

Your Life Iowa

Your Everyday Life Support

Alcohol, Drugs, Gambling, Mental Health, Suicide, and more . . .

Iowa Mental Health Planning and Advisory Council

May 18, 2022



IOWA
DEPARTMENT
OF PUBLIC
HEALTH

Your Life Iowa

FUNDED BY THE IOWA DEPARTMENT OF PUBLIC HEALTH AND DEPARTMENT OF HUMAN SERVICES

- Go to resource for Iowans
- Information, help and referrals for substance use, gambling, suicide, mental health, and more.
- Confidential & Free - Available 24/7/365
- Help is offered by experts in the field dedicated to the health of Iowans
- Website: yourlifeiowa.org
- Supportive Text Messaging: yourlifeiowa.support

 CALL:

(855) 581-8111

 TEXT:

(855) 895-8398

 CHAT:

YourLifelowa.org

Where it Began – The Why

POPULATION ESTIMATES (18 AND OLDER)

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%
- 7% needed treatment but did not receive

Other Substance Use

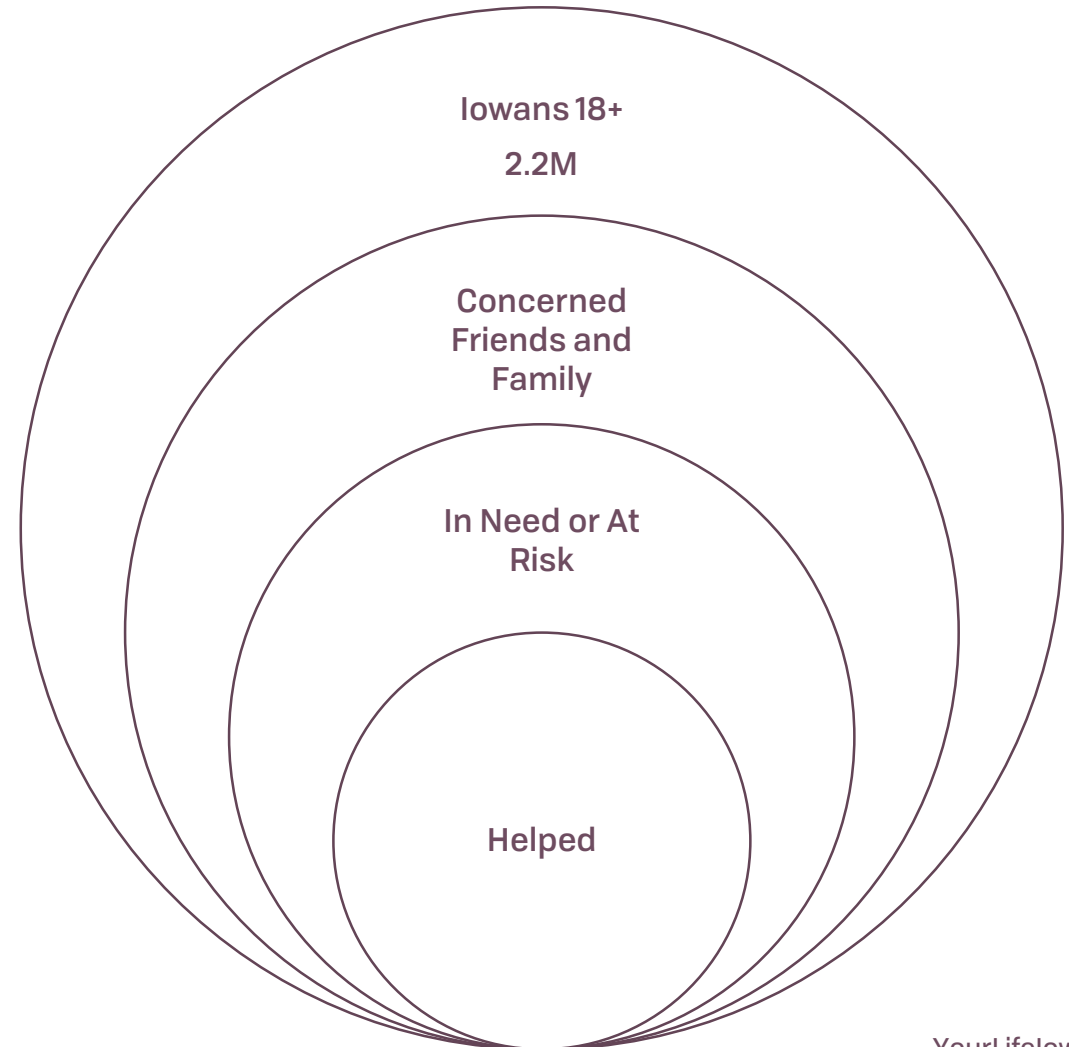
- 7.2% used Marijuana in the past month
- 9.1% Substance Use Disorder
- 8.3% needed treatment but did not receive

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

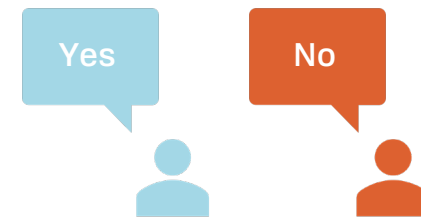
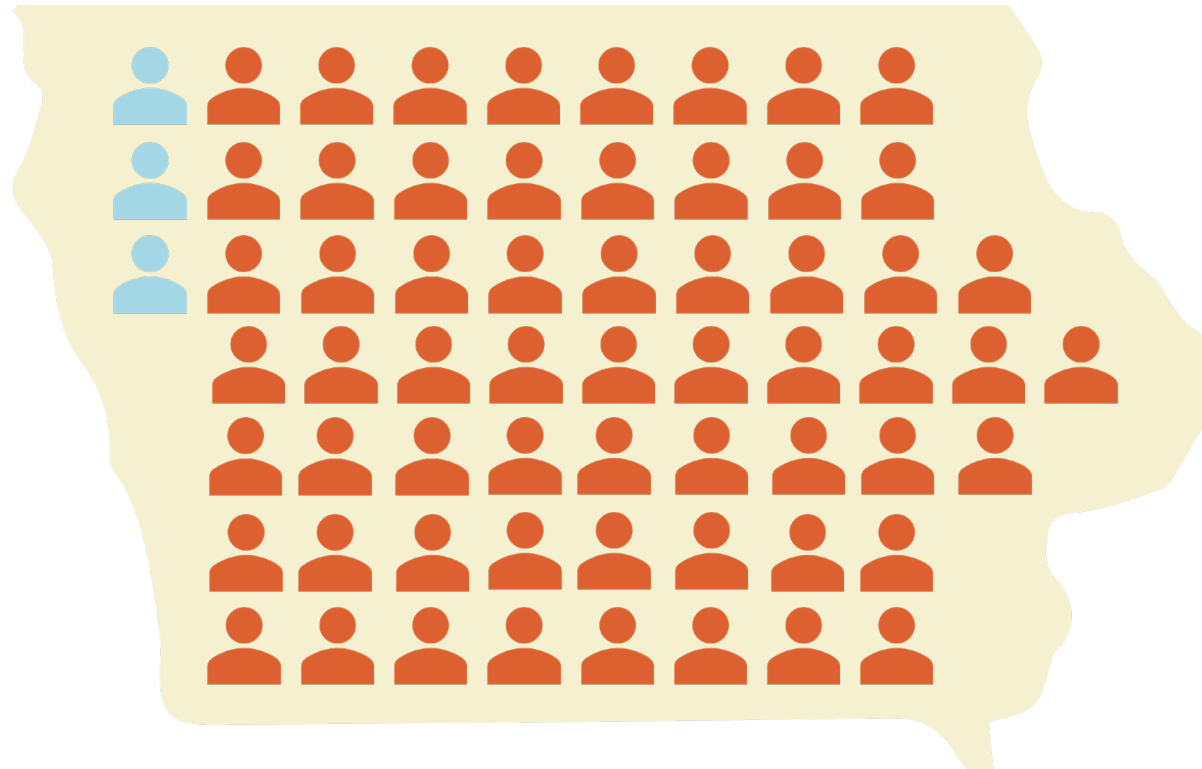
Overlap in substance abuse + mental health

- 50% who experience mental illness also experience problems with substance use.



Your Life Iowa

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



Source: Your Life Iowa Qualitative Research 2019, conducted by ZLR Ignition + Vera Causa

YLI Messaging

Your Life Iowa is where Iowans can turn to when facing a problem with substance use, gambling, mental health, suicide and more. We're here to provide the trusted information, resources and support they need to get their lives back on track. And we do it with no judgment, just a helping hand that's here 24/7. So they're never alone.

1. **Priority #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.

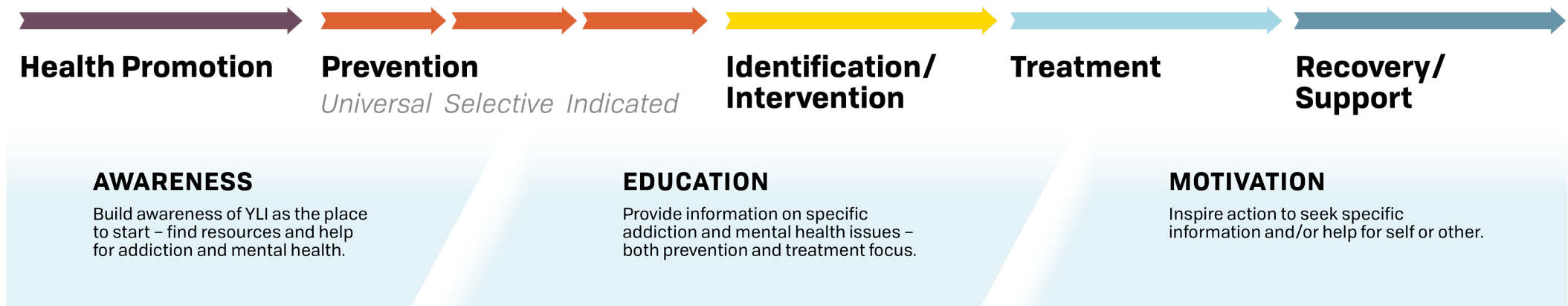
2. **Priority #2 You're Not Alone**

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.

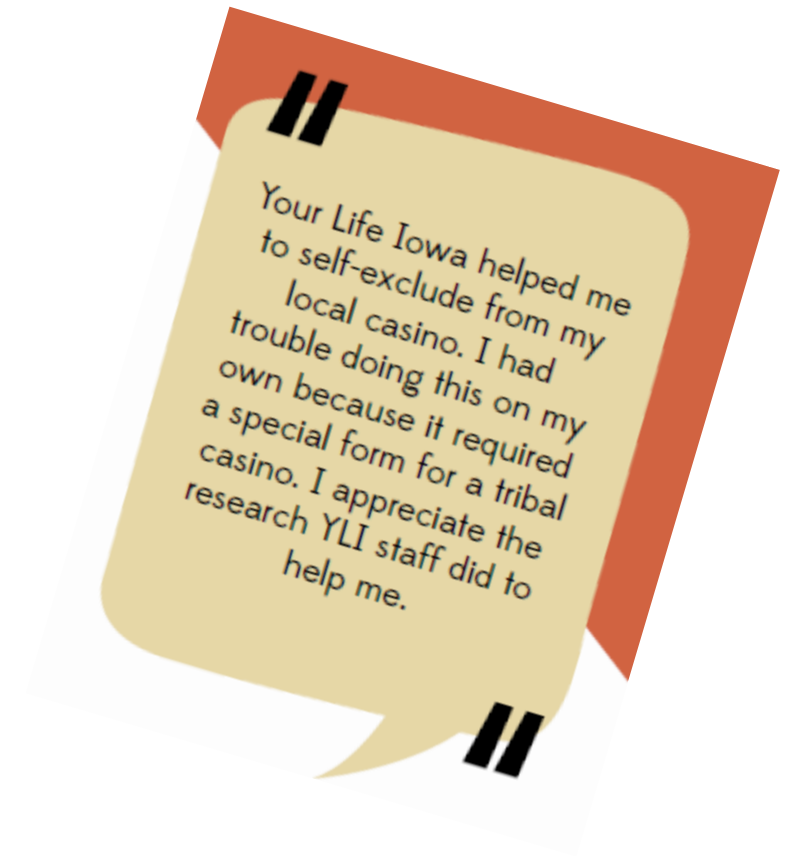
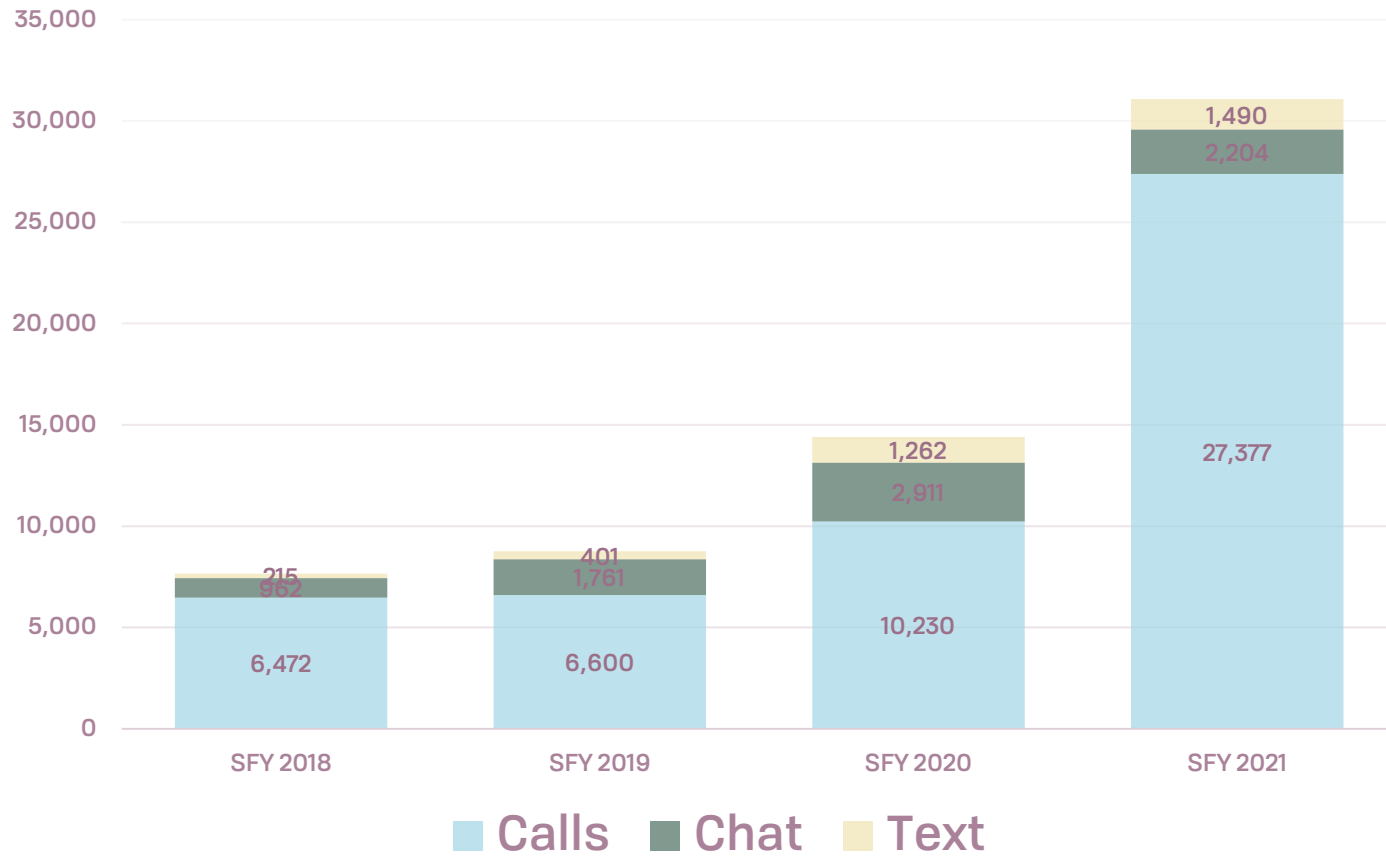
3. **Priority #3 Guide to Better Health**

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

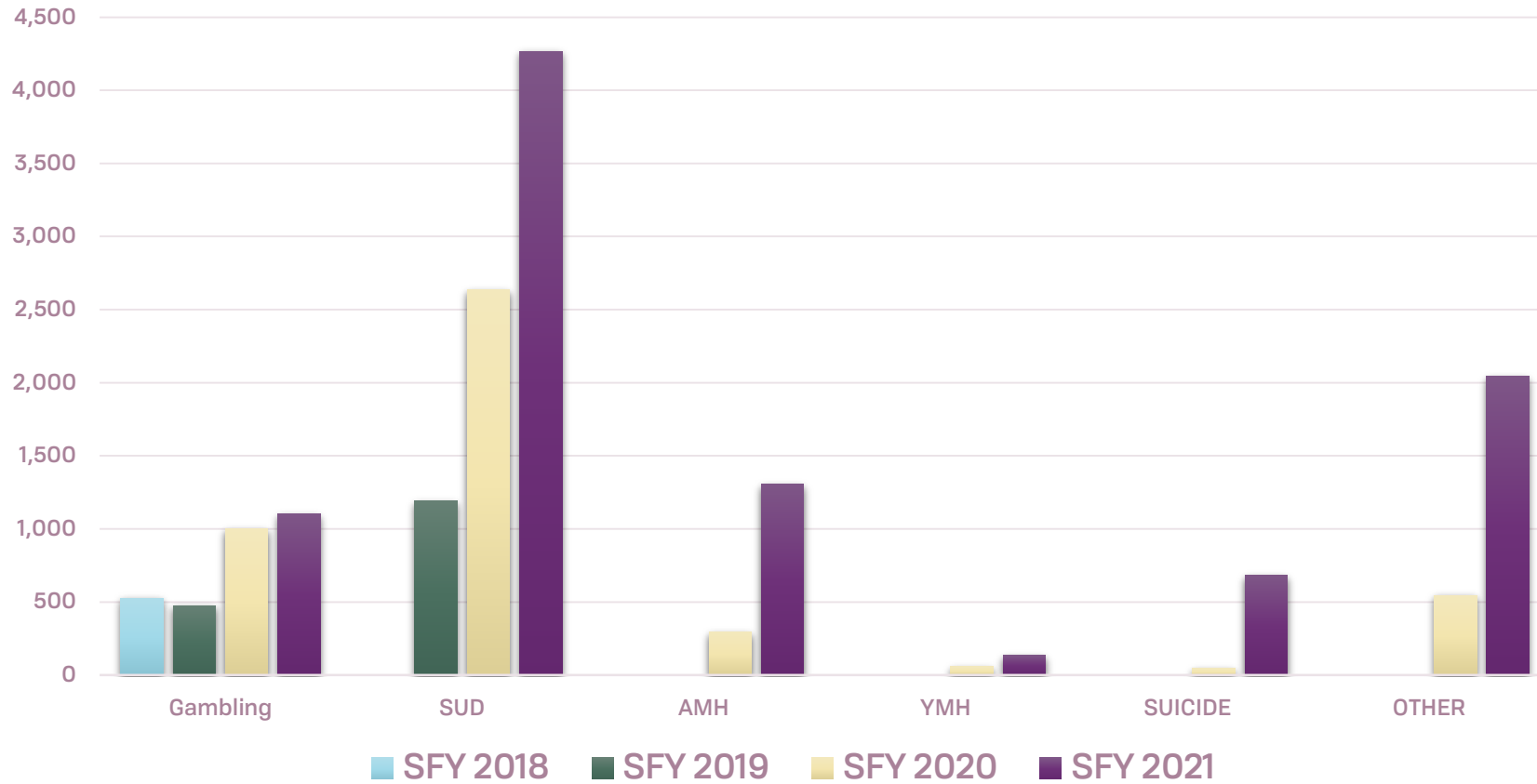


YOUR LIFE IOWA - CONTACTS



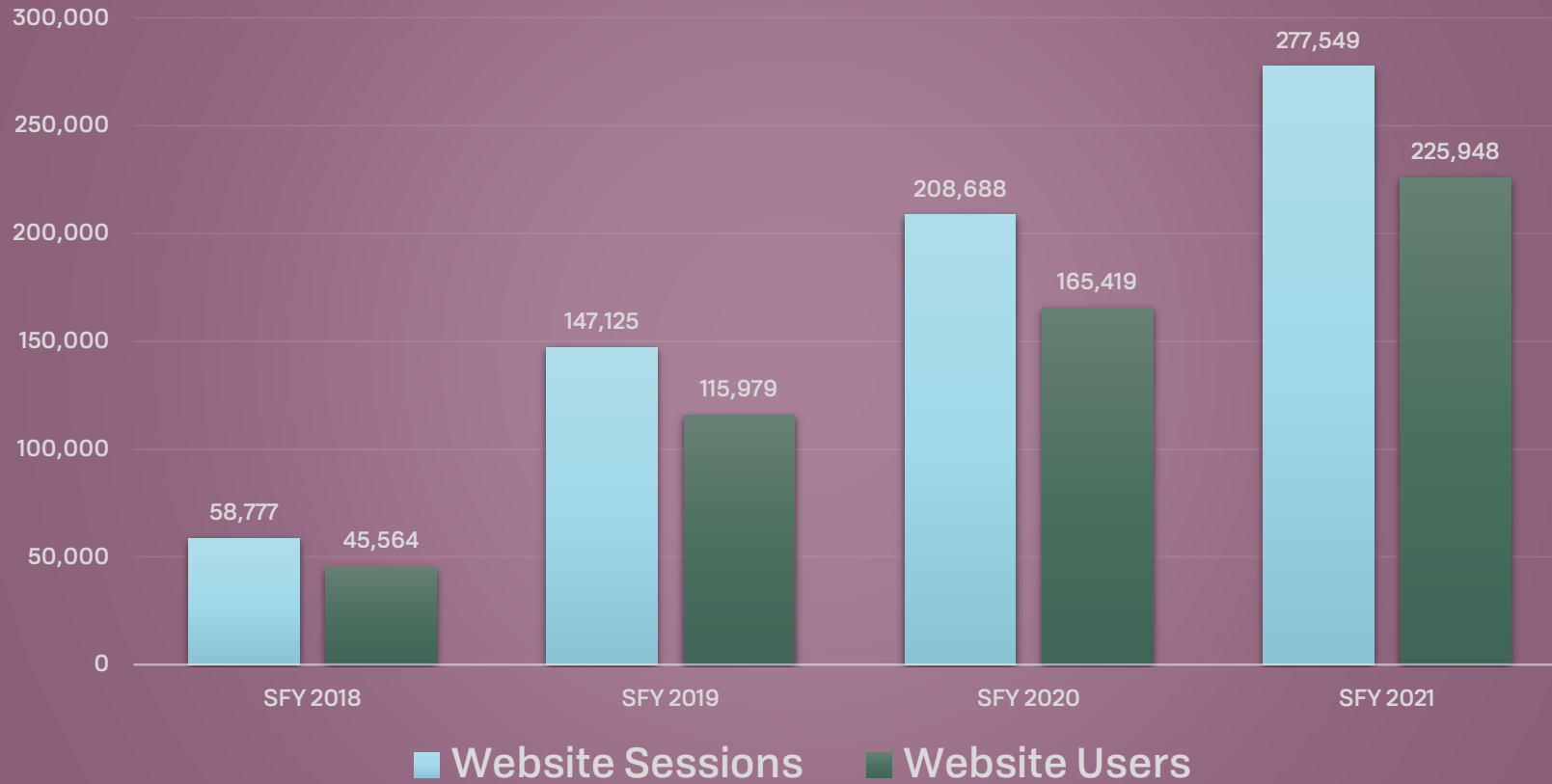
Trends . . .

YOUR LIFE IOWA - REFERRALS

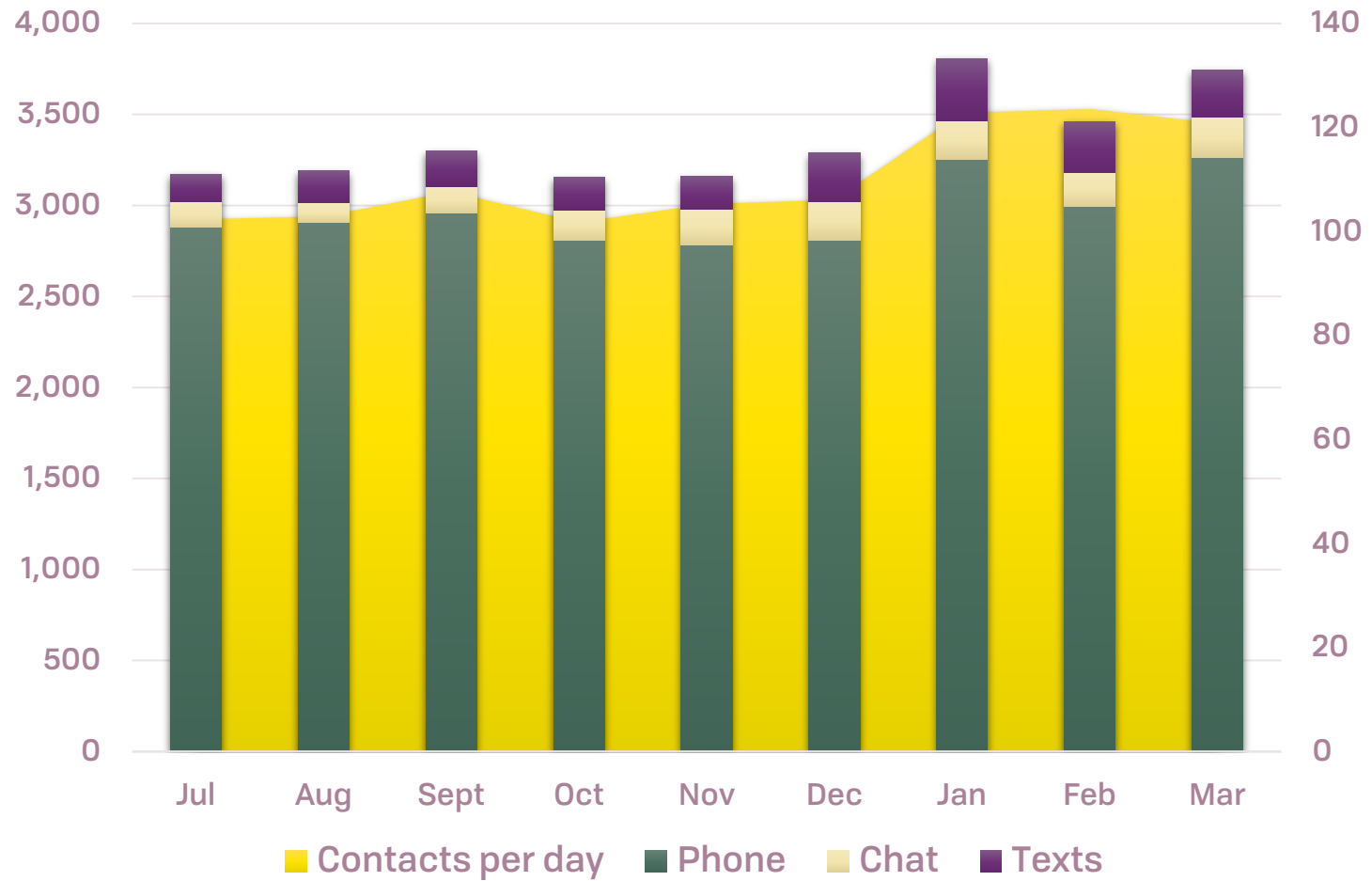


Trends . . .

YOURLIFEIOWA.ORG

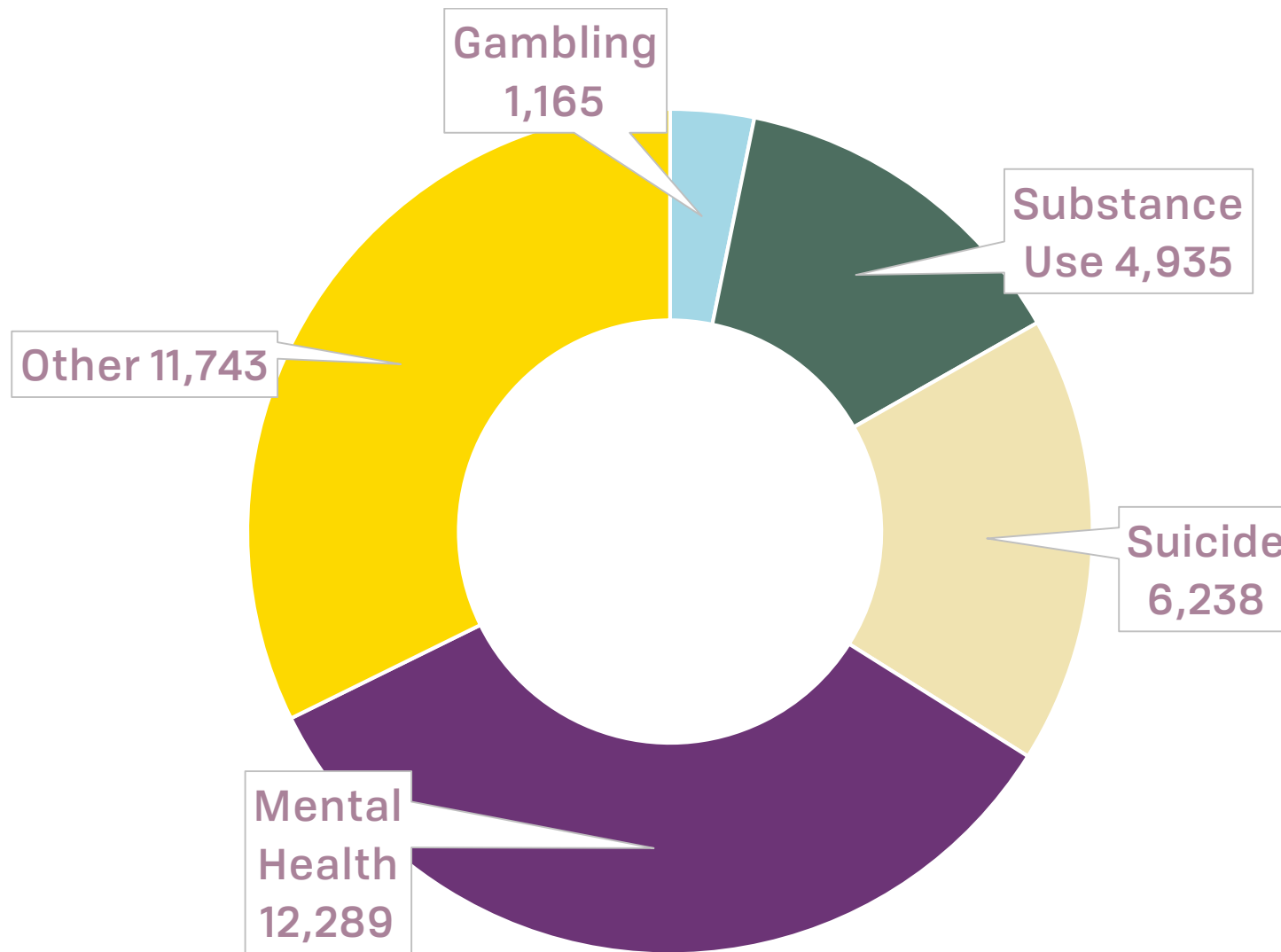


Trends . . .



“Your Life Iowa helped me to self-exclude from my local casino. I had trouble doing this on my own because it required a special form for a tribal casino. I appreciate the research YLI staff did to help me.”

SFY 2022 – YLI Contacts



Note: A single contact may have more than one topic documented

SFY 2022 – YLI Topics

July-March (30,200 Total Contacts)

Miquel's Story

YOU ARE NEVER ALONE

Miquel* called the Your Life Iowa crisis line one evening and reported having thoughts of suicide. The caller had been consuming alcohol as well which had not helped him to feel better. During the suicide screening, the man endorsed two specific plans but indicated he did not truly want to die and wanted help. He was tearful throughout the call, and the YLI counselor provided support and compassion while assessing for the caller's immediate risk of harm to himself. Our counselor explained and offered to have Mobile Crisis Outreach (MCO) respond to better provide some in-person support to the caller (and also to help mitigate the risk of suicide that was evident). The caller accepted this offer and indicated he could keep himself safe until MCO arrived, and additional safety plan components were put into place.

* Name has been changed to protect identity

YOUR LIFE IOWA QUARTERLY DATA

EAST CENTRAL REGION



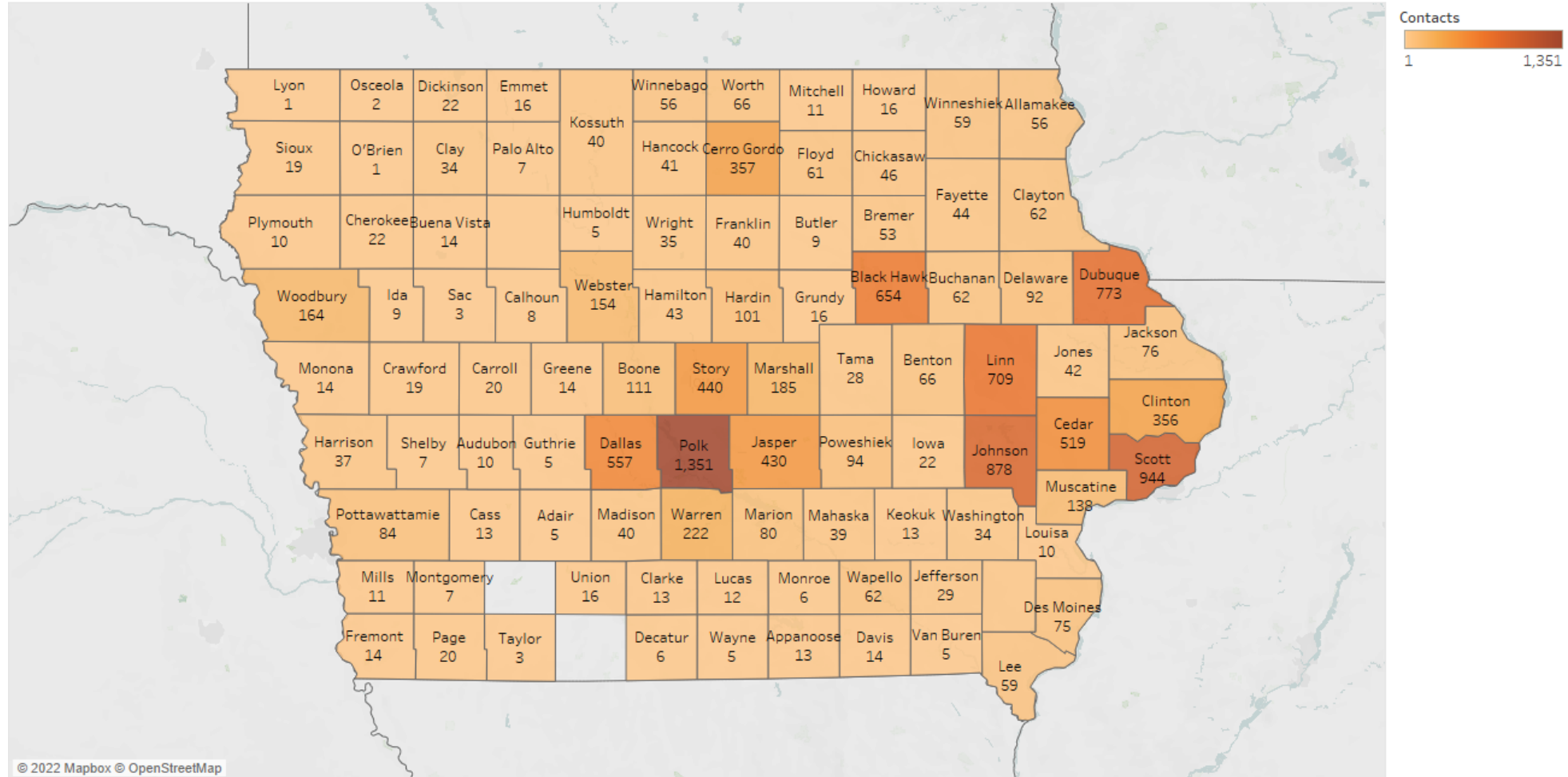
Your Life Iowa - Contacts (July-December 2021)

Region: All

Total Contacts: Chat, Phone Call, Text 1 to 1,351

Year and Quarter: Q3 & Q4

Note: Junk contacts are excluded



Map based on Longitude (generated) and Latitude (generated). Color shows count of Call Report Num. The marks are labeled by County Name and count of Call Report Num. Details are shown for State Province and MHDS Region. The data is filtered on Call Details - Type of Contact, YLI Topic and Call Date Quarter. The Call Details - Type of Contact filter keeps Chat, Phone Call and Text. The YLI Topic filter keeps 10 members. The Call Date Quarter filter keeps Q3 and Q4. The view is filtered on County Name, State Province and MHDS Region. The County Name filter has multiple members selected. The State Province filter keeps IA. The MHDS Region filter keeps 16 of 16 members.

Your Life Iowa - Contact Type By MHDS Region (July-December 2021)

Contact Type: Chat, Phone Call, Text

Topic Type: Adult Mental Health, Other Social Determinants of Health, Problem Gambling and 2 more

MHDS Region	Call Date / Call Details - Type of Contact 2021					
	Q3			Q4		
	Chat	Phone Call	Text	Chat	Phone Call	Text
Care Connections of N IA	1	73	9	2	92	3
Central Iowa CS	8	1,011	42	20	1,002	52
County Rural Offices of SS	3	35	8	3	38	7
CSS	7	422	51	10	400	80
Eastern Iowa	4	913	32	7	901	10
ECR	27	1,154	83	23	1,036	118
Heart of Iowa CS	2	281		2	277	1
Polk	10	517	55	19	462	57
Rolling Hills CS	3	76	24	5	88	12
SE Iowa Link		81	9	8	75	16
Sioux Rivers MHDS		31	4	1	16	3
South Central BH		49	11	3	24	3
Southern Hills Regional MH		6	2	1	7	
Southwest Iowa MHDS	1	37	6	9	40	40

Count of Call Report Num broken down by Call Date Year, Call Date Quarter and Call Details - Type of Contact vs. MHDS Region. The data is filtered on YLI Topic, which keeps Adult Mental Health, Other Social Determinants of Health, Problem Gambling, Suicide and Youth Mental Health. The view is filtered on MHDS Region and Call Details - Type of Contact. The MHDS Region filter excludes NA and Unknown. The Call Details - Type of Contact filter keeps Chat, Phone Call and Text.

Other Social Determinants of Health:

- Agency Information
- Assault
- Basic Needs
- Child Abuse
- Contract Call
- Domestic Violence
- Elder Concerns
- Family Relationships
- Financial/Job
- Interpersonal Relationships
- Loss/Grief
- Natural Disaster
- Ongoing Support
- Physical Health
- School
- Sexual Assault
- World Events
- Improper Use of Line
- Not Applicable

Your Life Iowa - Topics (July - Decemer 2021)

Region: ECR

Count: 1 to 471

MHDS Region	County Name	YLI Topic					
		Problem Gambling	SUD	Adult Mental Health	Youth Mental Health	Other Social Determinants of Health	Suicide
ECR	Benton	6	6	27	3	47	5
	Bremer		21	28		46	9
	Buchanan	1	12	31	1	27	18
	Delaware	2	11	39	11	60	18
	Dubuque	16	122	394	45	324	300
	Iowa		9	7		10	4
	Johnson	18	198	423	65	471	256
	Jones		7	15	13	27	18
	Linn	38	207	316	53	382	175

Count of Topics broken down by YLI Topic vs. MHDS Region and County Name. The data is filtered on State Province, which keeps IA. The view is filtered on MHDS Region and YLI Topic. The MHDS Region filter keeps ECR. The YLI Topic filter keeps 6 of 12 members.

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.



WHAT IF?!

- What if every Iowan impacted by substance use, gambling, mental health, suicide or other crisis (personally or with a family/friend) knew where to start?
- What would we be able to accomplish?

YOUR LIFE IOWA
YOUTH SUICIDE PREVENTION MEDIA CAMPAIGN



Suicide Data

UNITED STATES

44,834 people died by suicide in the United States in 2020

Results from SAMSHA's 2020 National Survey on Drug Use and Health estimate that within the last year:

- 12.2 million adults (age 18+) had serious thoughts of suicide
- 3.4 million adults made a suicide plan
- 1.2 million adults attempted suicide
- 3.0 million youth (ages 12 – 17) had serious thoughts of suicide
- 1.3 million youth made a suicide plan
- 629,000 youth attempted suicide

Suicide Data

IOWA

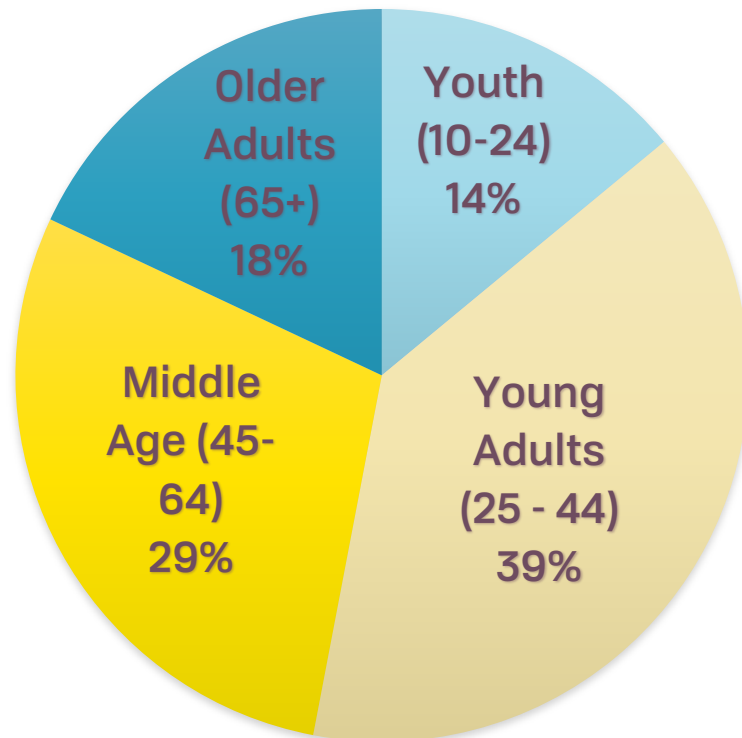
- Suicide is the 2nd leading cause of death for ages 14-44 in Iowa
- 550 Iowans died by suicide in 2020
- Between 27% to 36% of students (depending on grade level) surveyed in Iowa reported feeling so sad or hopeless almost every day for 2 weeks or more in a row that they stopped doing some usual activities – Iowa Youth Survey 2021



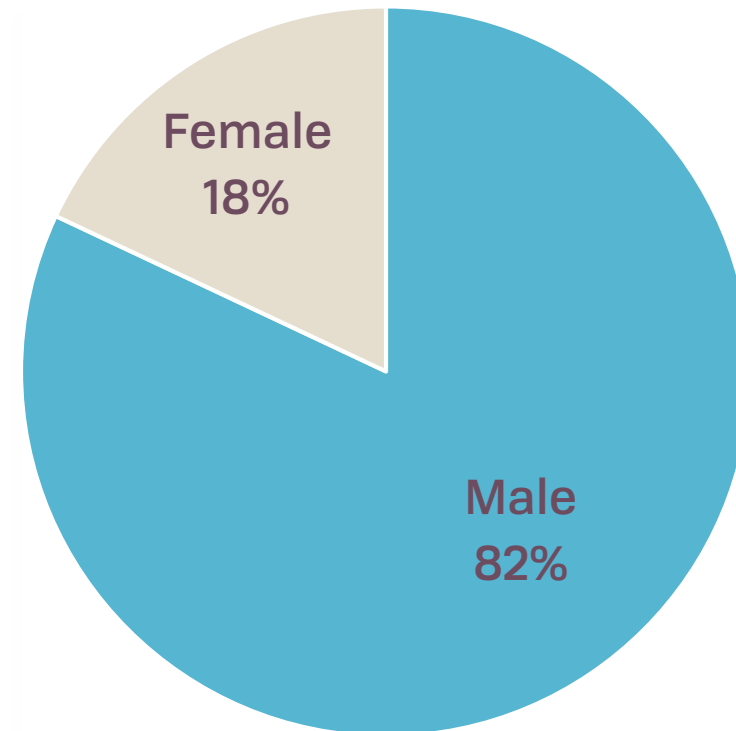
Suicide Data

IOWA DEMOGRAPHICS

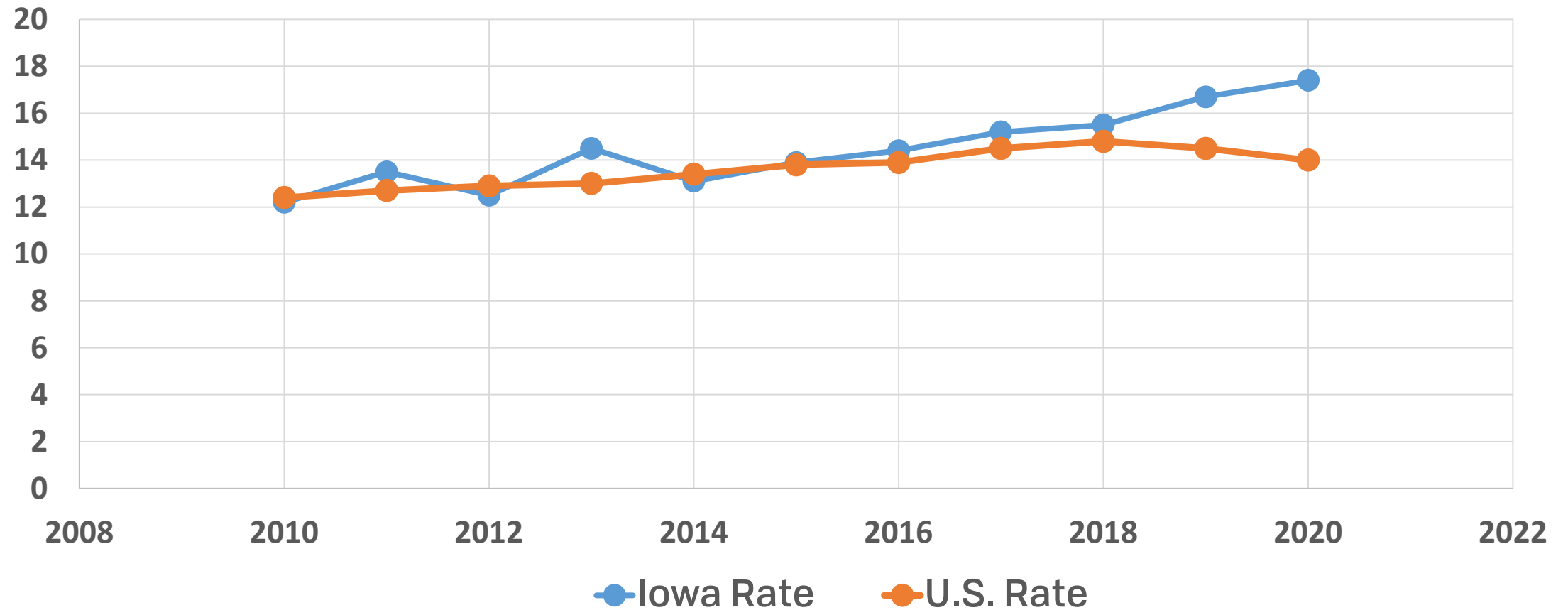
Suicide Deaths by Life Stage, 2020



Suicide Deaths by Sex, 2020



Suicide Rate per 100,000 Iowa/U.S.



Use of Real Time Data

January 2021 - Dr. Bottei alerted IDPH to a concerning increase in calls to Iowa Poison Control regarding intentional overdoses of young females between the ages of 10-14

January 2022 - County Medical Examiner reported a sharp uptick in suicides in their county

March 2022 - Dr. Bottei alerted IDPH to another increase in calls, this time regarding intentional overdoses of 10-19 year old females



Say Something About Suicide

There Are People Who Care

CAMPAIGN OBJECTIVES

- Let the audience know help is available
- Connect people with thought of suicide and their loved ones to Your Life Iowa's 24/7 resources.
- Education the community of suicidal ideation and self-harm behaviors.
- Increase website traffic, calls/texts/chats and the number of people accessing resources AND reduce suicide attempts and deaths.

Say Something About Suicide

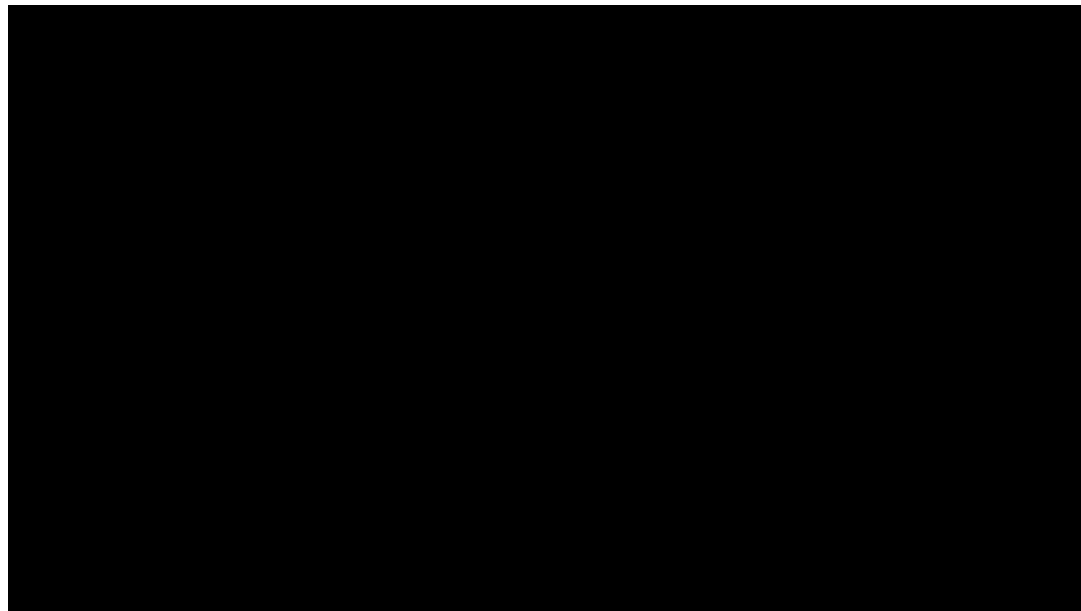
There Are People Who Care

MEDIA STRATEGIES

- Place emphasis on video executions to raise awareness of the help that is available.
- Use social media and digital display to engage with the target audiences on their preferred platforms.
- Flight media around existing YLI campaigns to maximize the campaign presence.
- Negotiate “added value” to extend the campaign and no additional cost.

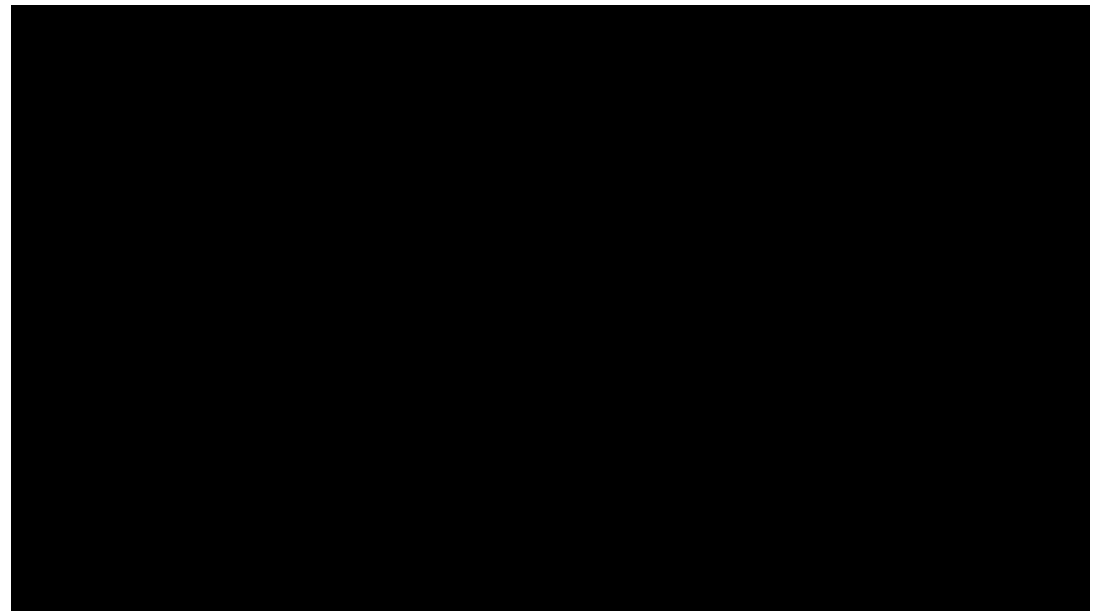
Youth Suicide Prevention

SAY SOMETHING ABOUT SUICIDE



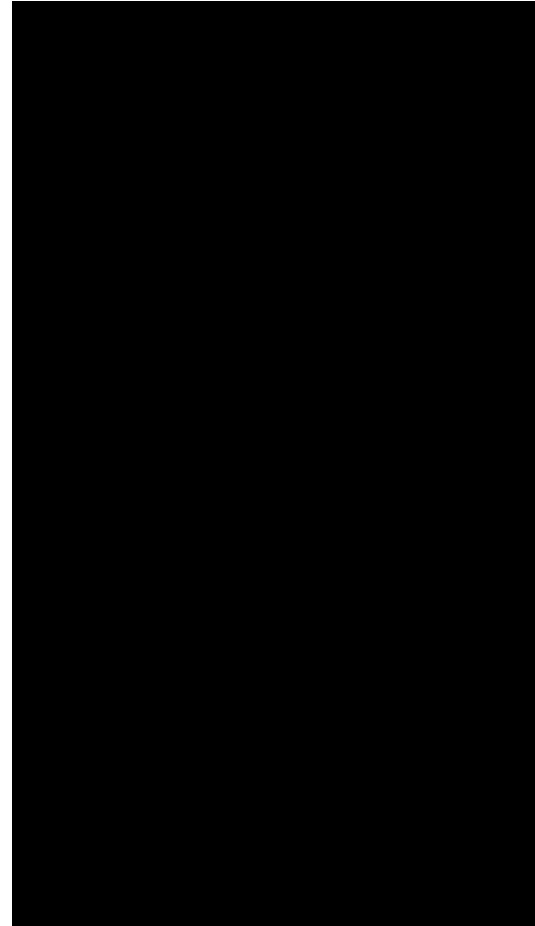
#SaySomethingAboutSuicide

THERE ARE PEOPLE WHO CARE



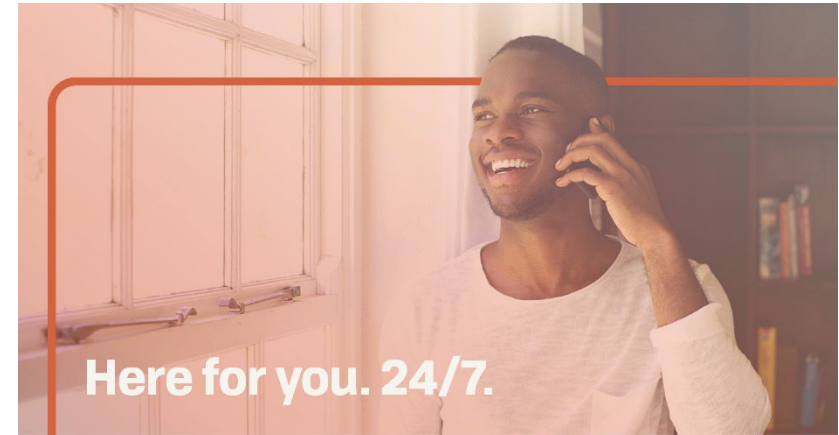
Youth Suicide Prevention

**THERE ARE PEOPLE
WHO CARE**

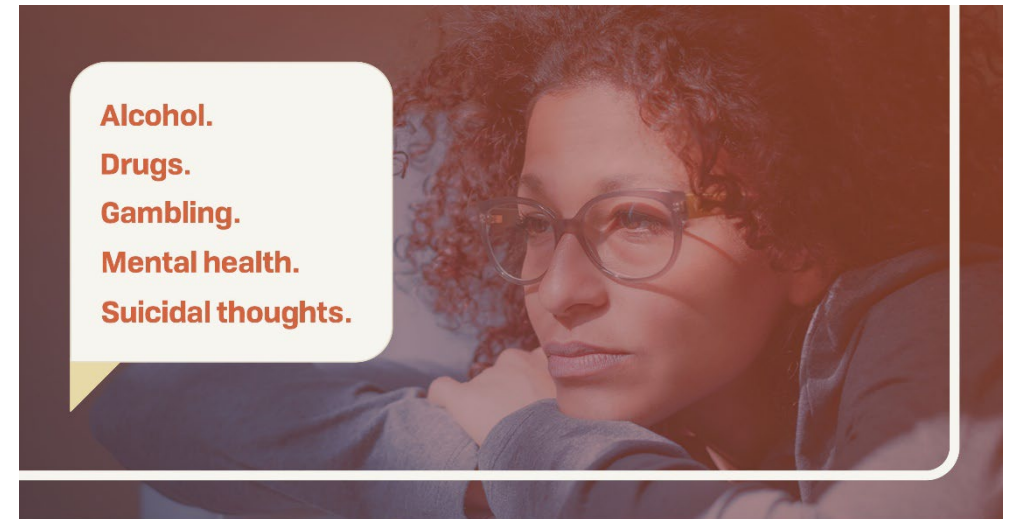


TV, Radio, Digital/Online, Social Media (FB), Print (Newspaper, Posters, Brochures, Business Card), and Media Requests (interviews, presentations)

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



Here for you. 24/7.



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

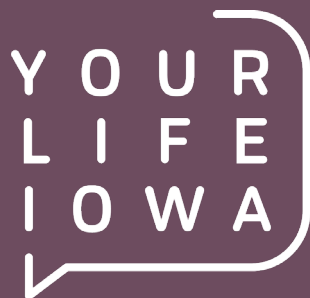
YLI – Promotion & Media Center

Thank You

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References

Endres, K., Park, K., Losch, M., Radunzel, J., Heiden, E. (2022). 2021 Iowa Youth Survey State Report. Cedar Falls, IA; Center for Social and Behavioral Research, University of Northern Iowa.

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