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YourLifelowa.org



Your Life Iowa SFY 2019 Annual Report

Summary of IDPH Activities

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**Protecting and Improving
the Health of Iowans**

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Executive Summary

This annual report provides an overview of the Your Life Iowa project for SFY 2019.

Launched in October 2017 and recently expanded in December 2019, Your Life Iowa (YLI) is the integrated hub/system for free and confidential help and information for alcohol, drugs, gambling, mental health and suicide. 24/7 resources include a telephone helpline, mobile-friendly internet-based communications (e.g., online chat), texting and social media (@YourLifeIowa).

Your Life Iowa is the result of two distinct RFP processes that combined three distinct and separate websites and helplines into one website and one vendor to manage this new integrated system.

- **Problem Gambling:** 1-800-BETS OFF helpline and 1800BETSOFF.org, including online chat function
- **Alcohol/Drug use:** DrugFreeInfo.org and help line (866-242-4111)
- **Suicide and Bullying Prevention:** Helpline (855-581-8111), Text Line (855-898-8398) and yourlifeiowa.org with online chat feature

The YLI contract was awarded in 2017 to Foundation 2, an Iowa-based nonprofit human service agency offering suicide prevention and crisis intervention programs to people of all ages. Foundation 2 has provided crisis counseling by phone since 1970.

In SFY 2019, the Iowa Department of Human Services contracted with the Iowa Department of Public Health to expand YLI to include content, information and referral for mental health (adult and children) and to position YLI as the statewide crisis line for Iowans. Additionally, the [Prevention](#) section of the website includes a [Media Center](#) for access to all current Your Life Iowa and related media campaigns, as well as a [Calendar](#) of training events that are open to the public.

State Fiscal Year 2019 Your Life Iowa Treatment Program Key Accomplishments and Activities

- 8,822 contacts (phone, text, chat) to Your Life Iowa (includes 1-800-BETS OFF calls) resulting in almost 1,500 referrals for Iowans (475 for problem gambling and 985 related to substance use).
- 115,797 users (up 153% compared to SFY 2018) of YourLifeIowa.org resulting in over 147,000 sessions (up 150% over SFY 2018) and over 235,000 page views (up 85% over SFY 2018).
- Launch of the [Prevention](#) landing page, including calendar and media-center.
- Launch of the landing page for Mental Health.

Glossary

1-800-BETS OFF: Helpline and website devoted to raising awareness of problem gambling and providing assistance to those Iowans who are being negatively impacted by their gambling and related behaviors, and their affected loved ones.

Gambling: The act or practice of risking the loss of something of value upon the outcome of chance or future contingent event not under his/her control in an attempt to gain something of greater value.

Gambling Disorder: Persistent and recurrent problematic gambling behavior leading to clinically significant impairment or distress (see Table 1).

Iowa Gambling Treatment Program (IGTP): The Iowa Department of Public Health program that receives from the State General Fund as part of the Addiction Services appropriation, funds for provision of problem gambling services. The IGTP is organized within IDPH in the Division of Behavioral Health Bureau of Substance Abuse. Problem Gambling services are provided through the Integrated Provider Network.

Integrated Provider Network (IPN): The IPN is a statewide community-based, resiliency- and recovery-oriented system of care for substance use and problem gambling services. The IPN launched in January 2019 as a result of a competitive RFP process.

Problem Gambling: Participation in any form of gambling activity that creates one or more negative consequences to the gambler, their family or loved ones, employer or community. If unchecked, can lead to a gambling disorder.

Your Life Iowa: The 24/7 integrated resource for free and confidential help and information for alcohol, drugs, gambling and suicide concerns. Information and assistance are available through the telephone helpline at 855-581-8111, online at YourLifelowa.org, through text at 855-895-8398, and through mobile-friendly internet-based online chat and social media messaging.

List of Acronyms

IDPH: Iowa Department of Public Health

IGTP: Iowa Gambling Treatment Program

IPN: Integrated Provider Network

RFP: Request for Proposal

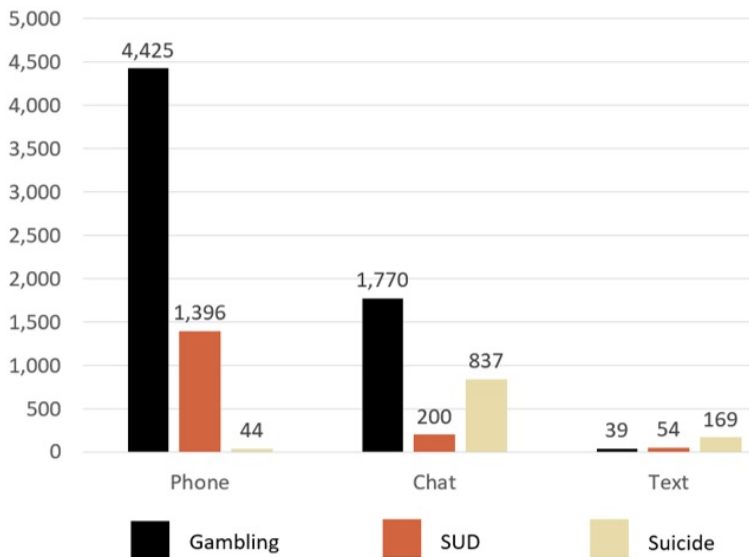
SFY: State Fiscal Year

YLI: Your Life Iowa

Your Life Iowa Contacts and Referrals

CONTACTS

All phone, chat or text contacts with YLI staff.

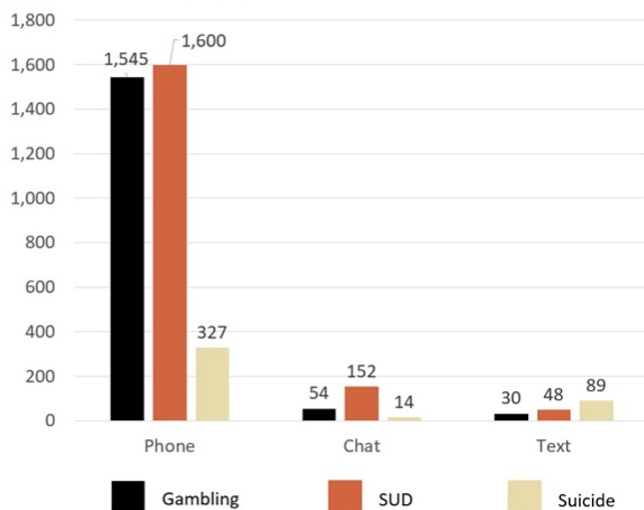


“My daughter has concerns related to both mental health and substance use. Our family wasn’t sure where to turn to for help after she was released from the hospital. Your Life Iowa staff listened to my concerns and provided me with phone numbers for services in my area.”

- Recent Your Life Iowa Client

Figure 1: Your Life Iowa Contacts

All Iowa Contacts



Contact - Average Length (in minutes)

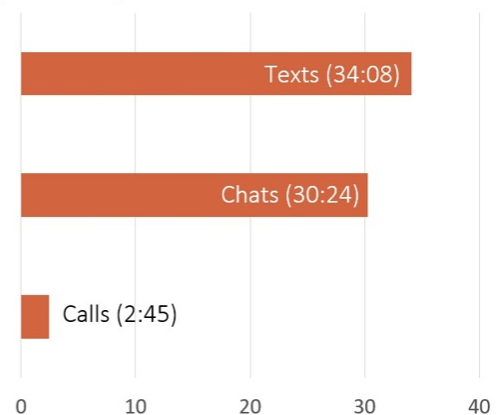


Figure 2: Iowa Contacts to Your Life Iowa

REFERRALS

“ I called worried about my son’s choices related to gambling. The counselor listened to my story and helped me create a safe plan to address my concerns with my son. Thank you for this service!
- Recent Your Life Iowa Client ”

Over the last year, Your Life Iowa made 1,665 referrals to Iowa providers for problem gambling, Substance Use Disorder (SUD) and out of state - gambling and SUD.

Your Life Iowa Referrals

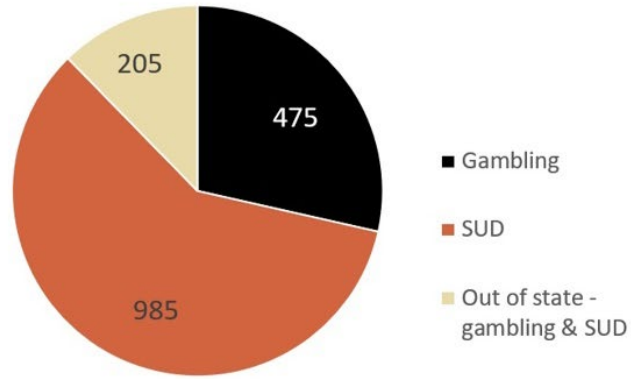
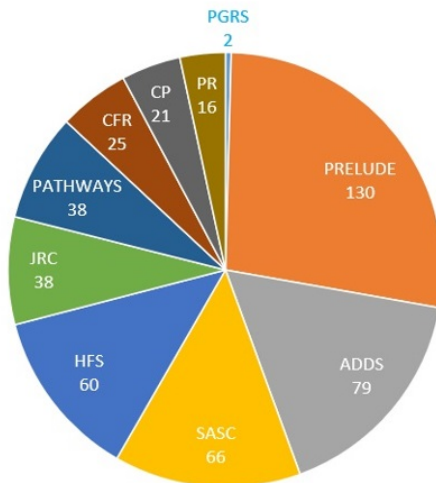


Figure 3: Your Life Iowa Referral Information

PROBLEM GAMBLING REFERRALS

When someone calls Your Life Iowa in need of support for problem gambling, YLI staff provide information and referral information, and the option to be connected 24/7 via a warm hand-off (conference call) with the nearest gambling treatment center.

Your Life Iowa Gambling Referrals (475)



“ I called Your Life Iowa worried about my friend whose gambling addiction has caused him to risk eviction. The counselor told me about the process to self-exclude from a casino. That was really helpful.
- Recent Your Life Iowa Client ”

*Gambling Referral Centers in this chart include Alcohol and Drug Dependency Service of Southwest Iowa (ADDS), Community and Family Resources (CFR), Compass Pointe (CP), Heartland Family Services (HFS) Jackson Recovery Centers (JRC), Prairie Ridge (PR), Prelude, and Substance Abuse Services Center (SASC)

Figure 4: Gambling Referrals

ADDITIONAL MEASURES

Gambling Warm Hand-Offs

Below shows the number of warm hand-offs attempted and those completed during SFY 2019. For Problem Gambling, callers have the option to be transferred directly to staff at a gambling treatment center that best meets their needs.

Your Life Iowa – Gambling Warm Hand-Offs

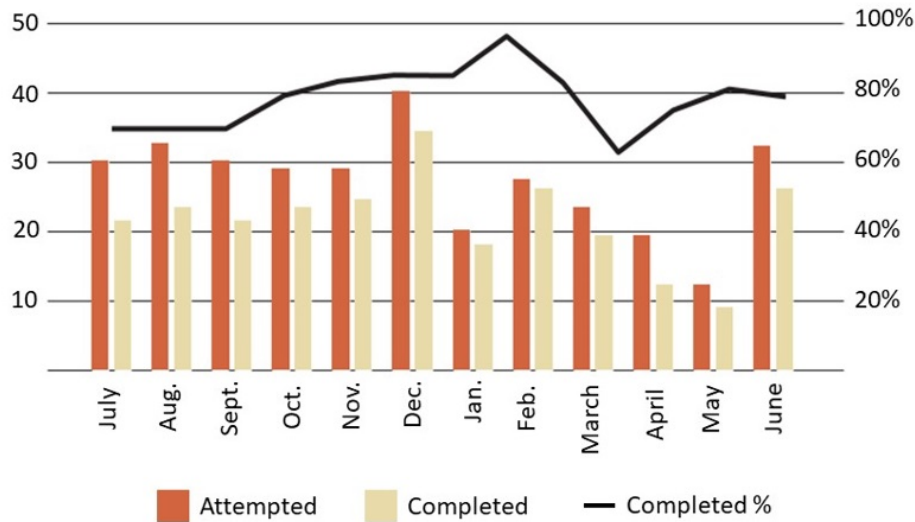


Figure 5: Gambling Warm Hand-Offs

Non-Paid Media (YourLifelowa.org)

July 1, 2018 – June 30, 2019

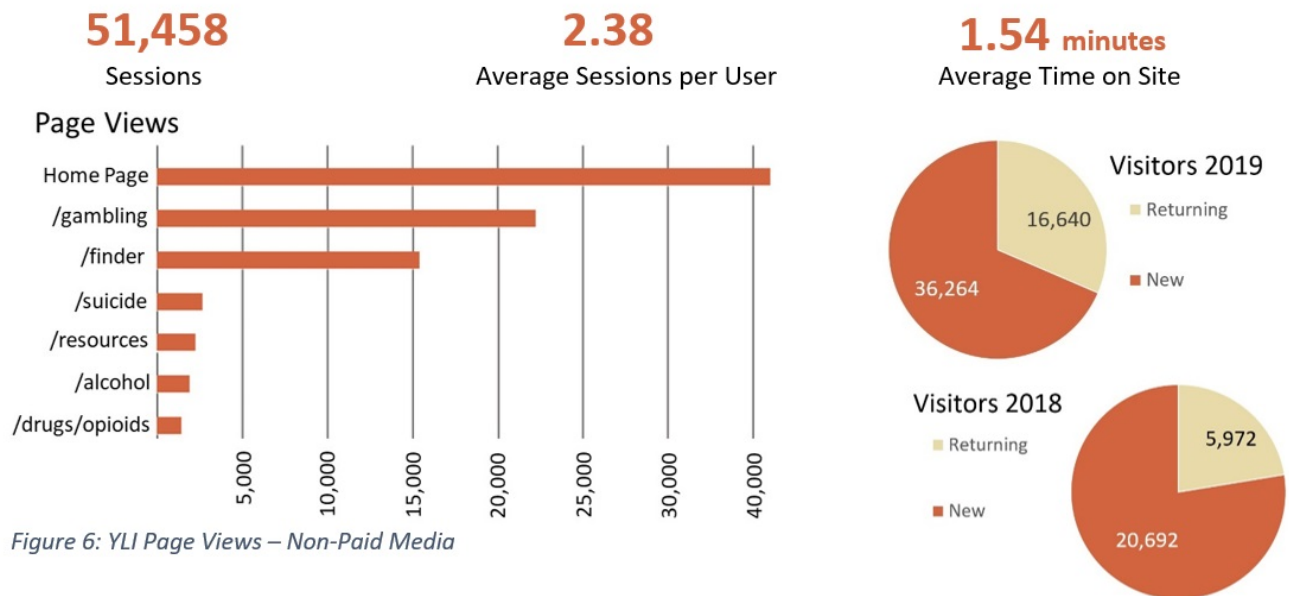


Figure 6: YLI Page Views – Non-Paid Media

Paid Media (YourLifelowa.org)

July 1, 2018 – June 30, 2019

95,667

Sessions

1.22

Average Pages Per Session

0:22

Average Time on Site

78,197

New Users

116,466

Total Page Views

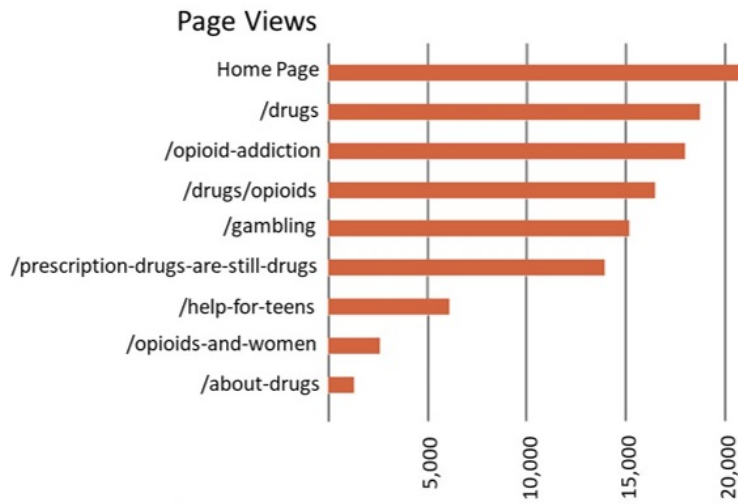


Figure 7: Your Life Iowa Page Views - Paid Media

Your Life Iowa Stories

Sharon's Story

Sharon* called Your Life Iowa because she had recently lost \$10,000 at the casino and was feeling suicidal. The Your Life Iowa counselor she talked to actively listened as Sharon discussed her history of addiction. Sharon said that her kids were the reason she is alive and that she wanted to be there for them. With her consent, Your Life Iowa staff directly transferred Sharon to a gambling counselor in her area to get help.

Mary's Story

Mary* called Your Life Iowa wanting to connect her son Mason* with treatment for his meth and marijuana use. Mary expressed concern about her son's suicide risk, especially since he recently lost custody of his daughter. Your Life Iowa staff discussed local resources, then emailed Mary the information they discussed during the call and reminded her that the Your Life Iowa is always here for her and her son.

Scott's Story

Scott* called Your Life Iowa for support with mental health, describing struggles with OCD and anxiety and how difficult it was to stop his mind from racing. The Your Life Iowa counselor he talked to suggested that Scott connect with a therapist and introduced the idea of positive self-talk. Scott said that the call had helped his anxiety and thanked our counselor for her help.

Deb's Story

Deb* called Your Life Iowa seeking counseling referrals after she lost her mother to suicide. She spoke with our counselor about her mother's struggles with mental health and her own survivor's guilt after losing her mom. Your Life Iowa staff provided counseling and support group referrals for both Deb and her daughter and let her know that counselors are available at this line any time she needs additional support.

**Names changed to protect privacy*

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