

# CA Office of Problem Gambling Logic Model



**Mission:** WIC 4369.2 mandates the Office of Problem Gambling (OPG) to develop prevention and treatment programs to address gambling disorder. OPG developed, implemented, and continues to maintain a statewide plan to address gambling disorder, a prevention program, treatment services program, and funding priorities with an equity lens.

**Guiding Priorities:** Practicing Cultural and Linguistic Inclusion, Bridging with wellness best practices, and Leaning into technology for advancement.

INPUTS	OUTPUTS		OUTCOMES	
<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>OPG Staff</li> <li>OPG Strategic Plan</li> <li>California Department of Public Health (CDPH) Director's Office</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>Indian Gaming Special Distribution Fund</li> <li>Gambling Addiction Program Fund</li> <li>OPG Advisory Board and Committee Members</li> <li>Department of Justice (DOJ) Gambling Control Commission</li> <li>California Lottery</li> </ul>	Activities	Participation	Short-term	Long-term
	<p><b>Media and Outreach</b></p> <ul style="list-style-type: none"> <li>Promote OPG-funded problem gambling (PG) services and prevention programs</li> <li>Develop outreach campaigns informed by experts, staff, and CDPH Office of Communications</li> <li>Collaborate across CDPH and state departments on PG prevention and other wellness best practices</li> <li>Share information across local, state, and national groups about PG</li> </ul> <p><b>Prevention</b></p> <ul style="list-style-type: none"> <li>Provide exposure to 1-800-GAMBLER Hotline</li> <li>Provide support, training, and exposure to youth-led PG prevention project sites</li> <li>Develop and disseminate Problem Gambling Awareness Month materials and activities</li> <li>Update, develop, and disseminate existing and new OPG educational materials</li> </ul> <p><b>Treatment</b></p> <ul style="list-style-type: none"> <li>Provide PG treatment services to affected individuals</li> <li>Partner with and provide technical assistance (TA) to CalGETS</li> <li>Facilitate training for licensed CalGETS providers</li> <li>Partner with Riverside San Bernardino Indian Health Clinic (RSBCIHI), which provides PG education, screening, and treatment referrals</li> <li>Partner with Visión y Compromiso (VyC) to provide PG education and access to treatment</li> <li>Develop partnerships with mental health service providers and organizations to increase access to PG services for diverse and underserved populations</li> </ul>	<p><b>Media and Outreach</b></p> <ul style="list-style-type: none"> <li>Number of webinars or training presentations conducted for diverse priority populations</li> <li>Number of targeted media outreach campaigns including PG media campaign (e.g., engagement rate, traffic, impressions)</li> <li>Number and types of organizations in distribution list via physical mail and electronic mail (email)</li> <li>Number of new and updated educational materials and fact sheets posted on OPG website</li> </ul> <p><b>Prevention</b></p> <ul style="list-style-type: none"> <li>Number of contacts hotline receives monthly</li> <li>Number of youth-led PG prevention project sites</li> <li>Problem Gambling Awareness Month media campaign (e.g., engagement rate, traffic, impressions)</li> <li>Number of new and updated educational materials and fact sheets posted on OPG website</li> </ul> <p><b>Treatment</b></p> <ul style="list-style-type: none"> <li>Number of intake screenings conducted &amp; clients served by CalGETS, including through RSBCIHI</li> <li>Number of reports and data sheets developed from CalGETS</li> <li>Number of hours of training for licensed CalGETS providers</li> <li>Number of CalGETS providers referred through RSBCIHI</li> <li>Number of reports generated by VyC and contacts made</li> <li>Number of new partnerships with mental health service providers and organizations serving diverse populations</li> </ul>	<ul style="list-style-type: none"> <li>Increase in number of PG educational and outreach materials</li> <li>Increase in number and types of PG media and social marketing</li> <li>Increase in awareness of PG services and prevention programs</li> <li>Increase in PG knowledge and awareness</li> <li>Increase in non-English speaking language helpline calls and texts</li> <li>Increased services for diverse, underserved communities</li> <li>Increased number of PG clients served, including among diverse, underserved communities</li> </ul>	<ul style="list-style-type: none"> <li>Reduced proportion of Californians with PG</li> <li>Reduced harmful effects associated with PG</li> <li>Reduced disparities in utilization of PG services</li> </ul>