

GAME. LIFE. BALANCE.

2019-23 Strategic Plan

BC Responsible and Problem Gambling
Program

MAY, 2020





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Program Overview

The Responsible and Problem Gambling (RPG) Program provides a continuum of services designed to offer BC citizens an integrated range of services, recognizing that there is a broad spectrum of needs and wants related to gambling products and their potential negative impact on individuals, families and communities.

Most people gamble recreationally and manage their time and money appropriately. However, a significant minority (up to 14.5%) of British Columbians experience low to high risks from gambling products. Moderate to high risks are experienced by 3.3% (or approximately 125,000) of BC residents, which can have an acutely negative impact on individuals and families. The RPG program mandate is to offer prevention, early intervention and treatment/support services to assist BC residents make the best decisions regarding their gambling behaviors. The program takes a gambling neutral position on gambling, recognizing that gambling is an individual choice and is best made with full knowledge of the facts, myths and risks associated with gambling products.

This strategic plan lays out a road map of how the BC government, through the RPG program, intends to provide world class education and support for the constituents of BC who may be considering gambling as a recreational outlet, or who have experienced the negative impacts of problematic gambling products.

The program employs three specific service streams, including: prevention through public awareness education; clinical treatment, including individual, group, day-treatment and community outreach supports; and a dedicated Indigenous approach that acknowledges the historical impacts of colonization that magnifies addictions, such as gambling, on individuals, families and communities and which requires a culturally safe and respectful approach.

The program acknowledges the cultural mosaic of BC and offers services in multiple languages. We do so in a culturally respectful and appropriate manner, offering distinct services for populations known through research to be at a higher risk for gambling issues.

The focus of this strategic period includes extending outcome measurement and reporting of metrics for all service streams. This will be supported by a goal of including leaning business processes through automation, data management and reporting functionality. A particular focus will be on refreshing our brand and developing a public awareness strategy within existing resources. Moving more resources online continues to be a strategic goal and, while COVID-19 has sped that goal up, evaluating the impacts of this transition will continue to be a strategic focus for the program into the future.

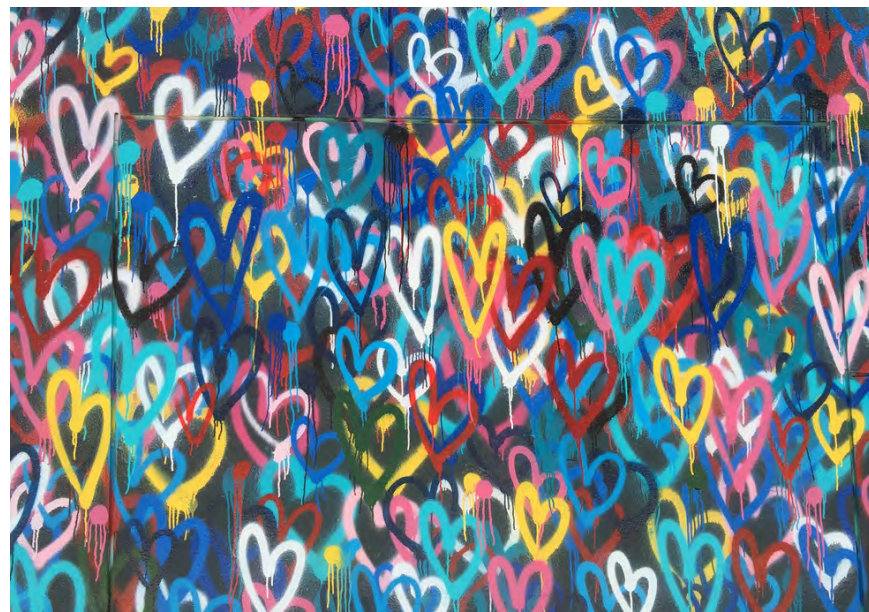
Program Overview, continued



Vision and Guiding Principles

Our vision and principles are important because they help us to grow, develop, and to create the the relationships we want to have with communities.

They reflect our commitment to continuous improvement, to our approach to partnership, respect, accountability, and inclusivity. In the field, these tenets guide our approach to engagement, culturally safe practice, and helping to build resiliency in communities.



Heart

We live and work from the heart.



Respect

We acknowledge that individuals and communities are the experts of their lives. We respect this truth.



Inclusivity

We welcome all and commit to collaboration in the spirit of connection and being accountable to communities.

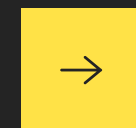
Strategic Goals

These goals represent the foundation and direction of our divisional priorities, and support the broader strategic framework outlined by the Gaming Policy and Enforcement Branch 2019-2022 Strategic Plan.

These four goals are supported by specific objectives and strategies that will shape our business plans for the next three fiscal periods, and create alignment with the objectives of GPEB.

01

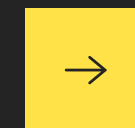
Increase our ability to serve more British Columbians.



Supports GPEB Strategic Objective 1.2

02

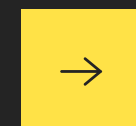
Embed Indigenous Cultural Safety concepts and practices across our program.



Supports GPEB Strategic Objectives 2.2 and 3.1

03

Increase the program's profile.



Supports GPEB Strategic Objectives 3.1 and 3.2

04

Streamline administrative processes.



Supports GPEB Strategic Objective 2.4

OBJECTIVE 1.1: ENSURE THAT CITIZENS HAVE EQUITABLE, BARRIER-FREE ACCESS TO RELEVANT SERVICES, PROGRAMS AND SUPPORTS

- Ensure critical regional service provider positions are filled.
- Address geographical constraints through technological solutions.
- Reorganize provider streams to maximize program delivery across the continuum of services.
- Increase program capacity to deliver programs and services that reflect the diversity of culture and gender

OBJECTIVE 1.2: BUILD CAPACITY IN COMMUNITIES

- Develop and implement plan to shift from current programming model to community development prevention model.
- Document community events, knowledge and skills to aid in the development of community capacity and resilience.
- Increase train the trainer programs.

OBJECTIVE 1.3: LEARN FROM OUR PARTNERS

- Engage post secondary and population health partners in the development of measures, evaluation, training, and certification for prevention.
- Leverage our service providers' experience.
- Partner with communities to discover and document the feedback of British Columbians.



02

OBJECTIVE 2.1: BE AMBASSADORS FOR INDIGENOUS CULTURAL SAFETY IN COMMUNITY

- Portray this intention in our relationships with communities.
- Define Indigenous cultural safety broadly and in the context of our work.

OBJECTIVE 2.2: INFLUENCE ORGANIZATIONAL CHANGE

- Incorporate Indigenous cultural safety into program policy, including our hiring and contracting practices
- Work with contracted staff, stakeholders and industry partners to influence the adoption of culturally safe practices.
- Participate in opportunities to build understanding of Indigenous cultural safety and the context of colonialism (i.e. ministry working groups).

OBJECTIVE 3.1: REDEFINE OUR BRAND

- Complete branding and marketing project and launch new brand across all program streams and channels, including internally.
- Implement measures to capture engagement in order to shape service design.

OBJECTIVE 3.2: SOCIAL MARKETING

- Develop effective, socially engaging marketing strategies in collaboration with community influencers to build each community's ability to identify, support and reduce harms from gambling



OBJECTIVE 4.1: ENSURE THE CSD HAS SIMPLE AND EFFICIENT ADMINISTRATIVE INFRASTRUCTURE AND PROCESSES IN PLACE THAT GOVERN PROGRAM ADMINISTRATION

- Complete and implement lean process improvements for billing and invoicing.
- Establish coverage and cross training framework to ensure operational effectiveness.
- Identify areas of the program that would benefit from lean review

OBJECTIVE 4.2: CREATE AND CONTINUALLY REFINE COMMUNICATION STRATEGIES TO ADDRESS CHALLENGES AND NEEDS OF SERVICE PROVIDERS IN THE FIELD AND TO FOSTER A CULTURE OF COLLABORATION

- Institute quarterly stakeholder engagement opportunities to encourage open and transparent dialogue on operational issues.
- Invest in the potential of a centralized communication resource (Sharepoint)

OBJECTIVE 4.3: REFINE OUR REPORTING CAPACITY

- Develop new metrics for program activity capture and quarterly reporting.

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Contact and Resources

Mail: Gambling Support BC
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Email: problem.gambling@gov.bc.ca

Phone (Victoria): 250 387-5311

Fax: 250 356-8237

Gambling Support Line (24/7 toll free): 1 888 795-6111

www.bcreponsiblegambling.ca

www.choicesandchances.ca