



IOWA PROBLEM GAMBLING SERVICES STATE FISCAL YEAR 2025 ANNUAL REPORT

June 2026

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Office of Problem Gambling Prevention & Treatment Services

OVERVIEW

Problem gambling means participation in any form of gambling activity that creates one or more negative consequences to the individual, their family or loved ones, their employer or community. Prior to SFY 2026, the Iowa Department of Health and Human Services (Iowa HHS) administered funds related to the prevention and treatment of problem gambling in Iowa through the Substance Use and Problem Gambling Services Integrated Provider Network (IPN) grant.. Beginning in SFY 2026, Iowa HHS has fully adopted a newly aligned behavioral health service system which includes payment for safety net services and foundational system-wide investments to better target earlier identification of individuals in need and make connections to care and support.

FUNDING

Iowa HHS received an appropriation from the State General Fund for addiction services that included funding for problem gambling services and \$1,750,000 from the Sports Wagering Tax Receipt Fund.

Table 1: Office of Problem Gambling Program Expenditures 2023-2026

Activity	2023 (Actual)	2024 (Actual)	2025 (Actual)	2026 (Budget)
Treatment Services	\$1,061,603	\$1,011,592	\$927,083	\$500,000
Prevention Services	\$612,714	\$635,210	\$531,053	\$667,952
Recovery Support Services	0	0	0	0
Your Life Iowa Helpline/Website	\$200,000	\$200,000	\$200,000	0
Surveillance (BRFSS)/Outcome Monitoring	\$35,221	\$28,000	\$33,000	\$15,000
Health Promotion	\$1,197,857	\$589,932	\$846,271	\$654,500
Training/Professional Development	\$134,793	\$22,830	\$19,580	0
Data Reporting System (IBHRS)	0	\$20,000	\$20,000	0
Administration Costs	\$321,047	\$264,926	\$286,519	\$295,461
TOTAL	\$3,563,235	\$2,772,490	\$2,863,506	\$2,132,913

The SFY 2026 problem gambling budget projection was based on SFY 2025 activity. Although Iowa HHS previously maintained level funding, data showed low conversion rates and diminishing activity overall. In SFY 2026, foundational system-wide investments were made, such as Behavioral Health System Navigation. System Navigation is an early interventional model and is available to all Iowans. Systemic investments are often not allocated to specific needs, such as problem gambling. However, Behavioral Health System Navigators are trained to help Iowans concerned about gambling behavior to connect with the support and resources they need.

SERVICES & UTILIZATION

Problem gambling services supported in SFY 2025 included:

- Helpline referral and education through the Your Life Iowa and 1-800-BETS OFF website (yourlifeiowa.org/gambling), with telephone (855-581-8111) and text (855-895-8398) options.
- Prevention services based on the Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Framework¹.
- Problem gambling community outreach which raised awareness of available problem gambling treatment services.
- Counseling for persons experiencing problems due to gambling and those affected by the gambling of a family member. This includes telehealth options for eligible persons with barriers to accessing certain face-to-face treatment services.
- Recovery support services for persons receiving problem gambling counseling.
- Training and professional development for prevention specialists and counselors.

Table 2: Iowa Problem Gambling Services - Utilization

State Fiscal Year	# of Prevention Hours ²	# of Patients Screened and Referred to Gambling Treatment ³	# of Gambling Contacts to 1-800-BETS OFF ⁴	Traffic to 1800BETSOFF.org
2022	2,005	1,350	1,569	35,640
2023	2,558	1,533	1,523	118,183
2024	3,646	1,434	1,363	74,002
2025	3,070	560	1,230	125,360

Iowa HHS further supported problem gambling providers and service delivery through the following:

- Implemented statewide media campaigns using the “Be #1 at Getting Help” and “Help for Them and You” campaigns to raise awareness of 1-800-BETS OFF and Your Life Iowa to encourage Iowans experiencing problems with gambling, or persons seeking additional information, to reach out for help.
- Iowa HHS offered collaborative training opportunities to further competency of substance use and problem gambling professionals in Iowa.
 - A month-long Problem Gambling Webinar Series took place that highlighted national leaders who shared innovative approaches to addressing problem gambling prevention, treatment, and recovery. Participants experienced new insights into how youth may be impacted by problem gambling, common language and terminology used in the field of problem gambling, and how financial literacy can support persons on their recovery journey.

¹ <https://www.samhsa.gov/technical-assistance/sptac/framework>

² Number of prevention hours reflects IPN grant funded providers.

³ This is the number of unique patients who received a gambling screen and were recommended to an ASAM level of care as reported by all licensed problem gambling treatment providers.

⁴ Problem gambling calls to Your Life Iowa, the 24/7 integrated hub for free and confidential help and information for alcohol, drugs, gambling and suicide, launched in 2018.

- o 47th Iowa's Annual Governor's Conference on Substance Use Prevention, Treatment, and Recovery.

NEXT STEPS

The Integrated Provider Network (IPN) grant concluded on June 30, 2025, in preparation for Iowa's Behavioral Health Service System which launched on July 1, 2025.

Iowa HHS is in the process of developing a plan to ensure a focus on the prevention and treatment of gambling is embedded into efforts across the Behavioral Health Service System continuum. Planning is focused on ensuring all Iowans have access to the right information at the right time and can access the care and support they need. Our success will be demonstrated through better outcomes for Iowans.