

Iowa Gambling Treatment and Prevention Strategic Plan
Developed by the Iowa Gambling Treatment Program Advisory Committee
Original Plan Created January 2007
Revised Plan Created January 2009

Mission

The mission of the Iowa Gambling Prevention and Treatment Program (IGTP) is to minimize the risks and harms associated with problem gambling.

This will be accomplished through:

- Education and awareness
- Identification with those in need of assistance
- The availability of a variety of quality prevention and treatment options
- The use of appropriate outcome measures, research and pilot studies
- Provider recruitment, training and retention
- Integration with other providers of social and financial services
- Policy development

Principles:

- A. Iowans have a right to accurate and balanced information on gambling, the risks associated with problem gambling, and the beliefs and practices of responsible gambling.
- B. Because all Iowans are affected by the presence of gambling, they also share responsibility for minimizing the harm associated with problem gambling. This includes gamblers, their family and friends, the community, the gaming industry, charitable and social gaming providers, service providers, and government.
- C. Iowans have the right to expect the highest possible quality prevention and treatment of problem gambling.
- D. Iowans are entitled to gambling prevention and treatment programs that are based on the best available scientific evidence and research.

Definitions

- Gambling is the act of legal and illegal wagering on random or uncertain outcomes, including but not limited to charitable and social gambling, casino gaming, lotteries, racing, high-risk investment in stocks/commodities/futures, pari-mutuel wagering, Internet gambling, and illegal wagering as defined in Iowa.¹
- Gaming is gambling in a casino environment.
- Harm reduction is an approach to problem gambling that seeks to reduce the adverse health, social and economic consequences for the community and the individual. Education, awareness-raising, host responsibility and intervention services play key roles in a harm-minimization approach.

¹.Iowa Code 135.150.

Iowa Gambling Treatment Program
Strategic Plan

- Populations of special interest under this plan might include age groupings (youth, college-age, elderly, etc.), gender, ethnicity, nationality, ability, and place of residence.
- Problem gambling is characterized by difficulties in limiting money and/or time spent on gambling which lead to adverse consequences for the gambler, for others, or for the community.
- Responsible (low risk gambling) is gambling as a recreational activity with discretionary or entertainment dollars, engaged in by the consumer with an expectation of loss and within appropriate time and dollar loss limits determined by the consumer.

Annual State of the System

The Office of Gambling Treatment and Prevention will prepare an annual review of the program, describing changes occurring during the prior year and suggested priorities for the coming year.

Information on the following will be included:

- Provider program descriptions;
- Available information on private providers if available
- FTE's of prevention and treatment workforce
- Qualifications of present workforce
- UNI Outcomes results
- Geographic reach of current prevention and treatment providers
- Help Line Service data
- Annual outcome study data (note: the 2008 Strategic Planning Committee would like to see an executive summary of each annual outcome report that could be used as a media campaign by providers)
- Analysis of advertising dollars spent compared to number of phone calls received
- Review of state requirements for training and credentialing
- Review of gambling availability in state
- Review of self-exclusion programs in Iowa casinos and the Lottery

Strategic Plan Components

- 1) Awareness/Prevention Within the General Population
 - A. Better education of the public and legislature about the function of the IGTP. Include the importance of the availability of treatment and that problem gambling is an important issue in the state of Iowa and closely connected to other problems (i.e. substance abuse). It is important to put a face to the problem. Highlight stories of individuals who have been severely impacted by problem gambling and how the program has helped. It is equally important to be data driven.
 - B. Ensure that all Iowans, including school children, have access to high-quality, effective prevention programs, including information regarding the nature of low-risk, responsible gambling.
 - C. Ensure that gamblers and potential gamblers have access to accurate and balanced information about gambling, including descriptions of the truths and myths of gambling, warning signs of problem gambling, and information about available prevention and treatment services.
 - D. Ensure that materials are population and culturally-appropriate and consistent statewide, including but not limited to youth gambling.
 - E. Ensure that helping professionals are trained about the benefits of early identification and about problems of co-morbidity.

Iowa Gambling Treatment Program
Strategic Plan

- F. Ensure that the community is informed about the benefits of early identification and about problems associated with problem gambling.

Action Steps - Prevention Within the General Population	Responsible	Timeline	Goal Addressed	Complete/Notes
Initiate a Public Information Program including the following action steps:				
Prior to the 2009 legislative session, create/distribute a legislative fact page that highlights 1) the nature of the problem, 2) need for services, 3) work that is currently being done.	IDPH/Advisory Committee	January 12, 2009	A	
Sponsor problem gambling track at annual Governor's Conference on Substance Abuse.	IDPH/Training Resources	April 2009	E	
Provide two prevention trainings during FY09.	IDPH/Training Resources	Fiscal Year 2009	E	
Prepare/present problem gambling topic at annual Iowa Public Health Association and Mental Health conferences.	IDPH	April 2009	E	
Create media message that highlights benefits of early identification and about problems associated with problem gambling	ZLR/Advisory Committee	January to June 2009	C, D, F	
Explore relationship with Department of Education to expand opportunities for persons in secondary education and community college settings to receive information about risks, responsibilities and economics of gambling.	IDPH/Advisory Committee	Prior to July 2009	B,C	
Provide media training for providers to enable better communication with media outlets including television, radio and newsprint.	IDPH/ZLR/Providers	February 2009	A, C, F	
Next Steps:	Responsible	Timeline	Goal Addressed	Complete/Notes

2) Awareness/Prevention Within Gambling Environments

- A. Assist gaming venues in training employees to consistently identify warning signs related to problem gambling and to be involved in the delivery of education.
- B. Explore other forms of cooperation between providers and gambling venues regarding recognition and management of problem gambling and the promotion of responsible gambling.
- C. Work with the gaming venues and the Lottery to develop a consistent, statewide packet of information on voluntary self-exclusion.

Iowa Gambling Treatment Program
Strategic Plan

- D. Encourage implementation of official uniform standards and codes of conduct (e.g., AGA, IRGC).²
- E. Ensure that consumer education materials are available in all gambling venues.

Action Steps - Prevention Within Gambling Environments	Responsible	Timeline	Goal Addressed	Complete/ Notes
Take inventory of education services provided by gambling treatment and education contractors to train employees on warning signs related to problem gambling and response to problem gamblers.	IDPH/ providers/IGA	January – April 2009	A	
Develop recommendations for benchmarks on content and frequency of problem gambling training for casino employees.	IDPH/IGA Responsible Gaming Committee	April-May 2009	A, B	
Ensure that consumer education materials are available in all gambling venues.	IGA Responsible Gaming Committee/ GTE Contractors	January 2009/ Ongoing	E	
Inventory current practice and develop recommendations for response to self excluded persons entering casino properties.	IDPH/IGA Responsible Gaming Committee	August – November 2009	B	
Partner with IGA casinos and providers during National Problem Gambling Awareness Week and National Responsible Gaming Week to conduct media campaign to increase awareness of casino employees and general population of signs/symptoms of problem gambling and risks/responsibilities of gambling.	IDPH/IGA/ providers/ZLR/ Advisory Committee	Feb/March 2009 and July/Aug 2009	A, B	
Explore increased collaboration with Iowa Lottery focusing on World Lottery Association Responsible Gaming Principles	IDPH/IA Lottery	April 2009	B	
Explore collaboration with IGA, IGRC, casinos, providers pilot the use of I-Care.	IDPH/IGA/ IGRC/ Providers	November 2009	B	
Next Steps:	Responsible	Timeline	Goal Addressed	Complete/ Notes

3) Awareness/Prevention Research

² The American Gaming Association Code of Conduct is available at: http://www.americangaming.org/programs/responsiblegaming/code_public.cfm The Uniform Standards for the Iowa Racing and Gaming Commission are available by contacting the Commission.

Iowa Gambling Treatment Program
Strategic Plan

- A. Taking into consideration existing applicable research, develop a process for establishing awareness/prevention research priorities, including but not limited to:
 - 1. Levels of youth gambling in Iowa and best practices for intervention.
 - 2. Prevalence of responsible gambling beliefs and practices among Iowa gambling consumers.
 - 3. Effective problem gambling prevention programs.
 - 4. Efficacy of voluntary self-exclusion in Iowa.
 - 5. Feasibility and consequences of changes to gaming machine operation such as pre-commitment of loss limits, mandatory breaks in play, no-smoking rules, play time-outs, etc, as harm-reduction strategies.

IDPH Calendar Year 2009 Action Steps

No awareness/prevention research action steps planned for CY 2009

- 4) Awareness/Prevention Policy Issues
 - A. Support the need to integrate problem gambling prevention with other prevention and health planning programs where appropriate.
 - B. Ensure that all Iowa schools offer education in financial literacy and family consumer science.
 - C. Support the necessity of publicly-funded problem gambling prevention and the promotion of responsible or low-risk gambling for the general public.
 - D. Initiated a relationship with Department of Education (or others) to provide better inroads to providing education about risks, responsibilities and economics of gambling.
 - E. Periodically review the official uniform standards and codes of conduct to ensure that they address problem gambling and promote responsible gambling.
 - F. Support problem gambling awareness and the development of codes of conduct for social and charitable gaming providers.
 - G. Support collaboration between IGTP, the National Council on Problem Gambling, and the statewide provider association.
 - H. Support adequate funding to maintain awareness and prevention services.
 - I. Investigate reimbursement practices for rural vs. urban areas, looking at all forms of services mandated by IGTP.

Action Steps - Prevention Policy Issues	Responsible	Timeline	Goal Addressed	Complete/ Notes
Develop age/grade level appropriate problem gambling prevention curriculum recommendations.	IDPH/ Providers/ ISU Extension	March-May 2009	B	
Provide curriculum recommendations to Department of Education.	IDPH	July-August 2009	D	
Explore relationship with Department of Education and ISU Extension to expand opportunities for persons in secondary education and community college settings to receive information about risks, responsibilities and economics of gambling.	IDPH/ISU Extension	June-August 2009	B, D	
Provide support and collaboration to Iowa Behavioral Health Association.	IDPH	January – ongoing	G	
Provide second round of information to social and charitable gaming licensees	Providers/ IDPH	June-July 2009	F	
Next Steps:	Responsible	Timeline	Goal	Complete/

Iowa Gambling Treatment Program
Strategic Plan

			Addressed	Notes

Iowa Gambling Treatment Program
Strategic Plan

5) Intervention/Treatment Administration and Services

- A. Encourage screening for mental health, substance abuse, and gambling problems by all health providers.
- B. Require screening for co-occurring mental health, substance abuse, and gambling problems by gambling treatment providers.
- C. Implement standard screening and assessment tools.
- D. Ensure that all Iowans of all populations have access to treatment services based on best available scientific research and evidence.
- E. Develop distance treatment options in each Gambling Treatment Service Area. Distance treatment uses only SAMHSA best practices curriculum (CHOICES).
- F. Enhance Help Line Services as appropriate.
- G. Make available case management and wrap-around services when beneficial and cost-effective.
- H. Ensure that problem gambling providers meet the standards set by the state of Iowa.
- I. Find ways to offer incentives to better performing agencies to promote best practices.
- J. Identify best practice treatment curriculums and endorse these models only for treatment providers.

Action Steps - Treatment Administration and Services	Responsible	Timeline	Goal Addressed	Complete/Notes
Create a report after the first year of offering distance treatment services that highlights the strengths and barriers of the service.	IDPH/UNI	September 2009	E	
Continue to refine distance treatment services including but not limited to provider training and technical assistance.	IDPH/Providers	Ongoing	E	
Identify best practice treatment curriculums and endorse these models for treatment providers.	IDPH/Providers	September – December 2009	J, D	
Continue to regularly monitor contract and licensure standards established by the state of Iowa.	IDPH	Ongoing	D, H	
Explore feasibility of including on-line chat for helpline in addition to standard telephone based service. Implement if appropriate	IDPH/ISU Extension	June-July 2009	F	
Next Steps	Responsible	Timeline	Goal Addressed	Complete/Notes

6) Intervention/Treatment Research

- A. Taking into consideration existing applicable research, develop a process to establish priorities for research among but not limited to the following:
 - 1. Benefits and cost-effectiveness of alternatives to the treatment options currently being offered (e.g., distance treatment, “natural recovery,” drug therapy)
 - 2. Best screening and assessment tools (in terms of feasibility, reliability, and extent to which validated.)
 - 3. Methods for monitoring outcomes, both of treatment and prevention programs

Iowa Gambling Treatment Program
Strategic Plan

4. Possible underutilization of existing state-supported treatment services by problem gamblers
5. Utilization and qualifications of alternative providers
6. Enhancements to Help Line services
7. Efficacy of multiple levels of treatment
8. Outcomes for crisis callers who are and are not admitted to treatment.
9. Impact of case management and wrap-around services on treatment outcomes
10. Cost-benefit analysis of various forms of care (e.g., brief, solution-focused vs. long-term or cognitive-behavioral)
11. Efficacy of voluntary self-exclusion programs in Iowa
12. Prevalence of substituting other potentially addictive behaviors for problem gambling
13. Appropriate treatment outcome goals, e.g., abstinence vs. controlled gambling
14. Extent of natural recovery (the reduction of problem or pathological gambling symptoms without formal treatment) among problem gamblers in Iowa

Action Steps - Intervention/Treatment Research	Responsible	Timeline	Goal Addressed	Complete/ Notes
Develop, a gambling treatment/education service monitoring system that integrates the outcome monitoring function (IGTO). This system will have the capacity to provide results for each provider. The system will replace the existing GTRS.	IDPH/ Providers	January- June 2009	A.3	
Replace GTRS with the new gambling treatment/education service monitoring system.	IDPH/ Providers	July 2009	A.3	
Next Steps	Responsible	Timeline	Goal Addressed	Complete/ Notes

7) Intervention/Treatment Policy Issues

- A. Support coordination of treatment services across state lines.
- B. Highlight lack of awareness regarding parity for insurance coverage of pathological gamblers.
- C. Investigate capitated vs. fee-for-service types of contracts.
- D. Support screening for mental health, substance abuse, and gambling problems by all health providers.
- E. Coordinate treatment services for all mental health and substance abuse issues that problem gamblers face.
- F. Develop uniform criteria for determining levels of care, continuing stay, and discharge services.
- G. Adequate funding to maintain intervention/treatment services.
- H. Investigate reimbursement practices for rural vs. urban areas, looking at all forms of services mandated by IGTP.
- I. Given the July 1, 2010 legislative mandate to link gambling treatment and substance abuse treatment (SF2425), work together to strengthen the services available.

Iowa Gambling Treatment Program
Strategic Plan

Action Steps - Treatment Policy Issues	Responsible	Timeline	Goal Addressed	Completed /Notes
Implement a process to standardize the availability, delivery, cost of delivery, and accountability of gambling and substance abuse treatment services statewide. (SF2425)	IDPH	July 2010	I, E	
Review the utilization of contract funds quarterly. Adjust the total contract dollar amount if needed based on the contractor's annual work plan and actual performance.	IDPH	Quarterly (January, April, July, October)	G	
Next Steps	Responsible	Timeline	Goal Addressed	Completed /Notes

8) Gambling Treatment Workforce

- A. Encourage the IGTP to implement an incremental increase in the qualifications of counselors over the next 5-10 years with the goal of all counselors having a minimum of a 4-year degree up to a Master's degree in a human services field plus additional training in gambling treatment.
- B. Support a collaborative partnership between the statewide provider association and the Iowa Gambling Treatment Program to address problem gambling issues in Iowa.
- C. Encourage the bodies that license and certify professionals in the field to collaborate on uniform standards for Bachelor's, Master's, and Ph.D.-level practitioners, with endorsements to cover specialties as appropriate.
- D. Identify and implement additional training opportunities such as training for cultural competence or co-occurring disorders. Offer advanced levels of training.
- E. Encourage colleges and universities to provide courses for human services and criminal justice professionals that address the nature of problem gambling, its identification, prevention, and treatment.

Action Steps - Workforce	Responsible	Timeline	Goal Addressed	Completed /Notes
Provide support and collaboration to Iowa Behavioral Health Association.	IDPH/IBHA	Ongoing	B	
Create and support a range of training opportunities that are reflective of the needs of problem gambling and other human services workforce.	IDPH/ Training Resources/ MCPGSA/ Providers	Ongoing	D	
Next Steps	Responsible	Timeline	Goal Addressed	Completed /Notes

Iowa Gambling Treatment Program
Strategic Plan

9) Workforce Research/Data Collection Issues

- A. Taking into consideration existing applicable research, develop a process to establish priorities for research among but not limited to the following:
 - 1. Identification of gaps in gambling prevention and treatment training
 - 2. Standards and qualifications in other states
 - 3. Additional training needed to enhance Iowa's gambling treatment and prevention workforce
 - 4. Characteristics of the best higher education programs related to problem gambling treatment

IDPH Calendar Year 2009 Action Steps

No Workforce Research/Data Collection action steps planned for CY2009

10) Workforce Policy

Funding to adequately compensate a trained, stable, and professional workforce, including funding to gradually increase their overall level of credentialing.

IDPH Calendar Year 2009 Action Steps

No Workforce Policy action steps planned for CY 2009

11) Overall Policy Issues

- A. Representation of gambling treatment program on Iowa Board of Health.
- B. Advocate for thoughtful, strategically-based need assessment regarding the use of roll-over dollars.
- C. Utilize the input of the Advisory Committee to provide direction on IGTP policy issues.

IDPH Calendar Year 2009 Action Steps

No Overall Policy Issues action steps planned for CY 2009
