



Minnesota Alliance
on Problem Gambling

MNAPG Strategic Planning, Round 2 Feedback: Compilation

10 August 2023

Introduction

MNAPG has had several strategic plans over the years, and in 2018 we overhauled our process and moved to an ongoing, living plan with routine updates. Recent significant changes in the gambling landscape surrounding our work moves us to take our planning to the next level, and this year we have launched this focused review and update of our mission, goals, and key strategies. We began with a performance assessment of progress against our current goals and key strategies, then gathered input from MNAPG staff, board of directors, and partners. With that stakeholder guidance, we conducted a comprehensive SWOT analysis and then drafted goals and strategies.

From mid-July through early August 2023, we invited internal and external stakeholders to provide feedback on the draft goals and strategies, along with refined organizational values. Below is the information provided in the online survey and a compilation of the responses to each question provided by the 18 participants. Results are presented alphabetically and individually, except that responses such as none, nothing, and NA are combined on a single line. We will use these results to form a working strategic plan that will drive our workplans and any necessary adjustments to our organizational structure, partnerships, governance, and evaluation processes.

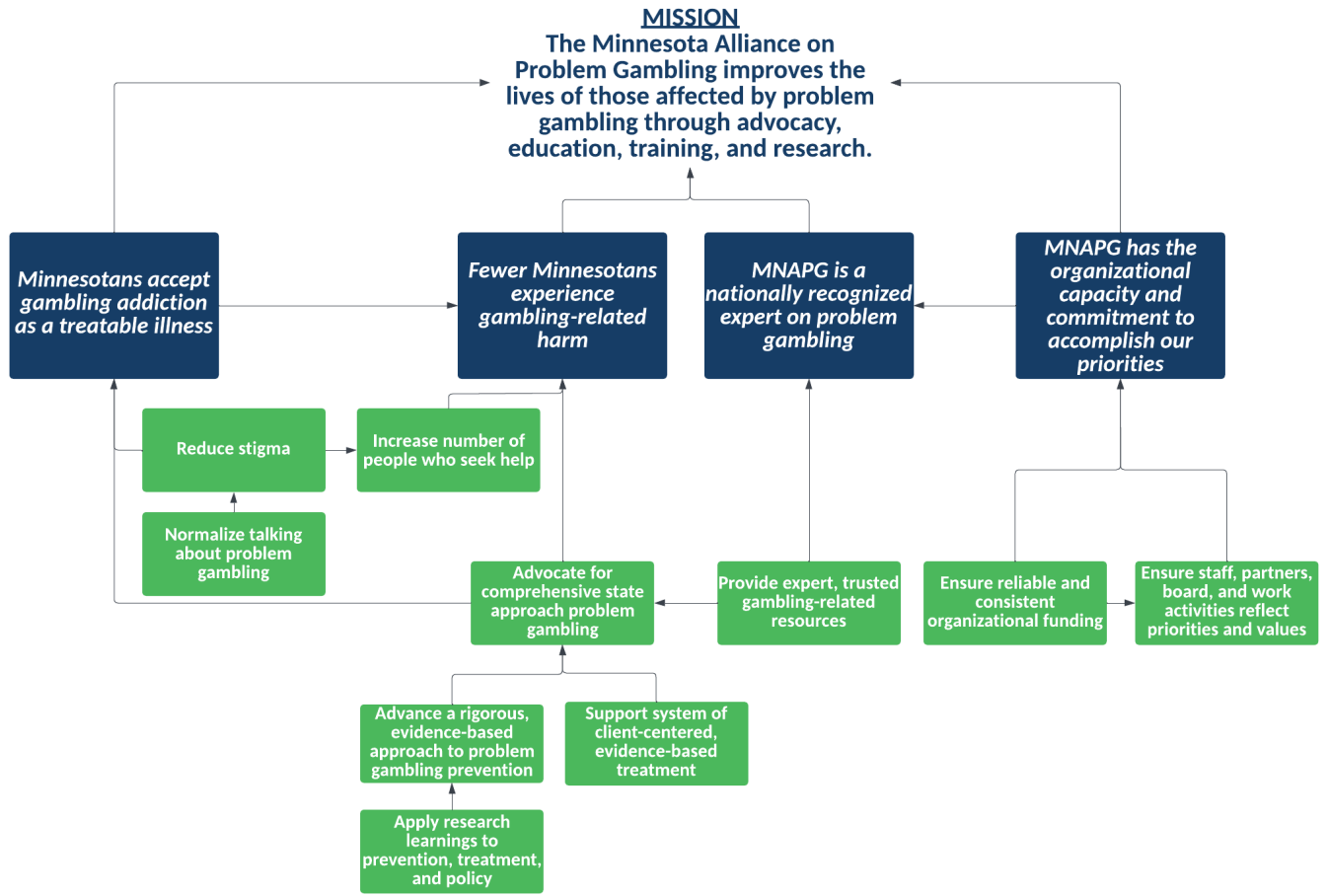
Goals and Key Strategies

Summary

Working from substantive input and SWOT analysis results, the board and lead staff convened in a full-day in-person workshop to draft goals and strategies. Facilitated by our strategic planning consultant, we identified draft goals (10-15 years), key strategies (5-7 years), and a large number of shorter-term supporting actions. A smaller team then refined and organized the results to prepare for this feedback round.

We did this using a “causal” strategy mapping process that links actions to outcomes using arrows. This helps us understand opportunities and concerns, then identify and commit to focused actions that will advance our key strategies and lead to agreed-upon long-term goals. **Start at the bottom, reading upward saying after each, “As a result of that, we...”**

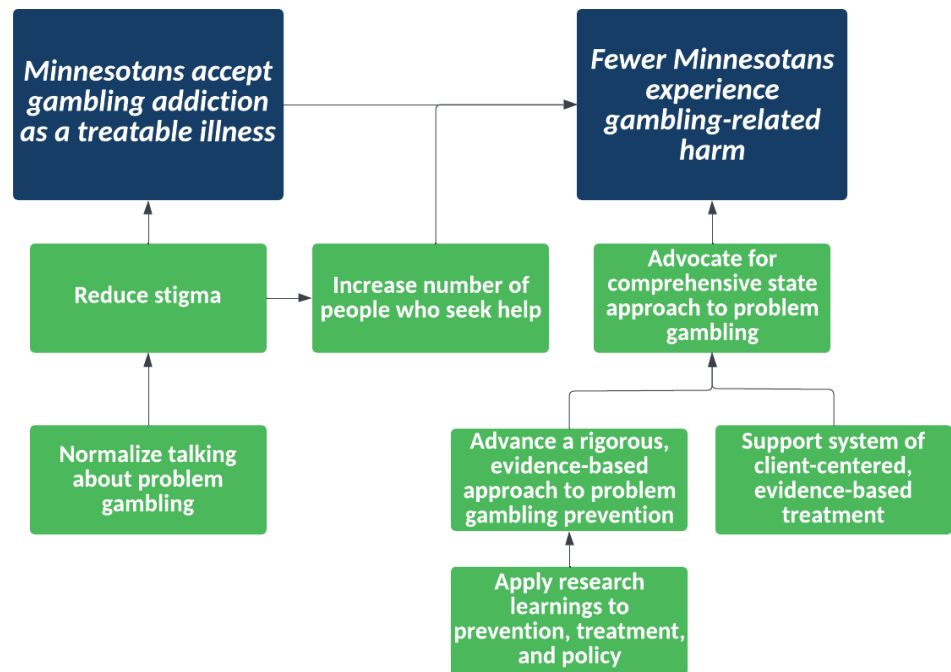
Below is a summary showing the draft long-term goals and mid-term key strategies that advance our mission. Following these are goal-strategy clusters with brief descriptions and questions for your feedback. At the end is information about our organizational values and proposed refinements, also with questions for your feedback.



Cluster 1

Goals (10-15 years)

- **Minnesotans accept gambling addiction as a treatable illness:** This goal directly supports the other goal in this cluster
- **Fewer Minnesotans experience gambling-related harm**



Key strategies (3-7 years)

Below are the key strategies that advance the goals above, each with a summary description of the supporting activities.

- **Normalize talking about problem gambling + Reduce stigma:** These closely connected key strategies are supported by activities including collaborating with public health and community organizations to craft tailored messages that build awareness and support especially with priority cohorts. Together, these directly support the key strategy to **Increase number of people who seek help.**
- **Apply research learnings to prevention, treatment, and policy + Advance a rigorous, evidence-based approach to problem gambling prevention:** These related key strategies are supported by extensive collaborations and strong relationships across disciplines and sectors, along with increased professionalism around gambling disorder provider certification.
- **Support system of client-centered, evidence-based treatment:** This is supported by education and advocacy to increase the number of qualified professionals to support priority cohorts, along with advocacy to establish a standard of care for gambling disorders and to embed content into curricula and licensing programs.
- **Advocate for comprehensive state approach to problem gambling:** This work is supported by the key strategies and activities that feed into it (see above), plus extensive cross-sector collaborations and advocacy for gambling disorders to be fully recognized within professional, legal, and regulatory systems and structures.

Cluster 1 results

Cluster 1: What do you find exciting or appealing about these draft goals (blue) and key strategies (green) above?

- Client centered evidence based treatment
- Educating people about gambling addiction to reduce the stigma.
- Evidenced based approach to prevention
- good job
- I agree

- I like the reduce the stigma and normalizing talking about problem gambling
- I think it is exciting to start looking at gambling addiction as an illness it open the door to more funding for research and so on
- I think they are very well out together in a way that can be implemented and successful in reducing gambling addictions
- increase numbers of those who seek help
- increasing the number of people who get help
- It helps MNAPG be the "experts" or leaders in this field, as it should be
- MN accepting gambling has a treatable illness
- More research about gambling
- Moving forward to bring treatment programs to those in need.
- normalize talking about problem gambling/stigma
- normalizing talking about it
- People in Minnesota are becoming aware of gambling addiction
- Reduce stigma
- Reducing Stigma
- Reducing stigma
- The colors are a good fit.
- The goals are relevant and realistic. The strategies are aspirational and challenging, which I appreciate. Meaningful progress with some of these goals will be a challenge.
- The language is inclusive.
- They address the continuum of care-prevention to recovery support
- They are consistent with advocating and educating Everyone even if the person does not have a gambling issue
- They increase public awareness which creates advocacy to support evidenced based interventions
- Treating gambling as a disease
- Working on making gambling a part of the behavioral health discussion.

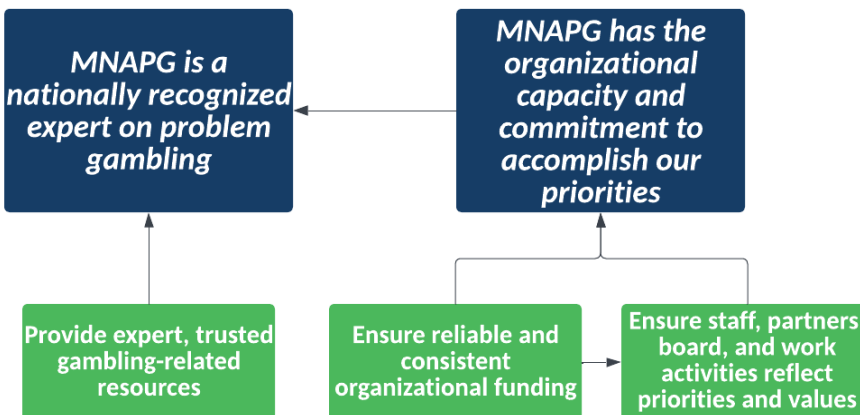
Cluster 1: Which are confusing or may be hard to explain? For those, what edits would you recommend?

- Advocating for comprehensive state approach to problem gambling
- all seem clear to me
- evidence based; perhaps "proven" is more clear?
- For "fewer Minnesotans experience....,"-- how do you know that....
- How will this become fully recognized?
- If and once gambling addiction gets looked at as an illness it may be treated like a medical problem and may be harder to link the importance of changing behavior and may also provide a false hope that gambling addiction can be cured when in reality it can and needs to be maintained and controlled for a lifetime if you crossed the line into gambling addiction
- It may be hard to keep people on track with gambling is the issue, not mental health even though they are related, or SUD, its gambling that should be talked about first
- More examples of what problem gambling looks like
- None; None are confusing; None; N/A; The items seem clear; nothing was confusing
- The 2nd draft goal could really be two goals-prevention is a science that is distinct from treatment
- The chart appears upside down, the arrows go from bottom to top instead of top to bottom.
- What is gambling related harm

Cluster 2

Goals (10-15 years)

- MNAPG is a nationally recognized expert on problem gambling
- MNAPG has the organizational capacity and commitment to accomplish our priorities: This goal directly supports the other goal in this cluster



Key strategies (3-7 years)

- **Provide expert, trusted gambling-related resources:** This is supported by strong research, collaborations, and relationships to educate, advocate, and advance key priorities such as ensuring parity for gambling disorders.
- **Ensure reliable and consistent organizational funding** through a wider range of partnerships and funding sources, and a stable relationship with the state agency.
- **Ensure staff, partners, board, and work activities reflect priorities and values** through more focused recruitment, intentional professional development, and routine assessment and reporting out.

Cluster 2 results

Cluster 2: What do you find exciting or appealing about these draft goals (blue) and key strategies (green) above?

- | | |
|---|---|
| <ul style="list-style-type: none"> ● Access to resources ● All good ● Already making huge strides in this area!! ● Credibility ● becoming nationally looked to as experts ● Consistent Funding ● Consistent funds ● Does MNAPG have sufficient funds & resources for the strategies? ● Funding ● Good work has been done to be recognized at a national level. ● It shows that MNAPG is not going away and has a strong community support system to ensure that ● It's great to see that organizationally wide the priorities and values will be reflected. | <ul style="list-style-type: none"> ● Looks good ● No new comment ● provide expert trusted gambling related resources ● Providing reliable and consistent organizational funding ● Recruiting more counselors that specialize in gambling ● reliable/consistent funding ● The ability to offer professional development in the state. ● the hope of stable funding ● We need to build the capacity and staffing for the Alliance ● We need to expand "advocates" for both regions and populations served |
|---|---|

Cluster 2: Which are confusing or may be hard to explain? For those, what edits would you recommend?

- | | |
|---|---|
| <ul style="list-style-type: none"> ● All good ● Ensure consistent organizational funding ● I did not see anything about creating | <p>partnerships on tribal lands. Can be done but barriers will need to be worked on and if want to build relationships on tribal lands it will or</p> |
|---|---|

could be harder since tribes have a hard time trusting the national government or even that state government at times.

- I don't feel the two blue topics flow into each other--they are both true statements but they are not SMART goals, missing specificity
- It needs to flow top down instead of bottom up
- It will take a sustained effort to build capacity within cultural groups who can both learn from the Alliance and then be liaisons for their community
- Making sure MNAPG staff are not spread over to many projects at once even though all of the

projects are important

- More access to resources
- More partnerships with other organizations
- None are confusing; None at this time; Nothing
- One idea is instead of trusted, consider using best practice.
- What are the resources? Do we need to add one-about best practices or is that too in the weeds?
- With additional funding the Alliance could be a "hub" of resources, training and initiatives to advance education and evidence based work in the state

Values

Current, no changes

- **Neutrality** – We are neither for nor against legalized gambling.
- **Accuracy** – We strive to ensure that all information we provide is accurate and complete.
- **Compassion** – We recognize that problem gambling does not result from moral failings and that those with a gambling problem are not inherently bad people.

Proposed change

<i>Current</i>	<i>Proposed</i>
<p>Inclusion – We believe that the interests of those affected by problem gambling are best served by inclusion of a wide range of interests. These interests include, but are not limited to, those in recovery, family members, treatment professionals, the gambling industry, those having professional contacts with problem gamblers, and those in other helping professions.</p>	<p>Diverse interests – We believe that the interests of those affected by problem gambling are best served by including a wide range of perspectives such as from people in recovery, family members,, treatment professionals, the gambling industry, and professionals connected to people with gambling disorders, including those in other helping professions.</p>

Values: Results for proposed change

What feels positive and meaningful about the proposed revision?

- | | |
|---|--|
| <ul style="list-style-type: none"> ● All good ● Diverse interests is so important as gambling affects many on different levels ● Diverse interests of all affected by problem gambling ● Empathy and compassion are essential to the treatment ● Helping families ● I appreciate diversity as opposed to inclusion--more person centered and individual which falls in line with both MH and SUD perspectives of care. ● I feel it gives a better understanding of who your trying to reach ● I like moving away from neutrality and inclusion--neutrality is essential bystanding and bystanding is still on the side of oppression. | <ul style="list-style-type: none"> ● I think it is important to remain neutral. ● inclusive, expansive language ● It's meeting people where they are at no matter if they want gambling or not ● More inclusive ● Neutrality - no judgment ● Professionals connected feels so much better to read than professional contracts-more personal ● Revisions reflect a contemporary view of gambling addiction ● Seems good to me, very direct and to the point ● Using evidence based practice ● Utilizing multiple options to provide support. ● Wide range of perspectives is more expansive and appropriate language |
|---|--|

For anything that is confusing or unclear, what edits would you recommend?

- | | |
|---|---|
| <ul style="list-style-type: none"> ● In today's world it is extremely hard to remain open minded and neutral since it seems like every issue we are forced to take a side. Somehow we need to be able to communicate and educate people who have taken a side or stance and it is hard to do. Some are for and | <p>some are against and how do we navigate that world that we live in today and most likely the future.</p> <ul style="list-style-type: none"> ● N/A; None; None; nothing; nothing from my point of view; All good; It's clear ● Not sure "such as" is needed |
|---|---|

Proposed new

Diversity, equity, and inclusion – As a statewide organization, we are committed to helping meet people's unique needs and priorities, and for our organization and partners to reflect the state's diversity.

Affiliation – As an affiliate of the National Council on Problem Gambling, our relationship is one of mutual benefit. We have direct access to NCPG's national and international expertise, and we contribute to large-scale policy efforts.

Values: Questions on proposed new

What feels positive and meaningful about these new values?

- Diversity.....
- Collaborating.
- Being an affiliate of NCPG
- Like emphasizing unique needs and representing state's diversity
- Partnerships, collaboration
- Being able to reflect the State's diversity
- Very inclusive
- Treating each as an individual
- Creates a broader sense of networking with national expertise
- No comment
- Having current language that relates to everyone shows even though there is a rocky gambling past in this state, keep moving forward
- I think it shows that you have state and national resources to pull from to help best serve individuals.

For anything that is confusing or unclear, what edits would you recommend?

- For "contribute to large-scale policy efforts," would benefit from being clarified
- I would drop the DEI language and just put in accepting.
- None at this time; None; None; No edits, it's clear; It's clear; Nothing; No comment; N/A
- States diversity
- We shouldn't change words just to change them. Doing this sounds like we didn't want to help a certain class of people before - we've always been accepting of anyone to help them during this difficult time.