

# Oregon Problem Gambling Services

5-YEAR  
STRATEGIC PLAN

JANUARY 2024



# Table of Contents



[Program Overview](#)



[Mission & Guiding Principles](#)



[Program Framework](#)



[Goals](#)



[Objectives and Approaches](#)



[Contact and Resources](#)

# Program Overview

---

Oregon has a long history of addressing the risks associated with gambling through research, prevention and education, responsible gambling guidelines, treatment, strong partnerships and collaborations.

In Oregon, it is estimated 2.6 percent of the adult population experience moderate or serious problems with gambling. This equates to approximately 88,000 Oregon adults meet the clinical diagnosis for gambling disorder, with another 182,000 (5.4%) adults are at risk of developing a problem with gambling. For Oregon adolescents, it is estimated that 3.1 percent are at risk or experiencing a gambling disorder, equating 9,413 youth. For each person with a serious problem, many others are affected (e.g., spouse, children, friends, colleagues).

One percent of Oregon Lottery revenues fund problem gambling services. The Oregon Health Authority (OHA) administers the funds that provide approximately \$7.5 million annually for prevention and treatment programs and services throughout the state.

OHA, in collaboration with its partners, administers a comprehensive problem gambling system of services that strives to provide systemwide access to culturally-responsive services that are respectful and empowering. Services include specialized gambling treatment, problem gambling prevention, workforce development, and an information management system consisting of research, program evaluation, and problem gambling surveillance.



# Program Overview

Oregon is a national leader in preventing and treating gambling related problems, promoting informed and balanced attitudes and protecting historically underserved groups. These goals are accomplished by promoting healthy public policy, developing collaborative relationships among various community groups and providing local governments and other entities with funds to develop strategies like those used in other behavioral health systems.

Oregon's approach to gambling related harms is a public health model that takes into consideration biological, behavioral, economic, cultural and policy elements influencing gambling and health. This approach combines prevention, harm reduction and multiple levels of treatment focusing on quality-of-life issues for those gambling, their families, and communities; while appreciating the multiple dimensions of gambling including recognition of gambling opportunities, cultural acceptance, and economic impact.

Publicly funded treatment and counseling services are available free to any Oregon resident who has problems related to gambling, either as an individual, or a concerned other (people whose lives have been affected by someone else's gambling, such as family, friends, significant others, and colleagues).

**Information and help is made available to the public:**

Oregon Problem Gambling Resources: [www.opgr.org](http://www.opgr.org)  
Problem Gambling Helpline: My Limit (1-877-695-4648)



# Mission

---

The mission of Oregon Health Authority's Problem Gambling Services is to support equitable, inclusive, effective problem gambling prevention, education, treatment and recovery programs that reduce the impact of gambling related harms on individuals, families, and communities.



# Guiding Principles

Guiding principles encompass our program components. They reflect our commitment to continuous improvement through working with partners, being accountable, and reducing health inequities.



## Improvement

Continuously strive to improve programs, processes, and outcomes to meet emerging needs and challenges.



## Partnerships

Engage our partners and the communities we serve throughout the policymaking and implementation process.



## Accountability

Serve as a responsible steward of public funds, promote excellence, and demonstrate success.



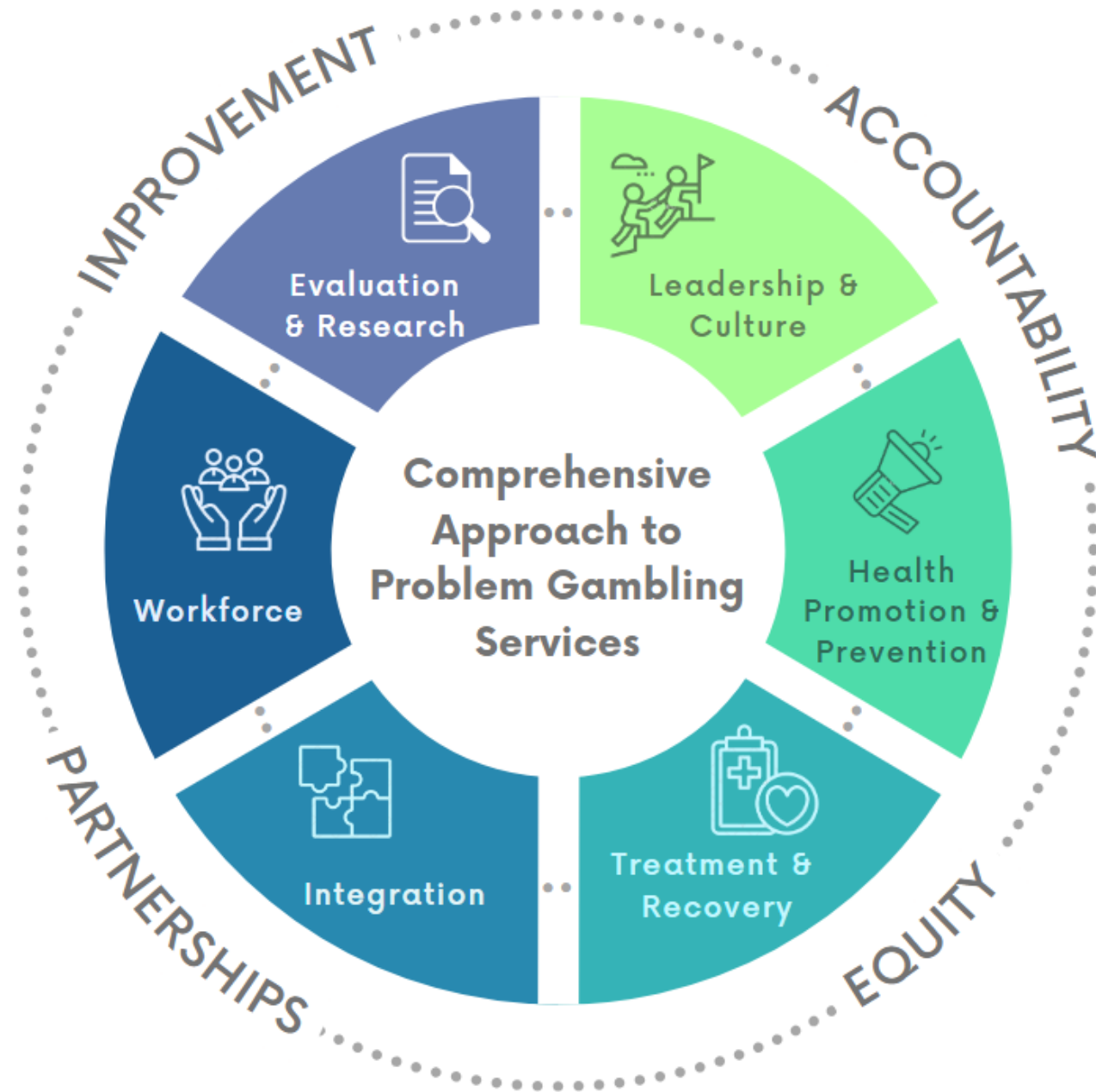
## Equity

Reduce health inequities and increase inclusivity to realize better care, better health and lower costs.

# Oregon Problem Gambling Services

## Framework

OHA Problem Gambling Services' (PGS) strategic plan sets forth a comprehensive approach to problem gambling services that identifies six program components (Leadership & Culture, Health Promotion & Prevention, Treatment & Recovery, Integration, Workforce, Evaluation & Research). The illustration shows how guiding principles encompass our program components. They reflect our commitment to continuous improvement through working with partners, being accountable, and reducing health inequities.



# Strategic Goals

| Leadership & Culture  | Health Promotion & Prevention   | Treatment & Recovery   | Integration  | Workforce   | Evaluation & Research  |
|---|---|--|--|---|--|
| <p>Promote the success and growth of Oregon Problem Gambling Services through mission driven actions, defining, educating, monitoring, and rewarding a culture of collaboration, inclusivity, equity, and caring.</p> | <p>Support health promotion and effective problem gambling prevention to reduce the impact of gambling related harms on individuals, families, and communities.</p> | <p>Strive to deliver top quality services that fulfill the needs of the community we serve informed by best practices, evidence-based and innovative models.</p> | <p>Foster integration of problem gambling into core elements of behavioral health, social support, and prevention systems.</p> | <p>Build a workforce with the knowledge base and skill set to address the root causes and impacts of harmful gambling, while increasing the diversity, capability, and capacity of the problem gambling provider network.</p> | <p>Utilize information gathered through evaluation of services and problem gambling surveillance research to support and enhance data-driven program and policy decisions.</p> |



# 1. Leadership & Culture

## Objectives

---

### 1.1: Promote a culture that advances collaboration, inclusivity, equity, and caring

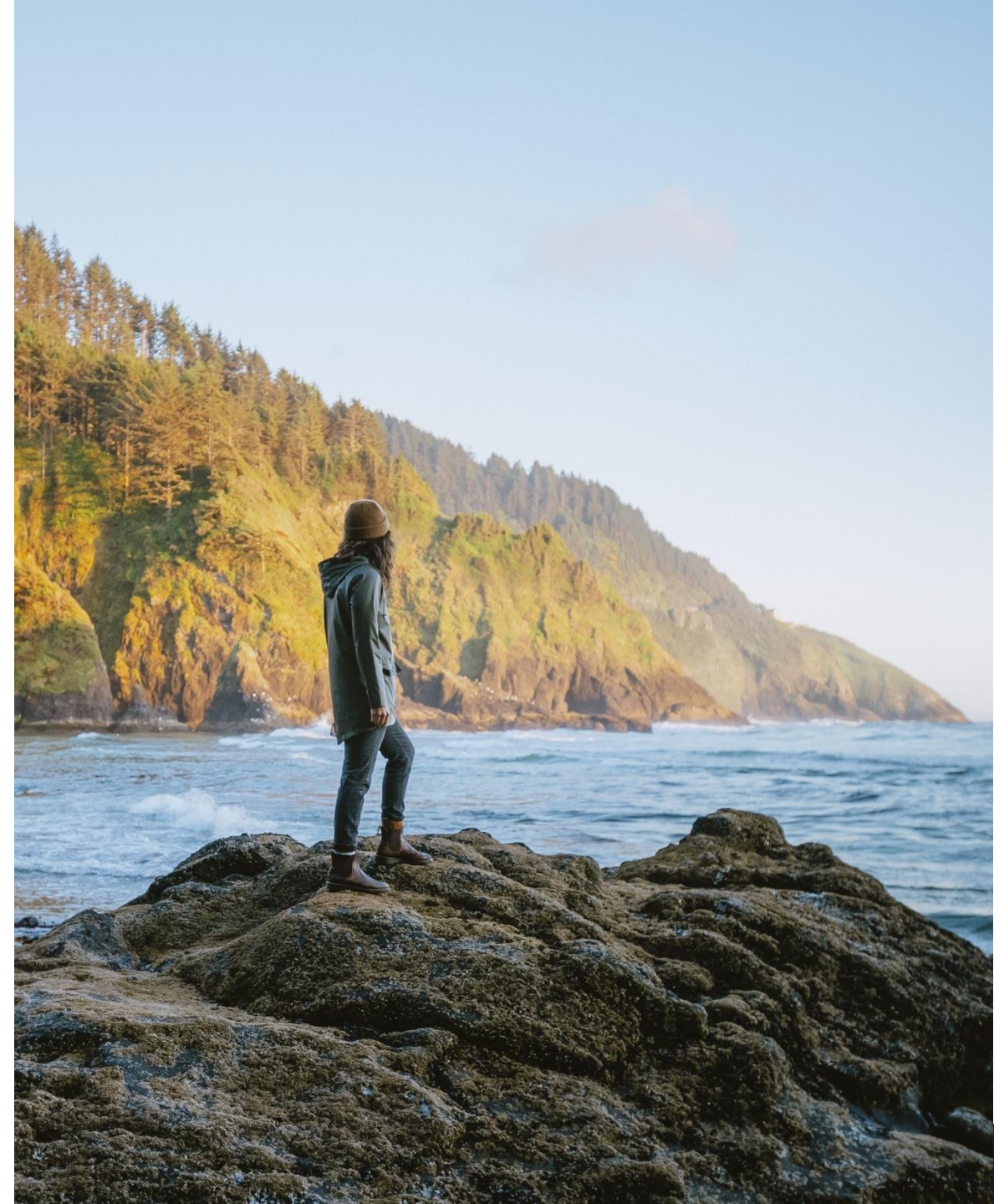
- Lift community voice, building on foundations established through equity-focused engagements
- Work in partnership with providers to address disparities within the PGS system

### 1.2: Expand and increase awareness of the intersection of gambling related harms with other public health issues and concerns

- Utilize data to increase awareness of how gambling behaviors impact individuals, families, and communities
- Develop partnerships with state agencies and public health programs to infuse problem gambling awareness, screening, education, and referral into their efforts

### 1.3: Continue to cultivate and advance relationships among state, provider networks and communities to inform on gambling related harms and gambling disorder, impacts and services

- Promote the availability and utilization of data produced by OHA PGS systems and funded projects
- Continuously improve materials, processes, and tools to communicate with problem gambling service providers and partners and the public at-large
- Systematically engage in improvement processes to assess system needs and respond to emerging needs



## 2. Health Promotion & Prevention

### Objectives

---

#### 2.1: Strengthening awareness of problem gambling through education, collaboration and community partnership development

- Utilize community readiness assessments data to inform provider implementation plans and increase communities' readiness to address problem gambling and knowledge of public health impacts of problem gambling
- Seek out and implement various communication strategies to better inform and share materials
- Empower local problem gambling prevention specialists to increase collaboration with local organizations, groups, and advocates that address social and health issues

#### 2.2: Build upon past efforts and current needs to continuously improve problem gambling prevention services

- Continue to build from the Problem Gambling Prevention Core Competency Project to increase the capacity and readiness of prevention professionals to address issues related to gambling
- Create opportunities to weave the topic of gambling into other public health concerns and increase capacity to deliver services that have a focus on disproportionately affected individuals and communities
- Raise awareness of the public health implications related to gambling and gaming, along with associated risks, and provide resources to educators, parents, and others to address these concerns
- Utilize data from Student Health Surveys and other surveillance measures to engage and inform

#### 2.3: Increase public awareness of educational resources that will inform individuals of the risks associated with problematic gambling and health promotion and prevention techniques

- Work in partnership with colleagues across state and local agencies to reduce stigma associated with problem gambling
- Explore opportunities for technological advances in the delivery of health promotion and prevention services



## 3. Treatment & Recovery

### Objectives

---

#### 3.1: Strengthen equitable, barrier-free access to treatment & recovery resources

- Increase program capacity to deliver programs and services that have a focus on disproportionately affected individuals and communities
- Develop and implement plan to expand availability of treatment services
- Explore technological solutions and strategies to increase access to treatment and recovery supports (e.g., telehealth, recovery apps)
- Build partnerships with behavioral health programs to expand their capacity to address gambling related problems

#### 3.2: Encourage help-seeking behaviors for gambling related problems

- Integrate problem gambling screenings across various physical, mental, and behavioral health sectors (e.g., specialty courts, community mental health centers)
- Empower providers to engage in client finding activities

#### 3.3: Continually improve service efficacy and efficiency

- Commit to using data and evidence to inform program development
- Expand support services for programs (e.g., technical assistance, evaluation tools)
- Increase the capacity, competency, and use of recovery-oriented approaches (e.g., peer support specialist)



## 4. Integration

### Objectives

---

#### 4.1: Integrate problem gambling awareness into broader public health prevention efforts

- Locate champions within OHA to elevate awareness of gambling related impacts
- Encourage problem gambling community prevention programs to foster the integration of problem gambling prevention into community-based prevention programs

#### 4.2: Expand efforts to integrate problem gambling into treatment agencies and systems

- Problem gambling treatment providers shall implement the GBIRT model
- Integrate gambling disorder treatment into the Oregon Medicaid system
- Encourage, empower, and enhance the ability for treatment and recovery programs to become informed and capable to address gambling related issues

#### 4.3: Explore the integration of gambling related language inserted into policies and curriculums

- Support the integration of problem gambling related topics into training programs and academic curriculums
- Seek out opportunities to add language that addresses gambling and/or problem gambling to policy documents such as legislative proposals, employer policies, request for proposals



# 5. Workforce

## Objectives

---

### 5.1: Identify and develop strategies to address current and future workforce challenges

- Enact a multi-pronged effort to address workforce shortages
- Continually develop skills and competencies of the current workforce

### 5.2: Increase the capabilities of the addiction and mental health prevention and treatment workforce to identify and address gambling-related impacts and root causes

- Promote cross-training and workforce opportunities to increase behavioral health and public health providers' knowledge of and capacity to address gambling-related problems
- Support the development of pathways for addiction, mental health, and prevention professionals to obtain certification and/or contractual educational requirements reflecting their capability to address gambling related issues

### 5.3: Build workforce capacity to provide problem gambling services

- Create career pathways for persons representing underserved and marginalized communities
- Develop programs that support persons from diverse backgrounds to join the problem gambling prevention and treatment workforce



## 6. Evaluation & Research

### Objectives

---

#### 6.1 Strengthen and enhance capacity to conduct data collection, surveillance, and evaluation to analyze, and inform policy, programs, and impact of services

- Advance data collection systems and ensure analysis of data drives future programming
- Continue to support the inclusion of gambling related questions on health surveillance surveys and seek opportunities to expand surveillance measures
- Support the Oregon Gambling Research Center and contribute to developing the Center's research agenda
- Seek opportunities to partner with researchers and with agencies on projects investigating the impact of gambling on various populations and health outcomes

#### 6.2: Reduce health disparities and ensure effectiveness of programs by establishing an equity-informed approach to data, evaluation, and surveillance

- Include measures of cultural responsiveness within problem gambling data collections methods
- In the selection and design phases of evaluation, research projects and data systems include questions aimed to inform health equity

#### 6.3: Develop and employ communication strategies to disseminate evaluation and research findings to increase the influence of data on program and policy decisions

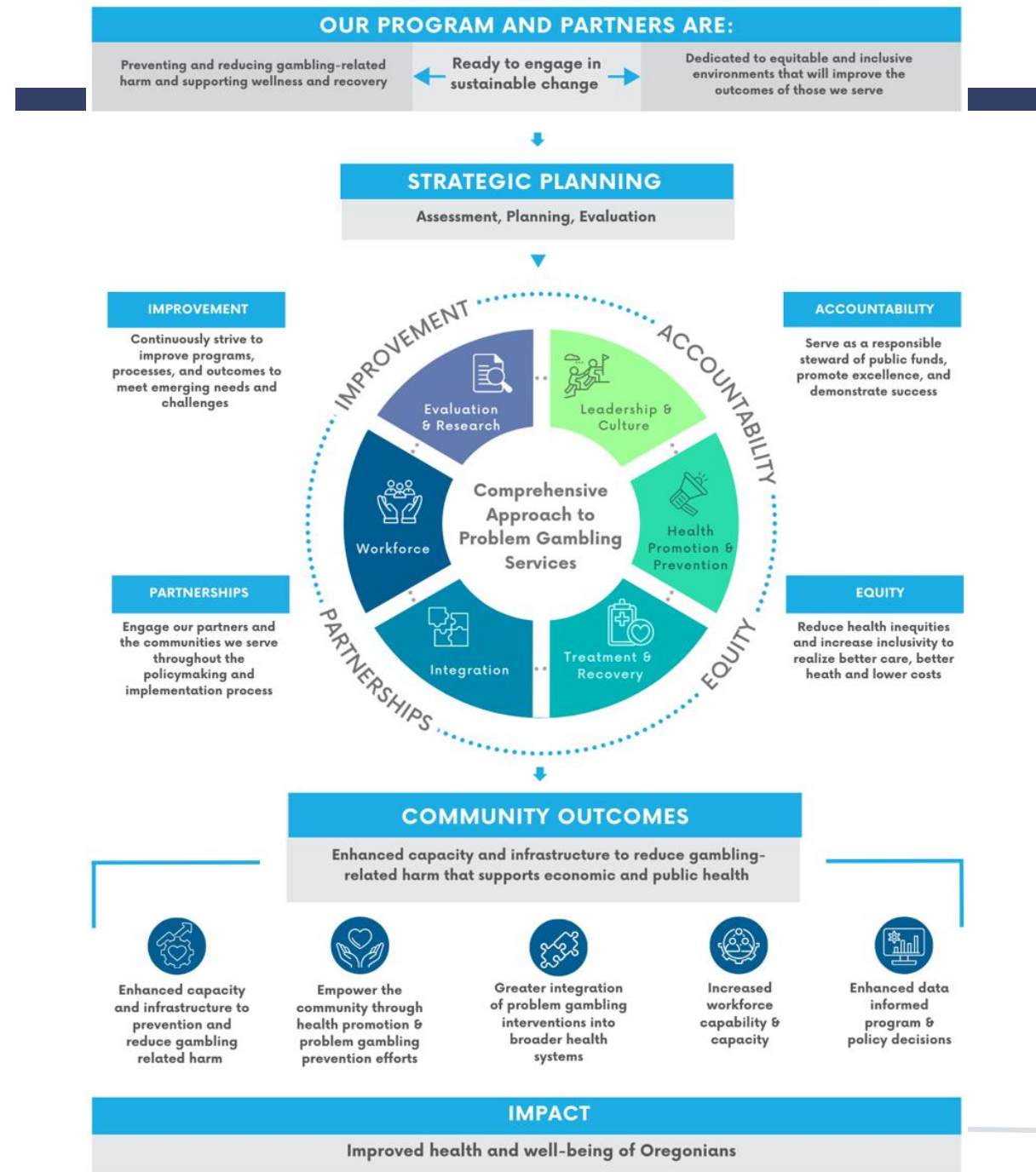
- Utilize OHA PGS sponsored events to share and discuss data
- Develop and disseminate research and evaluation reports with purposeful intent





# Oregon Problem Gambling Services

## 5-Year Strategic Vision



Over the duration of the five-year period of the strategic plan, OHA PGS will build on past accomplishments, continue to seek feedback, remain informed by data, and stay true to our guiding principles to meet our strategic vision.

An operations plan accompanies this strategic plan to ensure timely implementation of strategic goals and objectives and infuse accountability throughout the process. The operations plan will detail actions, new initiatives, and corresponding evaluation metrics to measure progress toward strategic goals and objectives, while understanding that plans may change based on environmental conditions.

We look forward to partnering with others to support equitable, inclusive, effective problem gambling prevention, education, treatment and recovery programs that reduce the impact of gambling related harms on individuals, families, and communities.



## Vision to Reality





# Contacts and Resources

---

Oregon Health Authority, Problem Gambling Services

[www.oregon.gov/PGS](http://www.oregon.gov/PGS)

Greta Coe, Problem Gambling Services Manager

[Greta.L.Coe@oha.oregon.gov](mailto:Greta.L.Coe@oha.oregon.gov) / (503) 602-4444

Oregon Problem Gambling Helpline *(24/7 toll free)*

1-877-MY-LIMIT / Es: 1-844-888-2537

Oregon Problem Gambling Resources

[www.opgr.org/](http://www.opgr.org/)

Change starts here,  
treatment is free,  
and confidential



# Acknowledgements

The present strategic plan was developed as a collaborative project led by the staff of OHA Problem Gambling Services and their strategic planning contractor, Problem Gambling Solutions, Inc.

The strategic planning process utilized for the development of this plan was designed as a community project, prioritizing involvement and input from individuals engaged with OHA Problem Gambling Services.

We would like to greatly acknowledge the dozens of OHA Problem Gambling Services providers, partners, and collaborators for their support, generosity of time, and valuable contributions to this plan. Together we will continue our success in reducing the impact of gambling related harms on individuals, families, and communities.

