

National Problem Gambling Helpline

**MODERNIZATION
FORUM**

April 2023



NCPG

National Council on Problem Gambling



April



Updates

Next Steps

Conference Updates

Q&A

Updates: Data and Reporting

- ★ **SOON: Public release of the National Problem Gambling Helpline Data Dashboard – Incoming Traffic**
- In-Progress: Demographics & Outcome Data
 - Network contact centers working through first round of call data reporting (Q1 2023)
 - NCPG making updates to chat/text data collection form

Updates: Marketing

Phase 1: Brand Book release on the horizon

- Personality
- Visual Toolkit
- Verbal Toolkit



THIS IS HOW WE ACT ▶

**We are calm, practical,
hopeful, nonjudgmental,
direct, and patient.**

THIS IS WHAT WE LOOK LIKE ▶

**Bold Text & Color
Clean Typefaces & Layouts
Simple Photos & Graphics**

THIS IS WHAT WE SOUND LIKE ▶

**We speak with kindness.
We speak with courage
We speak with care.**

Updates: Marketing

Phase 1: Brand Book release on the horizon

- Personality
- Visual Toolkit
- Verbal Toolkit

Phase 2: Feedback for Additional Materials

Later: Advisory Group for PSA Development



Updates: Contact Center Support and Collaboration



Monthly Office Hours

Bi-Monthly Information Sessions

1:1 Connection

Next Steps

- ✓ Strengthened Language Services
- ✓ Contact Center Staff Training Support



**National Conference
on Gambling Addiction &
Responsible Gambling 2023**

- Poster Session
- Helpline Symposium



Notes