

National Problem Gambling Helpline

MODERNIZATION FORUM





February Forum

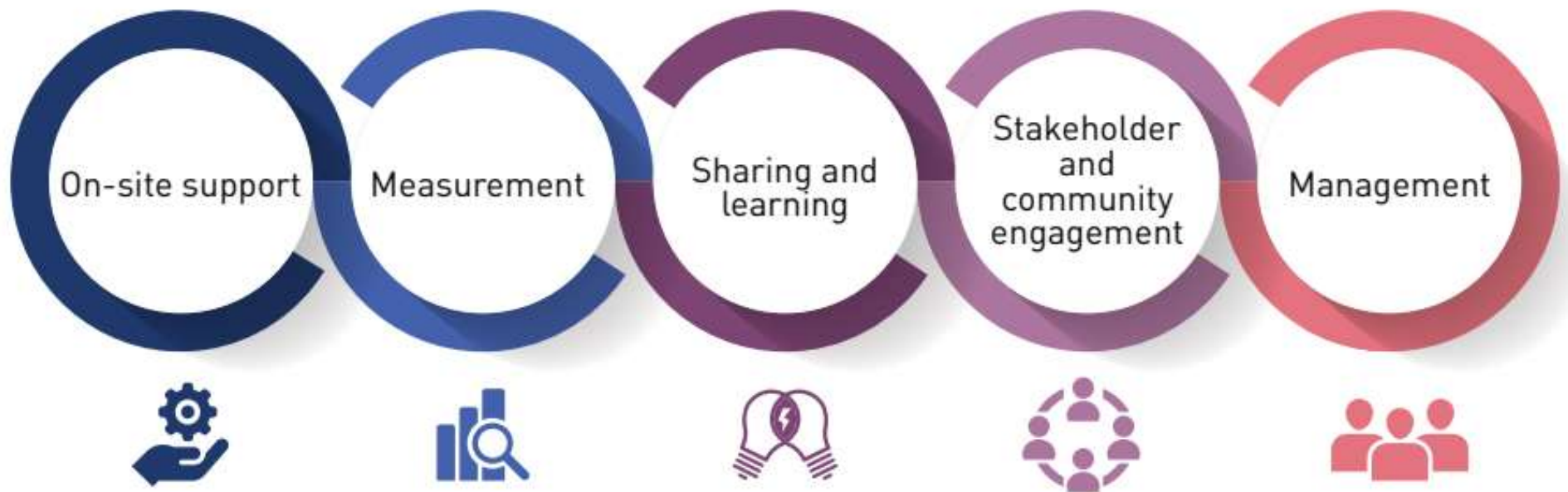
2023 Preview

Data Dashboard Preview

Marketing Updates,
Preview & Discussion

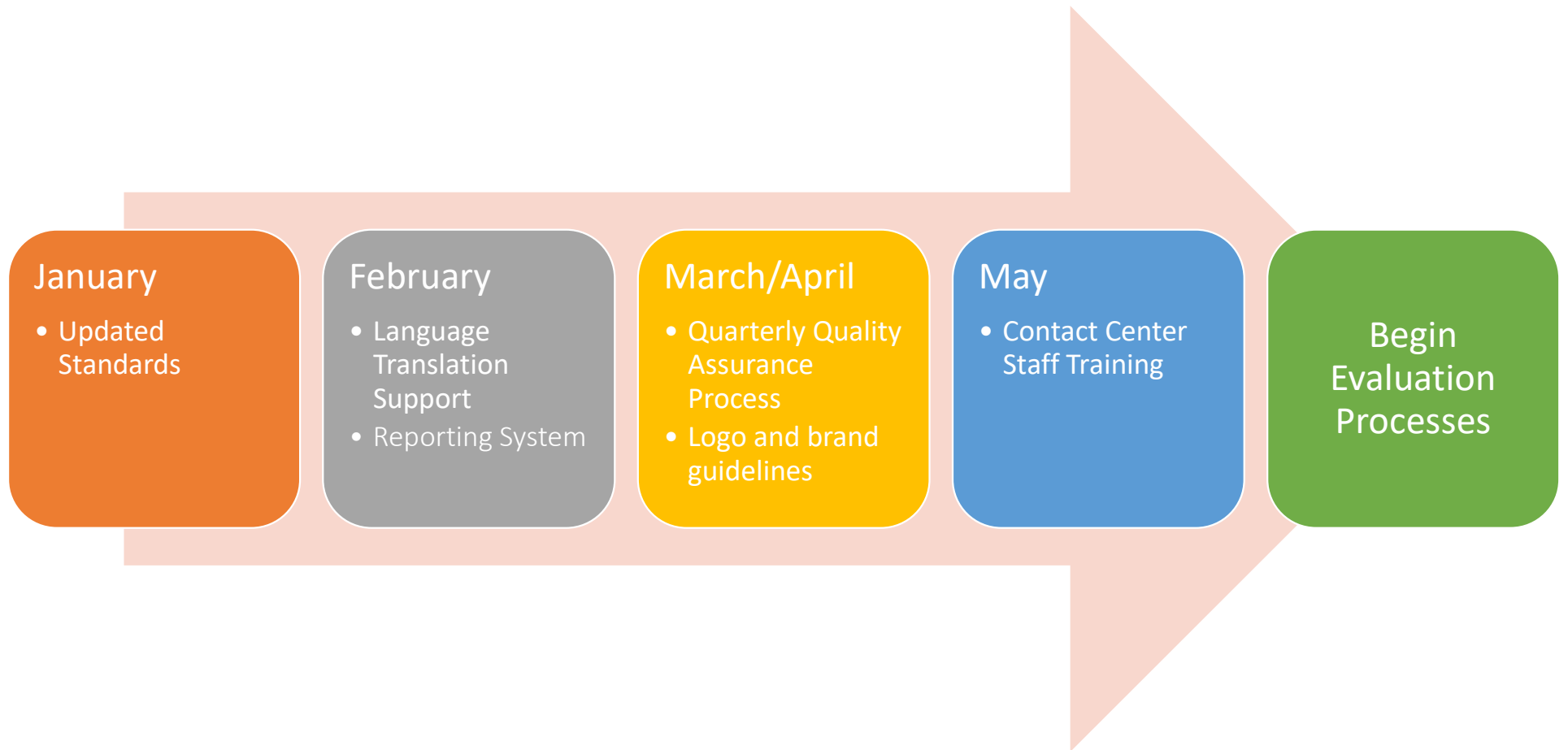
2023 Theme: Strengthening Our Network and System of Care

FOUNDATIONAL REQUIREMENTS FOR QUALITY INITIATIVES



Source: Foundational requirements and guiding principles informed by *Improving the quality of care for maternal, newborn and child health: Implementation guide for national, district and facility levels (11)*.

2023 Preview



2023 Year Long Support for Contact Centers



Updated standards



Accreditation



Communication
Channels



New State-Specific
Contact Centers

Data Dashboard Previews

Data Dashboard Preview

- Currently only includes historical data – 2016-2022
- Does NOT include reporting from contact centers (to begin in 2023)
- These versions are for internal NCPG use
- Public dashboards to launch in March

- State specifics can be requested



NCPG
National Council on Problem Gambling

National Problem Gambling Helpline Data

Overview

Start Date 1/1/2016

End Date 12/31/2022



Originating State


Originating City

Contact Type

All

All

All


Calls 

Total	to 800-522-4700	to 1-800-GAMBLER
1,510,105	1,475,000	35,105
	(97.7% of total)	(2.3% of total)

Chats 

Total

14,662

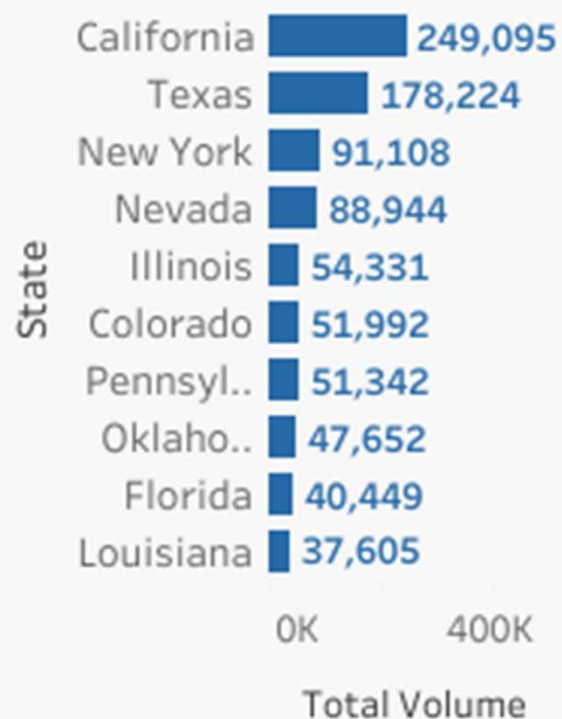
Texts 

Total	to 800-522-4700	to 1-800-GAMBLER
11,013	10,407	606
	(94.5% of total)	(5.5% of total)

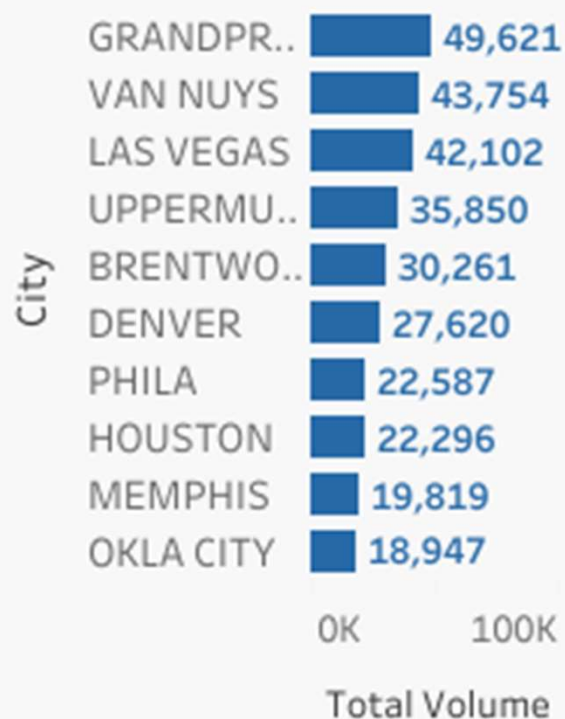
Volume over Time



Top 10 Origin States



Top 10 Origin Cities

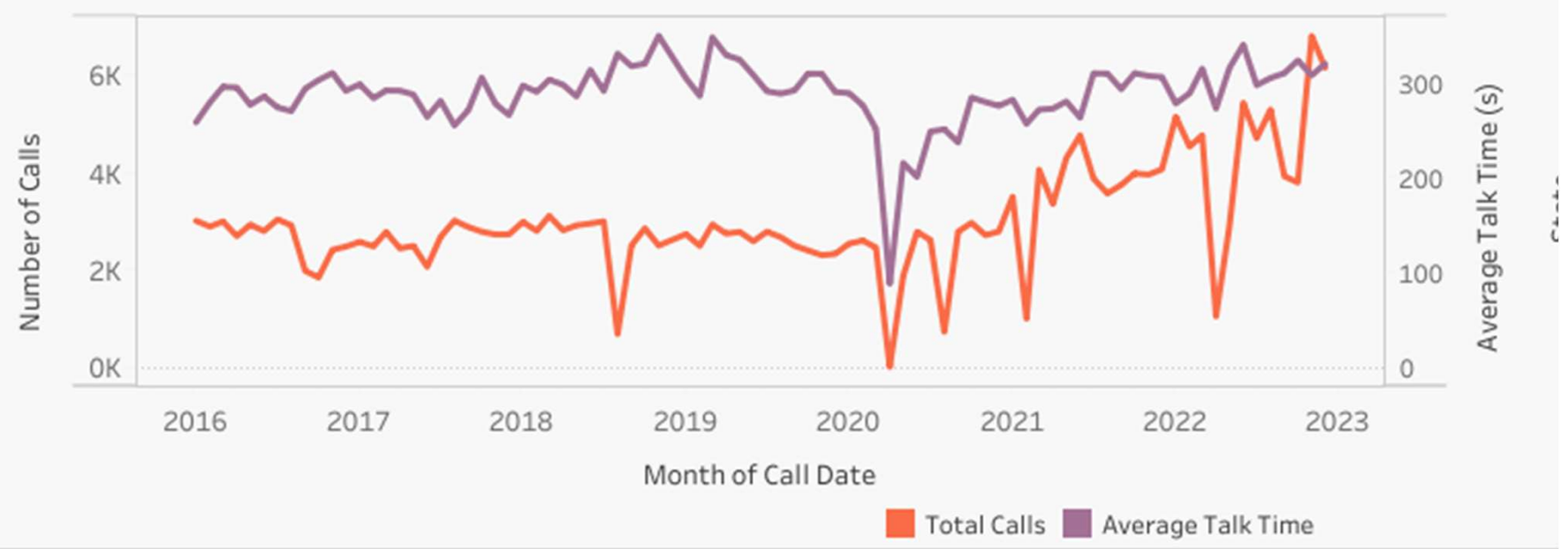


Volume by Hour

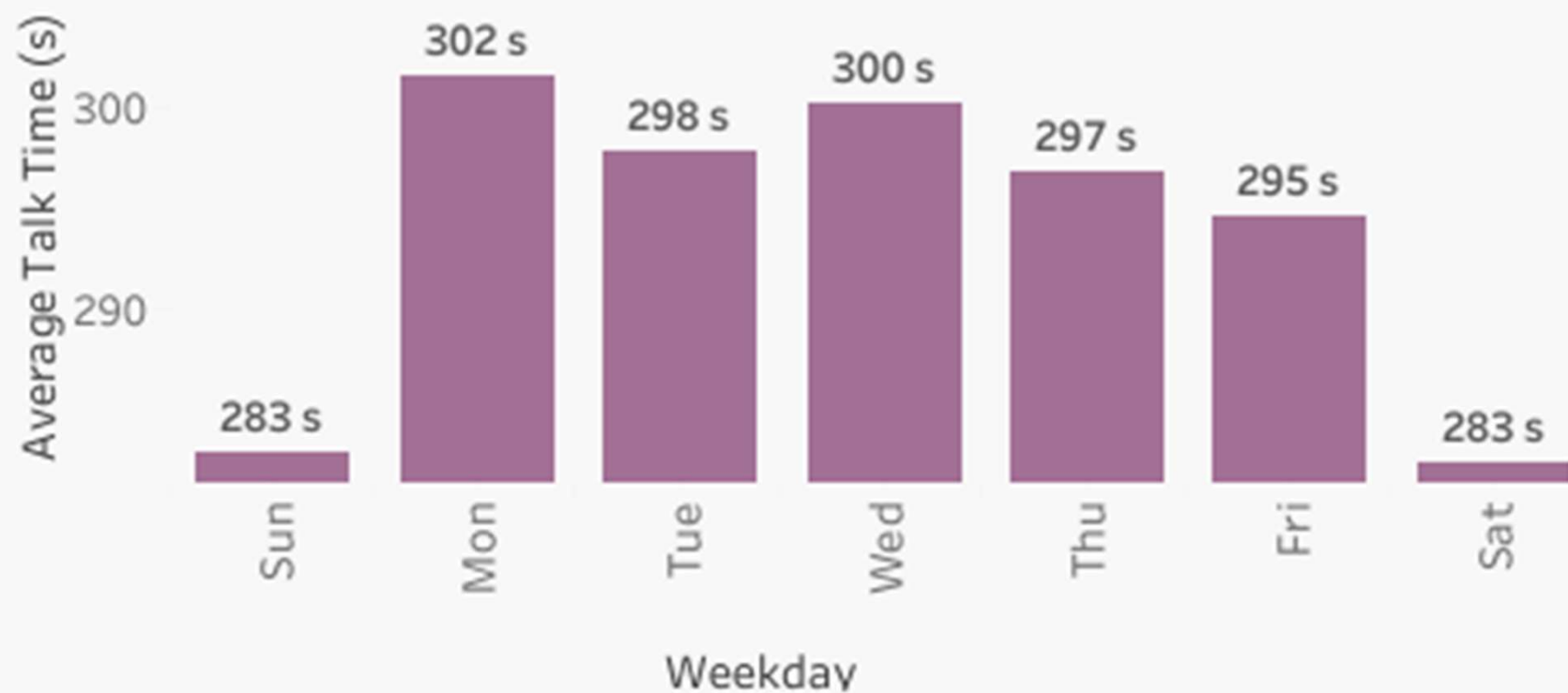
Hour of Day	Weekday							Total
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
12 AM - 4 AM	10,982	8,023	8,229	8,311	8,827	9,474	10,967	64,813
4 AM - 8 AM	8,159	8,775	8,918	8,711	9,390	9,460	8,963	62,376
8 AM - 12 PM	37,321	49,594	47,746	47,166	48,541	48,184	42,734	321,286
12 PM - 4 PM	55,817	74,171	69,729	69,479	70,537	71,994	62,259	473,986
4 PM - 8 PM	46,386	62,411	59,496	59,777	61,161	60,223	51,734	401,188
8 PM - 12 AM	25,786	30,724	31,015	32,494	31,584	31,530	28,998	212,131
Total	184,451	233,698	225,133	225,938	230,040	230,865	205,655	1,535,780

Show Average Talk Time

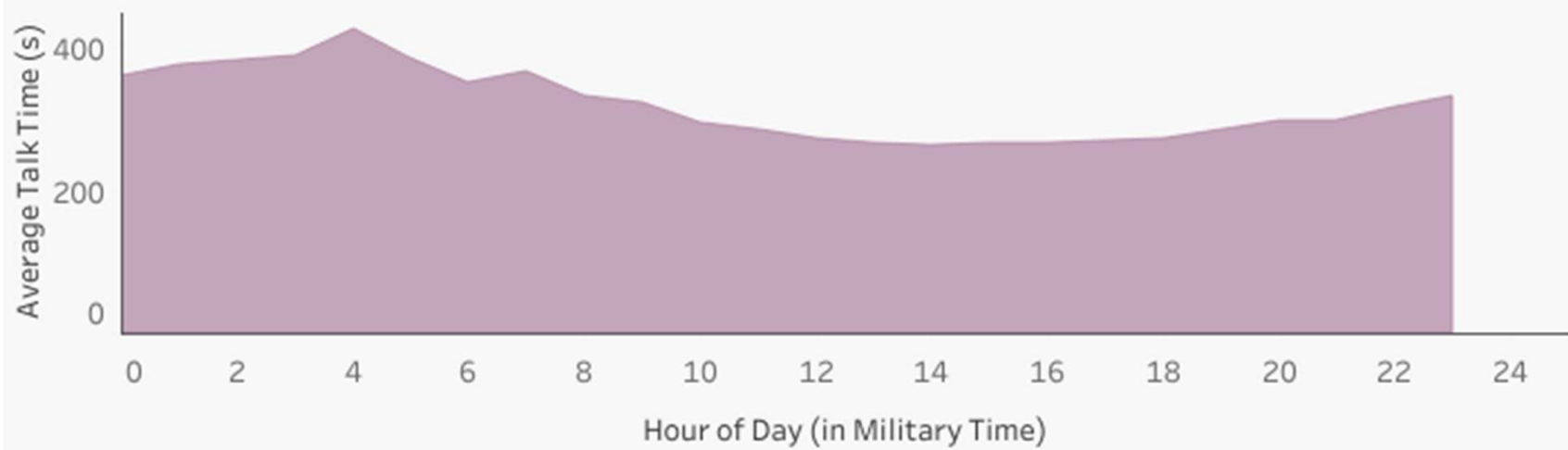
Total Calls vs. Average Talk Time



Average Talk Time Distribution by Weekday



Average Talk Time by Hour

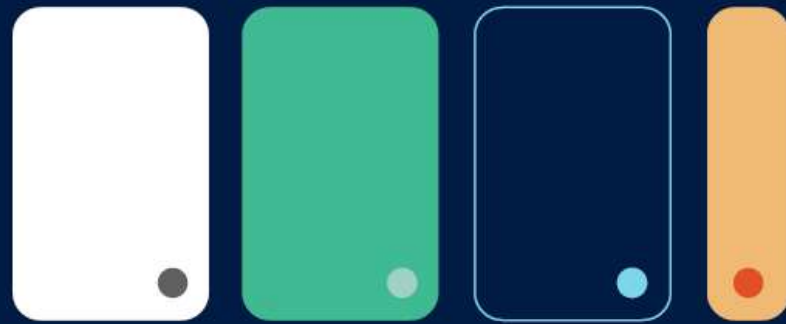


**I-800-GAMBLER Logo
Preview**



STRONG + BOLD + DIRECT

PALETTE RECOMMENDATION:



"BOLD HEALTH"







MEMBERSHIP DETAILS: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent egestas quam in ipsum semper, non finibus metus laoreet. Maecenas cursus vari justo eu pulvinar. Nulla feugiat, nisi a elementum imperdiet, erat ligula faucibus eros, vitae auctor odio mi in purus. Suspendisse condimentum enim dolor, et ultricies sapien tristique sed. Nam et neque et neque pretium malesuada nec id erat. Fusce a molestie mauris, euismod ultricies metus. Nam posuere lorem in justo pulvinar malesuada. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

LUCKY CAT CASINO, NJ
SERVICES: 888 - 555 -0174

Resources to change habits. **1-800-GAMBLER**

PLAYERS CLUB





What are the most common formats you use in helpline advertising?

Discussion

We're working on messaging. What are the most common questions or concerns you hear about 1-800-GAMBLER?

Discussion

Q&A!