Executive Summary

Second quarter – Oct-Nov 2013 – capped off a very busy calendar year. Here are the highlights and additional data on each is presented in more detail later in this report.

- Conducted an advertising campaign on WCCO Radio which included 15 and 30 second radio spots, and “takeover” ads on the WCCO website. The goal was to reach people with a recovery message, and to gain visitors to the website. The campaign results have been exceptionally good, including significant increases in the number of new visitors to the site.
- Provided speakers to four community groups, five professional groups, and had an information booth at six professional conferences and community health fairs.
- Added approximately 500 subscribers to the email newsletter mailing list, primarily from the spring conferences.
- Helped prepare, plan and coordinate the first ever Problem Gambling Planning Summit meeting with DHS. For the first time we had the opportunity to plan with people associated with DHS and its gambling program and advisory committee, Northstar board members and an expanded list of stakeholders. The result was new contacts who may become partners and advocates, plus a document capturing key critical issues that the group agreed upon. This information will help inform the work of DHS and Northstar in the coming year.

As always, questions and comments on the information contained in this report can be directed to Cathie Perrault, Executive Director, Northstar Problem Gambling Alliance at 612-424-8595 or cp@northstarproblemgambling.org.
Grantee Duties:

Continue efforts to provide statewide public awareness, prevention, professional training and advocacy on the topic of problem gambling while maintaining a gambling neutral approach. These efforts compliment and do not duplicate public awareness activities managed through the Minnesota Dept of Human Services Compulsive Gambling Program. GRANTEE will continue and enhance the following programs to achieve specific objectives. Measurement activities will be tied to each and results will be reported to the STATE on a quarterly basis. Duties are as follows:

A. Operate an information website as a base of knowledge on the topic of problem gambling serving the information needs of the public, the professional treatment community, the gambling industry, public policy makers and researchers. The website will serve as a collective resource and link with other state and national sites to provide a strong web of information serving multiple constituencies. The site will be updated to provide new information and professional news, and provide a calendar of events and activities related to problem gambling throughout the state.

Goals:

- Increase visits to the website
- Continue upward trend in the percentage of new visitors to the site
- Increase amount of information available and keep information fresh through more frequent updates
- Explore ways to establish interactive tools and implement as available
- Develop goals for increasing readership by targeted audiences and implement approaches to achieve goals

2Q: The series of radio spots and online advertising on the WCCO website has proven to be effective in driving more traffic to the NPGA website, as the “spikes” on the chart below indicate. The exposure provided by a large media outlet combined with the tracking capabilities of “click-through” online advertising measures is an excellent way to measure how we are reaching new people.

Shown below are the total visits to the site for calendar year 2013 and the amount of those visits that are unique visitors, meaning visits without the duplicates. The percentage of “new visitors” who have not been at the site before has averaged about 60% of traffic. However in March (WCCO Ads) the percent of new visitors jumped to 73% and in July it jumped to 86% of all traffic. Overall this just reinforces the reach ability of the WCCO ad campaign.

![Website Visitors chart]

Website Visitors in Total and “Unique” Visitors, meaning non duplicates
1Q: This quarter we began introducing new copy into the website. We are focusing on content curation – maximizing the distribution of information using multiple channels. This applies to original content we develop, previous content that is still viable, and content from other sources. We continue to target advertising to specific audiences and tracking responses to the specific landing pages that have been developed. More than a dozen new blog articles were added to the site and soon our Twitter feeds will also be seen on the home page. We also have begun to expand the calendar of events to make it more inclusive of events outside the purview of Northstar. The communication team is working to outline more specific goals for the coming months.

Below are the visitor statistics. This shows a general increasing trend line especially from June 2013. The significant spike in March 2013 was during National Problem Gambling Awareness Week. The huge bounce in July was due to a homepage takeover ad campaign on WCCO.com. We had 420 visits to the sight directly tracked to the WCCO ad. (See updated graph under Q2).

B. Provide a monthly email newsletter to provide frequent information on important topics, events, research and online links, continually growing the distribution reach and serving as a frequent and visible resource.

Goals:
- Grow the email list for this newsletter
- Use the email newsletter to launch surveys or other interactive tools to generate topic discussions among readers and to drive readers to the website
- Maintain timeliness of announcements and insure value to the links provided

2Q: There was no e-newsletter published in July. After significant additions to the e-news list in 4th Q 12-13, the number of mailings has stayed fairly consistent. The large jump is attributable to the addition of attendees to conferences and events. We added approximately 500 new email contacts during calendar year 2013.

1Q: (Removed old charts included in 1Q report). The percent of email newsletters that are open vs the actual number sent is show above, ranging from approximately 14 to 17%. When adjusted to account for bad email addresses or other “bounce backs”, the percent of opens increases from about 16 to 19%.
C. **Produce and distribute a high quality professional quarterly publication (Northern Light) that addresses topics on treatment, recovery, public policy and research as part of the overall awareness and education campaign for Minnesotans**

**Goals:**
- Provide current, accurate and educational content addressing the needs of multiple audiences
- Balance editorial content with a mix of news, interviews and personal recovery stories
- Expand distribution of the newsletter by continually adding contacts to the in-house database
- Offer readers the opportunity to receive a PDF version via email to help reduce costs.
- Conduct a readership survey sometime this year to measure satisfaction, quality of information as seen by the readers, and generate additional topic options.

2Q: **Northern Light’s fall issue was mailed to 5897 people in October 2013.**

D. **Leverage social media including but not limited to Facebook, Twitter, blogs and various other components.**

**Goals:**
- Explore ways to expand the reach of Facebook and Twitter to increase audience reach
- Explore possibility of developing a mobile application and implement if determined to be cost effective
- Continue to track readership through online stats and focus on increasing reach
- Monitor trends in social media to identify improvement opportunities and/or how to best expand into other social media channels. Determine value of these channels in the overall communication mix.

1Q: **Northern Light was produced and mailed in the 1Q as scheduled. Distribution was just over 8,000.**

*Correction:* The number of newsletters mailed in the 1Q (July 2013) was 5886, not the 8000 reported above.
- Make the Facebook page more focused and determine ways to provide interactive content to drive visitors such as online survey data, interactive quizzes and comment opportunities.

2Q: We continue to build an audience for Facebook. New strategies will be introduced in 2014 to strengthen this further. Facebook ads are being considered as are interactive strategies and other online ads.

1Q: Twitter audiences are growing each quarter and we have been increasing the amount of information we are sharing through that media. The Facebook site also continues to expand followers, but we are not seeing the growth that we would prefer. Statistic trends are shown on the following chart. The communication team is working to find strategies to improve these rates.
E. Serve as the Minnesota affiliate to the National Council on Problem Gambling, linking Minnesota with the national resources and efforts of problem gambling prevention, education, treatment and recovery from across the country, and leveraging those resources and ideas for maximum impact in this state.

Goals:
- Participate in all affiliate phone conferences schedule permitting
- Continue executive director participation in social media and nominations committees
- Conduct problem gambling awareness month campaign in March coinciding with National efforts.
- Participate with the Minnesota Lottery in the national council holiday campaign message of “do not give children lottery tickets” for Christmas/holidays.
- Use state affiliates to conduct training and/or speak at conferences when possible
- Better promote membership of both Northstar and the National Council with Minnesotans
- Conduct community awareness campaign in conjunction with National Problem Gambling Awareness Month in March 2014. (Previously NPG Awareness Week is now being extended to the full month). (see F Below)

2Q: Northstar and the Minnesota Lottery joined forces to participate in the National Council’s annual holiday education campaign to encourage people NOT to give lottery tickets to kids as Christmas gifts. A media release was sent to multiple outlets resulting in two media inquiries. Cathie Perrault was interviewed on WCCO radio about the campaign. An ad was developed by the lottery and placed in various outlets around the state. Northstar also purchased a placement in the Minnesota Healthcare News publication.

1Q: Executive Director Cathie Perrault was part of the training program on Social Media presented at the National Conference on Problem Gambling in July in Seattle. Holiday lottery ticket campaign is going to include press releases, advertising in select publications and all communication channels available.
F. Conduct a comprehensive statewide awareness effort including media coverage and other approaches during National Problem Gambling Awareness month.

Goals:
- Request Governor’s Proclamation for NPGA “month”
- Work with Olson agency to develop campaign themes and choose media placements for ads/outdoor and/or other venues
- Provide experts for media interviews

2Q: Staff held preliminary discussions with OLSON agency about developing a campaign for Awareness Month. We also plan to offer “mini-grants” to agencies that would like to offer some sort of grass-roots awareness activity during the month. These mini-grants will be funded out of the charitable gambling grant monies.

1Q: Planning will begin 2Q for implementation in March.

G. Plan and host the Minnesota Conference on Problem Gambling to provide training to professional in the social services field and bring in knowledge and expertise from around the country to help inform on this issue.

Goals:
- Expand attendance
- Bring in new speakers from out of town to broaden knowledge base for attendees
- Continue promotion efforts for allied social service professionals such as Marriage and Family Therapists, Social Workers, Psychologists and LADCs.
- Use feedback from participants to help plan 2014 event.
- Consider incorporating this conference with the MARRCH conference held in November each year

2Q: We initiated early discussion on the 2014 conference and have approached the MARRCH organizing committee about possibly integrating the gambling conference into MARRCH as a “conference within a conference.” Next quarter we will be working on a revised strategy for the conference.

1Q: The conference was held Sept 19-20 at the Earle Brown Heritage Center. Thursday evening’s portion of the event was open to the public, while the Friday training sessions required a fee to attend. Approximately 70 people took part either on Thursday or Friday, or attended both days. A summary of the evaluation ratings and comments showed the following:

Of the 30 people who returned their evaluations, 86% indicated they gained some or a lot of new ideas and information; 63% were very satisfied overall, with 23% somewhat satisfied. Measures of relevance, trainers, discussions and other components ranged from a low of 53% very satisfied to a high of 73% being very satisfied. In general the conference was well received.

H. Facilitate a statewide Speaker’s Network to provide no-cost presenters to do programs for community groups (animal groups, church groups, schools, etc), professional groups such as health care facility staff, and to display at conferences and community events.

Goals:
- To respond to requests for presenters and provide speakers whenever possible
- To actively promote the Speaker’s Network in order to target LADCs and social service professionals
- Identify and train additional speakers to add to the current network
- Assess the current situation and value of the speaker’s network program and make planning decisions about its structure, operation and effectiveness. Design a revised program as determined by this assessment effort.
2Q: Here are the details on the speaker and display events held during the 2Q

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Activity or Group Type</th>
<th>Event Location</th>
<th>No. of Attendees/No. of Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Presentation Events - Professional</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/14/2013</td>
<td>6th District MN Jail Program &amp; Services Meeting</td>
<td>Rochester</td>
<td>25 Attendees - .5 Hr. Presentation/Meetings &amp; Lunch approx 6-1/2 Hrs. add’l.</td>
</tr>
<tr>
<td>10/23/2013</td>
<td>Hamline University Class - Presentation on Gambling</td>
<td>St. Paul</td>
<td>24 Attendees - 2 Hrs.</td>
</tr>
<tr>
<td>10/23/2013</td>
<td>Century College Class - Presentation on Gambling</td>
<td>White Bear Lake</td>
<td>18 Attendees - 2 Hrs.</td>
</tr>
<tr>
<td>10/21/2013</td>
<td>Metro State University Class - Presentation on Gambling</td>
<td>St. Paul</td>
<td>24 Attendees - 2 Hrs.</td>
</tr>
<tr>
<td>11/7/2013</td>
<td>Substance Abuse Prevention Class - Metro State - Judy Hanson</td>
<td>St. Paul</td>
<td>27 Attendees - .5 Hr.</td>
</tr>
<tr>
<td></td>
<td><strong>Presentation Events - Community</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/13/2013</td>
<td>Presentation to 9th Grade Confirmation, Parents and Community Group on Gambling Addiction</td>
<td>East Grand Forks</td>
<td>36 Attendees - 1 Hr.</td>
</tr>
<tr>
<td>10/23/2013</td>
<td>Effective Living Center - Presented on Addiction Awareness</td>
<td>Little Falls, MN</td>
<td>13 Attendees - 1 Hr.</td>
</tr>
<tr>
<td>10/10/2013</td>
<td>North Central Senior Networking Group</td>
<td>Staples, MN</td>
<td>15 Attendees - 1.5 Hrs.</td>
</tr>
<tr>
<td>10/9/2013</td>
<td>Effective Living Center - Presented on Addiction Awareness</td>
<td>Little Falls, MN</td>
<td>13 Attendees - 1 Hr.</td>
</tr>
<tr>
<td></td>
<td><strong>Vendor Events - Professional</strong></td>
<td></td>
<td></td>
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<tr>
<td>11/21/2013</td>
<td>Event Dates are 11/21 to 11/23 - Allied Charities 24th Convention and Expo</td>
<td>Rochester</td>
<td>1,200 Attendees - 2 Days</td>
</tr>
<tr>
<td>11/16/2013</td>
<td>NAMI MN State Conference - We’re also Co-Sponsoring.</td>
<td></td>
<td>325 Attendees - 10 Hrs.</td>
</tr>
<tr>
<td>10/29/2013</td>
<td>Event Dates are 10/29 to 10/31/13. MARRCH 44th Annual Chemical Health Conference</td>
<td>St Paul</td>
<td>1,500 Attendees - 3 days</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Event Dates are 10/17 and 10/18 - 31st Annual St. Louis County Health &amp; Human Service Conference - NOTE: We’re Exhibiting AND Co-Sponsoring This Event</td>
<td>Duluth</td>
<td>2,500 Attendees - 2 Days</td>
</tr>
<tr>
<td></td>
<td><strong>Other - Professional Stakeholders Summit</strong></td>
<td></td>
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<tr>
<td>12/13/2013</td>
<td></td>
<td>Brooklyn Center</td>
<td>50 attendees -</td>
</tr>
</tbody>
</table>

1Q: Contractor Susan Campion left in July. Susan had been handling planning work for the Speaker’s Network as well as providing presentations and working to generate more interest from the professional community. The SN has primarily operated based on responses to requests. There are a number of conferences and events that have been valuable in the past that are on a standing schedule for our participation. We have met with several of the speakers in an effort to determine a better vision for the program though no decisions have been made. Activities will continue while we assess the situation and develop a plan for moving forward in the coming quarters. A complete schedule of Speaker’s Network activities for the 1Q is provided as a separate attachment to this report.
I. Conduct and report on research related to problem gambling in Minnesota and distribute national and international research as appropriate.

Goals:
- Conduct the Minnesota attitude and awareness survey in the fall of FY 2014-15.
- Examine and approve Minnesota research that has been suggested by Board Member Randy Stinchfield.
- Monitor national research reports and distribute through the print and email newsletters.

2Q: We did not initiate any additional research during the quarter. We have been presented with several possibilities for research and are looking to make decisions in the next quarter.

1Q: The board discussed some research options but no decisions were made. The fall stakeholder’s meeting and subsequent strategic planning process for both DHS and Northstar will provide a stronger roadmap for what types of primary research Northstar may wish to support.

J. Provide training scholarship opportunities to broaden the availability of trained clinicians to work with problem gamblers in Minnesota.

Goals:
- Provide training scholarship opportunities to Northstar Members to participate in the National Conference on Problem Gambling each July.
- Explore more funding through scholarships for clinicians seeking to gain first level training by way of the online course through North American Training institute or other potential opportunities.
- Consider hosting more trainings at venues around the state.

2Q: No further action this quarter.

1Q: NPGA provided four scholarships – two full and two partial – for the National Conference held in July. Recipients were asked to provide Northstar with reports following their experience, to articulate how they felt the experience helped them to become better clinicians. All reported a very positive experience.

K. Provide the state a program evaluation plan to be submitted to the state by the end of the 1st Quarter for review and approval by the STATE and ongoing on a quarterly basis.

Goals:
- Measures of specific “activities” are done through response numbers to ads, subscriber numbers to online media, and feedback surveys from attendees at events.
- Measures of total effectiveness of Northstar’s impact on improving the awareness, knowledge and understanding of problem gambling by Minnesotans will best be measured in Fall 2014 by repeating the baseline survey conducted in fall 2011. This evaluation will show whether many of the efforts have successfully impacted resident’s knowledge and understanding of this issue. Three year surveys should be repeated on an ongoing basis.

2Q: No action.

1Q: The evaluation plan identified in K was provided to the state during the 1Q and was included with the first quarter report to DHS as a PDF.