

PROJECT WORTH

Project Worth Executive Summary – ACPG Meeting April 2020

Website Takeaways (March 1 - April 7, 2020):

- The website received 236 visits between March 1st and April 7th.
- Direct and social were responsible for the vast majority of website visits.
- Overall, visitors were highly engaged, spending an average of over 3-minutes on the website.
- Traffic from Reno and Las Vegas were responsible for 87% of website visits in Nevada.
 - Reno had a much longer time-on-site than Las Vegas (3 min 2-sec vs. 58-sec).
 - Visits from Sparks, Sun Valley and Elko accounted for a small portion of the traffic.
- 29% of total visits scrolled as far as the Help & Resources section.
- The website generated 36 clicks to external links and resources.
 - Reno Problem Gambling Center received the most clicks, followed by Mental Health Counseling and Consulting and then Nevada Council on Problem Gambling.
- The quiz generated a high completion rate of 92%.
 - 13 quizzes were started and 12 finished.
 - 50% of the quizzes taken indicated high risk.
 - 25% of the quizzes taken indicated no-risk.

PR & Social Media:

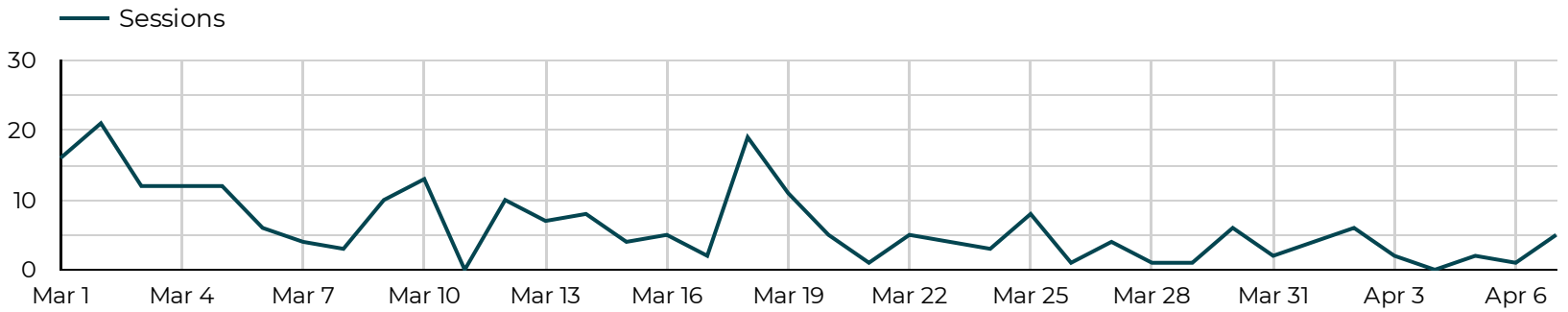
With Cision, we are able to track reach, UVPM (unique visitors per month) and publicity value for stories trackable by the monitoring service. From March 1 - April 7, we received a reach of 147K, a UVPM of 30.8M, and a publicity value of \$33.3K.

We received 14 unique story pickups, with 105 total stories. We continue to have stories incoming.

On social media, we grew our audience to 108 people across our two platforms, Facebook and Twitter. We have 58 followers on Facebook and 50 followers on Twitter as of April 7.

There were 68 sessions to the website from social media from March 1 - April 7.

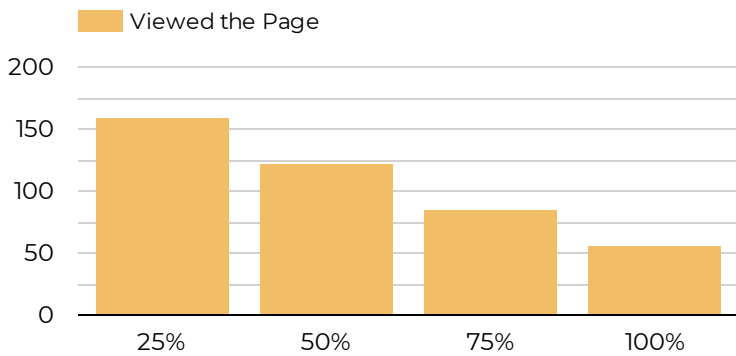
Daily Website Visits (Sessions)



Session Growth & Site Engagement

Sessions	Avg. Time on Page	Outbound Links	Email & Phone Clicks
236	00:03:15	36	10
Social Links	PDF Links	Quiz Started	Quiz Submitted
5	1	13	12

Page Scroll Depth



Percent of Scroll Depth

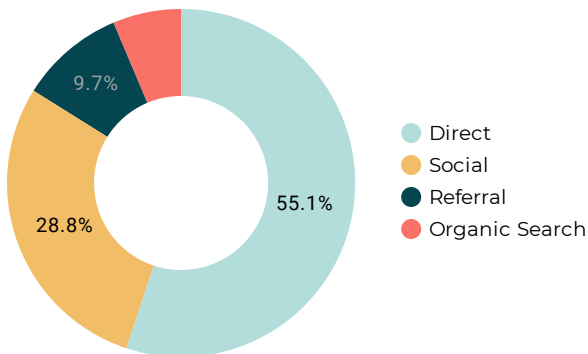
25% - Home Image & Quiz

50% - Help & Resources

75% - Additional Resources & Treatment Stats

100% - Footer & Disclaimer

Channel Distribution



Channel	Sessions
Direct	130
Social	68
Referral	23
Organic Search	15

Top Outbound Links

Outbound Link	Clicks
http://renopgc.org/	6
https://www.nevadacouncil.org/	4
http://mhcc.biz/	4
http://dhhs.nv.gov/Programs/Grants/Programs/Problem_Gambling/Problem_Gambling_Services_(PGS)/	3
https://www.ncpgambling.org/chat	3
https://twitter.com/ProjectWorthNV/	3
http://www.gamblingproblems.com/	2
http://www.bristleconereno.com/	2

Quiz Results

Quiz Stats

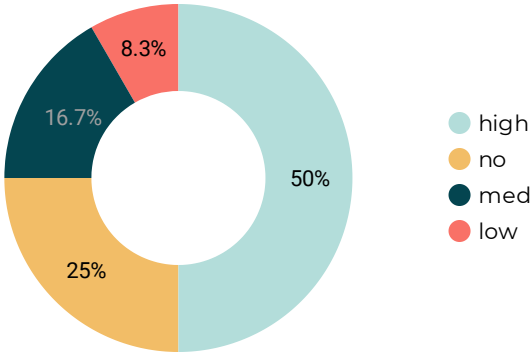
Quiz Started
13

Quiz Submitted
12

Quiz Restarted
1

Quiz Answers
108

Risk Levels



PROJECT WORTH

If you have a problem with gambling, you can overcome it.
You're Worth It.

If you or a loved one has a problem with gambling, it can disrupt your life. Project Worth connects individuals and families to the resources they need to take the first step toward redefining their worth.

25%

Know your worth, know the signs.

If you or a loved one has a problem with gambling, there is hope. Resources and treatment are available. Finding help is worth it. Take the quiz below to learn the warning signs.

Do you or a loved one feel the need to gamble with increasing amounts of money for excitement?

Yes No

Do you or a loved one feel restless or irritable when trying to stop gambling or trying to gamble less?

Yes No

Have you or a loved one repeated unsuccessful control, cut back on or gambling?

Yes

50%

Take the first step, start a conversation.

HELP AND RESOURCES
Help comes in many different forms. Whether you have a problem with gambling, or you need help because of a loved one's problem with gambling, there are state-funded resources available that are confidential and free or low-cost.

SOUTHERN NEVADA

Robert Hunter International Problem Gambling Center
Outpatient Services
2065 S. Jones Blvd., Suite A
Las Vegas, NV 89146

Mental Health Counseling and Consulting
Outpatient Services
8986 S. Eastern Ave., Suite 178
Las Vegas, NV 89123

Finding Hope Therapy
Outpatient Services
3027 S. Decatur Blvd.
Las Vegas, Nevada 89102

NORTHERN NEVADA

Reno Problem Gambling Center
Outpatient Services
527 Humboldt St.
Reno, NV 89509

Bristlecone Family Resources
Residential/Outpatient Services
704 Mt. St.
Reno, NV 89502

New Frontier Treatment Center
Residential/Outpatient Services
1490 Grimes Ave.
Fallon, NV 89406

ADDITIONAL RESOURCES

Additional Online Resources
nevadacouncil.org

Chat
nccgambling.org/chat

Call or text the 24hr hotline
1-800-522-4700

Call to connect with resources near you
Call or visit Nevada 2-1-1

75%

Treatment works for Nevadans.

91% of people felt they were better able to control their lives after just 30 days of treatment

87% of people felt like they could deal with everyday problems better after 90 days of treatment

76% of people reestablished important relationships in their lives after one year of treatment

Source: www.nccgambling.org/behavioral-study, January 2019 - February 2020

The most important thing is that I am learning to manage my emotions to stop gambling, and I'm doing well.

—Anonymous, Received Treatment in Nevada

PROJECT WORTH

This is not an emergency resource. If you are in crisis, please contact 1-800-522-4700 or 911 immediately.

It is important to seek the help of a professional. For a diagnosis and CPGC (COP) receive a list of the evaluation with a trained clinical professional. If you or someone you know answers "yes" to ANY of these questions, please consider seeking further assistance or information about your gambling behavior. The basis for this assessment was developed from <https://www.comorbidity.org/behavioral-study>

NV Nevada Department of Health and Human Services

This site was supported by the Nevada State Division of Public and Behavioral Health through monies received from the Prevention and Treatment of Problem Gambling. Its contents are those of the author and do not necessarily represent the official views of the Division.

100%

Public Relations Overview

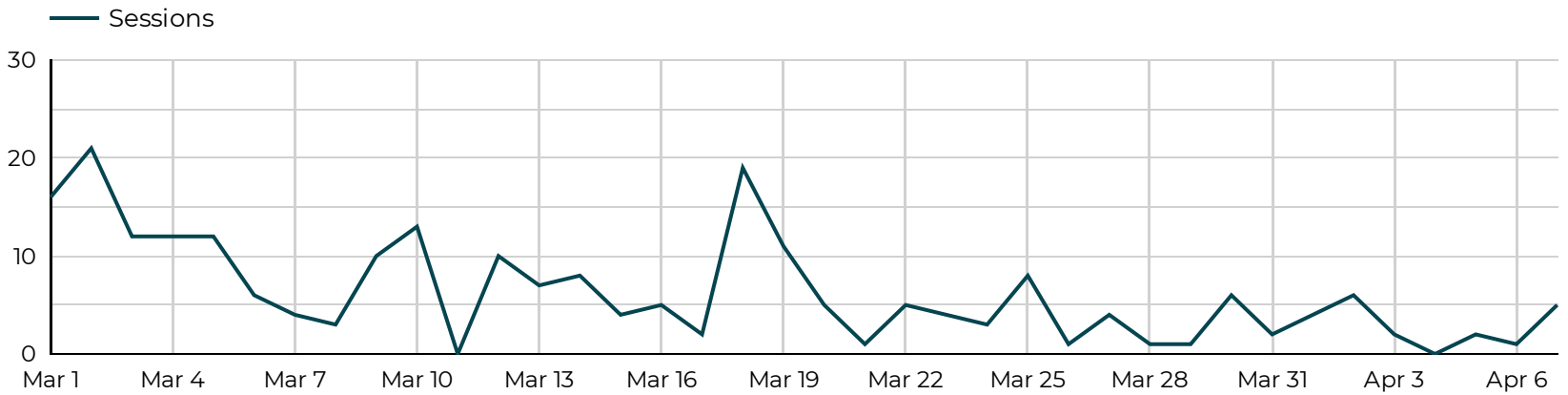
Publicity Value Earned (mo.)	Articles (mo.)	UVPM (mo.)	PR Reach (mo.)
\$33,297.00	14	30,794,079	147,473
Publicity Value Earned (YTD)	Articles (YTD)	UVPM (mo.)	PR Reach (YTD)
\$33,297.00	14	30,794,079	147,473

Public Relations Activities Summary

We achieved 14 unique stories in March. In total, we received 105 stories in March.

- Nevada Business, [Nevada Launches Project Worth to Help People with Gambling Problems Find Resources](#)
- Calvin Ayre, [Nevada has a new state program for problem gamblers](#)
- Nevada State News, [Nevada launches Project Worth to help people with gambling problems find resources](#)
- This is Reno, [Nevada launches Project Worth to help people with gambling problems find resources](#)
- Casino Beats, [Nevadans receive new problem gambling service](#)
- SBC Americas, [Project Worth – a stigma-free solution to help Nevada’s problem gamblers](#)
- Gaming America, [Nevada launches online service to treat problem gamblers](#)
- Card Player, [Nevada Launches Project Worth To Combat Problem Gambling](#)
- Real Money Action, [Nevada Introduces New Strategy for Problem Gamblers](#)
- CDC Gaming Reports, [Nevada launches Project Worth to help people with gambling problems find resources](#)
- News Break, [Nevada launches Project Worth to help people with gambling problems find resources](#)
- KTVN Reno, [Gambling Addiction Meetings Go Virtual](#)
- El Sol de Nevada, Nevada Ofrece Un Nuevo Recurso Para Las Personas Adictas Al Juego
- Las Vegas Review-Journal, [Casino shutdown could move problem gamblers online instead](#)
- PR Newswire, [Nevada Gambling Recovery Providers Go Digital](#)
 - This story was picked up by 92 outlets

Social Media Followers, Engagement & Website Visits



Social Sessions
68

Followers (All Channels)
108

Facebook Followers
58

Twitter Followers
50

Followers +/- Prev. Mo. (All Channels)
103

Facebook +/- Prev. Mo.
57

Twitter +/- Prev. Mo.
46

Top Performing Social Posts

Project Worth
Published by Falcon.io [?] · March 23 at 7:00 PM · 🌐

If you are concerned about your gambling, take this opportunity to seek support to help you stop. In this time of social distancing, treatment providers are offering confidential treatment via phone and video conferencing to make getting help possible while reducing the spread of COVID-19. You can redefine yourself and find hope in just 90 days. Take the first step to seek out treatment at the link below. Getting your life back is worth it. [#ProjectWorthNV](#)

88% of Nevadans
Meet their goal to stop or control their gambling after 90 days in treatment.

PROJECT WORTH

PROJECTWORTHNV.ORG
Take the first step towards redefining your personal worth..
Find resources in Nevada for anyone who needs help with a gambling...

39 People Reached **3** Engagements [Boost Post](#)

1 Share

Tweet

Project Worth @ProjectWorthNV

Thank you Senator Cortez Masto! #ProjectWorthNV

Senator Cortez Masto @SenCortezMasto · Mar 13
.@ThisIsReno's Project Worth is a critical step toward supporting Nevadans experiencing gambling problems. It provides treatment resources to individuals & families who need them. I'm proud that NV is making such a necessary investment.
[Show this thread](#)

9:18 PM · Mar 13, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

1 Retweet **3 Likes**