

# Your Life Iowa

## SFY 2024 Annual Report

November 2024



# Table of Contents

Glossary.....	3
Acknowledgements.....	5
Executive Summary.....	6
Your Life Iowa Annual Report.....	8
Overview.....	8
Contacts.....	8
Contact Method.....	9
Unique Count of Individuals.....	10
Contact Topics.....	11
Average Contact Length.....	18
YourLifelowa.org Website.....	19
Social Media.....	20
Marketing.....	22
Outreach.....	23
Student ID Cards.....	24

# Table of Contents

## Tables

<b>Table 1:</b> Overall contacts (phone, text, chat, email, and mail) from Iowa area codes, non-Iowa area codes, and the total for SFY2024.....	8
<b>Table 2:</b> Total number of contacts per method type through Your Life Iowa during SFY 2024.....	9
<b>Table 3:</b> Number of contacts from Iowa area codes per contact method through Your Life Iowa during SFY 2024.....	9
<b>Table 4:</b> Unique individuals (non-duplicated) total and across each platform.....	10
<b>Table 5:</b> Unique individuals (non duplicated) total and across each platform.....	10
<b>Table 6:</b> Number of website sessions, page views, and returning visitors to YourLifelowa.org during SFY24.....	19
<b>Table 7:</b> Top ten website pages on YourLifelowa.org during SFY24, based on page views.....	19
<b>Table 8:</b> Top ten locations of website visitors.....	19

# Table of Contents

## Figures

<b>Figure 1:</b> Pie chart illustrating number of contacts per method type through Your Life Iowa during SFY 2024.....	9
<b>Figure 2:</b> Individuals who reached out to Your Life Iowa in SFY24 did so an average of 3.3 times each.....	10
<b>Figure 3:</b> Individuals who reached out to Your Life Iowa from Iowa area codes in SFY24 did so an average of 3.1 times each.....	10
<b>Figure 4:</b> Contact topics in SFY 2024 for all contacts.....	11
<b>Figure 5:</b> 1,363 contacts included a concern about gambling during SFY 2024.....	12
<b>Figure 6:</b> Categories of gambling-related concerns expressed by individuals in SFY 2024.....	12
<b>Figure 7:</b> 7,800 contacts included a concern about substance use (including drugs and alcohol) during SFY 2024...	14
<b>Figure 8:</b> Categories of substance-related concerns expressed by individuals in SFY 2024.....	14
<b>Figure 9:</b> 18,766 contacts included a concern about adult mental health during SFY 2024.....	15
<b>Figure 10:</b> Categories of adult mental health-related concerns expressed by individuals in SFY 2024.....	15
<b>Figure 11:</b> 2,956 contacts included a concern about youth mental health during SFY 2024.....	16
<b>Figure 12:</b> Categories of youth mental health-related concerns expressed by individuals in SFY 2024.....	16
<b>Figure 13:</b> Average contact length by type of contact.....	18
<b>Figure 14:</b> There were 399,839 visits to YourLifelowa.org during SF24.....	19
<b>Figure 15:</b> Top ways individuals access YourLifelowa.org.....	20
<b>Figure 16:</b> Organic reach on Your Life Iowa Facebook page was 57,772; paid reach was 1,324,444 during SFY24.....	20
<b>Figure 17:</b> Examples of organic and paid social media posts from the Your Life Iowa Facebook page during SFY24.....	21
<b>Figure 18:</b> Examples of print and digital advertising by ZLR Ignition for Your Life Iowa during SFY24.....	22
<b>Figure 19:</b> PCM Student Resource Fair in Prairie City, IA. March 2024.....	23
<b>Figure 20:</b> North Iowa Bulls hockey game in Mason City, IA. March 2024.....	23
<b>Figure 21:</b> Be the Light Glow Walk in Ottumwa, IA. September 2023.....	23
<b>Figure 22:</b> Drake University student suicide prevention walk in Des Moines, IA. September 2023.....	23
<b>Figure 23:</b> Southern Iowa Speedway race sponsor in Oskaloosa, IA. August 2023.....	23
<b>Figure 24:</b> Conference. March 2023.....	23
<b>Figure 25:</b> Figure 25: Example of YLI contact information on back of an ID card.....	24

## Glossary

**1-800-BETS-OFF:** Helpline and website devoted to raising awareness of gambling related harms. Available 24/7.

**Chat Contact:** Contacts to Your Life Iowa made via the chat platform on [YourLifelowa.org](http://YourLifelowa.org). Chat is the typed communication between the individual and YLI counselor. Chat is accessible on a desk top computer, tablet, or mobile phone. This service is available 24/7.

**Email Contact:** Contacts to Your Life Iowa through email to [yli@hhs.iowa.gov](mailto:yli@hhs.iowa.gov). Another way for email contact is through the Contact Us form on the Your Life Iowa website.

**Gambling:** Where an individual risks money or something of value on an unknown outcome in hopes of gaining something of value in return.

**Organic Facebook reach:** This is the number of people shown a post without the use of advertising.

**Paid Facebook reach:** This is the number of people shown a post with the use of advertising.

**Phone Contact:** Contacts to Your Life Iowa Individual via a phone call to 855-581-8111. This can be from a mobile phone or land line phone. This service is available 24/7.

**Social Determinants of Health (SDOH):** Sometimes individuals are seeking help for other concern. It may be around assault, daily needs, child abuse, or domestic violence. Other concerns could be about elders, family relationships, financial/job, or interpersonal relationships. It may also be loss/grief, natural disasters, physical health, or world events. For the purposes of this report, we call these Social Determinants of Health

**Text Contact:** Contacts to Your Life Iowa through texting on a mobile phone to 855-895-8398. This service is available 24/7.

**Unique Contact:** An individual or entity that is counted only once within a dataset, regardless of how many times they appear. This is often determined by a unique identifier, such as an email address, phone number, customer ID, or other distinct attribute.

**Website Session:** A period of interaction between a user and website. A session begins when a user accesses the website and ends when they navigate away from the website.

**Website User:** An individual visiting the Your Life Iowa website through a browser.

**Your Life Iowa:** The free 24/7 resource for individuals seeking help and support. Whether for gambling, mental health, substance use, suicide or a related concern. Help is available via phone (855-581-8111), text (855-895-8398), or chat ([YourLifeIowa.org](https://www.yourlifeiowa.org)). Visit [yourlifeiowa.org](https://www.yourlifeiowa.org) for more information.

# Acknowledgements

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## Funding

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

# Executive Summary

## Your Life Iowa Overview

Your Life Iowa (YLI) is a project funded by the Iowa Department of Health and Human Services (Iowa HHS). YLI supports the vision and mission of Iowa HHS. This includes providing services that protect and improve our health and resiliency. YLI services help support improved health outcomes for all Iowans.

YLI is a trusted 24/7 resource for all Iowans, whether its gambling, mental health, substance use, suicidal thoughts or a related concern. YLI serves as a beacon of hope that respects the individual courage it takes to reach out. There is no judgment, just help. YLI works to reduce the impact and stigma associated with reaching out for help.

Foundation 2 Crisis Services is the contractor for YLI since 2017. Foundation 2 Crisis Services is an Iowa-based nonprofit human service agency. They have provided prevention and crisis intervention programs since 1970.

In SFY 2024, Foundation 2 Crisis Services' expenses for YLI totaled \$1,336,720.12.

### State Appropriations

Addiction Services: \$200,000

Suicide Prevention: \$50,000

Children's Mental Health: \$231,000

**Total: \$481,000**

### Federal Appropriations

Substance Abuse Block Grant: \$281,319.21

Mental Health Block Grant: \$545,400.91

Zero Suicide Prevention Grant: \$28,650.00

**Total: \$855,370.12**

### Key Accomplishments

SFY 2024 marked the seventh year since the launch of Your Life Iowa. Since 2017, YLI has received over 200,000 contacts and more than 2 million visits to [YourLifelowa.org](http://YourLifelowa.org).

Key accomplishments during SFY 2024 include:

- Answered 50,955 contacts via phone, text, chat, email, and mail to Your Life Iowa (includes 1- 800-BETS OFF calls). The number of contacts increased by approximately 8-percent over SFY 2023.
- 399,839 users visited [YourLifeIowa.org](http://YourLifeIowa.org). This resulted in 465,160 sessions and 713,912 page views.
- YLI media placements resulted in 57,398,977 impressions, 227,872 clicks to the website. Platforms include Snapchat, Facebook, television, radio, YouTube, billboards, programmatic banners and more.
- Launched in October 2024, the Your Life Iowa Resource Center received over 1,750 orders. The Your Life Iowa Resource Center has over 400+ items (including 30+ Spanish items). These items can assist efforts to educate and inform the public. All items on the Your Life Iowa Resource Center are free.
- The new [Maternal Health](#) section of [yourlifeiowa.org](http://yourlifeiowa.org) launched in May 2024. These new pages provide a wealth of helpful perinatal depression information and resources. The first two months resulted in 511 visits by 136 individuals.

## YLI Strategic Priorities

The YLI Strategic Foundation from SFY 2022 provides a map and outline for YLI through June 2027. It includes goals to for growth in awareness and use of YLI services. This includes reaching 85% unaided brand awareness of YLI. It also includes 85% engagement of those referred to services.

## YLI and Care Continuum

The YLI Strategic Foundation addresses the needs of Iowans across the care continuum. The plan includes offering messaging and support to all Iowans. Our goal is to reach individuals across all ages and stages of life and support their health and wellness.

## YLI Pillars

Focus group work from FY 2019 identified key barriers to accessing care for Iowans. This work led to the development what 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.



# Your Life Iowa Annual Report

This document contains the Your Life Iowa 2024 Annual Report. This report covers the time from July 1, 2023, to June 30, 2024.

## Overview

Your Life Iowa (YLI) is a free statewide resource where individuals can turn to. Whether it's about gambling, mental health, substance use, suicidal thoughts or related concern. YLI provides trusted information, resources and support. YLI is available 24/7 via phone, online chat, text, or at [yourlifeiowa.org](http://yourlifeiowa.org).

YLI services are for all Iowans, regardless of age, income, or location. Limited support is also available via email at [yli@hhs.iowa.org](mailto:yli@hhs.iowa.org) or the Contact Us form at [yourlifeiowa.org](http://yourlifeiowa.org). Visit [yourlifeiowa.org](http://yourlifeiowa.org) for helpful information and resources on many topics. Like us on Facebook at <https://www.facebook.com/YourLifeIowa/>.

Foundation 2 Crisis Services is the contractor for YLI since 2017. Foundation 2 Crisis Services is an Iowa-based nonprofit human service agency. They have provided prevention and crisis intervention programs since 1970.

YLI counselors provide gentle, non-judgmental listening and guidance. They will provide callers with information and connect them to the help they may be seeking.

## Contacts

Since the launch of YLI in July 2017, there have been approximately 200,000 contacts made to Your Life Iowa. Contact numbers have increased about 600% since 2017.

Your Life Iowa's mission is to be the go-to resource for Iowans. Because of this, YLI does not block non-Iowa area codes. This ensures Iowans with out-of-state area codes can reach YLI. About 12% of the total contacts are from non-Iowa area codes.

Contacts From Iowa Area Codes	Contacts From Non-Iowa Area Codes	Total Contacts
41,778	9,177	50,955

Table 1: Overall contacts (phone, text, chat, email, and mail) from Iowa area codes, non-Iowa area codes, and the total for SFY 2024.

Additional data points include:

- Contact methods (phone, text, chat, email and mail)
- Unique contacts (number of non-duplicated individuals who contacted YLI)
- Topic(s) discussed during contacts (gambling, mental health, substance use, suicide, and social determinants of health)

# Contact Method

## All Contacts

Phone remains the primary way individuals reach out to Your Life Iowa. Phone contacts make up 81% of YLI contacts. In SFY 2024, we saw a new trend with an increase in text and chat contacts. Text contacts from Iowa area codes increased 99% from SFY 2023.

All Contacts	Phone Contacts	Text Contacts	Chat Contacts	Email Contacts	Mail Contacts	Total
Number of Contacts	41,506	5,171	4,059	170	49	50,955
Percent	81%	10%	8%	<1%	<1%	100%

Table 2 : Total number of contacts per method type through Your Life Iowa during SFY 2024. This includes contacts from Iowa area codes and non-Iowa area codes.

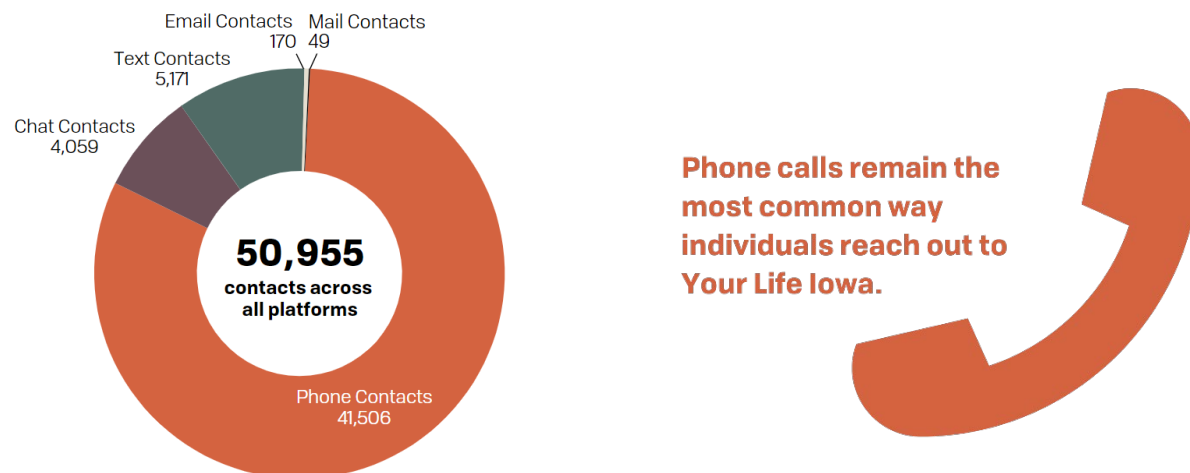


Figure 1: Pie chart illustrating number of contacts per method type through Your Life Iowa during SFY 2024. This includes contacts from Iowa area codes and non-Iowa area codes. Total contacts across all platforms (50,955); phone contacts (41,506); chat contacts (4,059); text contacts (5,171); email contacts (170); mail contacts (49). Phone calls remain the most common way individuals reach out to Your Life Iowa.

## Iowa Area Code Contacts

Iowa Contacts	Phone Contacts	Text Contacts	Chat Contacts	Email Contacts	Mail Contacts	Total
Number of Contacts	34,094	4,497	2,968	170	49	41,779
Percent	82%	11%	7%	<1%	<1%	100%

Table 3: Number of contacts from Iowa area codes per contact method through Your Life Iowa during SFY 2024.

## Unique Count of Individuals

Individuals can reach out to YLI when and how it works best for them. Sometimes individuals call once and receive the support they need. Sometimes, an individual may reach out more than once for support from a YLI counselor. Below shows the unique count of individuals and the total number of contacts per contact type.

### Unique Count of Individuals and Total Contacts ( All Contacts)



Figure 2: Individuals who reached out to Your Life Iowa in SFY24 did so an average of 3.3 times each. This includes contacts from Iowa and non-Iowa area codes.

Contact Type	Contacts	Unique Individuals
All	50,955	15,407
Phone	41,506	12,187
Chat	4,059	1,368
Text	4,171	2,623
Email	171	121

Table 4: Unique individuals (non-duplicated) total and across each platform. Includes contacts from Iowa and non-Iowa area codes. 50,955 overall contacts were received from 15,407 unique individuals; 41,506 phone contacts were received from 12,187 unique contacts; 4,059 chat contacts were received from 1,368 unique contacts; 5,171 text contacts were received from 2,623 unique contacts; 171 email contacts were received from 121 unique contacts.

### Unique Count of Individuals and Total Contacts (Iowa Area Codes)



Figure 3: Individuals who reached out to Your Life Iowa from Iowa area codes in SFY24 did so an average of 3.1 times each.

Platform	Contacts	Unique Individuals
All	41,778	13,570
Phone	34,094	10,867
Chat	2,968	1,151
Text	4,497	2,274
Email	171	121

Table 5: Unique individuals (non duplicated) total and across each platform. 41,778 overall contacts were received from 13,570 unique individuals; 34,095 phone contacts were received from 10,867 unique individuals; 2,968 chat contacts were received from 1,151 unique individuals; 4,497 text contacts were received from 2,274 unique individuals; and 171 email contacts were received from 121 unique individuals.

## Contact Topics

Your Life Iowa users have questions or concerns and will reach out for themselves or a loved one. During SFY 2024, on average, there were 1.19 topics mentioned per contact.

Tracked topic areas are:

### Gambling

- Mental Health (adult)
- Mental Health (youth)
- Substance Use (including alcohol)
- Suicide/Homicide (including Zero Suicide Grant contacts)
- Social Determinants of Health

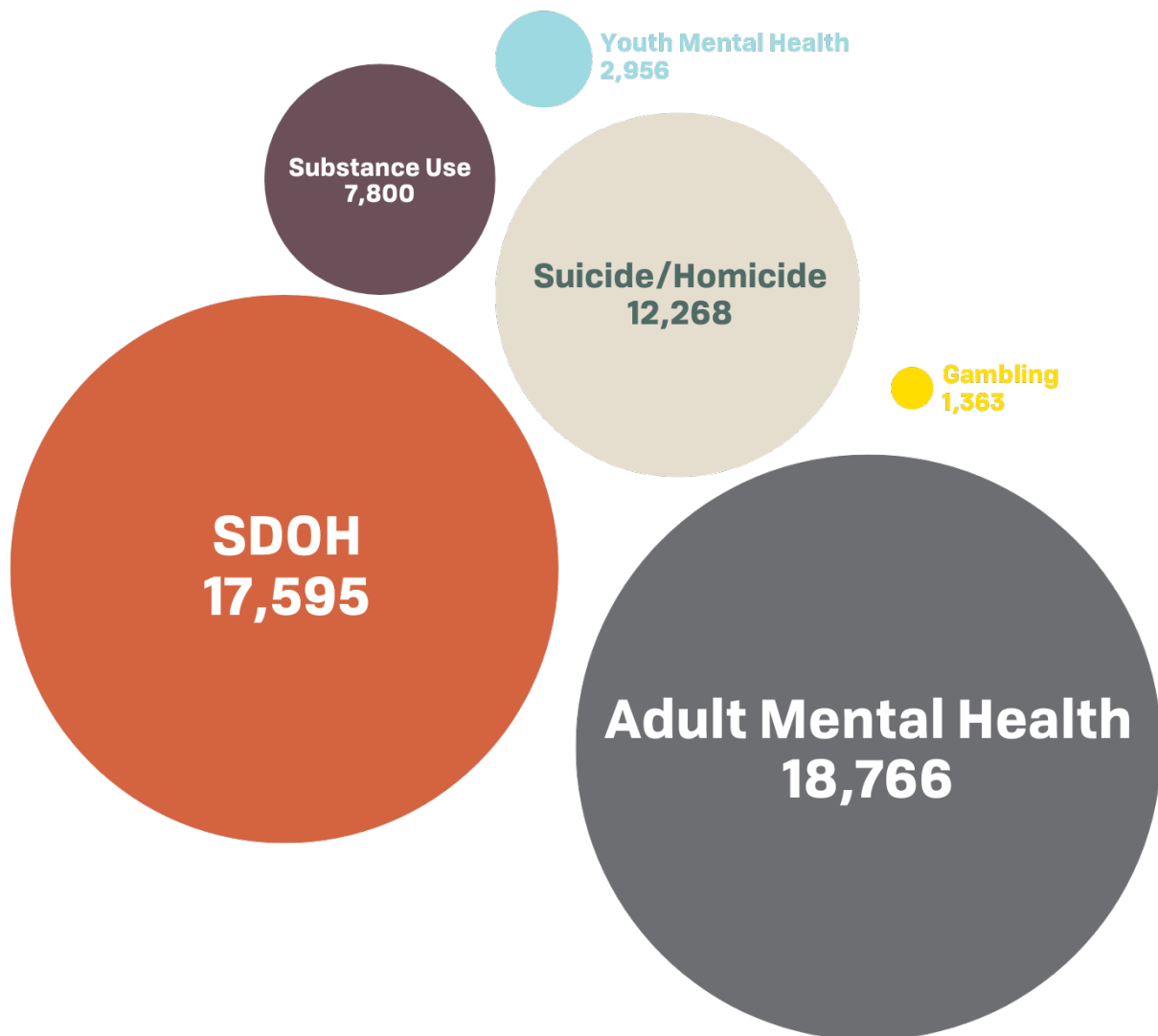


Figure 4: Contact topics in SFY 2024 for all contacts. Includes all contacts from Iowa and non-Iowa area codes. Topics are Adult Mental Health (18,766), Social Determinants of Health (17,595), Suicide/Homicide (12,268), Substance Use (7,800), Youth Mental Health (2,956), Gambling (1,363).

## Gambling-Related Concerns

Gambling comes in many forms. Often, more than one type of gambling activity comes up when individuals reach out to 1-800-BETS OFF or YLI.



**1,363**

**contacts included a concern about gambling**

Figure 5: 1,363 contacts included a concern about gambling during SFY 2024. This includes Iowa and non-Iowa area codes.

## Types of Concerns

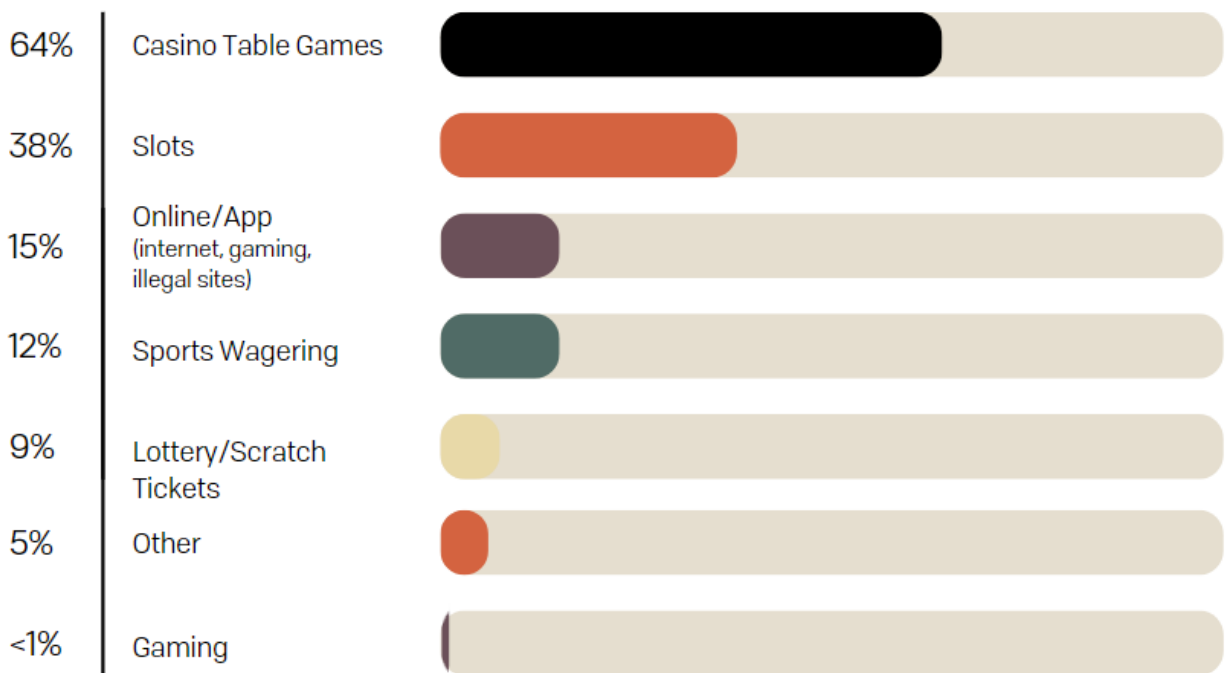
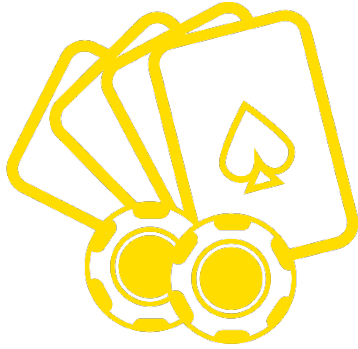


Figure 6: Categories of gambling-related concerns expressed by individuals in SFY 2024. A contact can include multiple concerns. Includes all contacts from Iowa and non-Iowa area codes. Casino table games (64%), slots (38%), Online/App (15%), Sports Wagering (12%), Lottery/Scratch Tickets (9%), Other (5%), Gaming (1%).



## Anthony's Story

Anthony\* called Your Life Iowa looking for resources to help him stop gambling. His casual visits to the casino with his friends had become daily visits by himself. He reported emptying his savings account to fund his casino gambling. There was fear his wife would discover his financial losses. Especially if he was unable to pay upcoming bills and expenses. Anthony did not endorse any plan or intent to harm himself.

The YLI counselor whom Anthony talked to empathized with his struggles. Together they explored options for help for his gambling related behaviors. This included self-exclusion from the casino. Anthony mentioned that he was open to getting help. The YLI counselor called the local problem gambling treatment center with Anthony. The hand off was successful and Anthony learned about the help available to him.

*\*Name and identifying details have been changed to protect client's identity.*

## Substance Use-Related Concerns

Substance use-related contacts often include more than one type of substance use. The data below includes Iowa and non-Iowa area codes.



Figure 7: 7,800 contacts included a concern about substance use (including drugs and alcohol) during SFY 2024. This includes Iowa and non-Iowa area codes.

## Types of Concerns

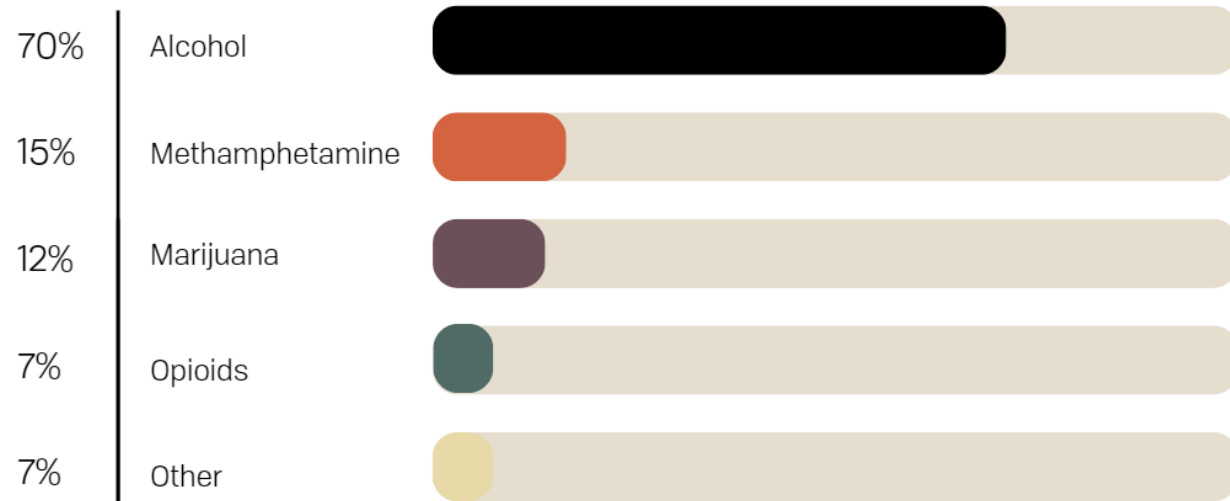


Figure 8: Categories of substance-related concerns expressed by individuals in SFY 2024. A contact can include multiple concerns. Includes all contacts from Iowa and non-Iowa area codes. Alcohol (70%), Methamphetamine (15%), Marijuana (12%), Opioids (7%), Other (7%).

## Adam's Story

Adam\*, a 42-year-old man, had struggled with methamphetamine use for years. Use to his substance use, he had lost custody of his children. He was also in danger of losing his home. He knew he wanted to change but wasn't sure where to go. Adam called Your Life Iowa.

On the phone, the YLI counselor listened to Adam's story. The counselor empathized with him and explored treatment options. Adam was seeking a same-day evaluation, residential options, and outpatient treatment. The YLI counselor provided contact information about help that was close by. The YLI counselor scheduled a follow-up to ensure Adam connected with treatment services. Upon the follow-up, Adam reported that he'd connected with support in his community. Adam shared he felt much more prepared to handle his crisis.

\*Name and identifying details have been changed to protect client's identity.

## Adult Mental Health-Related Concerns

Adult mental health-related contacts often cover a variety of concerns and behaviors. A single contact may have more than one concern. The data below includes Iowa and non-Iowa area codes. Adults are individuals age 18 and over.

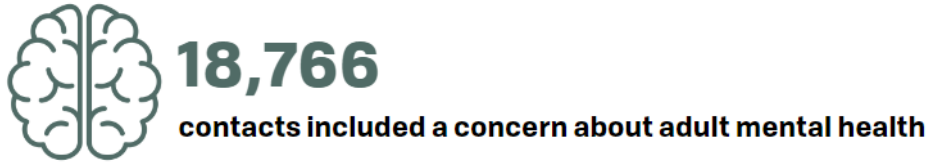


Figure 9: 18,766 contacts included a concern about adult mental health during SFY 2024. This includes Iowa and non-Iowa area codes.

## Types of Concerns

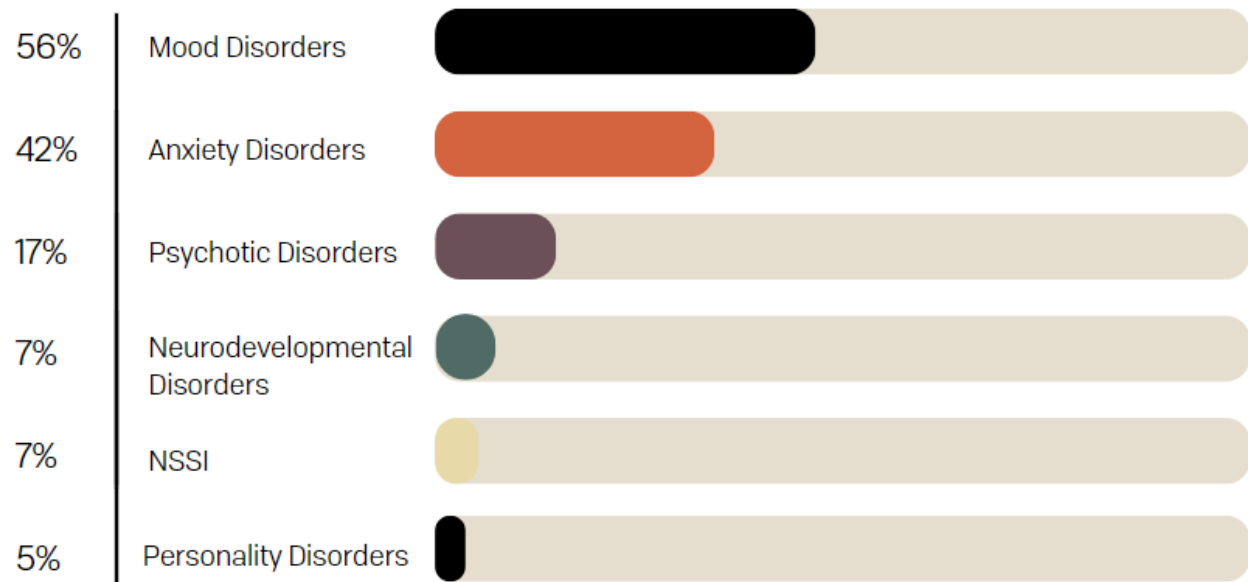


Figure 10: Categories of adult mental health-related concerns expressed by individuals in SFY 2024. A contact can include multiple concerns. Includes all contacts from Iowa and non-Iowa area codes. Mood Disorders (56%), Anxiety Disorders (42%), Psychotic Disorders (17%), Neurodevelopmental Disorders (7%), NSSI (7%), Personality Disorders (5%).



## Youth Mental Health-Related Concerns

Youth mental health-related concerns often cover a variety of concerns. A single contact can include more than one concern. The data below includes Iowa and non-Iowa area codes. Youth are individuals age 0-17.



**2,956**

**contacts included a concern about youth mental health**

Figure 11: 2,956 contacts included a concern about youth mental health during SFY 2024. This includes Iowa and non-Iowa area codes.

### Types of Concerns

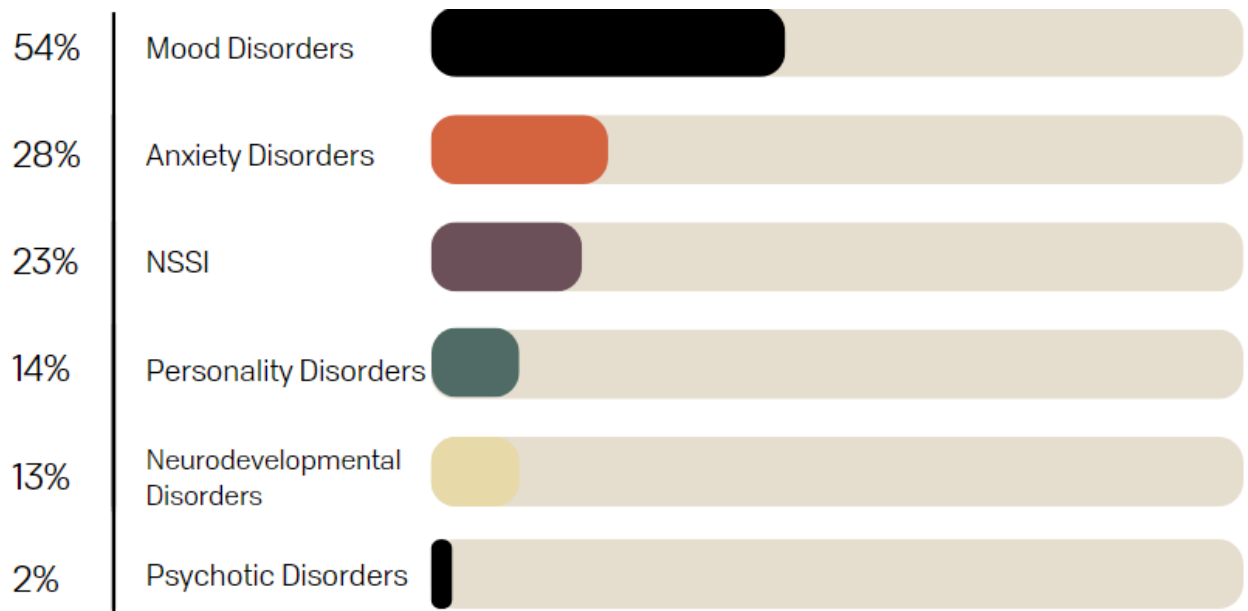


Figure 12: Categories of youth mental health-related concerns expressed by individuals in SFY 2024. A contact can include multiple concerns. Includes all contacts from Iowa and non-Iowa area codes. Mood Disorders (54%), Anxiety Disorders (28%), NSSI (23%), Personality Disorders (14%), Neurodevelopmental Disorders (13%), Psychotic Disorders (2%).

## Melanie's Story

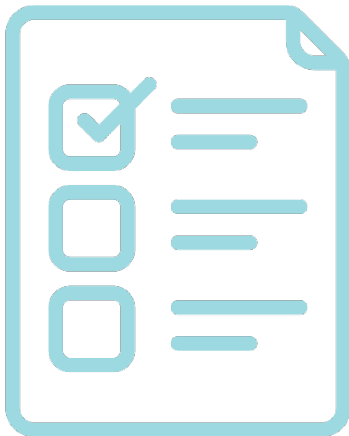


Melanie\*, a 34-year-old woman, contacted Your Life Iowa struggling with anxiety. She was hopeful about a new medication she started two weeks ago. She was now worried there might not be other options if this medication did not work as she hoped. Melanie said her friends didn't understand. She also reported a strained relationship with her family. They had shared concerns with her about her health and finances.

Melanie disclosed a history of suicidal ideation. She denied any recent or current thoughts of suicide. The YLI counselor empathized with Melanie, listening to her concerns. Together, they practiced skills to help her stay grounded. They also explored other coping skills she could use during the coming week. Melanie thanked the YLI counselor for listening. The YLI counselor encouraged Melanie to call back any time.

*\*Name and identifying details have been changed to protect client's identity.*

## Jordan's Story



Jordan\*, a 14-year-old boy, contacted YLI for support with his anxiety. He reported he had a recent therapy appointment, and his anxiety was increasing. Jordan shared he liked talking to his therapist. He was unsure why his anxiety has been increasing after therapy. The YLI counselor listened and validated his uncertainty and concerns. Jordan shared his fear about how he would cope between appointments. Jordan reported concern that he would not be able to manage his symptoms on his own.

The YLI counselor explored with Jordan in-the-moment support and coping skills. Jordan developed a list of grounding techniques with the YLI counselor. Jordan stated he'd try them when he feels stressed or anxiety. Jordan also talked about his relationship with his parents. He planned for how he could talk to them between therapy sessions. The YLI counselor let Jordan know that Your Life Iowa was always available when he needs to talk. Jordan said he felt calmer and was grateful for the help in developing a plan.

*\*Name and identifying details have been changed to protect client's identity.*

## Average Contact Length

Every phone call, text exchange, and chat is different. Our YLI counselors listen without judgement. They respond to best serve everyone reaching out to YLI. The length of contact varies based on the type of concern and nature of the contact. Contact length is in minutes and seconds (mm:ss).



### Phone Contacts

9:24



### Text Contacts

36:06



### Chat Contacts

50:36

*Figure 13: Average contact length by type of contact. Includes contacts from Iowa and non-Iowa area codes. Phone Contacts (9 minutes, 24 seconds), Text Contacts (36 minutes, 6 seconds), Chat Contacts (50 minutes, 36 seconds).*

## YourLifelowa.org Website

The Your Life Iowa website contains extensive educational resources. Our robust resource center features dozens of digital and printed materials for use by partners across the state. There are many different pages on the website with information and resources about alcohol, drugs, gambling, mental health. Learn more about suicide, maternal health and recovery. Each topic area shares helpful warning signs and local resources. There are also special sections for parents, teens, and college students.

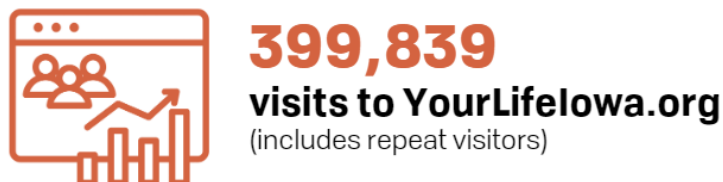


Figure 14: There were 399,839 visits to YourLifelowa.org during SF24. This includes repeat visitors

Website Sessions	Page Views	Returning Visitors
465,160	713,912	27,447

Table 6: Number of website sessions, page views, and returning visitors to YourLifelowa.org during SFY24.

Top Ten Pages		
1	Gambling	74,002
2	Facility Locator	57,111
3	Children's Mental Health	32,919
4	Alcohol	26,295
5	Fake Pills	21,361
6	Fentanyl	18,741
7	Resource Center	16,049
8	Help for Parents	15,823
9	Drugs	15,198
10	Suicide	15,160

Table 7: Top ten website pages on YourLifelowa.org during SFY24, based on page views. Homepage visits have been omitted.

Top Ten Visitor Locations		
1	Chicago	25,897
2	Omaha	21,496
3	Des Moines	16,584
4	Minneapolis	15,658
5	Cedar Rapids	6,745
6	Davenport	5,317
7	Sioux City	5,274
8	Iowa City	5,274
9	Dubuque	3,787
10	West Des Moines	3,397

Table 8: Top ten locations of website visitors. 83,815 users' location was no set and is not included in the data set.

## Site Access

Individuals visited YourLifelowa.org in a variety of ways. Mobile visits remain our most popular way to access the site.



Figure 15: Top ways individuals access YourLifelowa.org. Mobile visits (271,384); desktop visits (106,355); tablet visits (17,596).

## Social Media

The Your Life Iowa Facebook page features regular organic and paid content. Content focuses on education and raising awareness about each YLI covered topic. It could be about alcohol, drugs, gambling, mental health or suicidal thoughts. We also talk about the services offered by YLI. This year, our social media strategy expanded to include Facebook reels and stories. Remember to "like us" and follow us at <https://www.facebook.com/YourLifelowa/>.



Figure 15: Your Life Iowa Facebook page reach was 1,382,216 through organic and paid social posts during SFY24.



Figure 16: Organic reach on Your Life Iowa Facebook page was 57,772; paid reach was 1,324,444 during SFY24.

## Examples of Social Media Posts

**Your Life Iowa**  
Published by Jena Schoenhofer  
July 20 · 🌐

We support Iowans making safe, healthy decisions!

**Arnolds Park Amusement Park**  
Amusement & Theme ...

Free Shuttles for all the concerts this summer courtesy of Your Life Iowa!  
Tonight: Everclear, with special guest Kory and the Fireflies, is performing for our... See more

**Your Life Iowa**  
Published by Jena Schoenhofer  
March 13 · 🌐

Experiencing a crisis can be scary. Remember, you don't have to do it alone.  
Learn more about available crisis services at: <https://yourlifelowa.org/behavioral-health-crisis-services>

**Crisis: any stress or pressure that has become too great for you to cope with alone.**

**YOUR LIFE IOWA**  
Iowa HHS

**YourLifelowa.org**

**Your Life Iowa**  
Published by Jena Schoenhofer  
February 21 · 🌐

Questions about gambling, substance use, mental health or suicide, we can help. Our compassionate, nonjudgmental counselors are available 24/7. And it's free.

**Whatever you're facing, turn to us.**

**YOUR LIFE IOWA**  
Iowa HHS

**YourLifelowa.org**

**Your Life Iowa**  
Published by Jena Schoenhofer  
April 11 · 🌐

Drinking too much alcohol can be harmful to your health. Take our quick alcohol use quiz on yourlifelowa.org to check your drinking habits. If you have questions or concerns about your or someone else's alcohol use, we can help. #NationalAlcoholScreeningDay

**National Alcohol**

How many drinks containing alcohol do you have on a typical day when you're drinking?  
1 or 2  
3 or 4  
5 or 6  
7, 8 or 9  
10 or more

See the complete alcohol screening at [yourlifelowa.org/alcohol](http://yourlifelowa.org/alcohol)

How often do you have a drink containing alcohol?  
Never  
Monthly or less  
2 to 4 times per month  
2 to 3 times per week  
4 or more times per week

**Your Life Iowa**  
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Don't know what to do with unused prescriptions? Dispose of them safely at one of the 400+ Drug Take Back boxes around Iowa.

**Safely dispose of old prescriptions in 3 easy steps**

**STEP 1:** Find a Drug Take Back Box near you.  
**STEP 2:** Drop off the prescriptions.  
**STEP 3:** Be on your way!

**Drop Off** **GO ON**

[CDC.IOWA.GOV/PROGRAMS/PRESCRIPTION-DRUG-TAKE-BACK](https://www.cdc.gov/programs/prescription-drug-take-back/)  
**Everyday can be Drug Take Back Day**  
Protect people and our water

**Your Life Iowa**  
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Is your child struggling with mental health? Your Life Iowa opens doors to the best treatment options for your family.

**Leave Me Alone!**

[HTTPS://YOURLIFEIOWA.ORG/CHILDRENS-MENTAL-HEALTH](https://yourlifelowa.org/childrens-mental-health/)  
**GET HELP FOR YOUR CHILD.**  
Find mental health support.

Figure 17: Examples of organic and paid social media posts from the Your Life Iowa Facebook page during SFY24.

# Marketing

Your Life Iowa used several platforms to raise awareness and promote YLI across Iowa. YLI is grateful for the work of our partners, ZLR Ignition, Learfield and Iowa HHS.

Various TV platforms, social media (Facebook, Snapchat, LinkedIn and YouTube) featured YLI. YLI was also featured on Google, in movie theaters, and bar and gym flyers and coasters.

Topics include:

- Substance use
- Fake pills
- Mental health
- Children's mental health
- Overdose prevention
- Service promotion

## Advertising Examples

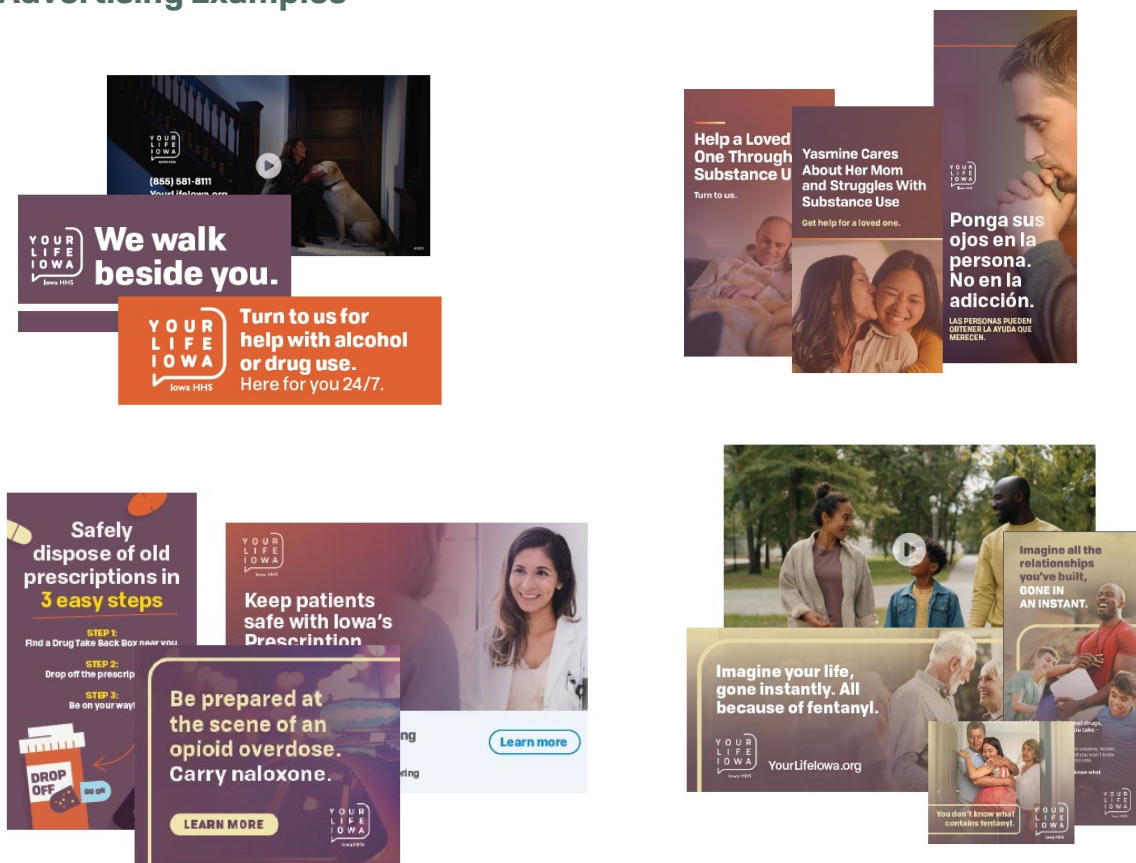


Figure 18: Examples of print and digital advertising by ZLR Ignition for Your Life Iowa during SFY24.

# Outreach

Outreach efforts focused on connecting lowans with Your Life Iowa’s services. Your Life Iowa sponsored and attended many community events across the state.



Figure 19: PCM Student Resource Fair in Prairie City, IA. March 2024.



Figure 20: North Iowa Bulls hockey game in Mason City, IA. March 2024.



Figure 21: Be the Light Glow Walk in Ottumwa, IA. September 2023.



Figure 22: Drake University student suicide prevention walk in Des Moines, IA. September 2023.



Figure 23: Southern Iowa Speedway race sponsor in Oskaloosa, IA. August 2023.



Figure 24: Conference. March 2023.



## Student ID Cards | Iowa House File 602



Figure 25: Example of YLI contact information on back of an ID card.

Back in June 2023, the Governor signed Iowa House File 602. This bill requires YLI Contact information to be on student identification cards. This bill went into effect July 1, 2023. Students can now look at their student id to find a safe and trusted support to ask questions or share concerns. Whether about gambling, mental health, substance use, suicidal thoughts or related concern. Your Life Iowa counselors help teens process difficult situations. They answer questions. They have conversations about wellness. They help create a safety plan when individuals are in the midst of a crisis.

### Resources

Free related resources are available at [yourlifeiowa.org/student-id](https://yourlifeiowa.org/student-id). These resources include:

- Digital design templates
- Email/letter template for students and parents
- Conversation guides
- Frequently asked questions
- YourLifelowa.Support – free supportive messaging subscription