

# Your Life Iowa

Your Everyday Life Support

Gambling, Mental Health, Substance Use, Suicide and more . . .

Your Life Iowa and the Care Continuum

June 16, 2023



## YOUR LIFE IOWA & THE CARE CONTINUUM

Together we will explore:

- Behavioral Healthcare in Iowa, including recent trends
- What is Your Life Iowa (YLI)
- The YLI Care Continuum, Media Center, and Resources
- Access and Stigma
- How you can help – The Potential

# Iowa's Behavioral Health System

## Mental Health Services

- MHDS Regions
- Crisis Services
- Designated Community Mental Health Centers

## Substance Use and Gambling Services

- Licensed Treatment Providers
- Integrated Provider Network

## Access to information, resources and help

- Your Life Iowa
- 988

# MENTAL HEALTH SERVICES



# Mental Health and Disability Services Regions



- 2012 Legislation passed to form MHDS Regional system with goals of improving equal access to services and supports for Iowans
- 2014 Regions are effective 7/1/2014
- 2017 Complex Service Needs legislation- added requirements for crisis services for adults
- 2019 Children's Services legislation (effective 7/1/2021)-added requirements for crisis services for children
- 2021 SF 619 begins to shift funds away from property tax levy to State appropriation

<https://hhs.iowa.gov/mhds-providers/providers-regions/regions>

# MHDS Regions

## Crisis Services:

23-hour crisis observation and holding,  
Crisis stabilization community-based,  
Crisis stabilization residential, and  
Mobile response

## Core Services (Adults and Children):

Screening, Assessment and evaluation  
Service Coordination  
Outpatient Services  
Inpatient hospitalization  
Day or Intensive Outpatient Treatment

Access and  
Funding

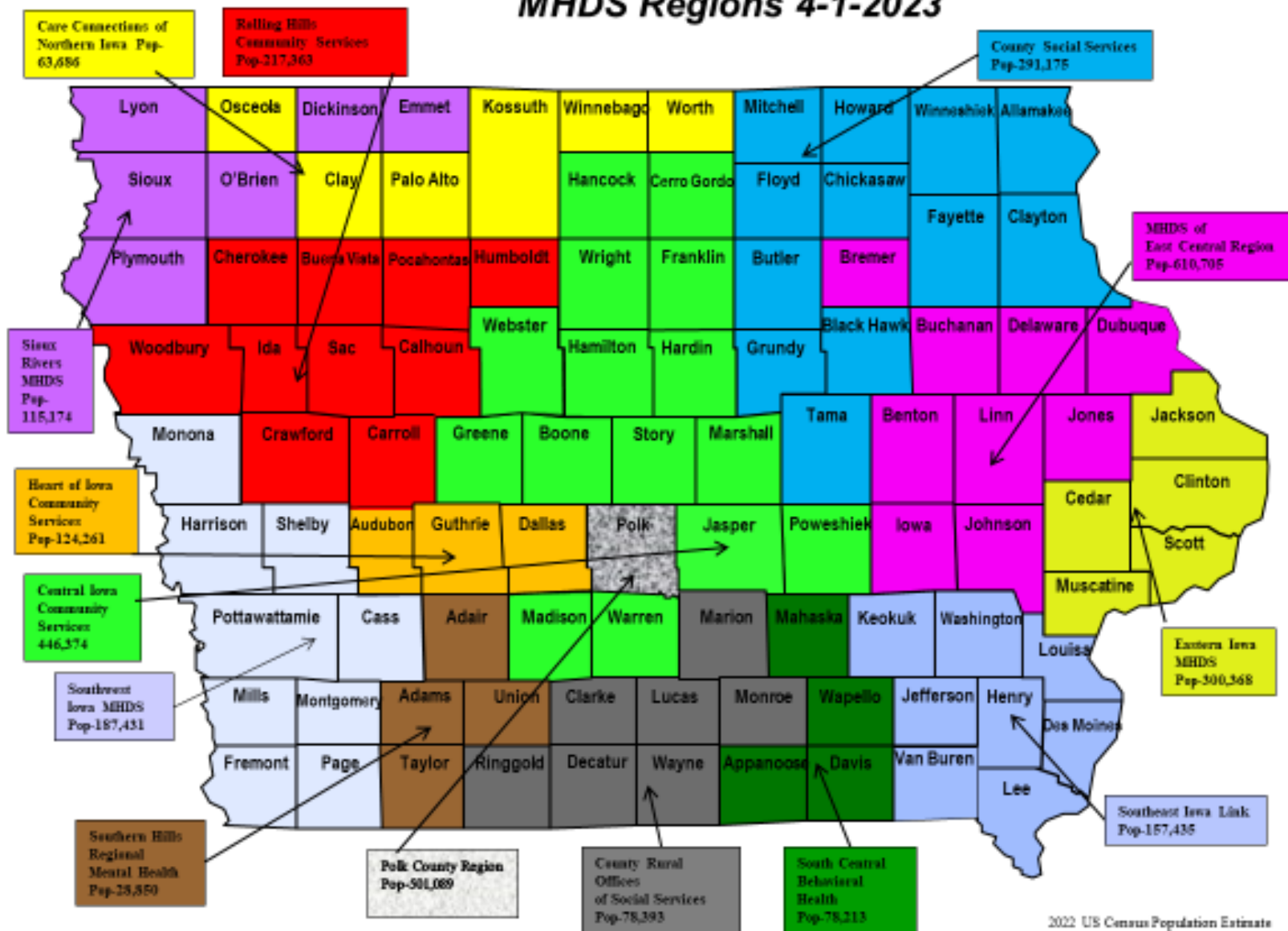
## Core Adult Services:

Access Centers  
Assertive Community Treatment  
Intensive Residential Services  
Mental Health Commitment  
Peer Support Services  
Service Coordination  
Sub-Acute Care

## Other Key Services:

Evidence-Based Practices  
Provider Education and Training  
Family Psychoeducation  
Jail Diversion

# MHDS Regions 4-1-2023



2022 US Census Population Estimate  
Statewide: 3,200,517

# IOWA'S CRISIS SYSTEM

Crisis Services | Iowa Department of Health and Human Services





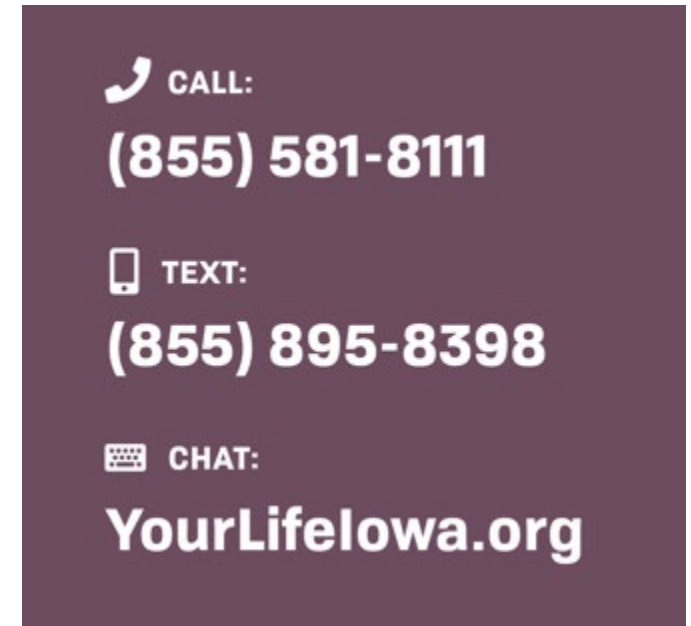
# 988 SUICIDE & CRISIS LIFELINE


- Free and confidential 24/7 emotional support to people in suicidal crisis or emotional distress
- National network of over 200 local crisis centers
- Trained crisis counselors who support individuals considering/experiencing:
  - Suicide,
  - Self-harm,
  - Emotional distress, or
  - People looking for help for someone experiencing a crisis.
    - Crisis as defined by the individual.


# Your Life Iowa


Funded by the Iowa Department of Health and Human Services

- Phone, Chat, Text, Website (<https://yourlifeiowa.org>), Social Media (@YourLifelowa)
- Confidential & Free Information, Resources, Referrals and Help around substance use, gambling, suicide, mental health, and more.
- Available 24/7/365
- Help is offered by experts in the field dedicated to the health of Iowans
- Supportive Text Messaging: YourLifelowa.Support
- Contractor – Foundation 2, Inc. (Cedar Rapids)



 CALL:  
**(855) 581-8111**

 TEXT:  
**(855) 895-8398**

 CHAT:  
**YourLifelowa.org**

# Community Mental Health Centers (CMHCs)

Designated by Iowa HHS to serve a catchment area

Accredited through IAC 441-Ch.24 to provide a core set of services:

- Outpatient and evaluation services
- 24-hr emergency services
- Day treatment, partial hospitalization or psychosocial rehabilitation services
- Admission screening for voluntary patients to a state mental health institute
- Community support services
- Consultation services
- Education services
- Coordination with unaffiliated agencies

Target Population:

- Individuals experiencing a mental health crisis
- Individuals who have a mental health disorder
- Adults with an SMI And Children with an SED
- Individuals with co-occurring mental health and substance use, intellectual disability, developmental disability, brain injury, or other disability
- [Microsoft Word - MHDS-CMHC-Map.doc \(iowa.gov\)](#)

# SUBSTANCE USE AND GAMBLING PREVENTION, TREATMENT AND RECOVERY



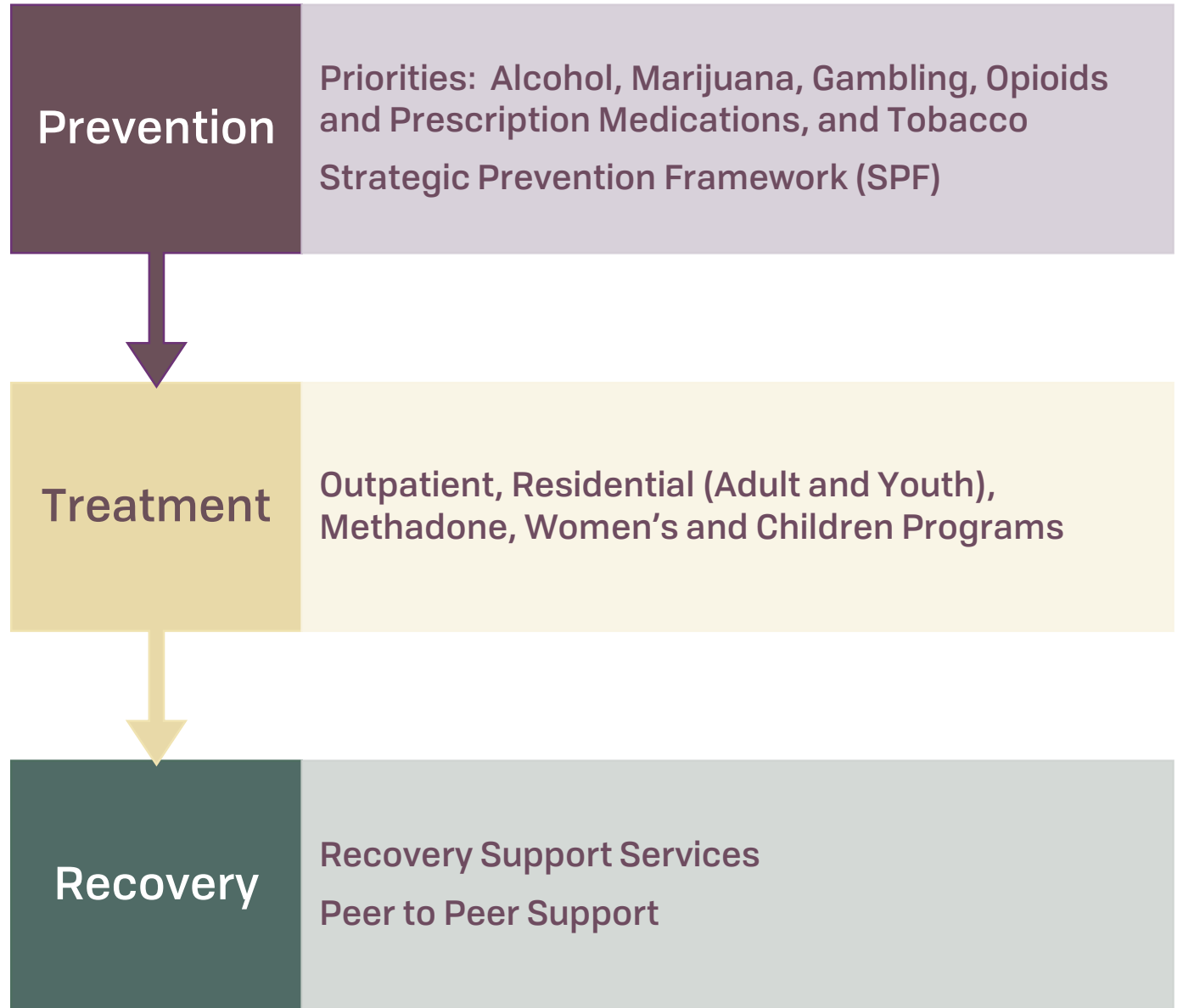
# Licensed Substance Use and Gambling Disorder Treatment Programs

## 641 Iowa Administrative Code Chapter 155

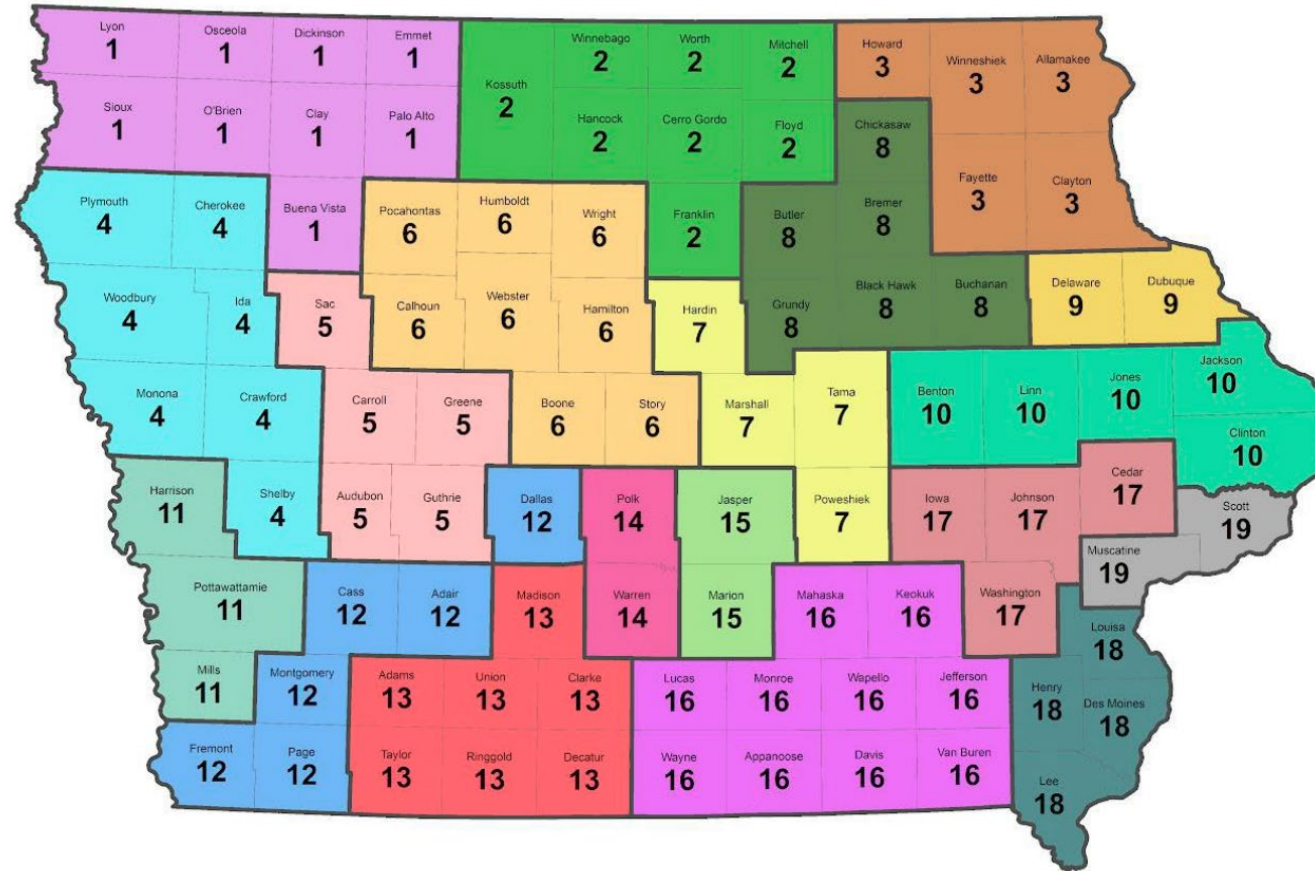
- Substance use disorder assessment and OWI evaluation-only programs
- Substance use disorder programs
  - Outpatient, Residential, Withdrawal Management, Opioid Treatment Programs
- Problem gambling treatment programs
  - Outpatient



# Integrated Provider Network Services (IPN)



# IPN Service Areas



<https://hhs.iowa.gov/substance-abuse/Integrated-Provider-Network>

# Behavioral Health in Iowa

## Gambling

- 46% of adults gamble regularly (past 30 days)
- 14% at risk (315,000)
- 1% problem

## Alcohol Use

- 63.2% use in past month
- Alcohol Use Disorder 7.2%
- Binge use in past month 30.8%

## Other Substance Use

- 7.2% used Marijuana in the past month
- 9.1% Substance Use Disorder

## Mental Health

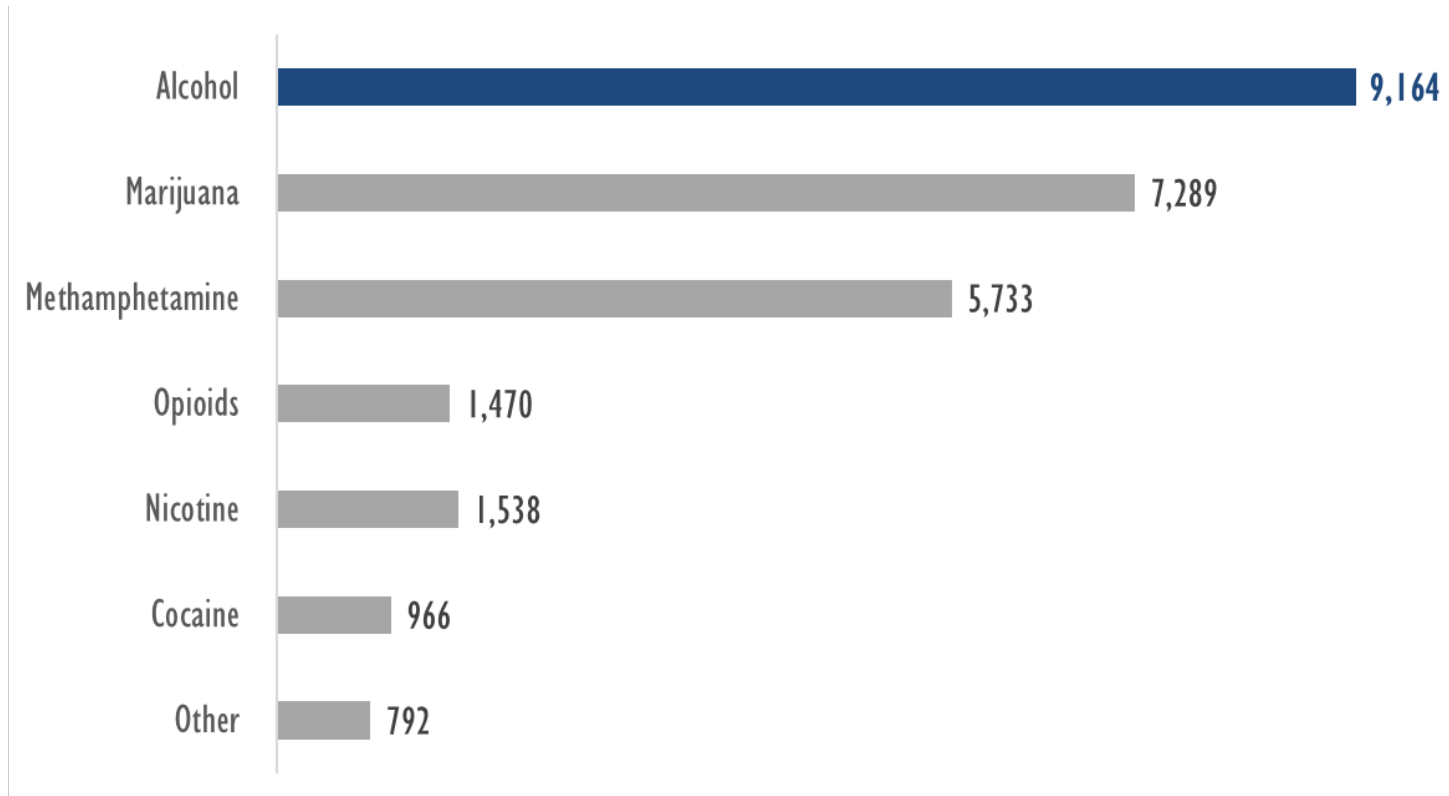
- 19% (18 and older) Any mental illness in the past year
- 8.7% experience a major depressive episode in the past year
- 5.4% had serious thoughts of suicide
- 53.6% with any mental illness that received care
- Suicide Rate (2020) approximately 18 per 100K Iowans
- Death by Suicide (CY 2020) – provisional: 592

## Overlap in substance abuse + mental health

- 50% who experience mental illness also

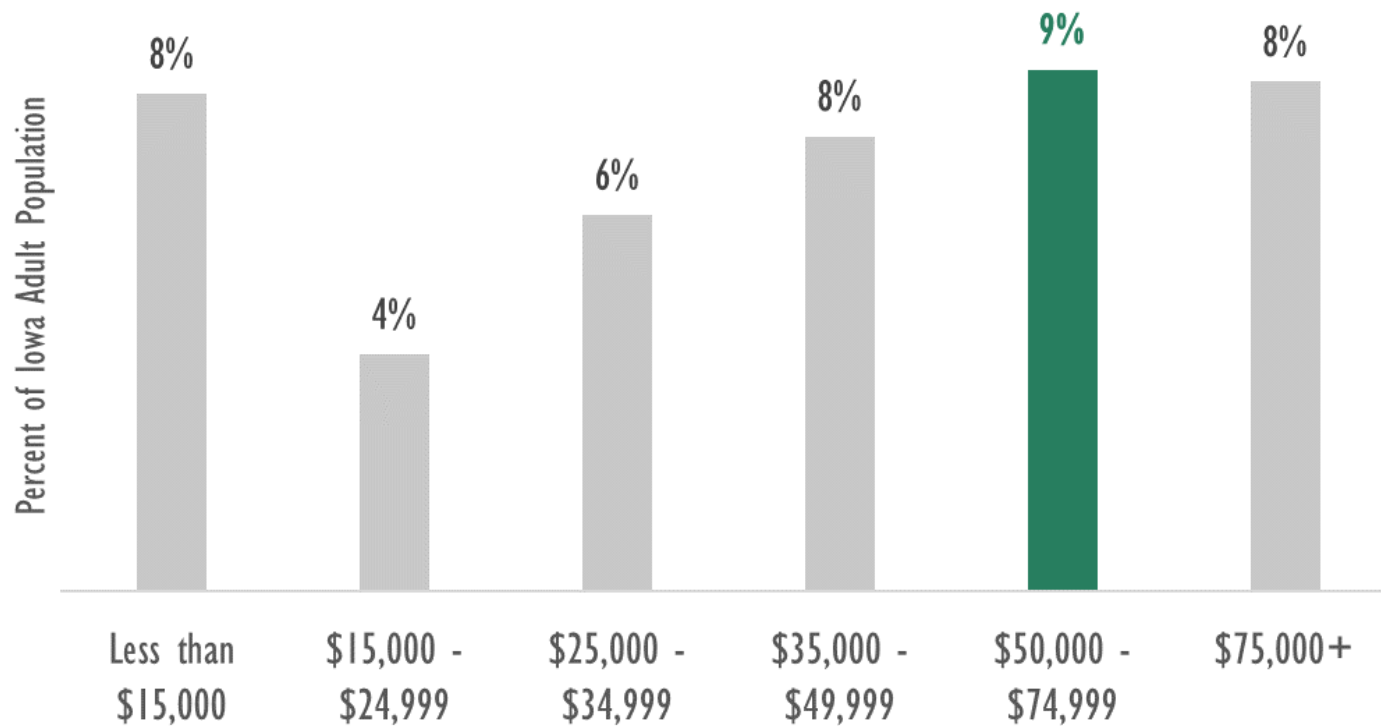


In calendar year 2022, the most common substance reported by patients at the time of their admission was Alcohol, followed by Marijuana and Methamphetamine.



Note: Data as reported by licensed treatment providers Source: Iowa Behavioral Health Reporting System, 2022

In 2021, among adult Iowans, 7% reported heavy drinking in the past month. Heavy drinking was highest among the household income category of \$50,000 - \$74,999.



**Heavy drinking** is the consumption of more than 14 drinks per week (for men) or 7 drinks per week (for women) in the previous month.

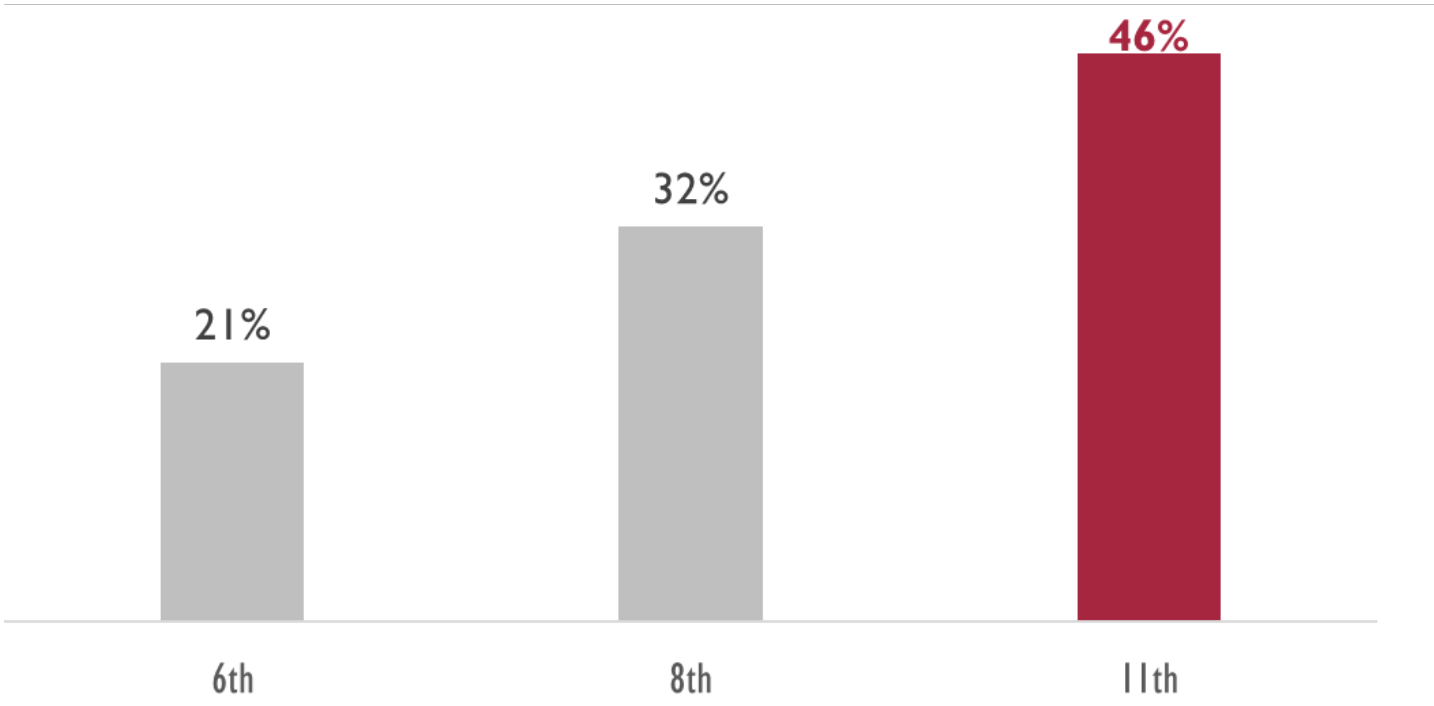
In 2021, among adult Iowans, 20.1% reported binge drinking in the past month. **Binge drinking** was highest among the household income category of **\$75,000+**.



**Binge drinking** is the consumption of five or more drinks per occasion (for males) or four or more drinks per occasion (for women) at least once in the previous month.

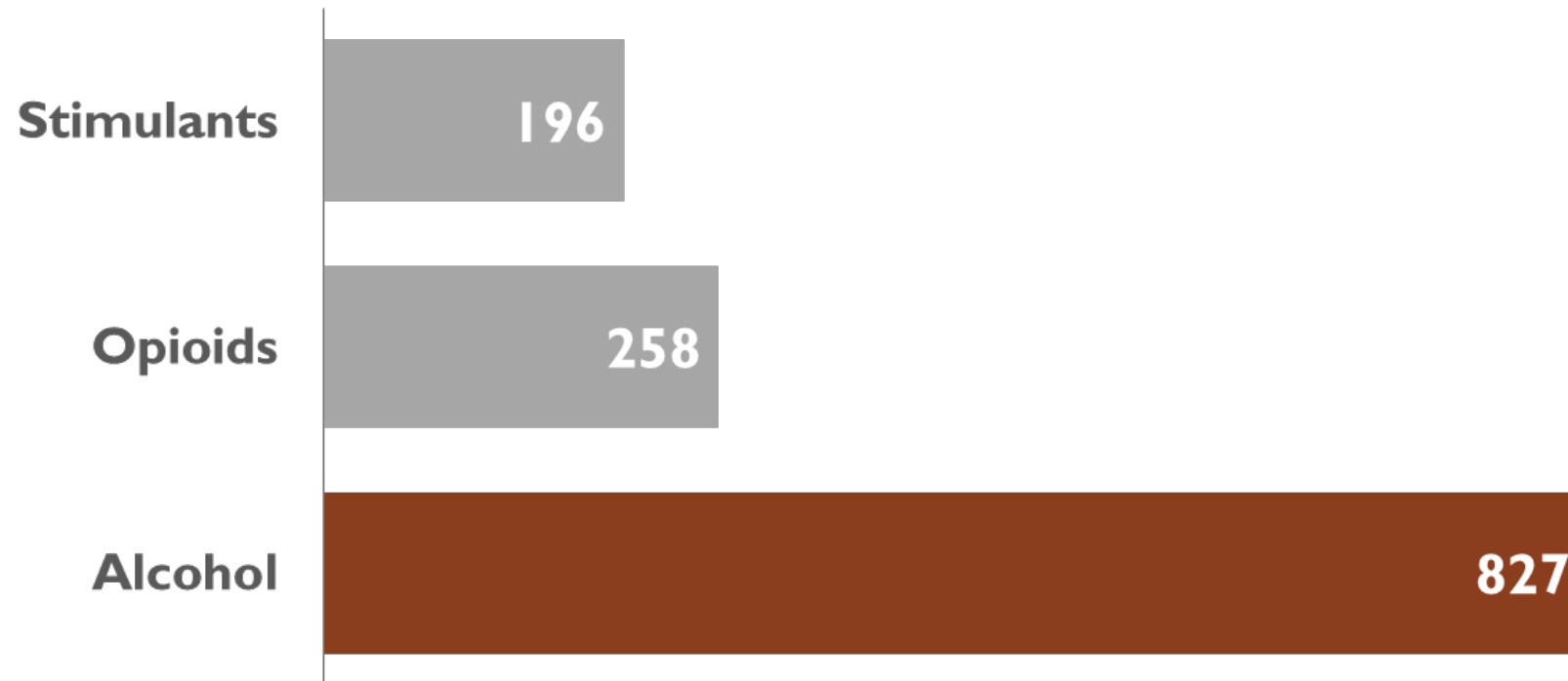
Source: Iowa Behavioral Risk Factor Surveillance System, 2021

According to the 2021 Iowa Youth Survey (IYS), **46% of 11th grade students** reported having at least one alcoholic drink in the past 30 days.



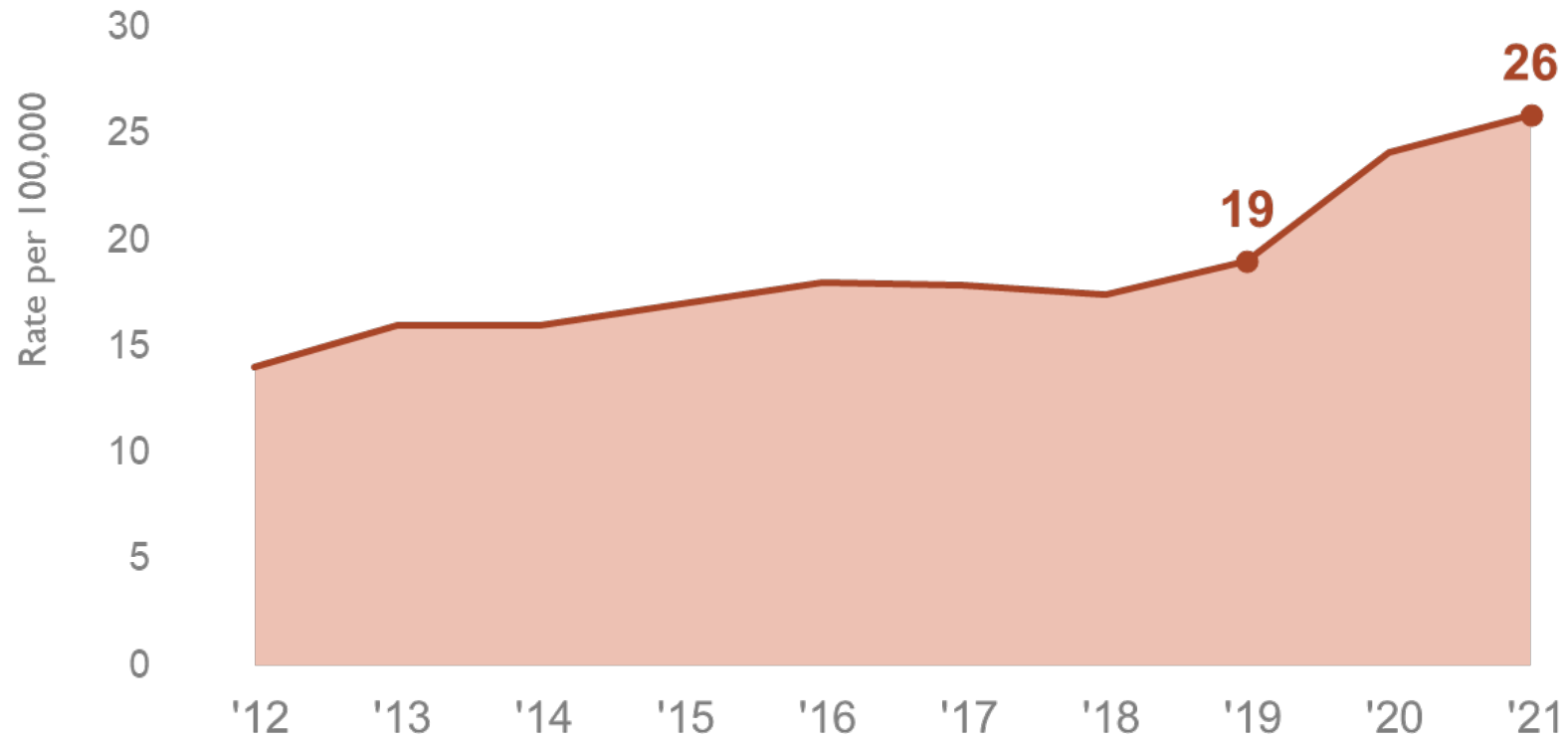
Source: Iowa Youth Survey, 2021

The **number of alcohol-involved deaths** was higher than stimulant and opioid-involved deaths combined in Iowa in 2021.



Source: Vital Statistics, Iowa HHS

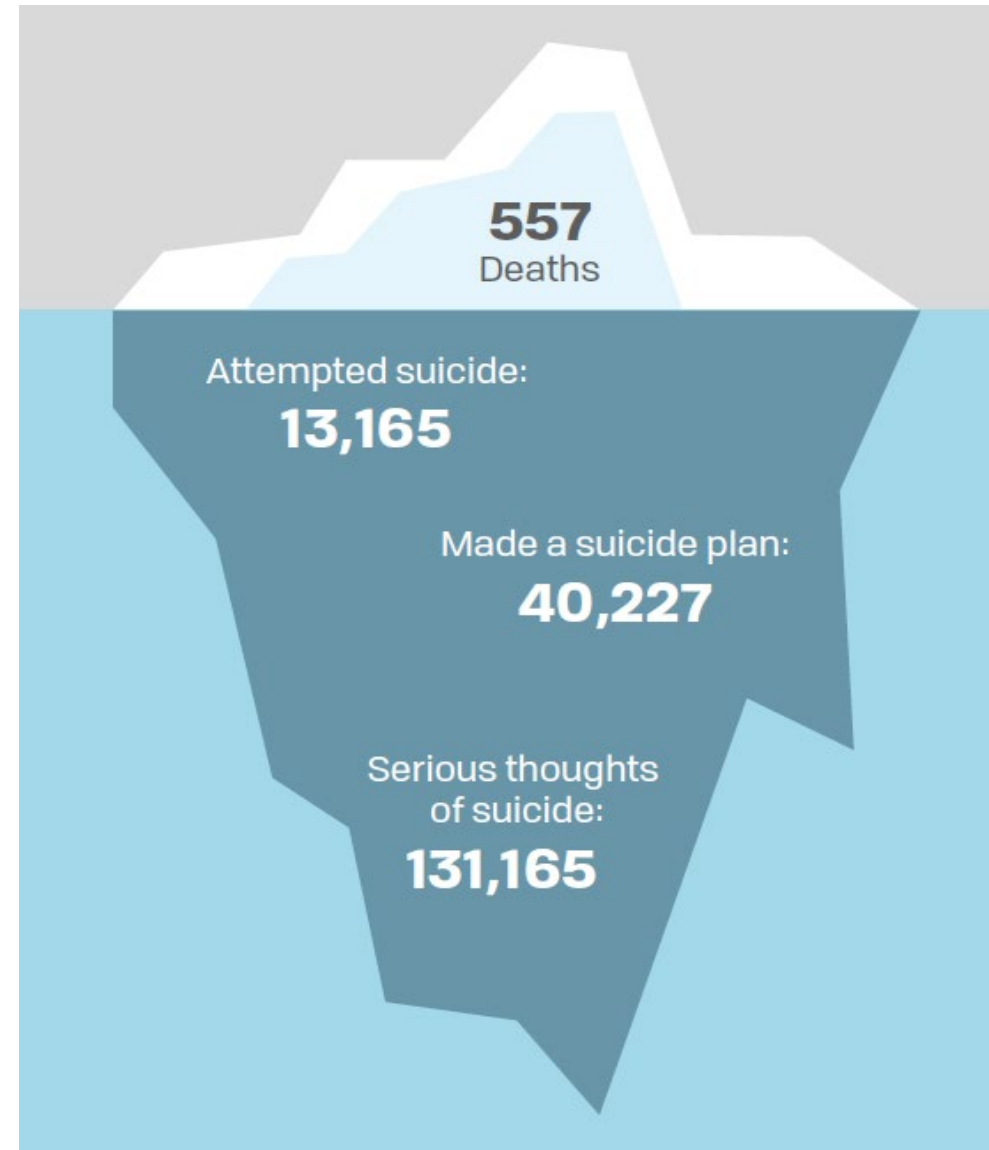
The rate of **alcohol-involved deaths in Iowa** has risen steadily over the last decade, with a sharp increase seen between **2019** and **2021**.



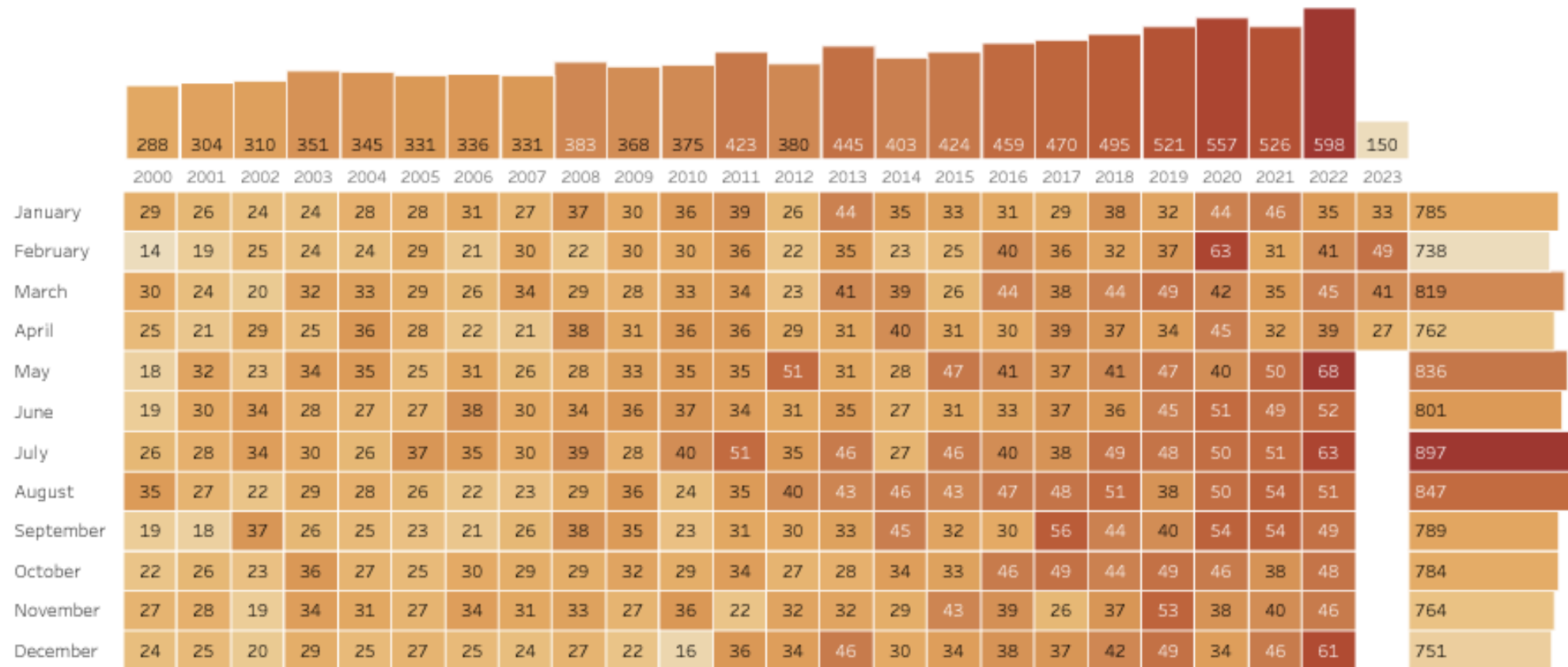
Source: Vital Statistics, Iowa HHS

Deaths by suicide are the tip of the iceberg.

An estimated 131,165 Iowans experienced serious thoughts of suicide in 2020.



# Suicide Trends - Iowa



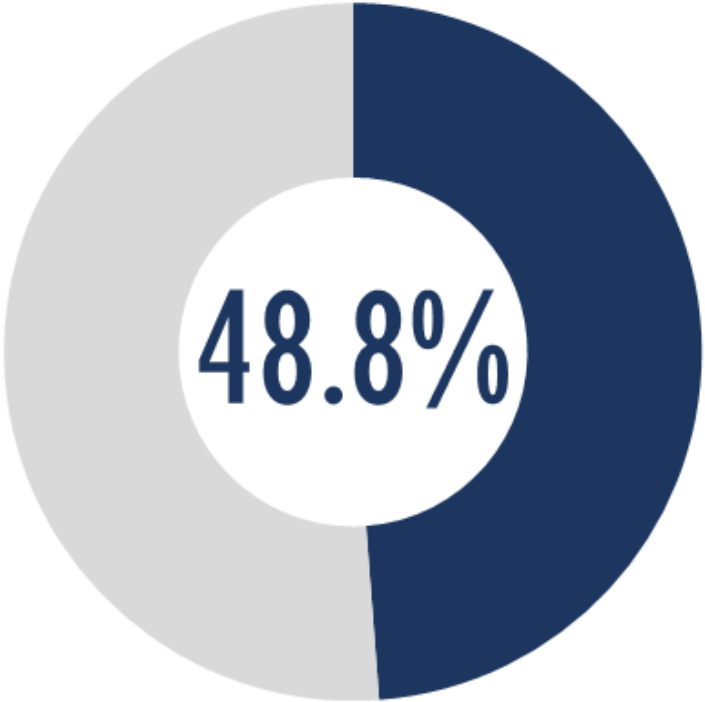
\* 2022-2023 data are preliminary and will change as records are registered. Data shown through 4/30/2023.

Preliminary data last updated 6/12/2023. Report generated 6/13/2023 7:30:33 AM.

Data Source: Iowa Department of Health and Human Services, Bureau of Health Statistics

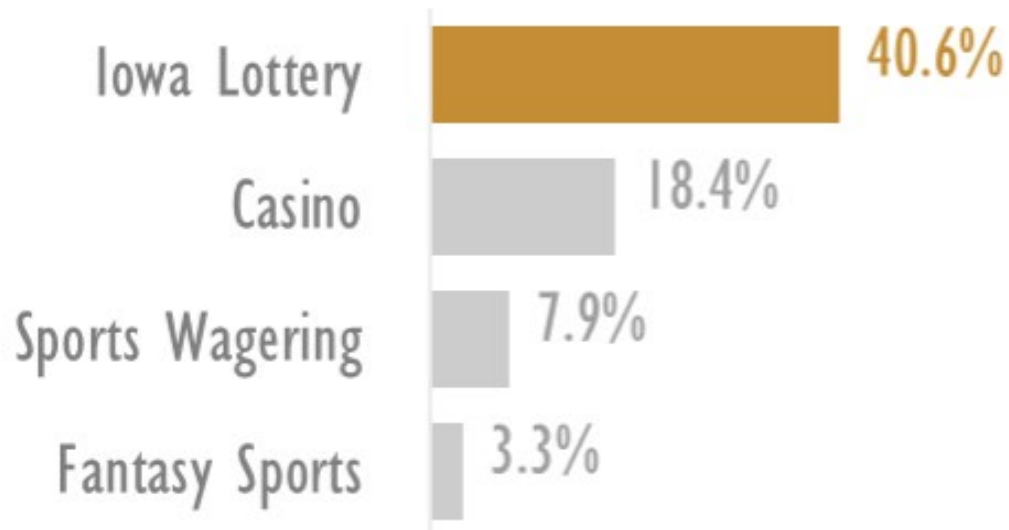


**Almost half of Iowans 18 years and older gambled in the past year in 2021 .**



Source: Iowa Behavioral Risk Factor Surveillance System, 2021

## Of those who gambled in the last year, around 40% participated in Iowa Lottery games in 2021.



# Wagering In Iowa

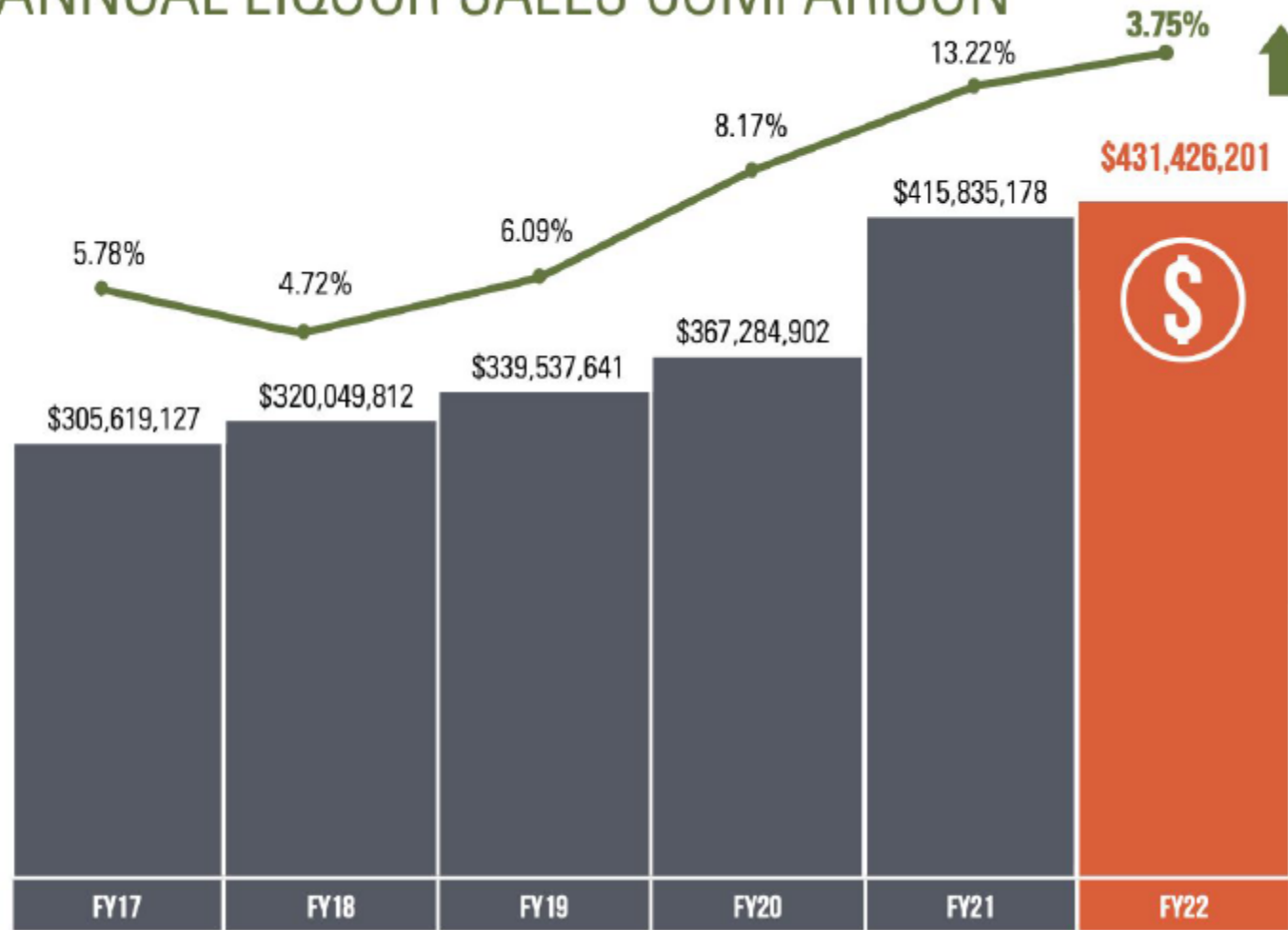
SFY 2023 (July-April)

- 15,681,647 visits to IRGC Casinos
  - Win Per capita | \$75
- Table Games | \$728,213,967
  - Average Win | \$1,022
- Slots | \$14,809,311,479
  - 14,661 slot machines
  - Average win | \$296
- Sports Wagering | \$2,127,987,858
  - Internet Sports Wagering | \$1,914,830,383
- Fantasy Sports | \$11,222,475

41,029 youth

were served with substance misuse and  
problem gambling prevention services in  
State Fiscal Year 2021-2022.

# ANNUAL LIQUOR SALES COMPARISON



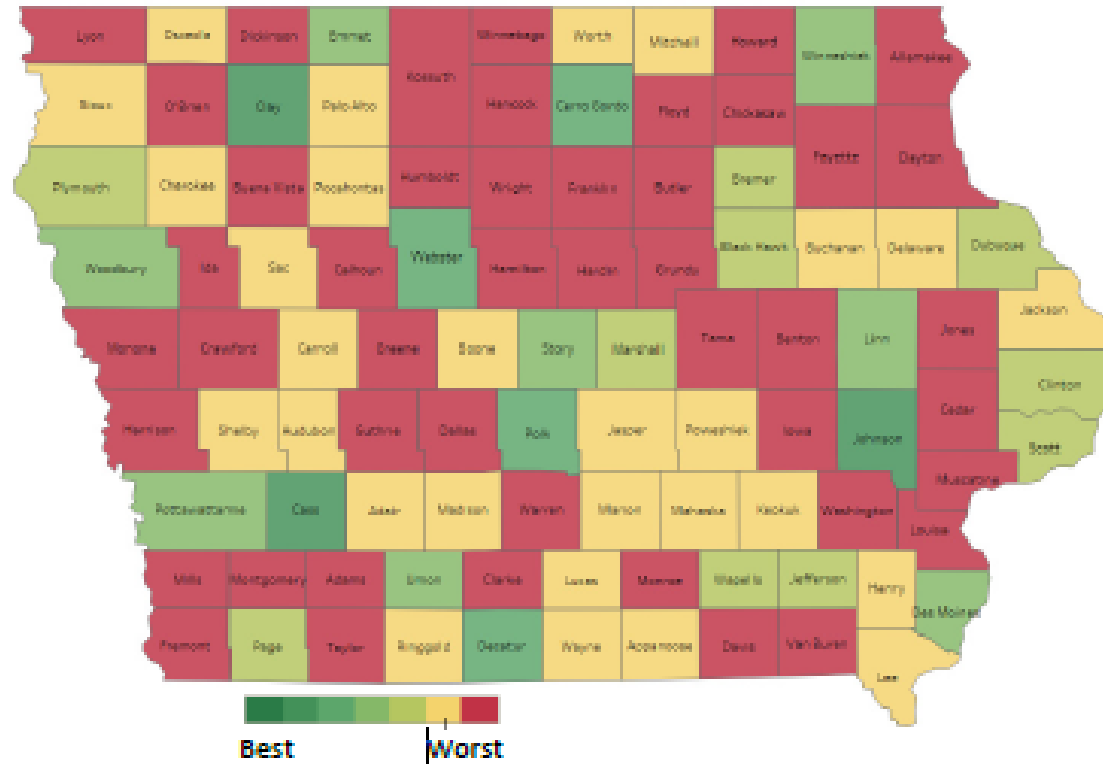
*Iowa Alcoholic Beverages Division Annual Report FY2022*

## IOWA YOUTH SURVEY | MENTAL HEALTH 2021

- Feeling hopeless, sad . . . Past 12 months
  - 6<sup>th</sup> Grade | 27%
  - 8<sup>th</sup> Grade | 29%
  - 11<sup>th</sup> Grade | 36%
- Suicidal ideation . . . Past 12 months
  - 6<sup>th</sup> Grade | 17%
  - 8<sup>th</sup> Grade | 21%
  - 11<sup>th</sup> Grade | 24%
- Suicide Plans . . . Past 12 months
  - 6<sup>th</sup> Grade | 8%
  - 8<sup>th</sup> Grade | 11%
  - 11<sup>th</sup> Grade | 12%

# MENTAL HEALTH PROVIDER RATIO

Ratio of Population to Mental Health Providers\*, 2020<sup>3</sup>



\*Mental health providers are defined as psychiatrists, psychologists, licensed clinical social workers, counselors, marriage and family therapists, and mental health providers that treat alcohol and other drug abuse, as well as advanced practice nurses specializing in mental health care.<sup>3</sup>

An inadequate mental health system affects individuals, families and communities.



High school students with depression are more than **2x more likely to drop out** than their peers.

**58.1% of Iowans** age 12–17 who have depression **did not receive any care** in the last year.



2,647 people in Iowa are homeless and **1 in 5 live with a serious mental illness.**



On average, 1 person in the U.S. **dies by suicide every 11 minutes.**

In Iowa, **490 lives were lost to suicide** and 129,000 adults had thoughts of suicide in the last year.

**1 in 4 people with a serious mental illness has been arrested**

by the police at some point in their lifetime –



leading to over **2 million jail bookings** of people with serious mental illness each year.

About **2 in 5 adults** in jail or prison have a history of mental illness.



**7 in 10 youth** in the juvenile justice system have a mental health condition.



National Alliance on Mental Illness

NAMI Iowa is part of NAMI, National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

*This fact sheet was compiled based on data available in February 2021. For full citations, visit: [nami.org/mhpolicystats](http://nami.org/mhpolicystats).*



# Mental Health in Iowa



**1 in 5 U.S. adults** experience mental illness each year.



**473,000 adults** in Iowa have a mental health condition.

**That's more than 3X the population of Cedar Rapids.**

It is more important than ever to build a stronger mental health system that provides the care, support and services needed to help people build better lives.



**More than half of Americans** report that **COVID-19** has had a **negative impact** on their mental health.

In February 2021, **42.2% of adults in Iowa** reported symptoms of **anxiety or depression**.

**25.4% were unable to get needed counseling or therapy.**



**1 in 20 U.S. adults** experience serious mental illness each year.

In Iowa, **128,000 adults** have a **serious mental illness**.



**1 in 6 U.S. youth** aged 6–17 experience a **mental health disorder** each year.

**37,000 Iowans** age 12–17 have depression.

## Iowans struggle to get the help they need.



**More than half of people** with a mental health condition in the U.S. **did not receive any treatment** in the last year.

Of the **154,000 adults in Iowa who did not receive needed mental health care**, **29.3%** did not because of cost.

**4.7% of people in the state are uninsured.**

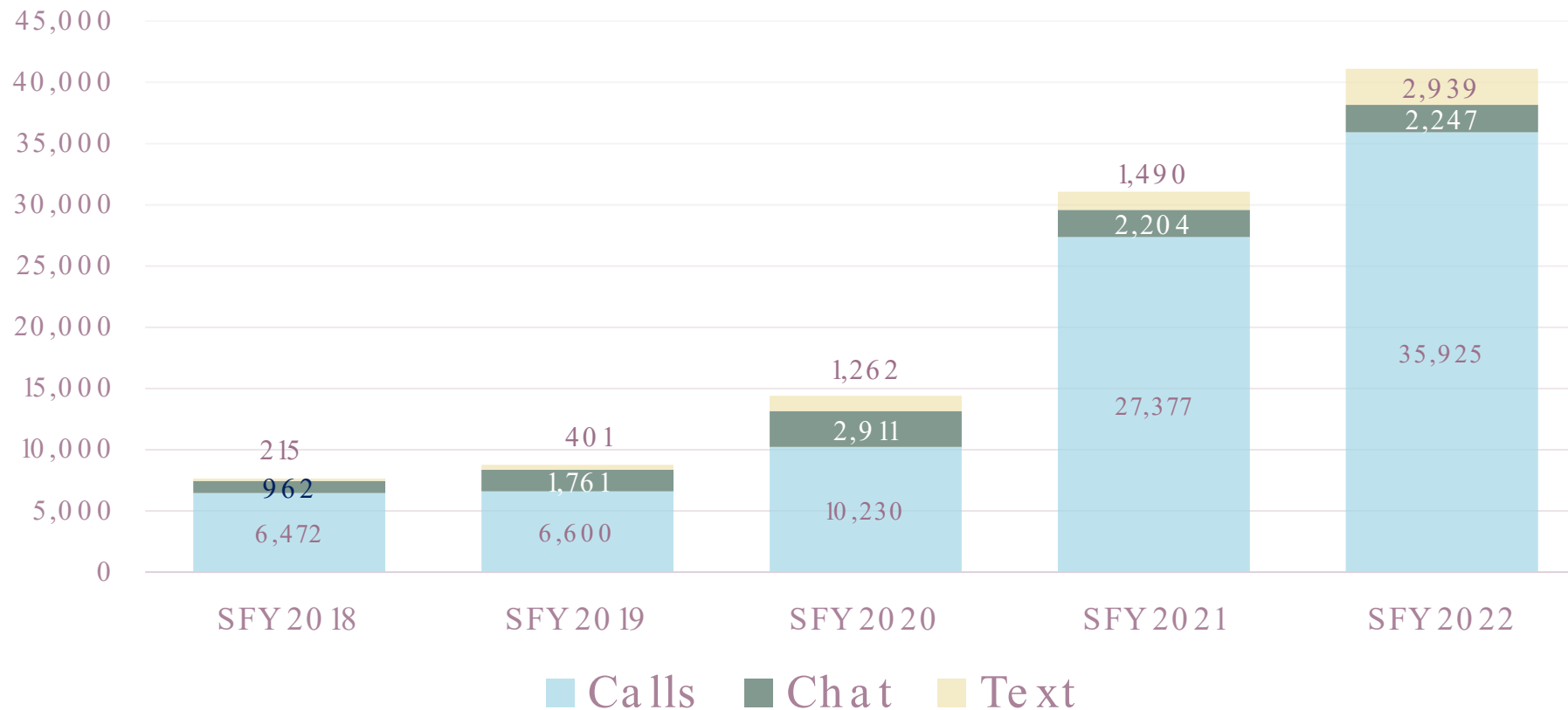


**Iowans** are over **2x more likely to be forced out-of-network** for mental health care than for primary health care — making it more difficult to find care and less affordable due to higher out-of-pocket costs.

**1,821,280 people** in Iowa live in a community that **does not have enough mental health professionals**.

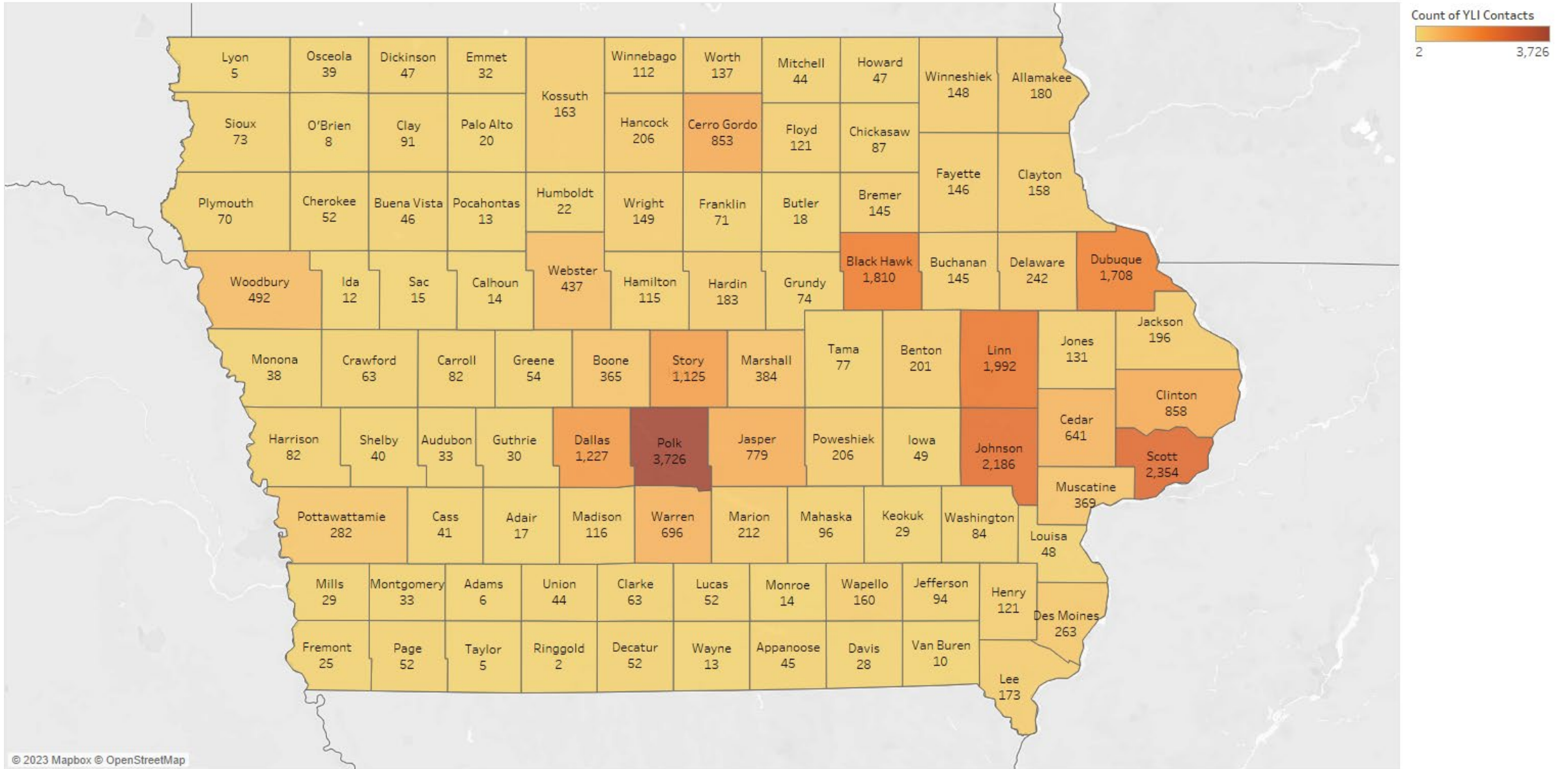
# Your Life Iowa

## CONTACT TRENDS | SFY 2018-2022



# Your Life Iowa

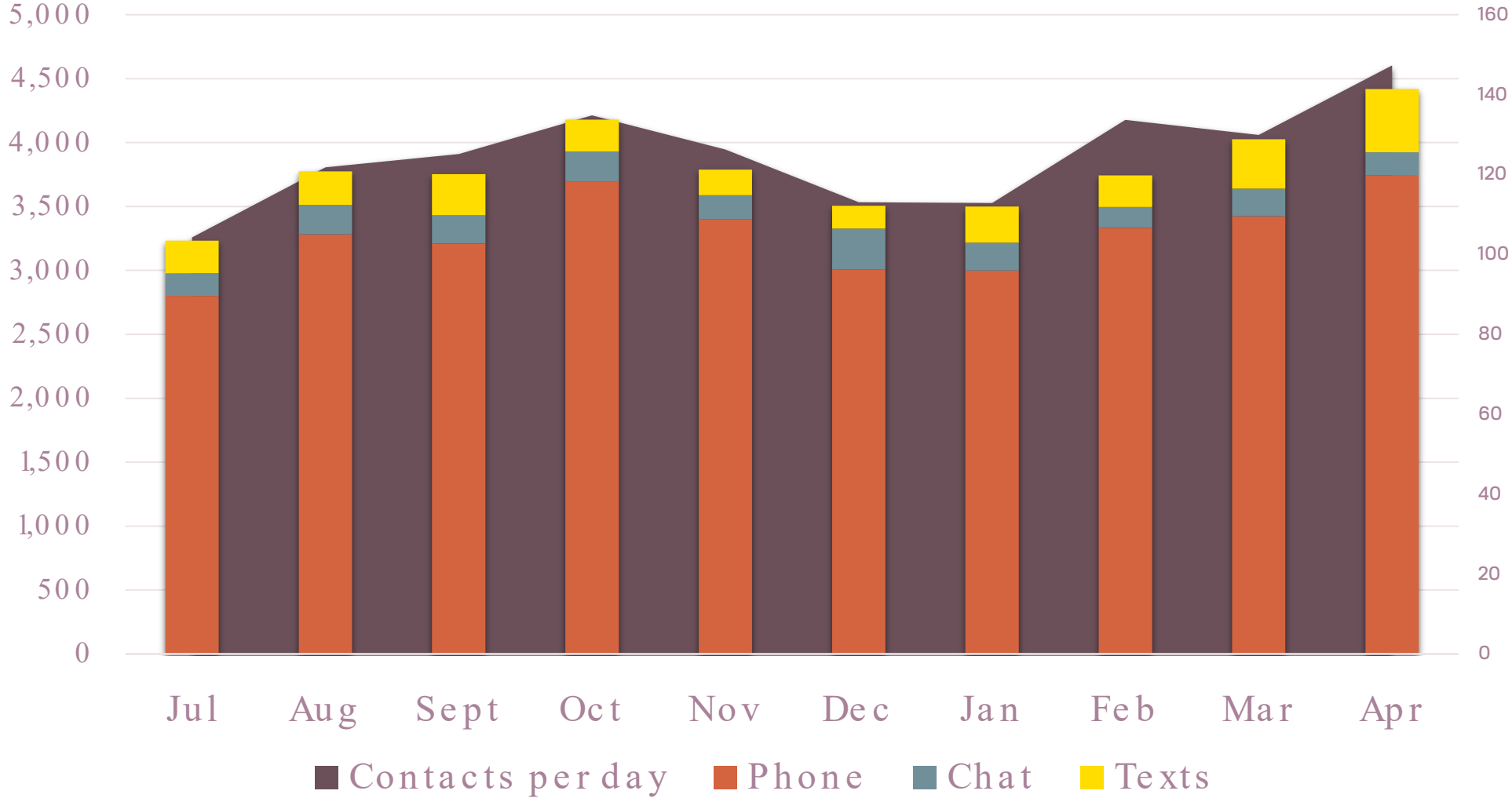
## SFY 2022 Contacts by County



© 2023 Mapbox © OpenStreetMap

Map based on Longitude (generated) and Latitude (generated). Color shows count of YLI Contacts. The marks are labeled by County Name and count of YLI Contacts. Details are shown for State Province. The view is filtered on State Province, which keeps IA.

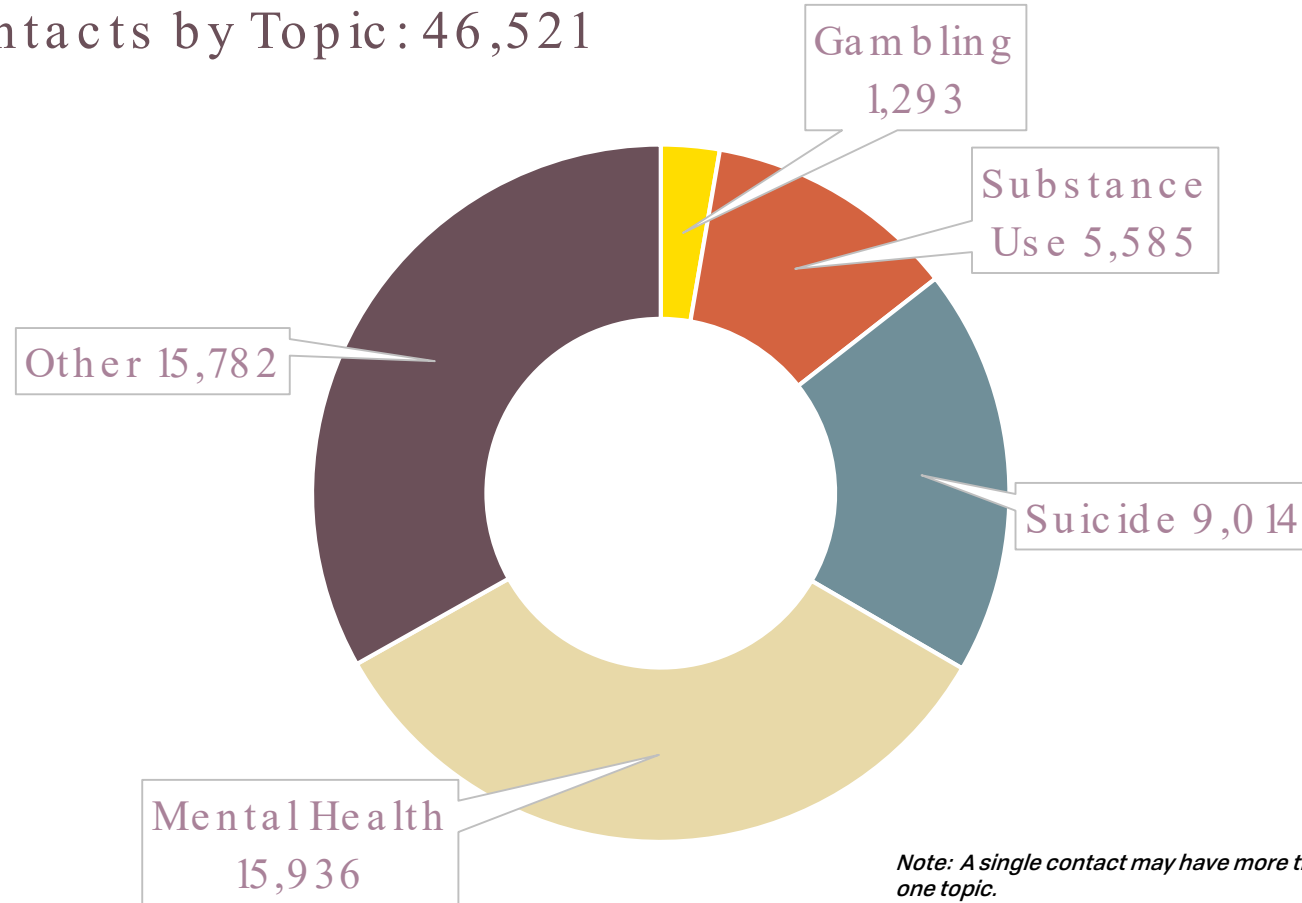
# SFY 2023 YLI Total Contacts



# SFY 2023 YLI Contacts by Topic

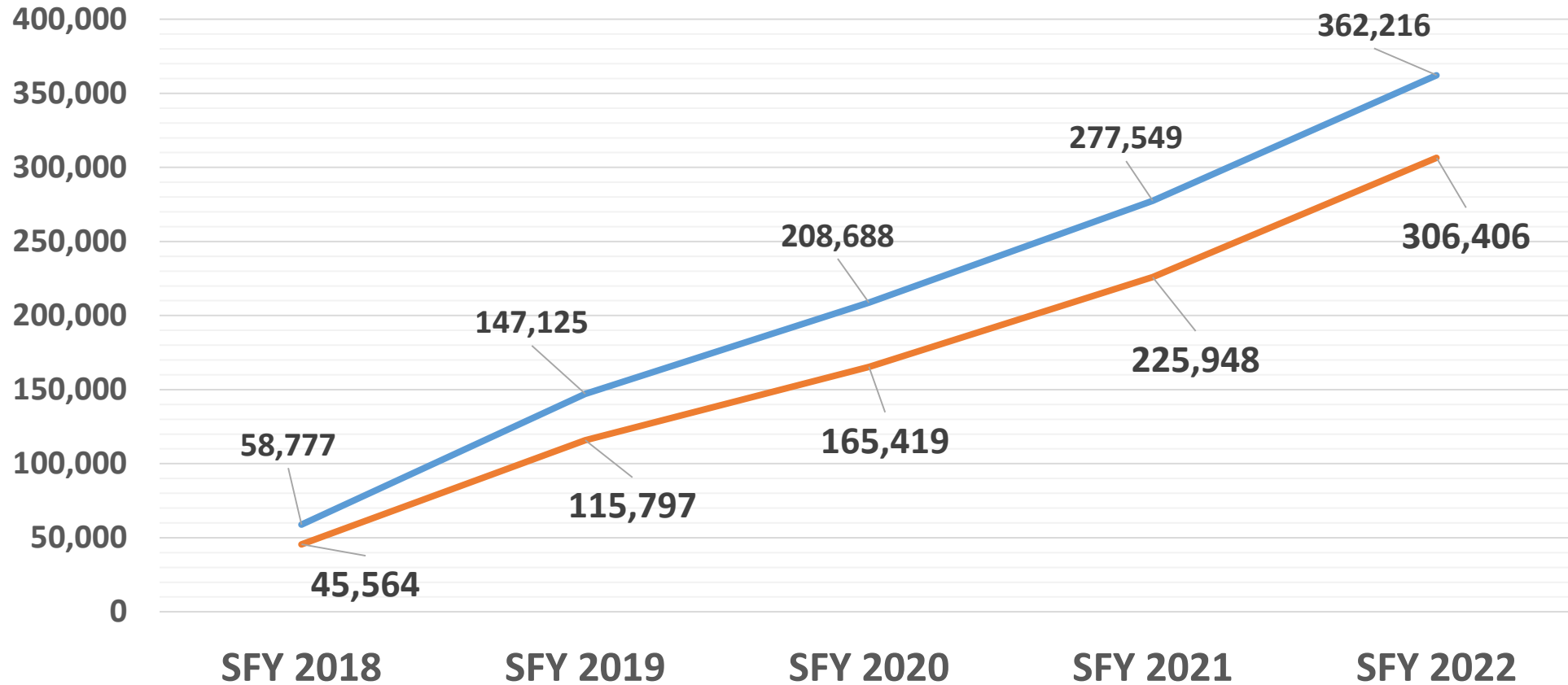
Total Contacts (Phone, Text, Chat): 37,925

Total Contacts by Topic: 46,521



# YOURLIFEIOWA.ORG

— Website Sessions — Website Users



LOVE DATA . . . . .

<https://tracking.idph.iowa.gov/>



Iowa Public Health Tracking Portal

Home

Health

People & Community

Environment

Reports

Help

Contact Us



#### Spring 2023 Portal Updates

The Spring 2023 portal updates include new content and data on overdose, environmental, and birth defects measures.

[READ MORE](#)



#### Immunization

Immunization rates in Iowa are consistent with or exceed national averages.

[READ MORE](#)



#### Give Us Your Feedback

Customer feedback has always helped us to improve our site. And we want to continue to add new content and to enhance the user experience on the portal. Click through to take a quick 10 minute survey.

[READ MORE](#)



# YOUR LIFE IOWA





# Your Life Iowa

FUNDED BY THE IOWA DEPARTMENT OF HEALTH AND HUMAN SERVICES (IOWA HHS)


- Available 24/7/365
- Information, Resources, Referrals and Help around alcohol, drugs, gambling, suicide, mental health, and more.
- Website: [yourlifeiowa.org](http://yourlifeiowa.org)
- Supportive Text Messaging: [yourlifeiowa.support](http://yourlifeiowa.support)
- Help is offered by experts in the field dedicated to the health of Iowans

 CALL:

**(855) 581-8111**

 TEXT:

**(855) 895-8398**

 CHAT:

**YourLifelowa.org**



**We walk beside you so you're never alone.** When you don't know who to turn to about a problem with alcohol, drugs, gambling, suicidal thoughts or mental health, Your Life Iowa is here for you 24/7. We provide free, confidential support and connect you to resources meant to help you get your life back on track.

 CALL:

**(855) 581-8111**

 TEXT:

**(855) 895-8398**

 CHAT:

**LIVE CHAT**



**WHAT TO EXPECT WHEN YOU REACH OUT**



I called worried about my son. The counselor listened to my story and helped me create a safe plan to address my concerns. Thank you for your service!

- YOUR LIFE IOWA CLIENT

**READ MORE SUCCESS STORIES**

# yourlifeiowa.org

# Where it Began

YOUR LIFE IOWA BECAME AN INTEGRATED PROJECT THAT COMBINED

- YourLifelowa.org and helpline
- DrugFreeInfo.org and helpline
- 1800BETSOFF.org and helpline

Foundation 2 (Cedar Rapids, Iowa) awarded Your Life Iowa Management contract in July 2017

QCI awarded website development contract in January 2017.

# 1. Significant barriers

## THERE ARE SIGNIFICANT BARRIERS TO ACCESSING HELP

Not knowing where to go, what to do, where to start/ confused/ overwhelmed



Shame; fear of being judged/ appearing unsuccessful or weak



Feel alone and isolated/ nobody cares



Money/ intimidated by potential costs involved



Too many other responsibilities, commitments, and pressure/ lack of time



Seems too hard/ feels insurmountable



Not trusting people



## 2. Strong emotional threads

### ADDICTION TOPICS SHARE STRONG EMOTIONAL THREADS

*You are not alone*

*Experiencing these challenges is normal.  
They are common and widespread among  
all Iowa populations.*

*Help can be found one step at a time. Positive  
change is not as daunting as you might think.  
This is just a simple place to start.*

*We don't judge.*

# 3. A simple place to start

THERE'S A NEED FOR A SIMPLE PLACE TO START WHEN SEEKING HELP

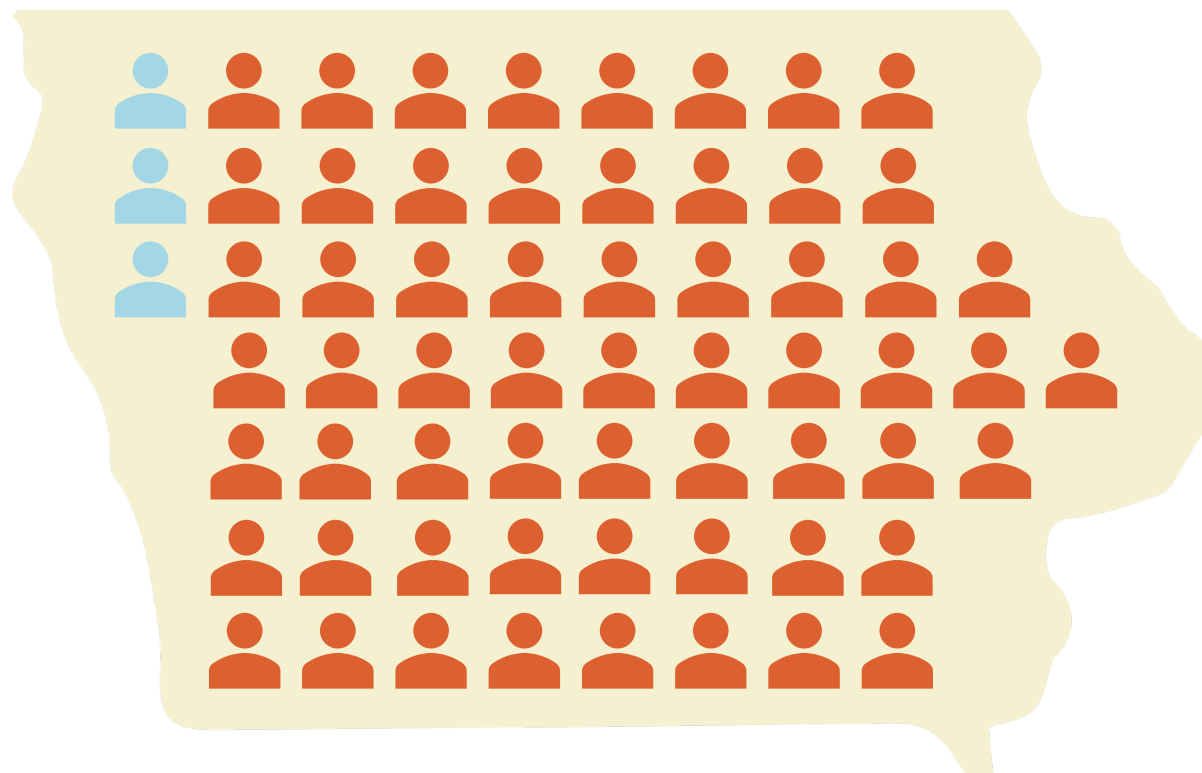


## Proof of concept

- Integrated, holistic approach intuitively makes sense to the public because many of these issues are interconnected.
- Helps to solve a key question: where do I start?
- Helps address a key expectation: make it simple.

# 4. YLI is not a known resource

HAVE YOU HEARD OF YOUR LIFE IOWA PRIOR TO THIS DISCUSSION?



YOUR LIFE IOWA | THE CARE CONTINUUM | MEDIA CENTER &  
RESOURCES





# Your Life Iowa Pillars

## 1. 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.

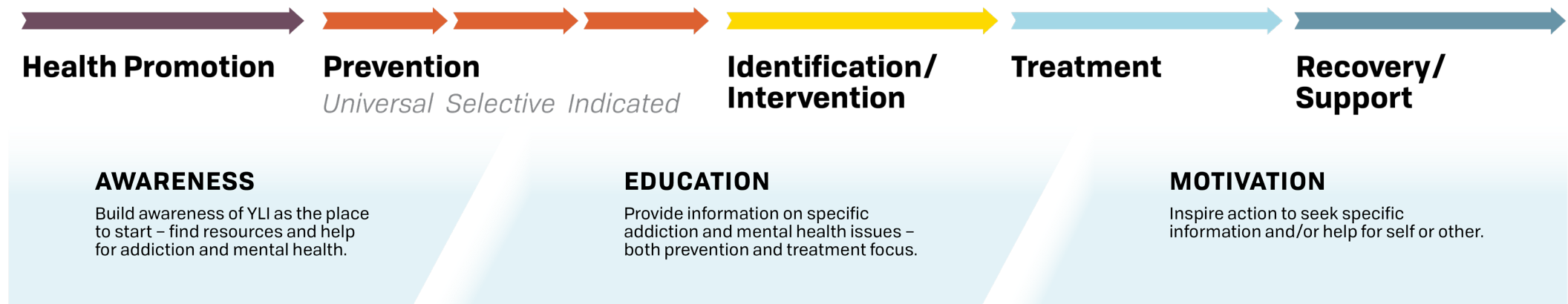
## 2. You're Not Alone

Many Iowans, including 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. When you're sober. We're here. When you're tempted. We're here. And when you're struggling. We're here.

## 3. Guide to Better Health

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

# Role of YLI across the care continuum





## YLI MEDIA CAMPAIGNS | HEALTH PROMOTION

- Your Everyday Life Support (YLI – General)
- Put Children’s Mental Health First (Children’s MH)
- It’s All Right (Adult Mental Health)
- See the Person (Anti-Stigma)
- It Starts with Use (Anti Stigma)
- Be Prepared to Save a Life (Naloxone)
- Good Samaritan (Naloxone)
- Be a Mentor (Youth Mentoring)
- Prevention Works!

## Campaign Overview

Every  
Day is  
Drug Take  
Back Day

DROP OFF  
GO ON

Campaign One Sheet for all Elements – Drug Take  
Back

## YLI MEDIA CAMPAIGNS | PREVENTION

- Drug Take Back (Drug Prevention)
- Fake Pills (Drug Prevention)
- Fentanyl (Drug Prevention)
- Say Something about Suicide (Suicide Prevention)
- There are People who Care (Suicide Prevention)
- Save a Life (Suicide Prevention)
- Responsible Gifting (Gambling Harm Prevention)
- Savor Every Moment (Alcohol Prevention)
- Think Before You Drink (Alcohol Prevention)
- What do You Throw Away (Alcohol Prevention)
- Weed's Not Worth It (Drug Prevention)
- Meth Never Ever (Drug Prevention)
- Prescription Drugs are Still Drugs (Drug Prevention)

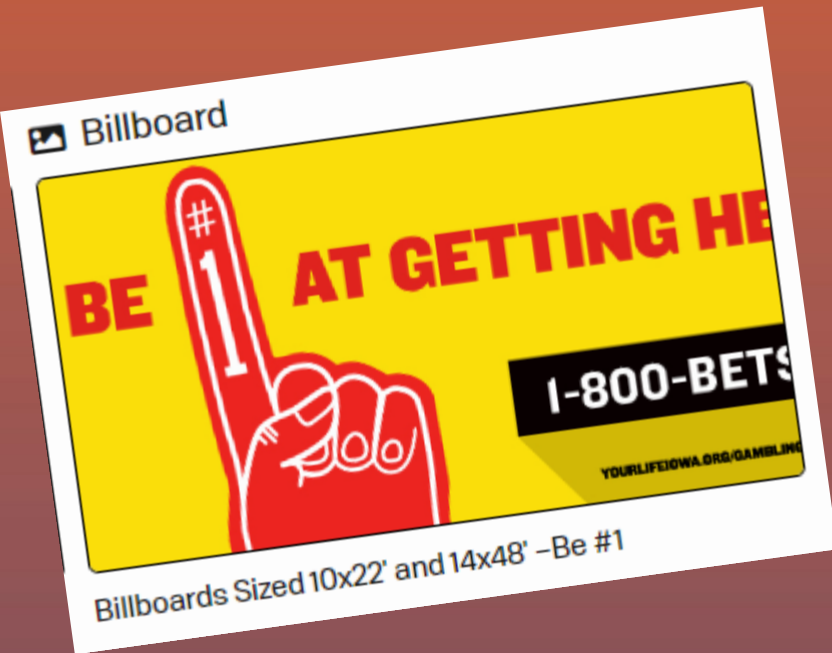
Facebook: Promoted



All Paid Social Options – Get Help for Them and You

## YLI MEDIA CAMPAIGNS | INTERVENTION

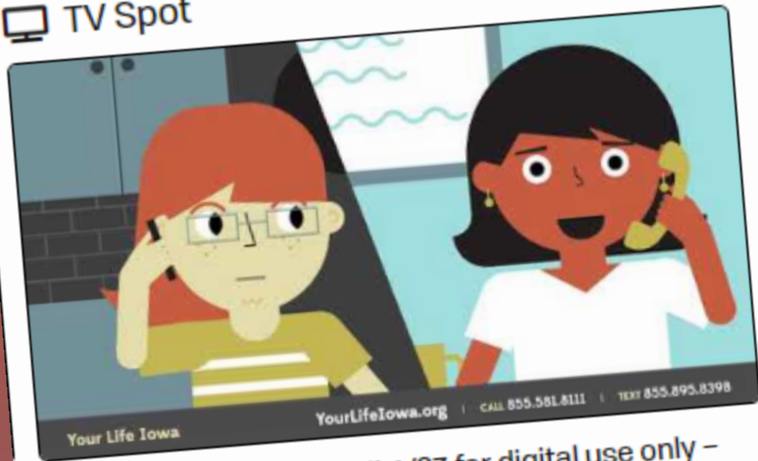
- Help for them and You (Gambling)
- Hurt to Much? (Gambling)
- Good Loser (Gambling)
- Everyday Life Support (Teens and Parents)
- Be #1 at Getting Help (Gambling)
- Say Something about Suicide (Suicide)
- There are People who Care (Suicide)
- Save a Life (Suicide)



## YLI MEDIA CAMPAIGNS | TREATMENT

- Pregnant and Post Partum Women
- Advice from Opioid users
- Be #1 at Getting Help (Gambling)
- Help for them and You (Gambling)

TV Spot



:30 TV Spot Licensed until 4/23 for digital use only –  
Turn to us

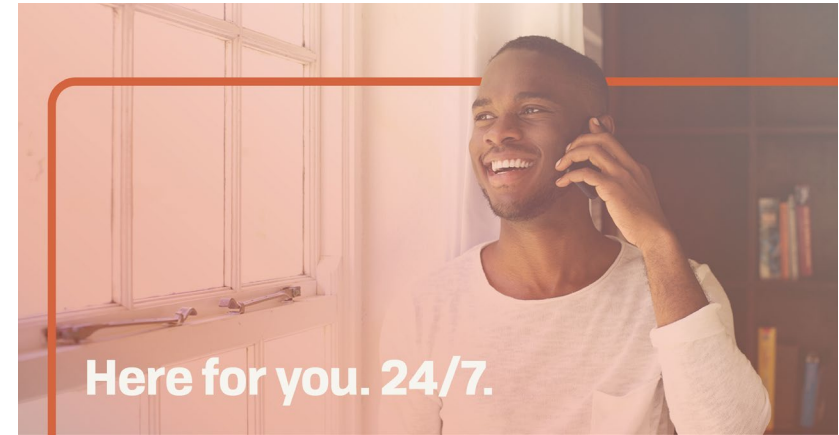
## YLI MEDIA CAMPAIGNS | RECOVERY

- Your Everyday Life Support

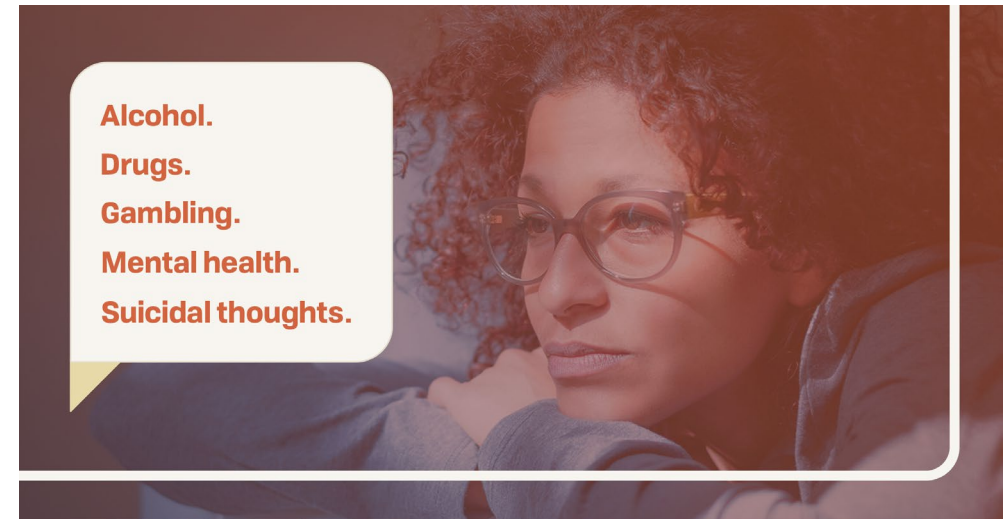


TV, Radio, Digital/Online, Social Media (FB), Print (Newspaper, Posters, Brochures, Business Card), and Media Requests (interviews, presentations)

- <https://yourlifeiowa.org/prevention/media-center>



Here for you. 24/7.



**Alcohol.**  
**Drugs.**  
**Gambling.**  
**Mental health.**  
**Suicidal thoughts.**

# YLI Media Center



# Your Life Iowa

## YOUR EVERYDAY LIFE SUPPORT

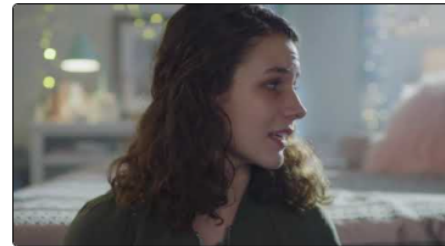
### YLI / Teens and Parents – Your Everyday Life Support

#### 👁 Campaign Overview



Campaign One-Sheet for all Elements – Your Everyday Life Support Teen and Adult

#### 📺 TV Spot



:30 TV Spot Licensed until 6/24 for Digital Use Only – Teen Version

#### 📺 TV Spot



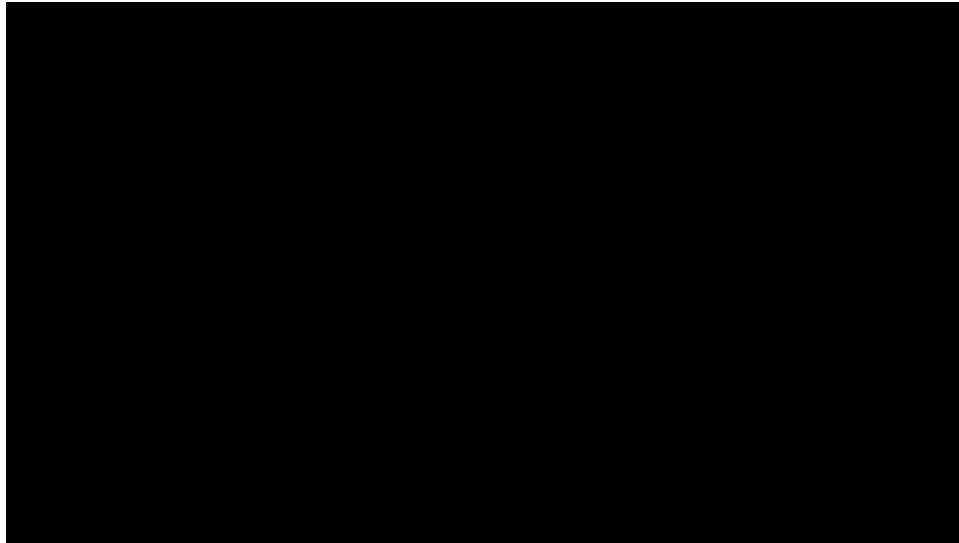
:30 TV Spot Licensed until 6/24 for Digital Use Only – Parent Version

This parent and teen campaign was developed specifically for teens as part of the Strengthening Youth grant project. Two TV Spots and several posters are available

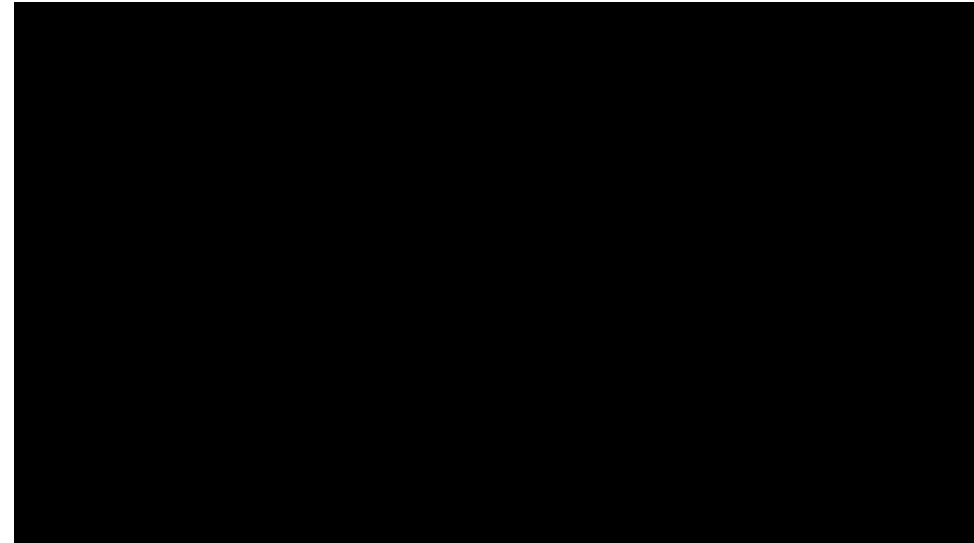
- <https://www.youtube.com/watch?v=5lqF8dDmJDA>
- <https://www.youtube.com/watch?v=0lqPmkbMXIA>

# Your Life Iowa

YOUR EVERYDAY LIFE SUPPORT



<https://www.youtube.com/watch?v=5lqF8dDmJDA>



<https://www.youtube.com/watch?v=0lqPmkbMXIA>

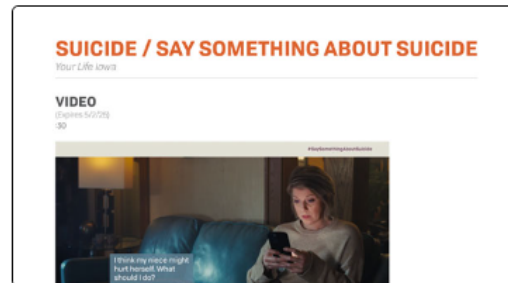
- YLI | Teens and Parents Campaign : <https://yourlifeiowa.org/prevention/media-center/222>

# Your Life Iowa

## YOUR EVERYDAY LIFE SUPPORT

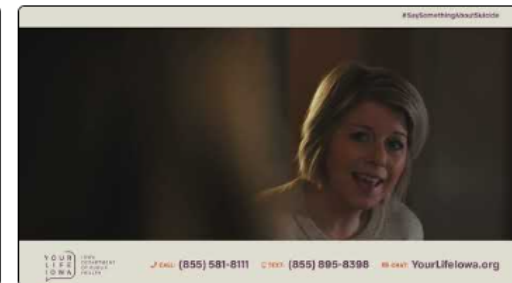
### SUICIDE / Prevention – Say Something About Suicide [SEE ALL](#)

#### 👁 Campaign Overview



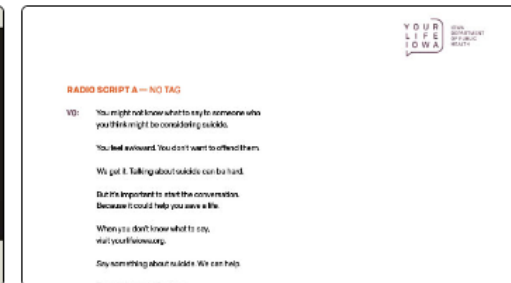
Campaign One-Sheet for all Elements – Say Something About Suicide

#### 📺 TV Spot



:30 TV Spot Digital and Traditional Licensed until 5/25 – Say Something About Suicide

#### 🎧 Radio



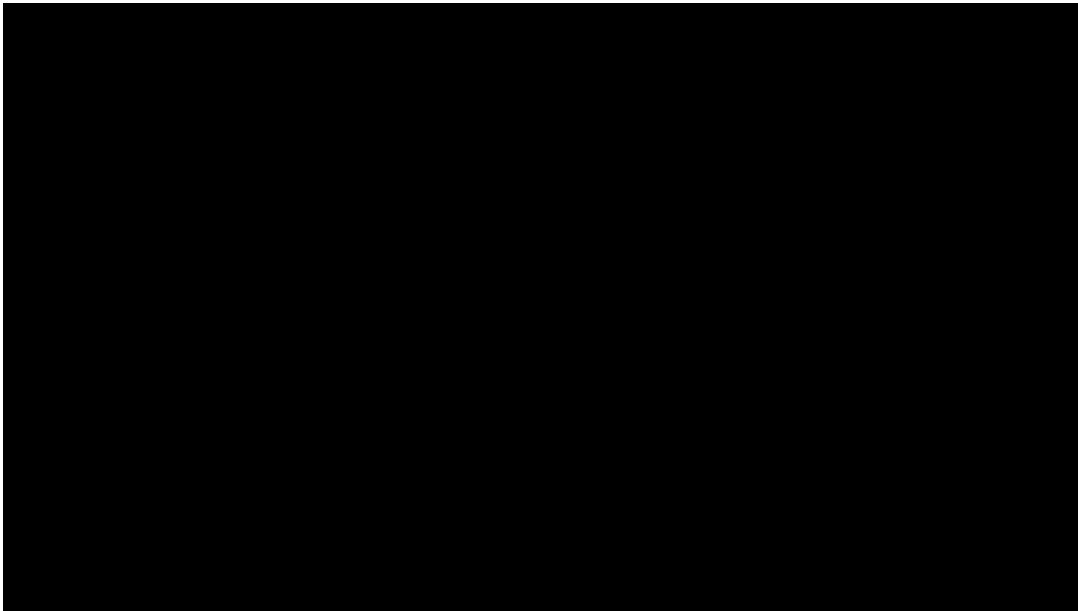
Scripts :30 Radio Spots – Say Something About Suicide

This two part campaign was developed specifically for young persons aged 10-24 and their influencers (teachers, peers, coaches, etc.) as a response to the current uptick in youth suicide.

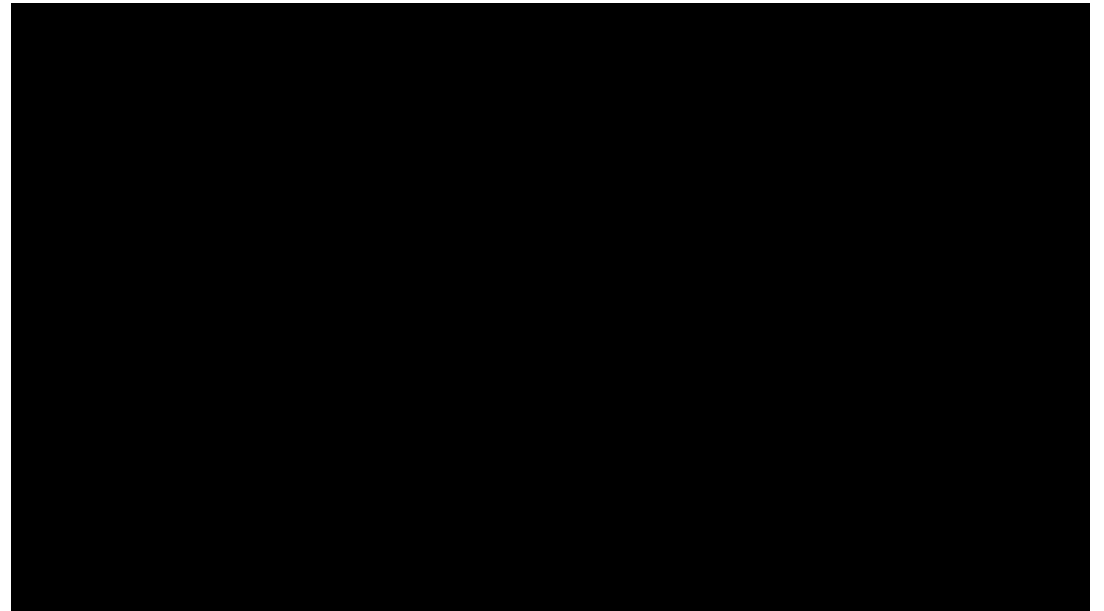
- Say Something About Suicide: <https://yourlifeiowa.org/prevention/media-center/321>
- There are People Who Care: <https://yourlifeiowa.org/prevention/media-center/322>

# Youth Suicide Prevention

SAY SOMETHING ABOUT SUICIDE



There Are People Who Care



**#SaySomethingAboutSuicide**

**Suicide Prevention | Conversation Starter Guides**

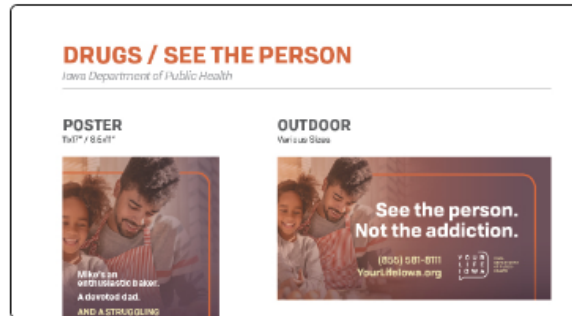
[https://yourlifeiowa.org/sites/default/files/2022-05/Suicide\\_Prev\\_Influencer\\_Conv\\_Guides\\_vF.pdf](https://yourlifeiowa.org/sites/default/files/2022-05/Suicide_Prev_Influencer_Conv_Guides_vF.pdf)

# Your Life Iowa

## YOUR EVERYDAY LIFE SUPPORT

### DRUGS / Anti-Stigma – See the Person [SEE ALL](#)

#### 👁 Campaign Overview



Campaign One-Sheet for all Elements-See the Person

#### 📺 TV Spot



:30 TV Spot Licensed until 8/7/23 – Mike

#### 📻 'A' Radio



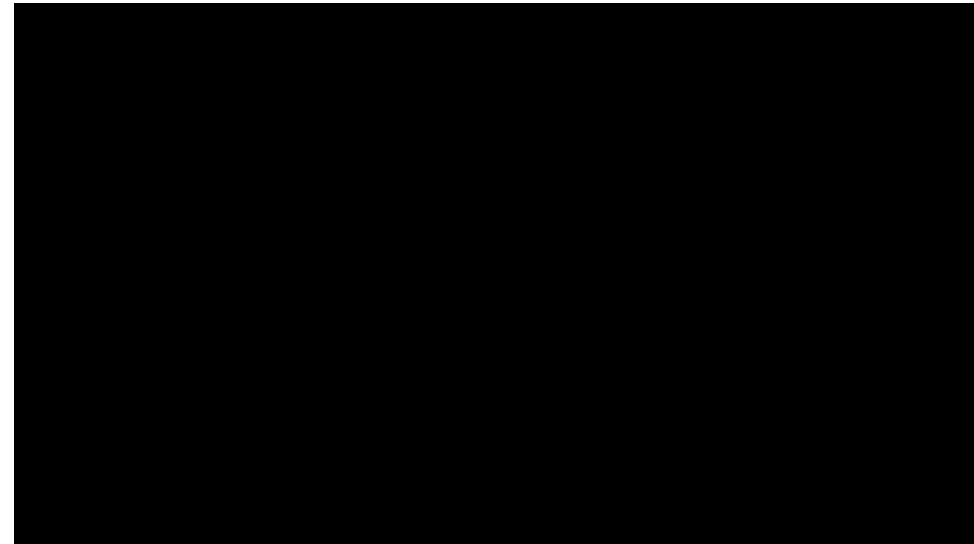
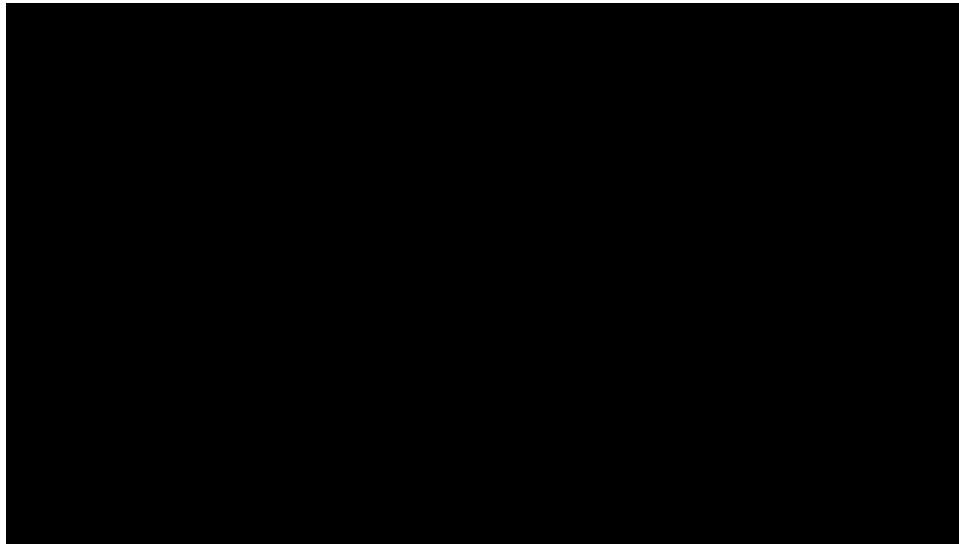
Spanish Produced :30 Licensed until 3/22/25 – What If – See the Person

Two anti-stigma campaigns were developed through funding from Iowa Strategic Opioid Response (SOR) Grant

- See the Person: <https://yourlifeiowa.org/prevention/media-center/243>
- It Starts With Us: <https://yourlifeiowa.org/prevention/media-center/268>

# Your Life Iowa

YOUR EVERYDAY LIFE SUPPORT



Two anti-stigma campaigns were developed through funding from Iowa Strategic Opioid Response (SOR) Grant

- See the Person: <https://yourlifeiowa.org/prevention/media-center/243>
- It Starts With Us: <https://yourlifeiowa.org/prevention/media-center/268>

# Your Life Iowa

YOUR EVERYDAY LIFE SUPPORT



## Fake Pills can cause real harm

- 263,000 views (1/15-2/13)

Conversation Starter:

<https://drive.google.com/file/d/1tPyvVXqWExK5UQMjom6DiKOT42xbJmgt/view?usp=sharing>

# Talk to your kids about fake pills and fentanyl. It could save their life.



You might not think your child would ever take pills that aren't theirs. But more and more kids are experimenting with pills to feel better, help them study, ease social anxiety and more.

What makes this especially dangerous is that fake pills with deadly levels of fentanyl are being found nationwide. Including here in Iowa. That's why it's so important to talk to your kids.

## WHAT IS FENTANYL?

Fentanyl is a synthetic opioid that's 50 times stronger than heroin. It only takes 2 mg of fentanyl (an amount that can fit on the tip of a pencil) to be deadly.

**Did you know**  
**NALOXONE COULD HELP REVERSE THE EFFECTS OF AN OPIOID OVERDOSE?**

Ask your pharmacist about getting naloxone for free. Find out more at [NaloxoneIowa.org](http://NaloxoneIowa.org).

Learn more at [YourLifeIowa.org/Fake-Pills](http://YourLifeIowa.org/Fake-Pills).

## WHAT SHOULD YOU KNOW ABOUT FAKE PILLS?

- Drug cartels are mass producing fake pills and falsely advertising them as real prescription medications to trick young people.
- Cartels often put fentanyl in these pills because it's cheap and highly addictive.
- These fake pills look almost exactly like real medications, such as Percocet®, Xanax® and Adderall®.
- Many fentanyl-laced fake pills can kill those who take them almost immediately.

## HOW DO KIDS GET THESE FAKE PILLS?

Oftentimes kids buy these pills on social media, believing they're real prescription drugs. Then they share them with their friends, not understanding how dangerous it can be.

## HELP YOUR CHILD CREATE AN EXIT PLAN.

Together with your child, pick an emoji or code word they can text you if they're pressured to take a pill that isn't theirs. Then you can call them and tell them you need to pick them up, giving them an out with their friends.

**Fake pills can cause real harm.**

- 📞 CALL: (855) 581-8111
- 📱 TEXT: (855) 895-8398
- 💬 CHAT: [YourLifeIowa.org](http://YourLifeIowa.org)

## How to talk to your kids about fake pills.



Talking to your kids about drugs can be tough, but here are some ways to get started. Remember, it's important you don't lecture. Instead, let them know you love them and just want to help them stay safe.

Learn more at [YourLifeIowa.org/Fake-Pills](http://YourLifeIowa.org/Fake-Pills).

	ELEMENTARY (5 TO 8)	PRETEEN/TWEENS (9 TO 12)	TEENS (13 TO 18)
WHAT TO KNOW ABOUT THIS AGE	At this age, kids can't understand long-term consequences, so you don't have to go into a lot of detail about what can happen to their brain.	Preteens and tweens are trying to figure themselves out and often listen to peers over parents.	By now, teens should understand the consequences of using substances, but it's important to keep reminding them.
MAIN TAKEAWAYS FOR YOUR KIDS	Tell your kids to never take any medicines from anyone other than you or a doctor because it could hurt them.	Remind them to never take any medicines that aren't theirs. Not only could it get them in trouble at home and school — it could seriously hurt them.	Having regular conversations about drugs lets them know that you love them and are there for them.
QUESTIONS TO ASK	What should you do if a friend tries to give you medicine? Who should you tell?	What can you say if someone wants you to try something like a pill? Do you know what could happen if you take something that isn't yours?	Did you know fake pills with fentanyl are in our community? What do you think could happen if you or a friend took even just one of these pills?



# ACCESS TO CARE & STIGMA



## WHY ACCESS AND STIGMA ARE IMPORTANT TO TALK ABOUT . . . .

- In Iowa, 77% of farmers have struggled personally or supported a loved one experiencing a Mental Illness.
- In the U.S., there are 350 individuals for every one (1) mental health provider.
- 47.2% of Iowans with a mental illness received no treatment.
- 17.1% of Iowa Youth have experienced at least 1 major depressive episode in the past year

## WHY ACCESS AND STIGMA ARE IMPORTANT TO TALK ABOUT . . . .

- The vast majority of individuals with a substance use disorder in the U.S. are not receiving treatment.
- 15.35% of adults had a substance use disorder in the past year (15.73 % in Iowa).
  - 93.5% did not receive any form of treatment.
- In 2020, there were 93,332 drug overdose deaths in the U.S.
  - Up 30% over pre-pandemic numbers
- 6.52% of Iowa Youth have experienced a substance use disorder in the past year.

Source: 2021 Bank Of Iowa Mental Health Outlook Survey & The State of Mental Health in America 2023

## WHY ACCESS AND STIGMA ARE IMPORTANT TO TALK ABOUT . . . .

- About 7 in 10 adult Iowans have gambled in the past year
  - About half in the past month
- About 1 in 4 (27%) adult Iowans know someone whose gambling maybe causing problems.
- 22% said that they have been negatively affected by other's gambling.
- About 315,000 adult Iowans have reported one or more gambling problem symptoms in the past year.



# Access to Care | Significant barriers

Not knowing where to go, what to do, where to start/ confused/ overwhelmed

A horizontal bar chart with seven bars of varying lengths, representing the frequency of different barriers. The bars are dark teal and extend from the left margin. The longest bar corresponds to 'Not knowing where to go, what to do, where to start/ confused/ overwhelmed', followed by 'Shame; fear of being judged/ appearing unsuccessful or weak', 'Feel alone and isolated/ nobody cares', 'Money/ intimidated by potential costs involved', 'Too many other responsibilities, commitments, and pressure/ lack of time', 'Seems too hard/ feels insurmountable', and 'Not trusting people'.

Shame; fear of being judged/ appearing unsuccessful or weak

Feel alone and isolated/ nobody cares

Money/ intimidated by potential costs involved

Too many other responsibilities, commitments, and pressure/ lack of time

Seems too hard/ feels insurmountable

Not trusting people

# Stigma



- Stigma is discrimination against an identifiable group of people, a place, or a nation.
- Stigma is associated with a lack of knowledge, a need to blame someone, fears about disease and death, and gossip that spreads rumors and myths.
- Stigma hurts everyone by creating more fear or anger toward ordinary people instead of focusing on the disease that is causing the problem.
- Stigma can make people more likely to hide symptoms or illness, keep them from seeking care immediately, and prevent individuals from adopting healthier behaviors.

# Stigma | Iowa

- Iowa residents are more stigmatizing of Opioid Use Disorders (OUD) than the US population.
- Surveyed Iowans report less willingness to interact with people with OUD in neighborhoods, as friends, and at work, compared to national averages.
- On a scale from 1 (lowest stigma) to 4 (highest stigma), Iowa's scale scores for public stigma and structural stigma were higher than the national average scale scores. However, Iowa's average scale scores for self-stigma and Medication for OUD (MOUD) stigma were lower than the national average.
- Iowans hold more stigmatizing (compared to the national average) views as it relates to hiring or having someone who is actively using an opioid as a supervisor or co-worker.

*Source: Shatterproof (2022) Stigma of Addiction: Iowa Baseline Survey.*

# Stigmatizing Language

**TABLE 1.** Recommendations for Nonstigmatizing, More Clinically Accurate Language

Avoid	Prefer
Abuse <sup>1-5</sup>	Use (or specify low-risk or unhealthy use; the latter includes at-risk/hazardous use, harmful use, substance use disorder, and addiction)
Addicted baby	Baby experiencing substance withdrawal
Addict, user, abuser, alcoholic, crack head, pot head, dope fiend, junkie	Person with (the disease of) addiction, a substance use disorder, or gambling disorder
Dirty vs clean urine <sup>24</sup>	Positive or negative, detected or not detected
Drunk, smashed, bombed, messed up, strung out	Intoxicated
Meth	Methamphetamine, methadone, methylphenidate
Medical marijuana	Consider using instead “cannabis as medicine”*
Misuse, problem <sup>†</sup>	More accurate terms include at-risk or risky use, hazardous use, unhealthy use to describe the spectrum from risky/at-risk/hazardous use through disorder
Inappropriate use	More accurate terms should specify what is meant
Fix	Dose, use
Binge <sup>‡</sup>	Heavy drinking episode
Relapse <sup>§,30</sup>	Use, return to use, recurrence (of symptoms) or disorder vs remission specifiers (early or sustained) as defined by DSM-5
Substitution, replacement, medication assisted treatment	Opioid agonist treatment, medication treatment, psychosocially assisted pharmacologic treatment, treatment
Smoking cessation <sup>  </sup>	Tobacco use disorder treatment, reduction or cessation of tobacco use <sup>32</sup>
Moderate drinking (or drug use)	Low- or lower-risk use
Detoxification	Withdrawal management, withdrawal

Saitz (2021) *Journal of Addiction Medicine*







YOUR LIFE IOWA  
HOW YOU CAN HELP | THE P OTENTIAL



# Your Life Iowa

## RECOVERY IS POSSIBLE! HOPE!

- Check out the stories at <https://yourlifeiowa.org/recovery>
- For those who are being harmfully impacted by their gambling, mental health, substance use, or have thoughts about suicide . . .
  - Usually a combination of treatment, developing a support system, including peer support, learning/implementing coping and life skills work for most people
- Treatment is available. Treatment works. Recovery is possible!
- YourLifeIowa.Support
  - Encouragement. One text at a time.
  - Messages designed to provide support, no matter what challenge you're facing.
  - Sign up at [YourLifeIowa.support](https://YourLifeIowa.support).

# Your Life – The Potential

We can accomplish great things with a coordinated effort

- Saving one life at a time
- Becoming the place where people turn to when they need help
- Educating the community about these challenges and normalizing them to reduce the stigma
- Uplift people who seek services and walk with them until engaged in services.
- Help facilitate change to remove barriers to accessing care and recovery pathways.

## YLI Mission:

Be the go-to resource for Iowans seeking information or help for gambling, mental health, substance use, suicide or other related concerns.

## YLI Vision:

Empower Iowans to learn about the issues and stigmas that surround individuals seeking information and/or help for gambling, mental health, substance use, suicide or other related concerns while connecting them with the appropriate services and support to lead them to a healthier lifestyle.

## WHAT IF?!

- What if every Iowan impacted by gambling, mental health, substance use, suicide or other crisis (personally or with a family/friend) knew where to start?
- What would be the impact on families, communities and the state?





# Thank You

Eric Preuss  
Your Life Iowa Project Director  
[yli@idph.iowa.gov](mailto:yli@idph.iowa.gov)







CALL:

**(855) 581-8111**



TEXT:

**(855) 895-8398**



CHAT:

**[YourLifelowa.org](https://YourLifelowa.org)**