

# 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.

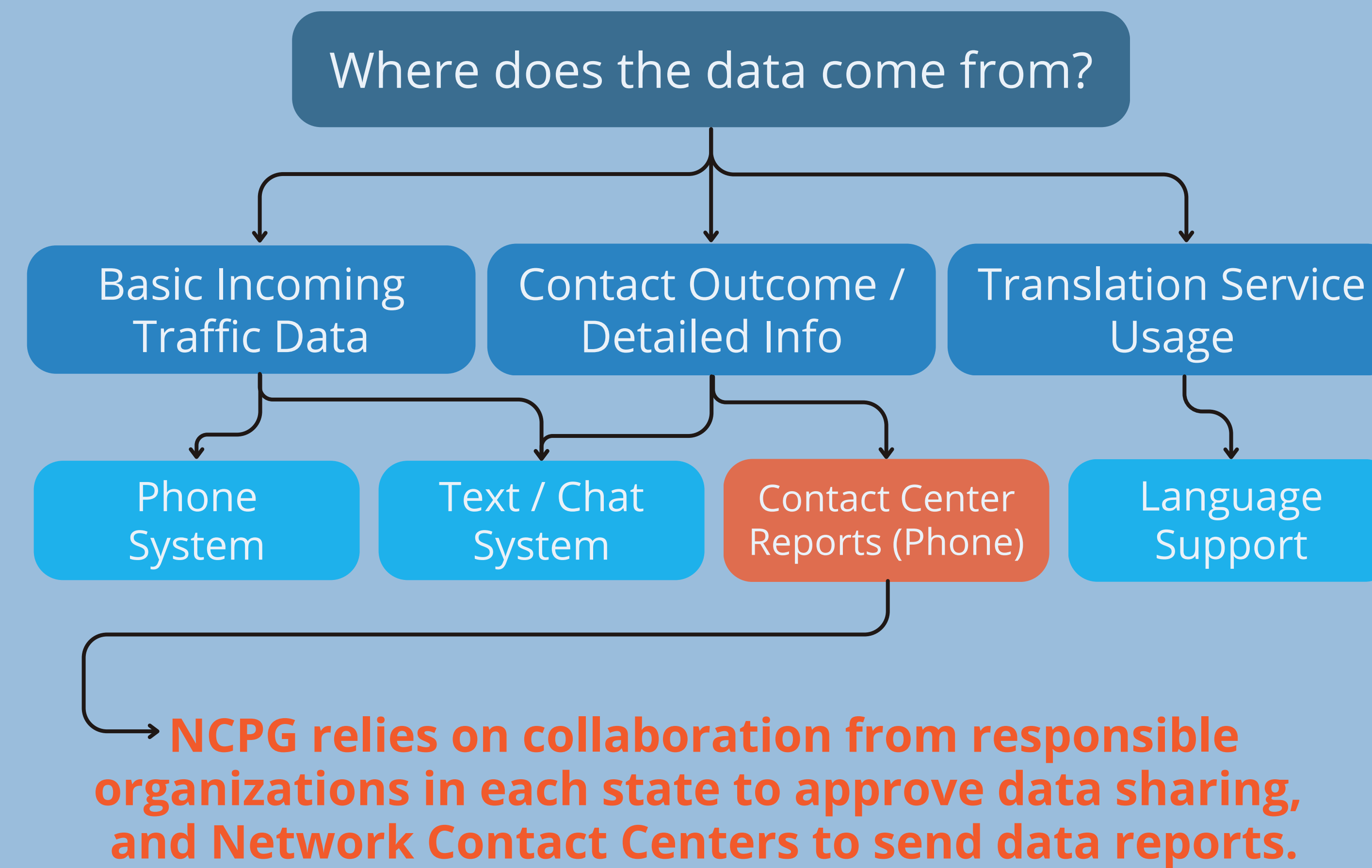
## DATA COLLABORATION GOALS

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.

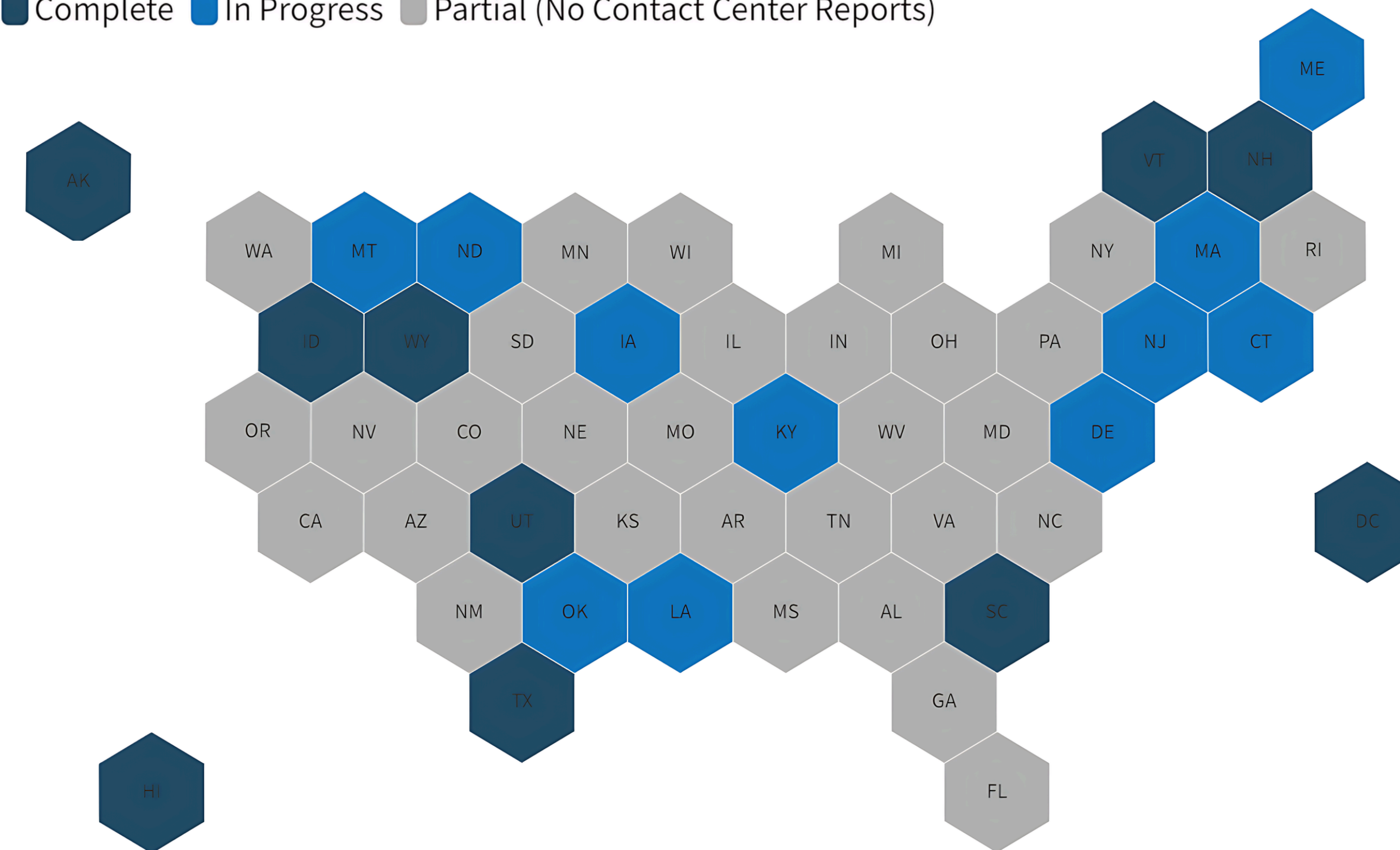
\*These efforts rely on voluntary data sharing and collaboration from Network Contact Centers and responsible organizations in each state.

## DATA SOURCES



## 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.

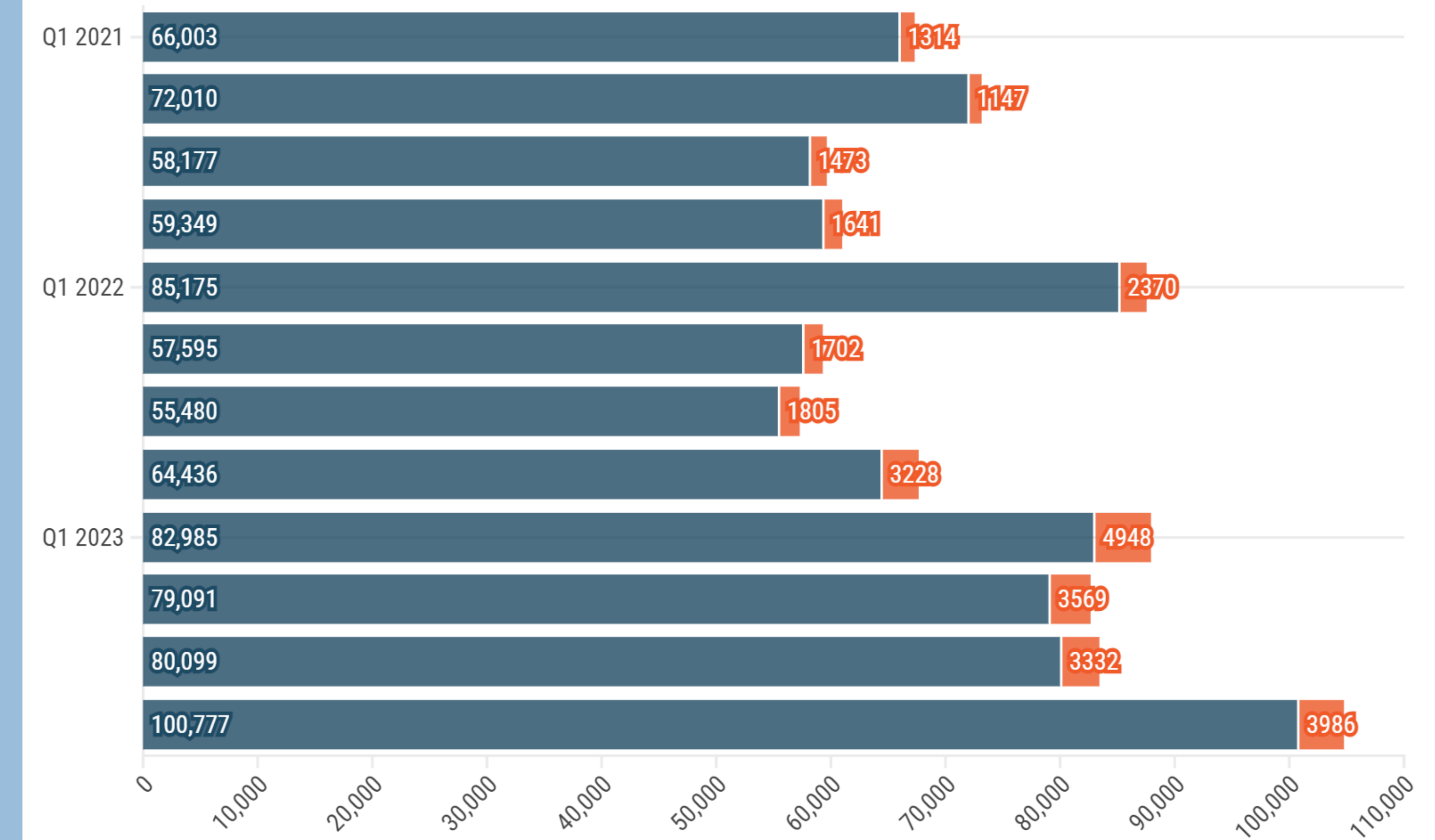
### Challenges:

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

## DATA INSIGHTS

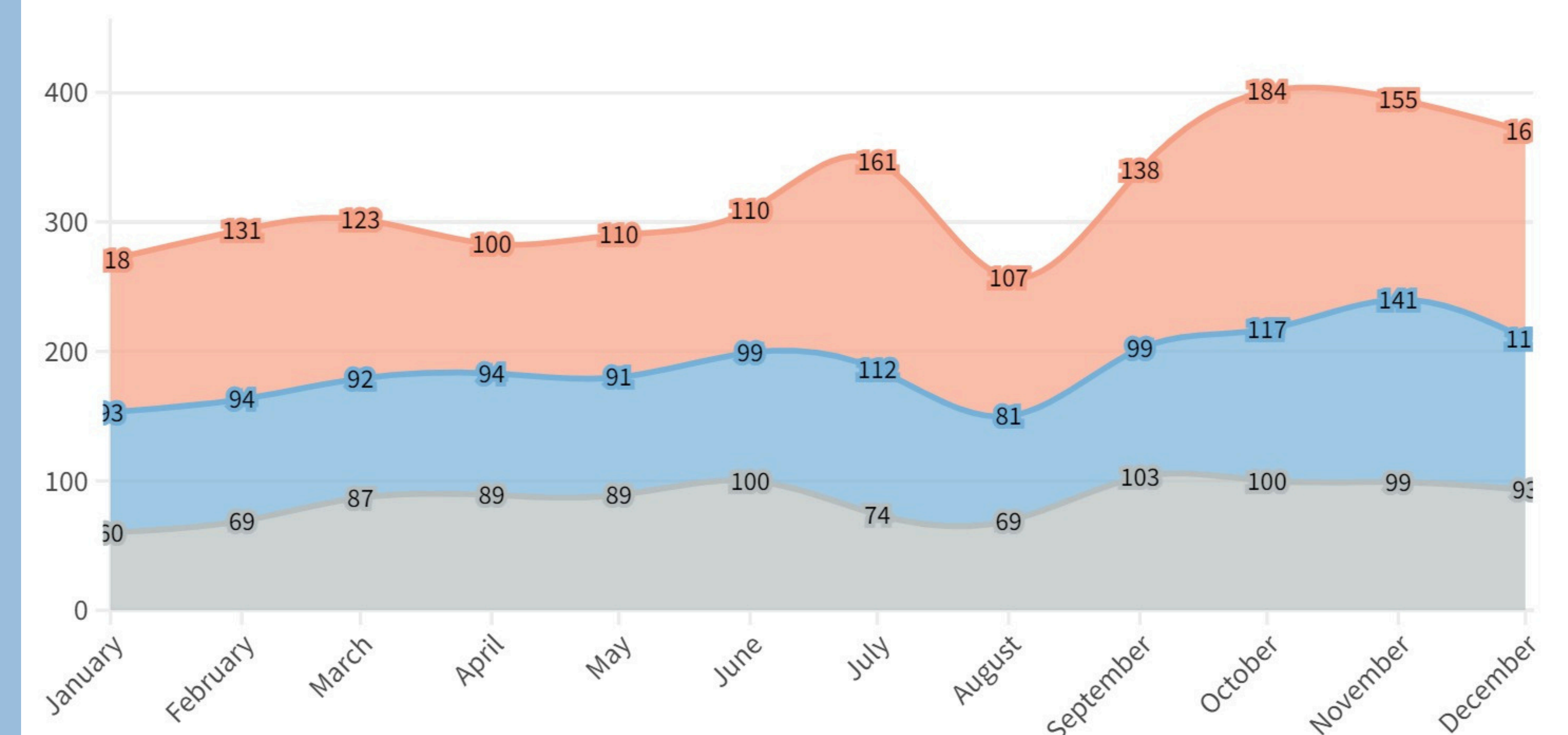
### Incoming Traffic Volume Growth 2021-2023

■ Phone ■ Text & Chat



### 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.