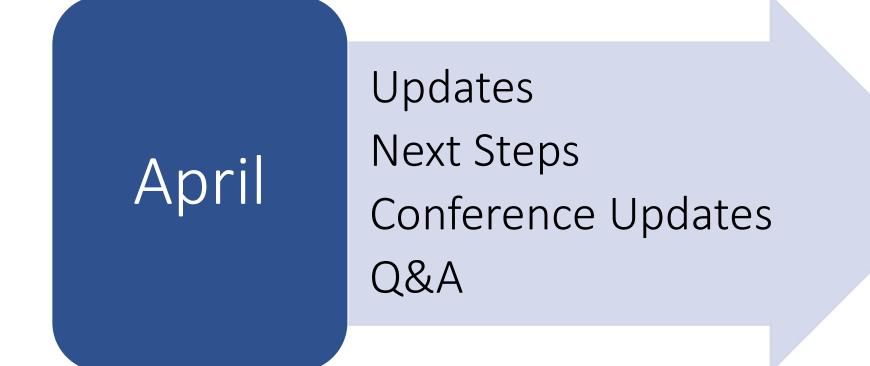
# National Problem Gambling Helpline MODERNIZATION FORUM

# April 2023





# **Updates: Data and Reporting**

### ★ SOON: Public release of the National Problem Gambling Helpline Data Dashboard – Incoming Traffic

 $\rightarrow$ 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**

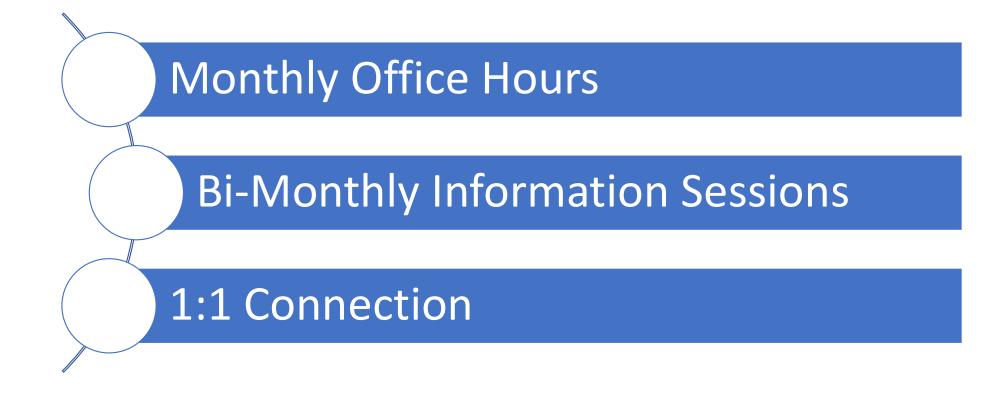
#### Phase 1: Brand Book release on the horizon

- Personality
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#### **Phase 2: Feedback for Additional Materials**

### Later: Advisory Group for PSA Development

### Updates: Contact Center Support and Collaboration



## **Next Steps**

✓ Strengthened Language Services
✓ Contact Center Staff Training Support



National Conference on Gambling Addiction & Responsible Gambling 2023

→Poster Session

→Helpline Symposium



### Notes