

**Iowa Gambling Treatment Program (Iowa Department of Public Health)  
Media Expenditures, Calls, and Clients by Fiscal Year**

The chart below shows Expenditures for Educational Messages about problem gambling and the 1-800-BETS OFF helpline, helpline calls from gamblers and concerned persons and clients receiving counseling services.

<b>Expenditures for Educational Messages</b>							
	Television	Radio	Print	Billboards	TOTAL	Helpline Calls	Clients Served
Fiscal Year 2009	\$608,835	\$63,397	\$ -	\$184,165	\$856,397	3,435	905
Fiscal Year 2008	\$621,660	\$ -	\$75,706	\$174,654	\$872,019	2,198	940
Fiscal Year 2007	\$715,579	\$89,100	\$ -	\$149,694	\$954,373	2,074	1,146
Fiscal Year 2006	\$719,184	\$148,530	\$351,161	\$128,850	\$1,347,725	2,314	1,205
Fiscal Year 2005	\$537,801	\$ -	\$131,329	\$144,520	\$813,650	1,953	1,009
Fiscal Year 2004	\$120,708	\$ -	\$ -	\$112,384	\$233,092	1,357	938
Fiscal Year 2003	\$151,639	\$ -	\$ -	\$13,5470	\$287,109	1,587	919
Fiscal Year 2002	\$162,157	\$ -	\$ -	\$130,960	\$293,117	1,557	842
Fiscal Year 2001	\$389,689	\$ -	\$ -	\$142,187	\$531,876	2,189	944
Fiscal Year 2000	\$494,758	\$117,094	\$253,930	\$99,022	\$964,804	2,470	1,053
Fiscal Year 1999	\$499,585	\$148,756	\$233,594	\$9,5160	\$976,915	2,355	923
Fiscal Year 1998	\$905,458	\$248,411	\$219,813	\$98,175	\$1,471,857	4,156	1,016
Fiscal Year 1997	\$277,505	\$158,250	\$62,545	\$111,241	\$609,541	4,336	970
Fiscal Year 1996	\$1,045,474	\$175,816	\$120,374	\$108,128	\$1,449,792	4,496	884
Fiscal Year 1995	\$82,360	\$44,200	\$ -	\$88,046	\$214,606	1,304	562
Fiscal Year 1994	\$ -	\$ -	\$ -	\$ -	\$ -	140	383
Fiscal Year 1993	\$ -	\$ -	\$ -	\$ -	\$ -	243	282
Fiscal Year 1992	\$ -	\$ -	\$ -	\$ -	\$ -	228	342
Fiscal Year 1991	\$ -	\$ -	\$ -	\$ -	\$ -	172	362
Fiscal Year 1990	\$146,163	\$ -	\$26,000	\$29,000	\$201,163	323	351
Fiscal Year 1989	\$253,429	\$38,684	\$44,743	\$53,921	\$390,777	343	292
Fiscal Year 1988	\$ -	\$ -	\$ -	\$34,480	\$34,480	337	277

