HAMLINE UNIVERSITY

November 29, 2023

Dear Review Committee:

It is my pleasure to submit this letter of support for Kindbridge Research Institute (KRI) in their application for funding on gambling advertising to the Colorado Division of Gaming Responsible Gaming Grant program. I have known Dr. Nathan Smith over the last ten years and watched him build and lead KRI. I have had the pleasure to follow his extensive research career shaping gambling research on an international level. It has been my pleasure to work closely with him during the past year on efforts to advance theory and provide innovative thought leadership in the area of gambling advertising. During my time working with Dr. Smith, I found him to be an extremely effective leader in the field of gambling research, policy, and technology. His organization (KRI) is widely respected as the foremost leader in behavioral addictions research. The work presented in this proposal is a prime example of groundbreaking and timely research. Under Nathan's leadership, KRI is clearly positioned to shape policy, advance research, and impact public health approaches and prevention.

As a researcher devoting the majority of my career to gambling and gaming addiction work, I have an extensive publication background and a history of multiple funded grants. I have produced commissioned reports on youth gambling in Minnesota, many peer reviewed articles on a variety of gambling topics and have produced extensive scientific work on the impact of gambling on youth, adults, and minority populations. I am considered one of a handful of published researchers in the world who have contributed to research on gambling among youth and underserved populations. For these reasons, my expertise makes me qualified to comment on the significance of the proposal for the field and for public health. The output from this grant will clearly impact policy and has the potential to offer solutions to the most pressing questions in the field of gambling advertising. The proposal is one of the few I have seen that has the potential to shape and drive policy on gambling advertising. As gambling and advertising expands online and in other forms of media, this is clearly one of the most essential fields emerging in gambling. This proposal is incredibly innovative and impactful and will move the field forward, prevent harm, advance policy, and improve lives.

KRI has the expertise, resources and thought leadership to deliver on the aims of this grant and leverage the findings into effective assessment, monitoring and change in gambling advertising in Colorado and beyond. The proposed project will shape the future of gambling advertising, policy, and prevention in the long and short term. Dr. Nathan Smith and KRI have my full endorsement of the proposed work in this grant and I look forward to seeing the outcomes of the work. Dr. Smith and KRI are positioned to deliver on all the goals presented in this proposal and have earned my highest confidence. If you have any questions about my recommendation in support of KRI, Dr. Smith or this proposal, please feel free to contact me at sking02@hamline.edu.

Sincerely,

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