



NCPG Releases Promotional Toolkit, Analytics Dashboard for National Problem Gambling Helpline

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CONTACT:

Cait Huble

Director of Communications

CaitH@ncpgambling.org

202-470-1815

Washington, DC - The National Council on Problem Gambling (NCPG) has released a toolkit to facilitate the promotion of the National Problem Gambling Helpline, 1-800-GAMBLER, and an analytics dashboard providing information on incoming traffic to the Helpline.

NCPG operates the National Problem Gambling Helpline, a single national access point to a network of local resources for those seeking help for a gambling problem. In June 2022, NCPG partnered with the Council on Compulsive Gambling of New Jersey, Inc. to begin using their 1-800-GAMBLER number as the National Problem Gambling Helpline number. This easy-to-remember number helps reduce barriers to resources for those affected by problem gambling. The National Problem Gambling Helpline Network consists of 29 contact centers that provide information, resources and referrals for all 50 states and US territories.

The 1-800-GAMBLER Promotional Toolkit is designed to help align messaging about the National Problem Gambling Helpline across gambling operators, media, state agencies, healthcare providers, and other organizations promoting the helpline to the public. Aligned and consistent messaging promoting a single point of contact is vital to ensuring public clarity about where to seek help for a gambling problem. The toolkit includes a variety of resources to help organizations promote 1-800-GAMBLER, including brand guidelines, logos, and social media shareables. The toolkit is available at no charge on the NCPG website.

The 1-800-GAMBLER Promotional Toolkit can be accessed at ncpgambling.org/helpline-toolkit.

Additionally, NCPG has launched a National Problem Gambling Helpline Analytics Dashboard. The dashboard is available to the public at no charge. It is designed to provide transparency and insight into the trends and patterns of incoming traffic to the National Problem Gambling Helpline. The dashboard includes interactive charts and graphs that allow users to filter the data by date, state or contact method.

The National Problem Gambling Helpline Analytics Dashboard can be accessed at ncpgambling.org/helpline-dashboard.

"We are thrilled to release these resources for the National Problem Gambling Helpline," said Keith Whyte, Executive Director of the NCPG. "Our research indicates only 45% of Americans would know where to get help for someone with a gambling problem. We hope this toolkit will make it easier for organizations to raise awareness of the Helpline and connect people with the resources they need."

The toolkit and the dashboard are part of NCPG's ongoing Helpline Modernization Project. Funded by a grant from the NFL via the NFL Foundation, NCPG is working to make updates to the National Problem Gambling Helpline, including enhancements to network services, training, operations, and public awareness. This project will enable NCPG to increase awareness of and improve access to high-quality services that are available to individuals, families and communities impacted by problem gambling.

About the National Council on Problem Gambling

The National Council on Problem Gambling (NCPG) is the only national nonprofit organization that seeks to mitigate gambling-related harm. NCPG is neutral on legalized gambling. If you or someone you know may have a gambling problem, contact the National Problem Gambling Helpline, which offers hope and help without stigma or shame. Call 1-800-GAMBLER, text 800GAM, or visit www.1800gamblerchat.org. Help is available 24/7 – it is free and confidential.

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