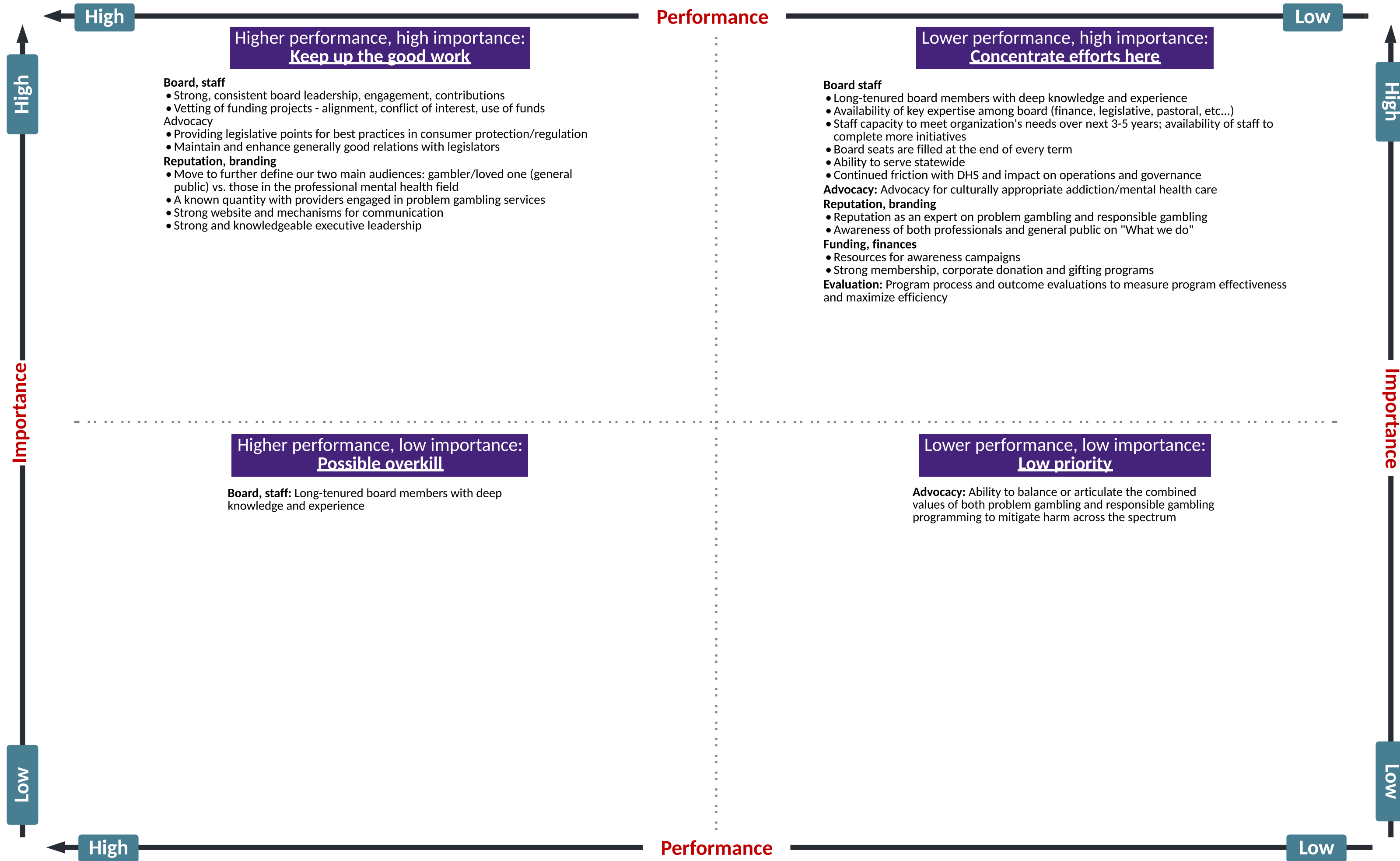


INTERNAL STRENGTHS AND WEAKNESSES



EXTERNAL OPPORTUNITIES AND THREATS

FOCUS HERE: Maximize high-probability opportunities | Minimize high-probability threats

High

TRY AND DO IT

Advocacy, relationships: Leverage relationships with other orgs doing similar work (e.g. EPIC)

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 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 "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 overloaded
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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

PLAN AHEAD AND ACT AS NEEDED

None

High

Probability

Probability

Low

Low

OPPORTUNITIES

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 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

KEEP CLOSE WATCH

None

IGNORE

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

Minor

Major

Major

Minor

OPPORTUNITIES: Magnitude of Positive Impact

THREATS: Magnitude of Negative Impact