

# Problem Gambling Awareness Campaign

February 20, 2020

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## Company Information

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# Agenda

- Research and Discovery
- Campaign Logo and Identity
- Online Landing Page for Resources and Interactive Assessment
- Strategic Communications Plan to align with Problem Gambling Awareness Month (March 2020)
- Public Relations and Social Media Efforts
- Action Items & Next Steps

OUR CHARGE

# Introduction

The Nevada Department of Health and Human Services' Problem Gambling Services and the Advisory Committee on Problem Gambling have worked to effect change and have had much success over the years. Yet, the state recognizes the need to raise awareness about problem gambling by developing a campaign that speaks to individuals and their family members teetering on the edge and helping people find treatment.

OUR CHARGE

# Introduction (cont.)

KPS3 was selected to develop an awareness campaign for the Department of Health and Human Services' Problem Gambling Services program, including a new brand, website, and strategic communications plan including social media and public relations.

# Our Findings

## OUR FINDINGS

# Primary Research

Our research included interviews with members of the Advisory Committee on Problem Gambling, problem gambling treatment providers, those in recovery and problem gambling researchers. We also attended two group sessions at the Reno Problem Gambling Center and listened and asked questions of the four individuals in recovery who attended the sessions.

OUR FINDINGS

# Primary Research (cont.)

**2**

Members of the  
Advisory Committee  
on Problem Gambling

**4**

Treatment Providers

**3**

Recovered Problem  
Gamblers

**3**

Researchers

**2**

Group Therapy  
Sessions

**4**

People in Group  
Sessions

## OUR FINDINGS

# Overview

Our discovery interviews uncovered the complexities and stigma surrounding gambling addiction. We learned the prolonged consequences of problem gambling present life-altering impacts that tend to leave the sufferer feeling isolated and shameful. Below are the recurring themes we heard in our interviews:



## OUR FINDINGS

# Overview (cont.)

- There is a stigma that problem gambling is not a real addiction.
- The path to recovery is to get treatment. It's very hard to kick gambling addiction alone.
- Problem gamblers feel very isolated.
- Loved ones often seek help first and are key players in helping the problem gambler get help.

## OUR FINDINGS

# Stakeholder Insights: The Committee

The Advisory Committee on Problem Gambling board is a leading voice in Nevada that represents the underserved population and those suffering from a gambling addiction. Several members are recovering problem gamblers and offered a deep understanding, knowledge base and expertise on this topic. Collectively, the board members recognize the need to increase public awareness about problem gambling and connect people to the resources.

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**“When they [family members] discover that someone is sneaking, lying, cheating, hiding, deceiving and doing all this stuff to take money to go gamble with, it breaks families.”**

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## KEY TAKEAWAYS

# Audience

We learned problem gambling affects old and young, male and female, rich and poor. It affects Nevada's large cities and its rural communities. For this reason, we will need to represent and reach a diverse group of people.

## KEY TAKEAWAYS

# Audience (cont.)

There are challenges to be aware of within certain audiences. For example, gambling can be ingrained in the culture of Asian communities which can make it less likely that they'll reach out. The elderly audience uses it for a social outlet, which can make it hard to stop. And Hispanic audiences can be less likely to seek outside help because of close family ties being strained.

## KEY TAKEAWAYS

# Tone

The tone to take with this audience walks on a fine line of tough love and empathy. We think it's important to be hopeful, encouraging, informative and supportive.

# Messaging

- Gambling should be fun and affordable but it's possible to lose control.
- Know the warning signs of problem gambling.
  - If you think you might have a problem, take the online quiz to check.
- You are worth more than that.
- The State believes each individual is worthy and provides support for everyone.
- You can get your life back.
- You are not alone in this.
- Take the first step to get help and find the right resources.

NEXT STEPS

# The Strategy

Due to the stigma and misinformation surrounding problem gambling, more and more people get help from online resources and through word of mouth.

Our strategic approach is threefold:



## NEXT STEPS

# The Strategy (cont.)

- Develop a memorable campaign logo and visual identity that has longevity and the ability to grow with a variety of messaging.
- Raise awareness about problem gambling through public relations and social media.
- Create an interactive online quiz. The audience will be able to quickly determine if they need to seek help and find resources to connect people with information and providers.

# Goal

Help to increase the number of people being treated annually by at least 10% statewide by providing those suffering with problem gambling and their loved ones with the resources they need to find and get help. We will accomplish this by increasing awareness about resources and treatment by driving people to the landing page.

# Campaign Visuals

# PROJECT WORTH



# Visual Style Direction



## Preview the Landing Page Design



If you have a problem with gambling, you can overcome it.

Know your worth.



Everyone is worthy of support, happiness and love. But, if you or a loved one have a problem with gambling, it can make you doubt these truths. You can get your life back. And you don't have to do it alone.

### Know your worth, know the signs.

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

<p><b>Do you or a loved one feel</b> the need to gamble with increasing amount of money to achieve the desired excitement?</p> <p>YES NO</p>	<p><b>Do you or a loved one feel</b> restless or irritable when trying to cut down or stop gambling?</p> <p>YES NO</p>	<p><b>Have you or a loved one tried</b> repeated unsuccessful efforts to control, cut back on or stop gambling?</p> <p>YES NO</p>	<p><b>Do you or</b> frequent the gambling (sw gambling ex the next gam thinking of w gamble)?</p> <p>YES</p>
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### Find treatment and resources.

IT'S POSSIBLE TO GET YOUR LIFE BACK Gambling should be safe and fun. Anything less isn't worth it. Project worth connects people and families with the help and resources they need to take the first

#### Southern NV

**The Problem Gambling Center**  
Las Vegas, NV 89146



**Mental Health Counseling and Consulting**  
Las Vegas, NV 89123



**Finding Hope Therapy**  
Las Vegas, NV 89102



#### Northern NV

**Bristlecone Family Resources**  
Reno, NV 89502



**Reno Problem Gambling Center**  
Reno, NV 89509



**New Frontier Treatment Center**  
Fallon, NV 89407



#### ADDITIONAL RESOURCES

Online peer support forum  
[www.gamtalk.org](http://www.gamtalk.org)

Chat  
[www.ncpgambling.org/chat](http://www.ncpgambling.org/chat)

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

### Did you know?

Concecteur 6%

Nam dapibus nisl vitae elit fringilla rutru.

60% Lorem

Mauris non tempor quam, et lacinia saple.

20% Lipsum

Mauris non tempor quam, et lacinia.

The first 90 days are the toughest, but once you make it past those three months, you have a huge



# Overall Objectives

- Increase awareness of problem gambling
- Increase the number of people who seek treatment in Nevada by 10%
- Grow total social media audience to 100 followers by June 30, 2020
- Achieve 10 media stories, including one spokesperson interview by June 30, 2020



**March**

**Problem Gambling Awareness Month Plan**

# Leverage media relations to achieve media stories

## Tactics

- Use recovering problem gamblers or treatment providers as media spokespeople
- Draft talking points based on key messaging for spokespeople
- Conduct media briefing with spokespeople
- Draft pitches to media in northern, southern and rural Nevada—with special focus on areas with treatment facilities—pitching stories about problem gambling, treatment and recovery, and Project Worth

# Leverage media relations to achieve media stories (cont.)

## Tactics

- Proactively pitch media in northern, southern and rural Nevada to secure interviews
- Draft press release announcing landing page launch and Problem Gambling Awareness Month and disseminate to media in northern, southern and rural Nevada
- Work with bloggers to sponsor a guest post about Problem Gambling Awareness Month, and Project Worth

# Spread educational and informational messages of Project Worth across social media

## Tactics

- Draft key social media messages focused around Project Worth
- Create graphics with facts, statistics, and busted myths surrounding problem gambling nationwide and in Nevada
- Post on Facebook and Twitter three times per week through the month of March

# Spread educational and informational messages of Project Worth across social media (cont.)

## Tactics

- Engage with other social media pages related to problem gambling, treatment and recovery, etc.
- Include consistent CTAs in social media posts to visit the website and explore resources
- Use #ProjectWorthNV to help enforce brand identity and recognition on social media

# April–June Planning

# Leverage media relations to achieve media stories

## Tactics

- Draft press releases as necessary to disseminate to media in northern, southern and rural Nevada—with special focus on areas with treatment facilities—for stories about problem gambling, treatment and recovery
- Seek different angles to pitch media in northern, southern and rural Nevada to secure stories

# Spread educational and informational messages of Project Worth across social media

## Tactics

- Seek different angles for social media posts
- Create graphics with facts, statistics, and busted myths surrounding problem gambling nationwide and in Nevada
- Post twice per week on Facebook and Twitter



# Spread educational and informational messages of Project Worth across social media (cont.)

## Tactics

- Engage with other social media pages related to problem gambling, treatment and recovery, etc.
- Include consistent CTAs in social media posts to visit the website and explore resources
- Use #ProjectWorthNV to help enforce brand identity and recognition on social media

# Next Steps

# Action Items

- Adjusted findings based on the key stakeholders' feedback
- Created and presented campaign logo and identity options.
- Finalized campaign logo, visual identity and messaging.
- Deliver and implement a strategic communications plan.
- Develop and launch a campaign landing page.
  - Include an interactive assessment.
- Reporting

KPS3

Bring insights to life.