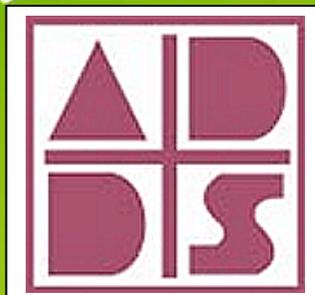


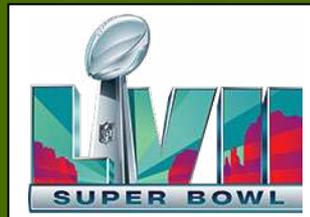
ADDS JANUARY 2023 NEWSLETTER

SUPER BOWL EDITION



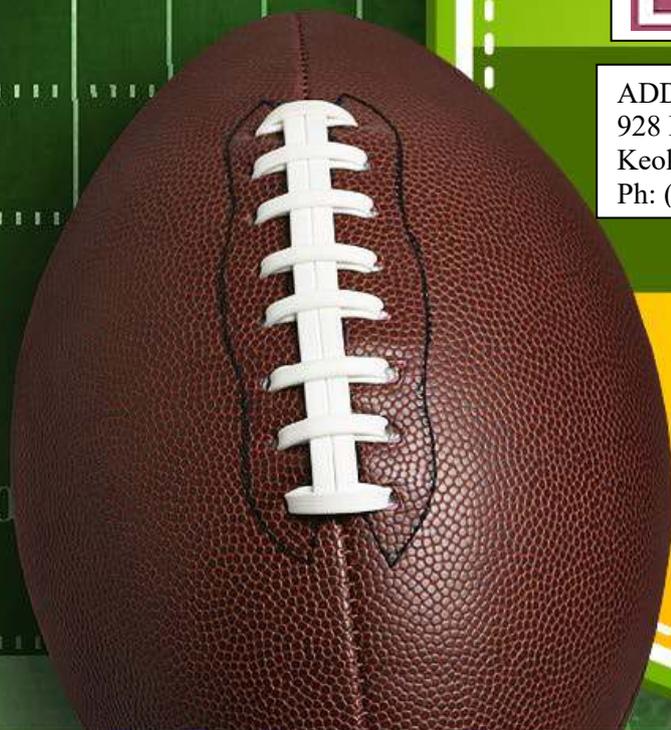
ADDS – Burlington
1340 Mt. Pleasant Street
Burlington, Iowa 52601
Ph: (319)-753-6567

ADDS – Keokuk
928 Main Street
Keokuk, Iowa 52632
Ph: (319)-524-4397



ADDS – Mt. Pleasant
122 North Main Street
Mt. Pleasant, Iowa 52641
Ph: (319)-385-2261

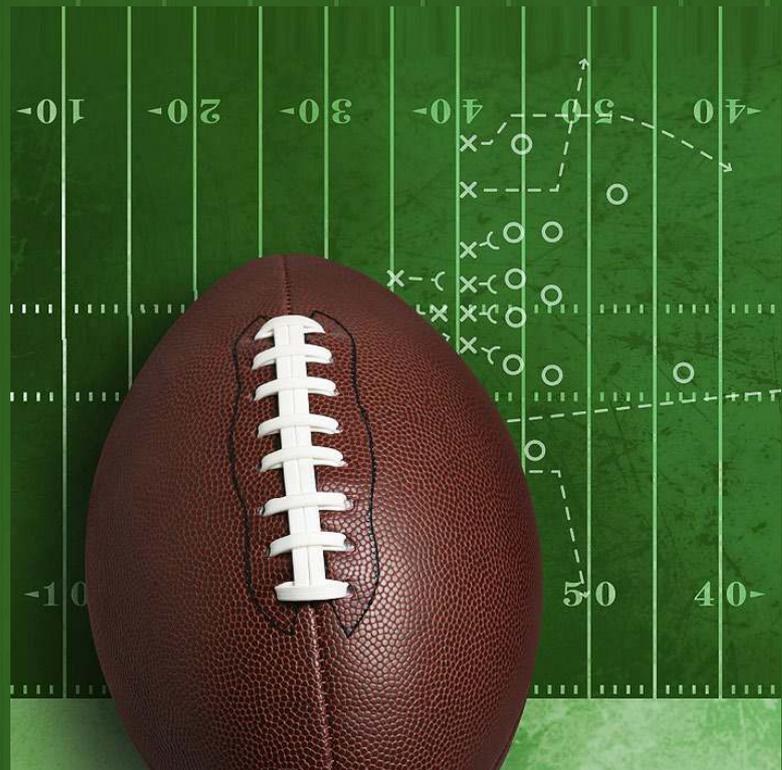
ADDS – Wapello
304 Hwy 61 North
Wapello, Iowa 52653
Ph: (319)-523-8436



THE NFL AND PROBLEM GAMBLING

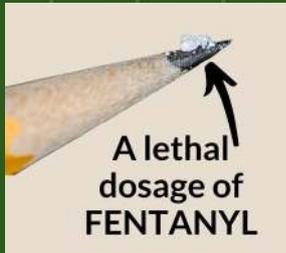
The National Football League (NFL), has launched an initiative with the National Council on Problem Gambling (NCPG), to tackle problem gambling. The new initiative can be found at www.ResponsiblePlay.org. "This Sunday, people across the country will tune in to watch Super Bowl LVI, and more than 31 million of them plan to place a sports wager. PlayUSA estimates that legal online and in-person Super Bowl wagers this year will total \$1 billion. As of February 2022, the unprecedented expansion of gambling in the last three years means that 30 states, the District of Columbia and Puerto Rico currently offer some form of legal sports betting.

The second National Survey on Gambling Attitudes and Gambling Experiences (NGAGE 2.0), a groundbreaking survey created by the National Council on Problem Gambling (NCPG) in 2018, has identified a significant increase in problematic gambling activity from 2018 to 2021. Problematic play was found to be especially prevalent among two at-risk groups: sports bettors including those who play daily fantasy sports, and younger gamblers (ages 18 to 44). The study also indicated that almost two-



Americans, or 220 million people, do not know where to get help for a gambling problem." For more information please visit <https://www.ncpgambling.org/national-council-on-problem-gambling-reminds-super-bowl-viewers-if-you-bet-know-your-limits-offers-resources-for-those-seeking-help/>

HHS RAISES AWARENESS WITH NEW CAMPAIGN ON FENTANYL



STATE OF IOWA DEPARTMENT OF
Health AND Human
SERVICES

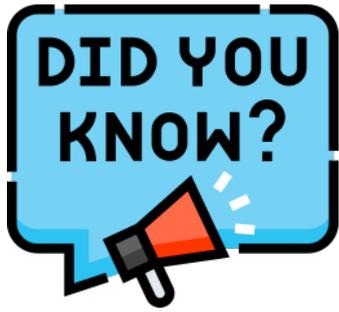
"The Iowa Department of Health and Human Services (HHS) announce the launch of a multi-platform, multi-audience messaging campaign aimed at educating parents and young Iowans about the dangers of counterfeit pills and fentanyl.

More and more young Iowans are experimenting with pills believing they will help them feel better, study more effectively or reduce social anxiety. 'This is especially dangerous because many of these pills available to young people are counterfeit and contain deadly levels of fentanyl,' said Dr. Robert Kruse, State Medical Director. Fentanyl is a synthetic opioid that's 50 times stronger than heroin. It only takes 2mg of fentanyl to be deadly. Drug cartels make counterfeit pills with fentanyl because it's cheap, highly addictive, and encourages repeat business.

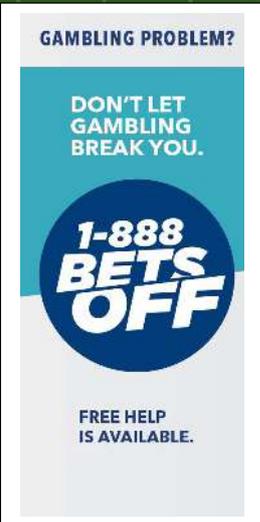
The campaign features Deric and Kathy Kidd of central Iowa, who lost their 17-year-old son, Sebastian on July 30, 2021 due to counterfeit pills. 'Everyone needs to know these conversations are essential. We all need to start an ongoing and open dialogue with our kids about the ramifications of taking any illicit substance. It's imperative that we address the stigma associated with mental health and drug use. Understanding the correlation between the two is the first step in this fight,' shared Deric and Kathy Kidd.

The campaign will include television spots with high-profile social media placements on Facebook and Instagram to enhance awareness of counterfeit pills among Iowans age 25 and up. Messaging will also be targeted toward teens and young adults through YouTube and mobile app targeted banners. HHS also developed a [conversation guide](#) for parents. The tool provides parents age specific information about how to start having this important conversation. The conversation guide can be downloaded from the [Your Life Iowa website](#)."

For further information on this news release, please visit <https://content.govdelivery.com/accounts/IACIO/bulletins/3435b44>



Our ADDS Prevention team works with manufacturers to craft drug-free workplace policies that will best serve both the company and their employees. Having strong drug-free workplace policies will enhance the health and performance of employees, will decrease absences and injuries, and will better protect companies from litigation due to accidents.



“Alcohol and other drug abuse affect the profitability of a company. It also impacts absenteeism, tardiness, and productivity rates; workman’s compensation claims; and the overall climate of the workplace.

Consider this:

- 77% of drug abusers are employed. (Bureau of Labor Statistics)
- Substance abusers are 33-50% less productive (National Institute on Drug Abuse)
- Abusers are absent 30-35 days per year and are three times more likely than non-users to be late for work. (U.S. Chamber of Commerce)
- Abusers are three to four times more likely to have an accident on the job and five times more likely to file a workers’ compensation claim. (Employee Assistance Society of North America)
- 21% of workers report being injured or put in danger, having to re-do work or cover for another employee, or needing to work harder due to others’ drinking. (JSI Research and Training Institute)

Drug-free workplace education programs are designed to assist employers as they work to create a healthier, safer environment for their employees and to address substance abuse in the workplace. There are a variety of programs that can assist employers in establishing drug-free workplace policies, and also provide education and training to employees and those in supervisory roles.”

Source: <https://odcp.iowa.gov/drug-free-workplace>

