**Performance** 

**Importance** 

# Higher performance, high importance: Keep up the good work

#### Board, staff

- Strong, consistent board leadership, engagement, contributions
- Vetting of funding projects alignment, conflict of interest, use of funds Advocacy
- Providing legislative points for best practices in consumer protection/regulation
- Maintain and enhance generally good relations with legislators

#### Reputation, branding

- Move to further define our two main audiences: gambler/loved one (general public) vs. those in the professional mental health field
- A known quantity with providers engaged in problem gambling services
- Strong website and mechanisms for communication
- Strong and knowledgeable executive leadership

# Higher performance, low importance: Possible overkill

Board, staff: Long-tenured board members with deep knowledge and experience

# Lower performance, high importance: **Concentrate efforts here**

#### **Board staff**

- Long-tenured board members with deep knowledge and experience
- Availability of key expertise among board (finance, legislative, pastoral, etc...)
- Staff capacity to meet organization's needs over next 3-5 years; availability of staff to complete more initiatives
- Board seats are filled at the end of every term
- Ability to serve statewide
- Continued friction with DHS and impact on operations and governance

**Advocacy:** Advocacy for culturally appropriate addiction/mental health care

#### Reputation, branding

- Reputation as an expert on problem gambling and responsible gambling
- Awareness of both professionals and general public on "What we do"

#### **Funding, finances**

- Resources for awareness campaigns
- Strong membership, corporate donation and gifting programs

**Evaluation:** Program process and outcome evaluations to measure program effectiveness and maximize efficiency

# Lower performance, low importance: Low priority

Advocacy: Ability to balance or articulate the combined values of both problem gambling and responsible gambling programming to mitigate harm across the spectrum

**Probability** 

**PLAN AHEAD AND** 

**ACT AS NEEDED** 

None

#### DO IT

## Resources, best practices

• Mutually beneficial connections with groups and organizations that provide recovery resources and support to persons harmed by gambling

• Increased interest from gaming industry to adopt best practices in reducing harm • Potential for increased PG funding (ex. following legalization of sports betting)

• Development of innovative programs by other affiliates and partners: messaging. destigmatizing language

• Availability of funding to commission our own Minnesota research

• Increase in the number of problem gambler counselors statewide

• Metro State course on problem gambling (first in state; yields certification)

Advocacy, relationships: Increased receptivity of operators to responsible gambling

#### Outreach, inclusion

• Renewed/new brand clarity and awareness with younger audiences

• Collaborative advocacy for culturally appropriate addiction/mental health care

• Increasing understanding of the need to recognize and be aware of problem gambling in other arenas such as judicial system, clergy, primary care professionals

• Increased funding for and awareness of PG needs for awareness and treatment in immigrant communities and other underrepresented groups

#### Research

• Learning from continued research on prevalence of stigma and other misconceptions

• Continue to learn about youth gambling from the MN Student Survey

#### TAKE PROTECTIVE ACTION NOW

Mission: Minnesota treatment resources are limited (esp for youth treatment), so how does that affect our mission and how we promote ourselves?

**Funding:** Over-dependence on state funding

### Communications, messaging, branding

• Lack of gambling treatment monitoring, utilization, and outcome

 Public doesn't understand "problem gambling" term (should we be using "gambling" addiction" instead?); public doesn't see the problem - "I gambled young and I was fine"

• Continued reduction of ability to communicate about PG to general public via the mainstream media

• Insufficient financial support from state to spread PG message

#### Advocacy:

• Lack of interest and materials to include gambling/gaming disorder alongside substances in K-16 education. Very tough to get the attention of K-12 when they are already

• Lack of interest and materials to include gambling/gaming disorder alongside substances in K-16 education. Very tough to get the attention of K-12 when they are already overloaded

#### Gaming Industry

• Increased data mining in gaming industry that may be used to exploit people who are addicted

• Growth of electronic/online gambling

#### **Treatment**

• Providers leaving the field and significant recruitment challenges

• Lack of parity between state and federal resources for gambling additions and substance use disorders

#### Approach, mindset

 Addiction professionals and advocates tend to form silos - it's gambling vs alcohol vs drugs vs other mental health issues: at state, siloed addiction and mental health services

• The public's increased acceptance of sports betting and competitive gaming hide the potential understanding of gambling/gaming addiction; Gambling is a highly normalized activity in MN - even among children/teens

• Gambling seen as freewill-you can stop anytime

• Operators that don't sufficiently protect consumers / address PG: minimizing harm messaging gets watered down by gaming industry

Political environment: Legislature can turn over every 2 years; hard to get momentum

# **THREATS**

#### DON'T DO IT

Advocacy, relationships: Ability to leverage relationship with Dept of Education to add gaming to health curriculum

#### IMPROVE ODDS OR DO NOT PURSUE

#### Advocacy, relationships

• Ability to leverage relationships with local high school/university sports entities and teams to increase

• Opportunity to expand/deepen relationships with professional sports teams to increase awareness

• Partnerships with more BIPOC led organizations such as CAAL. Center for Economic Inclusions, EdAllies, Nexus Community Partners to spread awareness within local communities

**KEEP CLOSE WATCH** None

#### **IGNORE**

Communications, messaging, branding: To the media, problem gambling is old news

Advocacy: Collective prevention messaging overload

**Minor** 

TRY AND DO IT

Advocacy, relationships:

(e.g. EPIC)

Leverage relationships with

other orgs doing similar work

**OPPORTUNITIES**