



2023 Annual Goals

About NCPG

Purpose: To serve as the national advocate to mitigate gambling-related harm.

Vision: To improve health and wellness by reducing the personal, social and economic costs of problem gambling.

Mission: To lead state and national stakeholders in the development of comprehensive policy and programs for all those affected by problem gambling.



NCPG Strategic Planning Framework

Seven Strategic Imperatives



ADVOCATE

for Federal and State Legislation and Regulation.



DEVELOP

Guiding Policies and Standards.



PROVIDE

Public Awareness.



OFFER

High-Quality Training Services.



INCREASE / ENHANCE

Membership, Connections & Relationships.



STRENGTHEN

Organizational Capacity.



IMPROVE

Efficiencies in Operations and Administration.

To advocate for federal and state legislation and regulation that authorizes and funds critical programs.

- **Engage policy makers and thought leaders for formal action on responsible gambling and problem gambling.**
 - Introduce GRIT Act in House of Representatives.
 - Introduce GRIT Act in United States Senate.
 - Outreach to Federal health agencies to discuss PG and GRIT Act.
 - Monitor state gambling related legislation.
 - Engagement in Affiliate states upon request.
- **Develop annual advocacy planning process that includes defined roles for staff and all key stakeholders.**
 - Outline annual advocacy planning process and the stakeholders that help create it.
 - Bring together stakeholders to advocate.

To advocate for federal and state legislation and regulation that authorizes and funds critical programs.

- **Build advocacy capability through advocacy materials & resources, identify & train advocates, hold advocacy events and build coalitions with related organizations.**
 - Continue to develop and update advocacy materials & resources.
 - Identify & train advocates.
 - Build coalitions with related organizations.
- **Develop model state legislative language for membership to utilize to promote and advocate for best practices in problem gambling and responsible gambling.**
 - Create and distribute language able to be attached to legislation.

Develop and promote policies and standards to guide gambling operators and vendors on safer gambling practices.

- **Develop a broad set of national principles and an accord on the prevention of gambling-related harm (by 2024).**
 - Identify group to facilitate conversations across North America that would lead to national principles.
 - Plan for engagement and commitment from the public in 2024.
- **Update guides for loved ones of problem gamblers.**
 - Review and update guides.
- **Develop responsible gambling guidelines.**
 - Review existing materials and finalize guidelines for employee training in responsible gambling.
 - Promote and highlight adoption in newsletter, website and social media posts.
 - Convene task force to develop guidelines regarding gambling themes and games that may appeal to youth.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Refresh the brand identity and positioning of NCPG to establish and enhance public awareness.**
 - Consensus recommendations on the preferred nomenclature to lead the field.
 - Proactive engagement and relationship building with key media.
- **Expand and promote content and materials to engage with media and create awareness to increase knowledge, promote recovery and decrease stigma.**
 - Develop strategic approach to communications.
 - Proactive engagement and relationship building nationally and in key media.
- **Evaluate changes in risk for gambling problems on state and national level.**
 - Develop and field NGAGE 3.0 survey, prepare state and national detailed reports.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Provide and support effective evidence and cultural-based public awareness campaigns and related materials and programs, which include prevention content.**
 - Facilitate and promote annually updated Gift Responsibly Campaign (GRC).
 - Facilitate and promote Problem Gambling Awareness Month (PGAM).
 - Encourage lottery participation in PGAM.
 - Participation in Responsible Gaming Education Month (RGEM).
 - Evaluate data from Agility Grant participants.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Encourage participation in responsible gambling assessment programs and explore additional alignment with similar programs.**
 - Administer Internet Compliance Assessment Program (iCAP) and develop promotion plan for key membership and stakeholders.
 - Update iCAP standards and logo to reflect inclusive language across the market and include tiers to accreditation.
 - Develop and deploy marketing strategies (including but not limited to digital marketing, trade show/conference, email blast, LinkedIn, print ads, program discounts, etc.) to bolster participation in RG programs.
 - Administer Responsible Gaming Verification (RGV) program and diversify Assessor pool.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Improve website and online tools for members and key stakeholders to maximize usability and efficiency.**
 - New main website design and content management plan.
 - Make resources and advocacy information available to have them utilized by key stakeholders.
 - Plan to increase use of companion websites ResponsiblePlay.org, ncpgsurvey.org and OperationResponsibleGambling.org.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Modernize the Helpline network and related clinical resources; assess best practices and outcomes.**
 - Improve technology and consensus building around national number.
 - Ensure that call center services meet all requirements as outlined in the National Problem Gambling Helpline Policies & Procedures.
 - Increase access to care by providing language translation services/support to Network Contact Centers.
 - Develop and launch training program for Problem Gambling Helpline Specialists.
 - Support Contact Centers in obtaining accreditation.
 - Develop and launch Network Reporting System.
 - Develop and launch Problem Gambling Helpline Network Data Dashboards.
 - Implement unified data collection.
 - Renew Safety Net (Default Contact Center) contract.
 - Improve state-specific coverage for calls, texts and chats.
 - Develop a system/procedure for Quality Assurance.
 - Build relationships with all Network Contact Centers.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Develop consumer guide to self-exclusion.**
 - Collect current VSE practices nationwide and coordinate guidance document to be shared with contact centers.
- **Recognize achievements in field through Awards.**
 - Administer Awards nominations, evaluation, notification process and conduct Awards Lunch at national conference.
- **Develop matrix of Safer Sports Betting Initiative (SSBI) recommendations & league compliance.**
 - Develop matrix and assess league compliance.
 - Develop advertising guidelines and index of responsible gambling questions for league gambling partners.
 - Begin research and hold focus groups to review current gambling advertising standards and impacts and develop plan for future Advertising Guidance Document.

Provide public awareness to increase understanding of and reduce the stigma of gambling problems.

- **Increase prevention capacity through Agility Grants.**
 - Monitor reporting for 1st and 2nd rounds.
 - Oversee 3rd and 4th round of Agility Grants including to review grant criteria, implement online application and review process. Set up review committees, review proposals and select recipients, monitor reporting.
- **Increase awareness of responsible gambling among military and veterans.**
 - Develop additional content, promote to veterans service organizations and through social media.
- **Develop and broadcast a PSA and complementary digital communications.**
 - Work with communications firm to develop concept and produce PSA for NCPG Partner Distribution.

Provide training services to all gambling stakeholders to improve skills and knowledge.

- **Advance content and connections through the current annual national conference model and explore opportunities for growth.**
 - Hold 2023 online and in-person events.
 - Begin planning 2024 event program.
 - Distribute RFP to State Councils, compile bidding, research hotel/locations then complete site selection for 2025 conference.
- **Organize and expand types of educational content and trainings offered.**
 - Develop annual plan for educational content categorized based on types, levels, audience needs, outcomes, delivery method and cost.
- **Provide members and stakeholders with information and education.**
 - Plan, rehearse, promote and provide two webinars per month (including Cultural Series, advocacy trainings, etc.).

Increase membership and connections among all categories.

- **Identify and pursue new affiliate, individual and organizational members.**
 - Membership plan with goals to recruit new members; retain members; regain lapsed members.
 - Inform membership through monthly newsletter.
 - Expand Joint Individual Membership program.
- **Maximize value and benefits of membership.**
 - Gather input on same from public and stakeholders using focus groups, surveys and research; develop specific messaging and materials for the identified constituent groups.
- **Encourage membership participation in governance.**
 - Distribute candidate solicitation, develop nominations forms, review applications, convene candidate forum, prepare ballots, administer elections.

Diversify and increase resources to strengthen organizational capacity.

- **Explore and pursue increased grants income and earned income from services.**
 - Measure the value of grant and earned income to NCPG and improve capacity of staff and BOD to raise grant and earned income revenue by hiring consultant to work on grants.
- **Pursue best practices for non-profits.**
 - 100% Board giving.
 - Board members will commit to assisting with development.
- **Raise funds from any and all sources to meet budgeted amounts.**
 - Promote Momentum Circle and explore new Champions Circle for sports leagues.

Strengthen knowledge of Board, staff and committees to improve efficiencies in operations and administration.

- **Invest in technology and office resources for staff and membership.**
 - Create a tech plan to ensure staff have the necessary equipment, training, guidelines, and supervisory support to work remotely successfully.
- **Provide evidence-based professional development for staff.**
 - Create annual professional development plans based on job description and appropriate skills development.
 - Provide evidence-based professional development for staff Implement into role and responsibilities and evaluate efficacy of new knowledge as well as demonstrated and enhanced skills.
- **Enhance leadership development of a larger and more diverse pool of NCPG candidates for BOD and Committees.**
 - Increase participation in Diversity Leadership Program, BOD and Committee Membership, and overall programming.

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