



NCPG

National Council on Problem Gambling

1-800-MY-RESET
NATIONAL PROBLEM GAMBLING HELPLINE™

2026 Toolkit for Regulators

Purpose of this Toolkit for Regulators

This toolkit is designed to explain the benefits of adopting or permitting use of the new National Problem Gambling Helpline™ number, 1-800-MY-RESET, in your state.

This toolkit contains information about the helpline, key data points, and the tools you need to support the transition.



NCPG

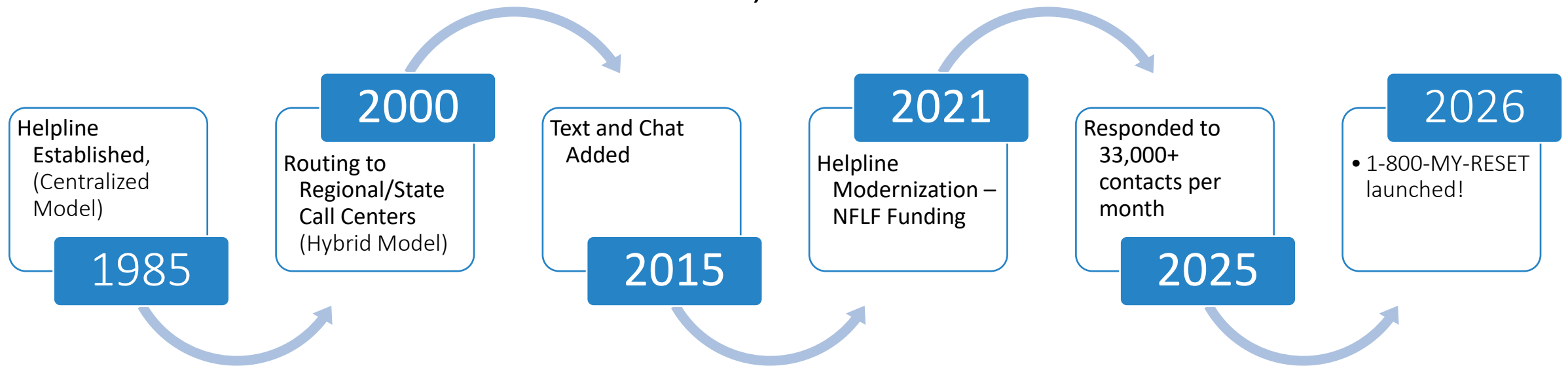
National Council on Problem Gambling

Who is NCPG?

- 501c3 membership-based nonprofit
- Founded in 1972
- Only National nonprofit devoted to helping those with a gambling problem and their loved ones
- Broad range of members, including state affiliates, treatment providers, individuals in recovery, professional sports leagues, gambling regulators, lotteries, tribes, and gambling operators
- **Vision:** To advance well-being by minimizing harm from gambling problems.
- **Mission:** To lead awareness and advocacy efforts to reducing gambling harm.
- **Purpose:** To serve as the national advocate to mitigate gambling-related harm
- **Statement of Neutrality:** *NCPG does not take a position for or against legalized gambling.*

History of the National Problem Gambling Helpline™

NCPG has operated the National Problem Gambling Helpline™ for over 40 years, offering nationwide access to problem gambling specific support and resources through phone, text, and chat.



Fast Facts about the National PG Helpline

- Access points – Call or Text 1-800-MY-RESET, chat link: <https://www.1800myreset.org/>
 - 24/7 365 days a year, answered by trained humans, not AI
- Training requirements for all helpline specialists working in the National Problem Gambling Helpline network are aligned with other crisis and helpline services across the US. NCPG provides free, on-demand training and professional development for helpline specialists
- Over 240 languages supported –ensuring broad accessibility for diverse populations
- Answers 33,000 calls, texts, and chats incoming average per month in 2025
- Covers the entire US, no one is denied access to live support in their time of need
- Alignment with national guidelines and best practices

Fast Facts about who the Helpline Serves

- Demographics (2023-2025 trends)
 - The audience is becoming more diverse. The proportion of White callers decreased, while contacts from Hispanic/Latinx, Black/African American, and Asian individuals all increased.
 - Callers are trending younger. The age range shifted from a broad 25–44 group to a more concentrated 18-34 demographic.
- Outcomes/Resources Provided
 - Peer support continues to be a key resource, consistently requested in about 20% of contacts, highlighting its ongoing importance and impact. While requests for formal treatment and educational resources have shifted over time, the sustained demand for peer support underscores its critical role in meeting community needs.
- Data Dashboard
 - The National Problem Gambling Helpline Data Dashboard is a public-facing data tool that visualizes and tracks how people are reaching the National Problem Gambling Helpline, key demographics of those served, and how they are supported. This enables stakeholders to understand demand, identify trends, and inform service delivery and policy decisions.
 - Access link: <https://www.ncpgambling.org/pa-resources/access-helpline-dashboard/>

Evolution of Phone Access to the National Problem Gambling Helpline™

Foundational
Helpline
Access

Pre-2022: National Problem Gambling Helpline™
accessed via 1-800-522-4700

National
Number
Unification

2022–2025: NCPG leases and operates 1-800-
GAMBLER nationally (outside NJ) to unify
National Problem Gambling Helpline™ access

Operational
Transition

2025: Dispute over helpline operating standards
Sept 2025: Agreement not renewed; NCPG
ceases use of 1-800-GAMBLER

Next Chapter
in National
Access

January 29, 2026: Launch of new National
Problem Gambling Helpline™ number:
1-800-MY-RESET

Why Should States Require Promotion of the National Problem Gambling Helpline?

Immediate Human Connection

Phone calls deliver real-time, empathetic support from trained professionals during high-stress moments.

Privacy & Anonymity

Calls offer a confidential, discreet way to seek help without leaving digital traces or fear of judgment.

Universal Accessibility

Phone access is familiar, widely available, and inclusive across diverse populations and languages.

Reliable Infrastructure

Established phone networks ensure consistent, dependable support nationwide.

Digital Channels Complement, Not Replace

Text and chat expand access, but phone remains the essential channel for immediate, human-centered support.

Do Individuals Still Call the Helpline?

Phone Isn't Dead. Digital Natives Are Proof.

Digital natives are using the helpline by phone.

Adults 18–34 account for ~65% of all contacts, showing that voice remains a key access point even for younger, tech-savvy users.

Adults 25–34 lead phone engagement.

They make up 46% of contacts, including 26% of self-help and 20% of concerned-other calls, highlighting the importance of voice support for this age group.

Both self-help seekers and concerned others rely on phone access.

44% of calls are from individuals seeking help for themselves, and 32% are from people worried about someone else.

Phone support remains essential for all age groups.

*Data from National Problem Gambling Trends and Insights Reports 2023-2025 (upcoming release in 2026)

Let's Make Getting Help Easier

Reduce the clutter on advertisements in your state



\$1 PARLAYS

DFL FALL TOURNAMENT

NEW CUSTOMER OFFER:
75% OFF YOUR FIRST BET



INSTANT BONUS BETS

SATURDAY, OCTOBER 5TH
ONLINE | IN PERSON | PARTNER PLAY @ DFL.COM/FALL
START TIME: 8:00 PM

GAMBLING PROBLEM? IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, CALL 1-800-NEXT-STEP OR TEXT NEXTSTEP TO 53342 (ARIZONA), CALL 1-888-789-7777 (CONNECTICUT) OR CALL 888-850-8888 OR TEXT 302-438-8888 (DELAWARE) OR TEXT ILGAMB TO 833234 (ILLINOIS) OR TEXT INGAMB TO 53342 (INDIANA) OR CALL 1-800-BETS-OFF (IOWA) OR 1-877-770-STOP (LOUISIANA) OR 800-327-5050 (MASSACHUSETTS) OR 1-800-270-7117 (MICHIGAN) OR 1-888-777-9696 (MISSISSIPPI) OR 603-724-1605 (NEW HAMPSHIRE) OR 877-8-HOPENY (NEW YORK) OR 800-589-9966 (OHIO) OR CALL 1-877-695-4648 OR TEXT 503-713-6000 (OREGON) OR CALL 1-800-981-0023 (PUERTO RICO) OR 800-889-9789 (TENNESSEE) OR 1-800-547-6133 (WASHINGTON) OR VISIT WWW.GAMBLERSANONYMOUS.ORG OR VISIT WWW.GAM-ANON.ORG OR VISIT GAMTALK.ORG. RESTRICTIONS MAY APPLY IN YOUR LOCATION. **TERMS AND CONDITIONS APPLY.**



\$1 PARLAY

DFL FALL TOURNAMENT



SAME GAME PARLAYS

NEW CUSTOMER OFFER:
75% OFF YOUR FIRST BET

UP TO \$1000 BACK IN SAME-GAME BONUS BETS

UNLIMITED PICKS

BOOST TOKENS: 50% OFF



Build a winning parlay with friends

SATURDAY, OCTOBER 5TH
ONLINE | IN PERSON | PARTNER PLAY @ DFL.COM/FALL
START TIME: 8:00 PM

1-800-MY-RESET
NATIONAL PROBLEM GAMBLING HELPLINE

GAMBLING PROBLEM? CALL OR TEXT 1-800-MY-RESET OR VISIT 1800MYRESET.ORG.

Advantages of Partnering with the National Problem Gambling Helpline™

National Leadership, National Perspective

- Decades of experience running a nationwide helpline
- National Board-guided governance ensures consistency, accountability, and long-term vision

Data, Standards, and Best Practices

- We track and share national trends to inform policy, prevention, and treatment
- Operates under rigorous quality standards and lessons learned from other national helplines
- Aligned with broader crisis care systems for seamless support

Accessible and Inclusive Branding

- 1-800-MY-RESET is a memorable, stigma-free number welcoming to a broad audience

Clarifying NCPG's National Model

What We Hear	How the National Problem Gambling Helpline™ Works
Individuals are surveyed before help is offered	Support comes first; data collection is optional
Lived experience is not represented	Staff and advisors include trained individuals with lived experience
Contacts are being routed away from state contact centers	Calls are routed to the best contact center for each state individually, which often includes a state-specific contact center when available and qualified
NCPG is trying to replace state helplines	The National Problem Gambling Helpline™ is a single point of entry that, in many cases, routes to state helplines
Data sharing is unsafe	NCPG does not receive any personally identifying information (PII); all data follows strict privacy standards

NCPG is Shaping the Future of Problem Gambling Support

Expanding Access to Care

- Partnering with operators and service providers to reduce barriers, strengthen referral pathways, and improve access to timely, appropriate support.

Data Transparency and Insights

- Publishing national-level helpline data to inform policy, improve prevention and treatment efforts, and support evidence-based decision-making.

Modernizing Access to Care

- Building the next generation of platforms to make support convenient, private, and available wherever it's needed.

For State Regulators

Two Ways to Implement 1-800-MY-RESET in Your State:

- 1) Adopt the National Problem Gambling Helpline™ 1-800-MY-RESET as the official state-helpline
- 2) Issue Regulations or Official Guidance Permitting Gambling Operators to use 1-800-MY-RESET in Digital and Multi-State Advertising

1) Adopt the National Problem Gambling Helpline™ 1-800-MY-RESET as the official state-helpline

Sample Regulation:

“Rule XXX: Each gambling operator’s website or internet gambling platform must display a recognizable logo to direct a participant to the gambling operator’s responsible gambling page. The responsible gambling page must contain, but is not limited to, the National Problem Gambling Helpline, designated as 1-800-MY-RESET.”

“Rule XXX: All advertising by gambling operators in the state, including television, digital, radio, billboard, and print ads, must prominently include the National Problem Gambling Helpline, designated as 1-800-MY-RESET.”

2) Issue Regulations or Guidance Permitting Gambling Operators to use 1-800-MY-RESET in Digital and Multi-State Advertising

Sample Regulation:

“For nationally or regionally run, general advertisements that do not primarily target the State or State patrons, the [Regulator] will permit the use of the National Problem Gambling Helpline phone number, 1-800-MY-RESET. This could include radio, podcast, or other broadcasted advertisements and print advertisements, such as social media postings, or advertisements that are run in national/multi-state publications.”

How NCPG can support the transition...

- Advocacy support to policymakers
- Presentations about 1-800-MY-RESET to key staff
- Brand guide is available at <https://www.ncpgambling.org/pa-resources/>
- Sample press release (see next pages)
- FAQ document (see next pages)

1-800-MY-RESET

NATIONAL PROBLEM GAMBLING HELPLINE™

Questions? Please Contact:

Cole Wogoman

Director of Government Relations
& League Partnerships

ColeW@NCPGambling.org



NCPG

National Council on Problem Gambling

Frequently Asked Questions About the National Problem Gambling Helpline™

The National Problem Gambling Helpline™ (1-800-MY-RESET) is operated by the National Council on Problem Gambling. The helpline serves as a one-stop hub connecting people looking for assistance with a gambling problem to local resources. This network includes contact centers covering all 50 states and U.S. territories.

The National Problem Gambling Helpline™ offers call, text, and chat services 24/7/365.

What is 1-800-MY-RESET?

1-800-MY-RESET is the phone number for the National Problem Gambling Helpline™. It serves as a resource for individuals who may be struggling with problem gambling or gambling addiction, or their loved ones. When someone contacts 1-800-MY-RESET they will receive support, information and referrals to services that can help them address their gambling-related

If I contact 1-800-MY-RESET, who answers?

Calls, texts and chat messages to 1-800-MY-RESET are answered by trained professionals who specialize in helping individuals with gambling-related issues. These individuals are knowledgeable about problem gambling and can provide support, information, and resources to help address gambling-related concerns and make informed decisions about seeking treatment.

Is it free to contact 1-800-MY-RESET?

Payment or insurance information is not required to receive resources from 1-800-MY-RESET. However, standard data rates from mobile carriers may apply for those who text the helpline.

What type of resources are available?

A variety of resources are available through 1-800-MY-RESET:

- Information and education about problem gambling, including its signs and symptoms.
- Treatment options, such as counseling, therapy, or peer-support programs like Gamblers Anonymous.
- Guidance on how to self-exclude from gambling establishments or online gambling sites, to help limit access to gambling.
- Financial counseling to assist in addressing financial problems that may have arisen due to gambling addiction.
- Resources and support for family members and loved ones affected by gambling-related harm.

Can family members contact 1-800-MY-RESET?

Yes, family members and loved ones of individuals struggling with a gambling problem can contact 1-800-MY-RESET for resources.

Is 1-800-MY-RESET designed for emergencies?

1-800-MY-RESET is not a crisis hotline designed for emergency services. For crisis services please call 911 or 988.

Will calls to 1-800-MY-RESET be referred to 911?

Calls are not automatically referred to 911. However, if someone's life is in imminent danger, the helpline operator will share vital information with emergency services to save the caller's life.

Are translation services available for callers who do not speak English?

Yes, 1-800-MY-RESET uses Language Line Solutions to provide caller translation services in more than 240 languages, including:

- Spanish
- Chinese
- Tagalog
- Vietnamese
- Arabic

Is contacting 1-800-MY-RESET confidential?

Yes, contacting 1-800-MY-RESET is confidential. Personal information and the details of a call are kept private, and personally identifiable information is not shared.

How do calls to 1-800-MY-RESET get routed?

Calls to 1-800-MY-RESET are routed to a contact center based on the area code of the phone being used. To be connected with local resources the caller may need to disclose their physical location to the helpline operator so the appropriate resources can be provided.

Does 1-800-MY-RESET use geolocation?

No, 1-800-MY-RESET does not use geolocation. Helpline operators do not have the ability to track a caller's location.



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1-800-MY-RESET
NATIONAL PROBLEM GAMBLING HELPLINE™

[STATE/AGENCY NAME] Designates 1-800-MY-RESET as Official Problem Gambling Helpline

[CITY, STATE] — **[DATE]** — The **[Agency/Organization Name]** today announced new efforts to strengthen access to support for individuals and families affected by problem gambling by adopting 1-800-MY-RESET as the state’s official problem gambling helpline.

Operated by the National Council on Problem Gambling (NCPG), the National Problem Gambling Helpline™ (1-800-MY-RESET) is the oldest and largest nationwide problem gambling helpline network in the United States, connecting callers to trained professionals, local resources, and support services in all 50 states.

As part of this initiative, **[licensed operators/platform providers/partners]** will be required to prominently display 1-800-MY-RESET across all player touchpoints and advertising no later than **[implementation date]**.

The National Problem Gambling Helpline™ (1-800-MY-RESET) serves as a single, streamlined access point to local problem gambling services nationwide, helping ensure that individuals can quickly and easily find support when they need it. The adoption of a consistent, easy-to-remember number reinforces ongoing efforts to improve awareness, reduce barriers to seeking help, and encourage earlier engagement with available resources.

[Insert quote from State Agency Leader]

The adoption of 1-800-MY-RESET builds on the continued importance of a nationally coordinated helpline network, which ensures that calls, texts, and chats are routed to contact centers with knowledge of local providers, services and resources.

Calls to 1-800-MY-RESET from **[State]** area codes will be automatically routed to **[State agency/helpline provider]**, where trained contact center staff are available 24/7, 365 days a year to provide confidential support, information, and referrals. The helpline is also accessible via text to 1-800-MY-RESET and online chat at

Problem gambling remains a significant public health issue in the United States. Nearly 20 million Americans (8 percent of adults) report experiencing indicators of a gambling problem many times in the past year.

By aligning with the National Problem Gambling Helpline™, 1-800-MY-RESET, [Agency Name] joins a growing number of jurisdictions working to create a more unified, accessible, and effective approach to problem gambling support.

About [Agency/Organization Name]

[Organizational boilerplate]

About the National Problem Gambling Helpline (1-800-MY-RESET)

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-MY-RESET or visit www.1800myreset.org. Help is available 24/7 – it is free and confidential.

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