

1-800-GAMBLER® Helpline Usage Guidelines and Standards

To ensure the helpline remains a trusted, accessible, and supportive resource for problem gamblers and their families, all authorized entities and call centers utilizing the 1-800-GAMBLER® helpline must adhere to the following standards:

1. Live, Trained Support Only

All calls to the 1-800-GAMBLER® helpline must be answered by trained, live personnel qualified to provide immediate support, relevant information, or referral services. The helpline may not rely on automated answering services to handle incoming calls or message routing, ensuring that individuals seeking help engage directly with knowledgeable, compassionate staff.

2. Confidentiality and Privacy

All interactions and information provided by callers must be handled with strict confidentiality in accordance with applicable privacy laws, standards, and best practices. Callers' identities and information must not be disclosed without their explicit consent, and all staff must be trained on maintaining confidentiality and protecting callers' privacy at all times.

3. Accurate and Current Resource Referrals

Call centers are required to maintain and regularly update a comprehensive, accurate database of local, state, and national treatment, support, and resource services. When a caller requests assistance, the support staff must provide resource referrals that are appropriate for the caller's geographic location and current, correct, and accessible.

4. Voluntary Participation and Consent

Any surveys or questionnaires (including data collection, research, or assessment tools) must be voluntary. Callers must be informed of the purpose of the survey and must give explicit, informed consent before participating. The survey or questionnaire must be conducted after the crisis support call has concluded and not during the active engagement, to minimize distress and protect the caller's autonomy.

5. Consistent Messaging and Support: Support, Treatment, Hope

All call center staff must adhere to standardized messaging that reflects CCGNJ's mission: Support, Treatment, Hope. This includes:

- Promoting support, hope, and recovery.
- Clearly stating that the helpline is free, confidential, and available 24/7.
- Refraining from providing information or making statements that oppose or undermine the mission of problem gambling support or the rights of individuals seeking help.
- Ensuring that all communications focus on support, treatment, and hope, fostering a message of compassion, understanding, and resource connection.

6. No Subcontracting or Conflicting Operations

The helpline shall not be subcontracted, delegated, or operated by any entity where a conflict of interest may exist, or where such operation could compromise the integrity, confidentiality, or quality of services provided.

Supporting this, the entity managing the helpline must ensure that its staff and affiliates have no conflicts that could impair impartiality, confidentiality, or the mission of Support, Treatment, Hope.

Any subcontracting or delegation of operational responsibilities must receive prior written approval from CCGNJ, and all subcontractors must adhere strictly to these agreed standards and the mission of the helpline.

Summary:

These standards are designed to protect the integrity and purpose of the 1-800-GAMBLER® helpline, ensuring it remains a safe, accessible, and resourceful tool aligned with CCGNJ's mission of Support, Treatment, Hope for those affected by problem gambling.