Your Life Iowa – Media Campaign Review

IOWA DEPARTMENT OF PUBLIC HEALTH

Protecting and Improving the Health of Iowans

Your Life Iowa

SFY 2019 IN REVIEW

Protecting and Improving the Health of Iowans

IDPH Iowa Department of Public Health

Blank Children's Hospital

Suicide Prevention Flyer

Protecting and Improving the Health of Iowans

IDPH Iowa Department of Public Health

Iowa Lottery

Gift Responsibly

Problem Gambling Awareness Month

Protecting and Improving the Health of Iowans

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Landus Cooperative

Pay check stuffer

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Opioids

STR, SOR, POM-W,

SPF-Rx

[redacted]

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IDPH Iowa Department of Public Health

Prevention

Weeds Not Worth It

Meth Never Ever

Weeds Not Worth It

Meth Never Ever

SYT-I

Help for Teens

Help for Parents

[redacted]

Protecting and Improving the Health of Iowans

IDPH Iowa Department of Public Health

1-800-BETS OFF

Good Loser Campaign

Regional Tagging

Audio

Protecting and Improving the Health of Iowans

IDPH Iowa Department of Public Health

Data

Through May 31, 2019

Total Contacts (All)

- Gambling = 4,266
- SUD – 1,564

Calls – Iowans

- Gambling = 1,407
- SUD = 1,420

Chats – Iowans

- Gambling = 53
- SUD = 147

Texts

- Gambling = 29
- SUD = 40

Referrals - Iowans

- Gambling = 436
- SUD = 880

Data

YourLifeIowa.org

Data

YourLifeIowa.org

Overview

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
235,357	188,327	00:01:27	75.58%	62.41%

	Page	Pageviews	% Pageviews
1.	/	40,628	17.26%
2.	/gambling	33,082	14.06%
3.	/drugs	21,228	9.02%
4.	/drugs/opioids	18,309	7.78%
5.	/opioid-addiction	17,534	7.45%
6.	/prescription-drugs-are-still-drugs	14,738	6.26%
7.	/finder	10,236	4.35%
8.	/help-for-teens	6,214	2.64%
9.	/resources	4,889	2.08%
10.	/alcohol	4,853	2.06%

SFY 2020 Plans

July/August/September

- SOR Grant – Opioids – Targeting Adults age 24-45
  - Online/Mobile
- 1-800-BETS OFF – Paid Search

Campaigns in Planning

- 1-800-BETS OFF – Increasing Program Enrollment
- YLI Awareness
  - Mental Health (Children's Mental Health, Adults Mental Health)
- Discretionary Grants
- Expansion of Youth campaign

Questions?

Coming soon . . .
YourLifeIowa.Support