

National Problem Gambling Helpline

MODERNIZATION FORUM



November Forum

- Updates
- Marketing
- Next Steps
- Q&A

Theme for
Today



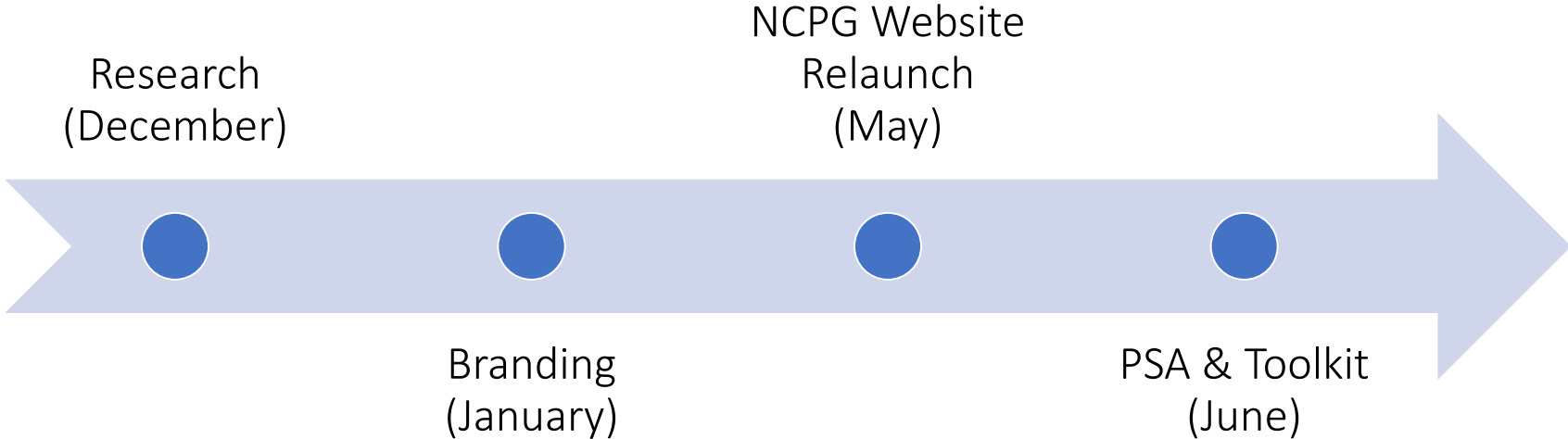
Updates: Data

- Finalizing Data Collection Recommendations for
Problem Gambling Helpline Network Contact Centers
- Priority 1: Contact Information
 - Priority 2: Individual Information and Demographics
 - Priority 3: Gambling Information
 - Priority 4: Helpline Information

Next Up: Network Reporting System and Data Dashboards

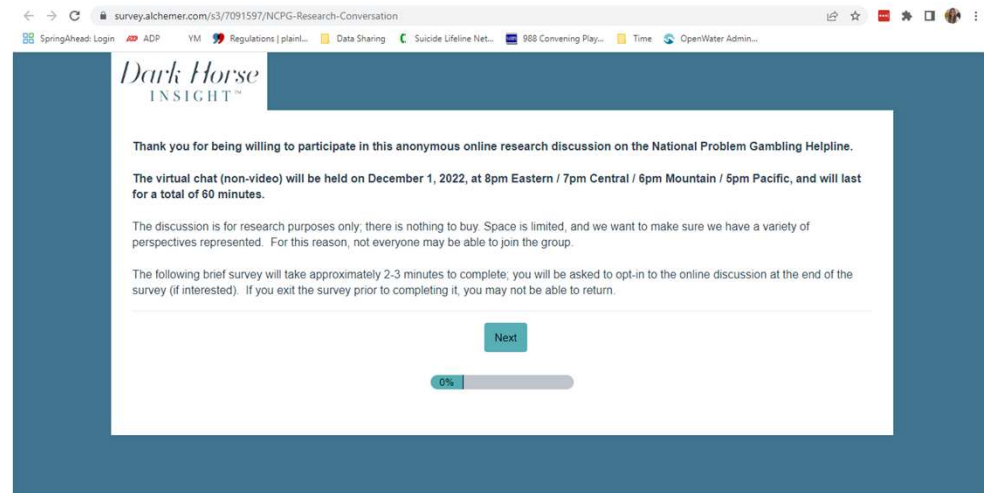


MARKETING – Timeline(-ish)



MARKETING – REMESH Study

- Invite Email
- Pre-Screen Questionnaire
- Virtual Focus Group Session 12/1 @8pm ET



MARKETING – End Products

Logo Suite

Messaging
Guide

Fact Sheets

Social Media
Sharables

OOH Items
(TBD)

PSA &
Toolkit

Next Steps

- ✓ **Contact Center Survey (December-ish)**
- ✓ **Updated Call Center Standards (January-ish)**
- ✓ Accreditation Support
- ✓ Staff Training
- ✓ Quality Control Program/Process

Just for fun:
<https://youtu.be/rxVSEUZiNWE>

