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To engage critical stakeholders, think carefully and strategically about the layers of the social ecology in your community. Involve coalition members in this effort to broaden the reach. Using the table below, list the names of individuals and/or organizations represented in each category in your community. Then for each, identify (1) the influence or power they have in the community, (2) the assets they might contribute to the efforts to reduce problem gambling, and (3) who will contact and invite their involvement.

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| **Individuals (Family, Friends, Colleagues, Neighbors)** |
| Name:Jan Smith | Influence:PTA President, influential with parents | Assets:Access to school staff and District parents | Who Will Contact:Tom Olsen |
| **Schools** |
| Name: | Influence: | Assets: | Who Will Contact: |
| **Worksites** |
| Name: | Influence: | Assets: | Who Will Contact: |
| **Community Organizations and Faith Groups** |
| Name: | Influence: | Assets: | Who Will Contact: |
| **Law Enforcement**  |
| Name: | Influence: | Assets: | Who Will Contact: |
| **Community Leaders and Elected Officials** |
| Name: | Influence: | Assets: | Who Will Contact: |
| **Others** |
| Name: | Influence: | Assets: | Who Will Contact: |