

# **National Problem Gambling Helpline Modernization Forum**

**June 2024**



# June Forum

AAS Recap

Conference Previews

1800GAMBLER State Usage

Online Resources

Recap:  
American  
Association of  
Suicidology  
Conference





# Presentation: Harnessing AI for Helpline Staff Training and Role Test Contacts

- Large Language Model
  - It learns from the data it is fed
- Raise the bottom
  - Increased quality by 47%
  - Improvements were in low performers
- Allows for scalability and consistency



# 988 Messaging Lessons

- They're there - 24/7 availability
- They care - Knowing someone would be there to help when no one else is
- They'll listen - Knowing someone will just listen

*\*Hesitancy to reach out due to perceived or real lack of resources.*

# Food for thought...

	988	1-800-GAMBLER
<b>2024 Budget Funded by...</b>	\$502,000,000.00 (congressional line item+) “Biden-Harris Administration has made unprecedented investments to support the 988 Suicide & Crisis Lifeline – so far the investment is nearly \$1 billion” States – telecommunication fees, fed grants, etc.	\$1,944,838.49 (3.9%) Donations, grants States – state budget, grants, donations.
<b>Staff at Admin Level</b>	Lots and lots at Vibrant Emotional Health QI team = 19 people alone Plus SAMHSA staff	2.5 FTE at NCPG day-to-day operations
<b>Established In...</b>	National Suicide Hotline Designation Act in 2005	Thanks to some folks who care in 1995
<b>Network</b>	180+/- local crisis centers	27 contact centers
<b>Volume</b>	2023 = 7,665,967	2023 = 358,745 (4.7%)
<b>Data Tracking System(s) – WIN!</b>	Salesforce & Tableau in some states	Salesforce & Tableau at national level
<b>Routing</b>	Routed to the nearest geographic 988 crisis call center based on the defined location of the first six digits (area code and prefix) of the caller's phone number, regardless of the actual location of the caller	Routed to the state-designated contact center based on area code.

# AAS Event by the numbers...

12,566  
miles

7 (8)  
Days

3  
Presentations

6.5  
Speaking  
Hours

25  
Exhibit Hours

34,000mg  
Caffeine



Preview:  
National Problem  
Gambling Helpline  
in San Diego

# The National Conference on Gambling Addiction & Responsible Gambling 2024

July 17-19, 2024  
San Diego, CA

Registration Now Open for NCPG Members

[www.NCPGConference.org](http://www.NCPGConference.org)

# Symposium: Advancing Support Systems and Innovations

Wednesday, July 17 @ 9am-12noon Pacific in person

## AGENDA

- **Education:** Crash Course & Mock Call
- **Feature:** Contact Center Innovation Panel
  - OH Warm Transfer Program
  - NY Problem Gambling & Suicide
  - CA Data Project
  - VA Peer Program
- **Roundtable Discussions:** Challenges, Solutions, and Stakeholders
- **Wrap-Up**

# Poster: Navigating Helpline Data Processes

**Main Conference – Thursday, July 18 and Friday, July 19**

## **General Content Ideas:**

- Data Permissions Processes
- Data Systems
- Data Recommendations
- Involving Stakeholders
- Existing Historical Data
- Potential Data Opportunities



# Online Resources

# Online Resources for Individuals and Families

NCPG is assembling a list of online resources for use with Safety Net states who have little or no funding, services, etc. within their state.

- Telehealth
- Peer Support
- Materials, Workbooks, etc.



# 1-800-GAMBLER

## State Usage

# How is 1-800-GAMBLER used throughout the United States?

Official National Problem Gambling Helpline number (NCPG)

- ✓ Official State Helpline Number
- ✓ Accepted for use in addition to state-specific number
- ✓ Allowed for usage in digital or national advertisements
  - ✓ Regulations\* specify national number is approved for use
  - ✓ Regulations\* specify non-state number could be used if approved
  - ✓ Regulatory memo approving use of the national number

*NOTE: Some states do not require a helpline number in their ads.*



# Goal:

## Nationwide Acceptance of 1-800-GAMBLER

NCPG Goal:

Work with regulators to gain their *formal* support to allow usage of 1-800-GAMBLER in digital and national advertisements.

WHY?

Enhances recognition of number for problem gambling help.

Eases access to care for those struggling.

→ *We are NOT advocating for the elimination of state-specific numbers.*

# Examples



DFL SPORTSBOOK

**\$1 PARLAY**

DFL FALL TOURNAMENT  
INCREDIBLE ODDS

**\$\$ PAYOUT**  
SAME DAY WINS!

**SATURDAY, DECEMBER 25TH**  
BINJAI STADIUM, 123 ANYWHERE ST., ANY CITY  
START AT 8.00PM

GAMBLING PROBLEM? IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, CALL 1-800-NEXT-STEP OR TEXT NEXTSTEP TO 53342 (ARIZONA) OR 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 1-888-777-9699 (MISSISSIPPI) OR 803-724-1605 (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](http://WWW.GAMBLERSANONYMOUS.ORG) OR VISIT [WWW.GAM-ANON.ORG](http://WWW.GAM-ANON.ORG) OR VISIT [GAMTALK.ORG](http://GAMTALK.ORG). RESTRICTIONS MAY APPLY IN YOUR LOCATION. **TERMS AND CONDITIONS APPLY.**



DFL SPORTSBOOK

**\$1 PARLAY**

DFL FALL TOURNAMENT

UNLIMITED PICKS  
SAME GAME PARLAY  
INCREDIBLE ODDS

**\$\$ PAYOUT**  
SAME DAY WINS!

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START AT 8.00PM

**1-800-GAMBLER**  
HELP FOR PROBLEM GAMBLING

GAMBLING PROBLEM? CALL OR TEXT 1-800-GAMBLER OR VISIT [1800GAMBLERCHAT.ORG](http://1800GAMBLERCHAT.ORG).



DFL SPORTSBOOK

**\$1 PARLAY**

DFL FALL TOURNAMENT  
INCREDIBLE ODDS

**\$\$ PAYOUT**  
SAME DAY WINS!

**SATURDAY, DECEMBER 25TH**  
BINJAI STADIUM, 123 ANYWHERE ST., ANY CITY  
START AT 8.00PM

**1-800-GAMBLER**  
HELP FOR PROBLEM GAMBLING

24/7 - Confidential - Anonymous - 50 States

Current Example



Future Possibilities

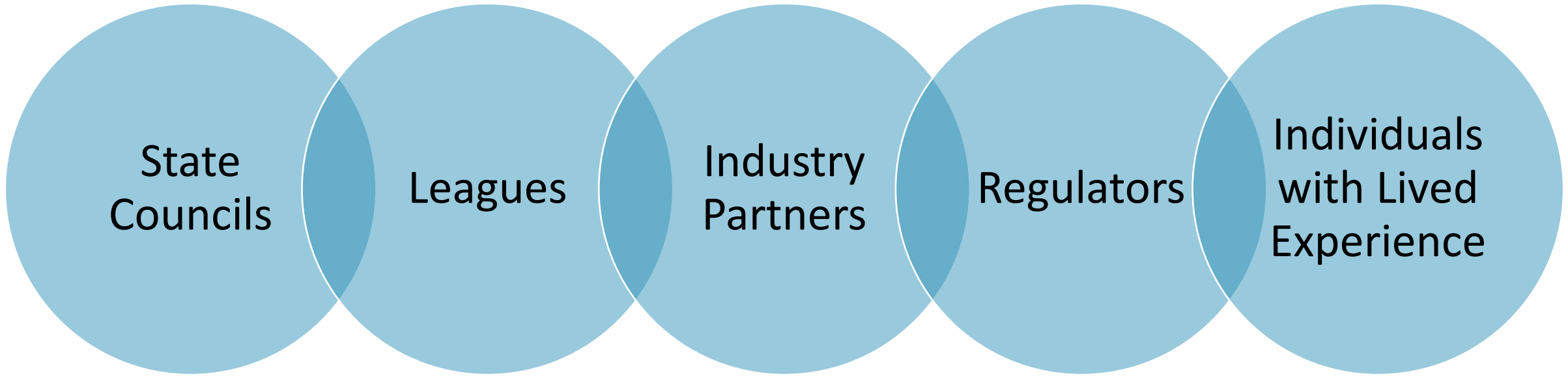
# Approach

- States with legalized sports betting where national number is not allowed for use (Examples: NY, MA)
- States with legalized sports betting who are allowing use of old national number
- States without legalized sports betting in which we see use of the old number, though no official position has been found (Examples: TX, HI, OK)
- States without legalized sports betting who have no published position (Examples: AL, GA, MO)

*\*Ideally in some sort of official rule, memo, etc.*



# Partnerships Matter



**Want to help? Reach out!**

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# General Updates & Next Steps

# In Progress & On the Horizon

- Helpline Specialist Training – Launching before July!
- Text & Chat System Evaluation and Scoping Review – Currently underway
- Demographic and Outcome Data – Launch in the fall(-ish)
- Safety Net RFP
  - Released end of June
  - Q&A in July
  - Proposals due mid-August
  - Review/Interviews in September
  - Decision in October
  - New contract begins January 1, 2025

Q&A!

A stylized logo consisting of the letters 'Q', '&', and 'A' followed by an exclamation point. The 'Q' is orange with a purple question mark inside its white center. The '&' is blue. The 'A' is green with a dark green shadow behind it. The exclamation point is orange with a dark green shadow behind it. The letters are overlapping and have a slight 3D effect.