

Findings from State of Iowa Health and Wellbeing Study

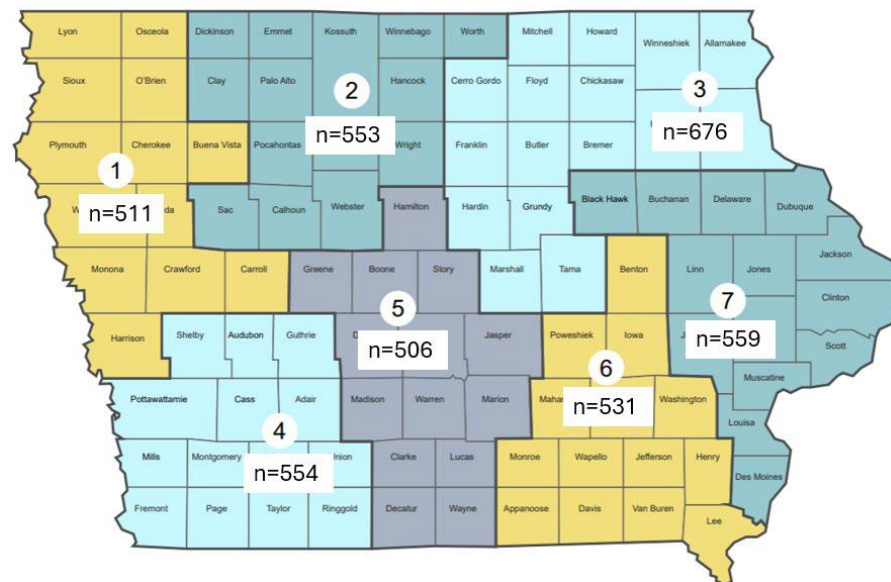
Sarah Jacob PhD, Iowa HHS,
Division of Behavioral Health

July 15th, 2026



Survey Methodology

- ▶ Statewide generalizable survey conducted by UNI CSBR
- ▶ Mail-in or online options
 - ▶ English and Spanish
- ▶ Sampling timeframe was between 10/15/2025-12/23/2025
- ▶ \$5 gift card incentive
- ▶ 3,890 completions
 - ▶ Every county represented



Survey Sections

**OVERALL HEALTH AND
QUALITY OF LIFE**

**AWARENESS OF BEHAVIORAL
HEALTH SERVICES**

**CANCER: PERCEPTIONS OF
RISK AND PREVENTION**

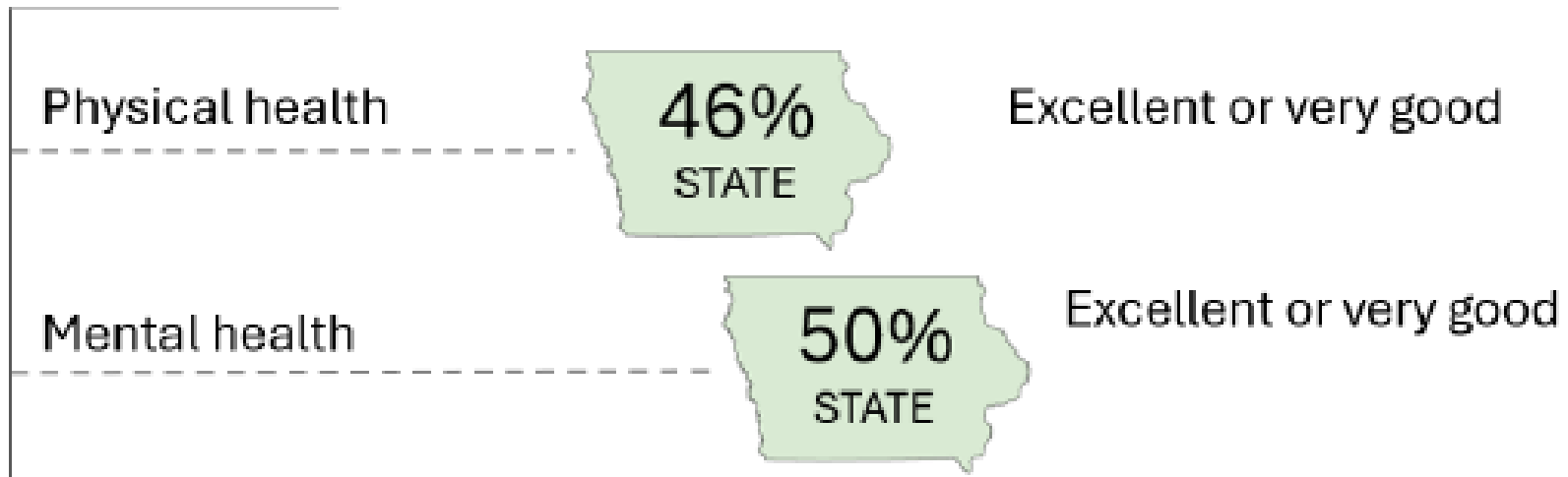
**HELP SEEKING AND ACCESS
TO CARE**

**USE OF SUBSTANCE, MENTAL
HEALTH, AND GAMBLING**

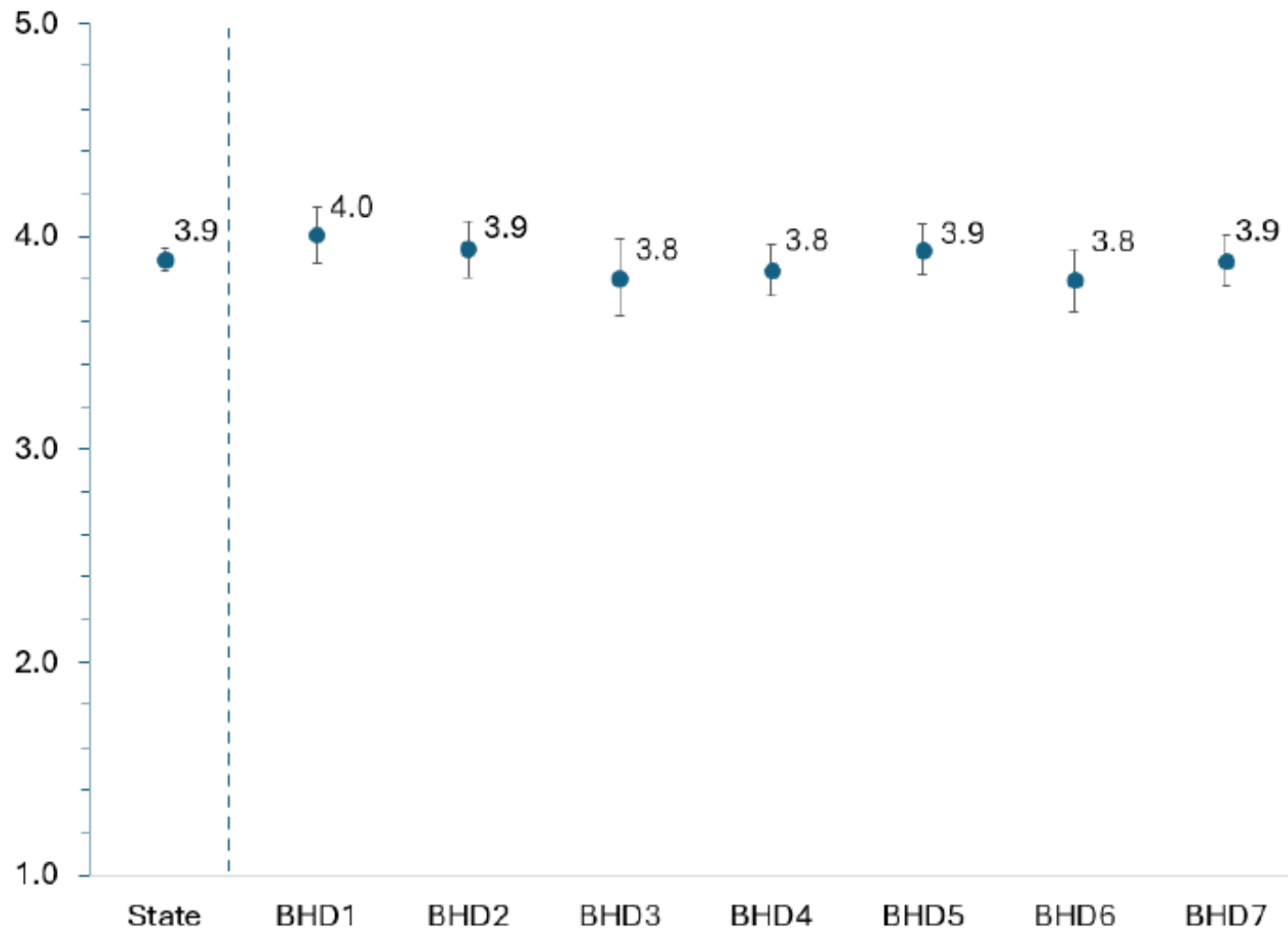
Overall Health and Wellbeing

Overall Health

Past 30 days

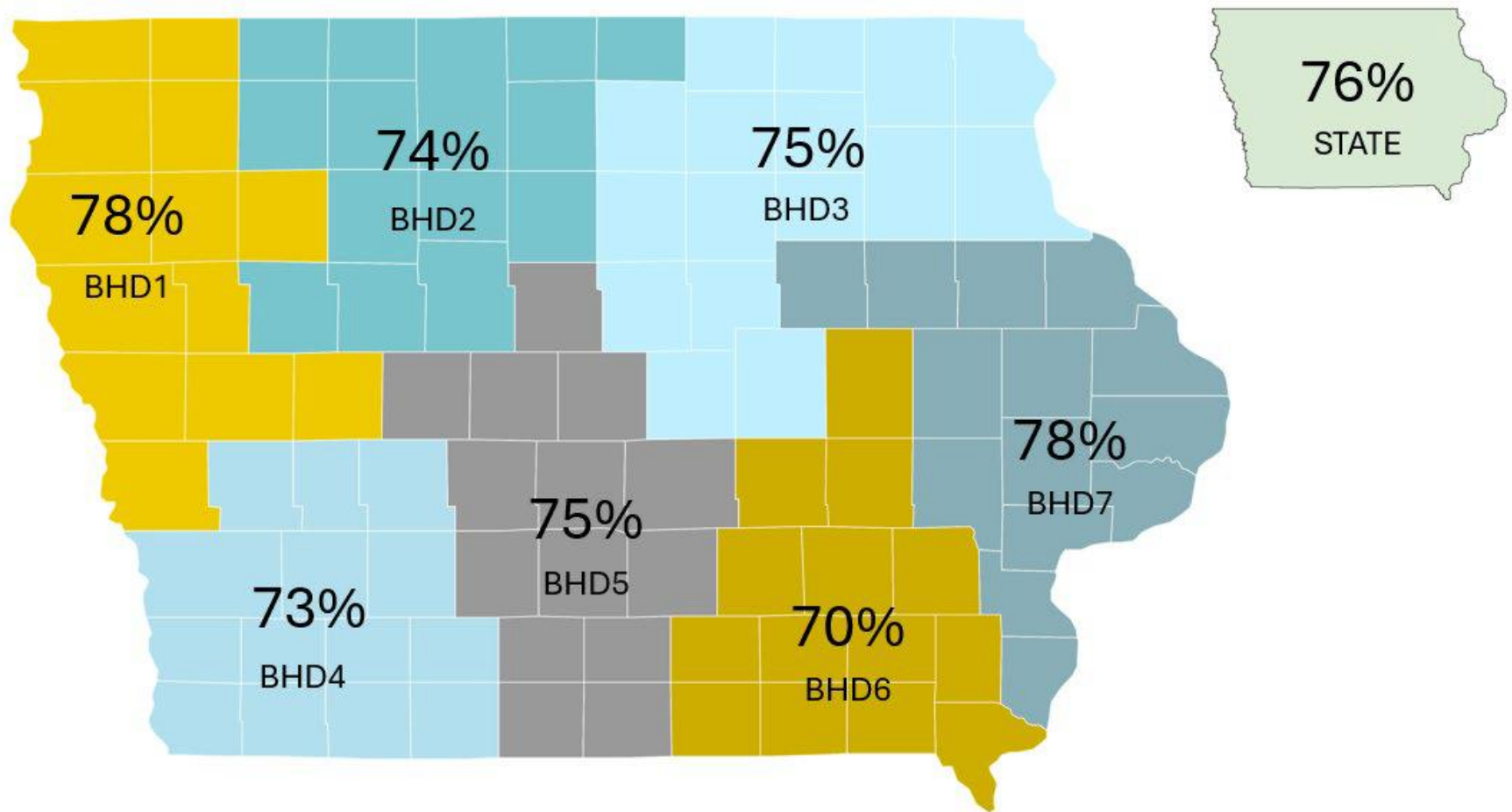


Quality of Life Index

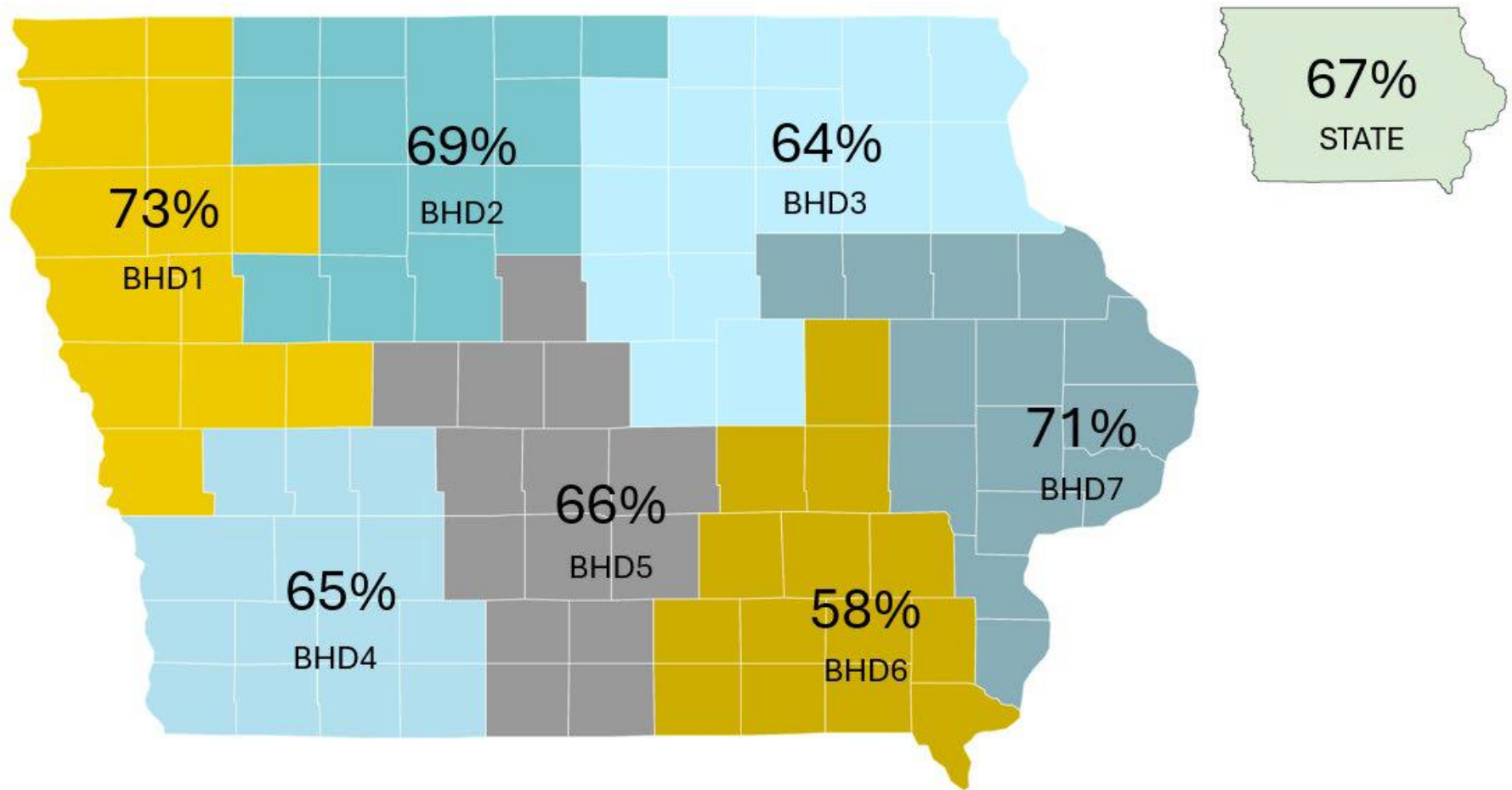


Awareness of Behavioral Health Services

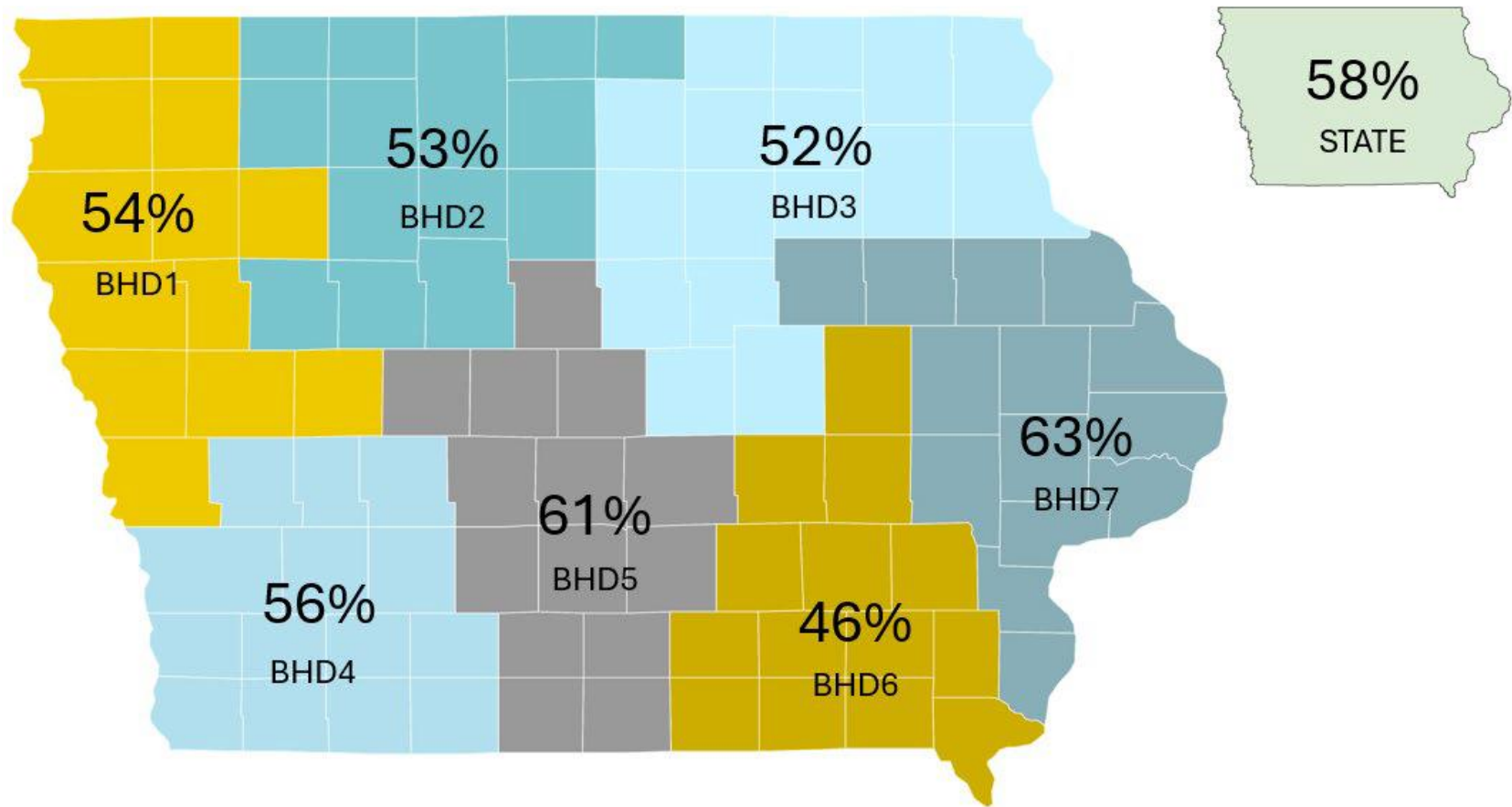
Awareness of Mental Health Treatment Services



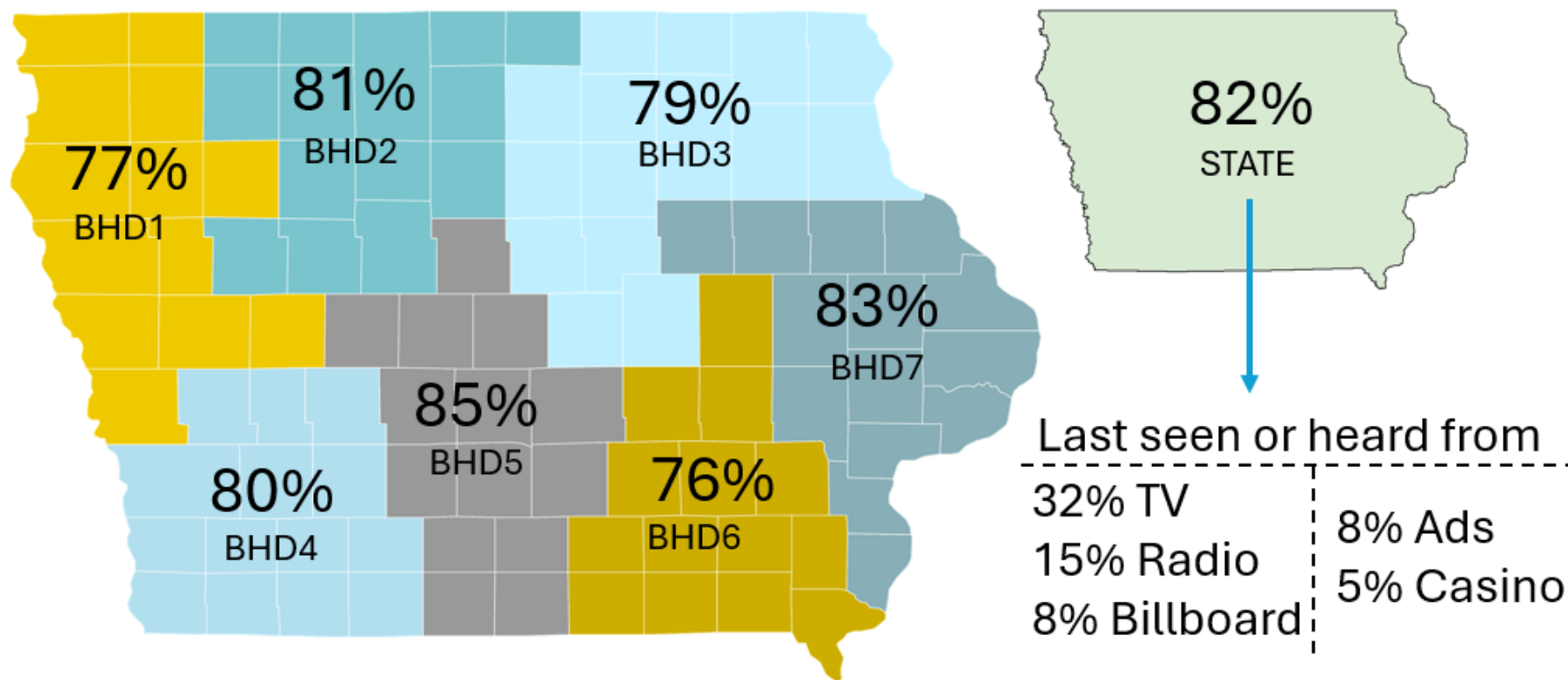
Awareness of SUD Treatment Services



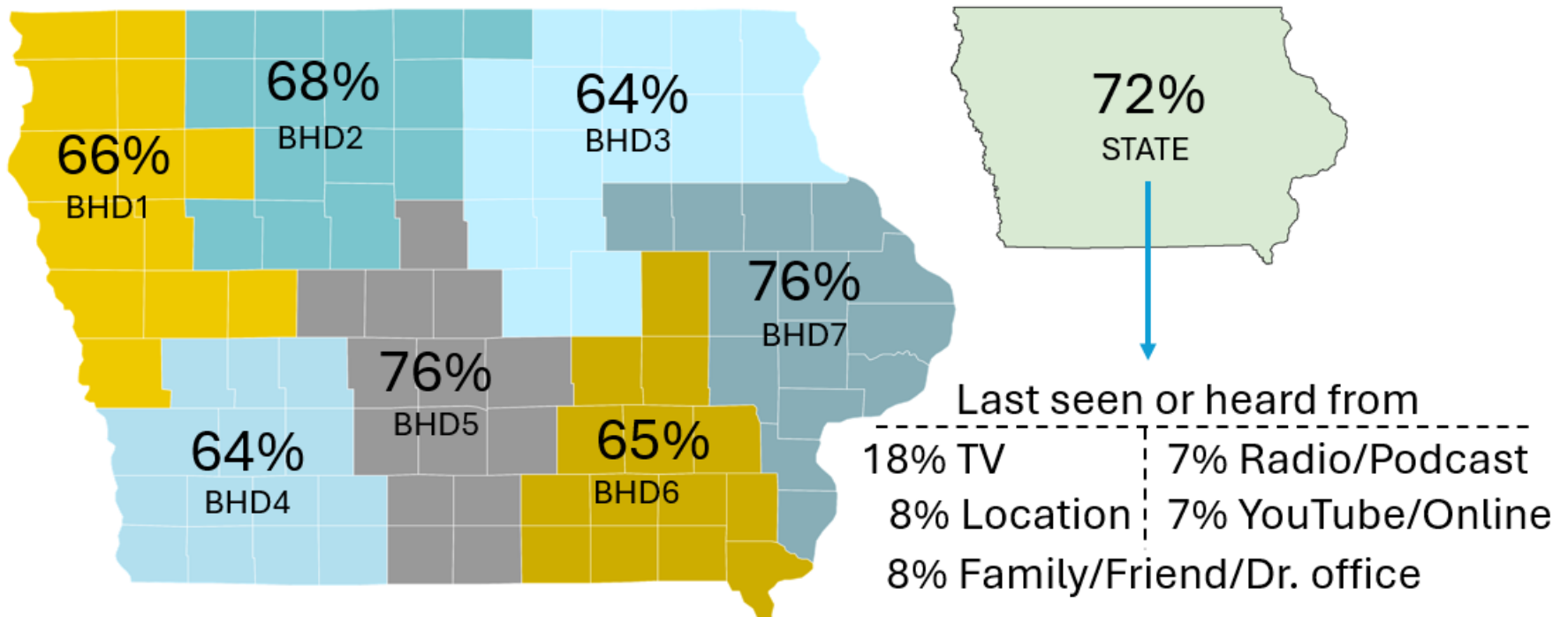
Awareness of Gambling Treatment Services



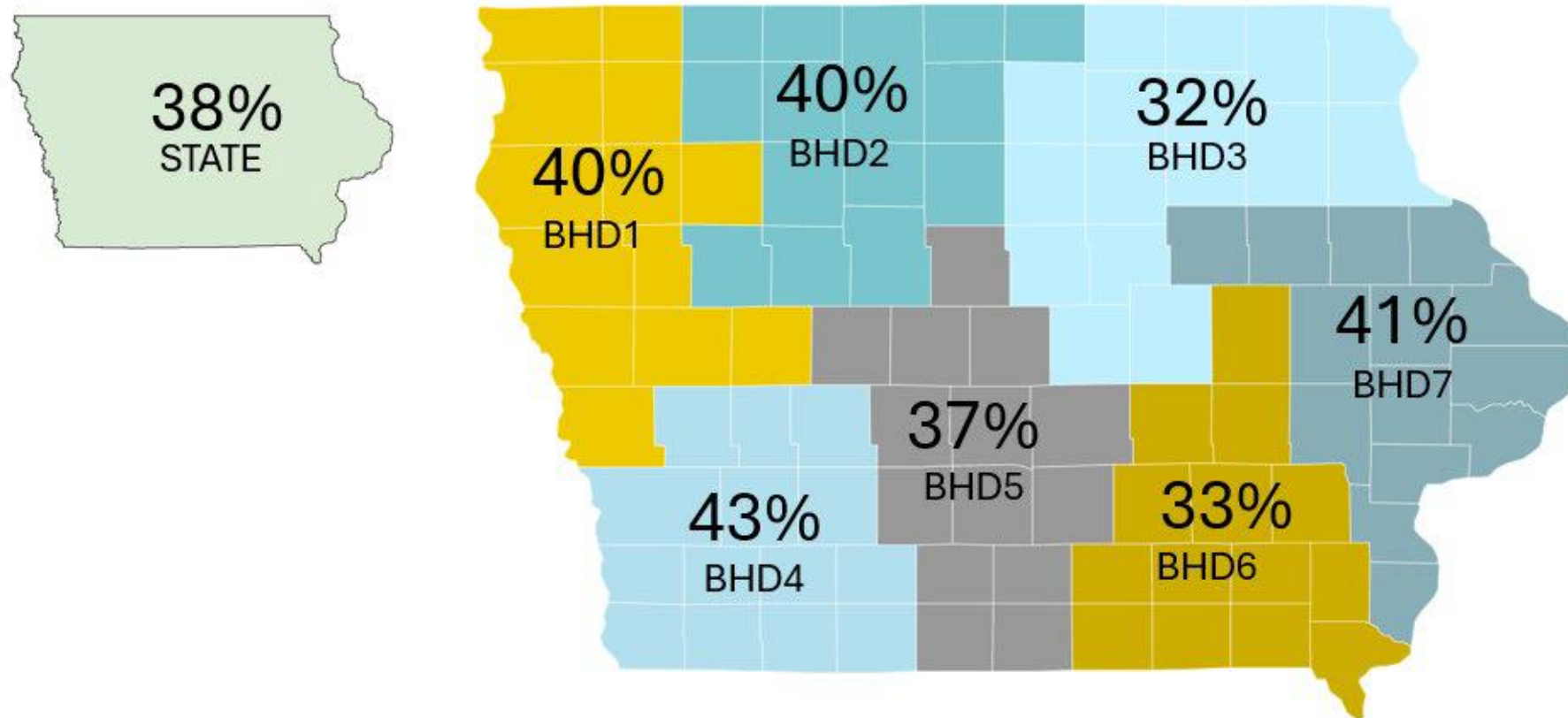
Awareness of 1-800-BETS-OFF



Awareness of 988

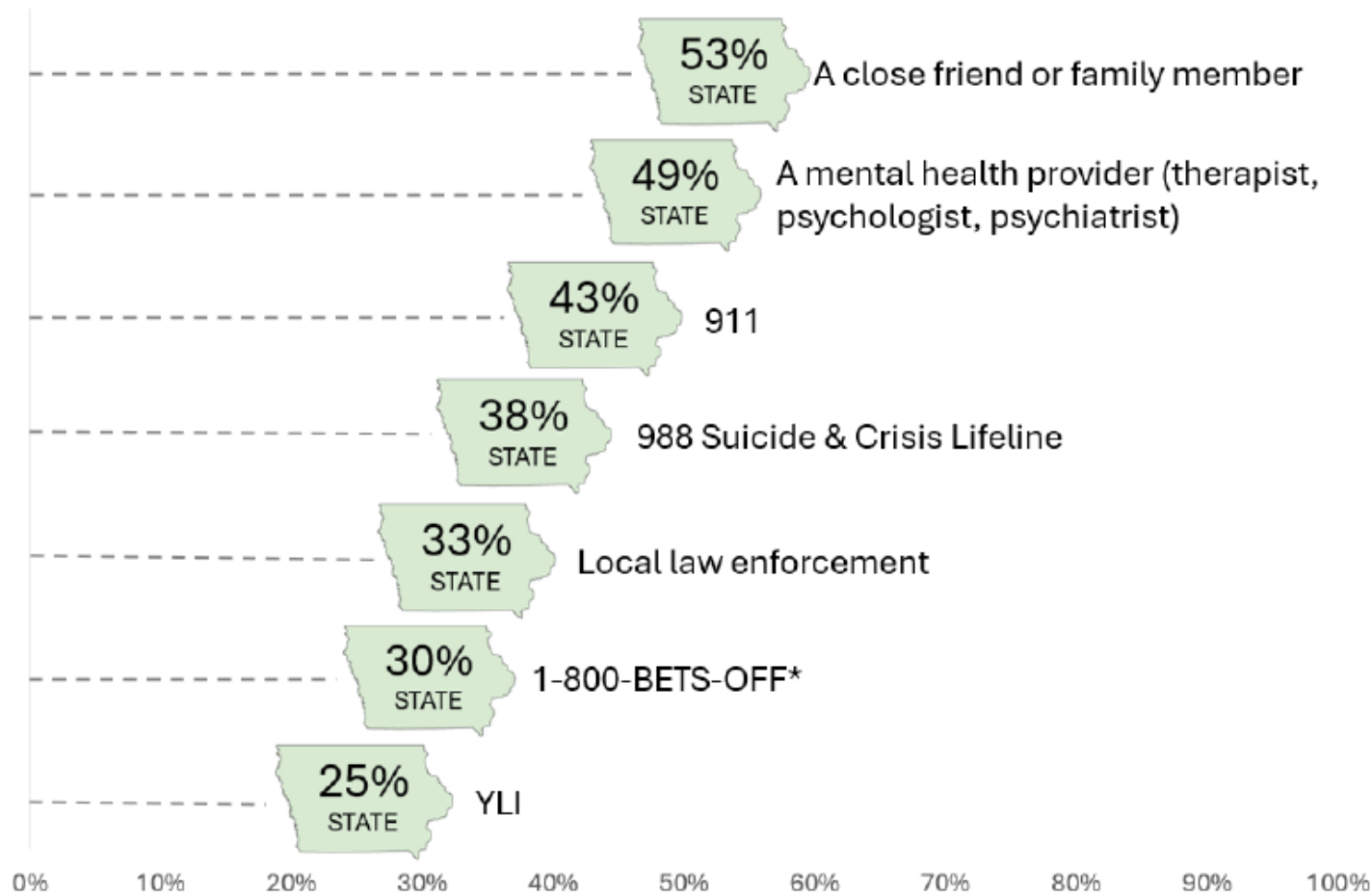


Awareness of Quitline

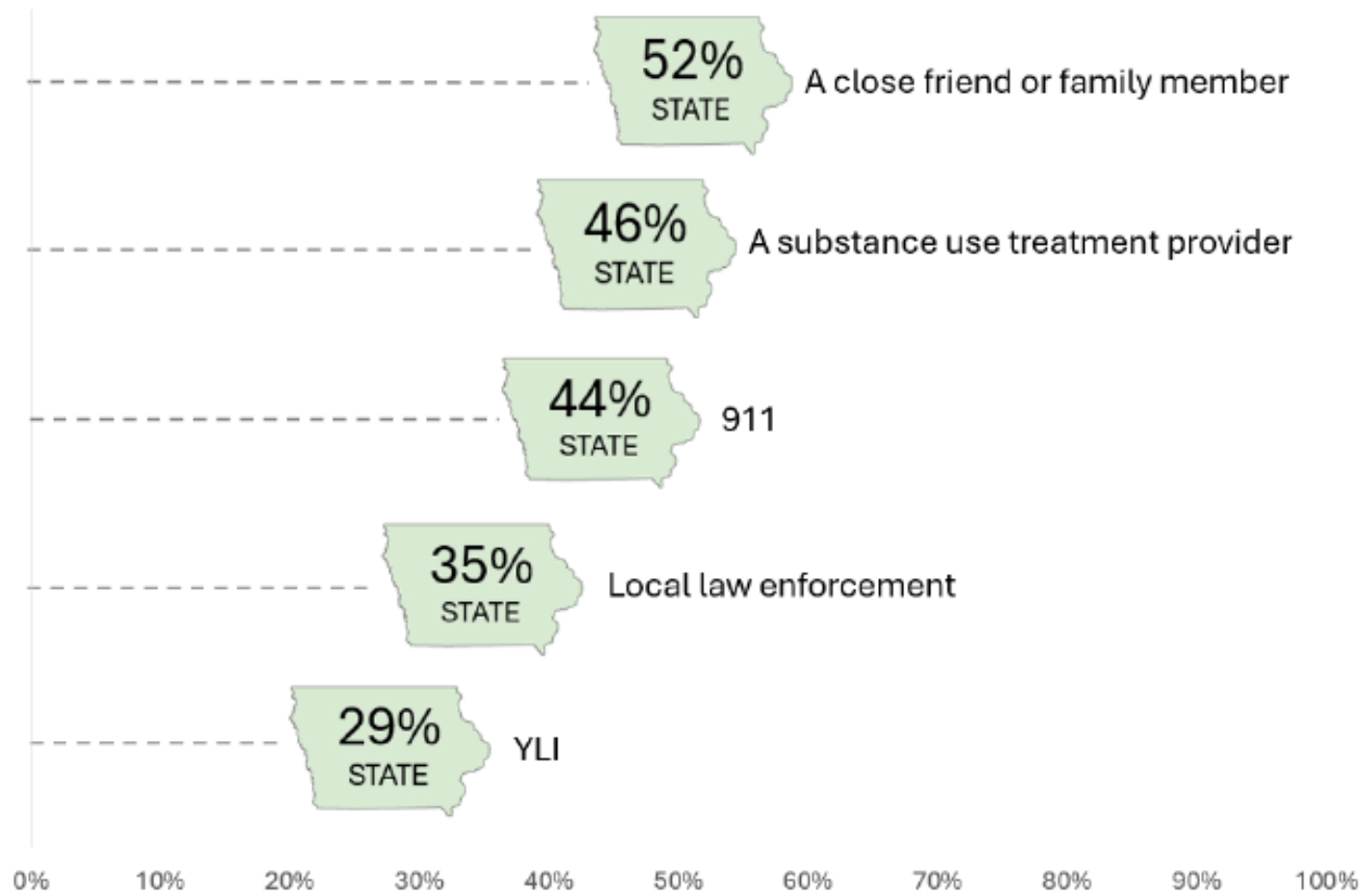


Help seeking and access to care

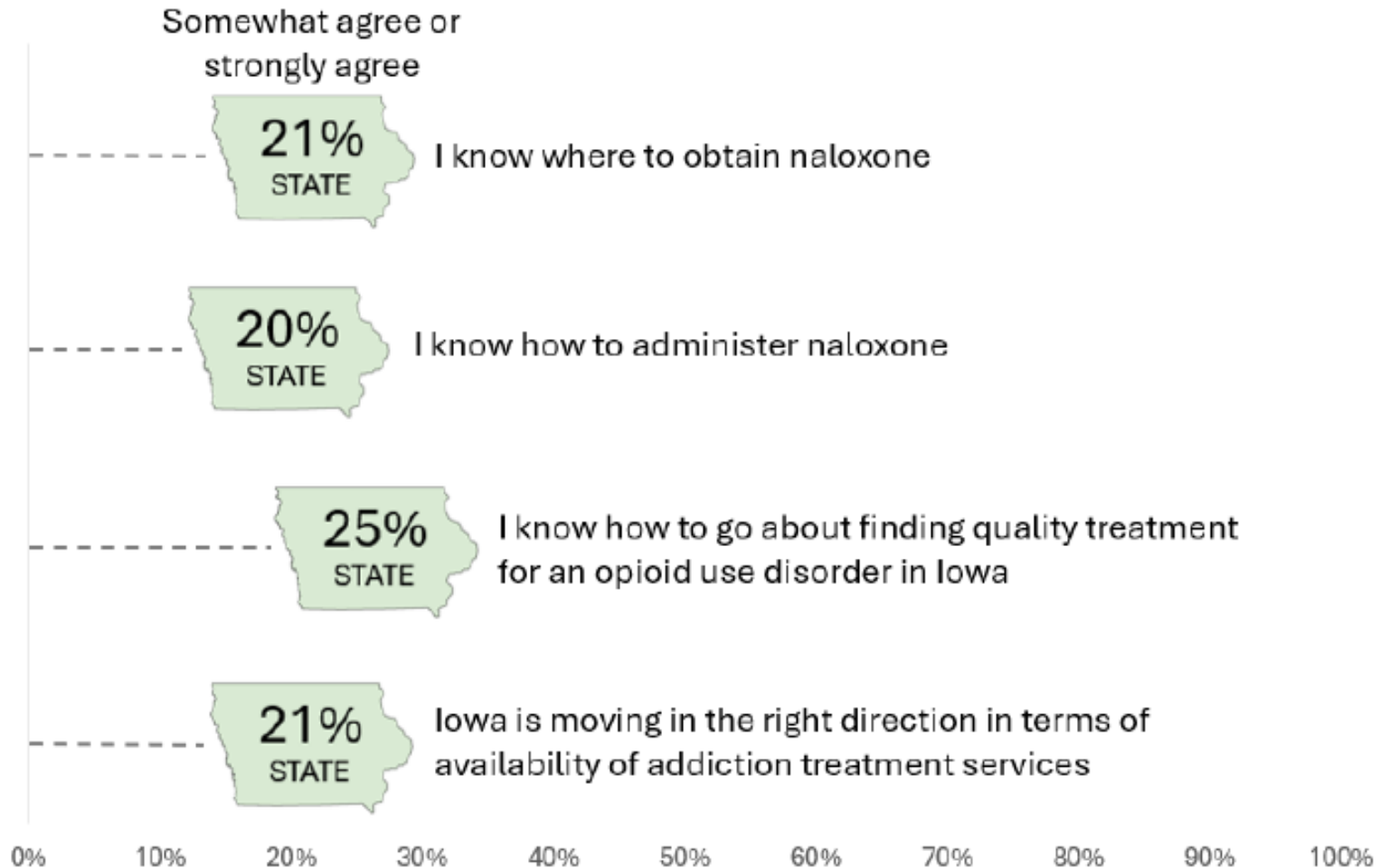
Resources for mental health crisis or emergency



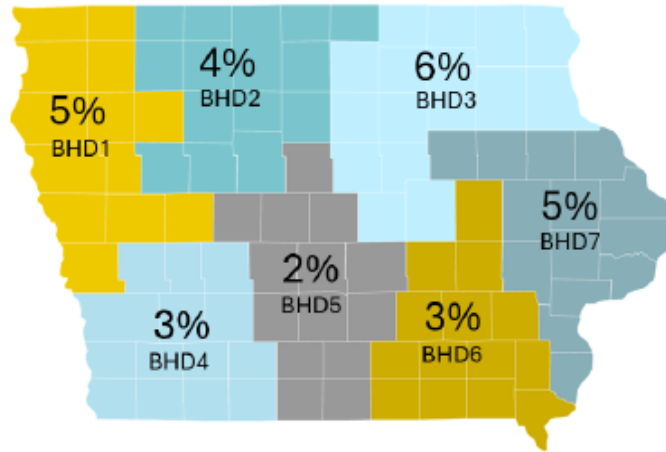
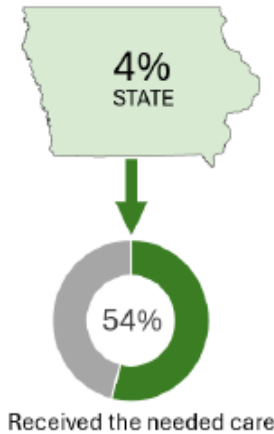
Resources for substance use crisis or emergency



Naloxone Awareness

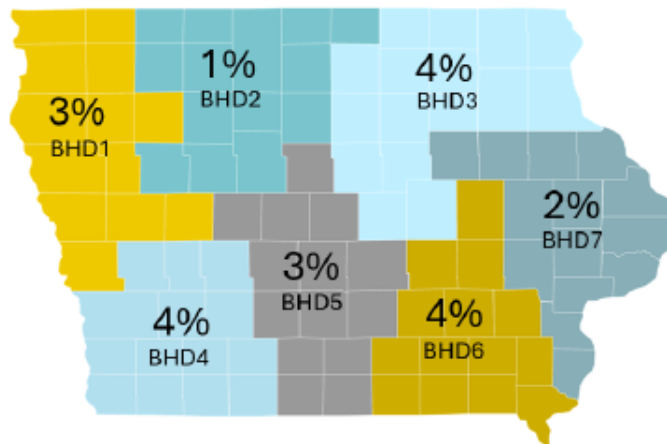
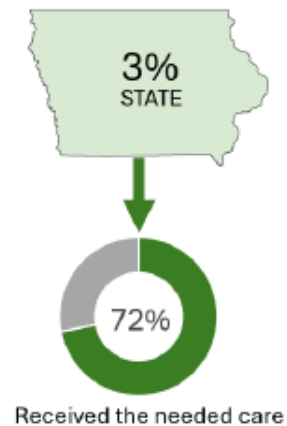


Alcohol

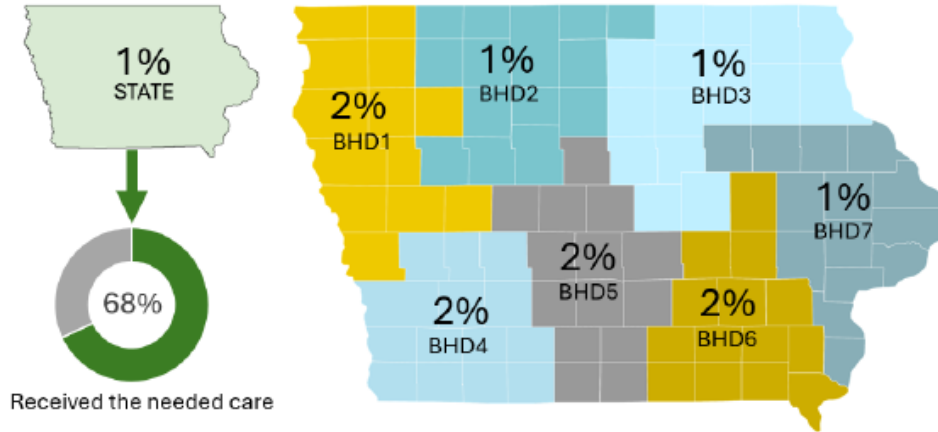


A time that
respondents
needed to
talk or seek
help

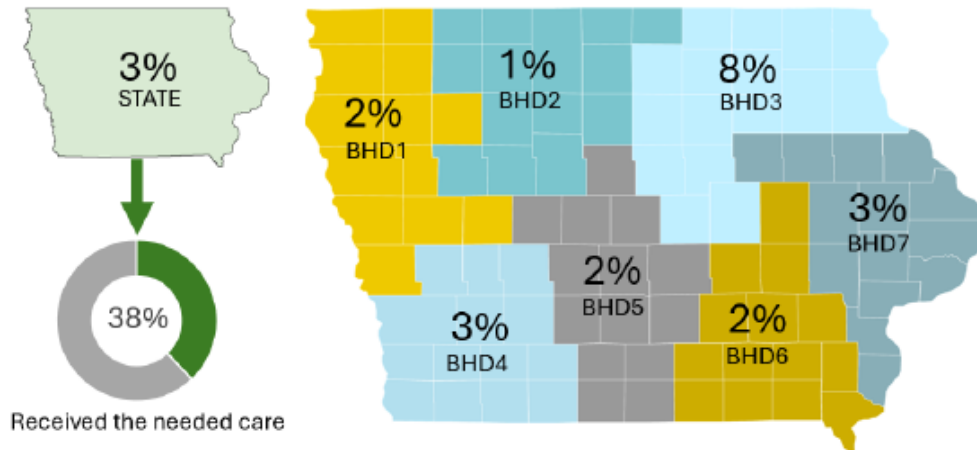
Tobacco or nicotine



Legal substance use (e.g. prescription opioids, medical marijuana, etc.)

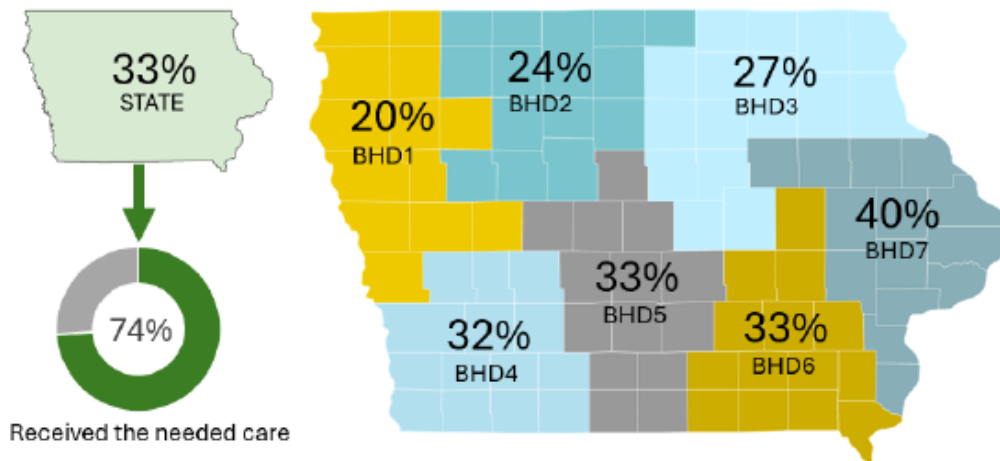


Illegal substance use (e.g. marijuana, methamphetamine, etc.)



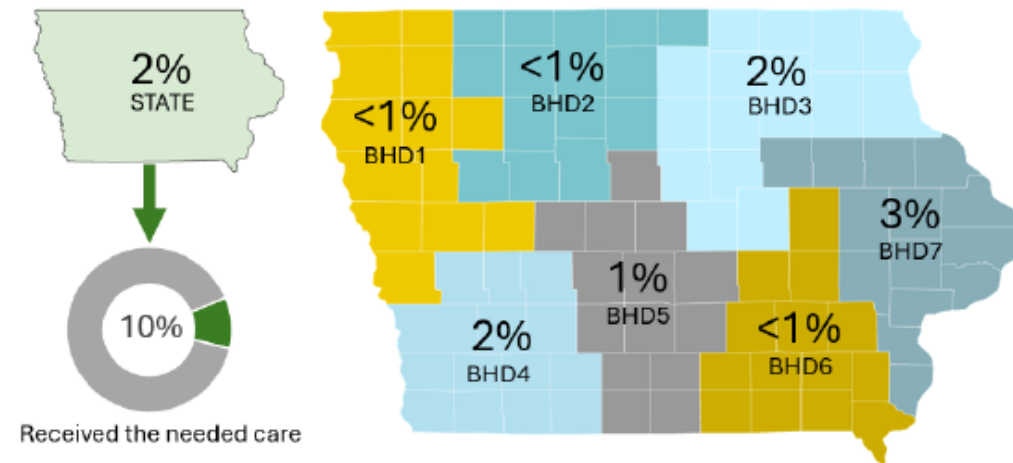
A time that
respondents
needed to
talk or seek
help

Mental health (e.g. stress, depression, etc.)



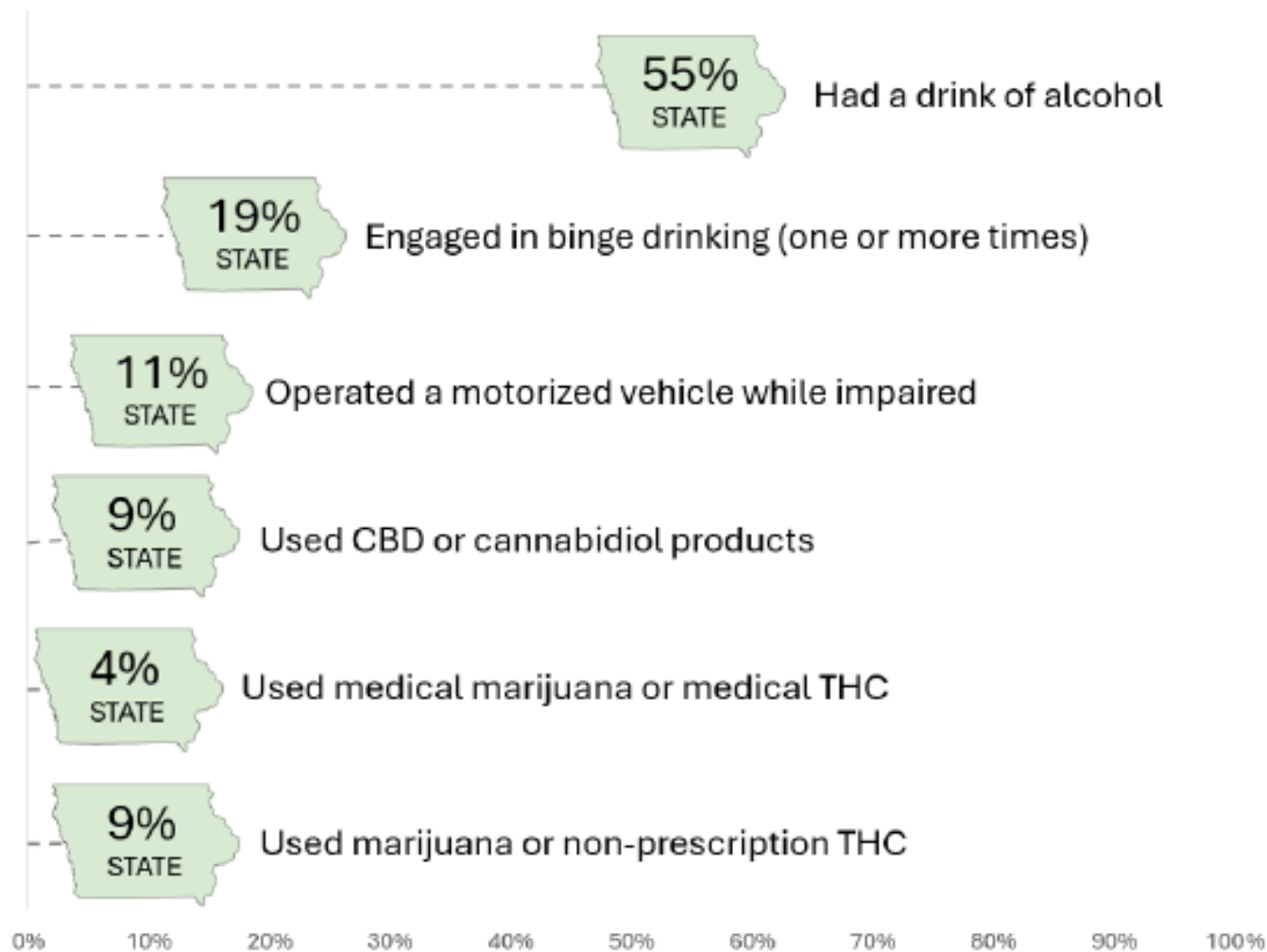
A time that
respondents
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help

Gambling

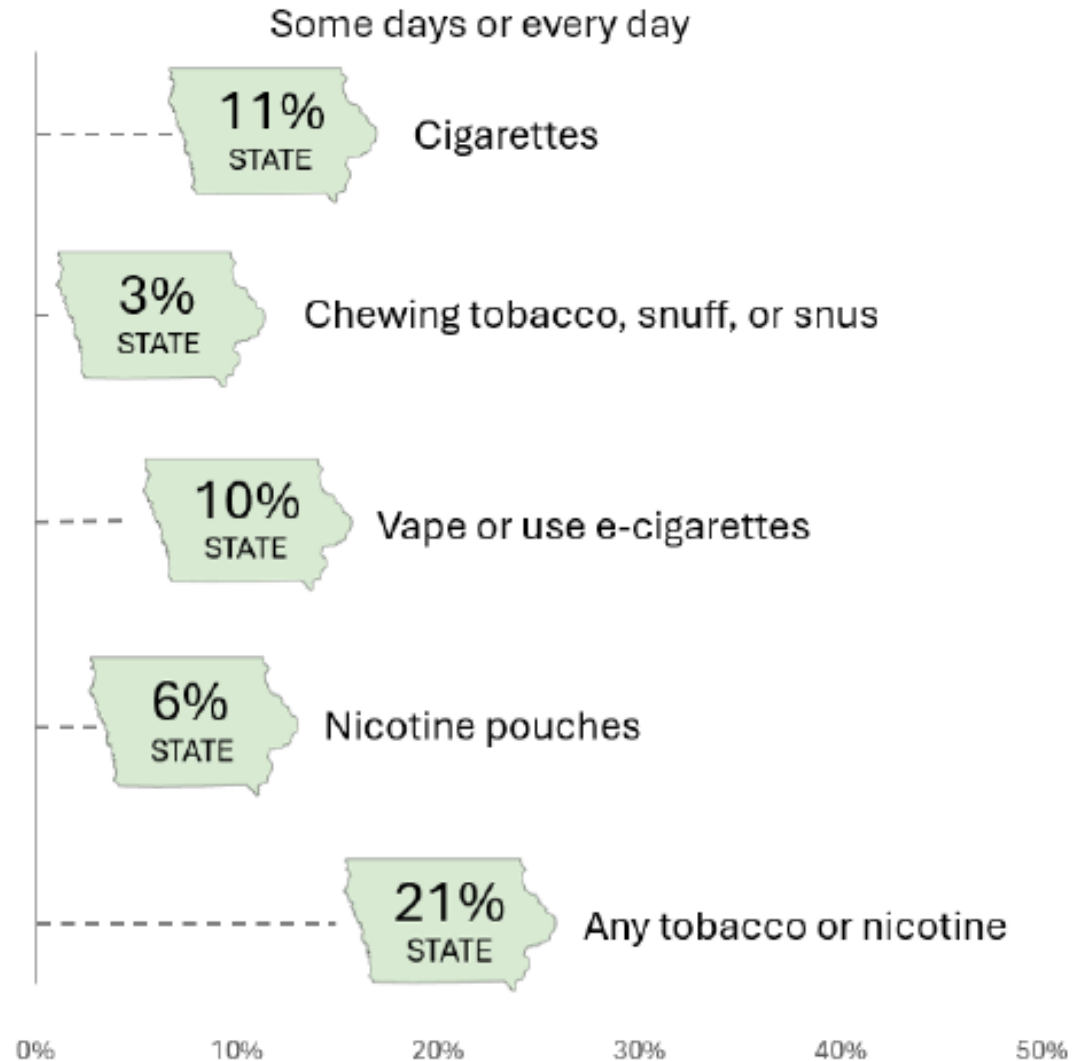


Use and Prevalence

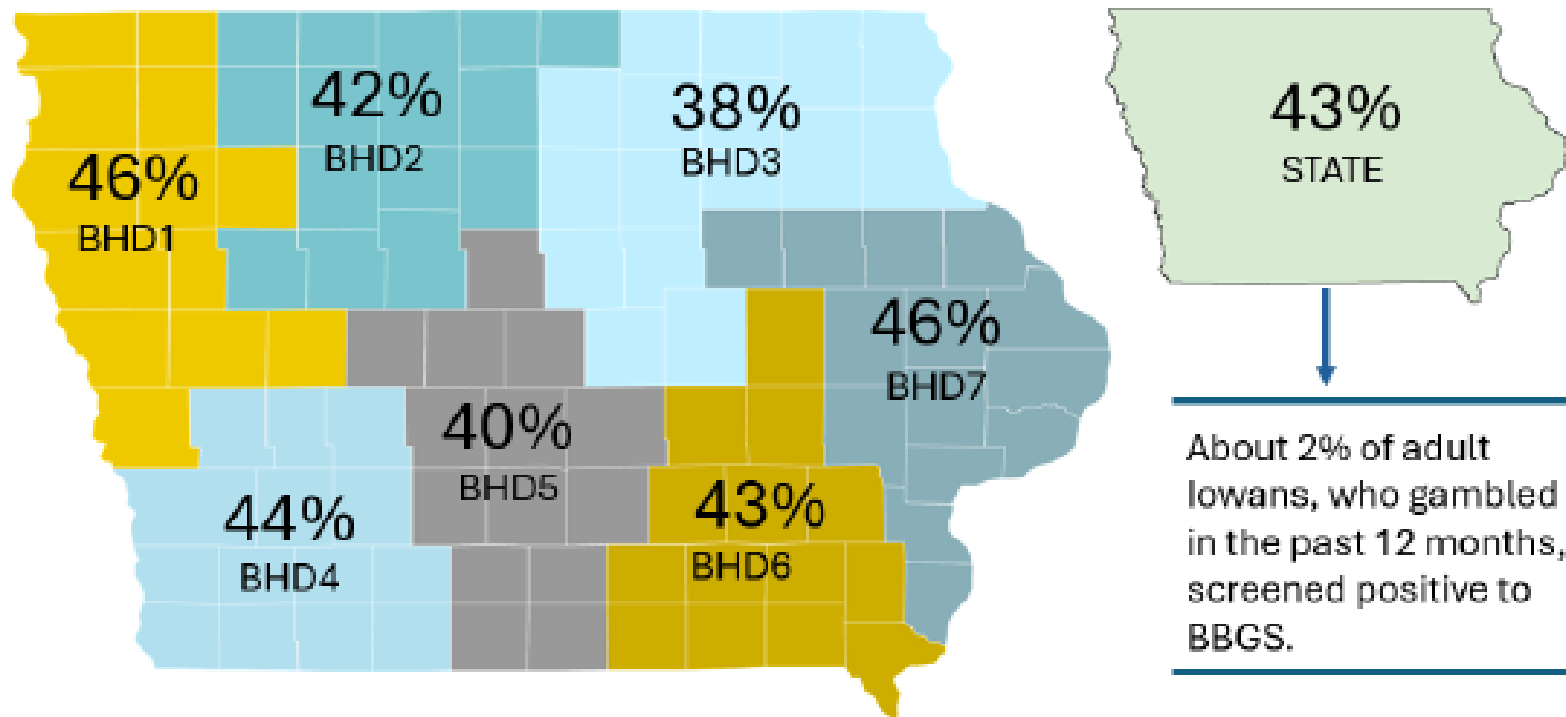
Substance Use



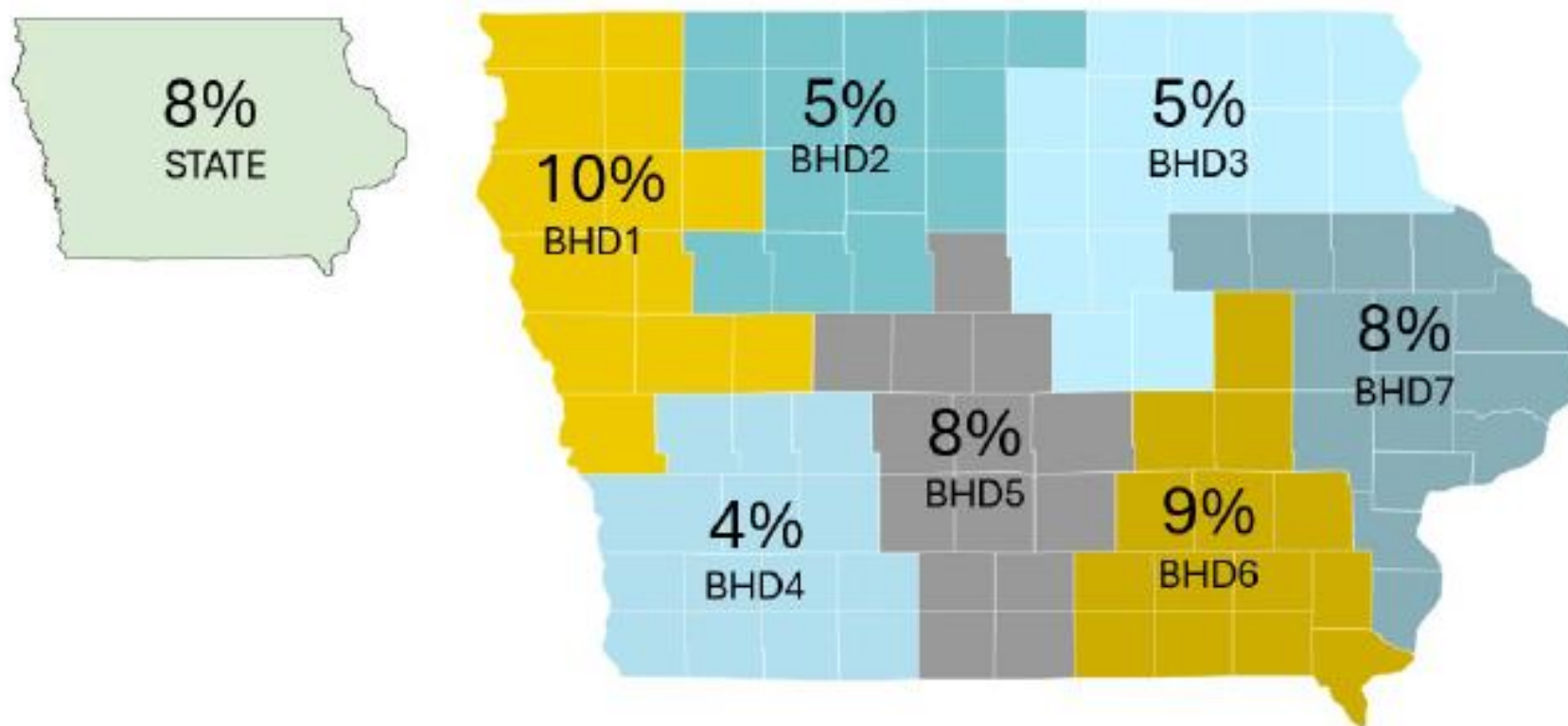
Tobacco or Nicotine Use



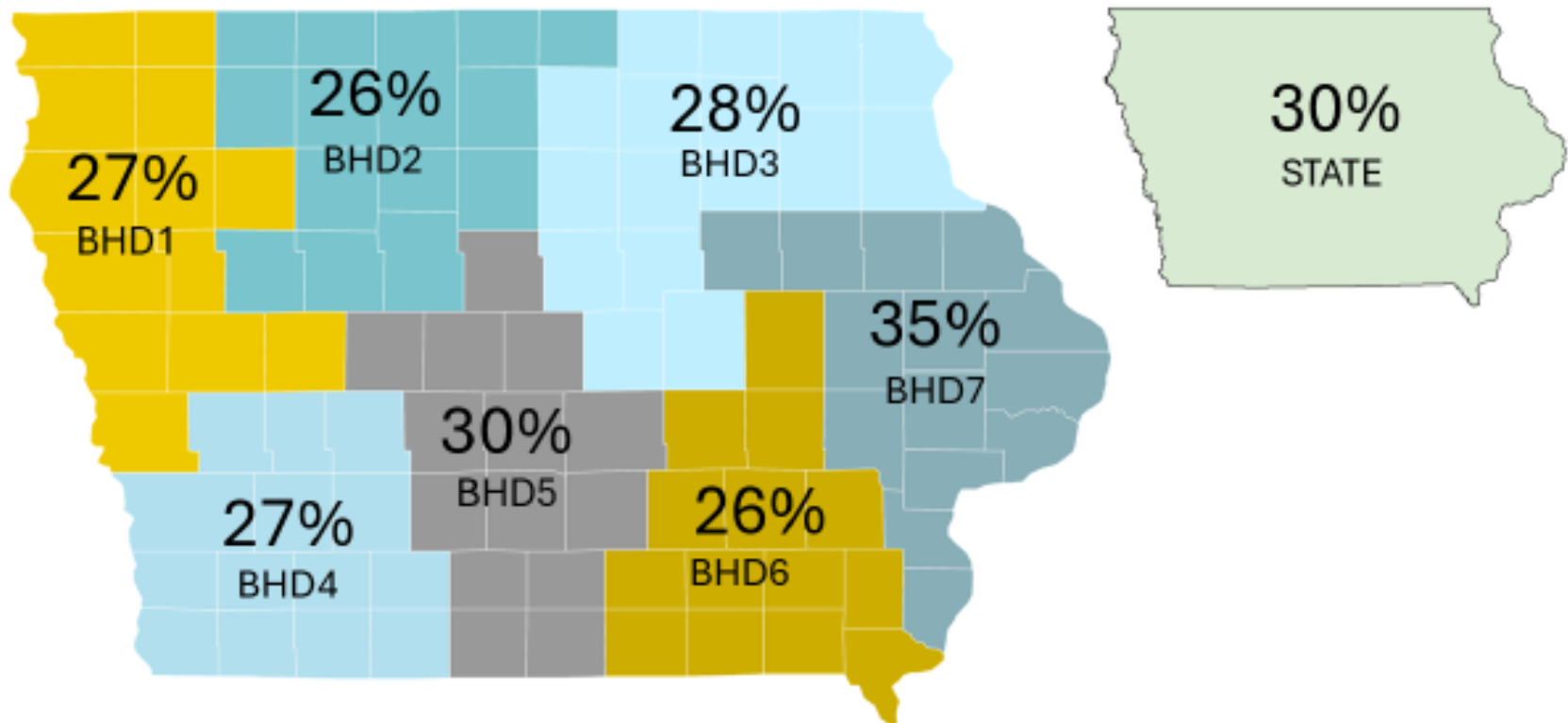
Any gambling behavior in the past 12 months



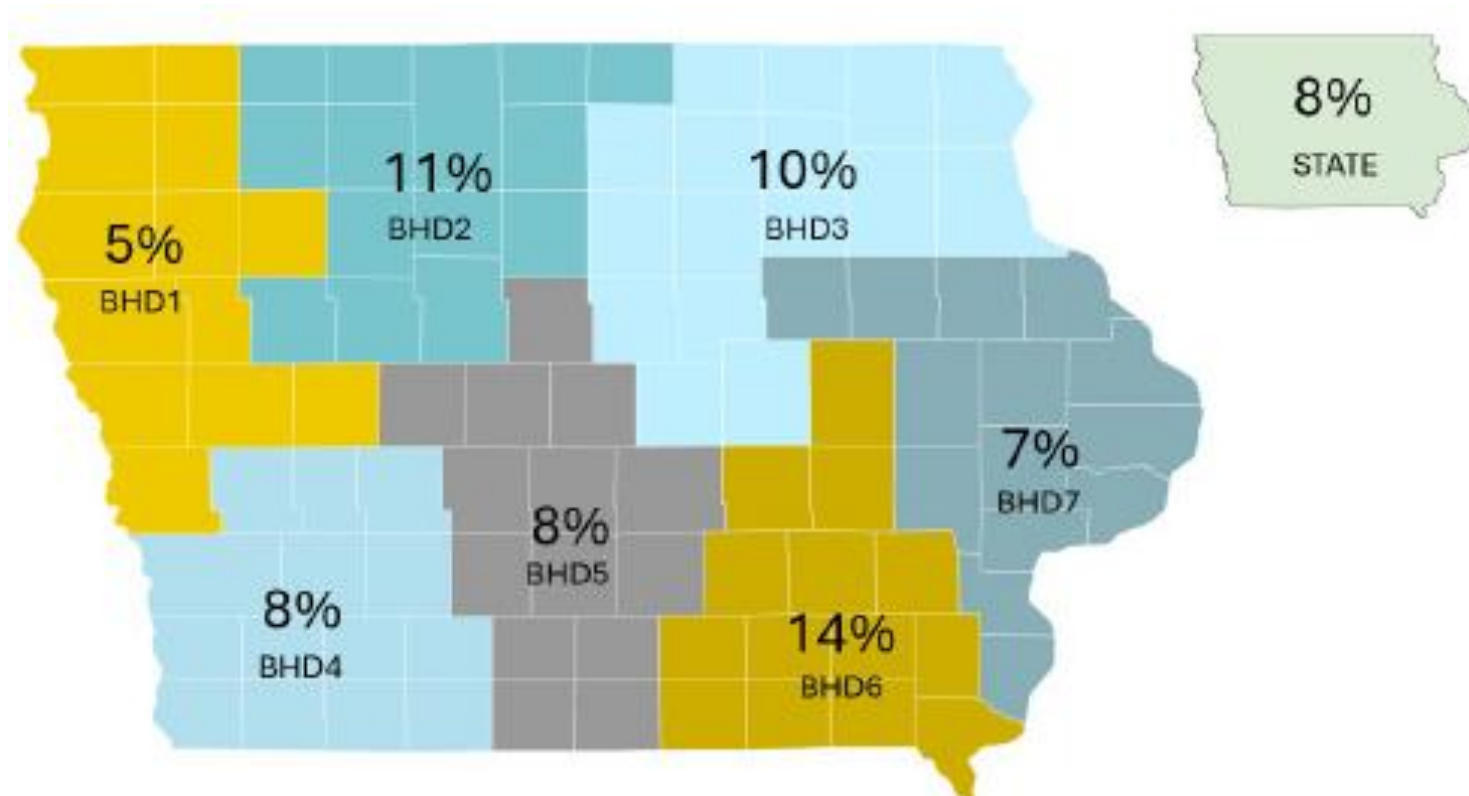
Suicidal thoughts in past 30 days



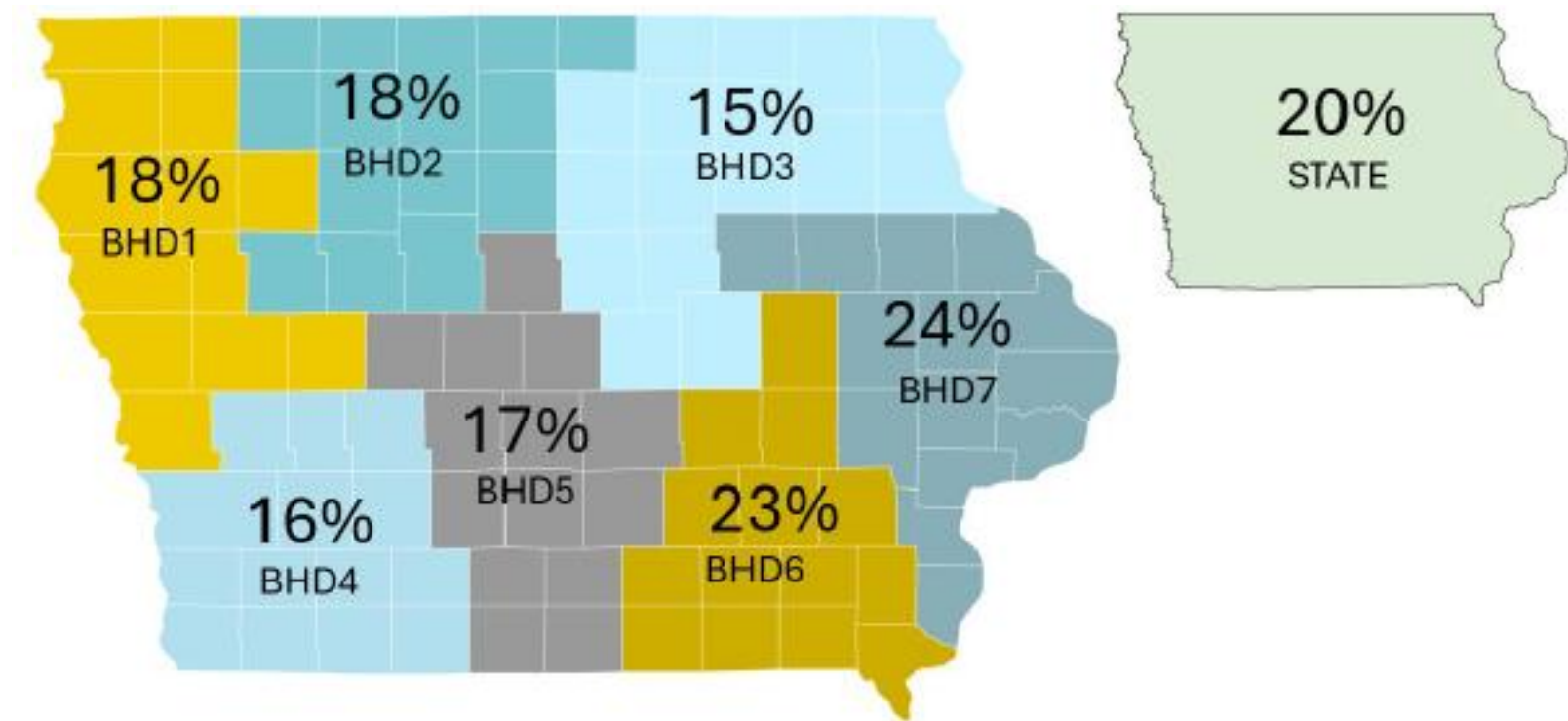
Diagnosis with a depressive disorder by health professional.



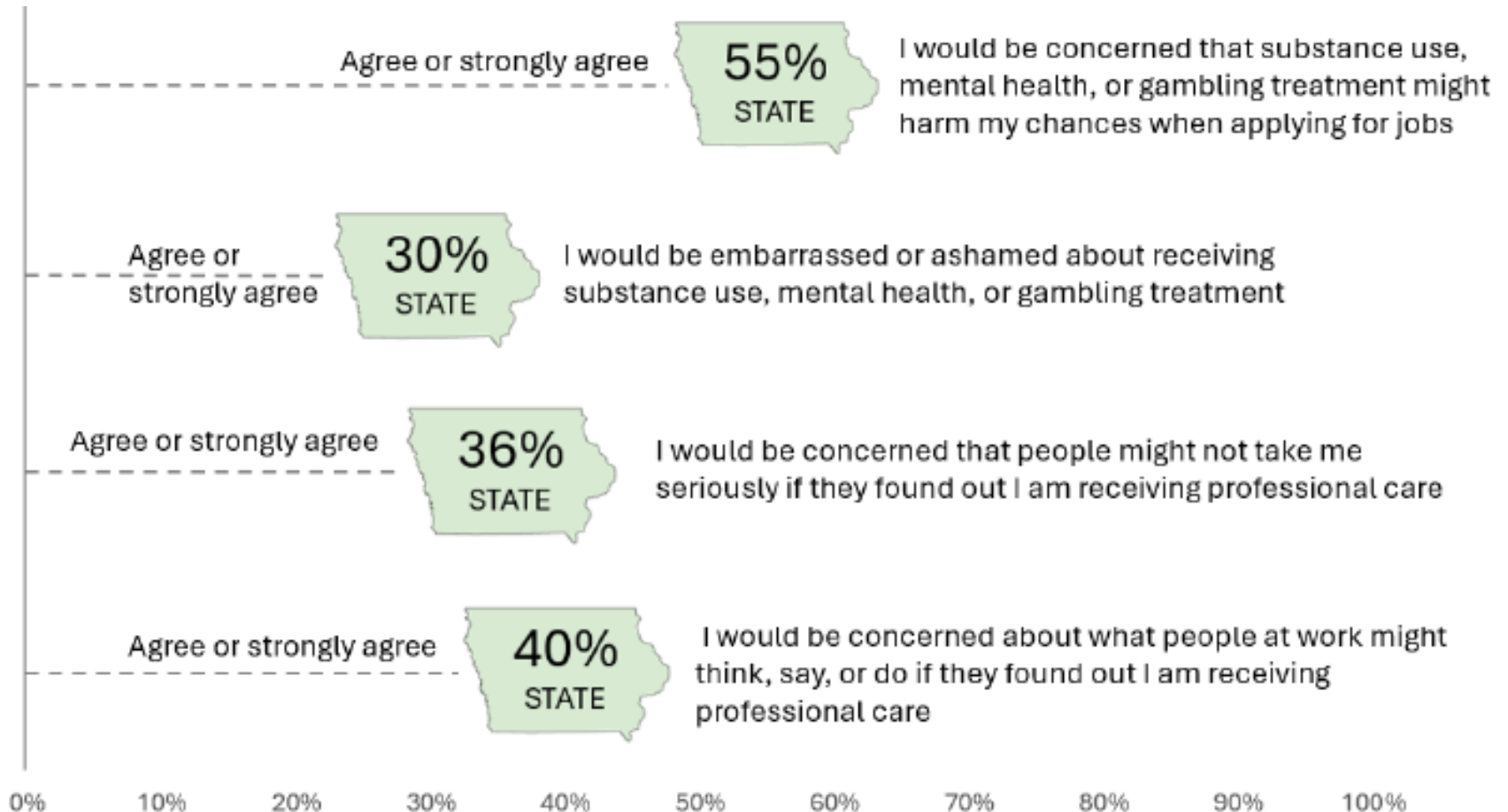
Iowans that consider themselves in recovery from past substance use.



Iowans that consider themselves in recovery from past mental health illness.



Perceived Stigma



Acknowledgements

- University of Northern Iowa Center for Social and Behavioral Research
 - Drs. Ki Park and Kyle Endres
- Division of Behavioral Health Staff



Questions?

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Health and
Human Services