National Problem Gambling Helpline Modernization Forum

September 2024

NCPG
National Council on Problem Gambling

September Forum

- Conference Recap
- NFLF Funding Renewal
- New Toolkit Materials
Training Updates
- On the Horizon

Review:
National Problem
Gambling Helpline
was in San Diego!

San Diego!

Symposium Recap

- **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**
  - Data Sharing & Collaboration
  - Non-Target Calls
  - Public Awareness & Understanding
  - Quality Control

More conversations and discussions coming soon!

STRENGTHENING THE NATIONAL PROBLEM GAMBLING HELPLINE THROUGH DATA COLLABORATION

ABOUT THE HELPLINE & NETWORK

The National Problem Gambling Helpline is a single point of access for problem gambling help in the United States.

1-800-GAMBLER
PROBLEM GAMBLING HELP

The National Problem Gambling Helpline is supported by contact centers trained to assist individuals, families, and communities affected by problem gambling via phone, text, and chat. These centers are run by state administrators, National Council on Problem Gambling (NCPG) Affiliates, and non-profits. The style of each center varies based on state funding and infrastructure.

NCPG is committed to improving helpline services by collaborating with the network to collect and use data. Through this collaboration, we aim to create a comprehensive data ecosystem to inform decisions and better serves those seeking help.
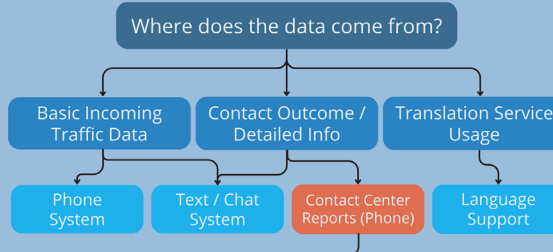
DATA COLLABORATION GOALS

Through data collaboration and sharing with National Problem Gambling Helpline Network Contact Centers, NCPG seeks to:

- Monitor trends and understand service needs.
- Enhance quality assurance for 1-800-GAMBLER.
- Create a robust data system with Salesforce and Tableau.
- Plan by analyzing improvements, resource allocation, and effectiveness.

*These efforts rely on voluntary data sharing and collaboration from Network Contact Centers and responsible organizations in each state.

DATA SOURCES

Where does the data come from?

- Basic Incoming Traffic Data
- Contact Outcome / Detailed Info
- Translation Service Usage

- Phone System
- Text / Chat System
- Contact Center Reports (Phone)
- Language Support

NCPG relies on collaboration from responsible organizations in each state to approve data sharing, and Network Contact Centers to send data reports.

2023 Phone Contact Data Reporting by State

■ Complete ■ In Progress ■ Partial (No Contact Center Reports)
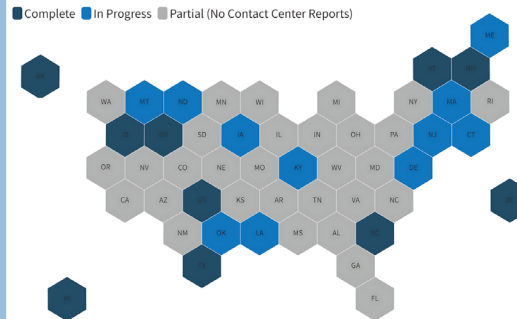
FUTURE POSSIBILITIES

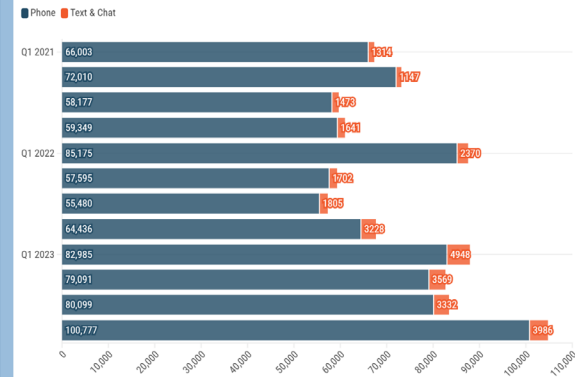**Potential Insights Through Further Data Collaboration:**

- Types of gambling reported.
- Demographic patterns.
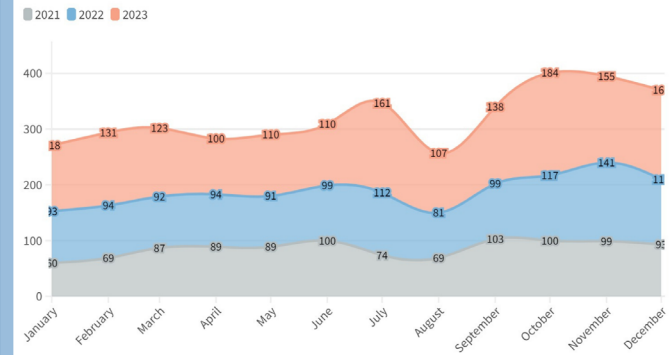- Call outcomes.
- Helpline and resource awareness.

Challenges:

- Reluctance to share data.
- Inconsistent data collection.
- Scarce staffing at contact centers for data management.

DATA INSIGHTS

Incoming Traffic Volume Growth 2021-2023

■ Phone ■ Text & Chat

	Phone	Text & Chat
Q1 2021	66,003	1314
	72,010	1147
	58,177	1473
	59,349	1641
Q1 2022	85,175	2370
	57,595	1702
	55,480	1805
	64,436	3228
Q1 2023	82,985	4948
	79,091	3569
	80,099	3332
	100,777	3986

Multilingual Support by Volume

■ 2021 ■ 2022 ■ 2023

HOW YOU CAN HELP

Work with NCPG and your state's administrator or responsible organization to setup a system of cooperation to share state-level data.

NFLF Funding Renewal!

# What does this mean for the National Helpline Modernization Project?

- Continued training, support, and technology expansion for network
- Focus on quality assurance
- Strengthened data collection and analysis for quality and advocacy purposes
- Widened public awareness, understanding, and brand recognition*
- Increased data analysis*

*Data Analyst & Brand Manager

New

1-800-GAMBLER

PSA
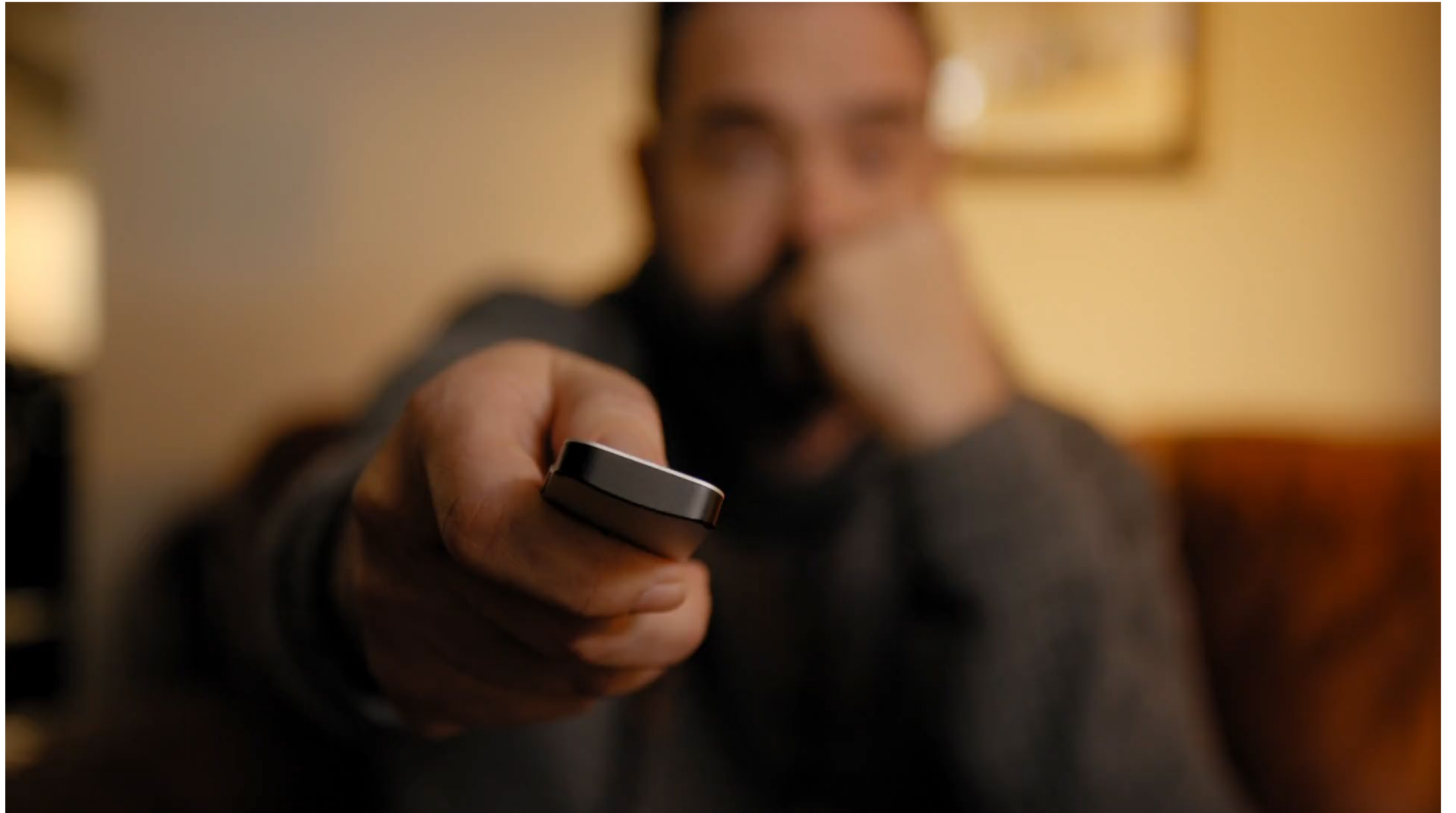
General Updates & Next Steps

Trainings and Projects

- Helpline Specialist LMS – Launching soon!
- Guided Simulations Pilot
- Loved Ones Project

In Progress & On the Horizon

- Demographic and outcome data work

- Safety Net RFP
  - Released end of June
  - Q&A in July
  - Interviews upcoming in September
  - Decision in October
  - New contract begins January 1, 2025

Q&A!