

STATE OF IOWA DEPARTMENT OF  
**Health** AND **Human**  
SERVICES

YOUR LIFE IOWA | SFY 2022 Annual Report



# Acknowledgements

## SUGGESTED CITATION

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Governor Kim Reynolds  
Lt. Governor Adam Gregg  
Iowa HHS Director Kelly Garcia

## REPORT CONTACT INFORMATION

Eric Preuss, YLI Project Director  
[eric.preuss@idph.iowa.gov](mailto:eric.preuss@idph.iowa.gov) or [yli@idph.iowa.gov](mailto:yli@idph.iowa.gov)  
515.393.8697  
[yourlifeiowa.org](http://yourlifeiowa.org)

## FUNDING

Your Life Iowa is funded through the state and Federal appropriations to the Iowa Department of Health and Human Services.

## Executive Summary

This annual report provides an overview of the Your Life Iowa project for State Fiscal Year 2022.

Your Life Iowa (YLI) is the trusted 24/7 resource for Iowans when they have a question or concern about, gambling, mental health, substance use or suicidal thoughts. YLI is committed to normalizing social perceptions and reducing the societal stigma towards substance use, gambling, mental health and suicide.

Resources include a 24/7 telephone helpline, mobile-friendly internet-based communications (e.g., online chat), texting support and social media (@YourLifeIowa).

Your Life Iowa is the result of two RFP processes that combined three distinct and separate websites and helplines for problem gambling, alcohol and drug use, and suicide and bullying prevention into a single website and vendor to manage the new integrated system.

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

In SFY 2022, Foundation 2 expenses for YLI totaled \$1,514,518.67. Iowa HHS funding to support the YLI came from the following sources:

- State appropriations
  - Addiction Services (\$206,250)
  - Suicide Prevention (\$50,000)
  - Children's Mental Health (\$139,750)
- Federal
  - Mental Health Block Grant (\$521,732.63)
  - Substance Abuse Block Grant (\$311,558.01)
  - Zero Suicide Prevention Grant (\$197,940)
  - COVID-19 Emergency Response Grant (\$87,288.03)

State Fiscal Year 2022 Your Life Iowa key accomplishments and activities include:

- Answered 41,189 contacts (phone, text, chat, email) to Your Life Iowa (includes 1-800-BETS OFF calls) resulting in 20,215 referrals for Iowans. The number of contacts increased by approximately 32 percent over SFY 2021.
- Served 306,545 users of YourLifeIowa.org (up 36 percent compared to SFY 2021) resulting in 363,941 sessions (up 31 percent over SFY 2021) and 541,763 pageviews (up 35 percent over SFY 2021).
- Created and distributed marketing campaigns statewide to increase awareness of Your Life Iowa and concerns related to mental health, suicide, problem gambling, alcohol use and substance use. YLI advertising content had over 150 million impressions, including digital ads, billboards, social media and television commercials during SFY 2022.
- Expanded and updated website (yourlifeiowa.org) with improved navigation and additional resources. Complete review and update of the interactive Facility Locator conducted; the locator was accessed by clients 12,549 times during SFY 2022 to find local care providers.

## YLI STRATEGIC PRIORITIES

The YLI Strategic Foundation was developed in SFY 2022 and provides an outline and overview of the deliberate approach and the corresponding operational activities that will need to be implemented over the next five years to achieve the operational goals and proposed growth in awareness and corresponding services and the bold goal of achieving 85% unaided brand awareness of lowans and 85% engagement of those referred to services.

## YLI CARE CONTINUUM

The YLI Care Continuum outlines the various types of efforts and services available to lowans and helps YLI effectively target messages to ensure we are effectively reaching individuals across all stages of their life and/or recovery journey.

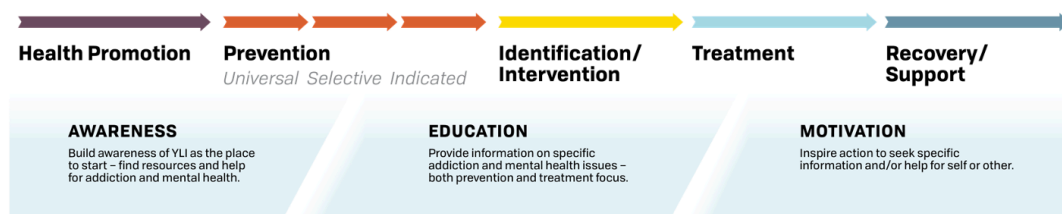


Figure 11: YLI Care Continuum

## YLI PILLARS & MESSAGING PRIORITIES

Focus group research conducted in SFY 2019 identified key barriers identified by lowans:

- Lacked knowledge of where to start to get help
- Feared being judged or shamed
- Did not recognize a resource for help that was top of mind
- Often struggle with more than one issue or concern.

In response, three message priorities were born and have become the YLI Pillars.

### JUDGMENT FREE

Your problem is our problem. We want to make sure you're put on the right path to have a successful future. That's why we leave our judgment at the door. It makes it easier to help put you on the right path to recovery.

### YOU'RE NOT ALONE

Many of us face these same challenges every day. We know it's hard, but when you have someone there for you every step of the way it helps. We're always here.

When you're tempted. We're here. When you're struggling. We're here. When you just need someone to talk to. We're here.

### GUIDE TO BETTER HEALTH

We offer the information, support and guidance to help you get your life back to a good place.

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## Your Life Iowa Annual Report

Your Life Iowa (YLI) is the trusted 24/7 resource for Iowans when they have a question or concern about substance use, gambling, mental health, suicidal thoughts and related concerns.

YLI is a beacon of hope providing information and help at the first contact. YLI respects the courage taken to reach out - no judgement, just help. YLI is committed to normalizing social perceptions and reducing the societal stigma towards substance use, gambling, mental health and suicide.

### YOUR LIFE IOWA SERVICES

YLI services include 24/7 phone, text and chat crisis support services for all Iowans, regardless of age, income, location or any other factor. Additional limited support is provided via email to clients who prefer email communication. YLI services are provided by Foundation 2, Inc., a non-profit crisis services organization based out of Cedar Rapids, Iowa. Additional information, support and resources can be found on [yourlifeiowa.org](http://yourlifeiowa.org) and on the YLI Facebook page (@yourlifeiowa).



When an individual contacts YLI, they are often experiencing challenges or seeking information related to gambling, mental health, substance use, thoughts of suicide or related concerns. The YLI counselors provide gentle, non-judgmental listening. They provide assurance and guidance, and connect callers with additional resources and information to help navigate any immediate crises and other short or long-term concerns. All YLI services are provided free of charge.



CONTACTS

CONTACTS BY METHOD

Data is collected on the number of YLI phone, text, chat and email contacts that are answered during the fiscal year. The contacts are broken down into categories based on YLI’s focus areas of gambling, mental health (adult and children), substance use (including alcohol), suicide, and related concerns (food, housing, workforce, etc.).

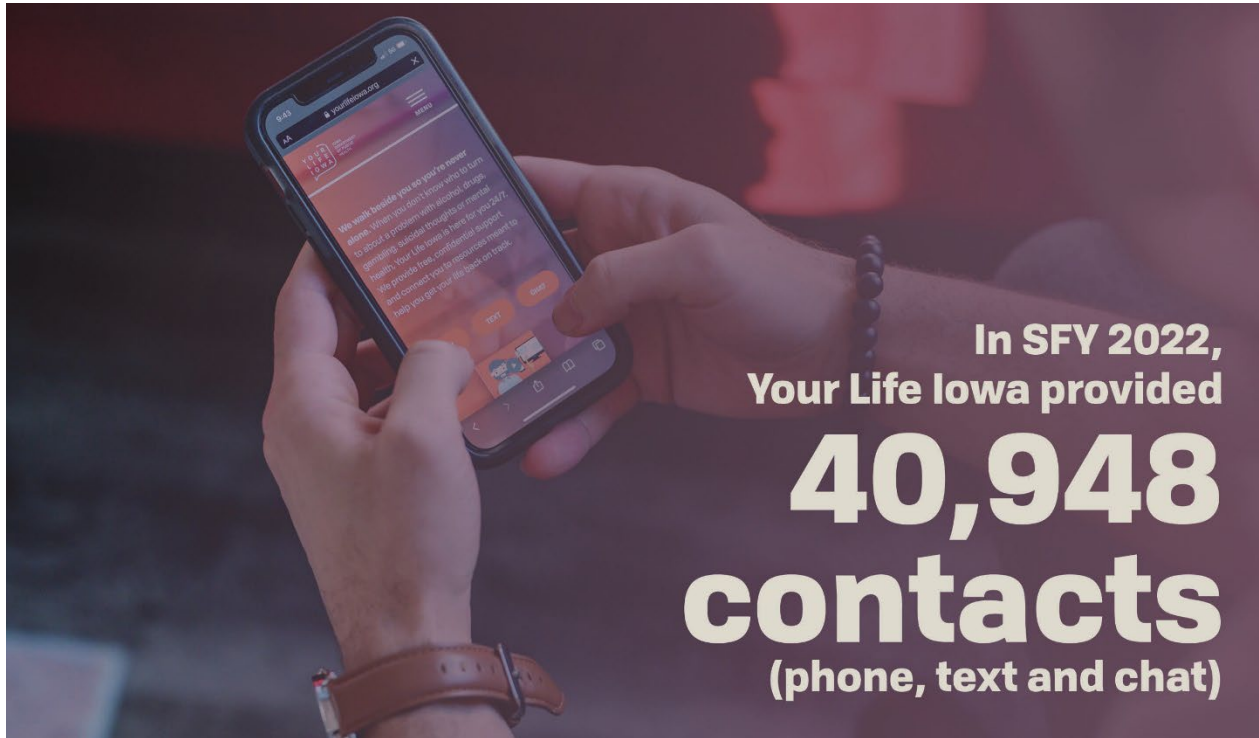


Figure 1: Person holding a phone with text on image reading “In SFY 2022, Your Life Iowa provided 40,948 contacts by phone, text and chat.”

In SFY 2022, Your Life Iowa provided

Phone Contacts	Text Contacts	Chat Contacts	Total Contacts
35,710	2,992	2,246	40,948

Table 1: Number of contacts per method type through Your Life Iowa during SFY 2022.

The highest per-month volume for phone (3,291), text (375) and chat (281) contacts all occurred in a single month – May 2021.

### CONTACTS BY TOPIC

Contacts (phone, text, chat) are broken down into categories based on YLI’s focus areas of gambling, substance use (including alcohol), suicide, mental health (adult and children) and other concerns (social determinants of health).

Social Determinants of Health	Adult Mental Health	Suicide	Substance Use	Youth Mental Health	Problem Gambling
16,205	15,354	8,840	6,701	1,742	1,551

Table 2: Number of contacts per topic through Your Life Iowa during SFY 2022.

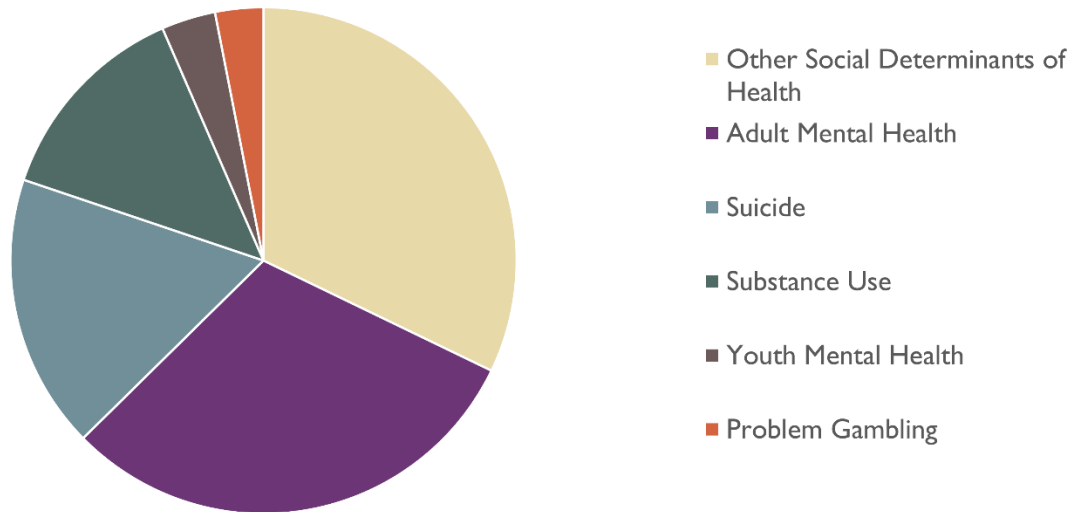


Figure 2: Pie chart representation of contacts per method type through Your Life Iowa during SFY 2022.

**CONTACTS BY METHOD PER TOPIC**

Contacts are broken down by method of contact (phone, text and chat) and topic of call (gambling, substance use (including alcohol), mental health (adults and children), suicide, and other concerns (social determinants of health). A single phone, text, chat may have had more than one topic mentioned.

Method of Contact	Social Determinants of Health	Adult Mental Health	Suicide	Substance Use	Youth Mental Health	Problem Gambling
Phone	14,401	13,734	7,800	6,193	1,325	1,436
Text	1,196	1,209	767	308	259	56
Chat	608	411	273	200	158	59

Table 3: Number of contacts per topic and contact method through Your Life Iowa during SFY 2022.

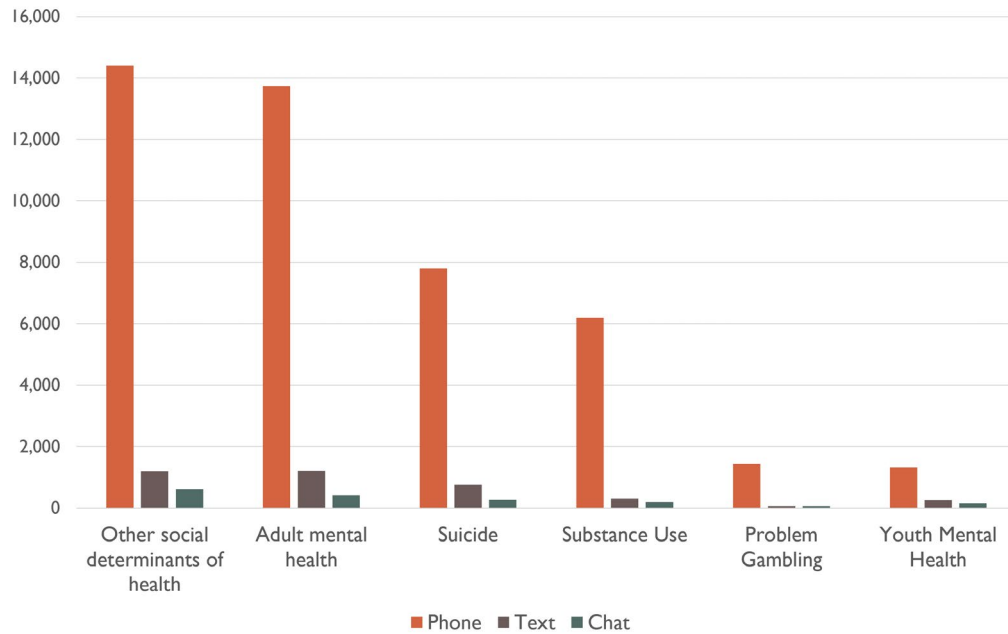


Figure 3: Bar graph representation of number of contacts per topic and contact method through Your Life Iowa during SFY 2022.

## IOWA CONTACTS

While YLI focuses on serving Iowans, we also assist those from out of state, linking them to supports and resources in their states. In SFY 2022, of all contacts (phone, text, chat, email), approximately 78 percent were from Iowans.

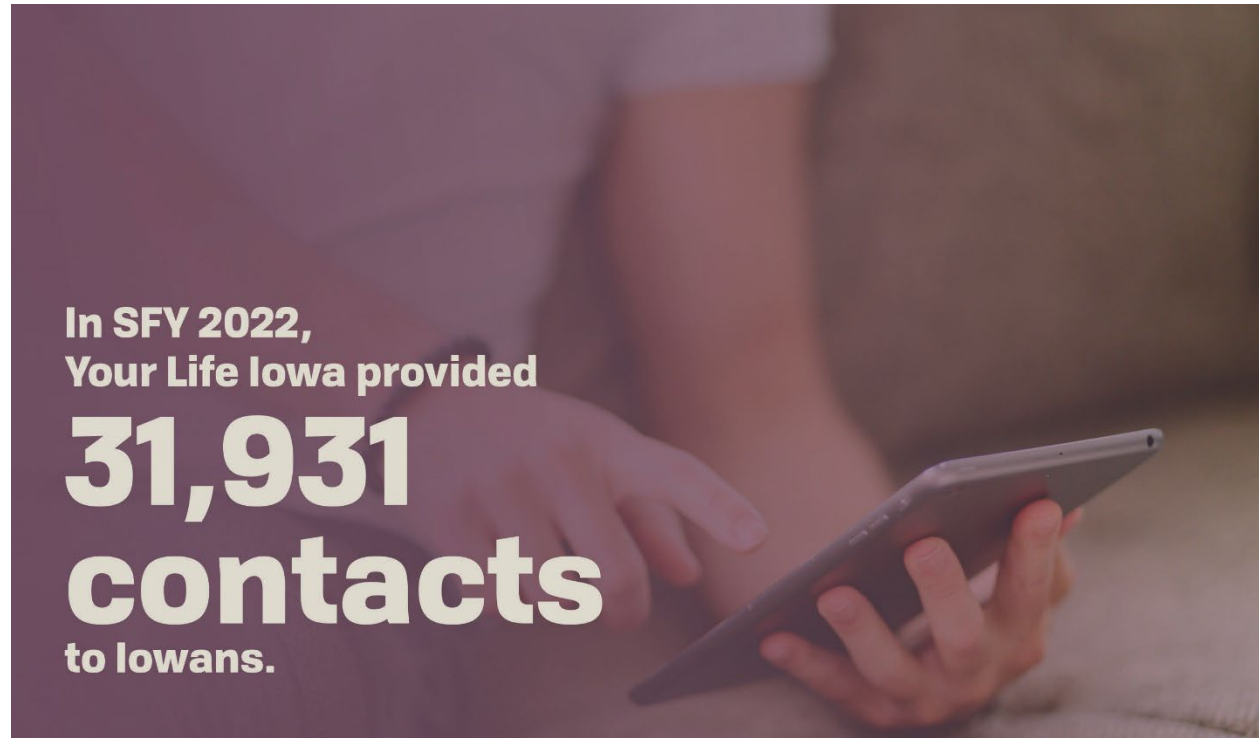


Figure 4: Person holding a phone with text on image reading “In SFY 2022, Your Life Iowa provided 31,931 contacts to Iowans.”

Phone	Chat	Text
27,644	1,628	2,659

Table 4: Number of Iowa contacts per contact method through Your Life Iowa during SFY 2022.

**Iowa contacts by method and topic**

Iowa contacts are broken down by method of contact (phone, text, or chat) and topic of call (gambling, substance use (including alcohol), suicide, mental health (adults and children), and other concerns (social determinants of health)).

Method of Contact	Social Determinants of Health	Adult Mental Health	Suicide	Substance Use	Youth Mental Health	Problem Gambling
Phone	11,566	11,629	6,848	5,509	1,248	748
Text	1,085	1,091	704	279	240	50
Chat	437	290	194	179	104	58

Table 5: Number of Iowa contacts per topic and contact method through Your Life Iowa during SFY 2022.

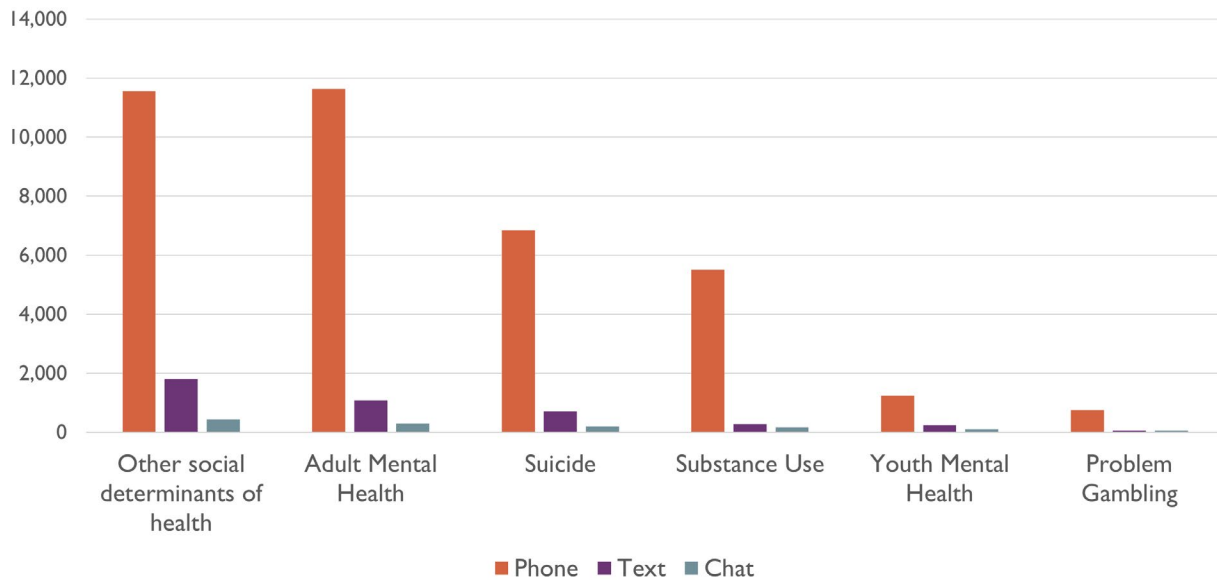


Figure 5: Bar graph of number of contacts per topic and contact method through Your Life Iowa during SFY 2022.

## Iowa contacts by county

In SFY 2022, all of Iowa’s 99 counties were served by Your Life Iowa.

**Your Life Iowa**  
SFY 2022 Contacts by County

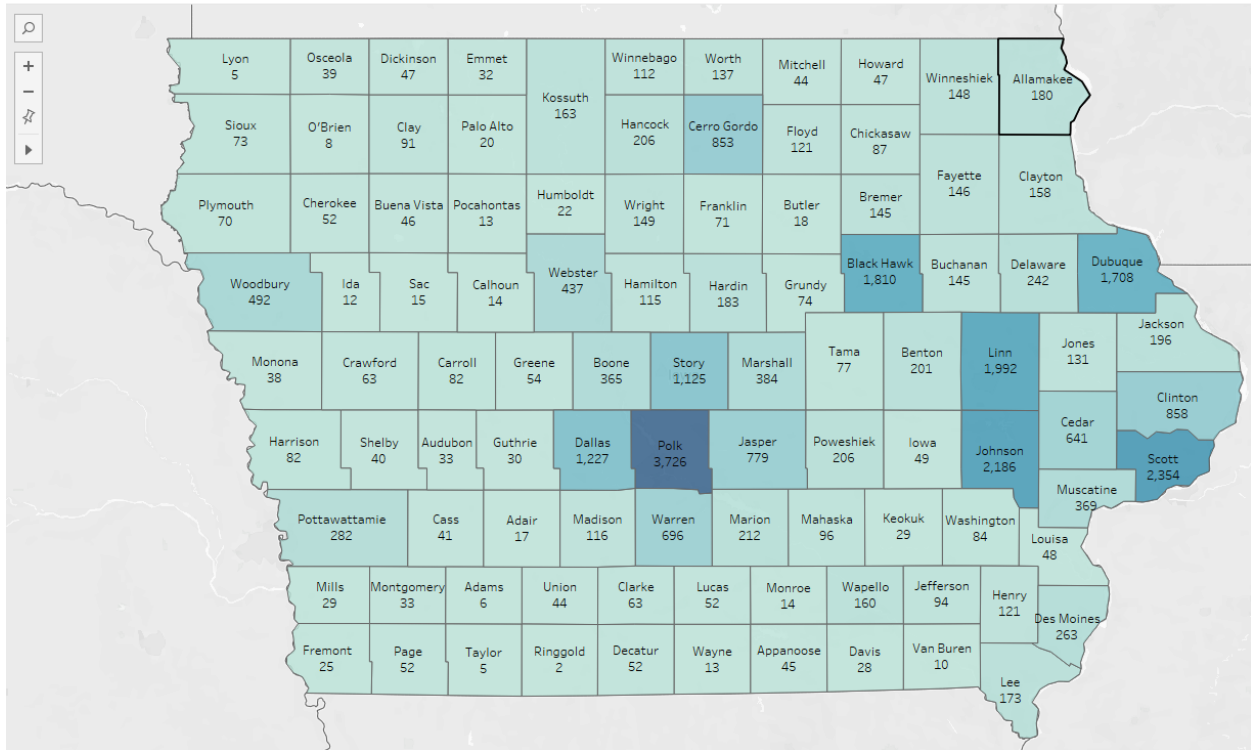


Figure 6: Iowa Contacts by County

## CONTACTS – AVERAGE LENGTH

Each phone call, text exchange and chat vary in length based on the topic and content as YLI counselors are committed to listening, judgement-free, striving to best serve each person.

In SFY 2022, the average duration of each mode of contact was:

Phone	Text	Chat
6:06 minutes	26:54 minutes	17:12 minutes

Table 6: Average length of contacts per method through Your Life Iowa during SFY 2022.

REFERRALS

**TOTAL REFERRALS**

Many times, when an individual calls Your Life Iowa, they are looking for a connection to ongoing support for a problem with substance use, mental health, gambling, or thoughts of suicide. Our crisis counselors are educated on available resources and utilize Your Life Iowa’s Facility Finder to connect individuals with the best support services based on their needs and geographic area.

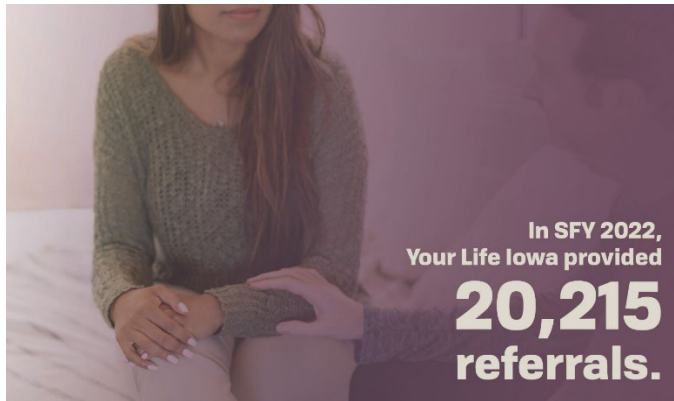


Figure 7: Image of man comforting a woman with text on the image reading “In SFY 2022, Your Life Iowa provided 20,215 total referrals.”

The total SFY 2022 referrals (20,215) include referrals made to providers for problem gambling, substance use, mental health, out-of-state mental health and non-mental health crises.

Mobile Crisis	Adult Mental Health	Youth Mental Health	Gambling	Substance Use	Suicide	Other	Total
2,554	4,103	456	1,486	6,834	2,106	2,673	20,215

Table 7: Number of referrals by topic made by Your Life Iowa during SFY 2022.

**REFERRALS TO INTEGRATED PROVIDER NETWORK (IPN)**

Problem Gambling	Substance Use	Total
687	5,160	5,847

Table 8: Number of referrals by topic made to Integrated Provider Network providers by Your Life Iowa during SFY 2022.

## CLIENT STORIES

### WHEN YOU'RE AT RISK

When Betty\* called Your Life Iowa, she was experiencing mental and emotional spousal abuse. She wanted to move out on her own and needed safe housing. The YLI counselor created a safe environment by validating Betty's feelings and allowing her the space to feel heard and supported. As they were talking, the YLI counselor conducted a suicide screening. Betty said that she'd had thoughts of suicide within the past two months along with several past attempts. She did not express any current thoughts of suicide. The counselor worked with Betty to create a safety plan and talked her through coping skills that have helped in the past. Additionally, the counselor provided Betty with shelter services and domestic abuse resources in her local area that she could follow up with. Betty expressed her gratitude for the service she provided and was encouraged to call back anytime.

### WHEN A FRIEND IS IN CRISIS

When 15-year-old Emma's friend Luke told her he has had thoughts of suicide, she wanted to help him. Luke asked Emma not to tell anyone about his thoughts of suicide. He tried to convince her it would be okay if he died by suicide. Emma recognized the seriousness of his statements and called emergency services. Next, Emma called Your Life Iowa to process the situation. The Your Life Iowa counselor reflected on Emma's feelings and acknowledged how strong she was for making a hard decision like that on her own. Emma had her own history of anxiety and depression and the counselor checked in on how she was feeling emotionally. Emma expressed how exhausted she was from the situation. The counselor was able to support her and help her process what she was feeling. A safety plan with coping skills was created to help support Emma after the call.

### WHEN YOU'RE FEELING ALONE

Jamie\* moved to Iowa a few months ago and was having a tough time with the transition. She called Your Life Iowa as her mental health was declining and she needed additional support. Jamie had a history of bipolar disorder, anxiety and thoughts of suicide. Within the past year, Jamie had also become addicted to cocaine, which created financial issues. Jamie was struggling with feelings of guilt and shame. The YLI counselor was compassionate and validated Jamie's feelings. The counselor identified with Jamie her strengths, as Jamie was now sober for a month and was working toward improving her relationship with her children and other family. Throughout the conversation, the counselor was able to utilize a suicide screening. Jamie had attempted suicide in the past and expressed thoughts of suicide earlier in the week with a plan to overdose. She did not report thoughts of suicide currently and expressed positive, future-oriented thoughts. She also acknowledged her children were a positive influence that would prevent her from harming herself. The YLI counselor provided Jamie the opportunity to share her story and ensured she had mental health resources set up in her area. Jamie was provided options to get established with a long-term therapist and encouraged to call back if she ever needed support again.

\*names and identifying details have been changed to protect client privacy



MARKETING

ADVERTISING

Your Life Iowa contracts with ZLR Ignition for marketing and promotion, with secondary support from Foundation 2 Crisis Services. In SFY 2022, marketing included cable television advertisements, social media, digital advertisements, videos, printed materials and more.

Your Life Iowa ran eight campaigns during SFY 2022, including Bets Off, Children’s Mental Health and general Your Life Iowa awareness. In total, the campaigns resulted in:

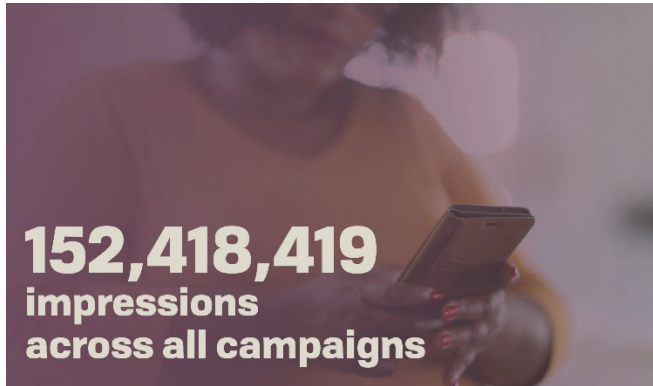


Figure 8: Woman on phone with text on image reading “Your Life Iowa had 152,418,419 impressions across all advertising campaigns in SFY 2022.”

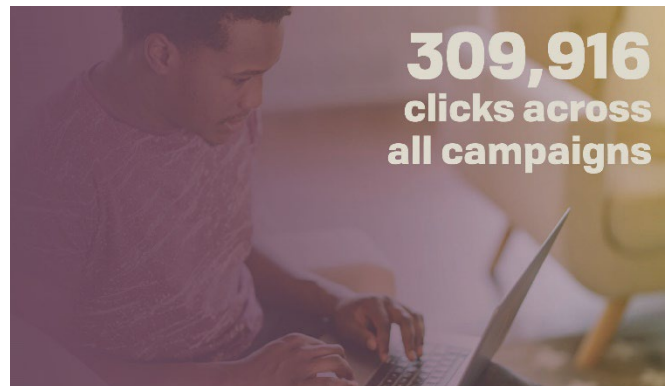
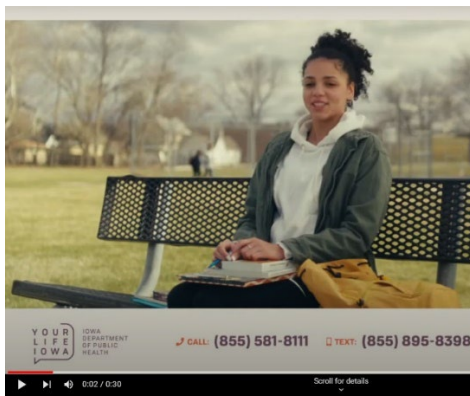
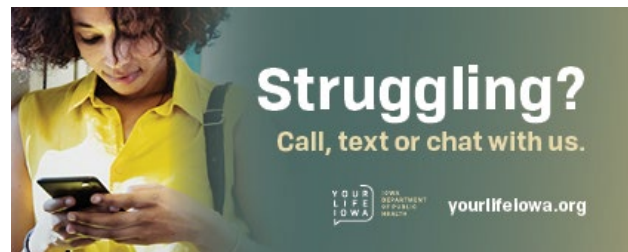
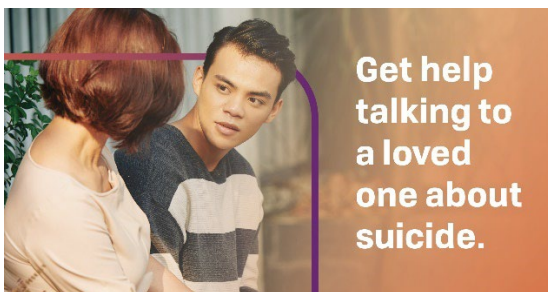


Figure 9: Man on computer with text on image reading “Your Life Iowa had 309,916 clicks across all advertising campaigns in SFY 2022.”

Advertising examples



[Click image to view video.](#)

## PRINT AND DIGITAL MATERIALS

ZLR Ignition created multiple print and digital marketing materials for use by providers, community partners and the public. Materials include brochures for topic-specific concerns, college students and the general public. A healthcare provider toolkit and multiple Spanish-language pieces were also made available. These materials are available for download on the Your Life Iowa website ([yourlifeiowa.org](http://yourlifeiowa.org)) free of charge.

### Print and digital materials examples

The examples are arranged in two rows of three. Each example features a background image of a person and text in English and Spanish.

**Example 1 (English):** "We can help you tackle anything." Text: "Your Life Iowa is where you can turn to when facing a question, concern or problem with alcohol, drugs, gambling, mental health or suicidal thoughts. We're here to provide you with trusted information, resources and support to get your life back on track." Contact: (885) 581-8111, (885) 895-8398, YourLifeIowa.org.

**Example 2 (English):** "Are you or a loved one facing a problem with alcohol?" Text: "It doesn't matter your race, gender or religion. Anyone can experience a problem with alcohol. In fact, some individuals may be more prone to developing alcohol dependency due to factors such as genetics. That's why it's important to know the warning signs so you can get help before it goes too far." Contact: (885) 581-8111, (885) 895-8398, YourLifeIowa.org.

**Example 3 (English):** "Alcohol doesn't have to control your life." Text: "When you don't know where to turn for help with a problem involving alcohol, you can always reach out to Your Life Iowa. Our compassionate professionals offer support and connect you to resources designed to get your life back on track. You can call, text or chat live with us anytime, day or night." Contact: (885) 581-8111, (885) 895-8398, YourLifeIowa.org.

**Example 4 (Spanish):** "¿Usted o un ser querido enfrentan un problema con el consumo de drogas?" Text: "Ya sea que se trate de una lesión que requiere medicamentos para el dolor o el consumo recreativo de drogas que le salen del control, cualquier persona puede desarrollar un trastorno por consumo de sustancias. De hecho, algunas personas pueden tener más probabilidades de tener problemas con las drogas debido a su genética. Independientemente de cómo o por qué comenzó una persona, lo que importa es que obtenga ayuda." Contact: (885) 581-8111, (885) 895-8398, YourLifeIowa.org.

**Example 5 (Spanish):** "Comience aquí para recuperarse del consumo de drogas." Text: "Cuando no sabe a dónde acudir para obtener ayuda por problemas relacionados con el consumo de drogas, siempre puede comunicarse con Your Life Iowa. Nuestros profesionales compasivos ofrecen apoyo y lo conectan con recursos diseñados para volver a sanar su vida. Puede llamar, enviar mensajes de texto o chatear en vivo con nosotros en cualquier momento, de día o de noche." Contact: (885) 581-8111, (885) 895-8398, YourLifeIowa.org.

**Example 6 (English):** "When you don't know where to turn, turn to us." Text: "When you don't know where to turn for help with a problem involving alcohol, you can always reach out to Your Life Iowa. Our compassionate professionals offer support and connect you to resources designed to get your life back on track. You can call, text or chat live with us anytime, day or night." Contact: (885) 581-8111, (885) 895-8398, YourLifeIowa.org.

## VIDEO CONTENT

ZLR Ignition, through funding provided through funds received from Iowa HHS as part of the Federal Strategic Opioid Response grant, created videos highlighting Iowans' recovery stories and topic-based messages. These videos live on the Your Life Iowa website ([yourlifeiowa.org/recovery](http://yourlifeiowa.org/recovery)) and can be used by providers and the public to share information and messages of hope.



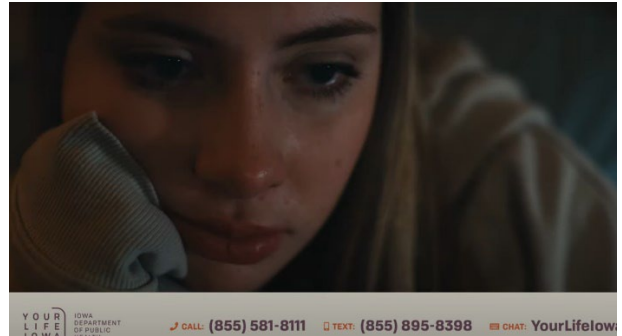
*Click the image to watch Bobbie's recovery story.*



*Click the image to watch Valentine's recovery story.*



*Click the image above to watch the "Put down the drinks. Savor every moment." video.*



*Click the image above to watch the "Say something about suicide. It could help you save a life." video.*

**WEBSITE**

The YLI website, [yourlifeiowa.org](http://yourlifeiowa.org), provides a one-stop source of information and resources for Iowans. The website includes extensive educational information on gambling, mental health, substance use, suicidal thoughts, and more; local and national resources; and opportunities to connect with providers quickly and easily.

**User Data**

Users	New Users	Sessions	Sessions per user	Page views	Average time on site
306,545	307,027*	363,941	1.19	541,763	00:00:41

\*Google Analytics counts visitors as “new” at midnight, primarily to keep the session count accurate. This can result in a higher number of new users than total users.

Table 9: Yourlifeiowa.org website data for SFY 2022.

**Behavior**

Top ten pages that users visited during SFY 2022. Homepage visits (126,482) have been omitted.

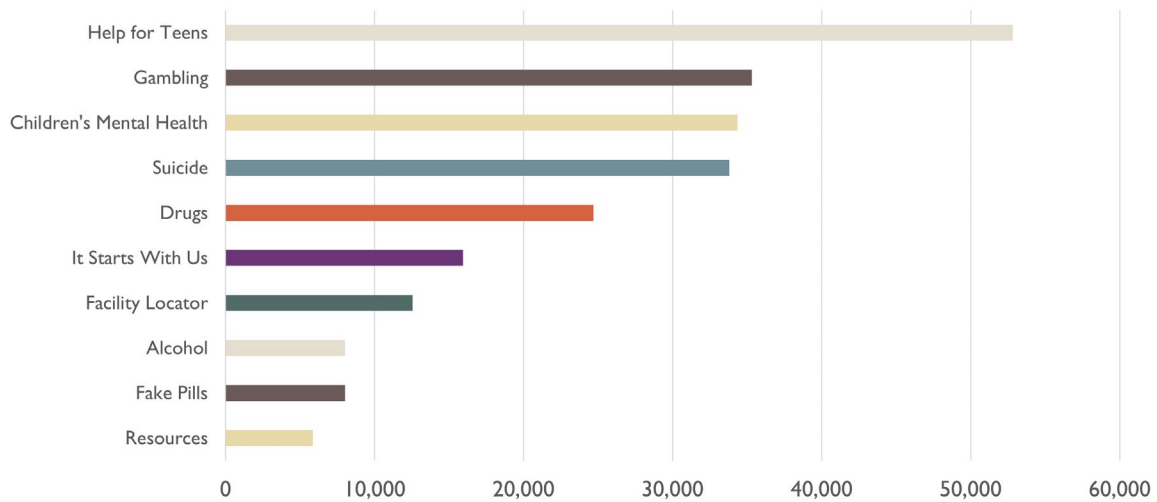


Figure 10: Bar chart of number of page visits on top ten pages of yourlifeiowa.org. Homepage visits (126,482) have been omitted.

Help for Teens	Gambling	Children's Mental Health	Suicide	Drugs
52,825	35,307	34,363	33,806	24,700
It Starts With Us	Facility Locator	Alcohol	Fake Pills	Resources
15,929	12,549	8,026	8,024	5,863

Table 10: Number of page visits on top ten pages of yourlifeiowa.org. Homepage visits (126,482) have been omitted.



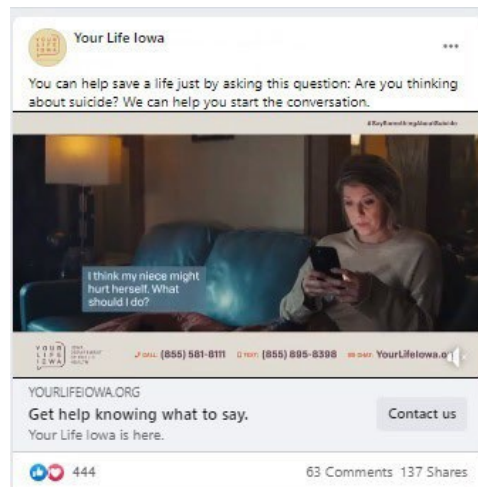
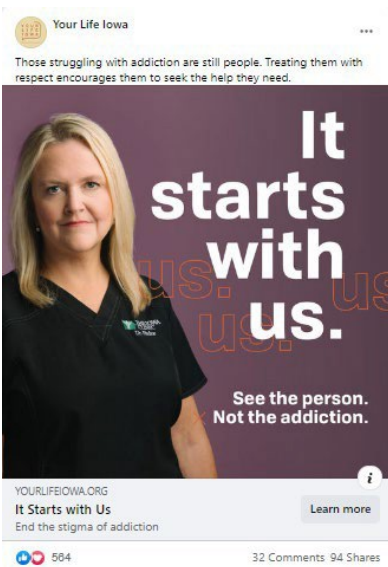
**SOCIAL MEDIA**

Your Life Iowa maintains the Your Life Iowa Facebook page, publishing daily social media posts to share relevant information and encourage Iowans to contact YLI for support. YLI monitored posts daily and responded to comments to increase engagement.

Organic Reach	Paid Reach	Page Followers
50,156	7,796,603	1,943
Percent Increase	Percent Increase	Percent Increase
49%	18%	Not Available

Table 11: Organic and paid reach for the Your Life Iowa Facebook page and page followers with comparison to SFY 2021.

**Social media post examples**



## Glossary

**I-800-BETS OFF:** Helpline and website devoted to raising awareness of problem gambling and assisting Iowans and/or their loved ones negatively impacted by gambling and related behaviors.

**Gambling:** The act or practice of risking the loss of something of value upon the outcome of chance or future contingent event not under their 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.

**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.

**Sessions:** A group of user actions on a website within a given time frame. For example, a single session can contain multiple page views, social interactions and more. Also referred to as “visits.”

**Social Determinants of Health:** For the purposes of this report, Social Determinants of Health refers to contacts to Your Life Iowa related to assault, basic needs, child abuse, domestic violence, elder concerns, family relationships, financial/job, interpersonal relationships, loss/grief, natural disaster, ongoing support, physical health, school, sexual assault and world events.

**Your Life Iowa (YLI):** The 24/7 integrated resource for free and confidential help and information for gambling, mental health, substance use, suicide and related concerns. Information and assistance are available through the telephone helpline at 855-581-8111, online at [yourlifeiowa.org](http://yourlifeiowa.org), through text at 855-895-8398, and through mobile-friendly internet-based online chat and social media messaging.

## List of Acronyms

Iowa HHS: Iowa Department of Health and Human Services

IPN: Integrated Provider Network

RFP: Request for Proposal

SFY: State Fiscal Year

YLI: Your Life Iowa