Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

Iowa Problem Gambling Treatment and Prevention Program

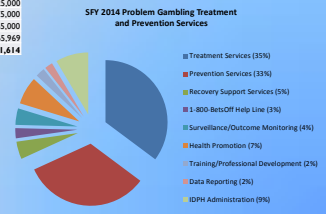
Stakeholder's Meeting

http://www.idph.state.ia.us/IGTP/Committee.aspx

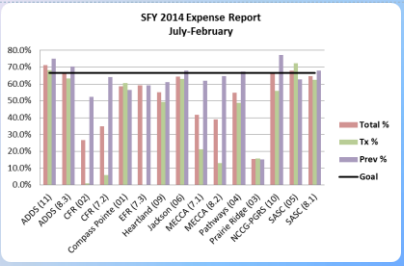
April 4, 2014
9:00 AM – 10:30 AM

SFY 2014 IGTPP Budget

SFY 2014	Totals
Treatment Services	$1,087,585
Prevention Services	$1,026,517
Recovery Support Services	$142,743
Help Line	$82,000
BRFSS/Treatment Outcomes	$133,600
Health Promotion	$225,000
Training/Professional Development	$75,000
Data Reporting	$65,000
IPDH Administration	$265,969
Total	$3,111,614



SFY 2014 IGTPP Budget



IDPH Provider Contracts

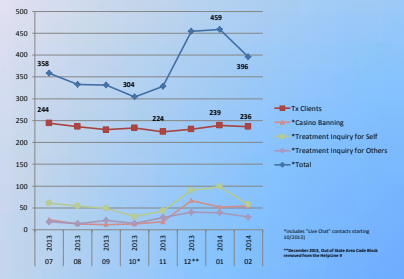
- YTD Expenditures = $1,247,190
- YTD Budget = $1,504,563

SFY 2014 Utilization - Treatment

Treatment Service Name	Client Count	Encounter Count	Total Unit Count	Total Hours
Gambling-Care Coordination	83	270	1342	107.3
Gambling-Crisis intervention face-to-face	13	17	7	15.3
Gambling-Crisis Intervention phone	12	21	10	5.4
Gambling-Family counseling	72	178	147	202.6
Gambling-Financial Counseling	27	87	46	46.3
Gambling-Group face-to-face	146	1411	1000	2,366.6
Gambling-Individual face-to-face	357	2741	2302	2,863.8
Gambling-Placement screening face-to-face	244	270	270	332.3
Treatment Total	**453**	**4995**	**5124**	**5,939.7**
Gambling-Group distance treatment/phone	6	9	4	4.4
Gambling-Group distance treatment/web	2	3	3	1.5
Gambling-Individual distance treatment/phone	167	954	801	635.9
Gambling-Individual distance treatment/web	26	69	37	24.1
Gambling-Placement screening distance treatment/phone	10	10	5	8.9
Distance Treatment Total	**179**	**1045**	**850**	**674.8**
All Treatment Services – Grand Total	**464**	**6043**	**5977**	**6,616.0**

Source: I-SMART (July-February Services) as of 04/02/14

SFY 2014 – Clients and Requests for Help



Source: I-SMART and ISU-Extension Office (July-February) as of 04/02/14

Recovery Support Services

FY 2014 (July-February)

Service Name	Agency Count	Client Count	Total Encounters	Total Unit Count	Total $'s
RSS - Bus/Cab	3	15	59	1,933	$1,933
RSS - Clothing/Hygiene	6	40	45	2,964	$2,964
RSS - Education	3	4	4	1215	$1,215
RSS - Electronic Recovery	1	6	8	19	$19
RSS - Gas Card	7	86	380	457	$11,425
RSS - Housing Rental Assistance	5	16	23	8,635	$8,635
RSS - Independent Living	2	5	6	2850	$2,850
RSS - Life Skills Coaching	2	7	17	59	$1,534
RSS - Utility Assistance	5	15	22	2,530	$2,530
RSS - Wellness	5	35	52	5,100	$5,100
Totals	**7**	**107**	**616**	**25,762**	**$38,205**

Source: I-SMART (July-February Services) as of 04/02/14

Recovery Support Services

FY 2014 (July-February) – Ranked by Highest $'s

Service Name	Agency Count	Client Count	Total Encounters	Total Unit Count	Total $'s
RSS - Gas Card	7	86	380	457	$11,425
RSS - Housing Rental Assistance	5	16	23	8,635	$8,635
RSS - Wellness	5	35	52	5,100	$5,100
RSS - Clothing/Hygiene	6	40	45	2,964	$2,964
RSS - Independent Living	2	5	6	2850	$2,850
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Totals	**7**	**107**	**616**	**25,762**	**$38,205**

Source: I-SMART (July-February Services) as of 04/02/14

Recovery Support Services

FY 2014 (July-February) – Ranked by Client Utilization

Service Name	Agency Count	Client Count	Total Encounters	Total Unit Count	Total $'s
RSS - Gas Card	7	86	380	457	$11,425
RSS - Clothing/Hygiene	6	40	45	2,964	$2,964
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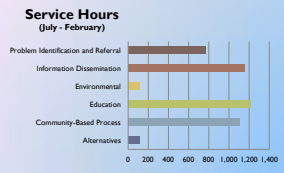
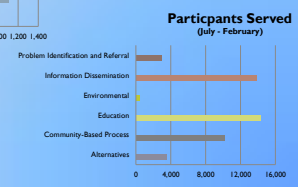
Source: I-SMART (July-February Services) as of 04/02/14

FY 2014 Utilization - Prevention

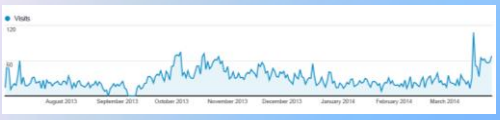




Source: I-SMART (July-February) as of 04/02/14

1800BetsOff – Webpage

1800BetsOff.org Traffic SFY 2014

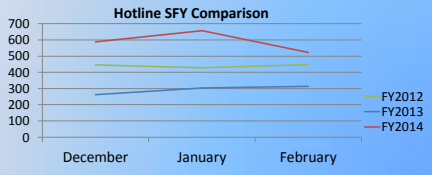


- http://www.idph.state.ia.us/IGTP/Helpline.aspx

1800BetsOff –Helpline

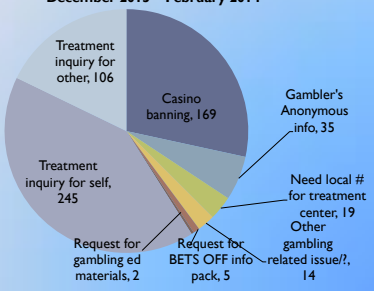
December 2013 – February 2014

Activity	#	Average Time
Hotline Calls	1246	2 min
Live Person Chats	19	6 min



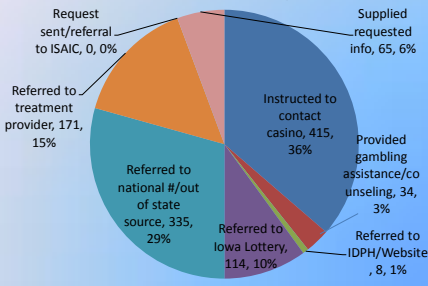
1800BetsOff –Helpline (Requests for Help)

December 2013 – February 2014



1800BetsOff –Helpline (Outcomes)

December 2013 – February 2014



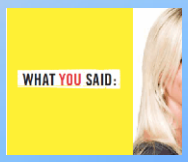
1800BetsOff –Helpline (Outcomes)

December 2013 – February 2014

	Referrals				Type of Referral			
	Hot Line #	Live Chat #	Total	% of Total	Direct #	% of Referrals	Indirect #	% of Referrals
ADDS	18	1	19	11%	12	63%	4	21%
Pathways	14	1	15	8%	9	0%	3	0%
PGS	61	1	62	35%	51	82%	7	11%
PGRS	9	0	9	5%	4	0%	4	0%
CFR	4	0	4	2%	4	0%	0	0%
FS	18	0	18	10%	10	56%	7	39%
Jackson	13	0	13	7%	9	69%	3	23%
CP	7	0	7	4%	4	57%	3	43%
SASC	22	2	24	14%	18	75%	6	25%
PR	5	1	6	3%	5	83%	1	17%
TOTAL	**171**	**6**	**177**	**100%**	**126**	**71%**	**38**	**21%**

IGTPP Marketing Plan Update

- Visionary
  - WWW.1800BETSOFF.ORG
- Learfield
  - Radio
  - Google?
- Clear Channel
  - Billboards
- Community News Association (CNA)
  - Online



IGTPP Marketing Plan Update

- NPGAW/M
  - Iowa Lottery Leveraged Advertising
    - Television and Radio PSA

IGTPP Marketing Plan Update

- NPGAW/M
  - Digital Billboards – Iowa Lottery

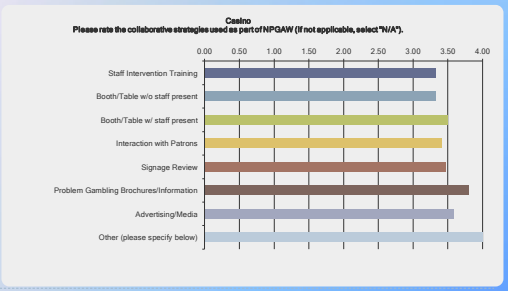
  - Learfield
    - 30 second spot
  - KCCI –TV and WOI-TV Interviews (3)
  - WHO Radio Interviews
  - Radio Iowa/IRGC Meeting Presentation

IGTPP Marketing Plan Update

- NPGAW/M
  - Governor's Proclamation

IGTPP Marketing Plan Update

- NPGAW/M Survey



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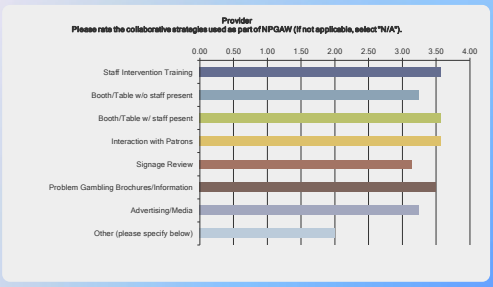
- NPGAW/M Survey