



NCPG's Partnership with NFL Takes Problem and Responsible Gambling Services to the Next Level

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Washington, DC – The [National Council on Problem Gambling](https://www.ncpgambling.org) (NCPG) has received the largest grant in the organization's nearly 50-year history as part of a transformative partnership with the National Football League Foundation (NFLF). The three-year grant, totaling \$6.2 million over three years, will enable NCPG to significantly upgrade their National Problem Gambling Helpline, provide grants to nonprofit organizations across the country for problem gambling prevention programs, and launch communications initiatives that focus on responsible gambling and where to get help for gambling addiction, including public service announcement and their new website, www.responsibleplay.org.

"NCPG's Board of Directors looks forward to working with NCPG staff to maximize the opportunities this partnership with the NFL provides," said NCPG Board President Maureen Greeley. "Broadening our awareness, outreach, and innovative prevention efforts with partners across the country allows us to help people understand that gambling is a recreation with risks. Understanding the risks is key to keeping gambling fun. When gambling becomes a problem, knowing the resources for help is crucial. This support from the NFL helps us elevate our responsible gambling programs and meet our goals to reach those we serve."

The U.S. Supreme Court's [decision](#) in 2018 allowed states to legalize sports betting, which previously was limited to Las Vegas and New Jersey. Now more than [30 states](#) allow sports betting and more will likely follow in the future. Couple this with the pandemic and recent public opinion surveys, and the need to do more in responsible gambling and problem gambling is clear. For instance, earlier this year NCPG released results from *The National Survey on Gambling Attitudes and Gambling Experiences (NGAGE) 1.0*, which can be found at www.ncpgsurvey.org. Among the findings were:

- Sports bettors exhibit far more "problematic play" indicators than non-sports bettors, including 'lied to hide gambling' and 'relied on others to pay debts or bills.'
- Younger players (under age 35) appear to be at higher risk for gambling problems.
- Many people who gamble do not understand the way gambling works.

"The National Council on Problem Gambling advocates for the strongest possible responsible gambling and problem gambling measures to be enacted," said Keith Whyte, NCPG Executive Director. "However, because the federal government doesn't use any of the more than \$7 billion in federal taxes from gambling operators to treat or study this hidden addiction, our capabilities have been somewhat constrained. Thanks to our groundbreaking relationship with the NFL, we now have more resources to significantly boost our efforts."

In addition to the NFL's grant to NCPG, the league is launching an integrated campaign that encourages people to play responsibly by sticking to a game plan, including setting a budget to know their limits, using licensed, regulated operators and asking for help if they need it. The core message of the campaign's creative is "***Stick to Your Game Plan.***"

Always Bet Responsibly.” The advertising will encourage sports bettors to visit NCPG’s www.responsibleplay.org site. In addition, the NFL has agreements with their official sports betting partners (Caesars Entertainment, Draft Kings, and FanDuel) to collaborate on information sharing and support the NFL’s responsible gaming efforts, which include developing their own robust responsible gambling programs.

“We are thrilled to expand our partnership with the National Council on Problem Gambling to advance responsible betting support and prevention across the country,” said Anna Isaacson, NFL Senior Vice President, Social Responsibility. “The NFL has a long history of community engagement and advocating for issues that impact the NFL family and the broader society at large. It is critical that we use the NFL’s platform and resources to support the NCPG’s mission as they expand and upgrade their impactful, nationwide services.”

The NFLF funding that is earmarked for the National Problem Gambling Helpline (call or text 1-800-522-4700 or go online at ncpgambling.org/chat) will help modernize operations by improving call center technology, data collection, reporting, training, and certifications.

The application process for Agility Grants for problem gambling prevention programs is under development. The goal is to fill in gaps for areas that currently have no such services, as well as bolster promising efforts in existing programs.

The resources for communications include www.responsibleplay.org, which provides a series of tips for visitors to keep gambling fun, offers basic facts about problem gambling that everyone should know, and explains where people can get help for problem gambling whether they are directly or indirectly affected by it. NCPG’s public service announcements are still in the creative development stage. However, NCPG plans to be able to push a national message over the television, radio, and streaming airwaves, which has traditionally been done on a limited basis in local markets.

Last week’s announcement about this new stage in the relationship between the NCPG and the NFL Foundation is the culmination of more than a decade of a growing bond between the two organizations, recognizing their mutual goals and working together to achieve them.

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About the National Council on Problem Gambling

Based in Washington DC, the National Council on Problem Gambling is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction. 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 or text 1-800-522-4700 or visit www.ncpgambling.org/chat. Help is available 24/7 – it is free and confidential.