



Minnesota Alliance
on Problem Gambling

MNAPG Strategic Planning, Round 1 Input: Summary Analysis and Compilation

May 2023

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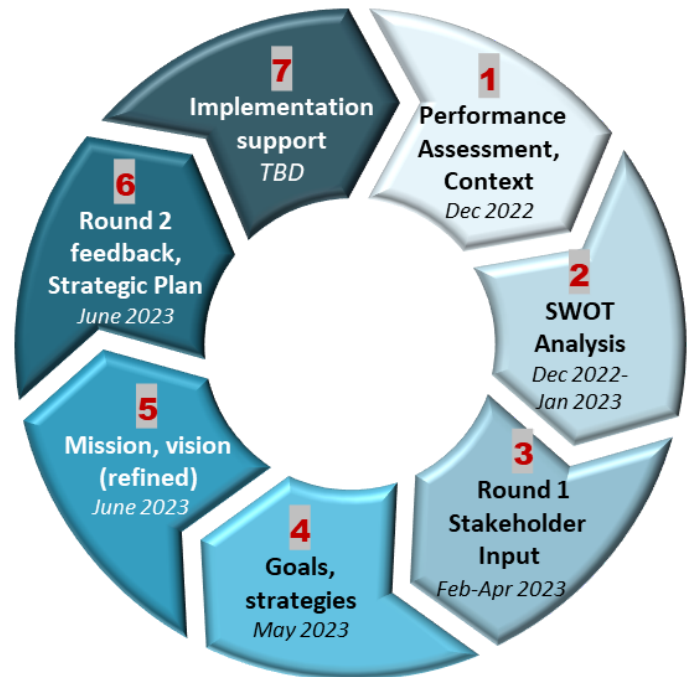
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Introduction

Background

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 we have launched this focused review and update of our mission, goals, and key strategies.

Following the initial performance assessment and SWOT analysis, gathered input from the board, staff, and external stakeholders in February-April, which are compiled and analyzed in this report. That input will shape our goal-strategy session in May. We will use those draft results to refine our vision and mission as needed, seek stakeholder feedback on all drafts, and use those results to finalize our working strategic plan in June.



Process, Content

Methodology, information

Board members, staff, and external stakeholders were invited to contribute via an online survey or virtual session, and one person participated via a phone interview. Participants were provided with the background above, along with the following information about MNAPG.

MNAPG's **mission** is to improve the lives of those affected by problem gambling through advocacy, education, training, and research. Our work is guided by our core values:

- **Neutrality:** As an affiliate of the National Council on Problem Gambling, 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.
- **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

Narrative questions

1. **Future roles:** MNAPG currently focuses on advocacy, awareness, and assistance related to problem gambling and responsible gambling. As we consider our future roles and responsibilities, what new or different needs should we consider? *This question was asked of board members and staff only.*

2. **Critical issues:** As you look at problem gambling and responsible gambling issues in Minnesota, what are some critical priorities?
3. **Prevention:** To minimize the number of Minnesotans affected by problem gambling, who should MNAPG work with to increase access and availability of prevention information and responsible gambling programs? (Please be as specific as possible.)
4. **Inclusion:** MNAPG is committed to tackling problem gambling and responsible gambling needs across languages, cultures, and backgrounds -- and know we have a long way to go. What resources might help us accelerate this work?
5. **Impact and value:** How might MNAPG better position itself to be recognized and respected in Minnesota as the "go to" organization for problem gambling and responsible gambling issues?
6. **Other:** Feel free to use the space below for any other ideas.

Results Overview

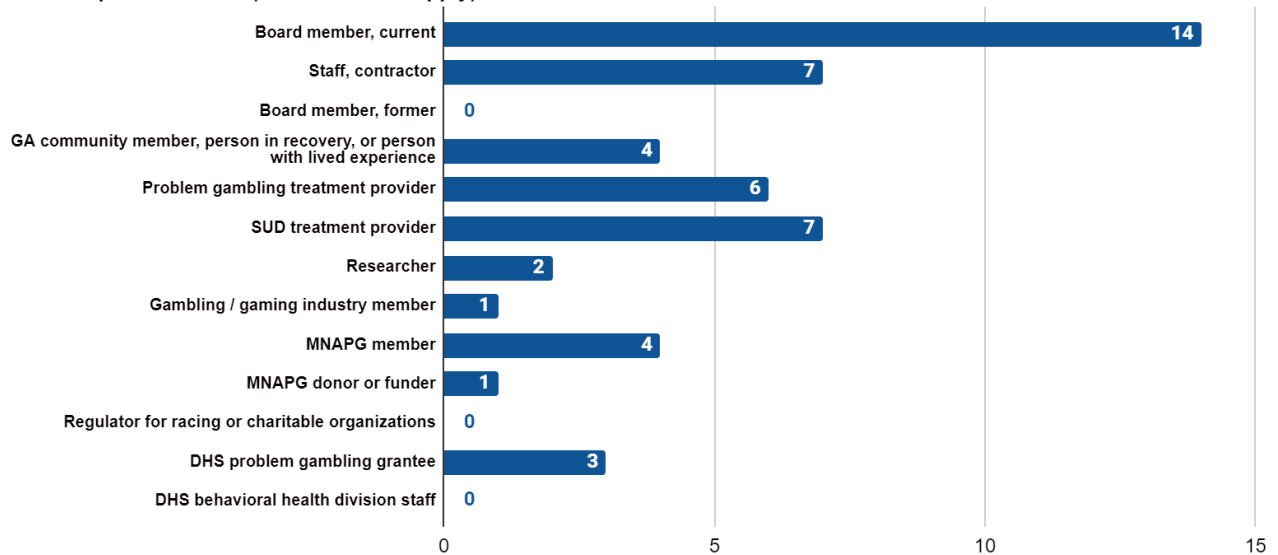
Virtual session: 11 board members and 3 staff participated in a virtual session on March 16, 2023, facilitated by our strategic planning consultant; participants contributed via a Jamboard

Survey: 21 people responded to one or more of the narrative questions in the survey.

Responses: There were a total of 336 responses from all participants, which are analyzed and compiled in the next section.

Connection to MNAPG: The information below shows participant connections to MNAPG; survey respondents were allowed to choose all that apply.

Relationship with MNAPG (choose all that apply)



ZIP code: Participant locations are shown on the map below; click on this [link](#) to see this information online and zoom in and out.



Results: Highlights and Compilation

1. Future roles: MNAPG currently focuses on advocacy, awareness, and assistance related to problem gambling and responsible gambling. As we consider our future roles and responsibilities, what new or different needs should we consider?

Note that this question was asked of board members and staff only. There were 46 responses to this question. Highlights are summarized below, followed by a compilation of all responses presented alphabetically.

Highlights

Participants offered ideas on both new and expanded roles and responsibilities.

- **Policy, practice, approach:** Support insurance reimbursement for services. Tackle concerns around approach (problems and risks vs. prevention and support), terminology and meanings (gambling, gaming).
- **Tailored approach:** Focus on, partner to provide, and help fund efforts to reach different audiences. Examples included cultural communities, youth, LGBTQ+, families, veterans, Tribal communities, elders, rural residents
- **Resources:** Serve as a clearinghouse for research and resources that meet varied needs, including individuals and families, treatment providers, operators, affinity groups, and people in related professions
- **Training and education:** Expand and deepen training offerings for a variety of professional providers; examples included SUD counselors, primary care providers, financial planners / counselors, people in criminal justice, educators and administrators, faith leaders, and others
- **Outreach, advocacy:** Expand and deepen reach to current and new groups through partnerships, additional staff, updated content and media

Compilation

- Access to funding to work directly with diverse communities
- Active recruitment to the board.
- Advocacy around insurance reimbursement for services
- Awareness/prevention education to K-12 administrators, not just students.
- Become a clearinghouse of research/resources for treatment providers.
- Casino ambassador. Regularly connected to the facilities to offer resources.
- Certainly our role in training could, and should, expand. Also research as resources permit.
- Connecting with tribal health care services
- Convene different interest groups (culture, age, veterans, etc...)
- Create awareness of the issue.
- Defined research, at least one project per year.
- Education for middle and high school students
- Family Advocate
- Family programming
- family support
- Find champions in different affinity groups and provide them with resources (we are the hub, they are the spokes).
- Find language other than "problem gambling" and "gambling addiction." Find other ways for people to be comfortable accessing our information.
- Further explore gaming.
- Gaming addiction
- General awareness of problem gambling
- having more visibility for clients on how to exclude themselves from casinos - maybe a tutorial?
- Help provide services and accessibility to treatment.
- Hire cultural ambassadors to aid in our outreach
- Increase counselor supervision
- Increase financial chops of our counselors. Using GamFin or other resources to assist.

- Increased level of presentations around the state
- Increased presence at legislature
- Increased voice in the media
- Minnesota Treatment Awareness
- More emphasis on awareness as access to gambling increases.
- more public awareness about veterans and gambling
- Prevention education for higher ed
- prevention for kids
- Program Manager to lead problem gambling cohorts for Pastors, School Counselors, or community liaisons about resources and connections
- Promoting treatment options in Minnesota
- Rural Gambling Issues
- Specific cohort outreach: veterans, etc., diverse cultures
- This may be covered under assistance, but the biggest need I see is training, particularly that which goes beyond counselor training.
- Training
- Training and certifying new problem gambling counselors
- Training for gambling providers.
- Training for professional providers -- medical, legal, judicial, banking -- on screening and how to recognize signs of gambling disorder
- Training for those who are not gambling professionals, like judiciary, clergy, primary care physicians, etc.
- training or prevention in schools
- We need to figure out ways to get people TO US...not just chase the people. Need to stay current with social media and tech...move away from paper.
- Youth gambling

2. Critical issues: As you look at problem gambling and responsible gambling issues in Minnesota, what are some critical priorities?

There were 79 responses to this question. Highlights are summarized below, followed by a compilation of all responses presented alphabetically.

Highlights

Increasing access to programs, services:

- More qualified providers; gambling disorder included along with SUDs in curricula and in continuing education and professional development
- Raising awareness about co-occurrence
- Access to treatment throughout state and that meets the needs of different people / groups

Staying current, nimble in response to quickly evolving needs such as sports betting, mobile gaming, youth addiction, mandates or commitments without adequate funding

Increasing awareness, understanding, and access to resources for individuals, families, and the general public, as well as a much wider range of professionals within provider communities and others who work with same audiences;

Meeting needs of diverse communities around the state; awareness and prevention-oriented, tailored; destigmatized

Compilation

- A lack of a uniform self-exclusion program
- access
- Access continues to expand. How can we work with that?
- Access to 24/7 gambling
- Access to funding to work directly with diverse communities
- Access to gambling disorder treatment
- Access to qualified assessors
- Adding "addiction" into the discussion
- Addressing new technology--like mobile gaming-- and how to effectively craft prevention, awareness and treatment programs
- Addressing the gateway from gaming to gambling. especially among youth.
- Alcohol in casinos
- Availability of treatment. This includes geographic availability and treatment that is appropriate for different cultural and demographic groups
- Awareness to consumers about services that are helpful
- Be able to include and discuss sports gambling and its potential impact
- Better understanding of sports bettors and how to screen & support them
- Building resources into sports gambling bill.
- Create awareness of the issue.
- Creating an acceptable gaming industry employee training program focusing on player health.
- Creating awareness about the differences between the 2 (PG and RG)
- Cross addiction
- Decline in the availability of treatment
- Destigmatizing this addiction
- Diverse treatment options
- E-sports and gambling on esports knowing that the population of players is high school and college age
- Easy access to online gambling/sports betting
- Educating our youth on the issues that can arise from online sports betting.
- education for adolescents and adults
- Encouraging people to take that first step of seeking help.
- Equitable access to resources relevant to gambling disorder
- Establishing relationships with those treating and advocating for people suffering with other addictive and mental health disorders
- family member services
- Finding ways to convince education system to address gambling disorder in curriculum.
- funding
- Funding to provide a services
- Getting more of the general public to believe this is a real addiction.
- harm reduction
- Help provide services and accessibility to treatment.

- Helping get new gambling counselors connected to the gambling provider community right away and make sure they participate to build new services over time
- Highlighting the harms of sports betting and how it affects various populations (age groups, cultural groups.)
- increase awareness of the addiction
- Increase the number of healthcare professionals awareness and get them to screen and make referrals
- Increase understanding of safer play among all players.
- Increasing availability and awareness of treatment options
- Increasing awareness and importance of prevention
- Increasing awareness of gambling addiction
- Increasing awareness of gambling addiction and how it affects society.
- Information on identifying problem with meeting info
- Integrate gambling disorder treatment within mental health, medical care and primary care
- lack of counselors/services in rural areas
- Lack of services for those in recovery
- Lack of unity within gambling industries
- Legal - What is the status of a "Gambling Court" i.e. Drug Court
- Linking problematic gambling behavior to mental health issues.
- Minnesota Treatment Awareness
- Minnesota Treatment Options
- Minnesotans indicate they know where to find the services they need
- more providers
- New survey on MN gambling attitudes/behaviors prior to sports betting being launched (assuming passage)
- not enough providers
- Not if, when sports betting on your phone becomes a legal reality
- Not putting down culturally responsible gambling
- Overall education to general public
- post covid revival in programming that was discontinued during covid
- Prevention programming to youth and college aged students
- Protecting our youth from disordered gambling
- Provider
- Public understanding that abstaining from gambling isn't necessary. They can reduce risk and still gamble.
- Reaching those in need
- Reducing the stigma and misconceptions associated with gambling disorder and seeking treatment
- Self Exclusion as it relates to online gambling - Can MNAPG be a resource there?
- Sports Betting
- State-wide self exclusion program that will include land and mobile betting sites (when applicable).
- Supply of providers
- the MN hotline has all the correct resources it needs to be successful. Making sure it is promoted properly
- This isn't your father's sports gambling. Getting people to understand that online and in-game gambling has made this so much more dangerous.
- Training
- Tx coverage with quicker responses & shorter interventions
- Underage gambling
- Youth services for problem gambling

3. Prevention: To minimize the number of Minnesotans affected by problem gambling, who should MNAPG work with to increase access and availability of prevention information and responsible gambling programs?

There were 89 responses to this question. Highlights are summarized below, followed by a compilation of all responses presented alphabetically.

Highlights

- **Counselors and other relevant professionals:** Addiction, mental health, behavioral health, financial, housing, physicians and related professionals, faith leaders; Department of Health
- **Sporting** organizers, sponsors, attendees; professional leagues, local teams, college programs and conferences
- **Financial** institutions, counselors
- **Education:** K-12 school district leaders, high school students, Department of Education
- **Cultural** communities, groups, organizations
- **Gambling** industry, operators, venues
- **Criminal justice system**, including groups like county attorneys and judges; corrections system; Department of Corrections

Compilation

- addiction and mental health counselors
- Addiction counselors need access to training for gambling addiction as well as alcohol and drug
- All gambling industry venues
- Association of county attorneys/prosecutors
- attendance at sporting events/informational kiosks.
- Bank associations
- Banking or credit union associations. They could provide information in newsletters or on their apps.
- Banks - customers can opt in to blocking gambling coded services from their credit cards
- Behavioral Health clinics
- Behavioral Health Providers
- BIPOC communities
- BIPOC communities and community-based agencies
- Casinos
- Casinos and betting establishments
- Casinos-stop alcohol service
- Chamber of Commerces
- college age students/college athletic departments
- College and university departments (health, mental health, athletics)
- college/university groups (teams, frats, sororities, etc.)
- College/university health systems
- colleges
- community groups/churches
- Community mental health/physical health centers
- Connect with Lutheran Seminaries
- Consumers of gambling services and those in active gambling addiction
- Continue relationship with MPR
- Counselors and GA meetings
- Cross education to other addiction communities
- cultural communities
- Cultural communities/spiritual communities
- Dance groups
- Debt management groups like Lutheran Social Services
- Department of Corrections---for prison programming
- Dept of Health
- EAPS
- Educators, particularly as an integrated piece with overall
- addictions prevention and mental health programs
- Employer benefits groups
- Families of gamblers
- Family members
- Family physicians
- family physicians and other medical providers
- Financial planners
- Financial sector
- Friends and family members of gamblers
- Gaming Operators
- Governor and all legislators
- high school seniors
- high school students
- housing - sober housing, group homes, IRTS, etc - their professional staff
- Human Resource Departments corporations that are close to casinos.
- ID individuals at any establishment selling tickets/slots
- Lao Center of MN; monks 5 temples Rochester, Forest Lake, Farmington Warroad, Worthington
- Lao Student Association in MN, Mankato

- Large HMOs like HealthPartners
- Legislation
- Licensed health professionals through their licensing boards and professional associations
- Local fraternity groups: Lions, Elks, etc
- Maverick Consulting: Problem gambling telehealth network to expand personalized access and treatment for problem gamblers in every corner of Minnesota
- Maverick Consulting: Sports betting harm reduction and lived experience
- Mental Health Professionals
- MH counselors who have minimal, if any, understanding of PG
- Mn Department of Education and school districts
- Mn Department of Health and FQHCs
- MN department of health; county health and tribal health and wellness
- MN Dept of Education
- MN State Colleges/Universities
- Mobile platform providers
- National Council on Problem Gambling
- NCPG-National council on problem gambling
- news media
- Nonprofit advocacy groups
- Prevention and Education groups already in school systems such as BARR
- Professional sports teams
- PTAs
- Public health centers
- Public health centers in each county
- Schools
- schools
- schools
- Senator Klobuchar
- SharpRank: Help protect Minnesotans from misleading or poor sports betting advice
- Spiritual and community leaders
- State association of school superintendents
- State judge association
- SUD providers
- the state needs to have information everywhere regarding online
- When the GRIT Act is introduced - strong advocacy from MNs
- Women Teachers, Dance groups
- Lao Student Association in MN, Mankato,
- Youth sports

4. Inclusion: MNAPG is committed to tackling problem gambling and responsible gambling needs across languages, cultures, and backgrounds -- and know we have a long way to go. What resources might help us accelerate this work?

There were 61 responses to this question. Highlights are summarized below, followed by a compilation of all responses presented alphabetically.

Highlights

- **Tailored outreach, communications, and services** that authentically and sustainably address differences in awareness, perception, attitudes, experience of trauma, understanding, approaches, terminology, language, geography
- **Connections, relationships** with individuals, groups, organizations, and agencies within or with close and trusting relationships with various communities; include other sectors working with these communities along with state Councils
- **Initial and sustained funding** to support tailored and culturally relevant communications and services, initiated within communities and through MNAPG
- **Capacity building** within communities around gambling disorders, such as SUD and related providers, other organizations, and trusted individuals and groups

Compilation

- a spokesperson from the culture
- Access to non traditional media outlets to get our messaging out
- advertisements in multiple languages
- Awareness of events that MNAPG could attend, table
- best communicating
- Build connections with cultural brokers who are currently doing community work
- Bush Foundation grant
- Champions within these communities who can adapt our resources to their language and cultural norms.
- Communications with concerned others
- Connect with people already doing this work with other addictions.
- Convene group of DEI/HR experts and ask this same question.
- Creating outreach materials that reflect the values and understanding of particular communities
- Cross cultural training for all aspects of treatment programs
- Cultural ambassadors. People in the know of their particular community and know the ways for
- Cultural identification is still strong - language, food, dress we tend to stick together -safety net.
- Cultural organizations at colleges and universities
- DEI grant
- direct engagement with social service organizations within specific communities
- Expanding the "speaker" network to attend cultural events & festivals
- Family and friends
- Financial backing from legislators to provide sustainable community resources for problem gambling
- Finding a way to hire a diversity, equity and inclusion expert.
- Focus group research to better understand the needs
- FQHCs work with diverse populations
- Gambling research of other cultures
- Hold feedback/town hall sessions in communities
- Identify "champions" for targeted communities/cultures
- Increasing MNAPG's awareness to what groups exist and making connections
- language/culture appropriate messages
- Look at Legacy grant
- Make us feel welcomed. Trauma has impacted the way we think and behave; American War Pol Pot.
- material available in different languages
- maybe having funding for counselors to take a languages class to help ease the need for translators, then make that list public for referrals
- More availability to funds for these communities
- More diverse hiring

- More information in Lao language and other SE Asia language and other newcomers Napoliese, Karen,
- Openly discuss how cultures impact on individual behaviors
- Origo Branding: Multicultural campaigns and prevention programs that serve multiple audiences and can be translated to different languages
- presentations to community groups
- Recruitment
- Resources that address special populations
- Shame/blame is extremely high.
- should be in all MN Casinos-bathrooms-gaming areas-eating areas
- Social justice organizations
- Speak with community/spiritual leaders
- Spiritual leaders within communities willing to be board members.
- Spokespeople from various communities
- State councils on Black Minnesotans, Asian-Americans, Indian Affairs, etc.
- teaching leaders in the communities about problem gambling
- Training
- training Native American mental health/addiction professionals
- translating some of the resources into native languages - using appropriate cultural terms
- various groups
- Willingness to integrate the Western Talking Therapy, along with other cultural practices
- Working more closely within specific communities that offer SUD services.
- working with community health workers could be helpful
- Working with cultural groups, to immerse members with concerned issues
- Working with High Schools and Middle Schools
- working with the individual communities
- Working with Tribal Elders
- Younger more intune to social media/technology - more advanced with

5. Impact and value: How might MNAPG better position itself to be recognized and respected in Minnesota as the "go to" organization for problem gambling and responsible gambling issues?

There were 53 responses to this question. Highlights are summarized below, followed by a compilation of all responses presented alphabetically.

Highlights

- **Media presence:** More, bigger, and more broadly reaching advertising efforts, campaigns, media relationships that also draw attention to MNAPG as an expert resource; QR codes, social media, op-ed pieces
- **Advocacy:** Increase presence and reach with state and federal elected officials; presentations, tabling including at cultural events; consider regional or population-specific liaisons; speakers bureau with a wider variety of voices; relationships with colleges and sports organizations
- **Training:** Offer expanded training to improve outcomes and increase awareness of MNAPG; webinars, seminars
- **Resources:** Share current research findings, compelling stories about real people,

Compilation

- Advertise more
- Advertise self with contact info
- Advocate at the legislature for a bigger budget
- Become more visible
- Big (expensive) ad campaigns that air during televised sports and at sports venues.
- billboards
- Build relationships with members of the media. Offer Susan as an expert.
- Build relationships with Universities
- Co-hosting workshops with community based agencies
- Continue momentum with MPR
- continue to advertise + increase social media to include TikToc for youth
- Continue to make connections with SUD providers.
- Continue to speak and present on a local and state level.
- Develop a consistent statement that goes on all communication - "we are the official state chapter of NCPG."
- Develop a speakers' bureau
- Develop relationships with school, college, and university administrators.
- Develop research partnerships with local universities
- Get out of DHS - not sure where we should land - Dept of Health?
- Getting legislators to recognize the impact of gambling addiction. Greater presence at the capitol to build those relationships
- Greater visibility at the capitol
- Have Gov. Walz publicly support MNAPG as experts
- Have the state senators and house members in DC do endorsements for MNAPG
- Hire regional/population specific liaisons to do outreach to schools and community groups
- Host events or tabling resources at various functions.
- Humanize the impact of sports betting. Tell stories. Lived experience and also success stories. Make it easier to see how problem gambling impacts people, families and communities.
- Increase indirect awareness that MNAPG exists.
- increased media presence
- Legislative Joint Resolution declaring March Problem Gaming Awareness Month and then media attention surrounding it
- Market MNAPG as the "go to" organization.
- MNAPG should manage the treatment contracts
- More "op-ed" pieces and letters to the editor
- More consistent social media and industry presence - put an actual face or faces of experts to MNAPG
- More training, more seminars and more services.
- Not sure what you can do about the alcohol.
- offering midwest area training opportunities on problem gambling
- Proclamation from the governor.
- public relations, media interviews, sponsoring events/conferences
- QR codes
- Real-life stories of recovery are incredibly powerful
- referrals from state agencies, casinos and health providers

- Seeing MNAPG in cultural festivals and ethnic holiday events
- Seeking opportunities to speak at legislature beyond specific bills
- Sponsor a local sports team or youth team to get more visibility
- Start calling ourselves the experts.
- State recognition
- This is all about visibility. The more people recognize the name, the more they will come. We've built it, but they'll only come if we promote it.
- Tie the MNAPG strategic and initiatives to the latest industry research (Dr. Grubbs at Bowling Green State University is doing some early sports betting research)
- Town Hall
- Train Youth to volunteer to work with Youth who gamble
- Trumpet MNAPG as the state affiliate for the NCPG.
- We need to focus on opinion leaders and influencers (and I don't mean Instagram-type influencers) who in turn interact with other professionals and the general public
- work with casinos
- Working with community trusted messengers

6. Other: Feel free to use the space below for any other ideas

There were 8 responses to this question. These are shown below in alphabetical order.

- App for help
- App for phone
- build awareness of MNAPG's speaker program
- build membership and gifting
- increase awareness of scholarship for PG counselor training
- Listing out the inpatient facilities on the front of your website so it is easily visible. Not needing to utilize a link.
- Private room to ask for help at casinos
- the use of Peer Recovery Mentors in treatment and aftercare