



Thomas Newton, MPP, REHS
 Director

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 Governor

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 Lt. Governor

**Minutes of the Iowa Gambling Treatment Program Advisory Committee
 July 9, 2010 Meeting**

Advisory Members Present	Advisory Members Absent	Others Present
Fred Breen Candace Peters Audrey Carlson Rev. David Clark Dr. Gene Lutz	Wes Ehrecke Cynthia Steidl Doug Borkowski Chuck Tornblom Stan Landon Mary Neubauer Stephanie Lawrence	Mary O’Neill, Tracy Smith, Mark Vander Linden, Becky Lemke, Mandy Atkins, Janet Zwick, Anne Pulliam, Kelly Grunhovd, Jeff Graber, Peg Naylor, TJ Gorman, Keith Whyte (NCPG), Dan Kenel, Susan Poe, Deb Prier, Diane Thomas, and Bob Kerksieck

- 1) Chairperson Fred Breen called the meeting to order at 1:10 p.m. do to technical difficulties with the Webinar, and introduced participants at all sites.
- 2) The April 1, 2010 meeting minutes were accepted as presented.
- 3) National Council on Problem Gambling (NCPG) Executive Director joined the Webinar to give us an update on the HR2906 Comprehensive Problem Gambling Act of 2009 and Companion Bill: S. 3418, the Comprehensive Problem Gambling Act of 2010. Four out of five Iowa congressmen support the bill (all except King) but they need more support in the US Senate. The Act has 64 sponsors in the House (44 D and 20 R), four sponsors in the Senate and is very bipartisan. Keith Whyte was encouraging us to educate Senators Grassley and Harkin on the bill. Currently, problem gambling is not funded by SAMHSA except for some exceptions for co-occurring funding. NIMH and other research funders no longer fund problem gambling research. The Federal Government collects a great deal of revenue from gambling taxes on large winnings: \$5.3 billion in FY2006. For more information on this bill, go to: www.ncpgambling.org/advocacy
- 4) Update on FY2011 IGTP Advisory Committee Membership and Executive Committee:

Current members with dates their terms expire are:

- Doug Borkowski – term expires 2013 (second term)
- Stephanie Lawrence – term expires 2013 (second term)
- Cynthia Steidl – term expires 2013 (second term)
- Chuck Tornblom – term expires 2013 (second term)
- Fredrick Breen – term expires 2012 (second term)
- Audrey Carlson – term expires 2012 (second term)

- Rev. David Clark – term expires 2011(first term)
 - Wes Ehrecke – term expires 2011(first term)
 - Stan Landon – term expires 2011(first term)
 - Dr. Gene Lutz – term expires 2012 (second term)
 - Mary Neubauer – term expires 2011(first term)
 - Candace Peters – term expires 2012 (third term)
- 5) FY2010 and FY2011 IGTP budget update from Mark Vander Linden – see the handouts for details. Mark reported on the restoration funding for FY2010 and the obligated funding budgeted for FY2011.
- 6) FY2010/2011 Initiatives
- a. Study of Prevalence of Problem and Pathological gambling and gambling behavior among adult Iowans: This report was made by Mark Vander Linden and Gene Lutz. This will be a state-wide survey, that has to be adapted for all of the cell phone-only households. The last Iowa prevalence study was done in the mid-1990's by Dr. Rachel Volberg. This study will hopefully be done by May of 2011.
 - b. Standardization of web-based distance treatment services: This report was made by Mark Vander Linden and Deb Prier (SASC). SASC has had an excellent Distance Treatment Website developed by John Draper at Iowa Solutions. This project will roll out similar Distance Treatment Websites at the other eight programs and upgrade SASC's Treatment First Website. They described the options available for patients and staff on the Website. Mark added that UNI is applying for research funding from the National Center for Responsible Gaming (NCRG) to evaluate this project.
 - c. FY2011 Prevention Framework: This report was made by Mark Vander Linden. In the process of transitioning toward joint problem gambling and substance abuse prevention and treatment funding, licensure and service areas, the IGTP is assisting programs in moving toward the required SAMHSA/CSAP six prevention strategies. A June problem gambling prevention training with national expert Jim Wuelfing gave program assistance. The IGTP will assist programs with coaching during NIATx program calls, and Jim will be available to each program for two technical assistance calls. Programs have been given some time to update their FY2011 work plans to reflect a move toward the SAMHSA/CSAP six prevention strategies.
 - d. NIATx FY10 success and FY11 plan: This report was made by Janet Zwick on success from the first year of this project. Janet worked closely with Mark Vander Linden, Bob Kerksieck, all nine treatment programs and the Bets Off Helpline. Janet had an excellent PowerPoint which generated many questions and favourable comments. NIATx principles allow programs to make small rapid changes, measure the baseline and post data, and evaluate whether the small rapid changes caused gains in the desired outcomes (generally increased admissions, increased continuation, decreased no-shows and decreased wait

- time for treatment). Overall, after many successful small changes at the nine treatment programs and the Helpline, there has been an almost 10% increase in admissions despite an ongoing downward trend in advertising revenue. For the past 20 years the amount spent on advertising has generally predicted the trend in Helpline calls, Helpline referrals to treatment programs and treatment program admissions.
- e. Data Reporting System – Transition plan from GTRS: This report was made by Mark Vander Linden. GTRS will transition into the substance abuse I-SMART data system by July 1, 2011. This will reduce paperwork for programs and patients and work closely with the data collected for the UNI outcome reporting system. This will also reduce repeated questions for patients when a substance abuse patient is admitted as a problem gambler.
 - f. FY 2011 media plan: This report was made by Tracy Smith. Some specifics include:
 - 1. IGTP and ZLRIgnition may buy some TV ads from British Columbia. They are more responsible gambling oriented.
 - 2. IGTP is working with ZLRIgnition to turn the 800-BETS-OFF Website into a consumer friendly Website and move all program materials, stats, etc. to the IDPH IGTP Website. This Website will be updated regularly to make it easier for Google and other search engines to list it when someone from Iowa puts in key words indicating they are looking for help with a gambling-related problem. ZLRIgnition has done research that indicates there are tens of thousands of Website searches for gambling help in Iowa alone.
 - 3. An addition being considered for the updated 800-BETS-OFF Website would be to put videos on the Website to make potential callers to the 800-BETS-OFF Helpline more comfortable calling for help.
 - 4. Tracy shared a media summary.
 - 5. ZLRIgnition will add on-line ads through Google in September, targeting ads for Iowans only.
 - 6. We reviewed some draft ZLRIgnition ads through the Webinar, and people on the Webinar had considerable feedback about the ads.
 - g. Strategic Plan update: This report was made by Mark Vander Linden and the Strategic Planning Subcommittee. The draft final was quickly reviewed and people were given two weeks to get feedback about the updated strategic plan to Mark. Then the subcommittee will reconvene to look at the feedback.
 - h. Substance abuse/problem gambling alignment (SF2425) substance abuse and problem gambling licensure rules which went into effect July 1, 2010. They are available on-line at: <http://www.legis.state.ia.us/aspx/ACODocs/DOCS/6-16-2010.641.155.pdf> This report was made by Bob Kerksieck.

7) Upcoming trainings

- a. Midwest Conference on Problem Gambling and Substance Abuse (MCPGSA):
July 28-30, 2010
- b. 11th Annual NCRG Conference on Gambling and Addiction: November 14-17,
2010
- c. IBHA Training Resources Website is: <http://www.trainingresources.org/>

8) Public Comment - None

9) Other Business – You will receive a Webinar feedback form in the next 24 hours - let us know what you think of using the Webinar vs. using the ICN. Chair Fred Breen asked participants to also use that feedback opportunity to let us know what you think about the IGTP Advisory Committee.

10)Next Meetings:

- October 1, 2010
- January 7, 2011
- April 1, 2011
- July 8, 2011

11)The meeting adjourned at 3:58 pm.

Respectfully submitted,

Bob Kerksieck, LMSW, ACADC
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