

Nevada Department of Health and Human Services Advisory Committee on Problem Gambling Quarterly Report - November 2020



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Company Information

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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 [ProjectWorthNV.org](#).

Social Media - October

Social Media

 **Project Worth**
October 8 at 9:00 AM · 🌐


If you or a loved one is struggling with problems related to gambling, there is help and hope available for little to no cost. Project Worth offers regional and national problem gambling resources. Visit the link below to learn more and find help today. You are worth it.
[#ProjectWorthNV](#)

If your gambling has you feeling down

invest in yourself. Treatment is free, and you are worth it.

PROJECT WORTH

[PROJECTWORTHNV.ORG](#)
Gambling Addiction or Problem? Find Help with Project Worth Nevada

 **Project Worth**
October 14 · 🌐 · 📍

Throughout the state of Nevada, there are five treatment centers to help anyone who may be struggling with problems associated with gambling. These centers can help you redefine your personal value for little to no cost. Learn more at www.projectworthnv.org.
[#ProjectWorthNV](#)

These are challenging times.


If you are struggling with unemployment, turning to gambling to make up for lost wages isn't the answer. Help is available.

PROJECT WORTH


[PROJECTWORTHNV.ORG](#)
Gambling Addiction or Problem? Find Help with Project Worth Nevada

👍 Like 💬 Comment ➦ Share 🌐

Social Media

 **Project Worth**
October 20 · 🌐 · 📍

Treatment for problem gambling works and it's free. If you or your 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](https://ProjectWorthNV.org)



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

👍 Like 💬 Comment ➦ Share 🌐

 **Project Worth**
October 28 at 2:45 PM · 🌐

During these challenging times, it is easy for activities that used to be harmless distractions turn into problems. If you or a loved one is struggling with gambling, help is available. Visit ProjectWorthNV.org to find more information and browse treatment resources in Nevada.
[#ProjectWorthNV](https://ProjectWorthNV.org)



Gambling should be fun and affordable.

If it's not, help is available for free or low cost to all Nevadans.

PROJECT WORTH

👍 Like 💬 Comment ➦ Share 🌐

New Social Assets

New Social Assets



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**PROJECT
WORTH**

A woman's face is shown split vertically. The left side is in grayscale, and the right side is in color. The background on the right is a colorful, abstract pattern of waves in teal, orange, and yellow.

67%
Of problem gamblers that seek support overcome their adversity within 1 year

**PROJECT
WORTH**

New Social Assets

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**PROJECT
WORTH**

Concecteur dolor 6%

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**PROJECT
WORTH**

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 Project Worth, 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

KPS3

Bring insights to life.