shell	257 Bow Creek Rd	Grantville	PA	17028	Hollywood
Sunoco	Cogo's Valero	501 Jefferson Ave	Washington	PA	15301	Meadows
Sunoco	Mike & Rob Inc	140 Millers Run Rd	Bridgeville	PA	15017	Meadows
Sunoco	Sunoco Mini Mart	127 McMurray Rd	Pittsburgh	PA	15241	Meadows
BP/Amoco	BP	505 Racetrack Rd	Washington	PA	15301	Meadows
Independent	Marosz Service	2075 Washington Rd	Upper St Clair	PA	15241	Meadows
Independent	Marosz Servive II	2865 Washington Rd	McMurray	PA	15317	Meadows
Exxon	Foodtracks Exxon	3351 Washington Rd	McMurray	PA	15317	Meadows
Valero	Gas N' Go	98 Murtland Ave	Washington	PA	15301	Meadows
Sunoco	Sunoco South Strabane	195 Murtland Ave	Washington	PA	15301	Meadows
	Winkle's Pit Stop	3232 Millers Rd	Cecil	PA	15321	Meadows
Sunoco	Carriage Stop Plaza	2500 E End Blvd	Wilkes Barre	PA	18702	Mohegan Sun
Valero	West Side Auto Service	401 Wyoming Ave	West Pittston	PA	18643	Mohegan Sun
Sunoco	Vensky Brothers	303 N Main St	Pittston	PA	18640	Mohegan Sun
Gulf	Sleboda's Gulf	38 Wyoming Ave	Wyoming	PA	18644	Mohegan Sun
BP/Amoco	Pittston Convenience	325 Laurel St	Pittston	PA	18640	Mohegan Sun
Independent	Hospodars Auto	260 Shoemaker St	Kingston	PA	18704	Mohegan Sun
Independent	Nicki's Express Mart	215 William St	Pittston	PA	18640	Mohegan Sun
Exxon	Starner's Quik Shoppe	1099 SR-390	Mountainhome	PA	18342	Mount Airy
Sunoco	Sunoco Mini Mart	Route 611	Scotrun	PA	18355	Mount Airy

Gas Pump Topper Locations

Brand	Station Name	Address	City	State	Zip	Casino
Texaco	Texaco Food Mart	700 Burlington Ave	Delanco	NJ	8075	Parx
Citgo	Citgo	9900 Frankford Ave	Philadelphia	PA	19114	Parx
Lukoil	Franklin Mills Lukoil	220 Franklin Mills Cir	Philadelphia	PA	19154	Parx
Sunoco	Durham Road Sunoco	2435 Durham Rd	Bristol	PA	19007	Parx
Independent	Express Gas	9430 State Rd	Philadelphia	PA	19114	Parx
Sunoco	Millevois Sunoco	2700 Knights Rd	Bensalem	PA	19020	Parx
Liberty	Vigilante Service Ctr	1214 Bristol Pike	Bensalem	PA	19020	Parx
Mobil	Normandy Mobil	12001 Roosevelt Blvd	Philadelphia	PA	19154	Parx
Sunoco	J & C Sunoco Inc	12291 Academy Rd	Philadelphia	PA	19154	Parx
Liberty	Jerry's Service Station	1616 Street Rd	Bensalem	PA	19020	Parx
Exxon	Franklin Mill Exxon	335 Franklin Mills Cir	Philadelphia	PA	19154	Parx
Exxon	Progressive Oil Exxon	5716 Hulmeville Rd	Bensalem	PA	19020	Parx
Independent	D & Z Auto Service	2359 Galloway Rd	Bensalem	PA	19020	Parx
Independent	Bensalem Travel Plaza	2950 State Rd	Bensalem	PA	19020	Parx
Sunoco	Street Road Sunoco	300 E Street Rd	Feasterville Trevoise	PA	19053	Parx
Independent	Sandy Fuel Inc	1231 New Rodgers Rd	Bristol	PA	19007	Parx
Sunoco	Buffalo Speed Check	2267 Buffalo Rd	Erie	PA	16510	Presque Isla Downs
Gulf	Gulf Express	3804 Liberty St	Erie	PA	16509	Presque Isla Downs
Shell	Shell Convenience Store	4917 Peach St	Erie	PA	16509	Presque Isla Downs
Exxon	John Romesburg's Exxon	5235 Peach St	Erie	PA	16509	Presque Isla Downs
Independent	Althof Auto Sales	2720 Parade St	Erie	PA	16504	Presque Isla Downs
Gulf	Dylewski Services Inc	4421 Pine Ave	Erie	PA	16504	Presque Isla Downs

Gas Pump Topper Locations

Brand	Station Name	Address	City	State	Zip	Casino
Independent	Angotti Automotive	1330 Banksville Rd	Pittsburgh	PA	15216	Rivers
Gulf	Dom'''s Gulf Service	500 McNeilly Rd	Pittsburgh	PA	15226	Rivers
BP/Amoco	Mazzarini's Parkway Amoco Service	910 Saw Mill Run Blvd	Pittsburgh	PA	15220	Rivers
BP/Amoco	Miley Amoco	4100 Steubenville Pike	Pittsburgh	PA	15205	Rivers
Shell	West View Shell	411 Perry Hwy	Pittsburgh	PA	15229	Rivers
Citgo	Tower Vue Service Center	2890 Custer Ave	Pittsburgh	PA	15227	Rivers
BP/Amoco	BP Banksville Rd	2900 Banksville Rd	Pittsburgh	PA	15216	Rivers
Sunoco	Casciato Sunoco Inc	1643 Arlington Ave	Pittsburgh	PA	15210	Rivers
Citgo	Phil's Citgo	5340 Perry Hwy	Pittsburgh	PA	15229	Rivers
Independent	Quick Serv	400 Union Ave	Bellevue	PA	15202	Rivers
Valero	Valero	244 Provost Rd	Pittsburgh	PA	15227	Rivers
BP/Amoco	Millvalle BP	1001 Evergreen Rd	Pittsburgh	PA	15209	Rivers
Valero	Quik It	820 Pennsylvania Ave	Pittsburgh	PA	15233	Rivers
Sunoco	A Plus Mini Mart	5013 Butler St	Pittsburgh	PA	15201	Rivers
Shell	Cruisers Shell	4616 McKnight Rd	Pittsburgh	PA	15237	Rivers
Independent	Lou's Auto Svc & Sales	4619 Centre Ave	Pittsburgh	PA	15213	Rivers
Independent	Delta	2038 Easton Ave	Bethlehem	PA	18017	Sands
Sunoco	Bethlehem Sunoco	4440 Easton Ave	Bethlehem	PA	18020	Sands
Independent	Super Delta	2415 Easton Ave	Bethlehem	PA	18017	Sands
Independent	RJ's Mini Mart	418 E 4th St	Bethlehem	PA	18015	Sands
Sunoco	Klein's Service Station	1169 Main St	Hellertown	PA	18055	Sands
Independent	Friedman's Service Limited	1002 Broadway	Fountain Hill	PA	18015	Sands
Mobil	Taylor Mini Mart	309 S New St	Bethlehem	PA	18015	Sands

Gas Pump Topper Locations

Brand	Station Name	Address	City	State	Zip	Casino
Independent	Fortuna	3611 River Rd	Pennsauken	NJ	8110	Sugarhouse
Citgo	Citgo Gas	5570 Rising Sun Ave	Philadelphia	PA	19120	Sugarhouse
Independent	Citi Gas Convenience Inc	4061 Frankford Ave	Philadelphia	PA	19124	Sugarhouse
Citgo	Grays Ferry Citgo	3349 Grays Ferry Ave	Philadelphia	PA	19146	Sugarhouse
BP/Amoco	B P Gas & Convenience	2200 W Allegheny Ave	Philadelphia	PA	19132	Sugarhouse
Citgo	Girard Food & Gas Mart	1138 E Susquehanna Ave	Philadelphia	PA	19125	Sugarhouse
Sunoco	Sunoco A+	59 E Oregon Ave	Philadelphia	PA	19148	Sugarhouse
Sunoco	Sunoco Mini Mart	3398 Aramingo Ave	Philadelphia	PA	19134	Sugarhouse
Sunoco	Sunoco Ridge Avenue	3301 Ridge Ave	Philadelphia	PA	19132	Sugarhouse
Sunoco	Sunoco	4140 N Broad St	Philadelphia	PA	19140	Sugarhouse
Gulf	Snyderman's Gulf	260 N 2nd St	Philadelphia	PA	19106	Sugarhouse
Shell	S & B Auto Service Inc	1135 Vine St	Philadelphia	PA	19107	Sugarhouse
Citgo	Passyunk Gas	2101 W Passyunk Ave	Philadelphia	PA	19145	Sugarhouse
Coastal	John's Auto Service Station Inc	4524 Germantown Ave	Philadelphia	PA	19144	Sugarhouse
Lukoil	Lukoil	2101 S 11th St	Philadelphia	PA	19148	Sugarhouse
Lukoil	Lukoil	4813 Tacony St	Philadelphia	PA	19137	Sugarhouse
Sunoco	Oregon Avenue Sunoco	1815 Oregon Ave	Philadelphia	PA	19145	Sugarhouse
Exxon	Grilladelphia Exxon	2330 Aramingo Ave	Philadelphia	PA	19125	Sugarhouse
Liberty	Liberty	900 E Hunting Park Ave	Philadelphia	PA	19124	Sugarhouse
Independent	Ridge Gas Minimart	2300 Ridge Ave	Philadelphia	PA	19121	Sugarhouse
Independent	Dileo's Auto Service	2233 W Main St	Eagleville	PA	19403	Valley Forge
Independent	US Petroleum & Diesel Inc	455 W Dekalb Pike	King Of Prussia	PA	19406	Valley Forge
Lukoil	Lukoil	800 Dekalb Pike	King of Prussia	PA	19406	Valley Forge
Sunoco	KOP Sunoco	290 S Gulph Rd	King of Prussia	PA	19406	Valley Forge
Gulf	Stanbridge Gulf	1025 Stanbridge St	Norristown	PA	19401	Valley Forge
Getty	Getty	552 Markley St	Norristown	PA	19401	Valley Forge
Exxon	Tom Door's Exxon	901 W Swedesford Rd	Berwyn	PA	19312	Valley Forge
Sunoco	Sunoco	507 Lancaster Ave	Berwyn	PA	19312	Valley Forge
Gulf	Gulf Express	2800 Egypt Rd	Audubon	PA	19403	Valley Forge

Gas Pump Topper Photos



Bus Shelter Locations (Philadelphia)

<u>Unit</u>	<u>Location</u>	<u>Zip</u>
713021	Lansdowne Av SS 30ft East of Township Line Rd Facing West	19082
713031	West Chester Pk SR3 SS 30ft Wwest of State Rd Facing West	19082
713091	Marshall Rd NS 30ft West of Long Ln Facing East	19082
713121	Baltimore Pk SS 40ft East of Bishop Av Facing West	19082
181	33rd Street & Diamond Street	19121
212	Broad Street & Montgomery Ave	19121
170	Old York & Champlost Ave	19141
483	Broad Street & Somerville Ave	19141
103	Lombard St & 17th Street	19146
231	Broad Street & Federal Street	19146
146	York Street & 26th Street	19132
500	Lehigh Ave & 22nd Street	19132
281	Spring Garden & 7th Street	19123
72	Girard Ave & 8th Street	19123
1004	Market St Between 10th & 11th	19107
1022	Market St Between 10th & 11th	19107
254	Market St 29th St. (Side of 30th St. Station)	19107
551	JFK Blvd & 15th St.	19102
176	Champlost Ave & A Street	19120
165	Rising Sun & Comly Street	19120
546	Broad Street & Christian Street	19147
280	34th Street & Spruce Street	19104
251	Baltimore Ave & 43rd Street	19104
35	Chestnut Street & 34th Street	19104
286	Spruce Street & 38th Street	19104

Bus Shelter Photos



APPENDIX C

Problem Gambling Prevention Data Reported 2012-2013

Allegheny SCA

Reporting Period: 7/1/2012 – 6/30/2013

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
All Bets Are Off	38	83	
CLEAN BREAK	1	5	
Gambling Alternative Activities	11	147	
Gambling Community Prevention Partnerships	16	159	
Gambling Prevention Marketing and/or Development	11	28	
Gambling Professional Development	14	262	
Leaps and Bounds	130	352	
Stacked Deck: A Program To Prevent Problem Gambling	27	68	
Student Assistance Program	190	1001	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>	
Gambling Environmental Prevention Strategies	4	n/a	
Gambling Information Dissemination	20	60,651	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Away The Golden Years	10	192	1,092

Gambling Community Events	7	1,829	1,304
Gambling Education Services	9	151	431
Gambling Mini-Grants	19	582	695

Armstrong/Indiana/Clarion SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Know Limits	1	4
Student Assistance Program	37	253
Youth Gambling and Prevention Awareness: Level II	8	11

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	21	3,745

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Away The Golden Years	8	131	255
Gambling Community Events	4	331	367
Gambling Education Services	28	1,118	1,049
Gambling Mini-Grants	2	166	90

Beaver SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	5	135
Gambling Community Prevention Partnerships	3	13
Gambling Professional Development	1	29

Know Limits	30	600	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of surveys administered</u>	
Gambling Strategic Planning	5	86	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	24	5,192	5,009
Gambling Prevention Marketing and/or Development	50	433	265

Bedford SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Education Services	3	123	
Gambling Professional Development	2	10	
Student Assistance Program	19	97	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	1	51	10

Berks SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Community Prevention Partnerships	1	3	
Gambling Environmental Prevention Strategies	1	80	
Gambling Intervention Strategies	1	1	
Gambling Professional Development	4	120	

Gambling Telephone/E-mail Information Resource /Referral Programs	5	5
Too Much To Lose (2M2L)	6	13
Youth Gambling and Prevention Awareness: Level I	24	125
Youth Gambling and Prevention Awareness: Level II	12	37

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	12	7,982
Gambling Materials Development	5	6
Gambling Prevention Marketing and/or Development	3	3

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	1	300	100
Gambling Education Services	6	103	128

Blair SCA

Reporting Period: 7/1/2012 – 6/30/2013

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	1	65
LifeSkills Training (LST)	80	36
Student Assistance Program	3	19

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	4	365
Gambling Strategic Planning	1	1

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	5	850	1,025
Gambling Education Services	17	135	580
Gambling Mini-Grants	1	121	121

Bucks SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Community Capacity Building	1	4
Gambling Community Prevention Partnerships	25	62
Gambling Professional Development	16	286
Student Assistance Program	9	159

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	13	133
Gambling Materials Development	16	14

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Education Services	95	1,311	356
Gambling Mini-Grants	1	41	33
Gambling Prevention Marketing and/or Development	63	567	2

Butler SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	21	813
Gambling Community Prevention Partnerships	41	73
Gambling Environmental Prevention Strategies	2	36
Gambling Professional Development	2	34
Gambling Telephone/E-mail Information Resource/ Referral Programs	1	1
Student Assistance Program	3	15

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	22	1,237
Gambling Materials Development	3	4

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of surveys administered</u>
Gambling Strategic Planning	9	699

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	16	1,164	896
Gambling Education Services	34	691	500
Gambling Mini-Grants	7	220	178
Gambling Prevention Marketing and/or Development	60	176	41

Cambria SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Stacked Deck: A Program To Prevent Problem Gambling	44	340	
Wanna Bet?	50	219	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	1	352	73
Gambling Education Services	25	797	70

Cameron/Elk/McKean SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
CLEAN BREAK	1	4	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>	
Gambling Information Dissemination	12	1,124	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	12	704	808

Carbon/Monroe/Pike SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Away The Golden Years	3	289
Gambling Prevention Marketing and/or Development	6	34

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
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Gambling Information Dissemination	10	300
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
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Gambling Education Services	11	140	140
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Centre SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
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CLEAN BREAK	25	142
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Hooked City	56	52
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Know Limits	56	390
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Leaps and Bounds	31	40
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The Amazing Chateau	64	58
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Wanna Bet?	27	31
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Chester SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
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Hooked City	14	84
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Know Limits	26	326
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Student Assistance Program	1	19
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Wanna Bet?	21	56
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
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Gambling Information Dissemination	5	779
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
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Gambling Community Events	2	1,700	1,000
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Gambling Education Services	23	250	8
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Gambling Professional Development	10	77	462
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Clearfield/Jefferson SCA

Reporting Period: 7/1/2012 – 6/30/2013

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
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Gambling Alternative Activities	2	174
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Know Limits	9	189
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
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Gambling Information Dissemination	11	462
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
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Gambling Education Services	16	259	264
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Crawford SCA

Reporting Period: 7/1/2012 – 6/30/2013

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
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CLEAN BREAK	3	46
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Gambling Away The Golden Years	5	128
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Gambling Community Prevention Partnerships	9	82
Know Limits	21	145
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	18	357
Gambling Materials Development	4	2
Gambling Social Norms Marketing Campaign	4	51

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	55	3,023	1,887
Gambling Education Services	21	204	32

Cumberland/Perry SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Community Prevention Partnerships	4	36
Gambling Strategic Planning	4	14
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	6	629
Gambling Materials Development	5	4

Dauphin SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	5	472
Gambling Community Prevention Partnerships	2	13
Gambling Education Services	7	140
Gambling Professional Development	9	174
Gambling Training of Trainers	1	8
Too Much To Lose (2M2L)	121	387
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	5	240
Gambling Materials Development	2	2

Delaware SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Prevention Marketing and/or Development	13	454	
Hooked City	24	249	
Know Limits	12	111	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>	
Gambling Information Dissemination	14	5,136	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	19	6,642	3,900

Gambling Education Services	44	672	529
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Erie SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
CLEAN BREAK	200	1,083	
Gambling Away The Golden Years	12	124	
Wanna Bet?	5,174	2,982	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
In Search of Balance	12	61	61

Fayette SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Education Services	18	214	
Gambling Professional Development	1	4	
Youth Gambling and Prevention Awareness: Level I	55	462	
Youth Gambling and Prevention Awareness: Level II	101	536	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	3	49	37
Fayette Gambling Prevention Marketing and/ or Development	52	28	18

Forest/Warren SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Alternative Activities	3	141	
Gambling Intervention Strategies	24	44	
Gambling Telephone/E-mail Information Resource/Referral Programs	1	2	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>	
Gambling Information Dissemination	33	11,121	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	5	786	460
Gambling Education Services	54	643	375
Gambling Prevention Marketing and/or Development	54	35	47

Huntingdon /Mifflin/Juniata SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Wanna Bet?	16	83

Lackawanna/Susquehanna SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Education Services	6	29

Lancaster SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	23	514
Gambling Prevention Marketing and/or Development	4	33
Gambling Professional Development	25	499
Gambling Training of Trainers	12	43
Student Assistance Program	7	148
We Know BETter	488	1,614

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	37	1,186
Gambling Materials Development	40	3

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	9	3,597	4,260
Gambling Education Services	8	150	88

Lawrence SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
CLEAN BREAK	5	848
Gambling Mini-Grants	2	865
Gambling Professional Development	1	52

Student Assistance Program	3	63
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>

Gambling Information Dissemination	10	7,100
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Education Services	35	2,327	1,220

Lebanon SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
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Gambling Education Services	112	385
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Gambling Professional Development	5	47
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
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Gambling Information Dissemination	1	60
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
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Gambling Community Events	1	300	150
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Luzerne/Wyoming SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
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CLEAN BREAK	10	104
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Gambling Alternative Activities	677	28,670
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Hooked City	23	105
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Know Limits	5	50
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>

Gambling Information Dissemination	1,558	40,592
Gambling Materials Development	1	1

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of persons screened</u>
Gambling Intervention Strategies	445	659	328

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	17	3,815	3,100
Gambling Education Services	193	4,992	753
Gambling Prevention Marketing and/or Development	147	720	7

Lycoming/Clinton SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	223	210

Gambling Telephone/E-mail Information Resource/Referral Programs	5	32
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<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	7	343

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	8	738	332

Mercer SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	4	611	727
Gambling Prevention Marketing and/or Development	4	140	432

Montgomery SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
CLEAN BREAK	6	36
Hooked City	33	46
Know Limits	39	222

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	4	668

Northampton SCA**Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of persons screened</u>
Gambling Intervention Strategies	14	1,132

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	1	100

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	3	875	800
Gambling Education Services	107	6,190	5,929
Gambling Mini-Grants	6	80	80

Philadelphia SCA

Reporting Period: 7/1/2012 – 6/30/2013

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	3	79
Gambling Community Capacity Building	1	5
Gambling Community Prevention Partnerships	222	601
Gambling Intervention Strategies	11	27
Gambling Telephone/E-mail Information Resource/Referral Programs	6	14
Gambling Training of Trainers	4	10
Student Assistance Program	978	1,371
Wanna Bet?	366	2,213
Youth Gambling & Awareness Level I (Smart Choices)	231	1,586
Youth Gambling & Awareness Level II (Smart Choices)	546	3,448

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	3	53
Gambling Materials Development	19	3

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
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Gambling Community Events	5	394	1,118
Gambling Education Services	150	1,696	1,673
Gambling Mini-Grants	2	220	350
Gambling Prevention Marketing and/or Development	262	1,170	1

Venango SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Alternative Activities	7	354	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>	
Gambling Information Dissemination	30	1,214	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Education Services	21	177	249
Gambling Mini-Grants	10	648	323

Washington SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	
Gambling Community Prevention Partnerships	5	17	
Gambling Environmental Prevention Strategies	1	40	
Gambling Professional Development	2	33	
<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>	
Gambling Information Dissemination	2	61	
Gambling Strategic Planning	7	1	

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	1	50	500

Westmoreland SCA **Reporting Period: 7/1/2012 – 6/30/2013**

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>
Gambling Alternative Activities	4	179
Gambling Away The Golden Years	18	693
Gambling Telephone/E-mail Information Resource/Referral Programs	4	4
Student Assistance Program	26	125

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of materials developed/disseminated</u>
Gambling Information Dissemination	48	5,186
Gambling Prevention Marketing and/or Development	8	6

<u>Name of program/strategy</u>	<u>Number of Services</u>	<u>Number of attendees/participants</u>	<u>Number of materials disseminated</u>
Gambling Community Events	6	520	970
Gambling Education Services	37	1,207	1,149
Gambling Mini-Grants	15	347	682

York/Adams SCA **Reporting Period: 7/1/2012 – 6/30/2013**

*Note: The allocation was returned by the SCA and services were not rendered during this reporting period.