



Project Worth

April 8, 2026

**PROJECT
WORTH**



Problem Gambling Awareness Month

Social Media Initiative

Facts vs Myths Video Reel



Project Worth

Think you know the facts about problem gambling? Take a minute to separate myth from reality. Support can make a real difference. Resources are available at ProjectWorthNV.org.
#PGAM2026 #ProblemGamblingAwarenessMonth

124 8 Shares

Like Comment Share

A screenshot of a Facebook post from the organization 'Project Worth'. The post features a circular profile picture with the text 'PROJECT WORTH' and a blue checkmark. The main text of the post is a call to action about problem gambling awareness, including a website URL and two hashtags. Below the text, it shows engagement metrics: 124 likes and 8 shares. At the bottom, there are three icons for 'Like', 'Comment', and 'Share'.

Sports Betting Carousel




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When it comes to Sports Betting, it is important to recognize when it may be affecting more than just the scoreboard.

- 🚫 Don't fumble your focus.
- 🚫 Pause if you are chasing losses.
- 🚫 Strike out secrecy.
- 🚫 Stay in control.

Knowing the signs early can make a difference. If betting is starting to feel harder to manage, support is available.

Learn more and take a free self-assessment quiz at ProjectWorthNV.org #PGAM2026 #ProblemGamblingAwarenessMonth



The carousel consists of five panels, each with an orange header and a teal 'PROJECT WORTH' logo. Panel 1: 'Betting on Sports?' with a basketball and a hand-drawn 'W'. Panel 2: 'Don't fumble your focus.' with a football. Panel 3: 'Chasing losses?' with a basketball and a hoop. Panel 4: 'Strike out secrecy.' with a baseball and a glove. Panel 5: 'Stay in control.' with a soccer goal and a coin.

124 8 Shares

Like Comment Share

Resources Carousel




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Support is available in Nevada. If gambling is starting to feel harder to manage for you or someone you care about, there are free and confidential options designed to meet people where they are.

Swipe to explore resources including:

- A free Project Worth Self-Assessment Quiz
- Outpatient care at the Dr. Robert Hunter International Problem Gambling Center
- Outpatient care at Mental Health Counseling & Consulting
- Outpatient care at Birches Health Telehealth services
- Evive, a personal gambling 24/7 support app

Take the first step. Learn more and find the support that fits your needs at ProjectWorthNV.org/#resources.
#PGAM2026 #ProblemGamblingAwarenessMonth



RESOURCES ARE AVAILABLE.

Swipe to see how you or a loved one can get free help for a problem with gambling in Nevada.

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174 8 Shares

Like Comment Share

Project Worth's Self-Assessment Quiz

Finding help is worth it. Take our free quiz to learn the warning signs.

ProjectWorthNV.org

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Dr. Robert Hunter International Problem Gambling Center

- Intensive Outpatient Program
- Education, Counseling, Individual Therapy
- Relapse Prevention Program
- Family, Friends and Concerned Others Program

7875 West Charleston Road, Suite 240 Las Vegas, NV 89117 702.734.8100

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Mental Health Counseling & Consulting

- Outpatient Mental Health Clinic
 - Individual and Couples Counseling
 - Education and Resources
 - Specialized Evaluations
 - Treatment Grounded in Research
 - Ongoing Research Efforts

800 S. Eastern Ave., Suite 118 Las Vegas, NV 89102

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Birches Health

- Telehealth
 - Gambling Addiction Specialists
 - Confidential & Secure
 - Convenient Online Care

BirchesHealth.com

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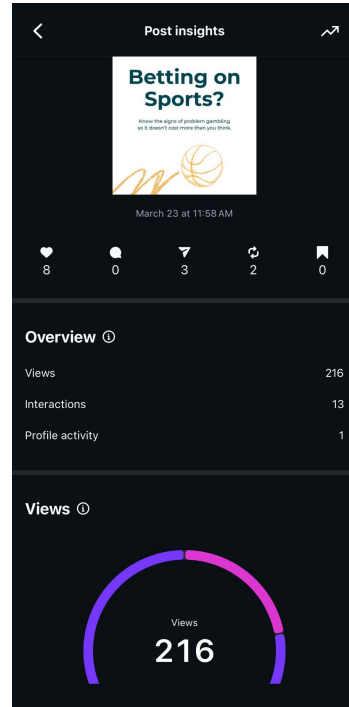
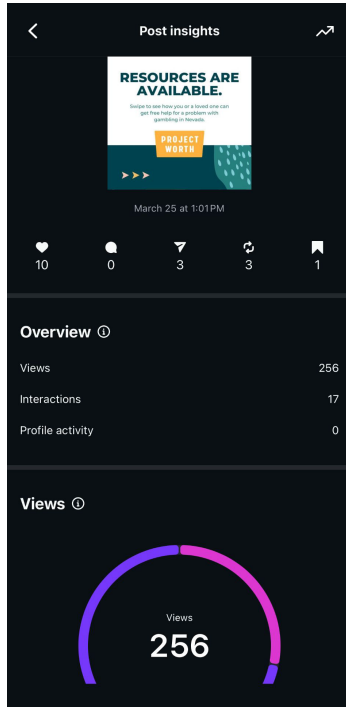
Evive

- Personal Gambling Support App
 - Access Personalized Resources
 - Track Your Progress
 - Find Encouragement

GetEvive.com

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Social Media Stats



The [Resources Carousel](#) and the [Sports Betting Carousel](#) received the most amount of Instagram views for a carousel post since December 6, 2024.

- The Resources Carousel had 256 views and [@evivesupport](#) collaborated on the post.
- The Sports Betting Carousel had 216 views, and [@casatunr](#) collaborated on the post.

Ted's Story



For years, gambling played a bigger role in Ted's life than he intended.

Ted Hartwell, Director of Storytelling for the Nevada Council on Problem Gambling, shares his personal story and what it was like when gambling became harder to manage. Now, 18 and a half years into recovery, he reflects on that chapter with honesty, perspective, and hope.

Stories like Ted's remind us that gambling-related challenges can affect anyone, and awareness is an important first step. Stay tuned for part two of Ted's story and how he found support.

You are not alone. Resources are available at ProjectWorthNV.org
#PGAM2028 #ProblemGamblingAwarenessMonth

124

8 Shares



Ted's Story, continued...

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Wondering what happens after you or a loved one decides something needs to change?

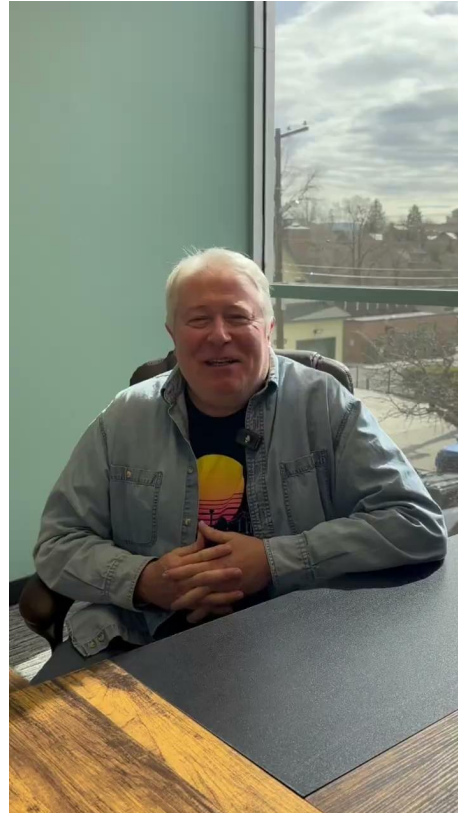
Ted Hartwell, Director of Storytelling for the Nevada Council on Problem Gambling, shares how he found support, what that process looked like, and what he wants others in Nevada to know about getting help.

Taking the first step can feel difficult, but support is designed to meet you where you are.

You are not alone. Resources are available at ProjectWorthNV.org
#PGAM2026 #ProblemGamblingAwarenessMonth

124 8 Shares

 Like  Comment  Share



Website Updates

The background is a dark teal color with several abstract, layered shapes. In the top right corner, there is a light teal graphic consisting of three teardrop-like shapes pointing downwards. In the bottom left corner, there is a red-orange graphic consisting of several overlapping, curved lines. The text 'Website Updates' is centered in the middle of the page in a white, bold, sans-serif font.

Website Enhancements

Current

The current website layout is divided into two columns: SOUTHERN NEVADA and NORTHERN NEVADA. Each column contains three contact cards. Each card includes a title, service type, address, and contact icons (phone, email, link). The cards are decorated with abstract shapes in red, orange, and teal.

Region	Service	Address	Contact Info
SOUTHERN NEVADA	Dr. Robert Hunter International Problem Gambling Center	7881 West Charleston Blvd., Suite 240 Las Vegas, Nevada 89117	Phone, Email, Link
	Mental Health Counseling and Consulting	8565 S. Eastern Ave., Suite 178 Las Vegas, NV 89123	Phone, Email, Link
	Birches Health Telehealth		Phone, Email, Link
NORTHERN NEVADA	Dr. Robert Hunter International Problem Gambling Center	140 Washington Street, Suite 220 Reno, Nevada 89503	Phone, Email, Link
	Birches Health Telehealth		Phone, Email, Link
	Birches Health Telehealth		Phone, Email, Link

Future

The future website layout features enhanced contact cards for SOUTHERN NEVADA. Each card includes a title, service type, address, description, and contact information. The cards are decorated with abstract shapes in red, orange, and teal. The layout is more spacious and includes a 'Learn More' link and a phone number for each card.

Service	Address	Description	Contact Info
Dr. Robert Hunter International Problem Gambling Center	7881 West Charleston Blvd., Suite 240 Las Vegas, Nevada 89117	Support for problem gambling, including assessment, counseling, and referrals.	Learn More, 702-363-0290
Mental Health Counseling and Consulting	8565 S. Eastern Ave., Suite 178 Las Vegas, Nevada 89123	In-person counseling and support for problem gambling and mental health needs.	Learn More, 702-900-1460
Birches Health Telehealth		Confidential telehealth support for problem gambling and related mental health concerns.	833-483-3838

Website Enhancements

Current

ADDITIONAL RESOURCES

Nevada Council on Problem Gambling
nevadacouncil.org

Chat
ncpgambling.org/chat

Call or text the national 24hr hotline
1-800-GAMBLER

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

Call or Text 988
Or chat with someone at 988lifeline.org

Future

ADDITIONAL RESOURCES

Nevada Council on Problem Gambling
Statewide awareness, education, and access to problem gambling support.
[Call Now](#)

1-800-MY-RESET a 24hr Hotline
24/7 confidential help line for problem gambling support and referrals.
[Call or Text](#)

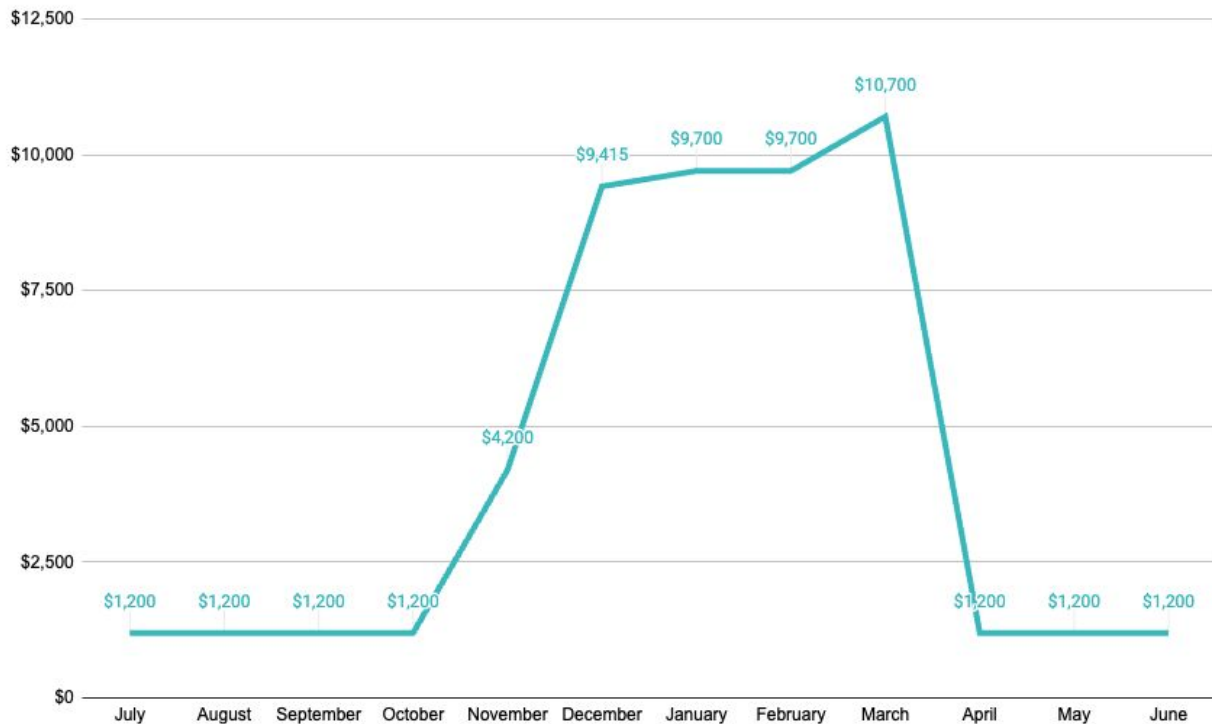
Nevada 2-1-1 (addiction support)
Connections to local addiction resources, services, and community support.
[Call 2-1-1](#)

988lifeline.org
24/7 support for mental health crises, suicidal thoughts, or distress.
[Call Now](#)



Ad Performance

FY26 Budget



After March
Our budget decreases significantly and we will only be running ads on Google Search.

The Big Game Initiative

From January 26 to February 8, we allocated an additional \$1,376 of the budget to deliver targeted problem gambling awareness messaging tied to sports betting, leveraging increased attention during the Super Bowl.



The following ads will run during this period:

- [Sports Betting 0:15 Video](#)
 - Stories & Reels
- [Sports Betting 0:30 Video](#)
 - Stories & Reels
 - In-Feed



Online Video



Online video ads continue to perform well, with an average completion rate of 85%.



The Sports Betting video drove 250K impressions with an 88% completion rate.



The Ripple Effect of Problem Gambling video achieved the highest completion rate (98%), though with lower impressions (154K).

Online Video, continued...



Year to date, the Brain :30 video has driven 1,864 link clicks.

Online Video, continued..

The Brain :15 video has the highest completion rate at 62%, one of the strongest we've seen across clients.



Organic Search




Google

Gamblers Anonymous near me

AI Mode All Images Forums Shopping Maps Videos More - Tools -

Sponsored results

 projectworthnv.org
https://www.projectworthnv.org

Project Worth Nevada - Free resources available now

Wondering if your partner's gambling has gone too far? Get help at Project Worth. Someone's...


Free problem gambling support >
If a loved one is struggling with gambling addiction, resources are available for you too.

Recognize a gambling problem >
When a loved one's gambling starts to affect your family, it's okay to get help.

Find Resources >
Take the first step. Start a conversation. Get help.

Take the Quiz >
Finding help is worth it. Take the quiz & learn warning signs

Nevada Leads >
Amplified voices driving action for change.

 Birches Health
https://www.bircheshealth.com

Gamblers anonymous alternative - Anonymous gambling treatment

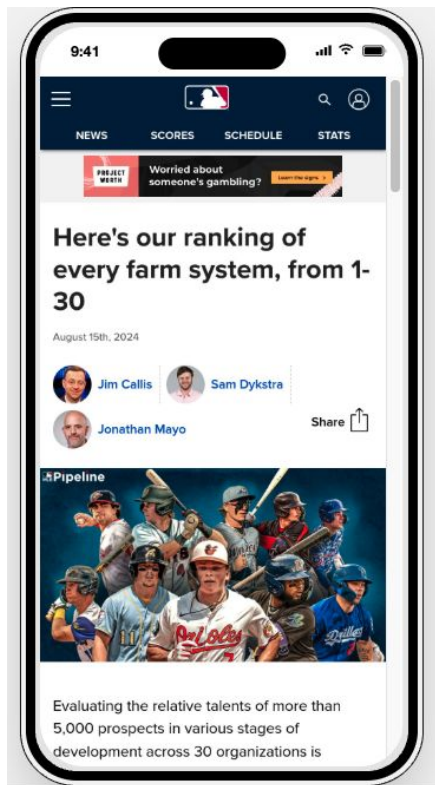
"The counselor I have is awesome." - verified patient. Get treatment for gambling addiction - confidential and covered by your insurance. Licensed Clinicians. Entirely Online & Private. Same Day Treatment. Get Help Today. Covered by Insurance.

Stop gambling, get help now · Take A Free Self-Test · Get Gambling Help Online

By the end of March, searches for the term “Gamblers Anonymous” had increased by over 30% compared to the beginning of the year.

This indicates that more users are actively seeking help now than they were earlier in the year.

Display Ad Performance



These campaign assets drove the highest engagement, measured by both clicks and impressions. The image on the left shows a sample placement on MLB.com.



What's Next

FY26 Q4

- Monthly social media posts
- Continue monitoring social media comments and responding
- Continue monitoring organic search
- Finalize website updates
- Finalize brochures
- Planning for FY27



Thank you.

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