

2008

# HODAC Annual Helpline Call Report



ANOVA Business Analysts

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## Executive Summary

- ❖ Analysis was completed upon all calls made into Helpline Georgia for the reporting period of July 1, 2007 – June 30, 2008.
- ❖ A total of 12583 calls were analyzed for FY'08. This represents an overall decrease of 6% in calls logged into Helpline Georgia over FY'07. Calls recorded in FY'07 were 13439.
- ❖ Calls were analyzed at the state, regional, and district level for the same reporting period.
- ❖ There was an emergent trend with regards to the ethnicity of callers. Call habits of ethnicities have remained virtually flat over FY'08, FY'07 and FY'06, with Caucasians and African Americans logging 95-96% of all calls into Helpline Georgia. This allows the Helpline to have a certain degree of predictability over the type of caller utilizing the service. No other ethnicity has logged calls of any statistical relevance with the exception of Hispanics who have traditionally utilized the Helpline 2% of the time during the last three years of reporting.
- ❖ 64% of callers were unemployed in FY'06, 66% were unemployed in FY'07, and 69% of users of Helpline Georgia were unemployed in FY'08. This shows the emerging trend that the life situation of callers has been in decline over the past few years.
- ❖ Calls were disseminated and analyzed each month for the entire five year reporting period data has been collected to determine both seasonal habits as well as overall trends in call patterns during the five year time frame. It was determined that while overall numbers vary between months, there tends to be a decline in calls to Helpline Georgia during the winter months and a spike during the summer months. Also, an overall declining trend in calls to Helpline Georgia was identified over the past 5 year reporting period that appears to be unrelated to the passage of time.
- ❖ The top 5 and the lowest 5 counties with regard to call utilization were compared between the past three reporting periods. Results clearly show that 4 of the 5 highest ranked counties appeared in all three lists with 3 of the 5 lowest ranking counties appearing in all three reporting periods. These results define and reinforce Georgia's call habits throughout the state. This information can be used to disseminate particular problems pertaining to caller's habits, or perhaps holes in service coverage and education.
- ❖ Calls were disseminated and analyzed at the state, region, county, city, and public health district for FY'08.

## Methodology

A thorough and complete statistical analysis has been compiled, disseminated, and analyzed for the period of July 1, 2007 – June 30, 2008 for calls totaling 12583. Data was received in a 'raw' or untouched state where a series of statistical cleaning and repairing operations were performed. Analysis was performed on calls received into Helpline Georgia for FY'08, or the reporting period of July 1, 2007 through June 30, 2008.

Comparative analysis was achieved on 'clean' data only. Clean data represents that which is thoroughly recorded at the time of the call. There are no 'holes' or improper or improbable data entries. Those possessing these qualities are scrubbed from the final data set so as not to taint or skew results.

If pertinent data was missing from specific calls, that call was deleted from the database to allow for a relevant and pertinent database to analyze from. Type 1 and Type 2 statistical errors were avoided at all costs.

Each test performed was completed individually on each dataset so as not to risk tainting each of the datasets. Certain specific state, regional, and county information was deemed important to obtain from the datasets to compare. The information gleaned from these tests will create a situation where caller behaviors, habits, and utilizations can be determined. Seasonal behavior can be identified when comparing the datasets of each of the three years of reporting. This knowledge has great implications for further marketing of the Helpline Georgia program, as well as pinpointing important areas within the state and cultural sub-sects of society that may require specialized assistance.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY08 for HODAC, Inc. Please contact ANOVA Business Analysts with any questions at the following:

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ANOVA Business Analysts, LLC



## About HODAC

HODAC Incorporated began as The Houston Drug Action Council in 1970, following the highly attended Byron Rock Festival, also known as the Atlanta International Rock Festival held in nearby Peach County. It became apparent through the Rock Festival that there was a great need for drug intervention programs to be implemented within the county and neighboring areas. Concerned citizens began looking at the problem of drug use amongst the youth of the county as well as rising teen pregnancy rates. In 1973, the Houston Drug Action Council was incorporated with a staff of fulltime help to combat the issues of concern within the region.

HODAC has maintained that priority one was to help children of the region who are having problems in their homes, children who are abused, delinquent, dealing with pregnancy or with drug use. As needed, HODAC's program menu of services have increased as needs were identified. One of these programs included Gateway Cottage, a transitional shelter for women with children who are coming out of drug and alcohol treatment facilities. Other services include Student and Family Prevention programs where counselors work with high risk children in dealing with an array of problems such as conflict resolution and anger management; Teen Pregnancy Prevention Program and Teen Headquarters, designed to assist teens with the prevention of becoming pregnant and offering alternative activities to reduce the number of juvenile crimes. HODAC also offers a Victim's Resource Center where comprehensive services are offered to crime victims and violence prevention education to the community.

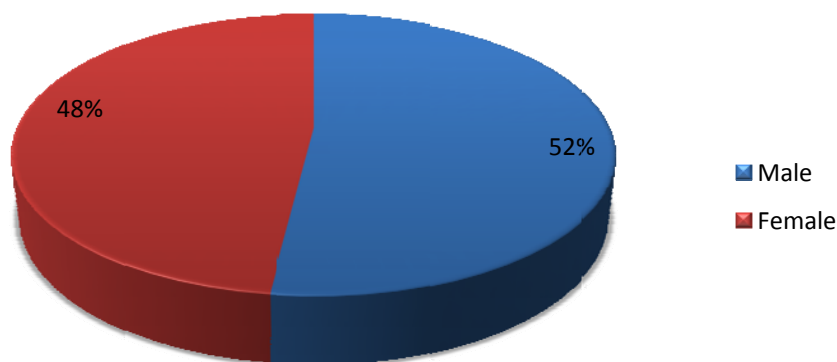
As part of these services, HODAC also maintains and counsels those individuals who call into Helpline Georgia for a variety of services.

## Demographics

### Gender

		COUNT	%
GENDER	Male	6538	51.96%
	Female	6045	48.04%
	<b>TOTAL</b>	<b>12583</b>	

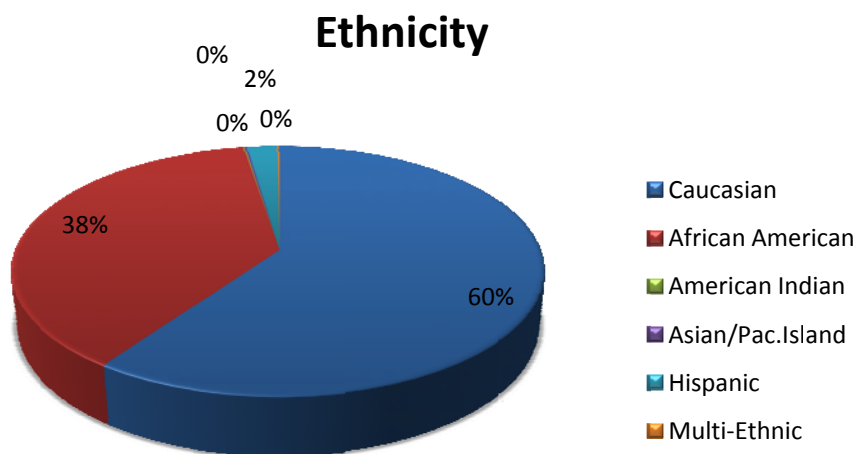
### Gender



Calls received into Helpline Georgia have varied each year between the genders. In FY'08, there were still more males utilizing the Helpline versus females in terms of actual numbers, but the gap was narrowed over FY'07. Overall, calls made into Helpline Georgia were generally down overall by 10% in FY'08 when comparing with FY'07, but there was a greater decline in male callers. FY'08 saw a flip flop in the state calls by gender over FY'07. This has often been the case within the entire reporting period from 2003. On certain years, females have utilized Helpline Georgia to a greater extent than males and other years females have reached out more. This year, there was a 2.8% decline in calls by males, versus a 3.22% increase in calls by females over FY'07. This change is not statistically relevant as the error of margin could be +/- 2% on any given metric.

### Ethnicity

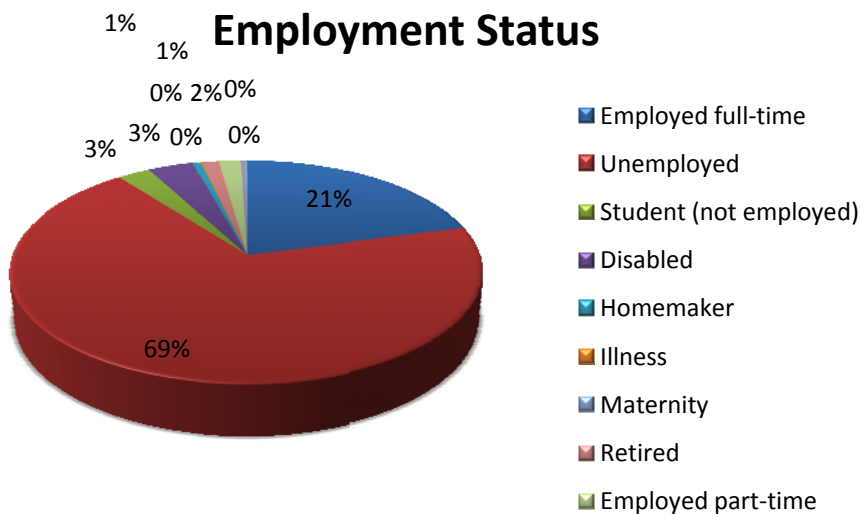
		COUNT	%
ETHNICITY	Caucasian	7515	59.72%
	African American	4748	37.73%
	American Indian	11	0.09%
	Asian/Pac.Island	21	0.17%
	Hispanic	272	2.16%
	Multi-Ethnic	16	0.13%
	<b>TOTAL</b>	<b>12583</b>	



There has been an interesting trend that has emerged during FY'08 with regards to the type of ethnicities utilizing Helpline Georgia. Logged calls remained virtually flat in terms of the percentage of Caucasians utilizing Helpline Georgia between FY'08 and FY'07. African Americans also maintained similar percentages of overall calls in FY'08, with calls totaling 37.73% of all calls logged. FY'06 also yielded similar results when comparing overall percentages. The total number of calls logged by both Caucasians and African Americans during the past three year period total 95-96% of all calls. The other ethnicities utilizing the Helpline are statistically irrelevant with the exception of Hispanics who have also maintained approximately 2% of all calls for each of the past three years.

## Employment Status

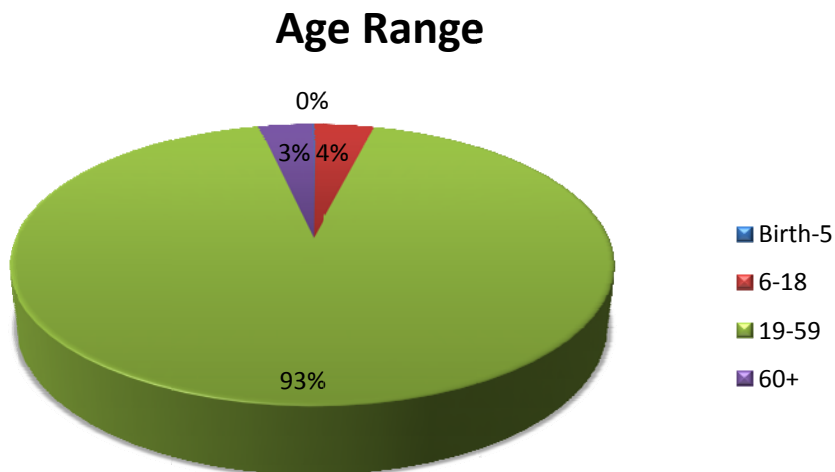
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	2637	20.96%
	Unemployed	8632	68.60%
	Student (not employed)	326	2.59%
	Disabled	449	3.57%
	Homemaker	79	0.63%
	Illness	16	0.13%
	Maternity	6	0.05%
	Retired	157	1.25%
	Employed part-time	219	1.74%
	Temporary work	46	0.37%
	Veteran	16	0.13%
	<b>TOTAL</b>	<b>12583</b>	



The working situation of the typical caller into Helpline Georgia over the past three years has made an interesting mark upon the final numbers. In FY'06, 64% of all calls were from the unemployed, with 66% of callers being unemployed in FY'07 and 69% being unemployed in FY'08. This is telling, since it shows a change in the type of person calling into the service over the past three years.

### Age Range

		COUNT	%
<b>AGE RANGE</b>	Birth-5	11	0.09%
	6-18	485	3.85%
	19-59	11646	92.55%
	60+	441	3.50%
	<b>TOTAL</b>	<b>12583</b>	



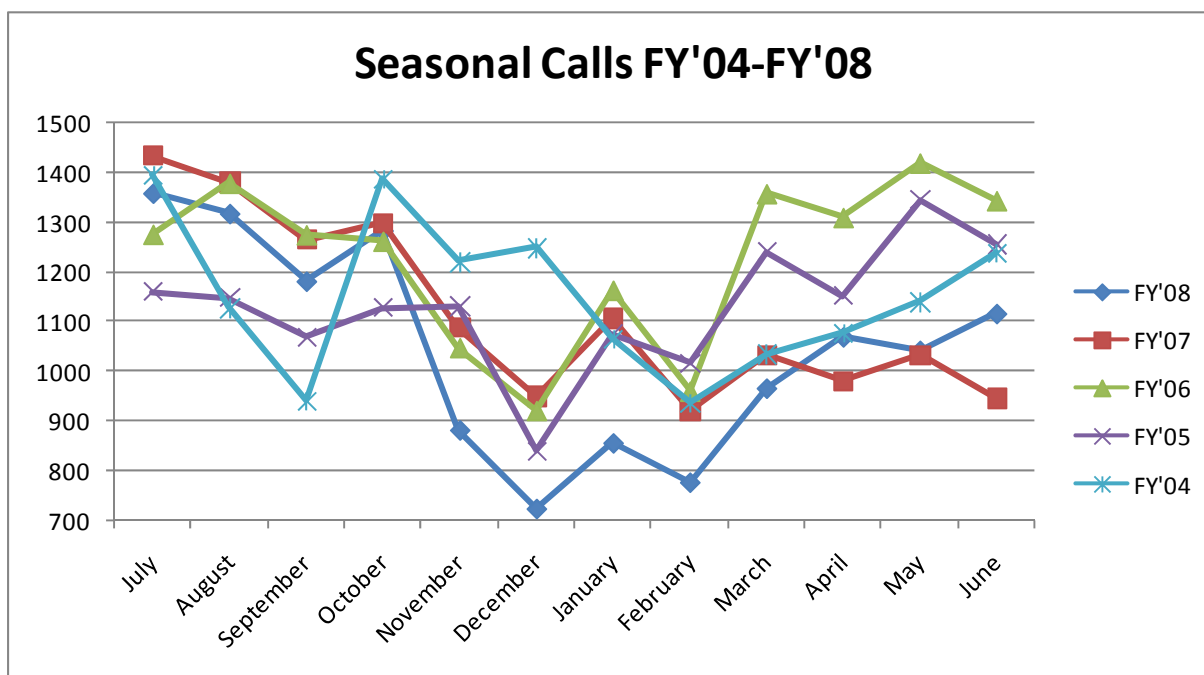


## Calls by Month

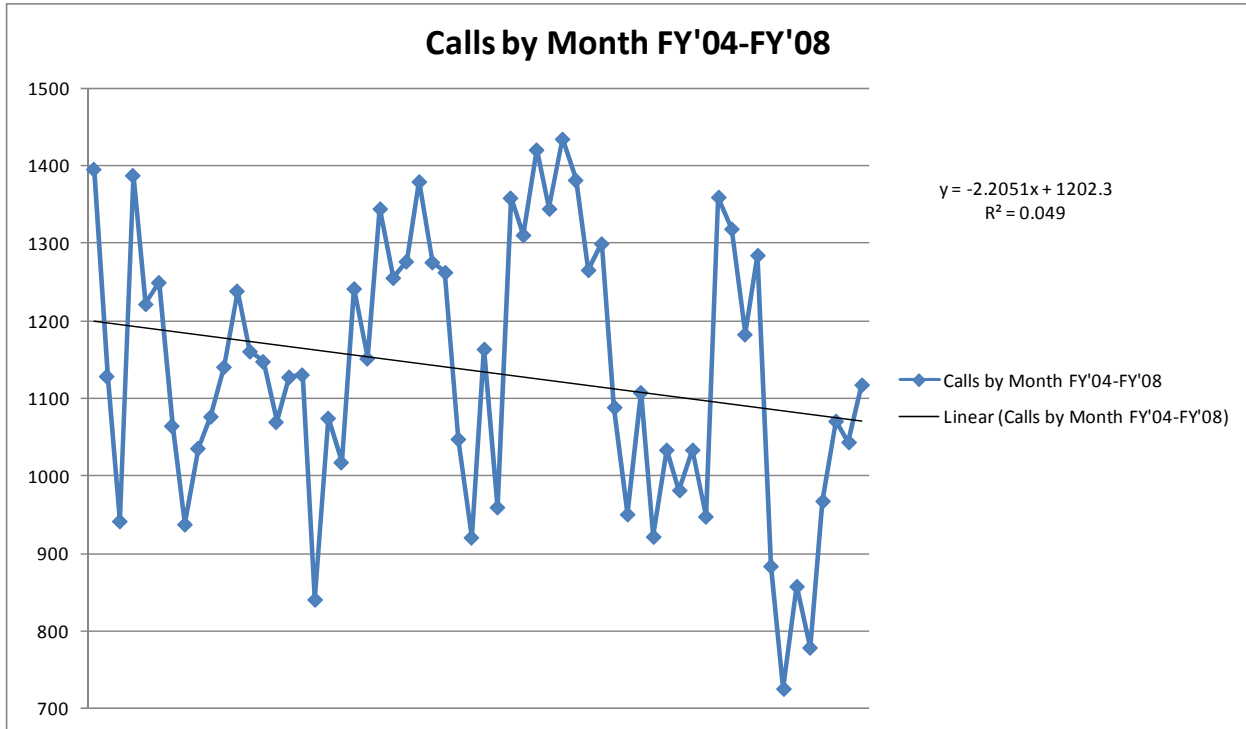
Information has been collected on caller patterns and behaviors since FY'04 until the end of FY'08, occurring on June 30, 2008. Both individual months and the entire reporting period have been presented graphically to reveal and trends and habits amongst call behavior.

**Calls by Month FY'04 - FY'08**

	FY08	FY07	FY06	FY05	FY04	04-08 average
<i>July</i>	1359	1434	1276	1160	1395	1324.8
<i>August</i>	1318	1381	1379	1147	1128	1270.6
<i>September</i>	1182	1265	1275	1069	941	1146.4
<i>October</i>	1284	1299	1262	1127	1387	1271.8
<i>November</i>	883	1088	1047	1130	1221	1073.8
<i>December</i>	725	950	920	840	1249	936.8
<i>January</i>	857	1107	1163	1074	1064	1053
<i>February</i>	778	921	959	1017	937	922.4
<i>March</i>	967	1033	1358	1241	1035	1126.8
<i>April</i>	1070	981	1310	1151	1076	1117.6
<i>May</i>	1043	1033	1420	1344	1140	1196
<i>June</i>	1117	947	1344	1255	1238	1180.2
<b>TOTAL</b>	12583	13439	14713	13555	13811	13620.2



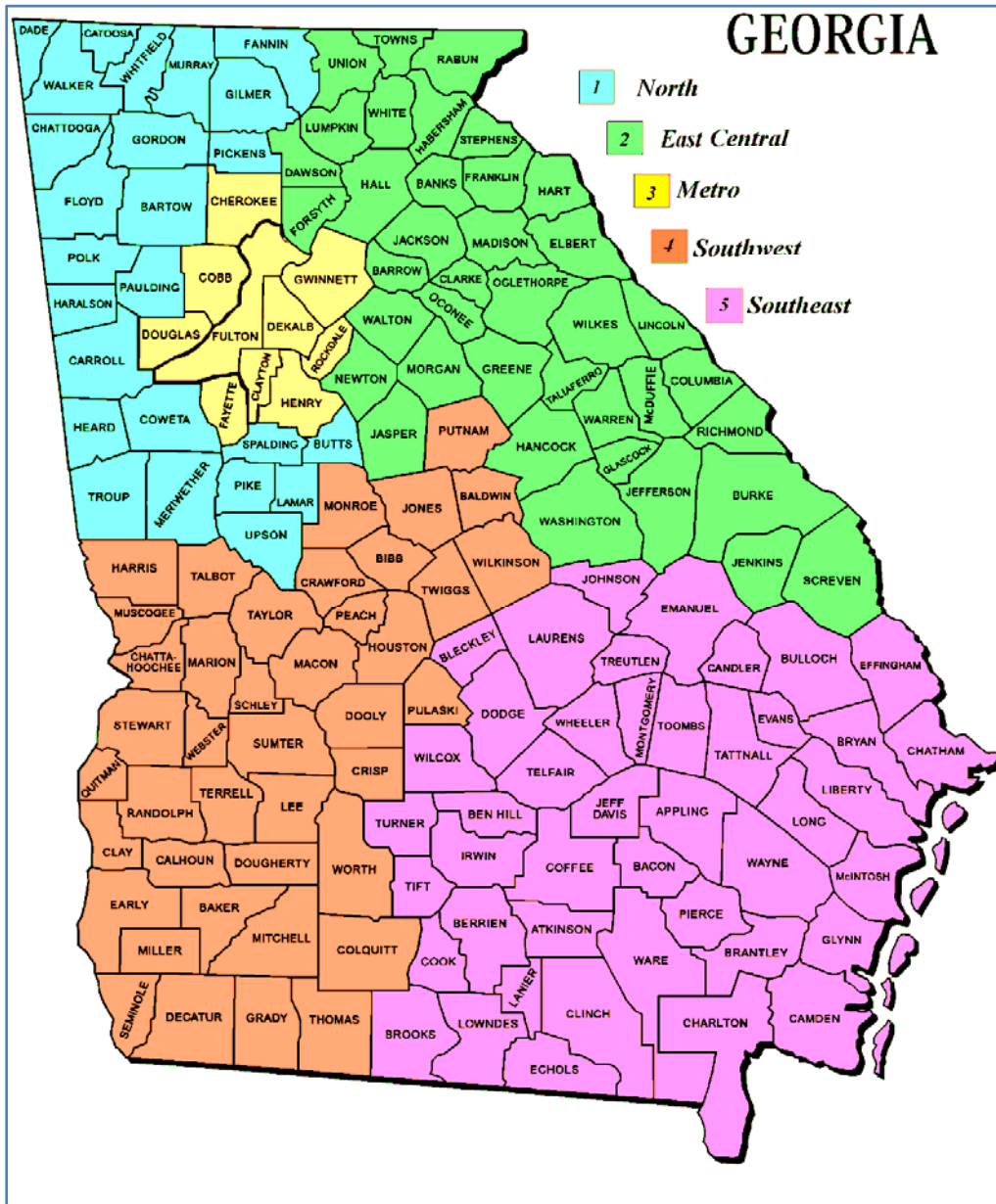
It is apparent that seasonal call patterns do naturally differ between each FY reported, however there are generalizations that can be made. The summer months tend to bring on the lion share of callers, while the Christmas and winter months have seen a general decline in overall calls. Although not apparent through the table, once graphed, call patterns are seen.



This graph shows all months reported individually from July, 2004, through to June, 2008. A linear regression trend line was added to show the overall general flow of calls over the course of the past five year reporting period since individual calls may swing heavily between months. The trendline shows an overall decline over time in the number of calls received into Helpline Georgia over any given month. The  $R^2$  equation shows the strength of the relationship between the X and Y axis – in this case, the number of calls made over time. In terms of the  $R^2$  factor, the higher the factor is, the stronger the relationship between the variables is. In this instance, the  $R^2$  factor is only .049. This is considered a weak factor and indicates that there is a minimal relationship between the number of calls made to the Helpline and the passage of time. Because of this result, the decline in calls over time can be attributed to other factors perhaps related to data collection methods, marketing efficiencies, changing caller habits, or other factors.

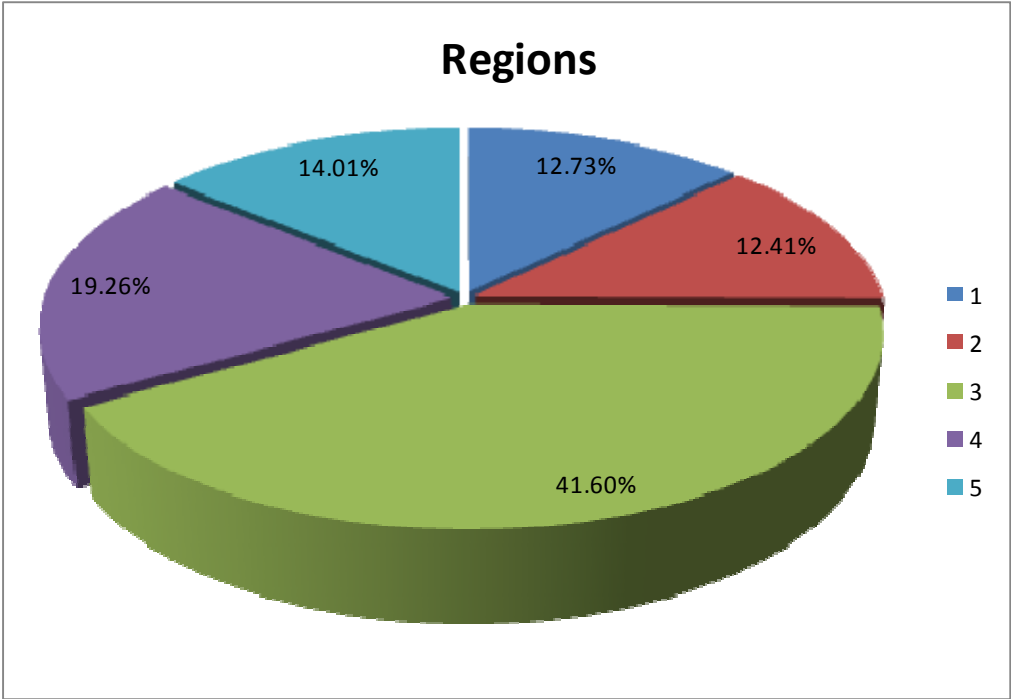
## Regions

The state of GA can be broken into five regions. A map showing these regions can be seen below:



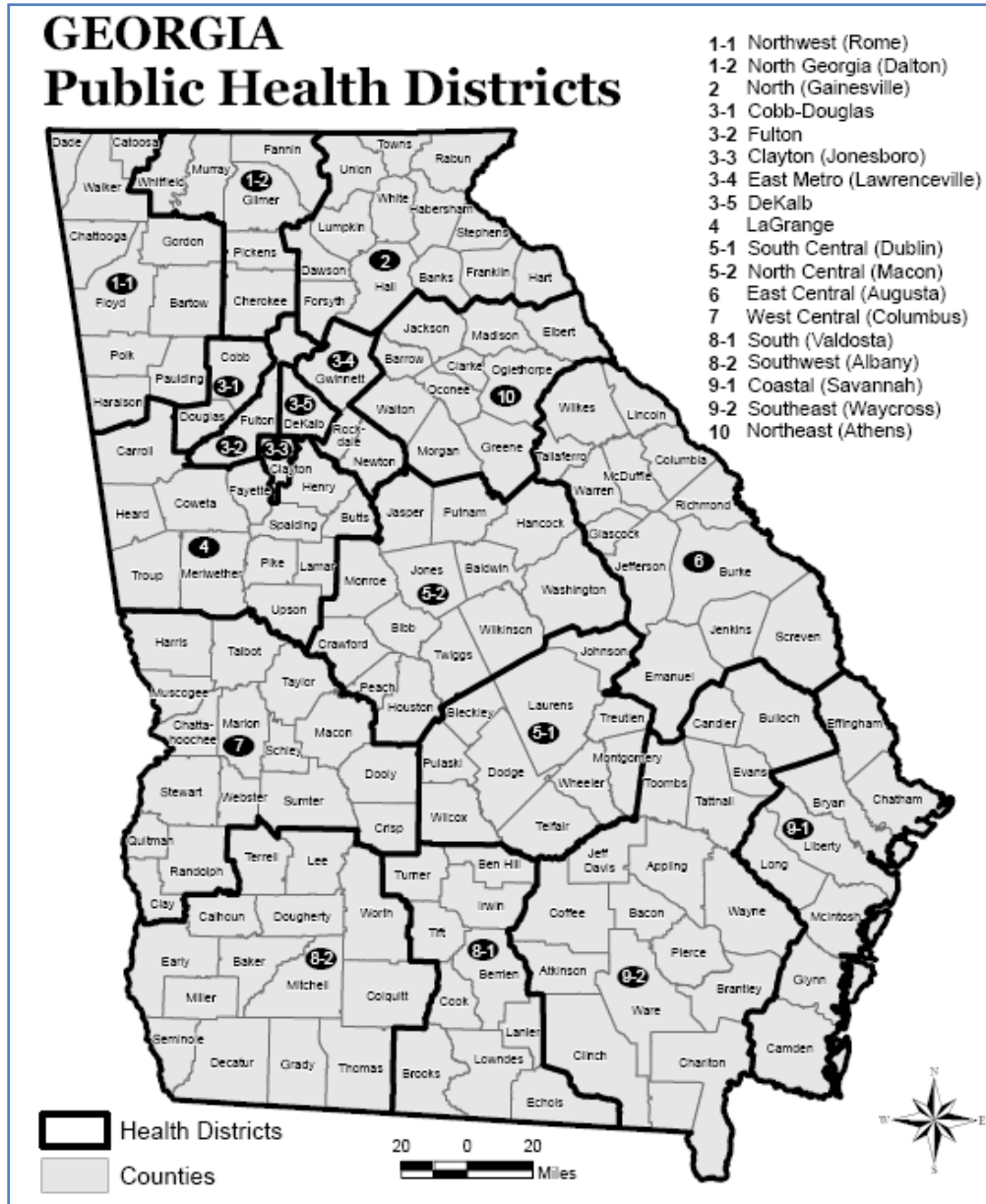
	COUNT	%	
REGION	1	1602	12.73%
	2	1561	12.41%
	3	5234	41.60%
	4	2423	19.26%
	5	1763	14.01%
	<b>TOTAL</b>	<b>12583</b>	

State call levels for FY'08 totaled 12583. As usual, Region 3 logged the majority of the calls, with 41.60%. This region encompasses the Metro Atlanta area. This shows a slight decline from FY'07 which reported 42.37%. Regions 1, 4, and 5 realized a slight increase in overall call percentage over FY'07, with Regions 2 and 3 netting a slight percentage decline overall from the previous reporting year. This indicates that more calls by percentage were logged from the northern and southern portion of the state with the Metro Atlanta and Central Georgia Regions realizing a slight overall percentage decline while still maintaining 60% of the total number of calls received into the Helpline.



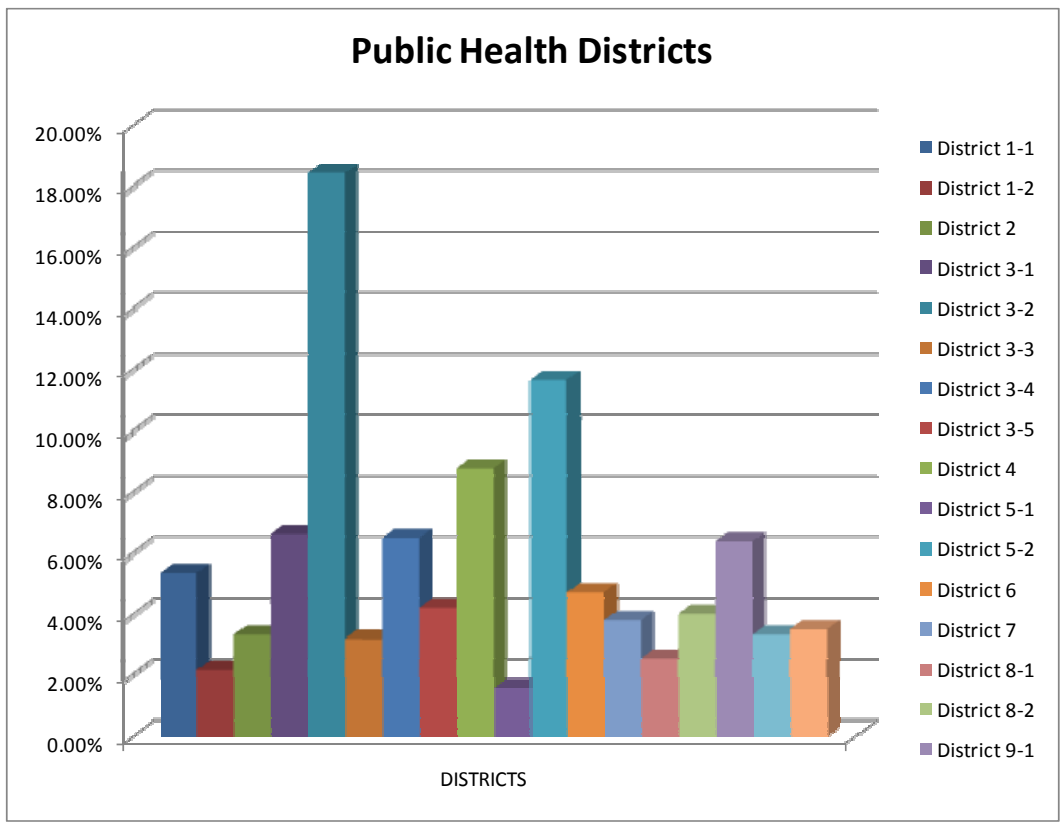
**Districts**

The state of GA was divided into 18 Public Health districts in 2006. A map of these districts can be seen below:



Georgia Helpline has begun reporting the utilization of the call system by the Georgia Public Health Districts in FY'08. These districts make up the 5 MHDDAD Regions for the state, yet pinpoint service areas in a more specific way. For FY'08, the top three districts in terms of call utilization were: District 3-2 – which covers Fulton County only at 18.44%; District 5-2 with 11.64% of all calls, which encompasses a large portion of Central Georgia, including Bibb, Houston, Twiggs, Jones, Monroe, Baldwin and others; and Public Health District 4 - LaGrange at 8.74% of all calls into Helpline Georgia including Henry, Troup, Upson and other west-central counties within the State of Georgia.

		COUNT	%
<b>DISTRICTS</b>	1-1 Northwest (Rome)	673	5.35%
	1-2 North Georgia (Dalton)	270	2.15%
	2 North (Gainesville)	418	3.32%
	3-1 Cobb-Douglas	834	6.63%
	3-2 Fulton	2320	18.44%
	3-3 Clayton (Jonesboro)	401	3.19%
	3-4 East Metro	817	6.49%
	3-5 DeKalb	532	4.23%
	4 LaGrange	1100	8.74%
	5-1 South Central (Dublin)	200	1.59%
	5-2 North Central (Macon)	1465	11.64%
	6 East Central (Augusta)	589	4.68%
	7 West Central (Columbus)	479	3.81%
	8-1 South (Valdosta)	319	2.54%
	8-2 Southwest (Albany)	506	4.02%
	9-1 Coastal	803	6.38%
	9-2 Southeast (Waycross)	417	3.31%
10 Northeast (Athens)	440	3.50%	
<b>TOTAL</b>		<b>12583</b>	



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## Counties

COUNTY COUNT			COUNTY COUNT		
	COUNT	%		COUNT	%
Fulton	2320	18.44%	Baldwin	80	0.64%
Cobb	696	5.53%	Forsyth	80	0.64%
Houston	652	5.18%	Whitfield	71	0.56%
Gwinnett	604	4.80%	Toombs	69	0.55%
DeKalb	532	4.23%	Thomas	68	0.54%
Bibb	519	4.12%	Tift	67	0.53%
Chatham	500	3.97%	Bulloch	61	0.48%
Richmond	411	3.27%	Sumter	61	0.48%
Clayton	401	3.19%	Polk	60	0.48%
Muscogee	305	2.42%	Jackson	59	0.47%
Henry	217	1.72%	Ware	59	0.47%
Dougherty	214	1.70%	Decatur	52	0.41%
Carroll	202	1.61%	Gordon	47	0.37%
Hall	194	1.54%	Haralson	47	0.37%
Floyd	179	1.42%	Lamar	47	0.37%
Coweta	169	1.34%	Walker	45	0.36%
Clarke	167	1.33%	Walton	45	0.36%
Lowndes	164	1.30%	Colquitt	43	0.34%
Bartow	148	1.18%	Upson	41	0.33%
Cherokee	141	1.12%	Camden	40	0.32%
Douglas	138	1.10%	Butts	38	0.30%
Spalding	133	1.06%	Effingham	37	0.29%
Glynn	132	1.05%	Tattnall	37	0.29%
Newton	111	0.88%	Coffee	36	0.29%
Troup	103	0.82%	Emanuel	36	0.29%
Rockdale	102	0.81%	Liberty	35	0.28%
Paulding	94	0.75%	Bryan	33	0.26%
Laurens	88	0.70%	Stephens	33	0.26%
Fayette	83	0.66%	Crisp	32	0.25%
Barrow	81	0.64%	Meriwether	32	0.25%
Peach	81	0.64%	Columbia	31	0.25%

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COUNTY COUNT			COUNTY COUNT		
	COUNT	%		COUNT	%
Burke	27	0.21%	Heard	15	0.12%
Chattooga	27	0.21%	Jeff Davis	15	0.12%
Dodge	27	0.21%	Pierce	15	0.12%
Franklin	27	0.21%	Bleckley	14	0.11%
Mitchell	27	0.21%	Fannin	14	0.11%
Monroe	27	0.21%	Habersham	14	0.11%
Morgan	26	0.21%	Madison	14	0.11%
Wayne	26	0.21%	Treutlen	14	0.11%
Grady	25	0.20%	White	14	0.11%
Appling	24	0.19%	Jasper	13	0.10%
Ben Hill	24	0.19%	Taylor	13	0.10%
McIntosh	23	0.18%	Harris	12	0.10%
Screven	23	0.18%	Lumpkin	12	0.10%
Elbert	22	0.17%	Macon	12	0.10%
Jefferson	22	0.17%	Pulaski	12	0.10%
Putnam	21	0.17%	Union	12	0.10%
Washington	21	0.17%	Brooks	11	0.09%
Worth	21	0.17%	Charlton	11	0.09%
Jones	20	0.16%	Jenkins	11	0.09%
Pike	20	0.16%	Terrell	11	0.09%
McDuffie	19	0.15%	Crawford	10	0.08%
Pickens	19	0.15%	Hart	10	0.08%
Telfair	19	0.15%	Candler	9	0.07%
Bacon	18	0.14%	Dawson	9	0.07%
Catoosa	18	0.14%	Gilmer	9	0.07%
Cook	18	0.14%	Irwin	9	0.07%
Evans	17	0.14%	Wilcox	9	0.07%
Lee	17	0.14%	Brantley	8	0.06%
Greene	16	0.13%	Dade	8	0.06%
Murray	16	0.13%	Dooly	8	0.06%
Berrien	15	0.12%	Early	8	0.06%



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COUNTY	COUNT	%	COUNTY	COUNT	%
Johnson	8	0.06%	Glascok	1	0.01%
Oglethorpe	8	0.06%	Lincoln	1	0.01%
Stewart	8	0.06%	Taliaferro	0	0.00%
Twiggs	8	0.06%	Webster	0	0.00%
Wilkinson	8	0.06%			
Atkinson	7	0.06%			
Randolph	7	0.06%			
Seminole	7	0.06%			
Baker	6	0.05%			
Montgomery	6	0.05%			
Quitman	6	0.05%			
Clinch	5	0.04%			
Hancock	5	0.04%			
Lanier	5	0.04%			
Rabun	5	0.04%			
Turner	5	0.04%			
Warren	5	0.04%			
Banks	4	0.03%			
Calhoun	4	0.03%			
Clay	4	0.03%			
Marion	4	0.03%			
Schley	4	0.03%			
Towns	4	0.03%			
Long	3	0.02%			
Miller	3	0.02%			
Wheeler	3	0.02%			
Oconee	2	0.02%			
Talbot	2	0.02%			
Wilkes	2	0.02%			
Chattahoochee	1	0.01%			
Echols	1	0.01%			

TOTAL      12583

County call utilization comparisons were completed for each of FY'08, FY'07 and FY'06 to determine where calls have generally been originating from as well as where they have not been logged from. Comparisons were also completed for each of the last three years to determine if any trends could be pinpointed.

<b><i>Top 5 Counties - By Call Percentage</i></b>		
<b>FY'08</b>	<b>FY'07</b>	<b>FY'06</b>
1. Fulton - 22.61%	1. Fulton - 18.02%	1. Fulton - 17.45%
2. Cobb - 6.78%	2. Cobb - 5.74%	2. Gwinnett - 5.93%
3. Houston - 6.35%	3. Gwinnett - 5.46%	3. Cobb - 5.50%
4. Gwinnett - 5.89%	4. Bibb - 4.53%	4. Bibb - 4.84%
5. DeKalb - 5.18%	5. Houston - 4.32%	5. Houston - 4.50%
<b><i>Lowest 5 Counties - By Call Percentage</i></b>		
<b>FY'08</b>	<b>FY'07</b>	<b>FY'06</b>
1. Webster - 0%	1. Webster - 0%	1. Webster - 0%
2. Taliaferro - 0%	2. Taliaferro - 0%	2. Taliaferro - 0%
3. Lincoln - .01%	3. Echols - 0%	3. Jenkins - 0%
4. Glascock - .01%	4. Lincoln - .01%	4. Echols - 0%
5. Echols - .01%	5. Jenkins - .01%	5. Clay - 0%

It is quite interesting to note that both the highest 5 counties and lowest 5 counties by call percentage are virtually the same for each of the last 3 years. What is most interesting is that most of the calls are coming from the most populated areas of Metro Atlanta, or Central Georgia, and some of the poorest counties are not utilizing the service at all. Marketing strategies could be employed to local public health agencies as well as the school systems and public safety systems to begin educating the people of the least serviced areas in an effort to spread the word of Helpline Georgia without spending large portions of precious marketing and media dollars.

It will be impossible to increase some of the least recorded counties to the level of the highest call recorded counties, but several of the lowest scoring counties have not logged one call for the past three year reporting period compared.

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## Cities

	COUNT	%		COUNT	%		COUNT	%
Abbeville	2	0.02%	Baxley	24	0.19%	Carrollton	145	1.15%
Acworth	88	0.70%	Bellville	1	0.01%	Cartersville	128	1.02%
Adairsville	15	0.12%	Berlin	1	0.01%	Cataula	1	0.01%
Adel	11	0.09%	Bethlehem	2	0.02%	Cave Spring	2	0.02%
Adrian	3	0.02%	Bishop	0	0.00%	Cecil	1	0.01%
						Cedar Springs	2	0.02%
Ailey	0	0.00%	Blackshear	12	0.10%	Cedartown	38	0.30%
Alamo	2	0.02%	Blairsville	11	0.09%	Centerville	22	0.17%
Alapaha	2	0.02%	Blakely	6	0.05%	Chamblee	6	0.05%
Albany	214	1.70%	Bloomington	2	0.02%	Chatsworth	16	0.13%
Allenhurst	1	0.01%	Blue Ridge	10	0.08%	Chauncey	1	0.01%
Alma	18	0.14%	Bluffton	1	0.01%	Cherokee	1	0.01%
Alpharetta	85	0.68%	Blythe	1	0.01%	Chickamauga	6	0.05%
Alto	4	0.03%	Bogart	0	0.00%	Cisco	0	0.00%
Americus	51	0.41%	Bonaire	12	0.10%	Clarkesville	2	0.02%
Andersonville	3	0.02%	Boston	1	0.01%	Clarkston	17	0.14%
Appling	0	0.00%	Bowdon	8	0.06%	Claxton	16	0.13%
Arabi	0	0.00%	Bowman	0	0.00%	Clayton	4	0.03%
Aragon	1	0.01%	Box Springs	2	0.02%	Cleveland	11	0.09%
Arlington	2	0.02%	Braselton	6	0.05%	Climax	1	0.01%
Armuchee	1	0.01%	Bremen	23	0.18%	Clyo	0	0.00%
Arnoldsville	1	0.01%	Brooklet	4	0.03%	Cobb	4	0.03%
Ashburn	5	0.04%	Brooks	3	0.02%	Cobbtown	2	0.02%
Athens	167	1.33%	Broxton	1	0.01%	Cochran	14	0.11%
Atlanta	2034	16.16%	Brunswick	124	0.99%	Cohutta	0	0.00%
Attapulgus	1	0.01%	Buchanan	4	0.03%	Colbert	0	0.00%
Auburn	12	0.10%	Buckhead	4	0.03%	Coleman	1	0.01%
Augusta	398	3.16%	Buena Vista	4	0.03%	College Park	101	0.80%
Austell	64	0.51%	Buford	60	0.48%	Collins	2	0.02%
Avera	0	0.00%	Butler	3	0.02%	Colquitt	3	0.02%
Avondale Estates	1	0.01%	Byron	43	0.34%	Columbus	301	2.39%
Baconton	2	0.02%	Cadwell	0	0.00%	Comer	1	0.01%
Bainbridge	50	0.40%	Cairo	22	0.17%	Commerce	28	0.22%
Baldwin	0	0.00%	Calhoun	38	0.30%	Concord	4	0.03%
Ball Ground	6	0.05%	Camilla	15	0.12%	Conley	5	0.04%
Barnesville	43	0.34%	Canon	5	0.04%	Conyers	102	0.81%
Barney	0	0.00%	Canton	72	0.57%	Coolidge	2	0.02%
Bartow	2	0.02%	Carlton	4	0.03%	Cordele	32	0.25%
Barwick	1	0.01%	Carnesville	6	0.05%			

# HODAC Annual Helpline Call Report 2008

	COUNT	%		COUNT	%		COUNT	%
Cornelia	8	0.06%	Eastanollee	2	0.02%	Gibson	0	0.00%
Covington	96	0.76%	Eastman	25	0.20%	Gillsville	2	0.02%
Crawford	1	0.01%	Eatonton	21	0.17%	Girard	1	0.01%
Crawfordville	0	0.00%	Eden	1	0.01%	Glennville	16	0.13%
Crescent	2	0.02%	Edison	1	0.01%	Glenwood	1	0.01%
Culloden	2	0.02%	Elberton	22	0.17%	Good Hope	1	0.01%
Cumming	80	0.64%	Elko	0	0.00%	Gordon	5	0.04%
Cusseta	1	0.01%	Ellabell	6	0.05%	Grantville	7	0.06%
Cuthbert	6	0.05%	Ellaville	4	0.03%	Gray	15	0.12%
Dacula	17	0.14%	Ellenton	0	0.00%	Grayson	7	0.06%
Dahlonega	12	0.10%	Ellenwood	22	0.17%	Greensboro	12	0.10%
Dallas	74	0.59%	Ellerslie	0	0.00%	Greenville	3	0.02%
Dalton	69	0.55%	Ellijay	7	0.06%	Griffin	132	1.05%
Danielsville	6	0.05%	Emerson	1	0.01%	Grovetown	12	0.10%
Danville	1	0.01%	Enigma	2	0.02%	Guyton	7	0.06%
Darien	19	0.15%	Evans	7	0.06%	Haddock	3	0.02%
Dawson	9	0.07%	Fairburn	28	0.22%	Hahira	4	0.03%
Dawsonville	9	0.07%	Fairmount	4	0.03%	Hamilton	6	0.05%
De Soto	1	0.01%	Fargo	1	0.01%	Hampton	38	0.30%
Dearing	1	0.01%	Fayetteville	48	0.38%	Hapeville	5	0.04%
Decatur	283	2.25%	Felton	0	0.00%	Haralson	1	0.01%
Demorest	0	0.00%	Fitzgerald	24	0.19%	Hardwick	0	0.00%
Denton	1	0.01%	Flintstone	0	0.00%	Harlem	3	0.02%
Dewy Rose	0	0.00%	Flowery Branch	12	0.10%	Harrison	2	0.02%
Dexter	0	0.00%	Folkston	10	0.08%	Hartwell	10	0.08%
Doerun	0	0.00%	Forest Park	36	0.29%	Hawkinsville	12	0.10%
Donalsonville	7	0.06%	Forsyth	25	0.20%	Hazlehurst	14	0.11%
Doraville	18	0.14%	Fort Benning	2	0.02%	Helen	2	0.02%
Douglas	34	0.27%	Fort Gaines	3	0.02%	Helena	0	0.00%
Douglasville	125	0.99%	Fort Oglethorpe	5	0.04%	Hephzibah	12	0.10%
Dry Branch	0	0.00%	Fort Stewart	1	0.01%	Hiawassee	4	0.03%
Dublin	83	0.66%	Fort Valley	38	0.30%	Hinesville	31	0.25%
Dudley	1	0.01%	Fortson	0	0.00%	Hiram	20	0.16%
Duluth	69	0.55%	Franklin	15	0.12%	Hoboken	1	0.01%
Dunwoody	15	0.12%	Gainesville	172	1.37%	Hogansville	9	0.07%
East Dublin	2	0.02%	Garden City	4	0.03%	Holly Springs	1	0.01%
East Ellijay	2	0.02%	Gay	2	0.02%	Homer	2	0.02%
East Point	61	0.48%	Georgetown	6	0.05%	Homerville	4	0.03%

# HODAC Annual Helpline Call Report 2008

	COUNT	%		COUNT	%		COUNT	%
Hortense	1	0.01%	Lilly	1	0.01%	Meldrim	0	0.00%
Hoschton	7	0.06%	Lincolnton	1	0.01%	Menlo	1	0.01%
Hull	3	0.02%	Lindale	3	0.02%	Meridian	1	0.01%
Ideal	2	0.02%	Lithia Springs	10	0.08%	Mershon	0	0.00%
Ila	0	0.00%	Lithonia	67	0.53%	Metter	8	0.06%
Irwinton	1	0.01%	Lizella	5	0.04%	Midland	0	0.00%
Jackson	37	0.29%	Locust Grove	22	0.17%	Midway	2	0.02%
Jakin	0	0.00%	Loganville	39	0.31%	Milan	6	0.05%
Jasper	15	0.12%	Lookout Mountain	3	0.02%	Milledgeville	80	0.64%
Jefferson	16	0.13%	Louisville	10	0.08%	Millen	11	0.09%
Jeffersonville	7	0.06%	Lovejoy	2	0.02%	Milner	4	0.03%
Jenkinsburg	1	0.01%	Ludowici	3	0.02%	Mineral Bluff	1	0.01%
Jesup	21	0.17%	Lula	1	0.01%	Mitchell	1	0.01%
Jewell	1	0.01%	Lumber City	2	0.02%	Molena	2	0.02%
Jonesboro	102	0.81%	Lumpkin	3	0.02%	Monroe	42	0.33%
Juliette	2	0.02%	Luthersville	8	0.06%	Montezuma	8	0.06%
Kathleen	12	0.10%	Lyerly	1	0.01%	Monticello	13	0.10%
Kennesaw	79	0.63%	Lyons	20	0.16%	Montrose	1	0.01%
Keysville	1	0.01%	Mableton	34	0.27%	Moreland	0	0.00%
Kings Bay	0	0.00%	Macon	514	4.08%	Morgan	1	0.01%
Kingsland	16	0.13%	Madison	20	0.16%	Morganton	1	0.01%
Kingston	3	0.02%	Manassas	0	0.00%	Morrow	33	0.26%
Kite	1	0.01%	Manchester	8	0.06%	Morven	2	0.02%
Knoxville	1	0.01%	Manor	0	0.00%	Moultrie	42	0.33%
LaFayette	18	0.14%	Mansfield	1	0.01%	Mount Vernon	4	0.03%
LaGrange	82	0.65%	Marble Hill	1	0.01%	Mount Zion	0	0.00%
Lake City	1	0.01%	Marietta	337	2.68%	Murrayville	2	0.02%
Lake Park	5	0.04%	Marshallville	0	0.00%	Musella	1	0.01%
Lakeland	5	0.04%	Martin	3	0.02%	Nahunta	6	0.05%
Lakemont	0	0.00%	Martinez	9	0.07%	Nashville	8	0.06%
Lavonia	9	0.07%	Mauk	8	0.06%	Nelson	1	0.01%
Lawrenceville	192	1.53%	Maysville	2	0.02%	Newborn	4	0.03%
Leary	0	0.00%	Mc Caysville	2	0.02%	Newington	0	0.00%
Leesburg	17	0.14%	Mc Intyre	2	0.02%	Newnan	137	1.09%
Lenox	1	0.01%	Mc Rae	11	0.09%	Newton	6	0.05%
Leslie	1	0.01%	McDonough	78	0.62%	Nicholls	1	0.01%
Lexington	5	0.04%	Meansville	2	0.02%	Nicholson	0	0.00%
Lilburn	26	0.21%	Meigs	0	0.00%	Norcross	105	0.83%

# HODAC Annual Helpline Call Report | 2008

	COUNT	%		COUNT	%		COUNT	%
Norman Park	0	0.00%	Rayle	1	0.01%	Shellman	0	0.00%
Norwood	1	0.01%	Red Oak	0	0.00%	Shiloh	2	0.02%
Oakwood	5	0.04%	Register	1	0.01%	Silver Creek	1	0.01%
Ochlocknee	0	0.00%	Reidsville	17	0.14%	Smithville	0	0.00%
Ocilla	9	0.07%	Rentz	1	0.01%	Smyrna	62	0.49%
Oconee	0	0.00%	Rex	15	0.12%	Snellville	63	0.50%
Odum	0	0.00%	Reynolds	2	0.02%	Social Circle	2	0.02%
Oglethorpe	2	0.02%	Riceboro	0	0.00%	Soperton	14	0.11%
Omega	1	0.01%	Richland	5	0.04%	Sparks	5	0.04%
Oxford	8	0.06%	Richmond Hill	18	0.14%	Sparta	5	0.04%
Palmetto	15	0.12%	Rincon	19	0.15%	Springfield	10	0.08%
Parrott	1	0.01%	Ringgold	13	0.10%	St. Marys	19	0.15%
Patterson	3	0.02%	Riverdale	84	0.67%	St. Simon's Island	8	0.06%
Pavo	0	0.00%	Roberta	8	0.06%	Stapleton	4	0.03%
Peachtree City	28	0.22%	Robins Air Force Base	0	0.00%	Statenville	1	0.01%
Pearson	4	0.03%	Rochelle	4	0.03%	Statesboro	56	0.45%
Pelham	10	0.08%	Rock Spring	2	0.02%	Statham	6	0.05%
Pembroke	9	0.07%	Rockmart	21	0.17%	Stephens	1	0.01%
Pendergrass	1	0.01%	Rocky Ford	0	0.00%	Stillmore	0	0.00%
Perry	60	0.48%	Rome	172	1.37%	Stockbridge	79	0.63%
Pine Mountain	2	0.02%	Roopville	1	0.01%	Stone Mountain	98	0.78%
Pineview	2	0.02%	Rossville	16	0.13%	Suches	1	0.01%
Pitts	1	0.01%	Roswell	64	0.51%	Sugar Valley	2	0.02%
Plainfield	1	0.01%	Royston	7	0.06%	Summerville	20	0.16%
Plains	1	0.01%	Rutledge	2	0.02%	Sunny Side	1	0.01%
Plainville	3	0.02%	Rydal	1	0.01%	Suwanee	26	0.21%
Pooler	9	0.07%	Saint George	1	0.01%	Swainsboro	28	0.22%
Port Wentworth	1	0.01%	Sandersville	14	0.11%	Sycamore	0	0.00%
Portal	0	0.00%	Sardis	3	0.02%	Sylvania	23	0.18%
Porterdale	2	0.02%	Sasser	1	0.01%	Sylvester	20	0.16%
Poulan	0	0.00%	Sautee Nacoochee	1	0.01%	Talbotton	2	0.02%
Powder Springs	32	0.25%	Savannah	481	3.82%	Talking Rock	2	0.02%
Preston	0	0.00%	Scottdale	0	0.00%	Tallapoosa	16	0.13%
Pulaski	1	0.01%	Screven	5	0.04%	Tallah Falls	1	0.01%
Quitman	8	0.06%	Senoia	12	0.10%	Talmo	1	0.01%
Rabun Gap	0	0.00%	Shady Dale	0	0.00%	Taylorsville	0	0.00%
Ranger	0	0.00%	Sharon	0	0.00%	Temple	11	0.09%
Ray City	3	0.02%	Sharpsburg	12	0.10%	Tennille	5	0.04%

# HODAC Annual Helpline Call Report 2008

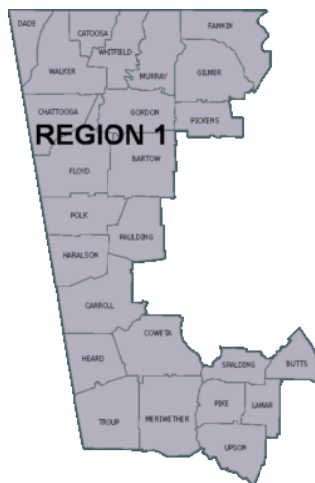
	COUNT	%		COUNT	%
The Rock	0	0.00%	Warrenton	3	0.02%
Thomaston	39	0.31%	Warthen	0	0.00%
Thomasville	65	0.52%	Warwick	1	0.01%
Thomson	18	0.14%	Washington	1	0.01%
Tifton	66	0.52%	Watkinsville	2	0.02%
Tiger	0	0.00%	Waverly	2	0.02%
Toccoa	28	0.22%	Waverly Hall	1	0.01%
Townsend	1	0.01%	Waycross	59	0.47%
Trenton	7	0.06%	Waynesboro	22	0.17%
Trion	5	0.04%	Waynesville	0	0.00%
Tucker	27	0.21%	West Point	12	0.10%
Tunnel Hill	2	0.02%	Whigham	3	0.02%
Twin City	5	0.04%	White	0	0.00%
Ty Ty	0	0.00%	Whitesburg	0	0.00%
Tybee Island	3	0.02%	Wildwood	1	0.01%
Tyrone	4	0.03%	Willacoochee	3	0.02%
Unadilla	0	0.00%	Williamson	1	0.01%
Union City	28	0.22%	Winder	61	0.48%
Union Point	4	0.03%	Winston	3	0.02%
Uvalda	2	0.02%	Winterville	0	0.00%
Valdosta	155	1.23%	Woodbine	3	0.02%
Valona	0	0.00%	Woodbury	4	0.03%
Vidalia	49	0.39%	Woodland	0	0.00%
Vienna	7	0.06%	Woodstock	60	0.48%
Villa Rica	37	0.29%	Wrens	4	0.03%
Waco	4	0.03%	Wrightsville	7	0.06%
Wadley	2	0.02%	Yatesville	2	0.02%
Waleska	1	0.01%	Young Harris	0	0.00%
Warm Springs	7	0.06%	Zebulon	11	0.09%
Warner Robins	546	4.34%			

The five top call utilizations by city are all considered to be urban areas. Interestingly, however, these cities represent a good cross section of the geography of the state and vary by location. They are as follows:

- Atlanta – 16.6%
- Warner Robins – 4.34%
- Macon – 4.08%
- Savannah – 3.82%
- Augusta – 3.16%

## Geographic Breakout

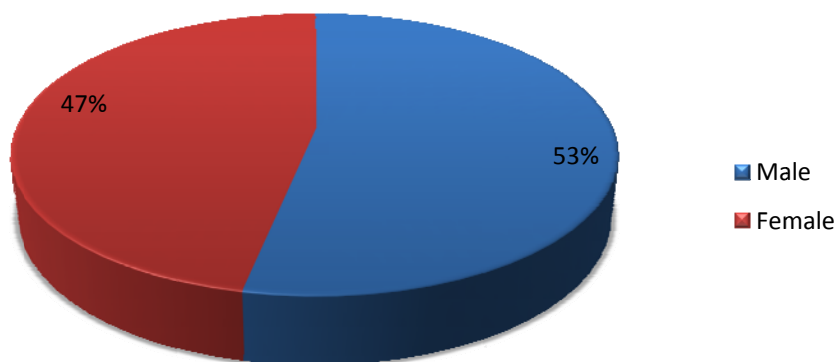
### Region 1



Region 1 is comprised of counties in Districts 1-1 Northwest (Rome), 1-2 North Georgia (Dalton) and 4 LaGrange.

		COUNT	%
<b>GENDER</b>	Male	853	53.25%
	Female	749	46.75%
	<i>TOTAL</i>	<b>1602</b>	

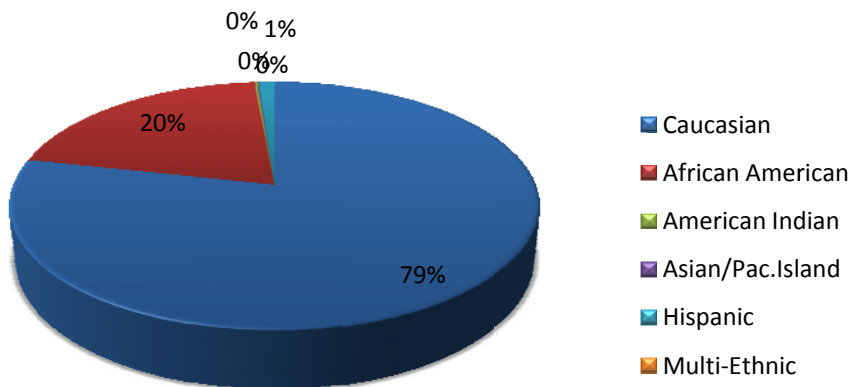
### Gender - Region 1





		COUNT	%
<b>ETHNICITY</b>	Caucasian	1256	78.40%
	African American	323	20.16%
	American Indian	3	0.19%
	Asian/Pac.Island	2	0.12%
	Hispanic	18	1.12%
	Multi-Ethnic	0	0.00%
	<i>TOTAL</i>	<b>1602</b>	

## Ethnicity - Region 1

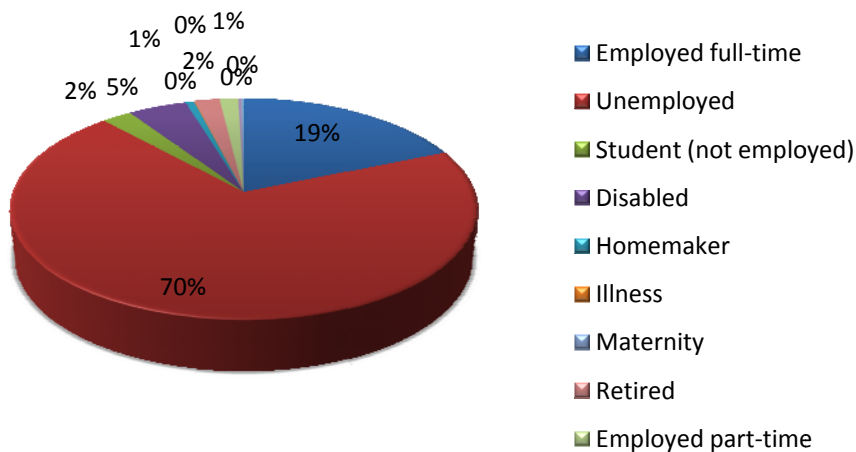


Region 1's call habits by ethnicity are reflective of the demographic nature of Region 1. There are a greater number of Caucasians proportionately in the northern region of the state of Georgia when compared to other regions within the state. What is interesting to note is that nearly 99% of all calls received into Helpline Georgia in FY'08 from Region 1 can be attributed to Caucasians and African Americans.

		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	298	18.60%
	Unemployed	1116	69.66%
	Student (not employed)	38	2.37%
	Disabled	75	4.68%
	Homemaker	11	0.69%
	Illness	1	0.06%
	Maternity	0	0.00%
	Retired	32	2.00%
	Employed part-time	24	1.50%
	Temporary work	5	0.31%
	Veteran	2	0.12%
	<i>TOTAL</i>		<b>1602</b>

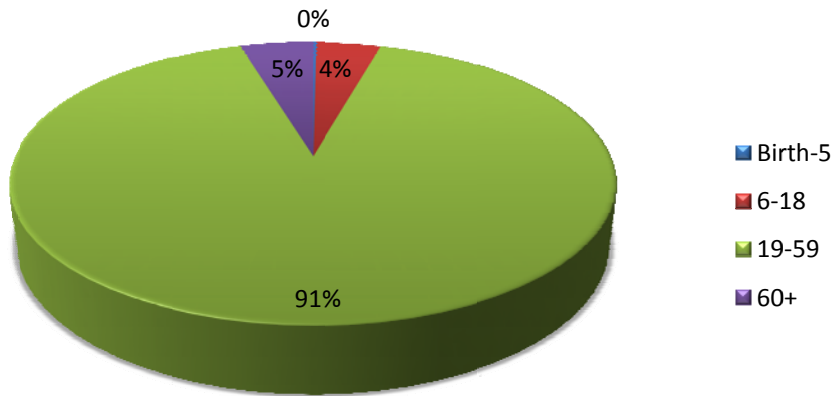
Region 1's calls by Employment Status are indicative of the caller habits of the entire state.

## Employment Status - Region 1



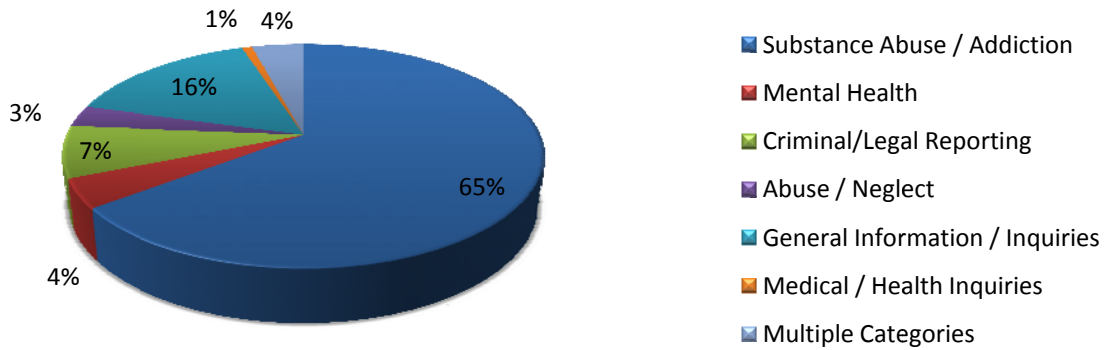
		COUNT	%
<b>AGE RANGE</b>	Birth-5	3	0.19%
	6-18	67	4.18%
	19-59	1457	90.95%
	60+	75	4.68%
	<i>TOTAL</i>		<b>1602</b>

### Age Range - Region 1



MAIN CATEGORIES		COUNT	%
	Substance Abuse / Addiction	1035	64.61%
	Mental Health	67	4.18%
	Criminal/Legal Reporting	120	7.49%
	Abuse / Neglect	49	3.06%
	General Information / Inquiries	251	15.67%
	Medical / Health Inquiries	13	0.81%
	<b>SUBTOTAL</b>	<b>1535</b>	<b>95.82%</b>
Multiple Categories	67	4.18%	
<b>TOTAL</b>	<b>1602</b>		

### Need Category - Region 1



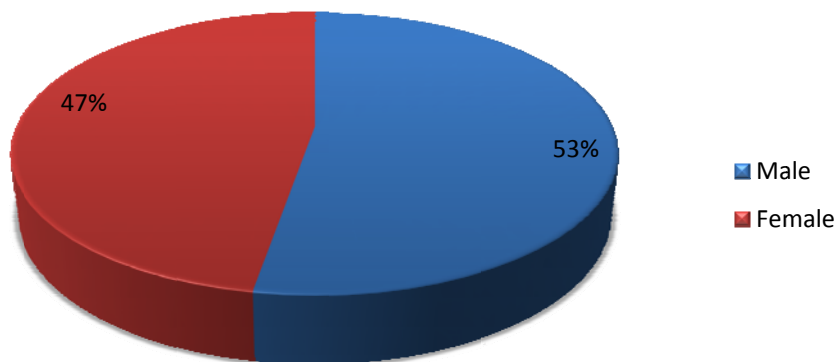
Region 2



Region 2 is comprised of counties in Districts 2 North (Gainesville), 3-4 East Metro, 5-2 North Central (Macon), 6 East Central (Augusta) and 10 Northeast (Athens).

		COUNT	%
<b>GENDER</b>	Male	823	52.72%
	Female	738	47.28%
	<b>TOTAL</b>	<b>1561</b>	

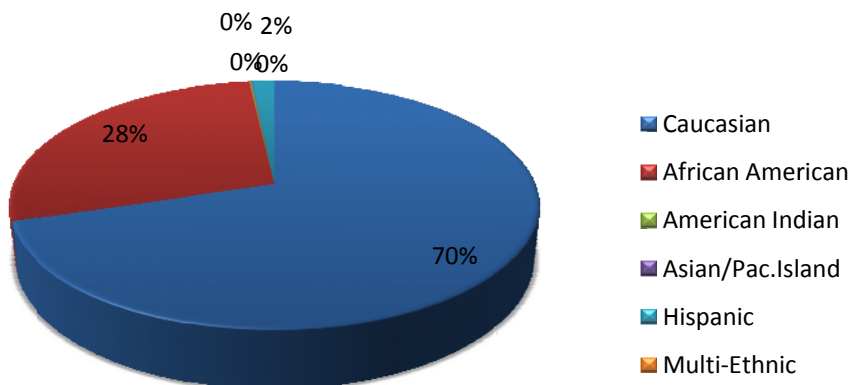
Gender - Region 2



		COUNT	%
<b>ETHNICITY</b>	Caucasian	1097	70.28%
	African American	436	27.93%
	American Indian	2	0.13%
	Asian/Pac.Island	1	0.06%
	Hispanic	25	1.60%
	Multi-Ethnic	0	0.00%
	<i>TOTAL</i>	<b>1561</b>	

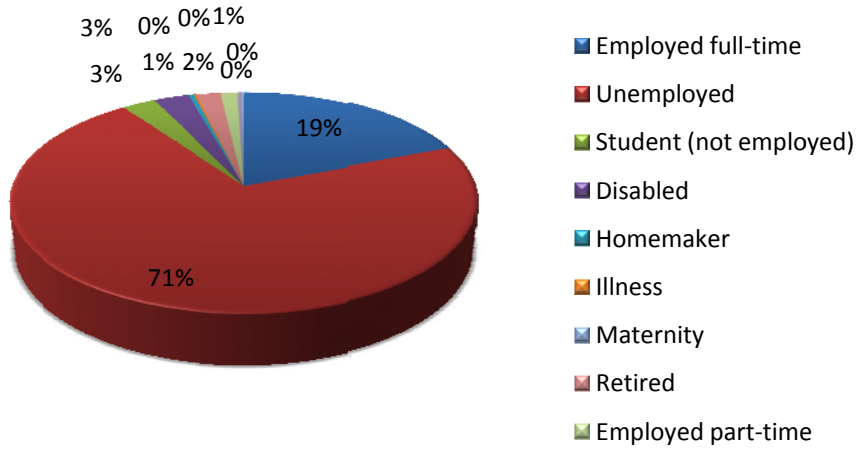
Region 2, in addition to Region 1 realizes a higher call toll from Caucasians when compared to Regions 3-5.

## Ethnicity - Region 2



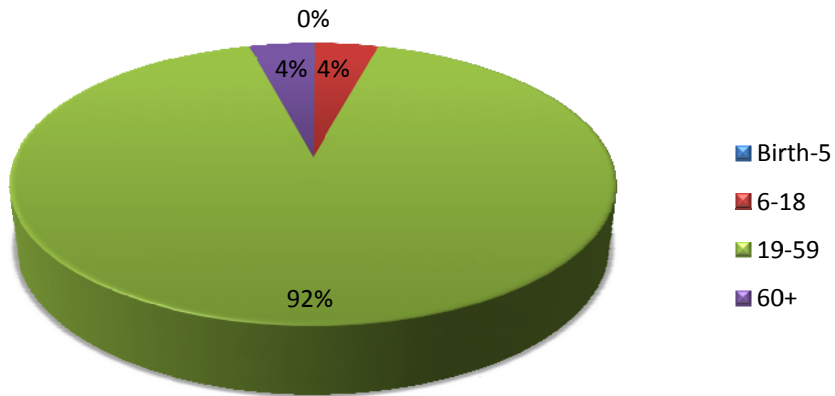
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	300	19.22%
	Unemployed	1106	70.85%
	Student (not employed)	42	2.69%
	Disabled	44	2.82%
	Homemaker	7	0.45%
	Illness	3	0.19%
	Maternity	0	0.00%
	Retired	30	1.92%
	Employed part-time	21	1.35%
	Temporary work	6	0.38%
	Veteran	2	0.13%
	<i>TOTAL</i>	<b>1561</b>	

### Employment Status - Region 2



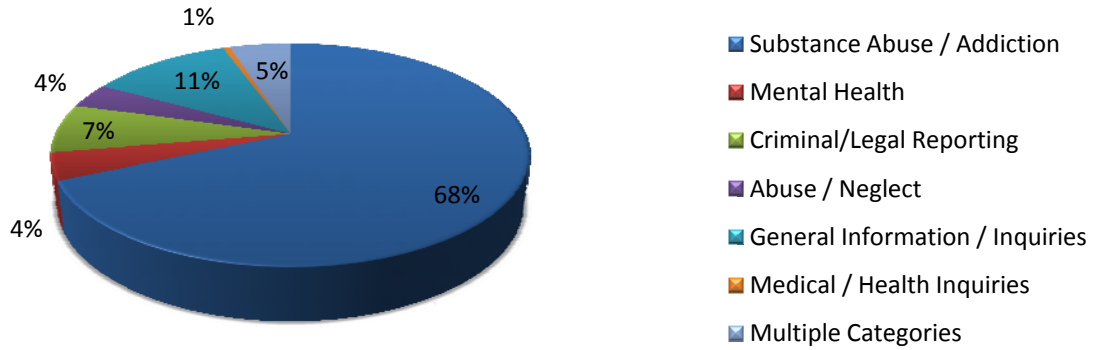
AGE RANGE	COUNT		%
Birth-5	1		0.06%
6-18	65		4.16%
19-59	1431		91.67%
60+	64		4.10%
<b>TOTAL</b>	<b>1561</b>		

### Age Range - Region 2



MAIN CATEGORIES		COUNT	%
	Substance Abuse / Addiction	1068	68.42%
	Mental Health	62	3.97%
	Criminal/Legal Reporting	111	7.11%
	Abuse / Neglect	56	3.59%
	General Information / Inquiries	178	11.40%
	Medical / Health Inquiries	8	0.51%
	<b>SUBTOTAL</b>	<b>1483</b>	<b>95.00%</b>
Multiple Categories	78	5.00%	
<b>TOTAL</b>	<b>1561</b>		

### Need Category - Region 2



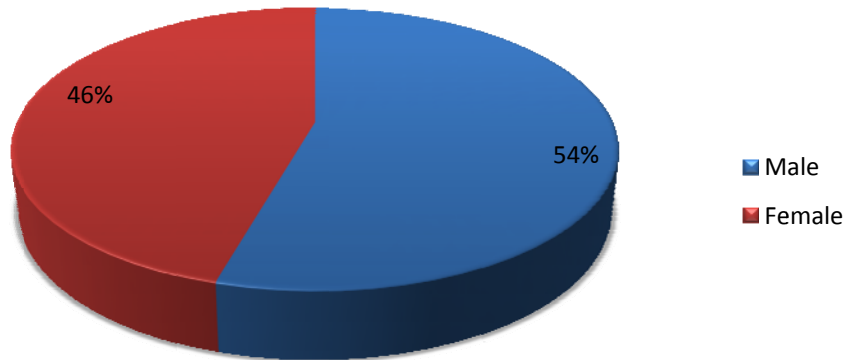
Region 3



Region 3 is comprised of counties in Districts 1-2 North Georgia (Dalton), 3-1 Cobb-Douglas, 3-2 Fulton, 3-3 Clayton (Jonesboro), 3-4 East Metro and 4 LaGrange.

		COUNT	%
<b>GENDER</b>	Male	2848	54.41%
	Female	2386	45.59%
	<i>TOTAL</i>	<b>5234</b>	

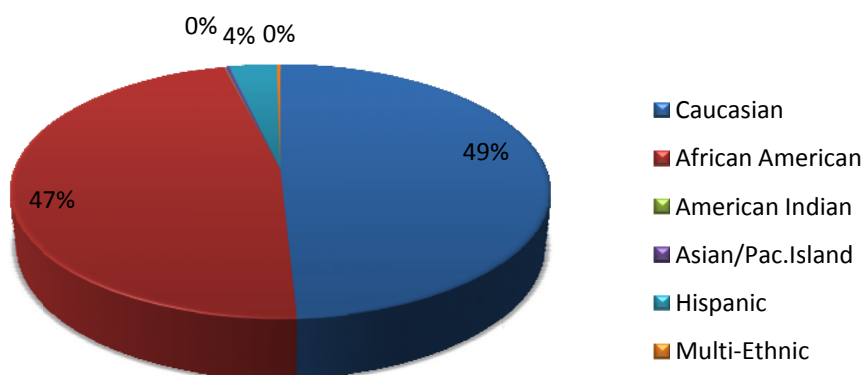
Gender - Region 3





		COUNT	%
<b>ETHNICITY</b>	Caucasian	2574	49.18%
	African American	2452	46.85%
	American Indian	3	0.06%
	Asian/Pac.Island	16	0.31%
	Hispanic	175	3.34%
	Multi-Ethnic	14	0.27%
	<i>TOTAL</i>	<b>5234</b>	

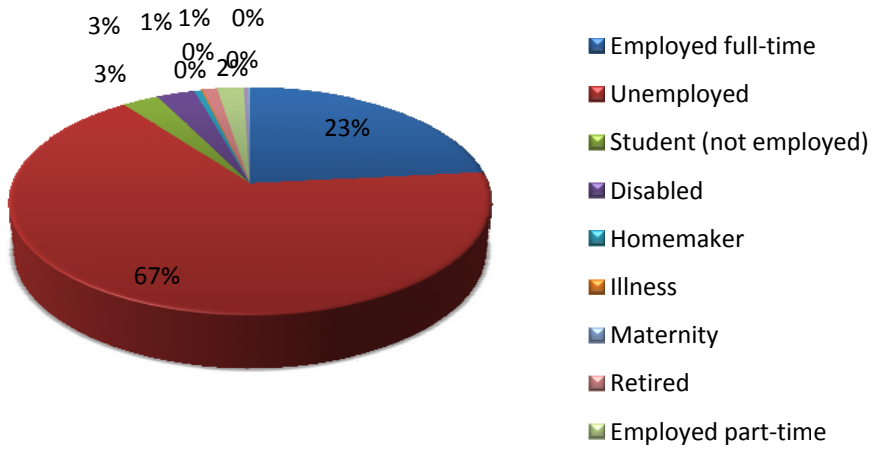
0% **Ethnicity - Region 3**



It is interesting to note that the ethnic division with regards to call habits evens out between African Americans and Caucasians. Region 3 encompasses Metro Atlanta and surrounding areas and realizes a higher rate of Hispanic callers than any other region as well.

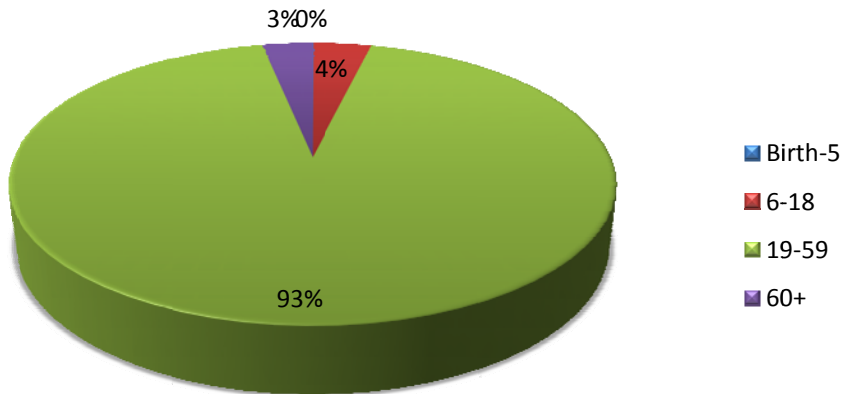
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	1220	23.31%
	Unemployed	3482	66.53%
	Student (not employed)	149	2.85%
	Disabled	155	2.96%
	Homemaker	29	0.55%
	Illness	7	0.13%
	Maternity	0	0.00%
	Retired	58	1.11%
	Employed part-time	109	2.08%
	Temporary work	18	0.34%
	Veteran	7	0.13%
	<i>TOTAL</i>	<b>5234</b>	

### Employment Status - Region 3



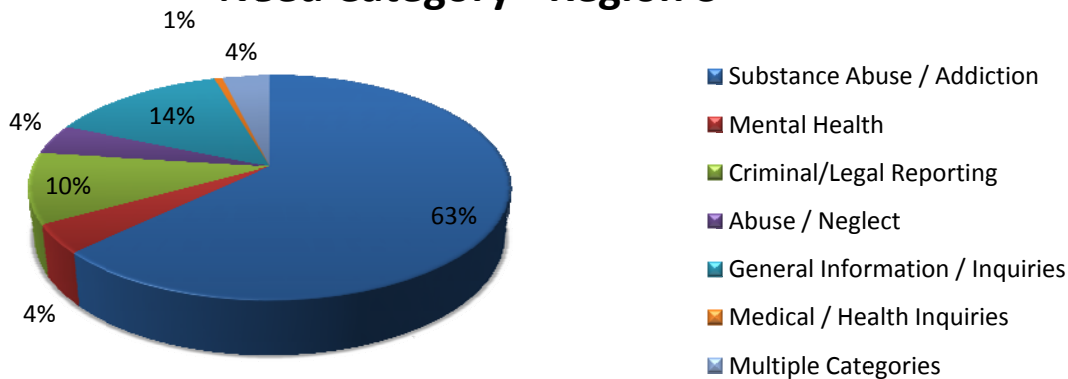
		COUNT	%
AGE RANGE	Birth-5	2	0.04%
	6-18	196	3.74%
	19-59	4867	92.99%
	60+	169	3.23%
	<b>TOTAL</b>	<b>5234</b>	

### Age Range - Region 3



MAIN CATEGORIES		COUNT	%
	Substance Abuse / Addiction	3288	62.82%
	Mental Health	213	4.07%
	Criminal/Legal Reporting	531	10.15%
	Abuse / Neglect	228	4.36%
	General Information / Inquiries	741	14.16%
	Medical / Health Inquiries	34	0.65%
	<b>SUBTOTAL</b>	<b>5035</b>	<b>96.20%</b>
Multiple Categories	199	3.80%	
<b>TOTAL</b>	<b>5234</b>		

### Need Category - Region 3



Region 4

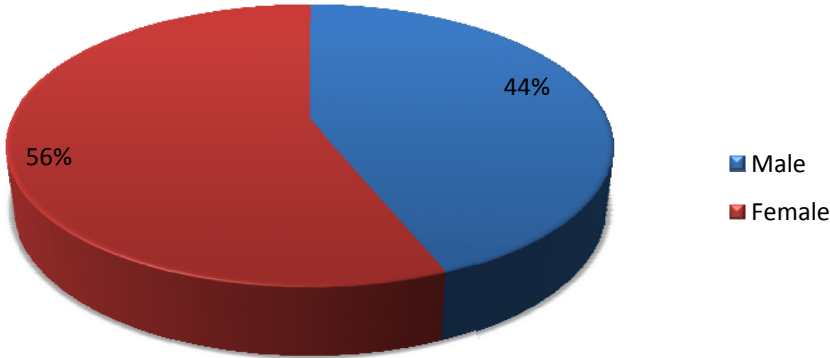


Region 4 is comprised of counties in Districts 5-1 South Central (Dublin), 5-2 North Central (Macon), 7 West Central (Columbus) and 8-2 Southwest (Albany).

		COUNT	%
<b>GENDER</b>	Male	1062	43.83%
	Female	1361	56.17%
	<b>TOTAL</b>	<b>2423</b>	

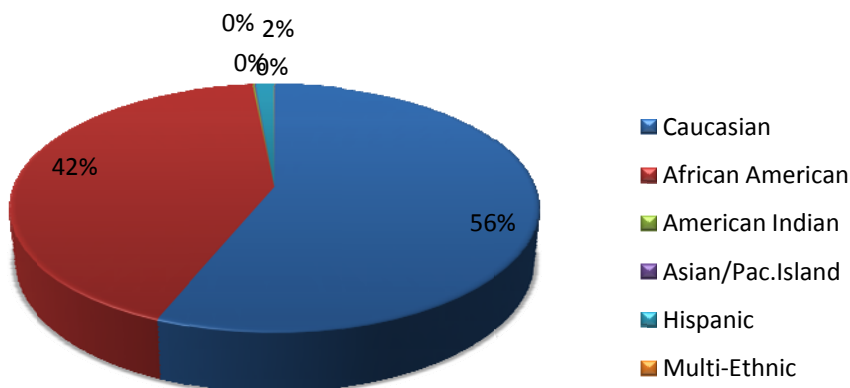
Region 4 realizes an interesting trend. It has traditionally been one of the consistent regions to log calls from more females than males.

Gender - Region 4



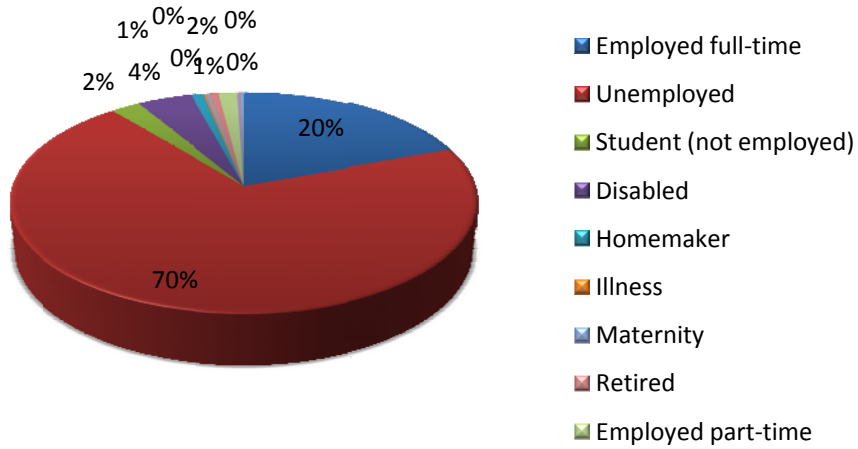
		COUNT	%
<b>ETHNICITY</b>	Caucasian	1362	56.21%
	African American	1023	42.22%
	American Indian	3	0.12%
	Asian/Pac.Island	2	0.08%
	Hispanic	32	1.32%
	Multi-Ethnic	1	0.04%
	<i>TOTAL</i>	<b>2423</b>	

## Ethnicity - Region 4



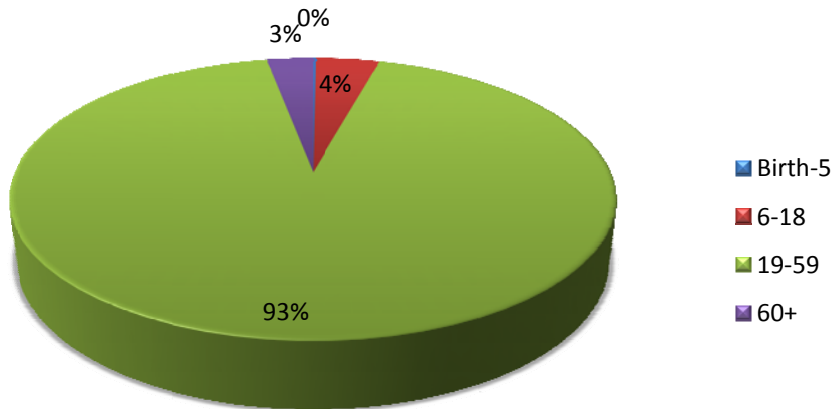
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	471	19.44%
	Unemployed	1687	69.62%
	Student (not employed)	57	2.35%
	Disabled	106	4.37%
	Homemaker	24	0.99%
	Illness	5	0.21%
	Maternity	6	0.25%
	Retired	18	0.74%
	Employed part-time	36	1.49%
	Temporary work	10	0.41%
	Veteran	3	0.12%
	<i>TOTAL</i>	<b>2423</b>	

### Employment Status - Region 4



		COUNT	%
AGE RANGE	Birth-5	4	0.17%
	6-18	100	4.13%
	19-59	2247	92.74%
	60+	72	2.97%
	<b>TOTAL</b>	<b>2423</b>	

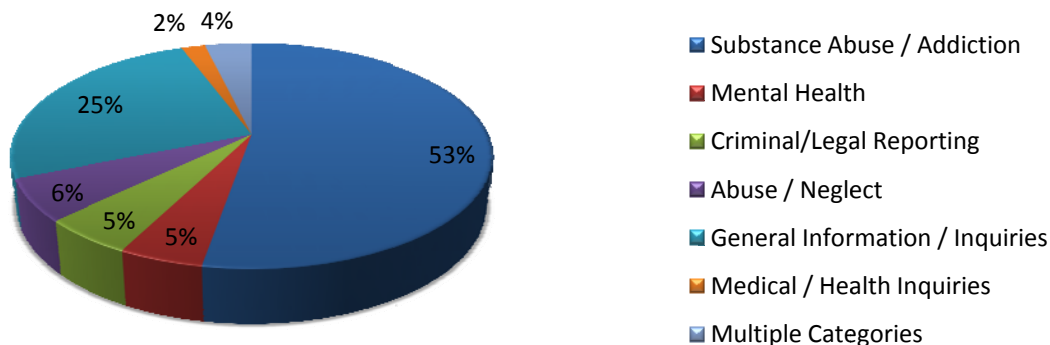
### Age Range - Region 4



MAIN CATEGORIES	COUNT		%
	Substance Abuse / Addiction	1278	52.74%
	Mental Health	116	4.79%
	Criminal/Legal Reporting	129	5.32%
	Abuse / Neglect	146	6.03%
	General Information / Inquiries	617	25.46%
	Medical / Health Inquiries	46	1.90%
	<b>SUBTOTAL</b>	<b>2332</b>	<b>96.24%</b>
Multiple Categories	91	3.76%	
<b>TOTAL</b>		<b>2423</b>	

Region 4 is the only region in FY'08 to deviate with regards to the top three need categories logged. Regions 1, 2, 3, 5 log the most calls for Substance Abuse, General Inquiries and for Criminal and Legal Reporting issues. With regard to Region 4, it is interesting to note that the third most logged need was for Abuse and Neglect.

### Need Category - Region 4

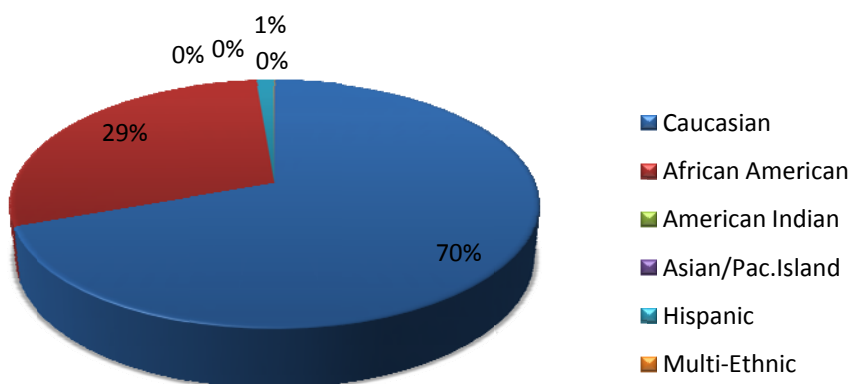






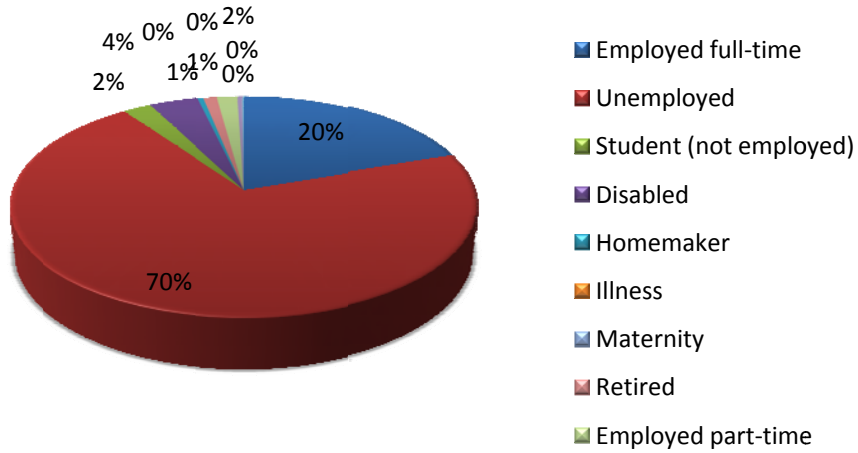
		COUNT	%
<b>ETHNICITY</b>	Caucasian	1226	69.54%
	African American	514	29.15%
	American Indian	0	0.00%
	Asian/Pac.Island	0	0.00%
	Hispanic	22	1.25%
	Multi-Ethnic	1	0.06%
	<i>TOTAL</i>	<b>1763</b>	

## Ethnicity - Region 5



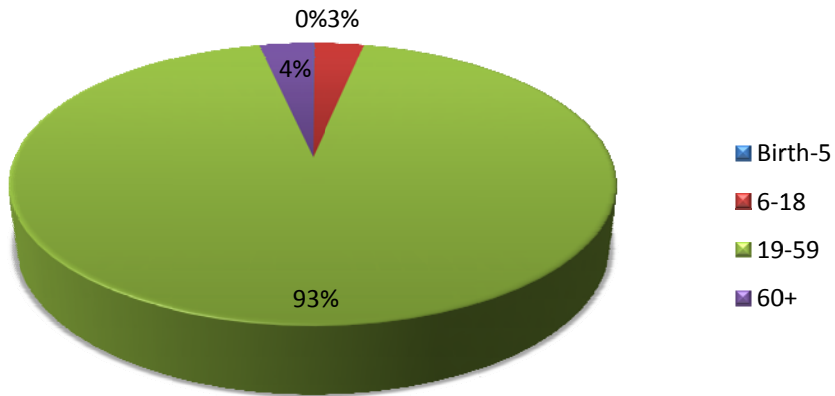
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	348	19.74%
	Unemployed	1241	70.39%
	Student (not employed)	40	2.27%
	Disabled	69	3.91%
	Homemaker	8	0.45%
	Illness	0	0.00%
	Maternity	0	0.00%
	Retired	19	1.08%
	Employed part-time	29	1.64%
	Temporary work	7	0.40%
	Veteran	2	0.11%
	<i>TOTAL</i>	<b>1763</b>	

### Employment Status - Region 5



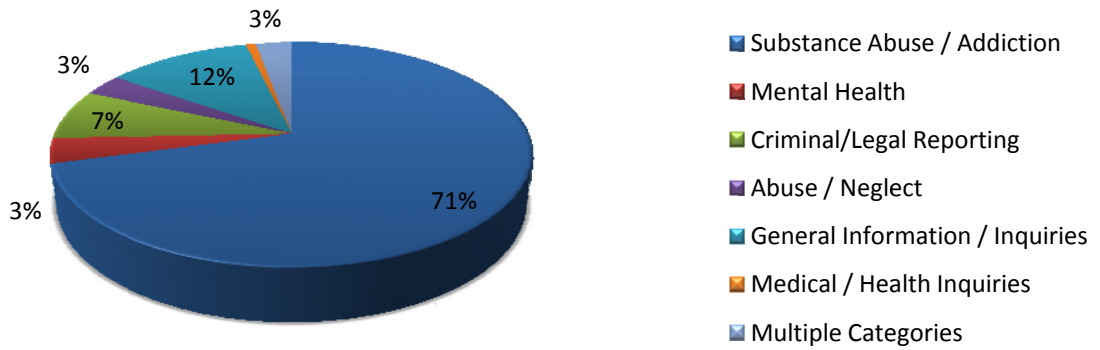
AGE RANGE	COUNT		%
	Count	Count	
Birth-5	1	1	0.06%
6-18	57	57	3.23%
19-59	1644	1644	93.25%
60+	61	61	3.46%
<b>TOTAL</b>	<b>1763</b>	<b>1763</b>	

### Age Range - Region 5



MAIN CATEGORIES		COUNT	%
	Substance Abuse / Addiction	1247	70.73%
	Mental Health	63	3.57%
	Criminal/Legal Reporting	127	7.20%
	Abuse / Neglect	56	3.18%
	General Information / Inquiries	205	11.63%
	Medical / Health Inquiries	14	0.79%
	<b>SUBTOTAL</b>	<b>1712</b>	<b>97.11%</b>
Multiple Categories	51	2.89%	
<b>TOTAL</b>	<b>1763</b>		

**1% Need Category - Region 5**



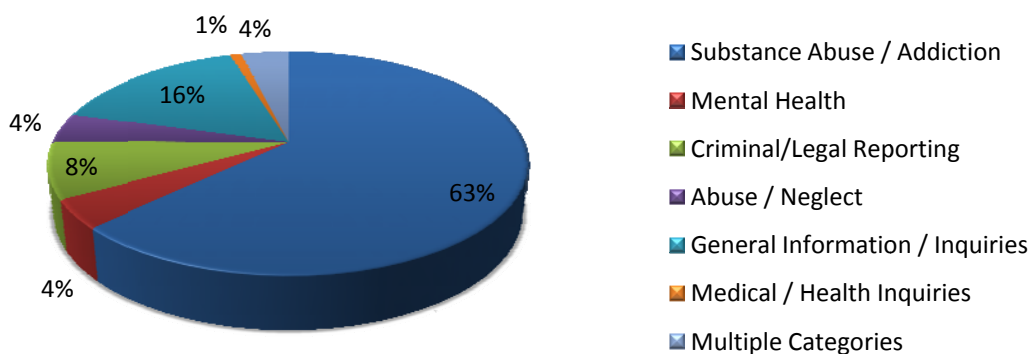
## Needs

### Main Categorical Needs

MAIN CATEGORIES		COUNT	%
	Substance Abuse / Addiction	7916	62.91%
	Mental Health	521	4.14%
	Criminal/Legal Reporting	1018	8.09%
	Abuse / Neglect	535	4.25%
	General Information / Inquiries	1992	15.83%
	Medical / Health Inquiries	115	0.91%
	<b>SUBTOTAL</b>	<b>12097</b>	<b>96.14%</b>
Multiple Categories	486	3.86%	
<b>TOTAL</b>	<b>12583</b>		

Substance Abuse calls for FY'08 have declined 6.18% overall from FY'07. Interestingly, there was an overall 46% increase in calls regarding mental health, with a 30% increase in General Calls and Inquiries.

### Need Category



## Top 15 Needs

	<b>Need</b>	<b>COUNT</b>
1	Substance Abuse Treatment	<b>6242</b>
2	Crack	<b>2601</b>
3	Alcohol	<b>2119</b>
4	Cocaine	<b>1334</b>
5	General Info. (Phone # Only)	<b>1069</b>
6	Prescription Drugs	<b>867</b>
7	Marijuana	<b>685</b>
8	12 Step Programs	<b>660</b>
9	Alcohol Abuse/Addiction	<b>537</b>
10	Methamphetamines	<b>517</b>
11	Other Opiates	<b>292</b>
12	Police/Sheriff/State Police	<b>253</b>
13	Drug Abuse/Addiction	<b>247</b>
14	CRISIS LINE/I&R OTHER CITIES	<b>229</b>
15	Individual Shelter	<b>204</b>

Of interest, the first four top caller needs are the same as FY'07, with number 5, General Information/phone number only moving up 4 spots in FY'08. As has been the case for the five years of calls reporting and data collection, the majority of calls are received into Helpline Georgia and focus on substance abuse of some sort, although the drug of choice has changed throughout the years to include more ominous substances.

## All needs

Need	COUNT
12 Step Programs	660
411 Services Needed	41
911 Services Needed	15
Abortion	1
ABUSE/NEGLECT	4
Administrative	27
Adult Abuse Survivors	5
Adult Clothing	2
Adult Education	3
Adult Sexual Abuse	33
Alcohol	2119
Alcohol Abuse/Addiction	537
Anger Management Classes	22
Appliances	2
Assessment	118
Assisted Living	2
Automobile/Boat Donation	1
Baby Furniture/Baby Items	2
BABY NEEDS	1
Battered Women's Shelter	44
Bullying	7
Burial/Funeral Assistance	5
Car Seats	2
Cards	19
Casino	25
Child Abuse Mental/Neglect	26
Child Abuse Physical	24
Child Care Financial Assist.	3
Child Care Information	9
Child Sexual Abuse	30
Child Support Recovery	4
Children's Clothing	3
Civil Cases	40
CLOTHING	1
Cocaine	1334
CONSUMER	1
Consumer Advocacy	4
Consumer Complaints	34

Need	COUNT
Consumer Protection	7
Couples Shelter	3
Couples/Marriage Counseling	9
Crack	2601
CRIME	6
Crime Prevention	7
Crime Reporting	198
Criminal Cases	15
Crisis Counseling	48
CRISIS LINE/I&R OTHER CITIES	229
Custody Assistance	10
DAY CARE/CHILD CARE	1
Day Shelter	3
Dental Care/Screening	7
Development Disability	2
Diapers	3
Dice	5
Disabled/Medical Transport.	2
Disaster, Natural or Man	8
Discrimination Assistance	9
Divorce Assistance	4
Domestic Violence	136
Domestic Violence Groups	2
Dormitory/Youth Hostel	1
Drivers Education	13
Drug Abuse/Addiction	247
Drug Selling	30
Drug Testing	71
DUI	12
Ecstasy	56
EDUCATION	1
Elder Abuse	13
Elder Exploitation	2
EMERGENCIES/LAW ENFORCEMENT	3
Emergency Food/Pantries	34
Emotional Supprt/Mental Health	4
Environmental Protection	1
Family Counseling	16

# HODAC Annual Helpline Call Report | 2008

Need	COUNT
Family Planning/Birth Control	1
Family Shelter	87
FINANCIAL ASSISTANCE & SUPPORT	3
FOOD	8
Food Stamps	2
Formula/Baby Food	2
Furniture	1
Furniture Donation	3
Gambler's Anonymous	67
GAMBLING ADDICTION	26
GED	1
General Assistance	5
General Info. (Phone # Only)	1069
General Volunteer Opportunity	10
GOVERNMENT INFORMATION	1
Government Information Lines	23
Guardianship	1
Halfway House	4
HANDICAPS	1
HEALTH/MEDICAL	3
Health-Related Support Groups	2
Helpline Counseling	2
Heroin	148
HIV/AIDS Testing/Treatment	21
Holiday Gifts/Toys	12
Holiday Volunteering	1
Home Delivered Food	1
Home Nursing	2
Home Repairs	2
Homebuyer Services	6
Horse/Dog Racing	2
Household Goods	2
HOUSING	4
Housing Counseling	3
Housing Search Assistance	27
Identification Info./Assist.	2
Immigration Services	1
Immunizations/Vaccinations	1

Need	COUNT
Individual Counseling	155
Individual Shelter	204
INFORMATION	11
Information About Suicide	4
Inhalants	10
Inpatient Mental Health	25
Job Search/Placement	14
Landlord/Tenant	8
LEGAL	4
Legal Assist./Representation	117
Licensing, Business/Profession	1
Literacy	1
Long Distance Transportation	20
LOTTERY GAMES	170
LSD	3
Marijuana	685
Mass Transit/Public Transport.	5
Meals on Wheels	1
Medicaid	2
Medical Bill Payment Assist.	21
Medical Care/Treatment	30
Medical Services	15
Medical Transportation	5
Medical/Health Information	14
MENTAL HEALTH	11
Mental Health Day Treatment	5
Mental Health Evaluation	62
Mental Health Information	23
Mental Illness	157
Methamphetamines	517
Missing Persons	1
Money Mgmt./Budget Counsel.	4
Mortgage Assistance	13
Murder/Homicide	6
Non-Emergency Food	12
Nursing Homes	1
OTC Drugs	13
Other Donations	3

# HODAC Annual Helpline Call Report | 2008

Need	COUNT
Other Financial Assistance	80
Other Housing	27
Other Opiates	292
Other Support Groups	21
Other Types of Crime	203
Parent Groups	6
Parenting Skills	6
PCP	3
Physical Assault	75
Physical Handicap	2
Physician Referral	3
Police/Sheriff/State Police	253
Pregnancy Counseling	3
Pregnancy Testing	1
Prenatal Care	1
Prescription Assistance	34
Prescription Drugs	867
Primary Care	1
Probate Court	16
Probation/Parole	2
PUBLIC ASSISTANCE	2
Rape/Sexual Assault	36
Rent Assistance	97
Rental Housing	38
Request for Bullying Cards	5
Retirement Homes/Communities	1
Roommate Matching Services	1
School Supplies	2
Senior Transportation Services	1
Sex Education/Pregnancy Prev.	2
Sexually Transmitted Diseases	5
SHELTER/HOMELESS SERVICES	15
Small Claims	2
Social Security/SSI	2
Special Educ. Support/Advocacy	7
Speed	5
Sports Betting	8
Subsidized Housing	33

Need	COUNT
SUBSTANCE ABUSE	17
Substance Abuse Info/Materials	104
Substance Abuse Prevention	179
Substance Abuse Treatment	6242
SUICIDE	1
Suicide, Level 1 (Threat)	16
Suicide, Level 2 (With Plan)	1
SUPPORT GROUPS	22
Tax Forms/Information	2
Tax Preparation	2
Temporary Restraining Order	2
Tobacco Products	11
Transitional Housing	41
TRANSPORTATION	1
Utility, Electric	160
Utility, Gas	29
Utility, Telephone	1
Utility, Unspecified	18
Utility, Water	11
Victim Witness Services	154
Video Poker/Slots	87
Vision Screening/Glasses	1
Visual Impairment/Blindness	1
WIC	2
Work Clothing	1
YOUTH DEVELOPMNT/AT RISK YOUTH	2
Youth/Runaway Shelter	2

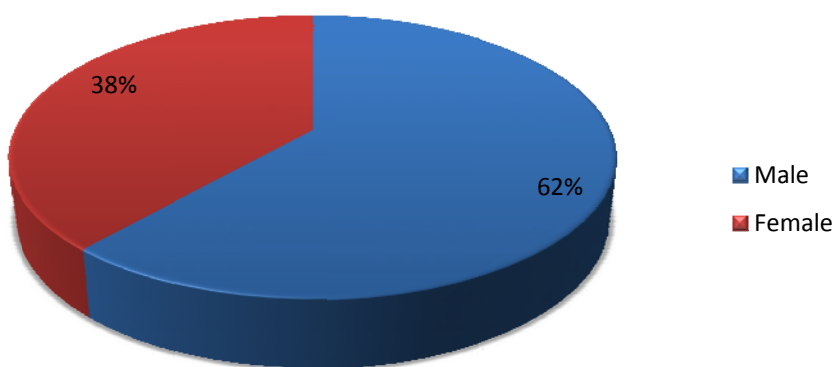


Specific Focus Areas

Substance Abuse

		COUNT	%
<b>GENDER</b>	Male	5090	61.53%
	Female	3182	38.47%
	<i>TOTAL</i>	<b>8272</b>	

Gender - Substance Abuse

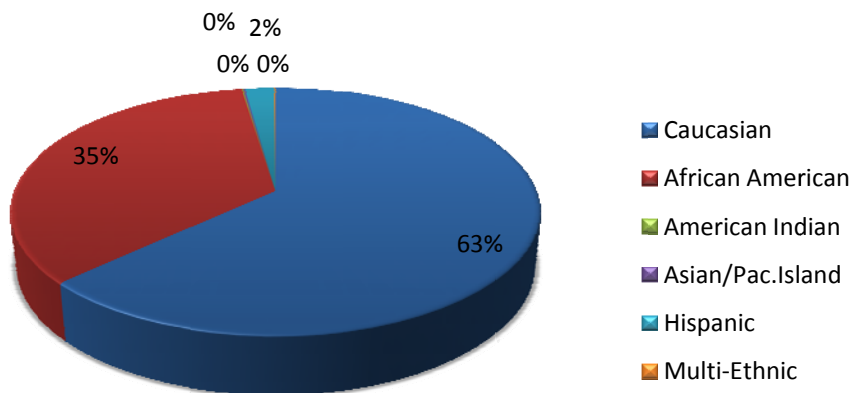


The calls made regarding Substance Abuse/Addiction in terms of gender have not altered significantly from FY'07. They remain virtually the same with regards to the total percentage of each gender calling in.

		COUNT	%
<b>ETHNICITY</b>	Caucasian	5215	63.04%
	African American	2858	34.55%
	American Indian	7	0.08%
	Asian/Pac.Island	11	0.13%
	Hispanic	173	2.09%
	Multi-Ethnic	8	0.10%
	<i>TOTAL</i>	<b>8272</b>	

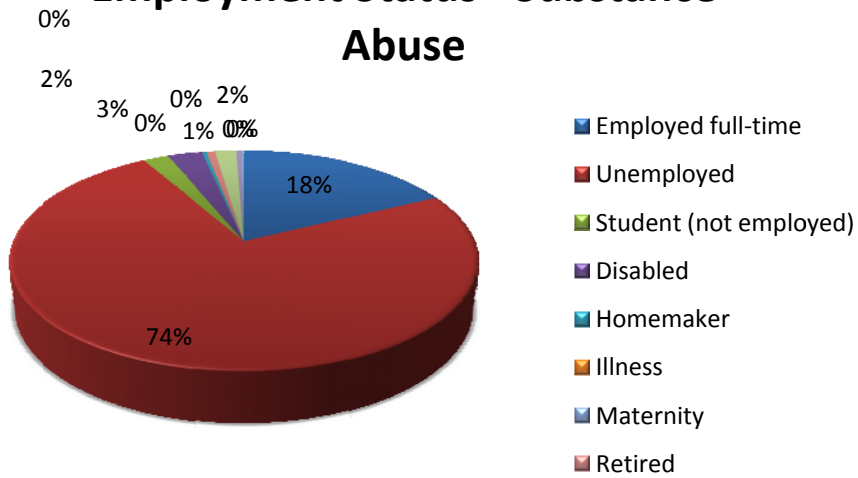
Although the total percentage of calls received into Helpline Georgia concerning Substance Abuse has declined 7.8% in FY'08 over FY'07, there have been some interesting overall changes. African Americans utilized the service for calls regarding Substance Abuse virtually percent by percent when comparing FY'08 with FY'07. There was a 3% overall increase in the amount of utilization logged by Caucasians for Substance Abuse, but a nearly 33% decline in the number of Hispanics using the service.

## Ethnicity - Substance Abuse



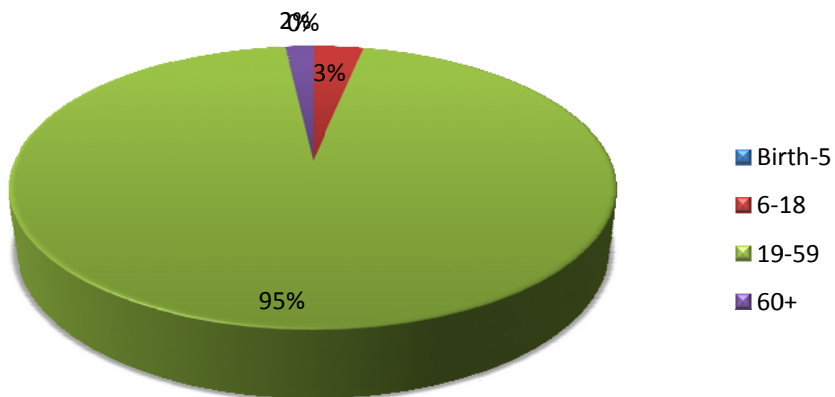
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	1462	17.67%
	Unemployed	6123	74.02%
	Student (not employed)	172	2.08%
	Disabled	233	2.82%
	Homemaker	29	0.35%
	Illness	5	0.06%
	Maternity	0	0.00%
	Retired	54	0.65%
	Employed part-time	143	1.73%
	Temporary work	39	0.47%
	Veteran	12	0.15%
	<b>TOTAL</b>	<b>8272</b>	

### Employment Status - Substance Abuse



AGE RANGE	COUNT		%	
	Birth-5	1	0.01%	
6-18	269	3.25%		
19-59	7853	94.93%		
60+	149	1.80%		
<b>TOTAL</b>	<b>8272</b>			

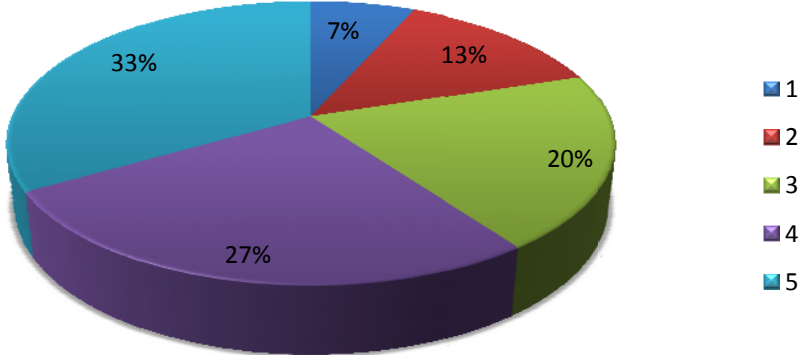
### Age Range - Substance Abuse



		COUNT	%
REGION	1	1083	13.09%
	2	1132	13.68%
	3	3428	41.44%
	4	1344	16.25%
	5	1285	15.53%
	TOTAL	<b>8272</b>	

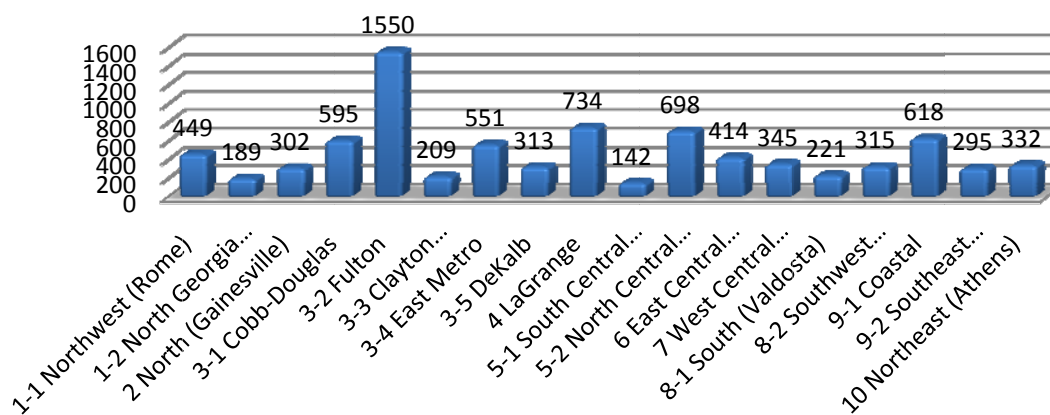
Region 3 saw a slight decrease in FY'08 over FY'07, but was still the overwhelming leader on Substance Abuse logged calls. FY'07 results were similar to FY'08 and are as follows: Region 1 – 12.9%, Region 2 – 14.37%, Region 3 – 43.36, Region 4 – 14.98%, Region 5 - 15.37%.

**Regions - Substance Abuse**



		COUNT	%
<b>DISTRICTS</b>	1-1 Northwest (Rome)	449	5.43%
	1-2 North Georgia (Dalton)	189	2.28%
	2 North (Gainesville)	302	3.65%
	3-1 Cobb-Douglas	595	7.19%
	3-2 Fulton	1550	18.74%
	3-3 Clayton (Jonesboro)	209	2.53%
	3-4 East Metro	551	6.66%
	3-5 DeKalb	313	3.78%
	4 LaGrange	734	8.87%
	5-1 South Central (Dublin)	142	1.72%
	5-2 North Central (Macon)	698	8.44%
	6 East Central (Augusta)	414	5.00%
	7 West Central (Columbus)	345	4.17%
	8-1 South (Valdosta)	221	2.67%
	8-2 Southwest (Albany)	315	3.81%
	9-1 Coastal	618	7.47%
	9-2 Southeast (Waycross)	295	3.57%
10 Northeast (Athens)	332	4.01%	
<b>TOTAL</b>		<b>8272</b>	

### Districts - Substance Abuse

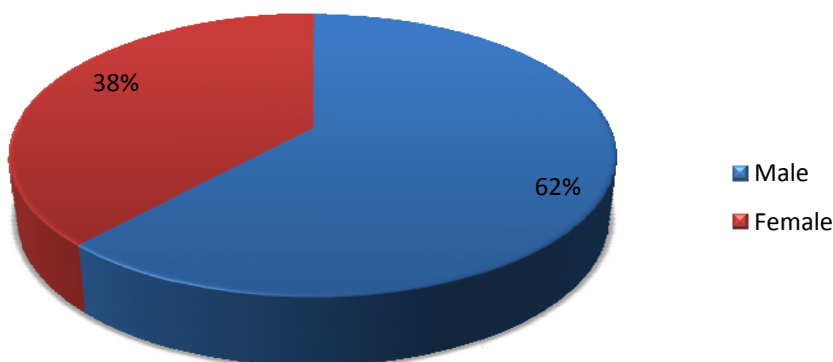


Crack

		COUNT	%
<b>GENDER</b>	Male	1609	61.86%
	Female	992	38.14%
	<i>TOTAL</i>	<b>2601</b>	

Gender results for Crack calls were virtually comparable to FY'07's with Females making up 37.66% and Males logging 62.34% of calls a year ago.

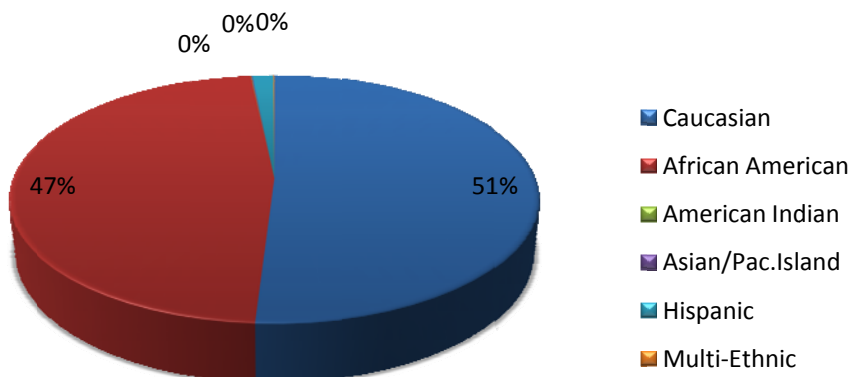
Gender - Crack



		COUNT	%
<b>ETHNICITY</b>	Caucasian	1326	50.98%
	African American	1231	47.33%
	American Indian	1	0.04%
	Asian/Pac.Island	2	0.08%
	Hispanic	39	1.50%
	Multi-Ethnic	2	0.08%
	<i>TOTAL</i>	<b>2601</b>	

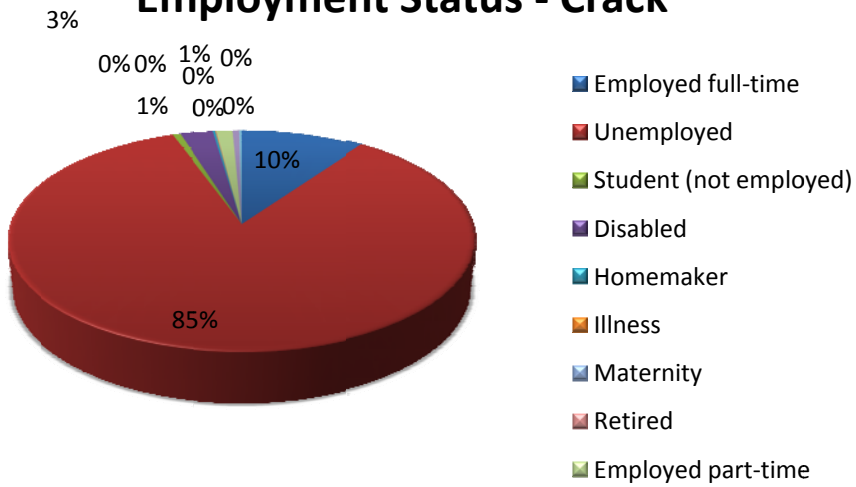
Of interest, Caucasians showed an overall 6.2% increase in FY'08 with regards to calls for Crack when compared to FY'07 when only 48% of calls were from Caucasians.

2% Ethnicity - Crack



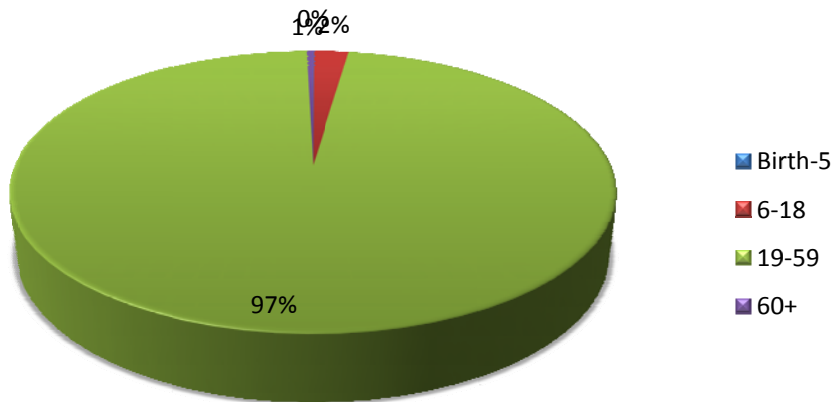
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	257	9.88%
	Unemployed	2200	84.58%
	Student (not employed)	16	0.62%
	Disabled	68	2.61%
	Homemaker	5	0.19%
	Illness	1	0.04%
	Maternity	0	0.00%
	Retired	1	0.04%
	Employed part-time	34	1.31%
	Temporary work	14	0.54%
	Veteran	5	0.19%
	<b>TOTAL</b>	<b>2601</b>	

### Employment Status - Crack



		COUNT	%
AGE RANGE	Birth-5	1	0.04%
	6-18	59	2.27%
	19-59	2530	97.27%
	60+	11	0.42%
	<b>TOTAL</b>	<b>2601</b>	

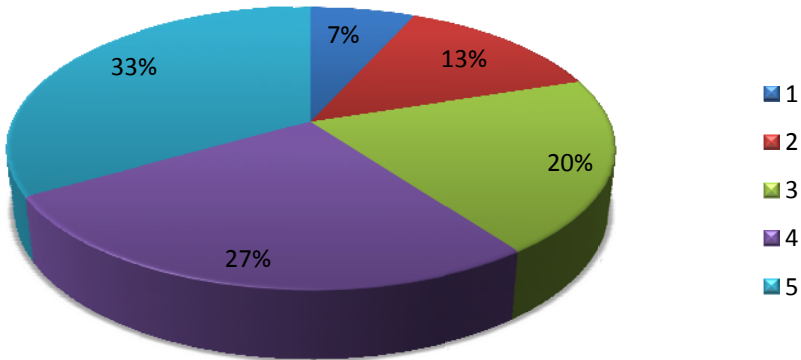
### Age Range - Crack





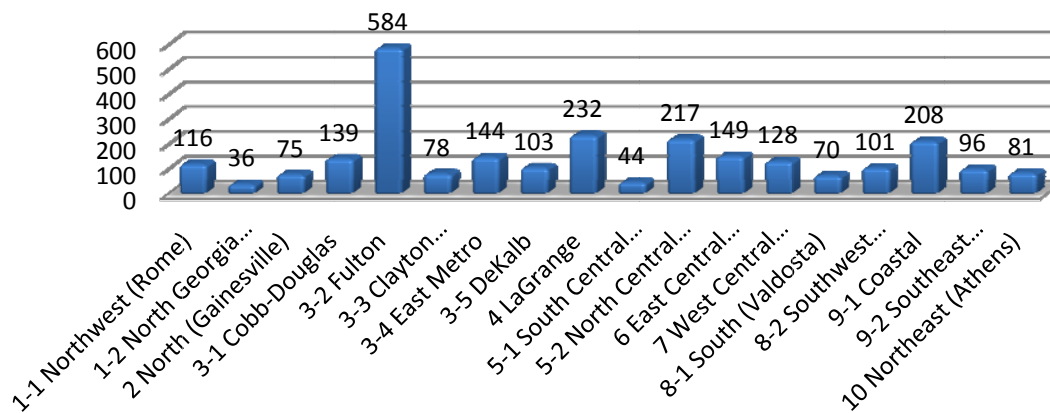
		COUNT	%
REGION	1	317	12.19%
	2	336	12.92%
	3	1088	41.83%
	4	445	17.11%
	5	415	15.96%
	TOTAL	2601	

Regions - Crack



	COUNT	%	
<b>DISTRICTS</b>	1-1 Northwest (Rome)	116	4.46%
	1-2 North Georgia (Dalton)	36	1.38%
	2 North (Gainesville)	75	2.88%
	3-1 Cobb-Douglas	139	5.34%
	3-2 Fulton	584	22.45%
	3-3 Clayton (Jonesboro)	78	3.00%
	3-4 East Metro	144	5.54%
	3-5 DeKalb	103	3.96%
	4 LaGrange	232	8.92%
	5-1 South Central (Dublin)	44	1.69%
	5-2 North Central (Macon)	217	8.34%
	6 East Central (Augusta)	149	5.73%
	7 West Central (Columbus)	128	4.92%
	8-1 South (Valdosta)	70	2.69%
	8-2 Southwest (Albany)	101	3.88%
	9-1 Coastal	208	8.00%
	9-2 Southeast (Waycross)	96	3.69%
	10 Northeast (Athens)	81	3.11%
<b>TOTAL</b>	<b>2601</b>		

## Districts - Crack

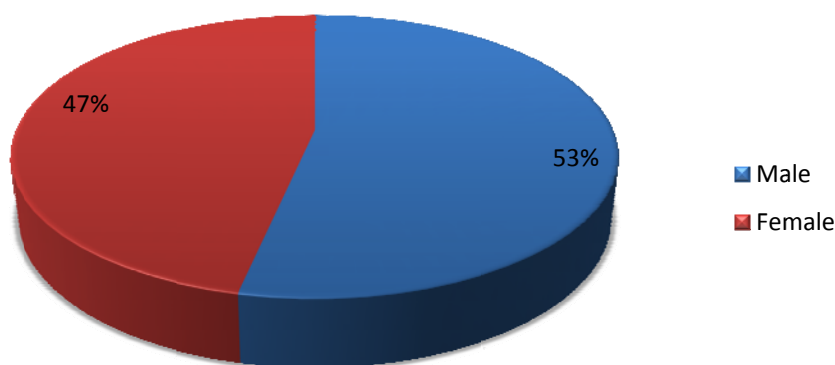


## Methamphetamines

		COUNT	%
<b>GENDER</b>	Male	276	53.38%
	Female	241	46.62%
	<b>TOTAL</b>	<b>517</b>	

The total number of calls logged into Helpline Georgia in FY'08 that pertained to Methamphetamines were ½ the number of calls that were received into the Helpline in FY'07. It is unknown why this has occurred. It could encompass any issue from a technical problem reporting, processing or retrieving data, a change in the way people logged data, or perhaps callers truly reached out on fewer occasions to Helpline Georgia to get help for Methamphetamines problems. What is known is that this decline is a significant decline in overall logged calls.

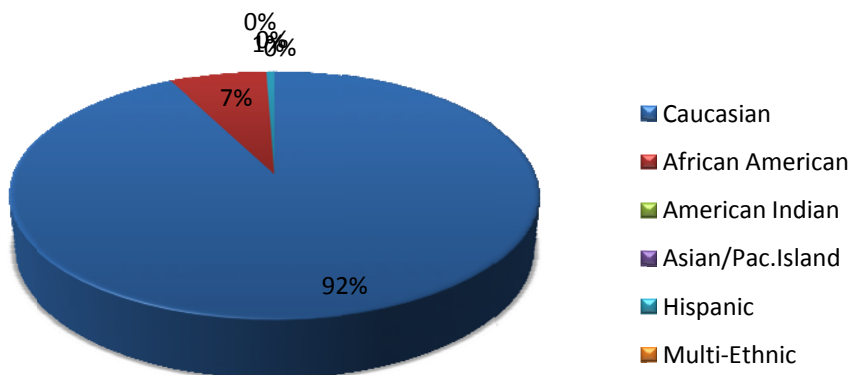
### Gender - Methamphetamines



		COUNT	%
<b>ETHNICITY</b>	Caucasian	478	92.46%
	African American	36	6.96%
	American Indian	0	0.00%
	Asian/Pac.Island	0	0.00%
	Hispanic	3	0.58%
	Multi-Ethnic	0	0.00%
	<b>TOTAL</b>	<b>517</b>	

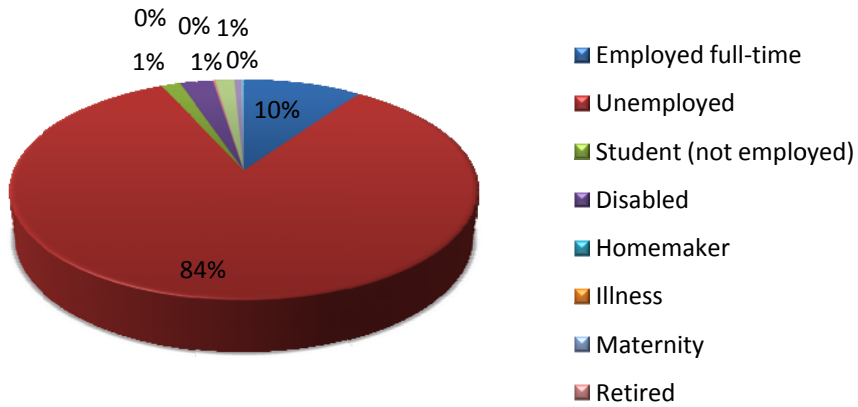
As was the case in FY'07, people seeking assistance with Methamphetamine issues are overwhelmingly Caucasian, with the percentage remaining similar to FY'07.

### Ethnicity - Methamphetamines



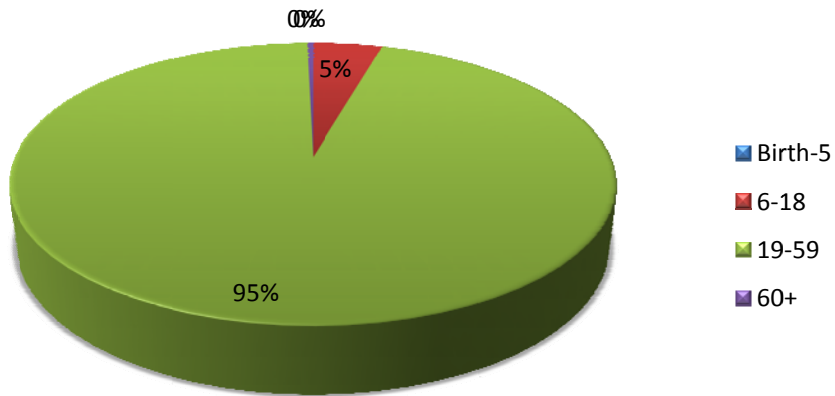
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	50	9.67%
	Unemployed	432	83.56%
	Student (not employed)	8	1.55%
	Disabled	14	2.71%
	Homemaker	0	0.00%
	Illness	0	0.00%
	Maternity	0	0.00%
	Retired	1	0.19%
	Employed part-time	8	1.55%
	Temporary work	3	0.58%
	Veteran	1	0.19%
	<b>TOTAL</b>	<b>517</b>	

0% **Employment Status - Methamphetamines**



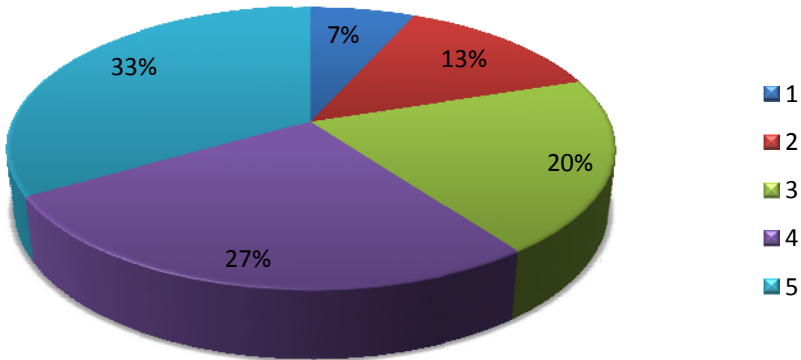
		COUNT	%
<b>AGE RANGE</b>	Birth-5	0	0.00%
	6-18	23	4.45%
	19-59	492	95.16%
	60+	2	0.39%
	<b>TOTAL</b>	<b>517</b>	

**Age Range - Methamphetamines**



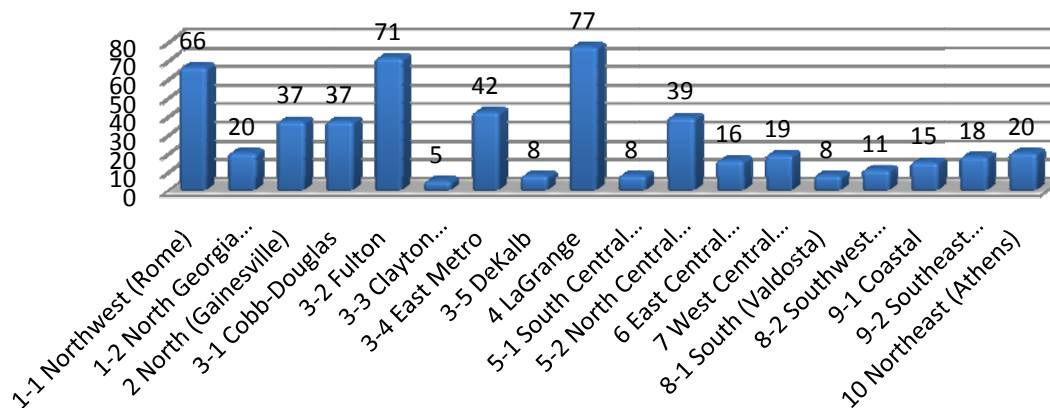
		COUNT	%
REGION	1	137	26.50%
	2	79	15.28%
	3	183	35.40%
	4	70	13.54%
	5	48	9.28%
	TOTAL	517	

Regions - Methamphetamines



		COUNT	%
<b>DISTRICTS</b>	1-1 Northwest (Rome)	66	12.77%
	1-2 North Georgia (Dalton)	20	3.87%
	2 North (Gainesville)	37	7.16%
	3-1 Cobb-Douglas	37	7.16%
	3-2 Fulton	71	13.73%
	3-3 Clayton (Jonesboro)	5	0.97%
	3-4 East Metro	42	8.12%
	3-5 DeKalb	8	1.55%
	4 LaGrange	77	14.89%
	5-1 South Central (Dublin)	8	1.55%
	5-2 North Central (Macon)	39	7.54%
	6 East Central (Augusta)	16	3.09%
	7 West Central (Columbus)	19	3.68%
	8-1 South (Valdosta)	8	1.55%
	8-2 Southwest (Albany)	11	2.13%
	9-1 Coastal	15	2.90%
	9-2 Southeast (Waycross)	18	3.48%
10 Northeast (Athens)	20	3.87%	
<b>TOTAL</b>		<b>517</b>	

## Districts - Methamphetamines

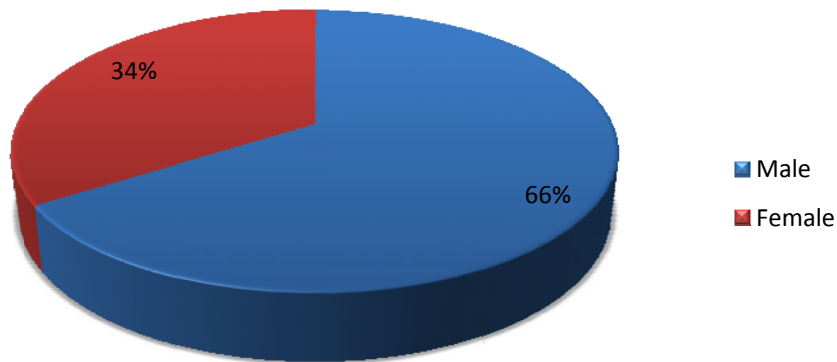


## Alcohol

		COUNT	%
<b>GENDER</b>	Male	1753	66.03%
	Female	902	33.97%
	<i>TOTAL</i>	<b>2655</b>	

The ratio of Male to Female callers in FY'08 is comparable to that in FY'07, with the majority of calls relating to alcohol coming from males.

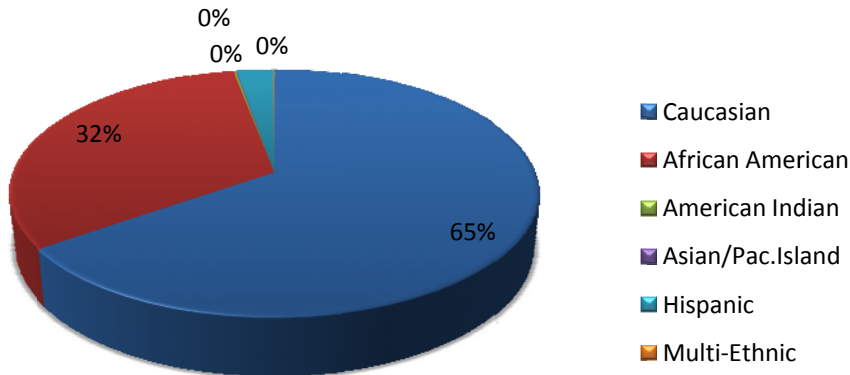
### Gender - Alcohol



		COUNT	%
<b>ETHNICITY</b>	Caucasian	1731	65.20%
	African American	846	31.86%
	American Indian	4	0.15%
	Asian/Pac.Island	2	0.08%
	Hispanic	70	2.64%
	Multi-Ethnic	2	0.08%
	<i>TOTAL</i>	<b>2655</b>	

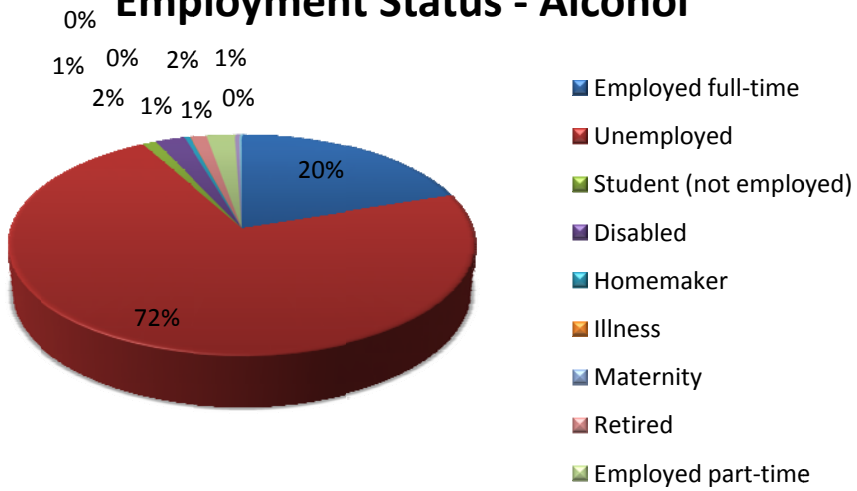


3% **Ethnicity - Alcohol**



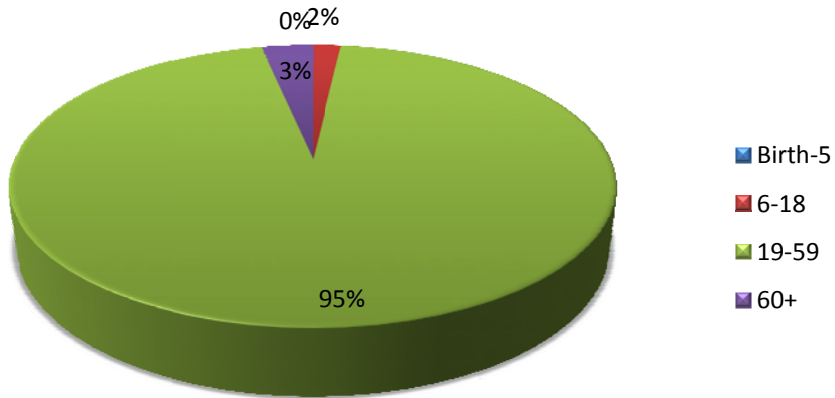
EMPLOYMENT STATUS	COUNT	%
	Employed full-time	530
Unemployed	1911	71.98%
Student (not employed)	29	1.09%
Disabled	63	2.37%
Homemaker	12	0.45%
Illness	1	0.04%
Maternity	0	0.00%
Retired	34	1.28%
Employed part-time	60	2.26%
Temporary work	10	0.38%
Veteran	5	0.19%
<b>TOTAL</b>	<b>2655</b>	

### Employment Status - Alcohol



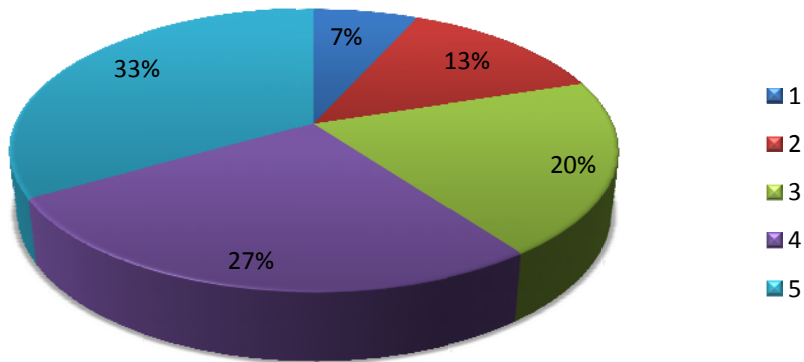
		COUNT	%
<b>AGE RANGE</b>	Birth-5	0	0.00%
	6-18	48	1.81%
	19-59	2519	94.88%
	60+	88	3.31%
	<b>TOTAL</b>	<b>2655</b>	

### Age Range - Alcohol



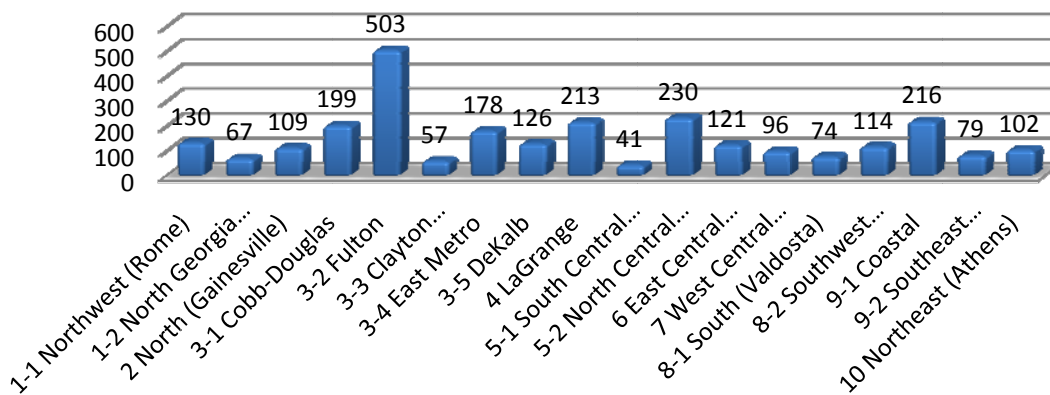
		COUNT	%
REGION	1	320	12.05%
	2	365	13.75%
	3	1124	42.34%
	4	433	16.31%
	5	413	15.56%
	TOTAL	2655	

### Regions - Alcohol



	COUNT	%	
<b>DISTRICTS</b>	1-1 Northwest (Rome)	130	4.90%
	1-2 North Georgia (Dalton)	67	2.52%
	2 North (Gainesville)	109	4.11%
	3-1 Cobb-Douglas	199	7.50%
	3-2 Fulton	503	18.95%
	3-3 Clayton (Jonesboro)	57	2.15%
	3-4 East Metro	178	6.70%
	3-5 DeKalb	126	4.75%
	4 LaGrange	213	8.02%
	5-1 South Central (Dublin)	41	1.54%
	5-2 North Central (Macon)	230	8.66%
	6 East Central (Augusta)	121	4.56%
	7 West Central (Columbus)	96	3.62%
	8-1 South (Valdosta)	74	2.79%
	8-2 Southwest (Albany)	114	4.29%
	9-1 Coastal	216	8.14%
	9-2 Southeast (Waycross)	79	2.98%
10 Northeast (Athens)	102	3.84%	
<b>TOTAL</b>	<b>2655</b>		

## Districts - Alcohol

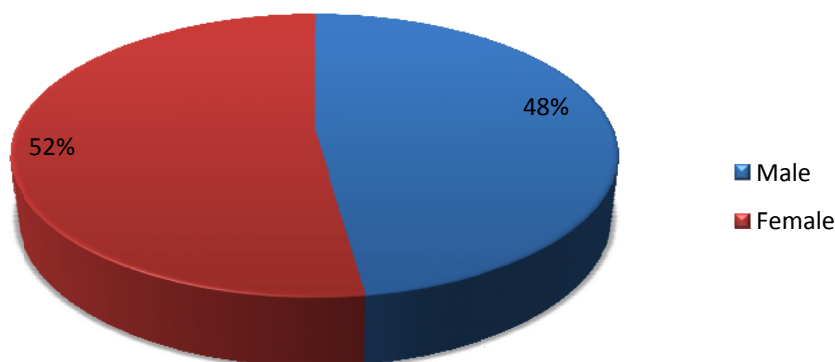


## Prescription Drugs

		COUNT	%
<b>GENDER</b>	Male	414	47.75%
	Female	453	52.25%
	<i>TOTAL</i>	<b>867</b>	

Of interest, there has been an overall 12% increase in the total number of calls received into Helpline Georgia for Prescription Drug inquiries over FY'07. Since calls overall were down nearly 10% from FY'07, this increase is significant. During FY'07, there were 723 calls logged into Helpline Georgia for inquiries regarding Prescription Drugs versus 867 in FY'08. Also, there was a staggering 49% increase in calls received from Females in FY'08 when comparing FY'07.

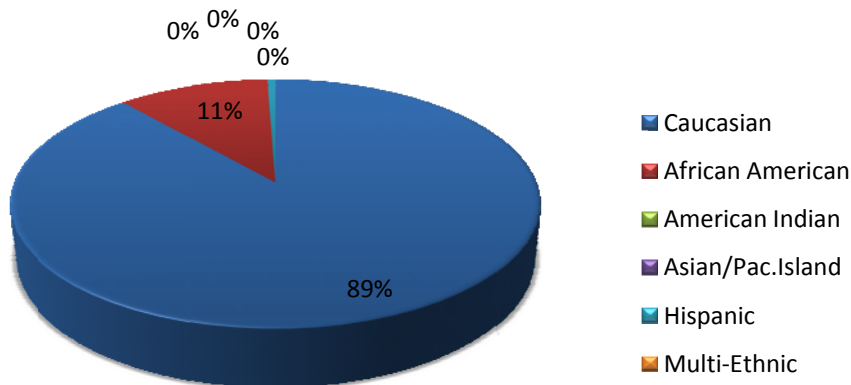
### Gender - Prescription Drugs



		COUNT	%
<b>ETHNICITY</b>	Caucasian	768	88.58%
	African American	94	10.84%
	American Indian	0	0.00%
	Asian/Pac.Island	0	0.00%
	Hispanic	5	0.58%
	Multi-Ethnic	0	0.00%
	<i>TOTAL</i>	<b>867</b>	

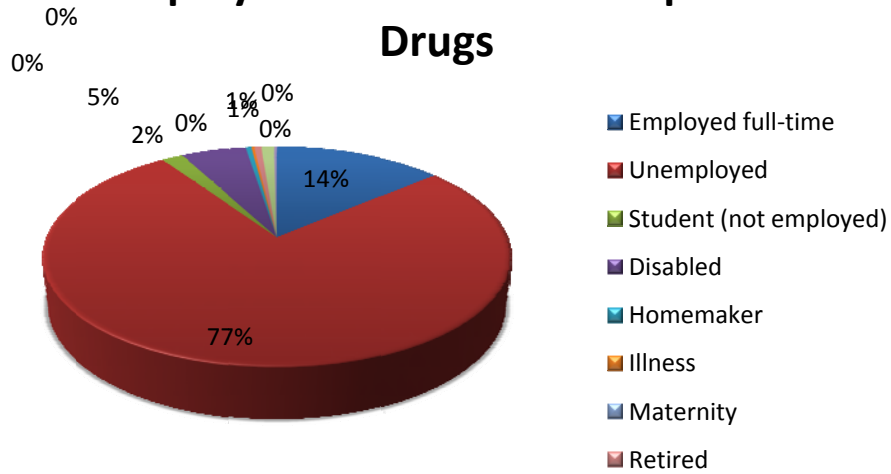
Ethnic call breakdowns are similar to both FY'07 and FY'06, with the preponderance of calls coming from Caucasians.

## Ethnicity - Prescription Drugs



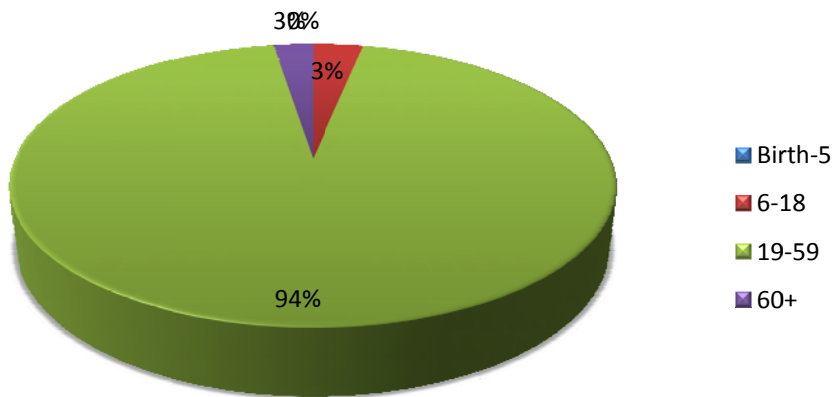
		COUNT	%
<b>EMPLOYMENT STATUS</b>	Employed full-time	119	13.73%
	Unemployed	665	76.70%
	Student (not employed)	15	1.73%
	Disabled	46	5.31%
	Homemaker	4	0.46%
	Illness	2	0.23%
	Maternity	0	0.00%
	Retired	5	0.58%
	Employed part-time	9	1.04%
	Temporary work	2	0.23%
	Veteran	0	0.00%
	<b>TOTAL</b>	<b>867</b>	

### Employment Status - Prescription Drugs



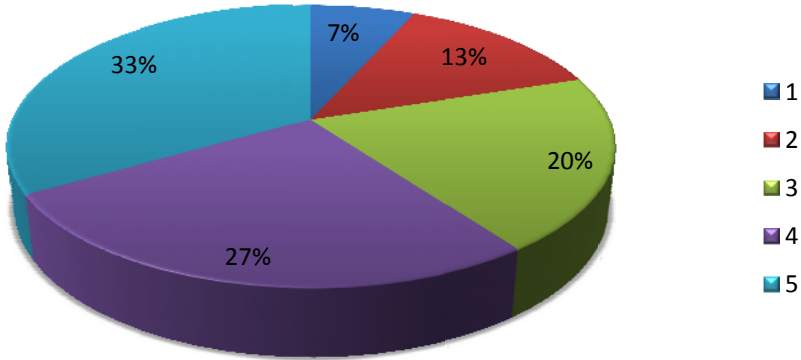
		COUNT	%
AGE RANGE	Birth-5	0	0.00%
	6-18	28	3.23%
	19-59	817	94.23%
	60+	22	2.54%
	<b>TOTAL</b>	<b>867</b>	

### Age Range - Prescription Drugs



		COUNT	%
REGION	1	154	17.76%
	2	161	18.57%
	3	257	29.64%
	4	139	16.03%
	5	156	17.99%
	TOTAL	867	

### Regions - Prescription Drugs





	COUNT	%	
<b>DISTRICTS</b>	1-1 Northwest (Rome)	72	8.30%
	1-2 North Georgia (Dalton)	30	3.46%
	2 North (Gainesville)	49	5.65%
	3-1 Cobb-Douglas	45	5.19%
	3-2 Fulton	90	10.38%
	3-3 Clayton (Jonesboro)	12	1.38%
	3-4 East Metro	62	7.15%
	3-5 DeKalb	13	1.50%
	4 LaGrange	95	10.96%
	5-1 South Central (Dublin)	19	2.19%
	5-2 North Central (Macon)	75	8.65%
	6 East Central (Augusta)	51	5.88%
	7 West Central (Columbus)	35	4.04%
	8-1 South (Valdosta)	24	2.77%
	8-2 Southwest (Albany)	29	3.34%
	9-1 Coastal	68	7.84%
	9-2 Southeast (Waycross)	45	5.19%
10 Northeast (Athens)	53	6.11%	
<b>TOTAL</b>	<b>867</b>		

## Districts - Prescription Drugs

