# Nevada Department of Health and Human Services Advisory Committee on Problem Gambling

Quarterly Report - November 2020



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# Introduction

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In March of 2019, KPS3 and Nevada Department of Health and Human Services, under the advisement of the Advisory Committee on Problem Gambling, launched the Project Worth campaign throughout the state of Nevada. We utilized a mix of public relations, social media and paid digital marketing tactics to share a message of hope for those dealing with a gambling problem, whether that be an individual or family/friend.

During the 20/21 fiscal year, we will leverage the momentum we built last year to help connect people in need of treatment options and resources through public relations and social media tactics. We will continue to drive people to the Project Worth landing page to learn more.

# Goals

### Goals

- Increase the number of people being treated for a gambling problem by 10% statewide.
- Continue to build the momentum for the Project Worth campaign, targeted at raising awareness in Nevada about problem gambling treatment options and resources.
- Earn media coverage about problem gambling.
- Increase our social media followers.

# **Tactics**

### **Tactics**

KPS3 will execute several strategic tactics throughout the fiscal year, including:

- 1. Social media content development
- 2. Social media management
- 3. Production of new artwork for social media
- 4. Public relations
- 5. Media/press management
- 6. Website maintenance on the Project Worth landing page

KPS3 will also provide quarterly reports based on it's results.

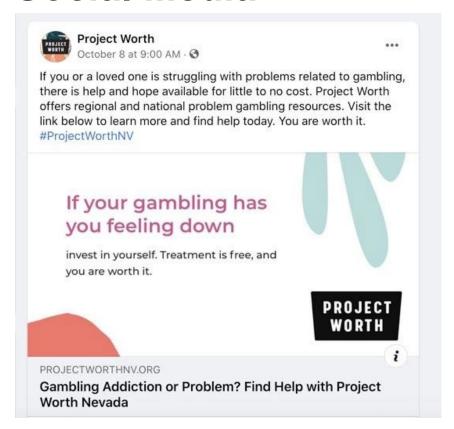
# **Deliverables**

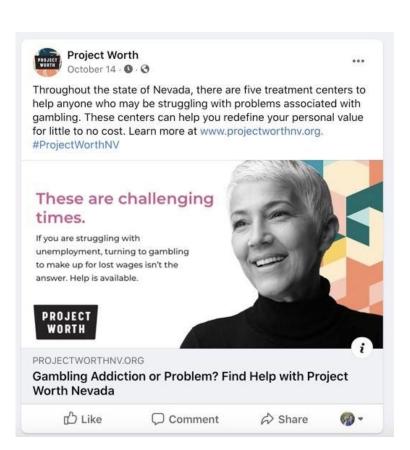
### **Deliverables**

- 1. Build new graphical assets for social media to ensure the visuals remain fresh and relevant for its followers.
- 1. Continue to engage with reports in an effort to drive awareness about treatment options in Nevada.
- 1. Continue to grow Project Worth's digital presence on Facebook and Twitter.
- 1. Provide quarterly measurement analytics and reports.
- 1. Website hosting and maintenance for <a href="ProjectWorthNV.org">ProjectWorthNV.org</a>.

### **Social Media - October**

### **Social Media**

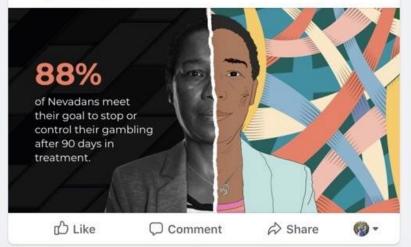


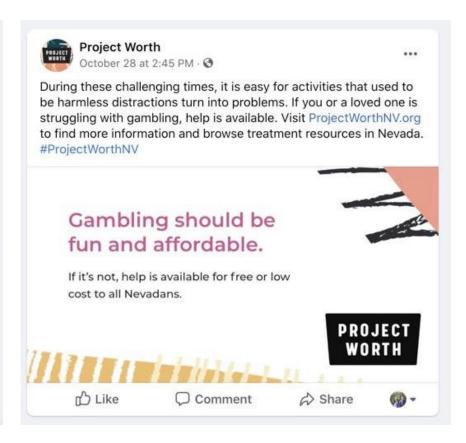


### **Social Media**



loved one's gambling is causing problems, help is available. Most people who seek help for problem gambling meet their goal to control their gambling within 90 days. Take the first step to seek out treatment. You are worth it. Visit ProjectWorthNV.org
#ProjectWorthNV





# **New Social Assets**

### **New Social Assets**



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### **New Social Assets**

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#### **Concecteur dolor 6%**

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# **Public Relations**

### **Earned Media**

The first release was distributed in October. It was published in Nevada Business and Alan conducted an interview with Fox 5 Las Vegas, with publication still pending.

#### Problem Gambling Resources Available to Nevadans

The State of Nevada Department of Health and Human Services Problem Gambling Services reminds Nevadans that resources are available through <u>Project Worth</u>, an online resource that connects Nevadans to available state-funded problem gambling treatment resources."

### Problem Gambling Resources Available to Nevadans

October 26, 2020 By Chrisie Yabu - Comments





# **Upcoming Press Releases**

Distribution Date	Topic
December	Holiday focus
March	Problem Gambling Awareness Month
June	Topic TBD

# **Next Steps**

# **Next Steps**

- Draft and distribute the holiday press release
- Post the November social posts
- Draft the December social media posts, which will focus on the holidays
- Continue to provide website hosting and maintenance for the Project Worth landing page

# **Questions**



Bring insights to life.