



Gerd W. Clabaugh, MPA
Director

Terry E. Branstad
Governor

Kim Reynolds
Lt. Governor

Iowa Problem Gambling Treatment and Prevention Program
Prevention Roundtable
April 1, 2016
9:00 AM – 10:30 AM

Notes

On call:

Agency	Staff on Call
ADDS	Rick, Blair, Nicholas, Tramika
CFR	Shelly,
Compass Pointe	Cheryl
EFR	Erin
Heartland	Lorelle, Keellia
Jackson	RoxAnn
Prelude	Sarah, Kristin
PGRS	Jerry
Pathways	Deb
Prairie Ridge	Amy, Molly
SASC	Allison
UNI	Ki
IDPH	Eric

Program Updates:

Agency	Update and NPGAM Recap
ADDS	Participated in local TV show interview (10 minutes) and several radio interview, as well as articles in local papers. Had booths at three casinos in service area. Did multiple presentations and more collaboration with community partners. Have had several referrals to the program. Casinos were very accommodating this year. New counselor, Tramika Woods
CFR	Set up information tables at local libraries. Visited Free Speech outside Union at ISU. Did work with local community partners, “hungry for knowledge” and “don’t get stuck on Gambling”. Radio interview in Ames. Proclamation in Humboldt/Pocahontas Board of Supervisors. Social media postings. Newspaper interview in Hamilton County.
Compass Pointe	Information Sheet on characteristics of problem gambling went to Tax Accountants. Wellness fair at Grand Falls. Brochures and Posters distributed through the counties. Article was written and sent to local papers. Very pleased with relationship with Grand Falls and response by local newspapers.
EFR	Worked with Central College, promoting responsible gambling, booth (same at Simpson College) and screened 30 students (BBGS) – 10-15 students screened positive and were given information about problem gambling. Booth and presentation at Tyson food, including BBGS (no data available – but have follow up with them next week). Requests to come back for follow-up visits.
Heartland	Radio interview on KMA, very supportive of what we do. Local newspaper article. Screened film locally. Networked with tax preparers. Have presentation scheduled with Harrah’s in April. Participating in Health Fairs, including UNO. Project 21 (prevent underage gambling) packets were distributed to local schools (college scholarship program). Financial literacy classes. Seeing that more and more individuals are seeing gambling as more than casinos, seeing that it is as close as their smart phone.

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Agency	Update and NPGAM Recap
Jackson	Press conference on March 4 th and related new story. City proclamation. Booth at Hard Rock, a lot more activity this year, especially from casino employees, good location for the table. Continue to have booth each month as well. Found having table around buffet time worked well. Did various presentations with stakeholders and residential clients. Jackson is seeing an increase in client referrals. Town hall and Senior Center presentations. Contacting Tax Preparers, and successful local bank staff. Weather impacted ability to get to Wild Rose.
Prelude	Staff presentations, and did school visits/presentations in Iowa City area. School presentation on raising awareness of problem gambling. Staff training and booth at Riverside. Not able to do T-shirt campaign, tagline to raise awareness of link between suicide and problem gambling. Prairie Meadows, radio interview, multiple presentations in the community and within the school system. Alison resigned so we are preparing to hire for this position. Reaching out to other licensed programs in service area, and shared the outreach efforts in-house as well. Pleased with access to schools for presentations.
PGRS	Booth at Lakeside – “st. patrick’s day theme” and gave away over 3,000 items with attached information about responsible gaming. Lakeside is using pens as an intervention tool (has contact information on it). Been giving away Gambling Work Place brochure, and have had a couple of hits for follow-ups. (Jerry will send brochure and Eric will add to the tool kit).
Pathways	Radio interview and bus campaign (internal/external). Met with Security at the Isle. Blasted email to stakeholders on PGAM. Have seen an increase in calls from BETS OFF. Danielle has resigned and waiting on funding status.
Prairie Ridge	Working with local newspaper ads and click throughs online advertising (tracking data). Info letter to banks and distributed NPGAM posters. Presentations at local schools. Very pleased with increased amount at time at Diamond Joe. Learned from Mary at SASC and what had been approved by Boyd gaming in Dubuque, and helped open the doors. 8 days of booth and hanging out with staff in the dining room. Employees receptive and HR, and planning on monthly employee orientation. Letter for Tax preparers distributed and did drop by visits. Pleased with visits with local financial counselors and pay day loan vendors and identifying regulars who might have pg issue. Visits to local work places, sharing two-sider from the tool kit. Local high school “pep” assembly and able to provide 1 hour presentation linked to prom, then got cancelled due to weather, looking to be rescheduled.
SASC	March 10 th , National Screening day – did 65 lie/bets with all current SA clients – resulted in one referral. Booths at three local casinos. 8 Local college booths. Lunch and learn in Dubuque for social agencies. Slide ad at the movie theatre in Cedar Rapids. BoH meeting in Dubuque as well as meetings with the local coalitions.

Prevention SFY 2016 Work Plans

- Health Promotion and Outreach Plan
 - Agencies not yet submitted (CFR, PGRS, PR)
 - Availability of Creative for other purposes
 - Lamar can provide the billboard creative that can be repurposed. Billboards cannot be tagged, however other uses can include agency logo, but please send to IDPH for approval.
 - Removal fees for billboards
 - When committing to billboard space for a period of time less than the normal time frame, vendors will charge a removal fee (for example, only want bill board for two months, but contract requires a 6 month commitment).
- Data
 - We can potentially look at raw data for prevention activities entered into I-SMART to see what, if any, relationship there is between the prevention activities and referrals/admissions.
- BETS OFF – ISU has reported approximately 50 referrals for March, which is an increase of 15 from February.

Roundtable Topics/Questions

- Reaching out to Licensed SUD Tx Providers – Update - How is it going?

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- ADDS has reached out to CADS, potential subcontract.
 - Working with another provider in Ottumwa.
- Pathways regularly presents at Horizons that has raised awareness for residential clients.
- Challenge is to reach out to 100% of SUD providers in each service area

- **Self-Exclusion Info Packet Update**
 - Meetings have been happening for what to include in the packet and partnering with self-exclusion packet.
 - Waiting to hear back from IGA about the proposed changes to SEP document.

- **Iowa School Counselor’s Association Conference** (November 6-8, 2016, Prairie Meadows?)

Updates:

- **IGTP Website** <http://www.idph.iowa.gov/igtp/prevention>

- **Work Place Policy Template**
 - Customizable template posted (really!!)

- **Criminal Justice “Choices” PPT**
 - Dr. Hodgins has approved use of “repurposing” choices as a prevention curriculum in a corrections setting.

- **School Policy**
 - No recent activity, in a holding pattern. Once draft is completed, time will be scheduled to review with Eric.

Conferences

- Governor’s Conference – April 19-20
- MCPGSA – June 22-24

Topics for next call: Send to Eric by June 24, 2016

Next Calls: July 8, 2016; October 7, 2016; January 6, 2016