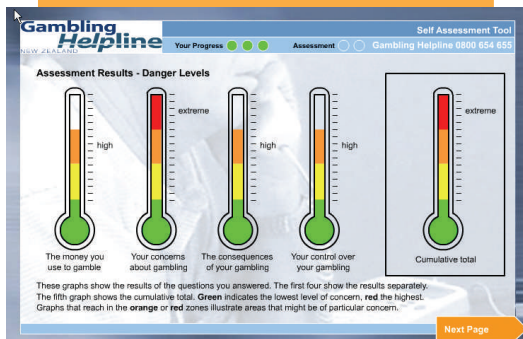


## ONLINE HELP FOR GAMBLING PROBLEMS

CWA New Media designed and developed an online flash-based interactive software system for Gambling Helpline (funded by the New Zealand Government's Ministry of Health) in 2005.



It provides a confidential, web-based, self-assessment application for those wishing to gain insights into potential gambling problems.

### CONTACT

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### THE NEED

Gambling Helpline (New Zealand) needed to extend its national freephone service by providing an online Gambling Helpline self-assessment tool for the New Zealand public. The tool required an accompanying database to store unique user profile information and results.

### THE INNOVATION

CWA New Media created a web-based application and accompanying database and process that delivers:

- An easy to use, self-paced online assessment application which incorporates the respected Canadian Gambling Problem Severity Index questionnaire
- Immediate online feedback for audiences which is presented in textual and graphical formats based on the results of the assessment process
- A behind-the-scenes Client Assessment History module which enables the building of a confidential profile of the information seeker based on their previous use of the assessment application
- Links to text-based instructions and links to assist audiences to access strategies which could address problem gambling behaviours
- An email form that allows the audiences to provide their contact details to the Gambling Helpline to access further assistance.

This service has been very well received by online audiences and is creating international interest.

