INTERNAL STRENGTHS AND WEAKNESSES

**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

**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

**Higher performance, low importance:**
- **Possible overkill**
  - Board, staff: Long-tenured board members with deep knowledge and experience

**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
### External Opportunities and Threats

**Focus Here:** Maximize high-probability opportunities | Minimize high-probability threats

#### 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

**Advocacy, relationships:** Increased receptivity of operators to responsible gambling efforts

**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 “gaming 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-12 education. Very tough to get the attention of K-12 when they are already overloaded
- 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 addictions 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

#### Plan Ahead and Act as Needed

**None**

### Opportunities

**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 awareness
  - 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

### Threats

**Keep Close Watch**

**None**

**Ignore**

- Communications, messaging, branding: To the media, problem gambling is old news
- Advocacy: Collective prevention messaging overload

### Opportunities: Magnitude of Positive Impact

- Major

### Threats: Magnitude of Negative Impact

- Minor