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2010

# HODAC Annual Helpline Call Report



ANOVA Business Analysts

1/19/2011

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## Executive Summary

- ❖ A thorough data scrub, dissemination and analysis was completed for collected calls made into Helpline Georgia for the reporting period of October 1, 2009 – September 30, 2010. This reporting period has changed for FY'10, where the BHDDAD changed fiscal year reporting from July1 – June30. Data was recalculated for high level data collected for each of the past seven years.
- ❖ Regional data had been collected for five regions for the BHDDAD. A six region was added in FY'10.
- ❖ 11757 calls were reported into Helpline Georgia for FY'10. This is a slight 2% increase over the reporting period for FY'09, where 11550 were logged.
- ❖ Both state and regional call data were analyzed for the reporting period. Calls were disseminated at the state, regional and county level for high level demographics as gender, race, ethnicity, employment status, and age.
- ❖ Calls are also analyzed and broken down by top reasons, or 'needs' people utilize Helpline Georgia for, as well as a breakdown of predetermined Substance Abuse areas such as Crack, Methamphetamines, Alcohol, and Prescription Drugs. Additionally, due to the number of deployed military personnel in the state, calls involving Military issues were also focused on.
- ❖ The ethnicity breakdown of Helpline Georgia utilizers has remained constant the past several reporting periods. Caucasians and African Americans continue to log the vast majority of calls at nearly 97% each of the past four reporting years. There is definite predictability with regards to ethnic call habits.
- ❖ Hispanics continue to utilize Helpline Georgia at approximately a 2% representation of all calls logged into the service. This continues to be an elusive ethnic group to capture, although the number of Hispanics living within the state continues to grow. This ethnic group continues to be an opportunity to tap into.
- ❖ Reverting to call patterns of previous years, the percentage of Fulltime Employed callers declined by 14.75% to FY'08 and earlier levels. There was a near 40% increase in Part-time Employed callers, and a slight increase in the total numbers of Retired callers, resulting in the highest percentage of calls from this group in the seven years of reporting. Disabled callers increased significantly in FY'09 and maintained levels in FY'10. Full time Employed callers generally represented 20% of all calls into the Helpline. Only 17.76% of calls were made by this group, or 2088 of 11757 calls. This is in comparison to 2488 of 11550 calls in FY'09, and 2637 of

12583 calls in FY'08. Also noted is a hundred call increase in the number of part-time Employed people calling Helpline Georgia. This increase has a marginal effect upon the calls as a whole however.

- ❖ Gaining 12 more months of data to add to the monthly and seasonal graph and analysis has cemented the hypothesis that call volumes remain high during the warm and hot summer months versus the winter months. The four month period of November, December, January and February continue to be the lowest call utilization for Helpline Georgia.
- ❖ Metropolitan Atlanta, Central Georgia, including the Macon, Warner Robins area and Augusta realize the highest number of calls into Helpline Georgia. Similarly, the sparsely populated counties of Echols, Taliaferro, and Webster continue to show little use of Helpline Georgia. These call habits have prevailed for the entire seven year reporting period.
- ❖ For the first time in reporting history, all of the Top 15 call reasons in volume are related to Substance Abuse and Addiction.
- ❖ Interesting trends begin to emerge with the Categorical Needs, Ethnicity and Employment Status of callers for the state as a whole as well as with the individual regions.
- ❖ There was a large 64% increase in the total number of calls with regards to Prescription Drugs, from 919 calls in FY'09 to 1511 in FY'10. Additionally, there were overall call increases in calls related to Methamphetamines and Alcohol.
- ❖ There was a division in the five BHDDAD regions to create six total regions near the end of FY'10. All statistics will be considered based upon the five regions, although the regional map and regional breakdown will be disclosed at the end of the report.

## Methodology

11757 utilizable calls were culled from Helpline Georgia for the reporting period of October 1, 2009 – September 30, 2010. This number represents all calls for which data was collected appropriately by the Helpline Georgia data center. Data is received in a raw, untouched state where a series of data cleaning and repair operations are performed to ensure that analyzed data is complete and can be tested and analyzed accurately against all other reporting years.

The 11757 calls received into Helpline Georgia for FY'10 represents a slight increase of 2% over the 11550 calls received for FY'09.

“Utilizable” calls represent those calls that can yield a complete set of information required while performing statistical and analytical tests. Comparative analysis can only be achieved on ‘clean’, utilizable data only. Clean, utilizable data represents that which is thoroughly recorded at the time of the call. Data having missing or improbable data results cannot be used. Those calls possessing these issues are scrubbed from the final data set so as not to taint or skew results. This exercise is completed in an effort to avoid any Type 1 or Type 2 statistical errors that can essentially render a database irrelevant and .

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 present year’s datasets with all other past datasets. 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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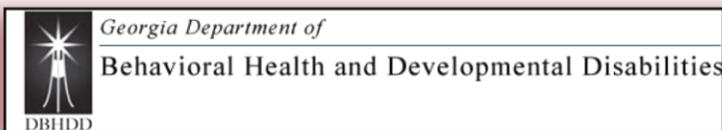


## About HODAC

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.

Throughout the 37 years HODAC has been operating in the Central Georgia Region, it has grown and morphed to meet the needs of the community and regional community. Currently, HODAC operates three help lines in addition to Helpline Georgia where the services offer information and referrals not only for substance abuse, but gambling, victim assistance, and community resources. Additionally, HODAC provides a victim assistance center offering help to victims of crime in Houston County and hospital accompaniment for victims of sexual assault and domestic violence. Legal assistance is provided for eligible low income and/or minority clients who are victims of sexual assault, domestic violence, dating violence or stalking. Residential housing and aftercare is provided for women of domestic violence, as well as prevention individual and group counseling in local schools, and a free teen center for youth aged 10-18.

## About GA Department of Behavioral Health & Developmental Disabilities



The Georgia Department of Behavioral Health and Developmental Disabilities provides treatment and support services to people with mental illnesses and addictive disease,

and support to people with mental retardation and related developmental disabilities.

The Mission of BHDDAD is to provide and promote local accessibility and choice of services and programs for individuals, families and communities through partnerships, in order to create a sustainable, self-sufficient and resilient life in the community.

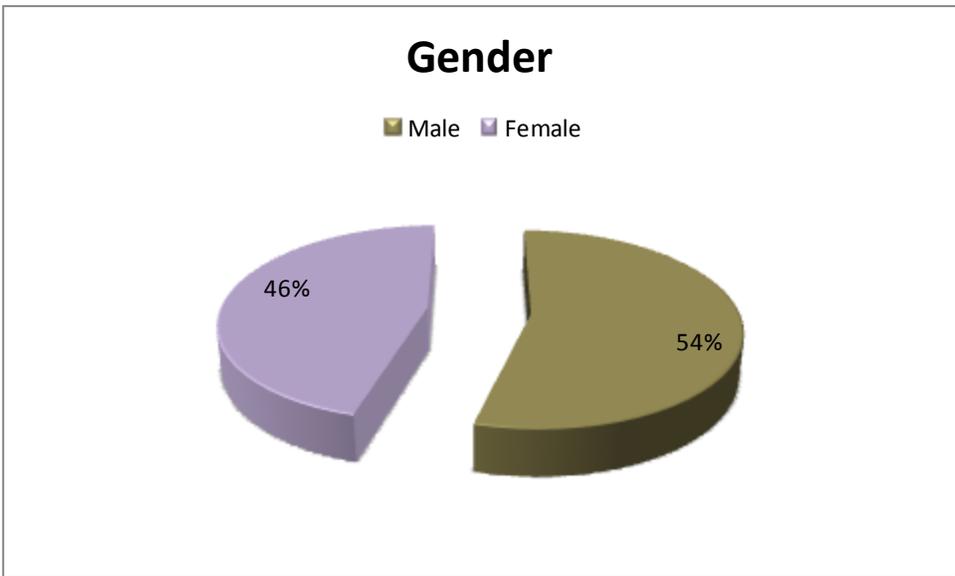
BHDDAD administers their mission throughout the five mental and developmental health regions divided throughout the state to provide a consistent continuum of care for the clients who utilize the service. In addition to Helpline Georgia, the DBHDD also oversees statewide mental health and well-being initiatives, develops new services and expands existing services as needed, monitors services received by consumers to ensure quality and access, investigates and resolves complaints and conducts special investigations and reviews when needed into the field of mental health, developmental disabilities and substance abuse.

State Data

Demographics

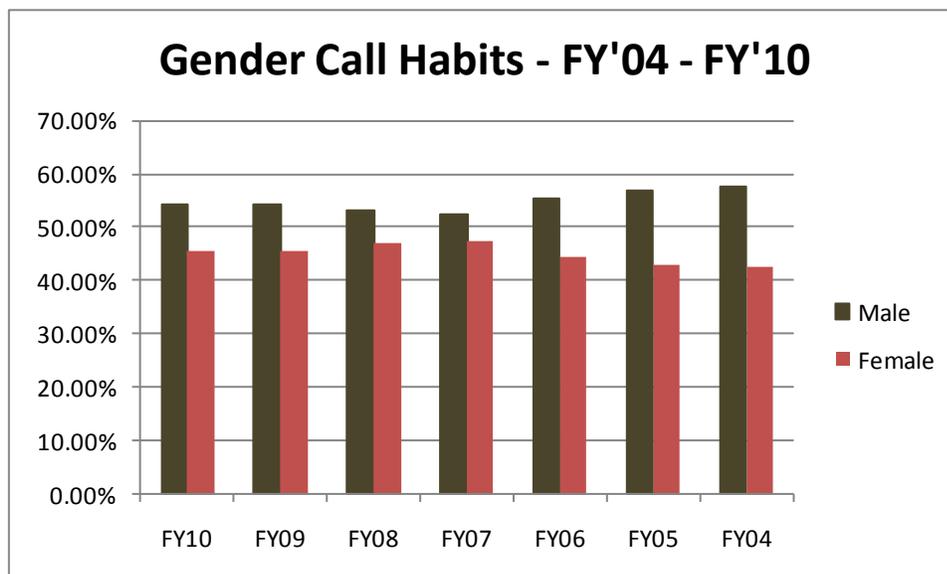
Gender

Gender	Calls	Percentage
Male	6389	54.34%
Female	5368	45.66%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



Males utilized Helpline Georgia far greater than Females for the third year in a row. The majority of calls are often related to issues regarding to Substance Abuse, and it appears the Helpline appeals to the male population. Gender habits have varied slightly each year however there is the consistent trend where males utilize the service more than females.

Graphically illustrated, the gender call breakdown is evident:



Additionally, calls overall increased into Helpline Georgia nearly 2%, from 11550 in FY'09 to 11757 in FY'10.

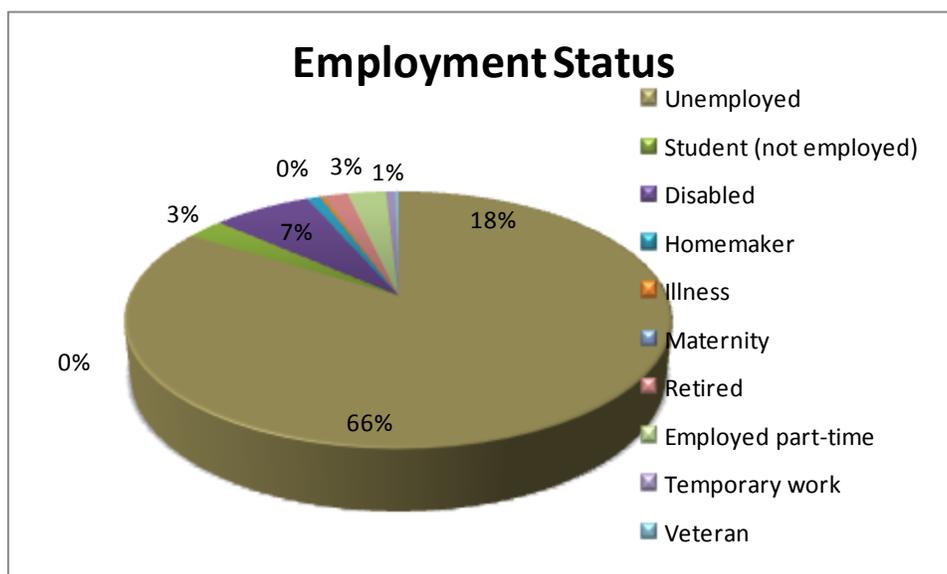
### Ethnicity

Ethnicity	Calls	Percentage
Caucasian	7321	62.27%
African American	4140	35.21%
American Indian	16	0.14%
Asian/Pac.Island	34	0.29%
Hispanic	215	1.83%
Multi-Ethnic	31	0.26%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



## Employment Status

Employment Status	Calls	Percentage
Employed full-time	2088	17.76%
Unemployed	7773	66.11%
Student (not employed)	310	2.64%
Disabled	817	6.95%
Homemaker	112	0.95%
Illness	40	0.34%
Maternity	9	0.08%
Retired	186	1.58%
Employed part-time	317	2.70%
Temporary work	80	0.68%
Veteran	25	0.21%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



The numbers of Unemployed who utilize Helpline Georgia has consistently remained at the 65% level for the seven reporting periods studied. Of note, for FY'10, the number of Employed full-time has declined over FY'09. Of the seven reporting years studied, the percent of this group is the lowest of all reporting periods, with Employed persons representing 20% of all calls in each of the other six years studied.

The percentage of Unemployed increased slightly in FY'10 over FY'09, but did not meet the all time high of 68.35% in FY'08.

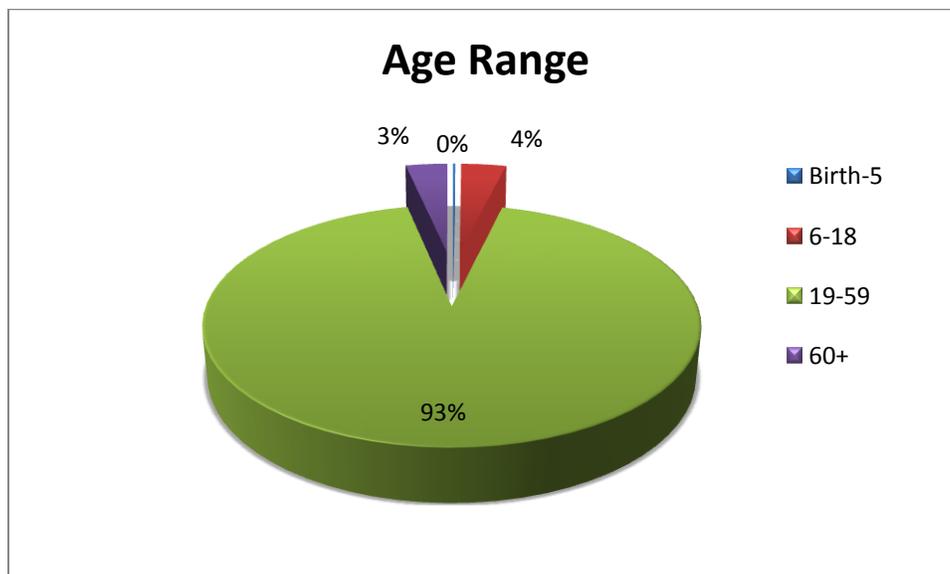
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The historical data of the Employment Status for the past seven reporting periods are presented in the table below:

Employment Status	FY10	FY09	FY08	FY07	FY06	FY05	FY04
Employed full-time	17.76%	20.84%	20.93%	22.90%	23.66%	22.63%	26.61%
Unemployed	66.11%	65.36%	68.53%	64.78%	63.94%	64.02%	60.79%
Student (not employed)	2.64%	2.70%	2.60%	2.84%	2.58%	2.97%	3.30%
Disabled	6.95%	6.58%	3.71%	3.13%	3.55%	3.24%	2.74%
Homemaker	0.95%	0.97%	0.72%	0.76%	1.29%	1.25%	0.63%
Illness	0.34%	0.18%	0.14%	0.19%	0.36%	0.29%	0.09%
Maternity	0.08%	0.04%	0.03%	0.14%	0.09%	0.06%	0.04%
Retired	1.58%	1.19%	1.29%	1.26%	1.43%	1.35%	1.21%
Employed part-time	2.70%	1.64%	1.58%	3.30%	2.65%	3.44%	3.98%
Temporary work	0.68%	0.30%	0.32%	0.59%	0.42%	0.66%	0.48%
Veteran	0.21%	0.19%	0.14%	0.12%	0.04%	0.07%	0.13%
<b>Total</b>	<b>100.00%</b>						

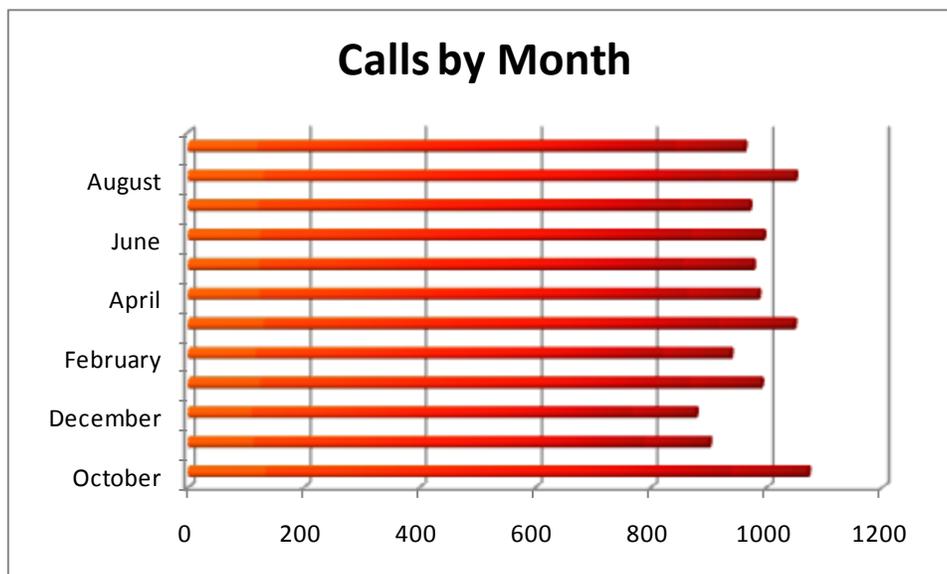
## Age Range

Age Range	Calls	Percentage
Birth-5	21	0.18%
6-18	427	3.63%
19-59	10914	92.83%
60+	395	3.36%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



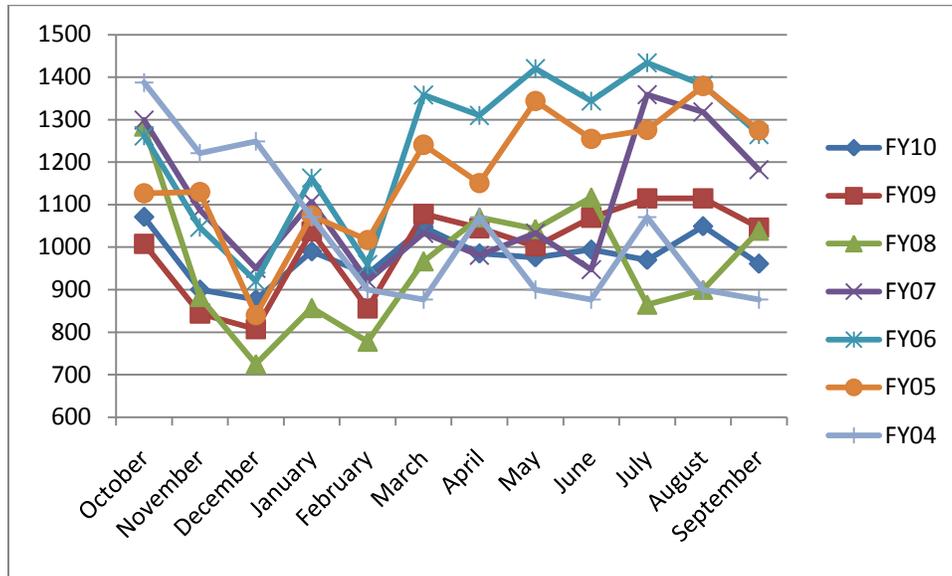
## Calls by Month

Month	Calls	Percentage
<b>2009</b>		
October	1071	9.11%
November	900	7.66%
December	877	7.46%
<b>2010</b>		
January	990	8.42%
February	937	7.97%
March	1047	8.91%
April	985	8.38%
May	976	8.30%
June	994	8.45%
July	970	8.25%
August	1049	8.92%
September	961	8.17%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



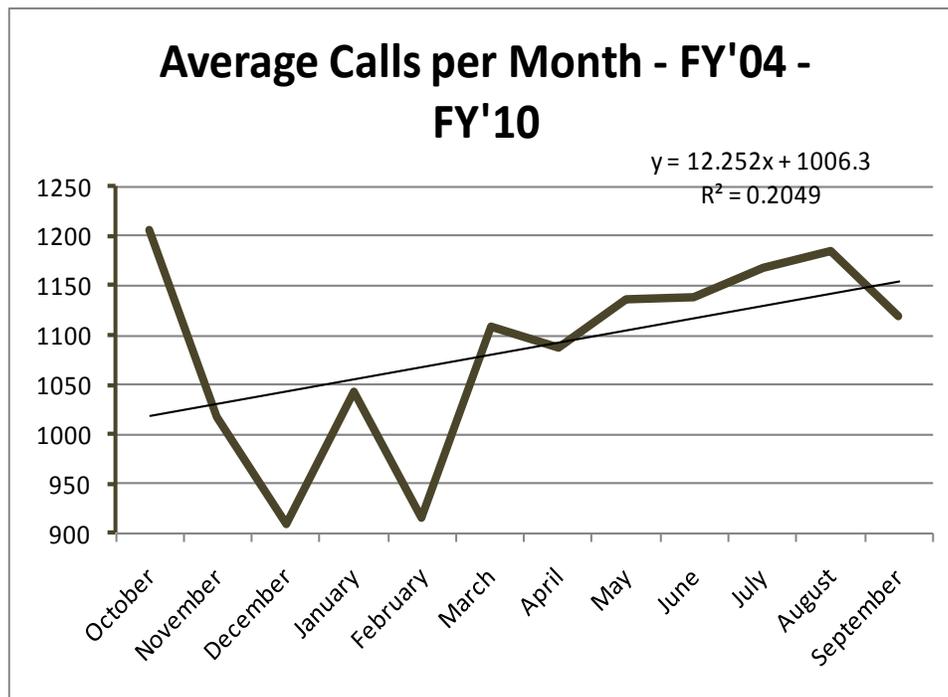
Calls have been analyzed for the past seven reporting years of FY'04 – FY'10. An important aspect of these call analytics are the calls by season or month. Calls are compared on monthly and seasonal basis to determine if there are any call patterns that can be related to seasons. The more data collected, the stronger the hypothesis or argument is in forecasting trends.

Month	FY10	FY09	FY08	FY07	FY06	FY05	FY04	Average
<i>End of Year 1</i>								
October	1071	1008	1284	1299	1262	1127	1387	1205
November	900	844	883	1088	1047	1130	1221	1016
December	877	807	725	950	920	840	1249	910
<i>Beginning of Year 2</i>								
January	990	1037	857	1107	1163	1074	1071	1043
February	937	856	778	921	959	1017	900	910
March	1047	1078	967	1033	1358	1241	877	1086
April	985	1045	1070	981	1310	1151	1071	1088
May	976	1002	1043	1033	1420	1344	900	1103
June	994	1069	1117	947	1344	1255	877	1086
July	970	1115	865	1359	1434	1276	1071	1156
August	1049	1115	900	1318	1381	1379	900	1149
September	961	1046	1039	1182	1265	1275	877	1092
<b>Total</b>	<b>11757</b>	<b>12022</b>	<b>11528</b>	<b>13218</b>	<b>14863</b>	<b>14109</b>	<b>12401</b>	<b>12843</b>



FY'10 realized similar results in seasonal call patterns as in previous years. The three lowest months in calling volume were realized in December, November, and February respectively. This pattern has been shown for several of the past seven reporting years. There is the trend for callers to utilize the service most during the summer months. As has been previously discussed in earlier years, this would be in direct contrast that the behavior that would be suspected for Helpline behavior where one would suspect holiday or winter time utilization.

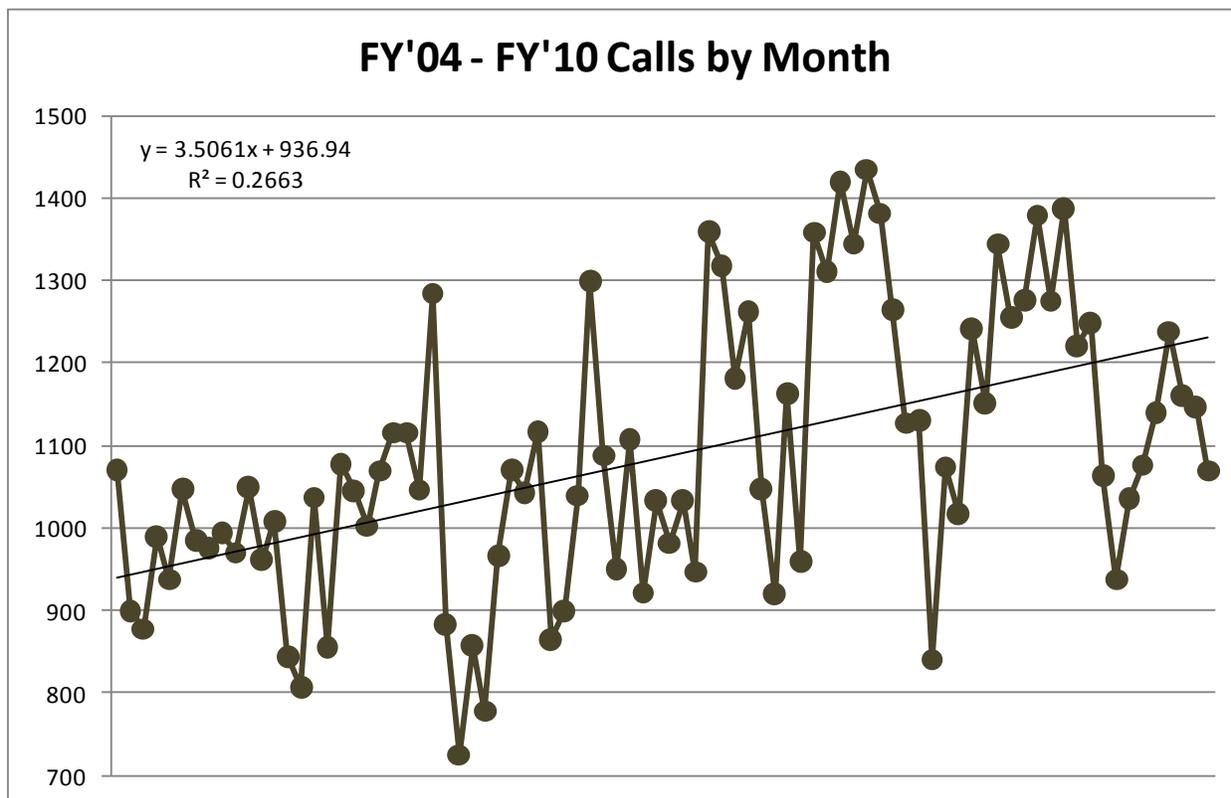
## Average Calls per Month



State level average call levels per month for FY'10 reveal typical call behaviors for other years. Past behaviors have shown that the fewest calls occur during the winter months, with the consistent higher volume of calls occurring and being logged by Helpline Georgia during the spring and summer months.

A linear regression trend line is noted above to determine the relevance and relationship between the months and the number of calls that are made into the Helpline. It can be noted that the "R" equation is a relational formula revealing the relationship between the x and y axis. A .2049 does indicated that there is indeed a relationship between the time of the year and the volume of calls that can be predicted.

### Calls by Month - October, 2004 - September, 2010

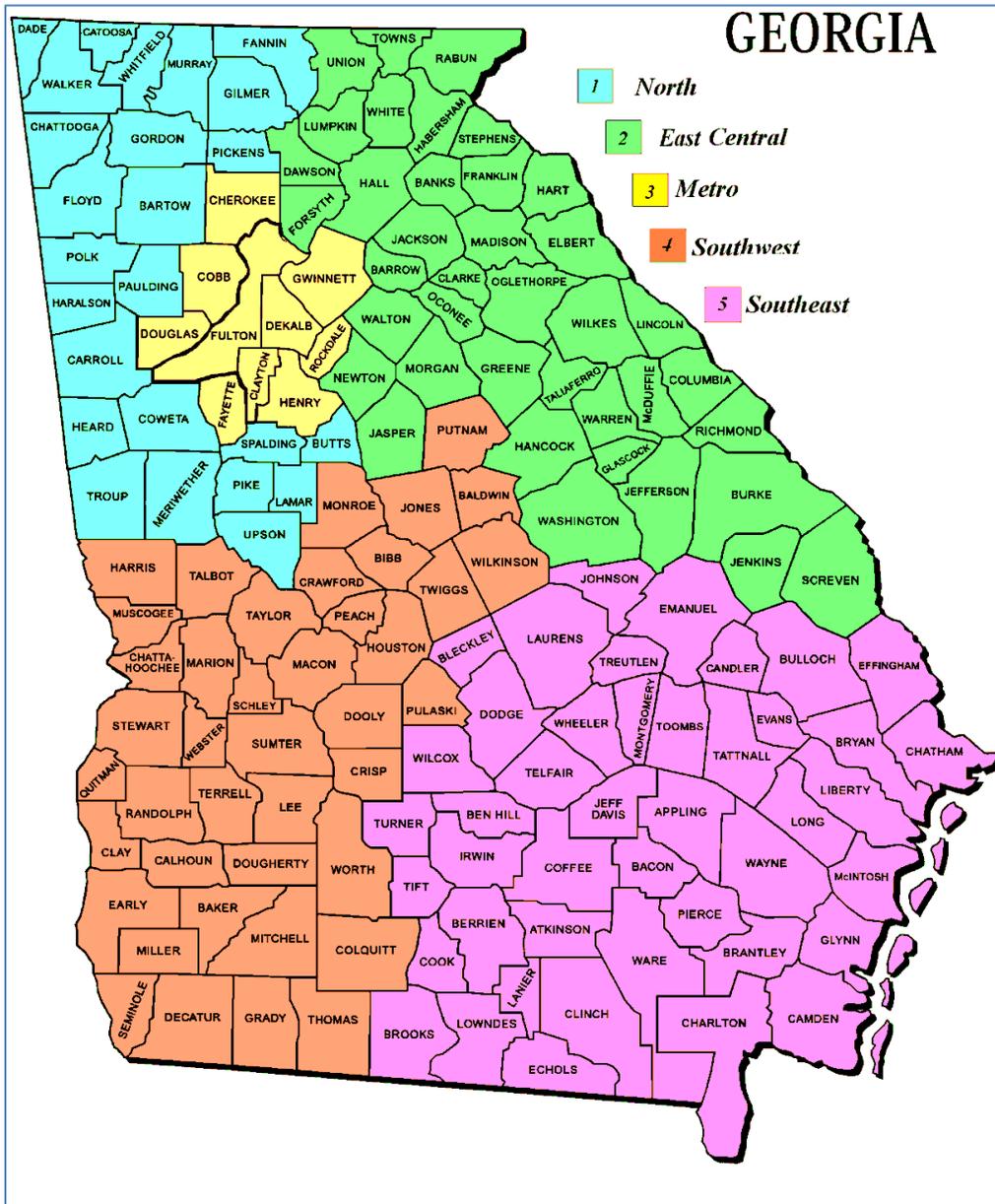


Above is the graphical representation of the monthly call totals for an 84 month period of data collection for Helpline Georgia. Although it is difficult to sense the any trends by each individual posting, once a trend line is placed, it is apparent there are a couple of trends. Of note is the overall increasing trend, over time to utilize Helpline Georgia. Additionally, as mentioned previously, the  $R^2$  equation represents a fairly strong correlation between the volume of calls and the passage of time.

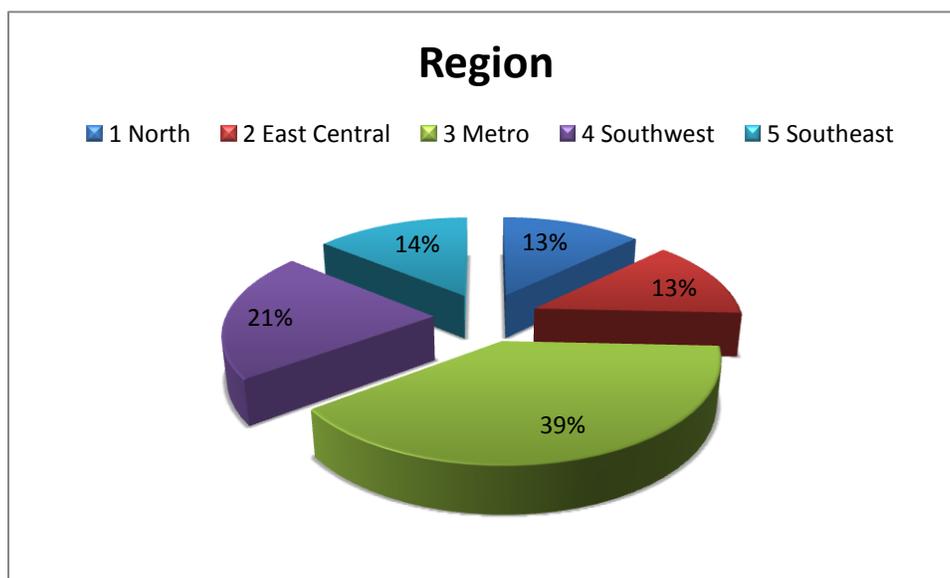


## Regions

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



Region	Calls	Percentage
1 North	1503	12.78%
2 East Central	1519	12.92%
3 Metro	4607	39.19%
4 Southwest	2474	21.04%
5 Southeast	1654	14.07%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



11757 calls were logged into Helpline Georgia during FY'10. A full 39% of all calls originated from Region 3, which encompasses the Metropolitan are of Atlanta. This represents a 175 call decline from the same region over the FY'09 time period. In all seven reporting periods, Region 3 has always yielded the highest volume of calls. This pertains to the high population concentration of the region.

The Southwest Region, or 4<sup>th</sup> region in the BHDDAD regional map culled the next highest call volume at 21%. This region encompasses central Georgia and the area where Helpline Georgia's call center is located.

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## Counties

Calls were logged at the county level to pinpoint exactly where Helpline Georgia utilizations originated from.

County	Calls	Percentage	County	Calls	Percentage
Appling	25	0.21%	Columbia	15	0.13%
Atkinson	5	0.04%	Cook	16	0.14%
Bacon	16	0.14%	Coweta	118	1.00%
Baker	4	0.03%	Crawford	11	0.09%
Baldwin	85	0.72%	Crisp	42	0.36%
Banks	5	0.04%	Dade	5	0.04%
Barrow	56	0.48%	Dawson	29	0.25%
Bartow	125	1.06%	Decatur	44	0.37%
Ben Hill	20	0.17%	DeKalb	439	3.73%
Berrien	20	0.17%	Dodge	25	0.21%
Bibb	646	5.49%	Dooly	16	0.14%
Bleckley	14	0.12%	Dougherty	188	1.60%
Brantley	7	0.06%	Douglas	169	1.44%
Brooks	8	0.07%	Early	12	0.10%
Bryan	13	0.11%	Echols	0	0.00%
Bulloch	89	0.76%	Effingham	26	0.22%
Burke	24	0.20%	Elbert	19	0.16%
Butts	33	0.28%	Emanuel	20	0.17%
Calhoun	3	0.03%	Evans	8	0.07%
Camden	26	0.22%	Fannin	6	0.05%
Candler	7	0.06%	Fayette	76	0.65%
Carroll	166	1.41%	Floyd	171	1.45%
Catoosa	26	0.22%	Forsyth	96	0.82%
Charlton	7	0.06%	Franklin	27	0.23%
Chatham	435	3.70%	Fulton	1897	16.14%
Chattahoochee	1	0.01%	Gilmer	10	0.09%
Chattooga	16	0.14%	Glascok	1	0.01%
Cherokee	167	1.42%	Glynn	117	1.00%
Clarke	135	1.15%	Gordon	43	0.37%
Clay	4	0.03%	Grady	17	0.14%
Clayton	275	2.34%	Greene	14	0.12%
Clinch	7	0.06%	Gwinnett	567	4.82%
Cobb	676	5.75%	Habersham	24	0.20%
Coffee	55	0.47%	Hall	156	1.33%
Colquitt	50	0.43%	Hancock	20	0.17%

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County	Calls	Percentage	County	Calls	Percentage
Haralson	49	0.42%	Muscogee	283	2.41%
Harris	8	0.07%	Newton	98	0.83%
Hart	13	0.11%	Oconee	5	0.04%
Heard	14	0.12%	Oglethorpe	3	0.03%
Henry	247	2.10%	Paulding	105	0.89%
Houston	606	5.15%	Peach	83	0.71%
Irwin	9	0.08%	Pickens	25	0.21%
Jackson	37	0.31%	Pierce	14	0.12%
Jasper	27	0.23%	Pike	10	0.09%
Jeff Davis	27	0.23%	Polk	68	0.58%
Jefferson	19	0.16%	Pulaski	14	0.12%
Jenkins	20	0.17%	Putnam	25	0.21%
Johnson	3	0.03%	Quitman	1	0.01%
Jones	20	0.17%	Rabun	15	0.13%
Lamar	64	0.54%	Randolph	0	0.00%
Lanier	3	0.03%	Richmond	415	3.53%
Laurens	94	0.80%	Rockdale	94	0.80%
Lee	19	0.16%	Schley	5	0.04%
Liberty	29	0.25%	Screven	16	0.14%
Lincoln	6	0.05%	Seminole	4	0.03%
Long	6	0.05%	Spalding	133	1.13%
Lowndes	180	1.53%	Stephens	27	0.23%
Lumpkin	19	0.16%	Stewart	3	0.03%
Macon	15	0.13%	Sumter	56	0.48%
Madison	24	0.20%	Talbot	5	0.04%
Marion	0	0.00%	Taliaferro	1	0.01%
McDuffie	16	0.14%	Tattnall	24	0.20%
McIntosh	12	0.10%	Taylor	8	0.07%
Meriwether	38	0.32%	Telfair	14	0.12%
Miller	8	0.07%	Terrell	3	0.03%
Mitchell	11	0.09%	Thomas	93	0.79%
Monroe	41	0.35%	Tift	81	0.69%
Montgomery	7	0.06%	Toombs	54	0.46%
Morgan	28	0.24%	Towns	4	0.03%
Murray	23	0.20%	Treutlen	10	0.09%

County	Calls	Percentage
Troup	103	0.88%
Turner	4	0.03%
Twiggs	11	0.09%
Union	6	0.05%
Upson	28	0.24%
Walker	44	0.37%
Walton	36	0.31%
Ware	78	0.66%
Warren	15	0.13%
Washington	30	0.26%
Wayne	29	0.25%
Webster	0	0.00%
Wheeler	2	0.02%
White	13	0.11%
Whitfield	80	0.68%
Wilcox	8	0.07%
Wilkes	5	0.04%
Wilkinson	9	0.08%
Worth	20	0.17%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>

Data is recorded and calls are logged from each county as part of the demographic intake process during a call session. This enables Helpline Georgia to disseminate between which region the caller is residing since counties are the tool used to make regions.

County call utilization comparisons were completed for each of FY'10, FY'09, 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.

### Top 25 Counties by Percentage of Calls

County	Calls	Percentage	Rank
Fulton	1897	16.14%	1
Cobb	676	5.75%	2
Bibb	646	5.49%	3
Houston	606	5.15%	4
Gwinnett	567	4.82%	5

# HODAC Annual Helpline Call Report | 2010

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DeKalb	439	3.73%	6
Chatham	435	3.70%	7
Richmond	415	3.53%	8
Muscogee	283	2.41%	9
Clayton	275	2.34%	10
Henry	247	2.10%	11
Dougherty	188	1.60%	12
Lowndes	180	1.53%	13
Floyd	171	1.45%	14
Douglas	169	1.44%	15
Cherokee	167	1.42%	16
Carroll	166	1.41%	17
Hall	156	1.33%	18
Clarke	135	1.15%	19
Spalding	133	1.13%	20
Bartow	125	1.06%	21
Coweta	118	1.00%	22
Glynn	117	1.00%	23
Paulding	105	0.89%	24
Troup	103	0.88%	25

# HODAC Annual Helpline Call Report | 2010

Rank	FY10	%	FY09	%	FY08	%	FY07	%	FY06	%
<i>Top 5</i>										
1	Fulton	16.14%	Fulton	18.04%	Fulton	22.61%	Fulton	18.02%	Fulton	17.45%
2	Cobb	5.75%	Houston	5.62%	Cobb	6.78%	Cobb	5.74%	Gwinnett	5.93%
3	Bibb	5.49%	Cobb	5.37%	Houston	6.35%	Gwinnett	5.46%	Cobb	5.50%
4	Houston	5.15%	Bibb	4.99%	Gwinnett	5.89%	Bibb	4.53%	Bibb	4.84%
5	Gwinnett	4.82%	Gwinnett	4.64%	Dekalb	5.18%	Houston	4.32%	Houston	4.50%
<i>Lowest 5</i>										
156	Taliaferro	0.01%	Quitman	0.01%	Echols	0.01%	Jenkins	0.01%	Clay	0.00%
157	Echols	0.00%	Taliaferro	0.01%	Glascok	0.01%	Lincoln	0.01%	Echols	0.00%
158	Marion	0.00%	Echols	0.00%	Lincoln	0.01%	Echols	0.00%	Jenkins	0.00%
159	Randolph	0.00%	Mc Intosh	0.00%	Taliaferro	0.00%	Taliaferro	0.00%	Taliaferro	0.00%
160	Webster	0.00%								

Of interest, four of the last five years have yielded the same top five counties. Fulton county has consistently been the top county for Helpline calls. As the most populated county in the state, it is not surprising that the majority of all calls result from this location. Consistently, Fulton yields over 1000 calls more than the second top county.

As previously stated in other reporting years, the areas with the greatest population, greatest access to public health programs, assistance and educational tools tend to log the highest number of calls. Does this mean lower populated areas tend to not experience the problems the larger, metropolitan areas do? No – it is more likely to be attributed to an awareness of programs and assistance offered as well as education.

Not surprising, the least populated counties consistently yield the lowest or no call utilization. This certainly does not preclude that there is no need, because the lowest five counties are consistently some of the most impoverished counties in the state.

# HODAC Annual Helpline Call Report | 2010

## Cities

City	Calls	Percentage	City	Calls	Percentage
Abbeville	1	0.01%	Barnesville	61	0.52%
Acworth	77	0.65%	Barney	0	0.00%
Adairsville	5	0.04%	Bartow	4	0.03%
Adel	15	0.13%	Barwick	1	0.01%
Adrian	1	0.01%	Baxley	25	0.21%
Ailey	1	0.01%	Bellville	0	0.00%
Alamo	1	0.01%	Berlin	0	0.00%
Alapaha	3	0.03%	Bethlehem	3	0.03%
Albany	188	1.60%	Bishop	0	0.00%
Allenhurst	0	0.00%	Blackshear	13	0.11%
Alma	16	0.14%	Blairsville	6	0.05%
Alpharetta	54	0.46%	Blakely	10	0.09%
Alto	1	0.01%	Bloomington	3	0.03%
Americus	43	0.37%	Blue Ridge	4	0.03%
Andersonville	1	0.01%	Bluffton	1	0.01%
Appling	1	0.01%	Blythe	3	0.03%
Arabi	1	0.01%	Bogart	0	0.00%
Aragon	3	0.03%	Bolingbroke	1	0.01%
Argyle	1	0.01%	Bonaire	15	0.13%
Arlington	1	0.01%	Boston	1	0.01%
Armuchee	0	0.00%	Bowdon	8	0.07%
Arnoldsville	0	0.00%	Bowman	2	0.02%
Ashburn	4	0.03%	Box Springs	0	0.00%
Athens	135	1.15%	Braselton	4	0.03%
Atlanta	1725	14.67%	Bremen	24	0.20%
Attapulgus	1	0.01%	Bristol	1	0.01%
Auburn	9	0.08%	Bronwood	0	0.00%
Augusta	403	3.43%	Brookfield	0	0.00%
Austell	47	0.40%	Brooklet	3	0.03%
Avera	0	0.00%	Brooks	1	0.01%
Avondale Estates	3	0.03%	Broxton	2	0.02%
Baconton	0	0.00%	Brunswick	109	0.93%
Bainbridge	42	0.36%	Buchanan	14	0.12%
Baldwin	3	0.03%	Buckhead	7	0.06%
Ball Ground	5	0.04%	Buena Vista	0	0.00%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
Buford	55	0.47%	Climax	1	0.01%
Butler	6	0.05%	Clyo	1	0.01%
Byromville	0	0.00%	Cobb	11	0.09%
Byron	42	0.36%	Cobbtown	1	0.01%
Cadwell	1	0.01%	Cochran	14	0.12%
Cairo	16	0.14%	Cohutta	0	0.00%
Calhoun	40	0.34%	Colbert	2	0.02%
Calvary	0	0.00%	Coleman	0	0.00%
Camilla	5	0.04%	College Park	65	0.55%
Canon	4	0.03%	Collins	1	0.01%
Canton	71	0.60%	Colquitt	8	0.07%
Carlton	2	0.02%	Columbus	279	2.37%
Carnesville	4	0.03%	Comer	5	0.04%
Carrollton	105	0.89%	Commerce	8	0.07%
Cartersville	112	0.95%	Concord	0	0.00%
Cassville	1	0.01%	Conley	4	0.03%
Cataula	0	0.00%	Conyers	94	0.80%
Cave Spring	1	0.01%	Coolidge	1	0.01%
Cecil	0	0.00%	Cordele	41	0.35%
Cedar Springs	1	0.01%	Cornelia	4	0.03%
Cedartown	39	0.33%	Cotton	0	0.00%
Centerville	6	0.05%	Covington	95	0.81%
Chamblee	7	0.06%	Crandall	3	0.03%
Chatsworth	18	0.15%	Crawford	2	0.02%
Chauncey	2	0.02%	Crawfordville	1	0.01%
Cherokee	4	0.03%	Crescent	1	0.01%
Chickamauga	7	0.06%	Culloden	1	0.01%
Cisco	0	0.00%	Cumming	96	0.82%
Clarkdale	0	0.00%	Cusseta	1	0.01%
Clarkeville	10	0.09%	Cuthbert	0	0.00%
Clarkston	12	0.10%	Dacula	12	0.10%
Claxton	8	0.07%	Dahlonega	19	0.16%
Clayton	9	0.08%	Daisy	0	0.00%
Clermont	0	0.00%	Dallas	84	0.71%
Cleveland	10	0.09%	Dalton	77	0.65%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
Damascus	0	0.00%	Elko	2	0.02%
Danielsville	11	0.09%	Ellabell	2	0.02%
Danville	1	0.01%	Ellaville	5	0.04%
Darien	8	0.07%	Ellenton	1	0.01%
Davisboro	1	0.01%	Ellenwood	12	0.10%
Dawson	3	0.03%	Ellerslie	0	0.00%
Dawsonville	29	0.25%	Ellijay	10	0.09%
De Soto	0	0.00%	Emerson	1	0.01%
Dearing	2	0.02%	Enigma	0	0.00%
Decatur	232	1.97%	Eton	0	0.00%
Demorest	5	0.04%	Evans	8	0.07%
Denton	0	0.00%	Fairburn	12	0.10%
Dewy Rose	0	0.00%	Fairmount	1	0.01%
Dexter	0	0.00%	Fargo	2	0.02%
Dillard	3	0.03%	Fayetteville	45	0.38%
Doerun	0	0.00%	Felton	0	0.00%
Donalsonville	4	0.03%	Fitzgerald	20	0.17%
Doraville	14	0.12%	Flintstone	1	0.01%
Douglas	52	0.44%	Flovilla	0	0.00%
Douglasville	158	1.34%	Flowery Branch	8	0.07%
Dry Branch	2	0.02%	Folkston	6	0.05%
Du Pont	1	0.01%	Forest Park	24	0.20%
Dublin	90	0.77%	Forsyth	39	0.33%
Dudley	0	0.00%	Fort Benning	1	0.01%
Duluth	58	0.49%	Fort Gaines	3	0.03%
Dunwoody	22	0.19%	Fort Gordon	1	0.01%
East Dublin	0	0.00%	Fort Oglethorpe	7	0.06%
East Ellijay	0	0.00%	Fort Stewart	0	0.00%
East Point	32	0.27%	Fort Valley	41	0.35%
Eastanollee	0	0.00%	Fortson	1	0.01%
Eastman	20	0.17%	Franklin	13	0.11%
Eatonton	25	0.21%	Funston	0	0.00%
Eden	0	0.00%	Gainesville	144	1.22%
Edison	2	0.02%	Garden City	3	0.03%
Elberton	17	0.14%	Garfield	0	0.00%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
Gay	3	0.03%	Hillsboro	2	0.02%
Geneva	3	0.03%	Hinesville	22	0.19%
Georgetown	1	0.01%	Hiram	21	0.18%
Gibson	1	0.01%	Hoboken	0	0.00%
Gillsville	2	0.02%	Hogansville	4	0.03%
Girard	0	0.00%	Holly Springs	1	0.01%
Glenn	1	0.01%	Homer	2	0.02%
Glennville	11	0.09%	Homerville	3	0.03%
Glenwood	1	0.01%	Hortense	1	0.01%
Good Hope	1	0.01%	Hoschton	3	0.03%
Gordon	5	0.04%	Hull	2	0.02%
Grantville	4	0.03%	Ideal	2	0.02%
Gray	14	0.12%	Ila	2	0.02%
Grayson	9	0.08%	Iron City	0	0.00%
Greensboro	10	0.09%	Irwinton	1	0.01%
Greenville	9	0.08%	Jackson	31	0.26%
Griffin	132	1.12%	Jacksonville	0	0.00%
Grovetown	3	0.03%	Jakin	1	0.01%
Guyton	7	0.06%	Jasper	23	0.20%
Haddock	3	0.03%	Jefferson	19	0.16%
Hahira	3	0.03%	Jeffersonville	8	0.07%
Hamilton	0	0.00%	Jekyll Island	1	0.01%
Hampton	33	0.28%	Jenkinsburg	2	0.02%
Hapeville	3	0.03%	Jesup	27	0.23%
Haralson	1	0.01%	Jewell	1	0.01%
Hardwick	1	0.01%	Jonesboro	87	0.74%
Harlem	0	0.00%	Juliette	3	0.03%
Harrison	0	0.00%	Kathleen	12	0.10%
Hartwell	13	0.11%	Kennesaw	86	0.73%
Hawkinsville	14	0.12%	Keysville	0	0.00%
Hazlehurst	27	0.23%	Kings Bay	0	0.00%
Helen	3	0.03%	Kingsland	18	0.15%
Helena	1	0.01%	Kingston	4	0.03%
Hephzibah	8	0.07%	Kite	0	0.00%
Hiawassee	1	0.01%	Knoxville	2	0.02%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
LaFayette	25	0.21%	Manassas	0	0.00%
LaGrange	94	0.80%	Manchester	15	0.13%
Lake City	0	0.00%	Manor	1	0.01%
Lake Park	7	0.06%	Mansfield	1	0.01%
Lakeland	3	0.03%	Marble Hill	1	0.01%
Lakemont	1	0.01%	Marietta	342	2.91%
Lavonia	10	0.09%	Marshallville	0	0.00%
Lawrenceville	201	1.71%	Martin	2	0.02%
Leary	0	0.00%	Martinez	3	0.03%
Leesburg	19	0.16%	Mauk	2	0.02%
Lenox	1	0.01%	Maysville	3	0.03%
Leslie	0	0.00%	Mc Caysville	2	0.02%
Lexington	1	0.01%	Mc Intyre	3	0.03%
Lilburn	26	0.22%	Mc Rae	5	0.04%
Lilly	0	0.00%	McDonough	103	0.88%
Lincolnton	6	0.05%	Meansville	1	0.01%
Lindale	1	0.01%	Meigs	3	0.03%
Lithia Springs	10	0.09%	Meldrim	0	0.00%
Lithonia	59	0.50%	Menlo	1	0.01%
Lizella	1	0.01%	Meridian	0	0.00%
Locust Grove	31	0.26%	Mershon	0	0.00%
Loganville	48	0.41%	Metter	7	0.06%
Lookout Mountain	2	0.02%	Midland	2	0.02%
Louisville	7	0.06%	Midville	2	0.02%
Lovejoy	2	0.02%	Midway	7	0.06%
Ludowici	6	0.05%	Milan	6	0.05%
Lula	2	0.02%	Milledgeville	84	0.71%
Lumber City	2	0.02%	Millen	20	0.17%
Lumpkin	1	0.01%	Milner	3	0.03%
Luthersville	5	0.04%	Mineral Bluff	0	0.00%
Lyerly	0	0.00%	Mitchell	0	0.00%
Lyons	10	0.09%	Molena	0	0.00%
Mableton	29	0.25%	Monroe	30	0.26%
Macon	645	5.49%	Montezuma	5	0.04%
Madison	20	0.17%	Monticello	23	0.20%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
Montrose	0	0.00%	Palmetto	8	0.07%
Moreland	1	0.01%	Parrott	0	0.00%
Morgan	0	0.00%	Patterson	0	0.00%
Morganton	0	0.00%	Pavo	0	0.00%
Morrow	15	0.13%	Peachtree City	28	0.24%
Morven	1	0.01%	Pearson	4	0.03%
Moultrie	49	0.42%	Pelham	6	0.05%
Mount Airy	0	0.00%	Pembroke	3	0.03%
Mount Vernon	2	0.02%	Pendergrass	0	0.00%
Mount Zion	0	0.00%	Perry	63	0.54%
Murrayville	0	0.00%	Pine Lake	1	0.01%
Musella	0	0.00%	Pine Mountain	5	0.04%
Nahunta	6	0.05%	Pine Mountain Valley	1	0.01%
Nashville	16	0.14%	Pinehurst	1	0.01%
Naylor	1	0.01%	Pineview	1	0.01%
Nelson	0	0.00%	Pitts	1	0.01%
Newborn	1	0.01%	Plainfield	0	0.00%
Newington	0	0.00%	Plains	1	0.01%
Newnan	103	0.88%	Plainville	1	0.01%
Newton	4	0.03%	Pooler	10	0.09%
Nicholls	1	0.01%	Port Wentworth	0	0.00%
Nicholson	2	0.02%	Portal	1	0.01%
Norcross	80	0.68%	Porterdale	0	0.00%
Norman Park	0	0.00%	Poulan	0	0.00%
Norwood	5	0.04%	Powder Springs	37	0.31%
Oakman	0	0.00%	Preston	0	0.00%
Oakwood	0	0.00%	Pulaski	0	0.00%
Ochlocknee	1	0.01%	Quitman	6	0.05%
Ocilla	9	0.08%	Rabun Gap	1	0.01%
Oconee	1	0.01%	Ranger	0	0.00%
Odum	0	0.00%	Ray City	1	0.01%
Oglethorpe	8	0.07%	Rayle	0	0.00%
Omaha	1	0.01%	Red Oak	0	0.00%
Omega	2	0.02%	Redan	0	0.00%
Oxford	1	0.01%	Register	0	0.00%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
Reidsville	11	0.09%	Screven	2	0.02%
Rentz	3	0.03%	Senoia	5	0.04%
Resaca	1	0.01%	Shady Dale	2	0.02%
Rex	3	0.03%	Sharon	0	0.00%
Reynolds	0	0.00%	Sharpsburg	3	0.03%
Rhine	3	0.03%	Shellman	0	0.00%
Riceboro	0	0.00%	Shiloh	2	0.02%
Richland	1	0.01%	Siloam	2	0.02%
Richmond Hill	8	0.07%	Silver Creek	10	0.09%
Rincon	12	0.10%	Smithville	0	0.00%
Ringgold	19	0.16%	Smyrna	58	0.49%
Rising Fawn	1	0.01%	Snellville	63	0.54%
Riverdale	63	0.54%	Social Circle	5	0.04%
Roberta	9	0.08%	Soperton	10	0.09%
Robins Air Force Base	1	0.01%	Sparks	0	0.00%
Rochelle	5	0.04%	Sparta	20	0.17%
Rock Spring	3	0.03%	Springfield	6	0.05%
Rockmart	26	0.22%	St. Marys	3	0.03%
Rocky Face	1	0.01%	St. Simon's Island	7	0.06%
Rocky Ford	1	0.01%	Stapleton	4	0.03%
Rome	159	1.35%	Statenville	0	0.00%
Roopville	2	0.02%	Statesboro	85	0.72%
Rossville	6	0.05%	Stham	6	0.05%
Roswell	40	0.34%	Stephens	0	0.00%
Royston	9	0.08%	Stillmore	0	0.00%
Rutledge	1	0.01%	Stockbridge	80	0.68%
Rydal	2	0.02%	Stockton	0	0.00%
Saint George	1	0.01%	Stone Mountain	67	0.57%
Sandersville	24	0.20%	Suches	0	0.00%
Sapelo Island	0	0.00%	Sugar Valley	0	0.00%
Sardis	3	0.03%	Summertown	1	0.01%
Sasser	0	0.00%	Summerville	12	0.10%
Sautee Nacoochee	0	0.00%	Sumner	4	0.03%
Savannah	417	3.55%	Sunny Side	1	0.01%
Scottdale	1	0.01%	Surrency	0	0.00%

# HODAC Annual Helpline Call Report | 2010

City	Calls	Percentage	City	Calls	Percentage
Suwanee	16	0.14%	Union Point	2	0.02%
Swainsboro	17	0.14%	Uvalda	4	0.03%
Sycamore	0	0.00%	Valdosta	169	1.44%
Sylvania	15	0.13%	Valona	0	0.00%
Sylvester	16	0.14%	Vidalia	44	0.37%
Talbotton	2	0.02%	Vienna	6	0.05%
Talking Rock	1	0.01%	Villa Rica	33	0.28%
Tallapoosa	11	0.09%	Waco	0	0.00%
Tallulah Falls	1	0.01%	Wadley	2	0.02%
Talmo	1	0.01%	Waleska	4	0.03%
Taylorsville	0	0.00%	Waresboro	1	0.01%
Temple	18	0.15%	Warm Springs	3	0.03%
Tennille	3	0.03%	Warner Robins	507	4.31%
The Rock	0	0.00%	Warrenton	9	0.08%
Thomaston	27	0.23%	Warthen	1	0.01%
Thomasville	87	0.74%	Warwick	0	0.00%
Thomson	14	0.12%	Washington	3	0.03%
Tifton	76	0.65%	Watkinsville	5	0.04%
Tiger	0	0.00%	Waverly	1	0.01%
Tignall	1	0.01%	Waverly Hall	0	0.00%
Toccoa	25	0.21%	Waycross	76	0.65%
Toombsboro	0	0.00%	Waynesboro	19	0.16%
Townsend	3	0.03%	Waynesville	0	0.00%
Trenton	3	0.03%	West Point	5	0.04%
Trion	3	0.03%	Whigham	1	0.01%
Tucker	22	0.19%	White	0	0.00%
Tunnel Hill	2	0.02%	Whitesburg	0	0.00%
Turin	1	0.01%	Wildwood	1	0.01%
Turnerville	1	0.01%	Willacoochee	1	0.01%
Twin City	1	0.01%	Williamson	5	0.04%
Ty Ty	3	0.03%	Winder	38	0.32%
Tybee Island	2	0.02%	Winston	1	0.01%
Tyrone	2	0.02%	Winterville	0	0.00%
Unadilla	9	0.08%	Woodbine	4	0.03%
Union City	24	0.20%	Woodbury	3	0.03%

<b>City</b>	<b>Calls</b>	<b>Percentage</b>
Woodland	0	0.00%
Woodstock	82	0.70%
Wrens	2	0.02%
Wrightsville	3	0.03%
Yatesville	1	0.01%
Young Harris	3	0.03%
Zebulon	4	0.03%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>

As in previous years, the top five cities in terms of Helpline Georgia are represented by various city or metropolitan areas throughout the state.

The top five cities are as follows:

<b>City</b>	<b>Calls</b>	<b>Percentage</b>	<b>Rank</b>
Atlanta	1725	14.67%	1
Macon	645	5.49%	2
Warner Robins	507	4.31%	3
Savannah	417	3.55%	4
Augusta	403	3.43%	5
<b>Total</b>	<b>3697</b>	<b>31.45%</b>	

## Geographic Breakout

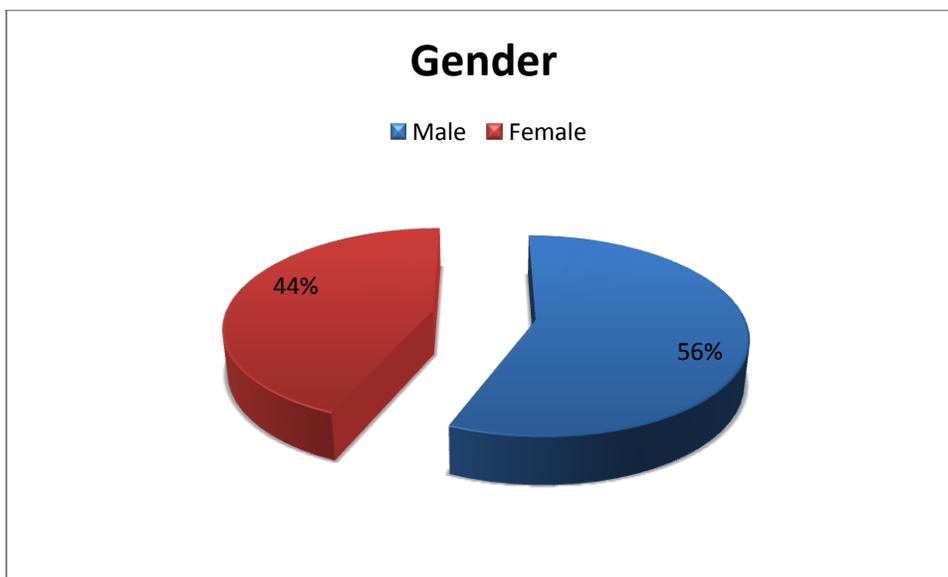
### Region 1



Region encompasses the northwest mountainous region of Georgia where there are a few mid-sized cities, but not a large Metropolitan area.

### Gender

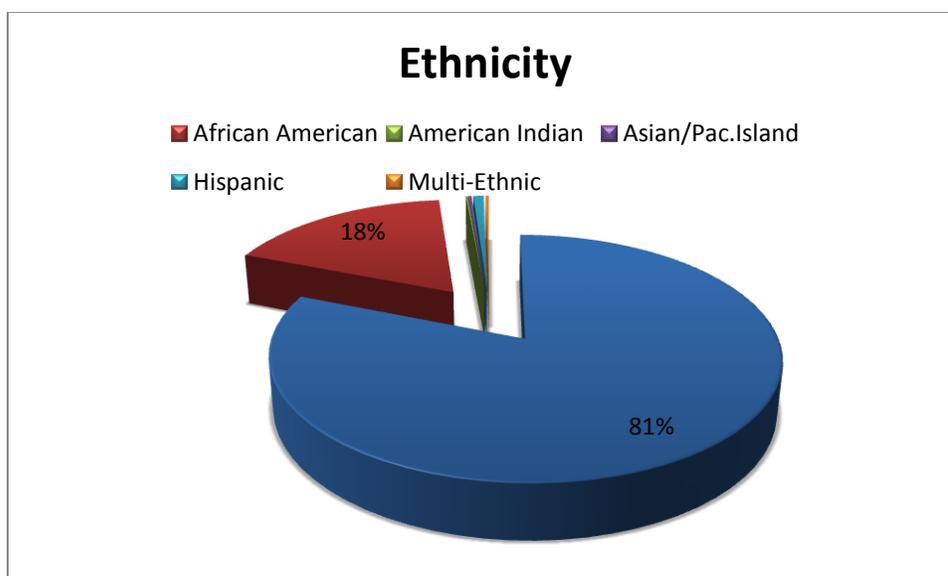
Gender	Calls	Percentage
Male	847	56.35%
Female	656	43.65%
<b>Total</b>	<b>1503</b>	<b>100.00%</b>



Although there was an increase in the total number of calls into Region of 99, the gender breakdown is virtually identical to FY'09 Gender breakdown results. Males represented 56.35% of calls in FY'10 versus 56.34% in FY'09, while 43.65% of calls originated from females in Region 1 in FY'10 compared to 43.66% in FY'09.

## Ethnicity

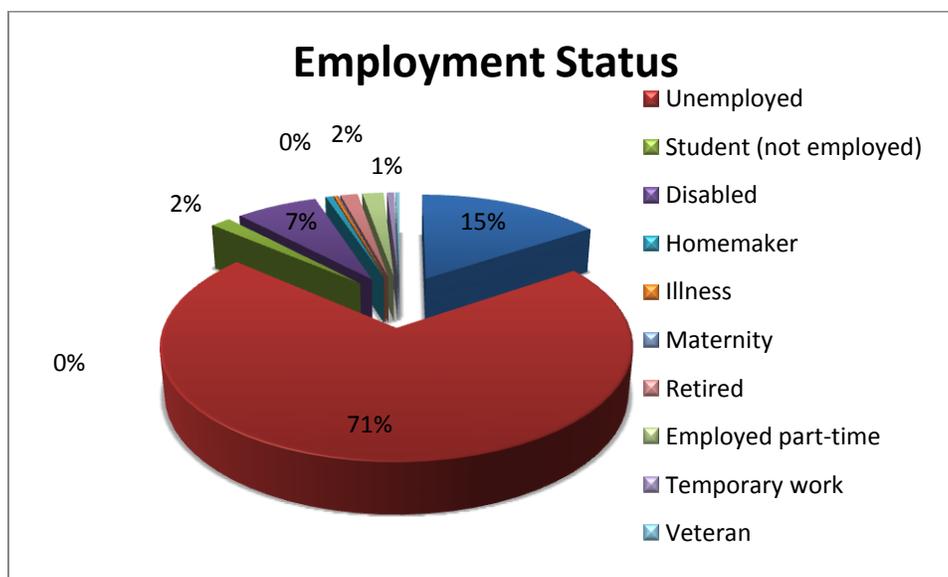
Ethnicity	Calls	Percentage
Caucasian	1218	81.04%
African American	263	17.50%
American Indian	2	0.13%
Asian/Pac.Island	4	0.27%
Hispanic	12	0.80%
Multi-Ethnic	4	0.27%
<b>Total</b>	<b>1503</b>	<b>100.00%</b>



There were 113 additional calls made by Caucasians when comparing FY'10 to FY'09. This accounts for the increase of 3% in this area and the drop of 15 calls for African Americans.

## Employment Status

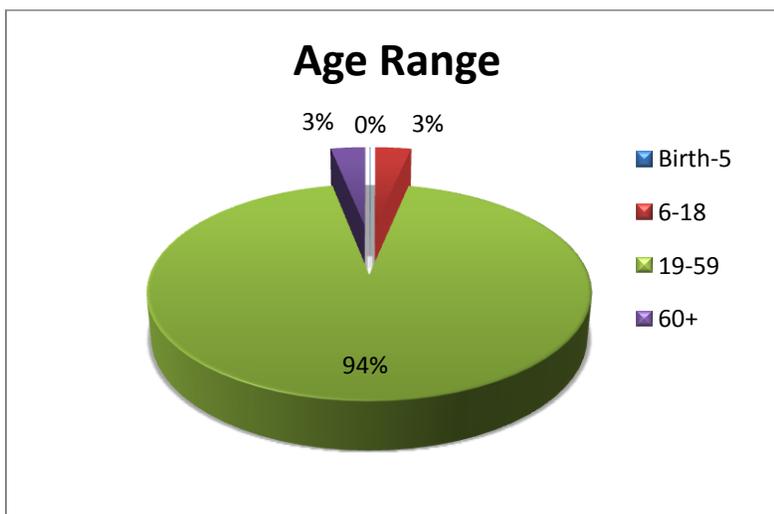
Employment Status	Calls	Percentage
Employed full-time	234	15.57%
Unemployed	1063	70.73%
Student (not employed)	25	1.66%
Disabled	104	6.92%
Homemaker	9	0.60%
Illness	4	0.27%
Maternity	1	0.07%
Retired	22	1.46%
Employed part-time	27	1.80%
Temporary work	9	0.60%
Veteran	5	0.33%
<b>Total</b>	<b>1503</b>	<b>100.00%</b>



Calls from the Employed reverted back to pre-FY'08 levels, while there was a 6% increase in calls from the Unemployed when compared to FY'09 level of 66.67%.

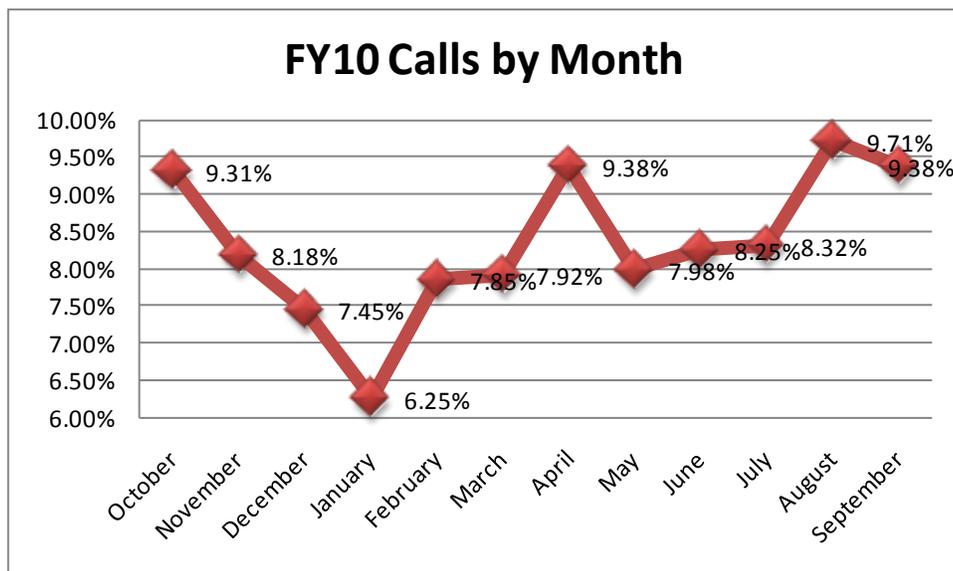
## Age Range

Age Range	Calls	Percentage
Birth-5	1	0.07%
6-18	49	3.26%
19-59	1406	93.55%
60+	47	3.13%
<b>Total</b>	<b>1503</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	140	9.31%
November	123	8.18%
December	112	7.45%
<b>2010</b>		
January	94	6.25%
February	118	7.85%
March	119	7.92%
April	141	9.38%
May	120	7.98%
June	124	8.25%
July	125	8.32%
August	146	9.71%
September	141	9.38%
<b>Total</b>	<b>1503</b>	<b>100.00%</b>



While Region 1 strayed from the trend of the rest of the state where the least calls occurred during the four month period of November, December, January and February in FY'09, Region 1's call habits returned to FY'08 and earlier behaviors.

#### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1086	72.26%
Mental Health	63	4.19%
Criminal/Legal Reporting	74	4.92%
Abuse / Neglect	28	1.86%
General Information / Inquiries	155	10.31%
Medical / Health Inquiries	4	0.27%
Multiple	93	6.19%
<b>Total</b>	<b>1503</b>	<b>100.00%</b>

Region 1 realized a 8.6% increase in calls related to Substance Abuse over FY'09. This related to an additional 154 calls from this area related to issues of Substance Abuse. This need is historically the highest call reason among all regions, although there is a marked increased during the last reporting period.

Of note, while the statistical relevance is slight, there was a 43% decline in the number and percentage of people calling for issues related to Mental Health. Over 100 people called for this issue during FY'09 reporting period, while the decline to 63 calls for FY'10 is significant.

## Region 2

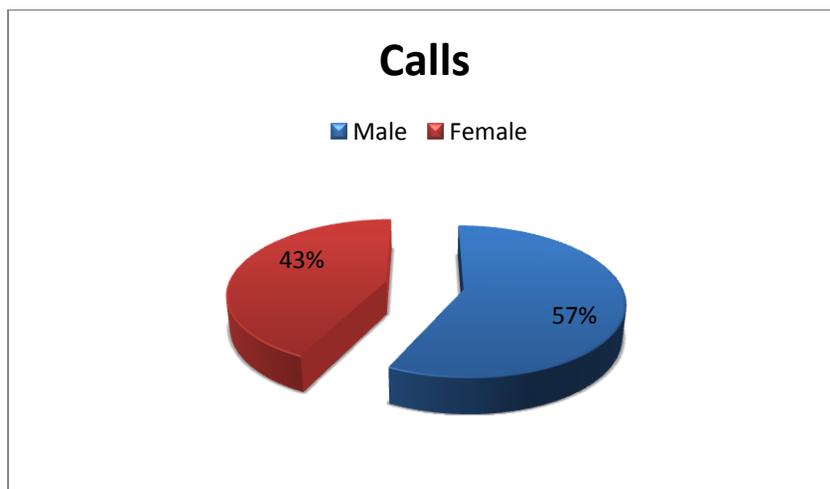


Region 2 comprises the Northeast side of Georgia and encompasses such cities as Augusta, Athens, Covington and Gainesville.

The Region expands west to border Region 1 and points south to the I-75 corridor to Forsyth and Monroe county.

### Gender

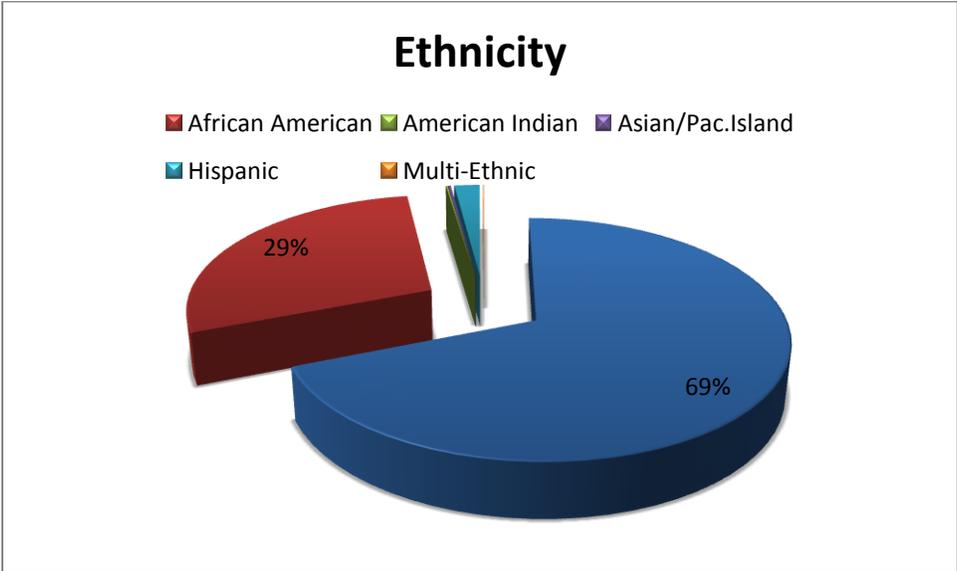
Gender	Calls	Percentage
Male	869	57.21%
Female	650	42.79%
<b>Total</b>	<b>1519</b>	<b>100.00%</b>



Region 2 has historically realized a higher call rate from Males than Females. The gap widened slightly in FY'10 when comparing it with FY'09, as Males increased their utilization from 56% to 57%.

**Ethnicity**

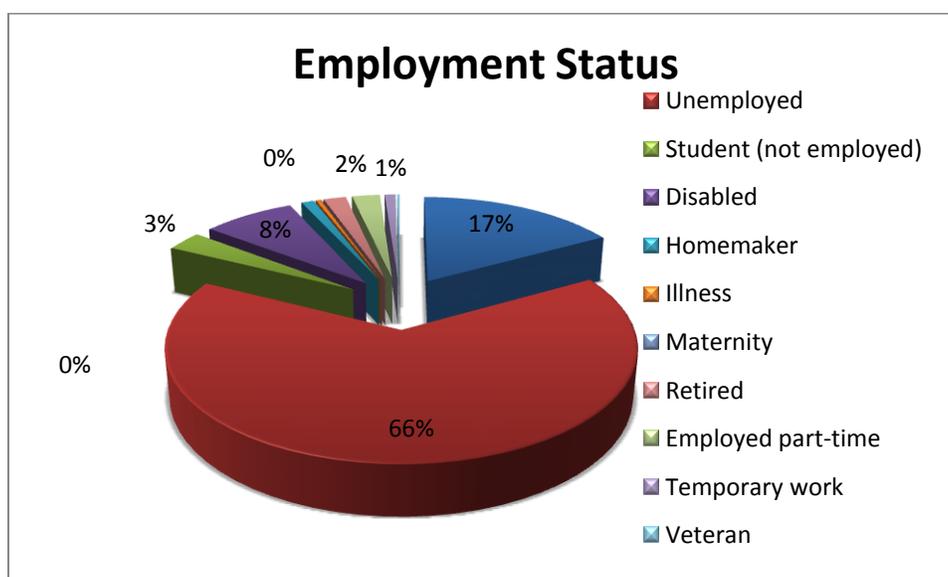
<b>Ethnicity</b>	<b>Calls</b>	<b>Percentage</b>
Caucasian	1048	68.99%
African American	435	28.64%
American Indian	2	0.13%
Asian/Pac.Island	3	0.20%
Hispanic	30	1.97%
Multi-Ethnic	1	0.07%
<b>Total</b>	<b>1519</b>	<b>100.00%</b>



Region 2 call habits have remained virtually the same for the past three reporting periods.

## Employment Status

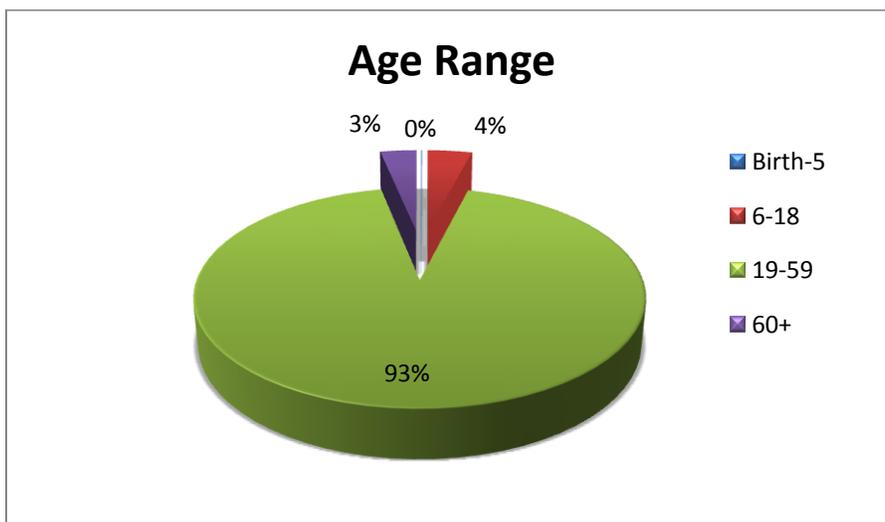
Employment Status	Calls	Percentage
Employed full-time	257	16.92%
Unemployed	994	65.44%
Student (not employed)	46	3.03%
Disabled	118	7.77%
Homemaker	16	1.05%
Illness	6	0.39%
Maternity	0	0.00%
Retired	29	1.91%
Employed part-time	36	2.37%
Temporary work	14	0.92%
Veteran	3	0.20%
<b>Total</b>	<b>1519</b>	<b>100.00%</b>



Region 2 realized a large drop in calls originating from Employed individuals from 313, or 21% in FY'09 to 257, or 16.92%. Additionally, there was a slight drop in calls from the Unemployed in FY'10 from 67% to 65% of the whole. Of note, there was a great increase, although not statistically relevant to the overall outcome of Region 2's total call habits in calls originating from the Disabled. 7.77% of all calls were from Disabled individuals. This is an increase from 4.85% in FY'09.

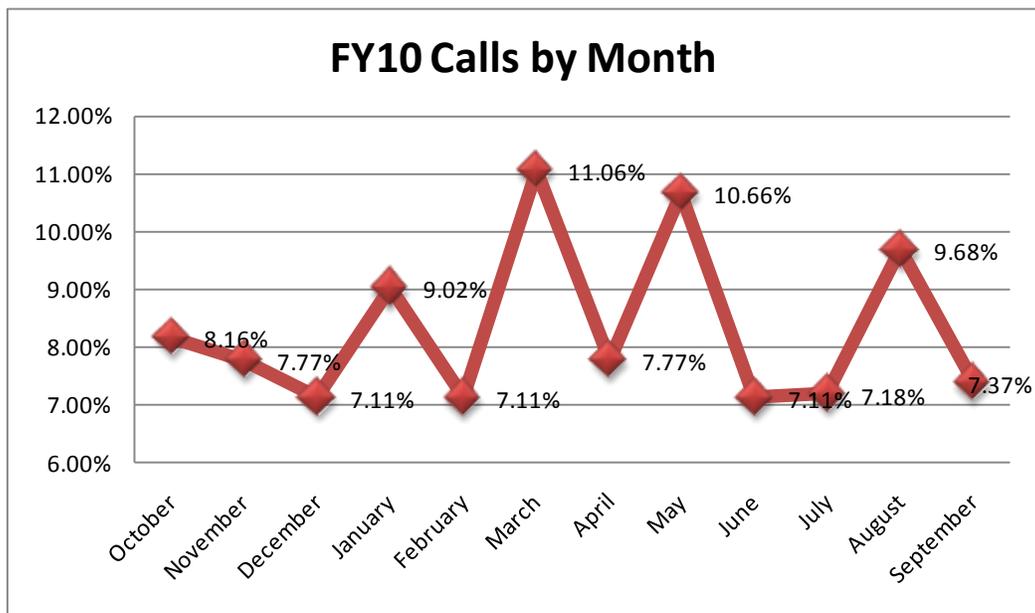
## Age Range

Age Range	Calls	Percentage
Birth-5	1	0.07%
6-18	60	3.95%
19-59	1409	92.76%
60+	49	3.23%
<b>Total</b>	<b>1519</b>	<b>100.00%</b>



## Calls By Month

Month	Calls	Percentage
<b>2009</b>		
October	124	8.16%
November	118	7.77%
December	108	7.11%
<b>2010</b>		
January	137	9.02%
February	108	7.11%
March	168	11.06%
April	118	7.77%
May	162	10.66%
June	108	7.11%
July	109	7.18%
August	147	9.68%
September	112	7.37%
<b>Total</b>	<b>1519</b>	<b>100.00%</b>



Call patterns are fairly inconsistent for Region 2 for FY'10, although several items can be discussed regarding the past year's call behavior. Region 2 call results follow the trend for the rest of the state where fewer calls occur during the winter months, although there was a spike in calls for January. Spring months yielded the highest call volume.

### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1095	72.09%
Mental Health	70	4.61%
Criminal/Legal Reporting	80	5.27%
Abuse / Neglect	38	2.50%
General Information / Inquiries	130	8.56%
Medical / Health Inquiries	12	0.79%
Multiple	94	6.19%
<b>Total</b>	<b>1519</b>	<b>100.00%</b>

Calls related to General Inquiries made a decline for the second straight recording period from a high in FY'08 of 11.40% to 9.64% in FY'09 to a low of 8.56% this reporting period. There was a 5% increase in calls related to Substance Abuse over FY'09's reporting period. Additionally, Calls related to Mental Health declined significantly for that category from 7.55% in FY'09 to a low of 4.61% this reporting period.

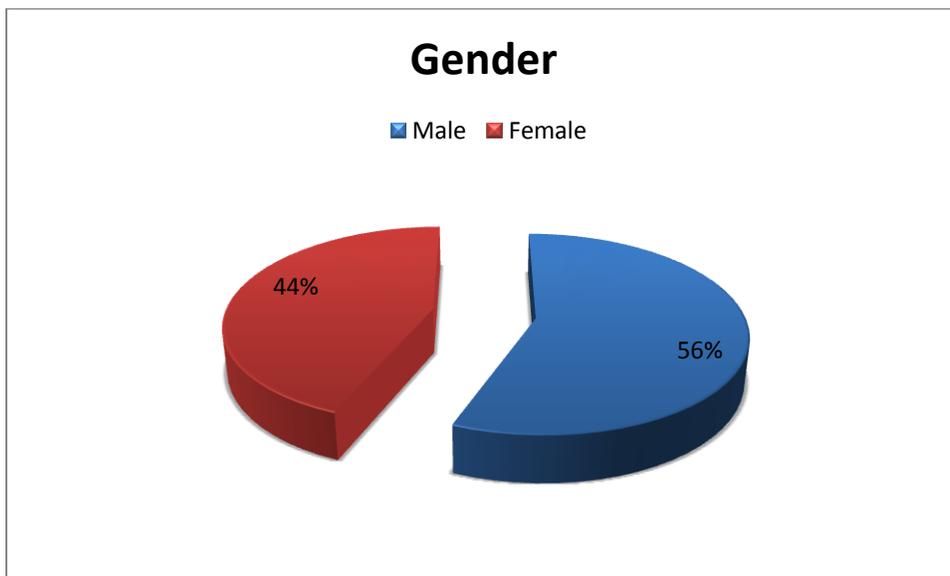
## Region 3



Region 3 is represented by the main Metropolitan counties of Atlanta, comprising the most populated region in Georgia.

### Gender

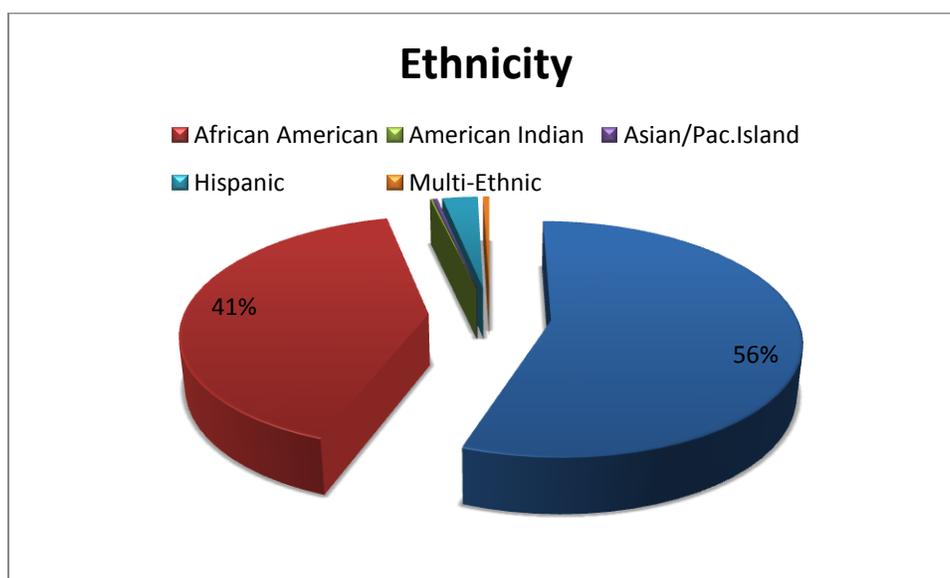
Gender	Calls	Percentage
Male	2585	56.11%
Female	2022	43.89%
<b>Total</b>	<b>4607</b>	<b>100.00%</b>



The overall number of calls received into Helpline Georgia from this region is slightly higher than FY'09's reporting period however, call breakdowns by gender have remained largely constant for the last four reporting periods. More males than females continue to utilize this service.

## Ethnicity

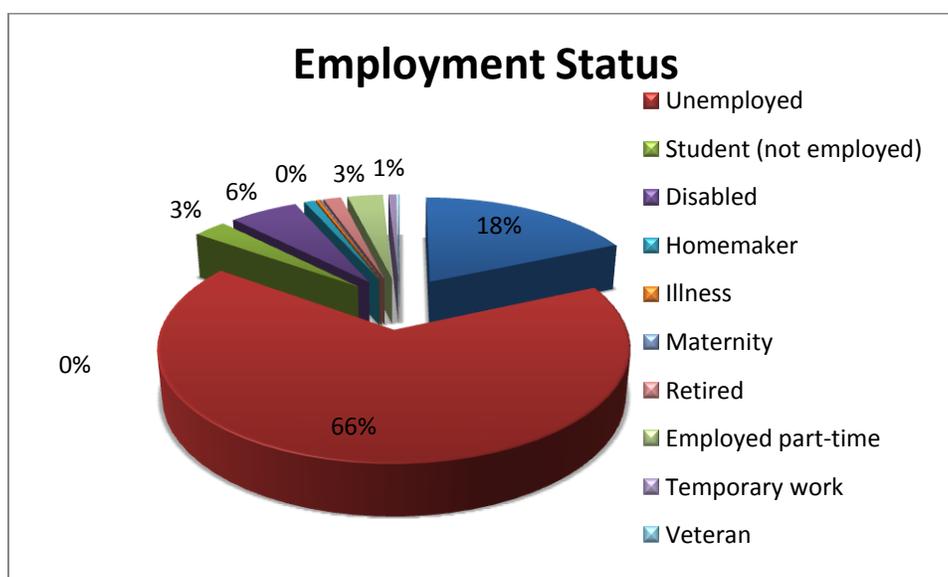
Ethnicity	Calls	Percentage
Caucasian	2560	55.57%
African American	1875	40.70%
American Indian	8	0.17%
Asian/Pac.Island	15	0.33%
Hispanic	127	2.76%
Multi-Ethnic	22	0.48%
<b>Total</b>	<b>4607</b>	<b>100.00%</b>



There has been a significant shift in the Ethnicity of callers in Region 3 over the past three reporting periods. Calls were close to being evenly matched between Caucasians and African Americans in the FY'08 reporting period at 49.18% Caucasian and 46.85% African American. There became a shift in FY'09 where the breakdown was 50.89% Caucasian and 43.87% African American, and a further shift where the gap widened at 55.57% Caucasian and 40.70% African American for FY'10. This represents a 13% increase in the volume of calls received into Helpline Georgia over the past two reporting periods.

## Employment Status

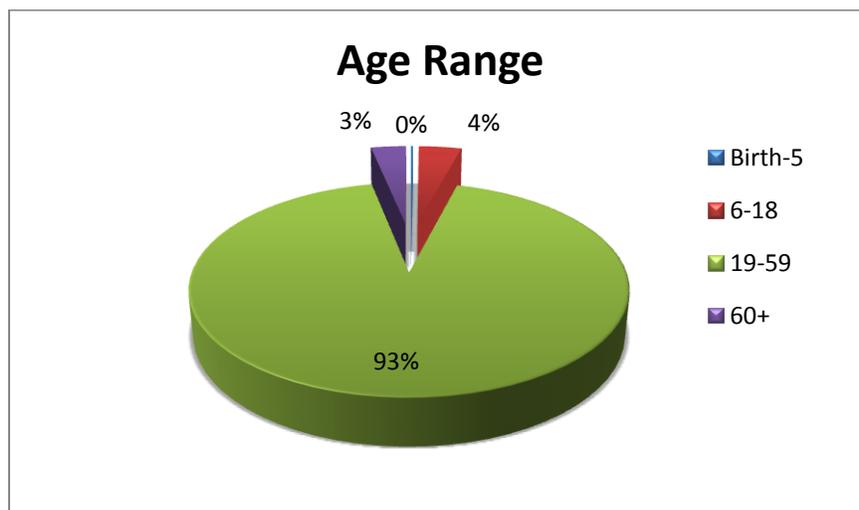
Employment Status	Calls	Percentage
Employed full-time	848	18.41%
Unemployed	3060	66.42%
Student (not employed)	127	2.76%
Disabled	266	5.77%
Homemaker	40	0.87%
Illness	14	0.30%
Maternity	5	0.11%
Retired	69	1.50%
Employed part-time	139	3.02%
Temporary work	32	0.69%
Veteran	7	0.15%
<b>Total</b>	<b>4607</b>	<b>100.00%</b>



There is a significant drop in the percentage of calls originating from Employed Full time in FY'10 over FY'09 where 23.12% of all calls in Region 3 originated with this group. There was a slight 3% change and increase in the percentage of calls received into Helpline Georgia from the Unemployed. While 64.86% of all calls from this Region were from the Unemployed in FY'09, 66.42% were from the same group in FY'10.

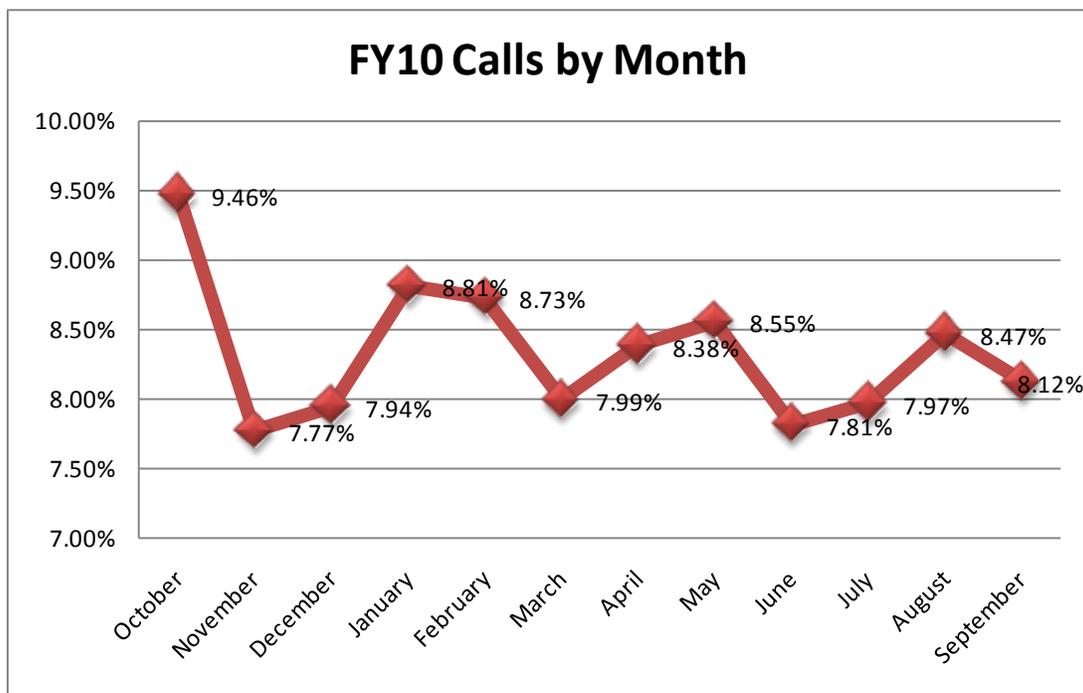
## Age Range

Age Range	Calls	Percentage
Birth-5	9	0.20%
6-18	180	3.91%
19-59	4270	92.69%
60+	148	3.21%
<b>Total</b>	<b>4607</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	436	9.46%
November	358	7.77%
December	366	7.94%
<b>2010</b>		
January	406	8.81%
February	402	8.73%
March	368	7.99%
April	386	8.38%
May	394	8.55%
June	360	7.81%
July	367	7.97%
August	390	8.47%
September	374	8.12%
<b>Total</b>	<b>4607</b>	<b>100.00%</b>



Region 3 has exhibited the most consistent, monthly calling pattern of any Region in the state. Only 758 calls separate the lowest volume month from the highest month.

### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	3115	67.61%
Mental Health	205	4.45%
Criminal/Legal Reporting	348	7.55%
Abuse / Neglect	147	3.19%
General Information / Inquiries	487	10.57%
Medical / Health Inquiries	37	0.80%
Multiple	268	5.82%
<b>Total</b>	<b>4607</b>	<b>100.00%</b>

Region 3 has shown an increase in calls related to Substance Abuse, much the same as both Region 1 and 2. There has been a 5% increase in these calls when comparing them to FY'09. Additionally, there has been a 45% decline in calls related to Mental Health from FY'09.

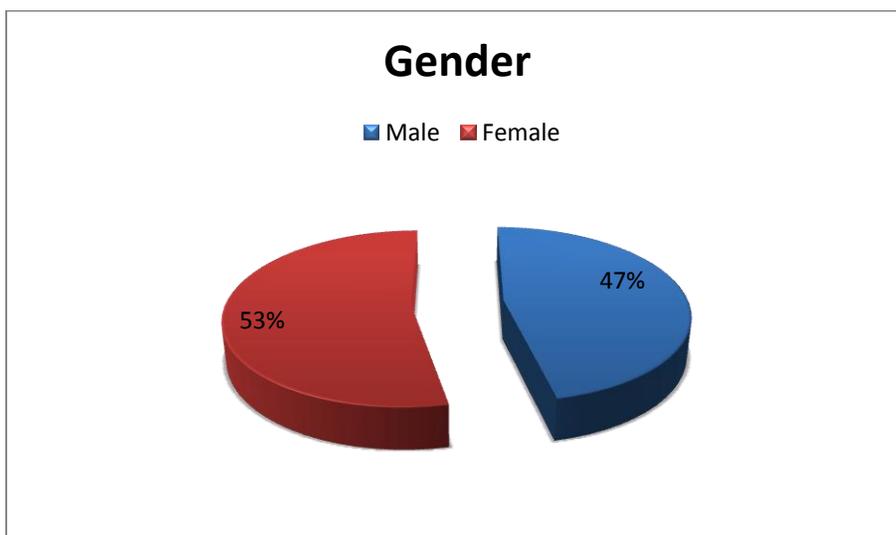
## Region 4



Region 4 comprises the central portion of the state including Pulaski county on the east side and Albany on the west side of the state to the state line both west and south, and includes such cities as Warner Robins, Macon, Perry and Columbus.

### Gender

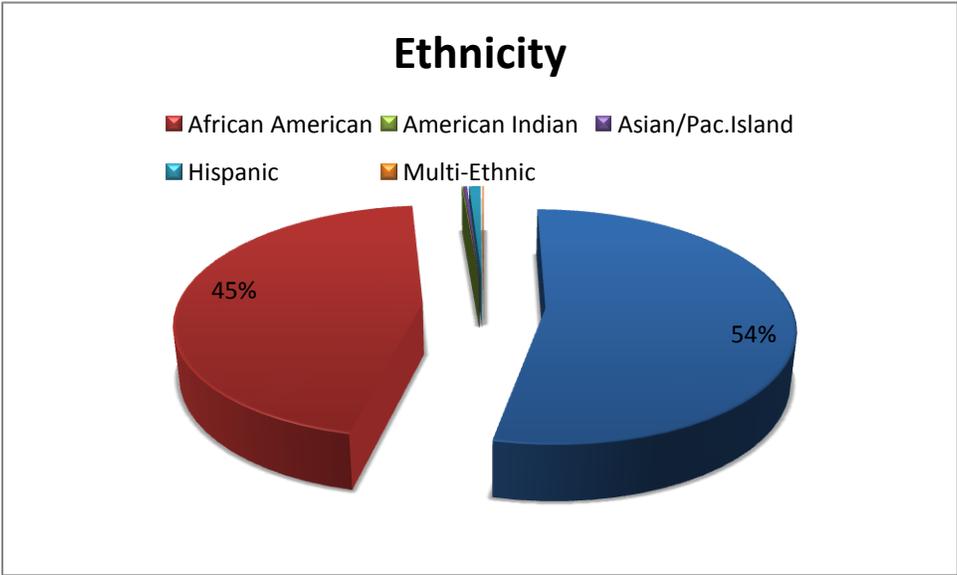
Gender	Calls	Percentage
Male	1154	46.65%
Female	1320	53.35%
<b>Total</b>	<b>2474</b>	<b>100.00%</b>



Region 4 realizes an interesting trend. It has traditionally been one of the consistent regions to log calls from more females than males. This trend continued for FY'10 and actually increased from FY'09 where 48.17% were males and 51.83% were females from Region 4.

Ethnicity

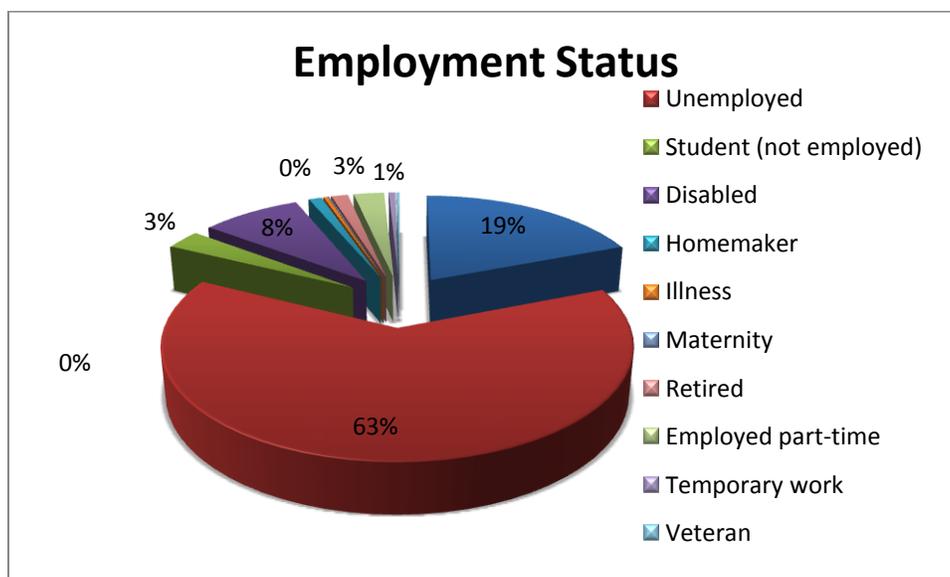
Ethnicity	Calls	Percentage
Caucasian	1324	53.52%
African American	1116	45.11%
American Indian	2	0.08%
Asian/Pac.Island	7	0.28%
Hispanic	22	0.89%
Multi-Ethnic	3	0.12%
<b>Total</b>	<b>2474</b>	<b>100.00%</b>



There was a 120 call, or 3% overall increase in Helpline Georgia utilization by African Americans from Region 4. Calls from Caucasians stayed virtually the same as in FY'09, although there were more calls overall from the Region, so there was a slight decrease in the total percentage of calls from this group.

## Employment Status

Employment Status	Calls	Percentage
Employed full-time	473	19.12%
Unemployed	1563	63.18%
Student (not employed)	73	2.95%
Disabled	208	8.41%
Homemaker	27	1.09%
Illness	9	0.36%
Maternity	2	0.08%
Retired	35	1.41%
Employed part-time	64	2.59%
Temporary work	14	0.57%
Veteran	6	0.24%
<b>Total</b>	<b>2474</b>	<b>100.00%</b>

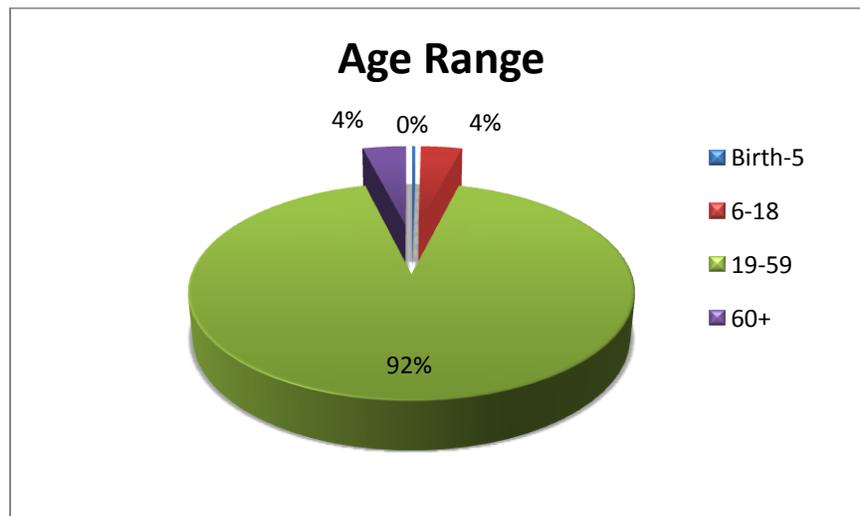


Region 4 calling habits have stayed fairly consistent from FY'09, where there was just a slight decrease in the percentage of calls from Employed and Unemployed, however there was an increase in the overall number of calls from the Unemployed. The reason is less of a trend than the fact there was an increase in the total number of calls for the Region.

# HODAC Annual Helpline Call Report | 2010

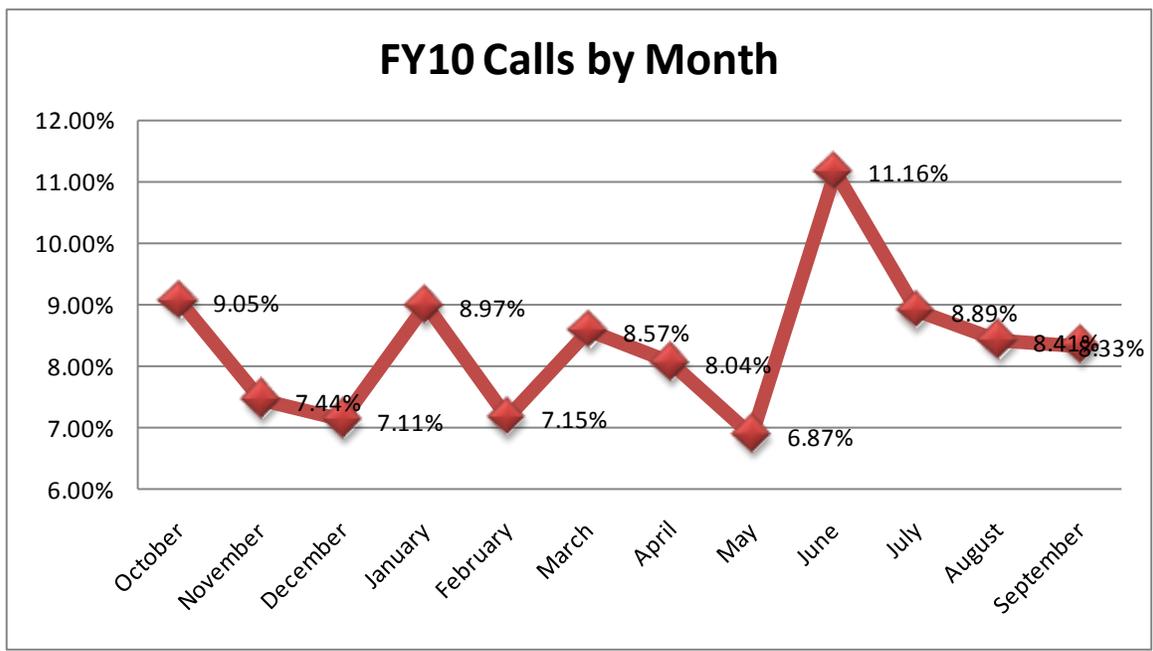
## Age Range

Age Range	Calls	Percentage
Birth-5	7	0.28%
6-18	92	3.72%
19-59	2278	92.08%
60+	97	3.92%
<b>Total</b>	<b>2474</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	224	9.05%
November	184	7.44%
December	176	7.11%
<b>2010</b>		
January	222	8.97%
February	177	7.15%
March	212	8.57%
April	199	8.04%
May	170	6.87%
June	276	11.16%
July	220	8.89%
August	208	8.41%
September	206	8.33%
<b>Total</b>	<b>2474</b>	<b>100.00%</b>



Region 4 calling behavior does follow the established trend for the state, although it differs from FY'09 where high calling habits occurred during the winter months.

### Categorical Needs

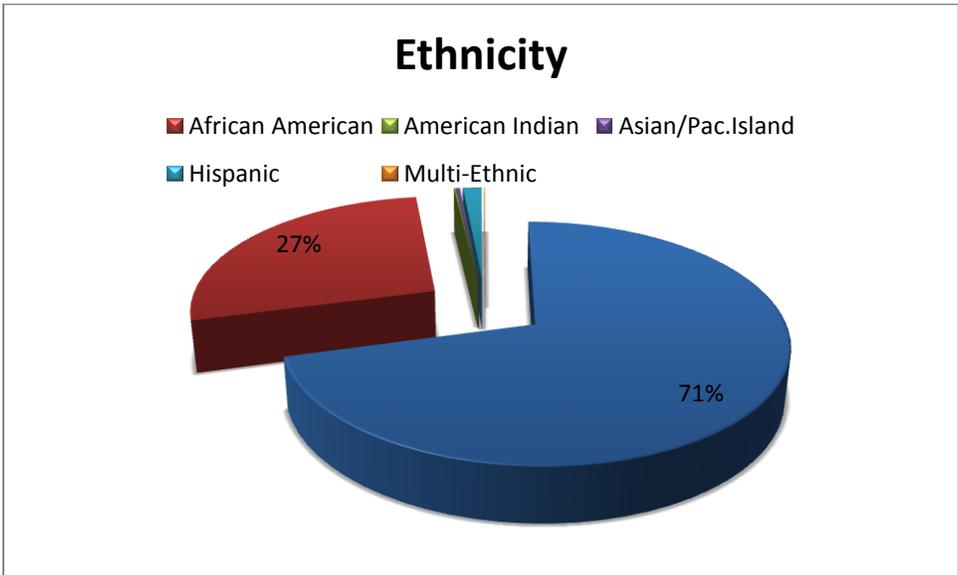
Main Category	Calls	Percentage
Substance Abuse / Addiction	1281	51.78%
Mental Health	153	6.18%
Criminal/Legal Reporting	121	4.89%
Abuse / Neglect	176	7.11%
General Information / Inquiries	526	21.26%
Medical / Health Inquiries	38	1.54%
Multiple	179	7.24%
<b>Total</b>	<b>2474</b>	<b>100.00%</b>

Where calls relating to Substance Abuse had declined from FY'08 to FY'09, the calls have increased 7.5% in FY'10 over FY'09. There were slight decreases when comparing FY'10 behaviors from FY'09 in the areas of Mental Health at 8.24% and Criminal and Legal Reporting at 6.07%.



Ethnicity

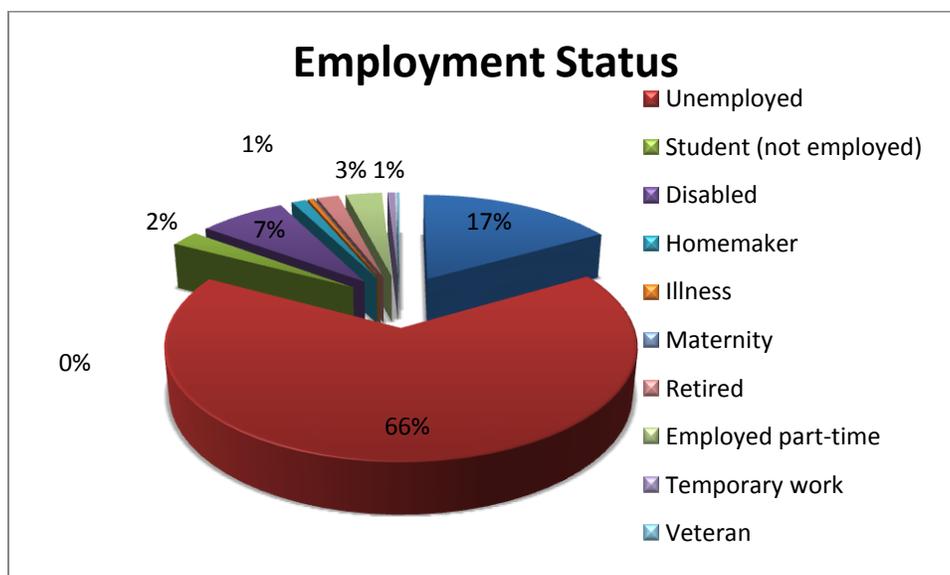
Ethnicity	Calls	Percentage
Caucasian	1171	70.80%
African American	451	27.27%
American Indian	2	0.12%
Asian/Pac.Island	5	0.30%
Hispanic	24	1.45%
Multi-Ethnic	1	0.06%
<b>Total</b>	<b>1654</b>	<b>100.00%</b>



Region 5 has the highest volume and percentage of Caucasians utilizing Helpline Georgia than any other region. The volume of Caucasians increased again in FY'10 from 68.95% in FY'09 to its present level of 70.80%.

## Employment Status

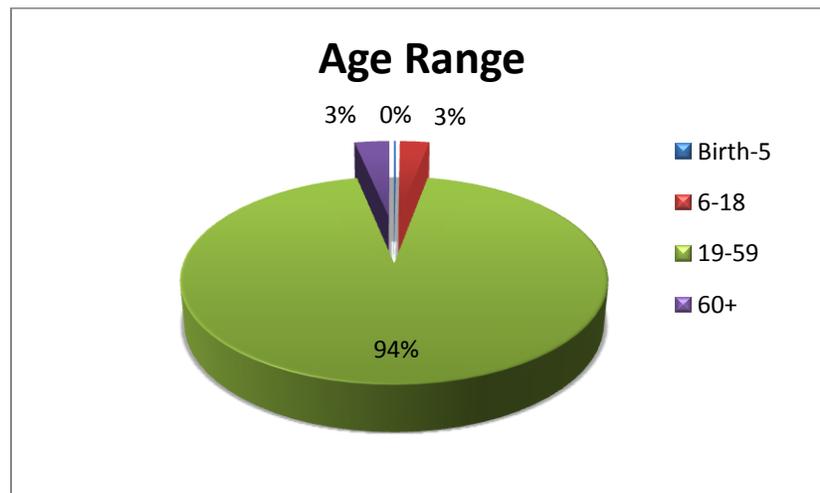
Employment Status	Calls	Percentage
Employed full-time	276	16.69%
Unemployed	1093	66.08%
Student (not employed)	39	2.36%
Disabled	121	7.32%
Homemaker	20	1.21%
Illness	7	0.42%
Maternity	1	0.06%
Retired	31	1.87%
Employed part-time	51	3.08%
Temporary work	11	0.67%
Veteran	4	0.24%
<b>Total</b>	<b>1654</b>	<b>100.00%</b>



Region 5 calls by Employment Status have remained consistent with regards to breakdown for the past three reporting periods of FY'08, FY'09, and FY'10.

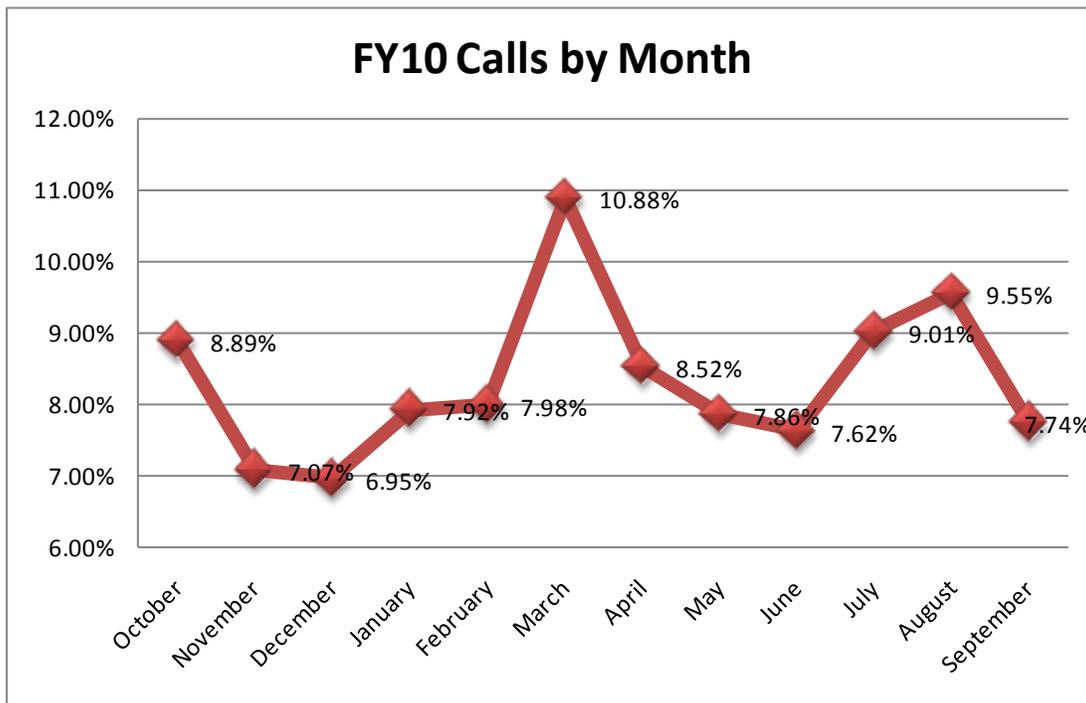
## Age Range

Age Range	Calls	Percentage
Birth-5	3	0.18%
6-18	46	2.78%
19-59	1551	93.77%
60+	54	3.26%
<b>Total</b>	<b>1654</b>	<b>100.00%</b>



## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	147	8.89%
November	117	7.07%
December	115	6.95%
<b>2010</b>		
January	131	7.92%
February	132	7.98%
March	180	10.88%
April	141	8.52%
May	130	7.86%
June	126	7.62%
July	149	9.01%
August	158	9.55%
September	128	7.74%
<b>Total</b>	<b>1654</b>	<b>100.00%</b>



Region 5 calling patterns have historically followed seasonal calling habits of the state where lower volumes occur during the summer months and higher volumes occur during the warmer months.

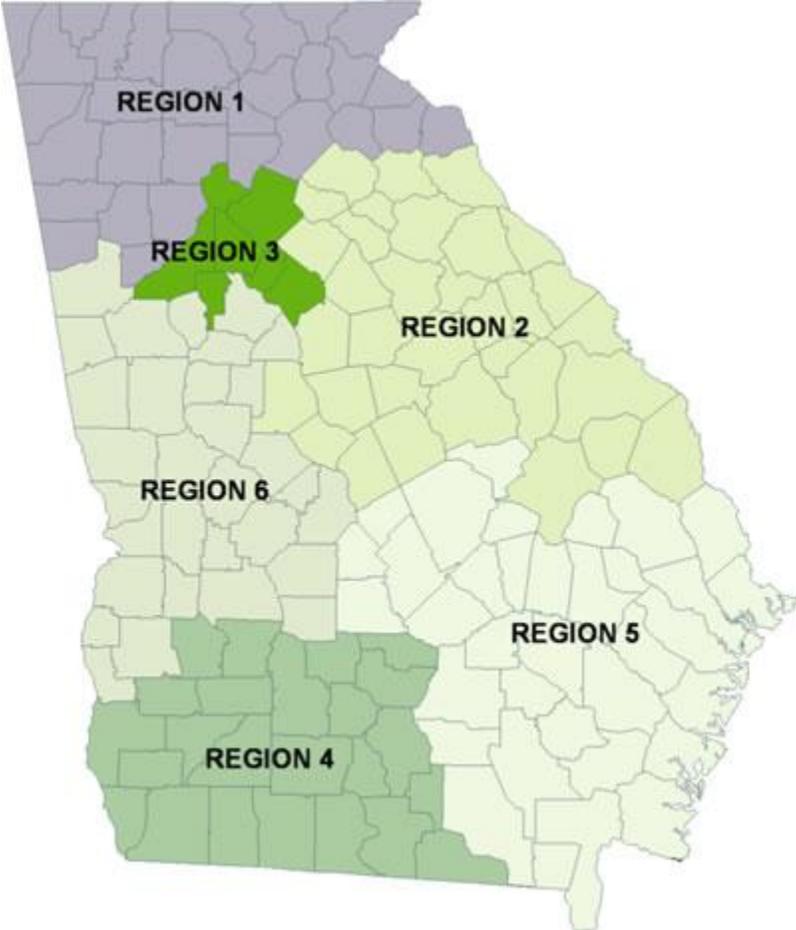
### Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1244	75.21%
Mental Health	60	3.63%
Criminal/Legal Reporting	69	4.17%
Abuse / Neglect	43	2.60%
General Information / Inquiries	131	7.92%
Medical / Health Inquiries	9	0.54%
Multiple	98	5.93%
<b>Total</b>	<b>1654</b>	<b>100.00%</b>

Region 5 realized a 17% increase over FY'09's 1060 calls for Substance Abuse. Also of note is the 50% decline in calls for Mental Health inquiries.

**Regional BHDDAD Breakdown**

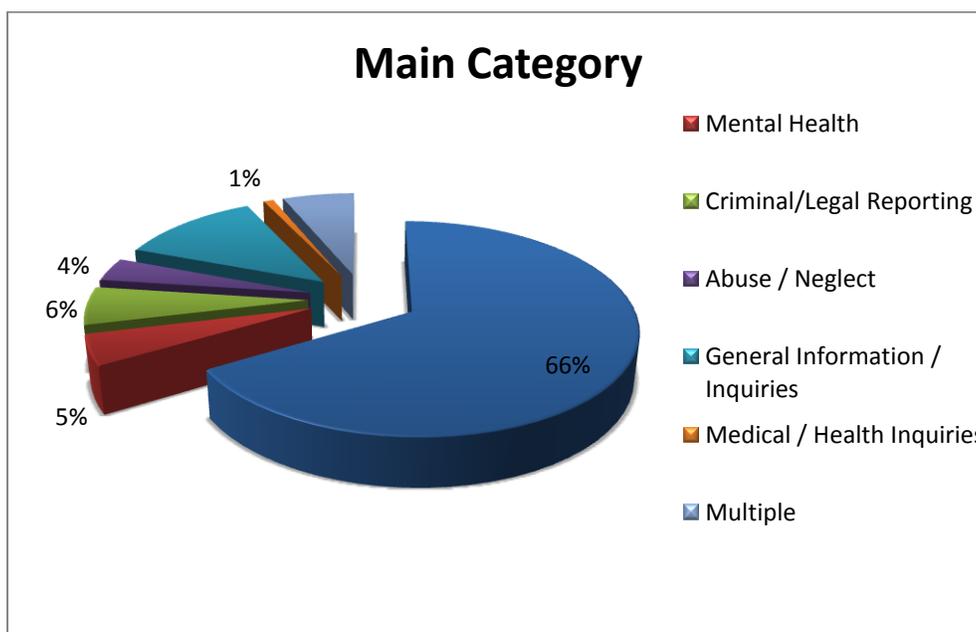
During the middle of fiscal year 2010, the BHDDAD rezoned regional boundaries to include a sixth region. Analysis will be completed on all six regions during the FY'11 Annual Report. The new regional BHDDAD map is below.



## Needs

### Main Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	7821	66.52%
Mental Health	551	4.69%
Criminal/Legal Reporting	692	5.89%
Abuse / Neglect	432	3.67%
General Information / Inquiries	1429	12.15%
Medical / Health Inquiries	100	0.85%
Multiple	732	6.23%
<b>Total</b>	<b>11757</b>	<b>100.00%</b>



Calling patterns have traditionally been represented by a large volume of calls related to Substance Abuse. Generally, two thirds of all calls made into Helpline Georgia are somehow related to the issues surrounding Substance Abuse or Addiction. FY'10's trend also yielded this result.

The other areas of Categorical Needs yielded consistent findings when compared to FY'09 with one exception. Mental Health calls declined 40% from FY'09.

## Top 15 Needs

Need	Calls	Rank
Substance Abuse Treatment	3633	1
SUBSTANCE ABUSE	3053	2
Alcohol	2088	3
Crack	1547	4
Prescription Drugs	1527	5
Drug Abuse/Addiction	1357	6
Cocaine	1324	7
Alcohol Abuse/Addiction	1033	8
Marijuana	807	9
Methamphetamines	717	10
Other Opiates	707	11
General Info. (Phone # Only)	531	12
General Info. (Phone # Only)	531	13
12 Step Programs	527	14
Heroin	322	15

It is common that most of the top 15 calling Needs are represented by issues related to Substance Abuse and Addiction. In other reporting periods, there are occasions when items such as Police or Sheriff, or General Inquiries have made the list however, with the significant increase in Substance Abuse calls throughout all of the Regions, it is not surprising that, for FY'10, all top needs pertain to Substance Abuse.

## All needs

A listing of all reasons people called into Helpline Georgia are listed below. All calls are accounted for, and are put into the seven Main Categorical Needs to be able to analyze calling behavior in a more accurate manner.

Need	Calls	Need	Calls
12 Step Programs	527	Burial/Funeral Assistance	4
411 Services Needed	55	BUSINESS DEVELOPMENT	0
911 Services Needed	9	Car Seats	1
Abortion	0	Cards	12
ABUSE/NEGLECT	68	CASE MANAGEMENT	1
ACTIVE CALLER	0	Cash Donation	0
Administrative	37	Casino	19
ADOPTION/FOSTER CARE	0	Chambers of Commerce	0
Adult Abuse Survivors	8	Child Abuse Mental/Neglec	0
Adult Clothing	3	Child Abuse Mental/Neglect	21
Adult Day Care	1	Child Abuse Physical	11
Adult Education	3	Child Adoption	0
Adult Sexual Abuse	27	Child Care Financial Assist.	2
After School Care	0	Child Care Information	5
Alcohol	2088	Child Sexual Abuse	13
Alcohol Abuse/Addiction	1033	Child Support Recovery	4
Alternative Schools	1	Children's Clothing	5
Alzheimer's Day Care	0	Children's Group Homes	0
Alzheimer's Disease	1	Civil Cases	20
Anger Management Classes	22	CLOTHING	1
Animal Abuse	0	Clothing Donation	1
Animal Adoption	0	Clubs/Organiz./Social Clubs	0
Animal Control	0	Cocaine	1324
Animal Rescue	0	Computer Classes	0
ANIMALS/ANIMAL CONTROL	1	Congregate Meals (Seniors etc)	0
Appliances	3	CONSUMER	2
Assessment	273	Consumer Advocacy	3
Assisted Living	3	Consumer Complaints	11
Automobile/Boat Donation	0	Consumer Protection	2
Baby Clothing	0	Couples Shelter	0
Baby Furniture/Baby Items	0	Couples/Marriage Counseli	0
BABY NEEDS	1	Couples/Marriage Counseling	4
Battered Women's Shelter	17	CPR/First Aid Instruction	0
Birth/Death Certificates	0	Crack	1547
Bullying	13	CRIME	158

# HODAC Annual Helpline Call Report | 2010

Need	Calls	Need	Calls
Crime Prevention	1	Emotional Supprt/Mental Health	5
Crime Reporting	137	EMPLOYMENT	3
Criminal Cases	6	English as 2nd Language (ESL)	0
Crisis Counseling	37	Environmental Protection	0
CRISIS LINE/I&R OTHER CIT	0	Family Counseling	11
CRISIS LINE/I&R OTHER CITIES	133	Family Planning/Birth Control	0
Custody Assistance	8	Family Shelter	64
DAY CARE/CHILD CARE	6	FINANCIAL ASSISTANCE & SUPPORT	171
Day Shelter	2	FOOD	10
Dental Care/Screening	9	Food Stamps	9
Development Disability	1	Formula/Baby Food	0
Diapers	1	Foster Care	0
Dice	1	Friendly Visitors	1
Disabled/Medical Transport.	7	Furniture	3
Disaster Shelter	0	Furniture Donation	1
Disaster, Natural or Man	3	Gambler's Anonymous	38
Discrimination Assistance	2	GAMBLING ADDICTION	77
Divorce Assistance	11	GED	1
Divorce Counseling	2	General Assistance	4
Domestic Violence	150	General Info. (Phone # On	0
Domestic Violence Groups	8	General Info. (Phone # Only)	531
DONATION INFORMATION	1	General Volunteer Opportu	0
Dormitory/Youth Hostel	0	General Volunteer Opportunity	6
Drivers Education	29	GOVERNMENT INFORMATION	4
Drug Abuse/Addiction	1357	Government Information Li	0
Drug Selling	33	Government Information Lines	29
Drug Testing	64	Govmt. Surplus Commodities	0
DUI	11	Guardianship	1
Ecstasy	51	Halfway House	3
EDUCATION	23	HANDICAPS	0
Elder Abuse	8	Health Insurance	1
Elder Exploitation	0	HEALTH/MEDICAL	40
EMERGENCIES/LAW ENFORCEMENT	35	Health-Related Support Gr	0
Emergency Food/Pantries	27	Health-Related Support Groups	7
Emotional Supprt/Mental H	0		

# HODAC Annual Helpline Call Report | 2010

Need	Calls	Need	Calls
Hearing Screening/Hearing Aids	1	Inpatient Mental Health	98
Helpline Counseling	5	Insurance Info./Counselin	0
Heroin	322	Insurance Info./Counseling	2
HIV/AIDS Testing/Treatmen	0	Job Readiness/Resume Prep.	0
HIV/AIDS Testing/Treatment	25	Job Safety	0
HOLIDAY ASSISTANCE	5	Job Search/Placement	12
Holiday Food	0	Job Training	1
Holiday Gifts/Toys	11	Landlord/Tenant	8
Holiday Meals	0	LEGAL	68
Holiday Volunteering	0	Legal Assist./Representat	0
HOME & SPECIALIZED HEALTH	4	Legal Assist./Representation	142
Home Delivered Food	0	Legislator Information	0
Home Health Aide/Companion	2	Licensing, Business/Profe	0
Home Nursing	0	Licensing, Business/Profession	0
Home Repairs	10	Literacy	1
Homebuyer Services	0	Long Distance Transportat	0
Horse/Dog Racing	2	Long Distance Transportation	14
Hospice Care	0	LOTTERY GAMES	132
Household Goods	2	LSD	3
Household Items Donation	1	Marijuana	807
HOUSEHOLD/FURNITURE	4	Mass Transit/Public Trans	0
HOUSING	45	Mass Transit/Public Transport.	0
Housing Counseling	1	Maternity Clothing	0
Housing Search Assistance	10	Maternity Housing	2
Identification Info./Assi	0	Meals on Wheels	2
Identification Info./Assist.	0	Medicaid	2
Immigration Services	1	Medical Alert Devices	0
Immunizations/Vaccination	0	Medical Bill Payment Assi	0
Immunizations/Vaccinations	0	Medical Bill Payment Assist.	3
Individual Counseling	195	Medical Care/Treatment	25
Individual Shelter	182	Medical Equipment/Supplie	0
Info. on Business/Industry	0	Medical Equipment/Supplies	6
INFORMATION	252	Medical Services	25
Information About Suicide	3	Medical Transportation	6
Inhalants	5	Medical/Health Informatio	0

# HODAC Annual Helpline Call Report | 2010

Need	Calls	Need	Calls
Medical/Health Information	8	Police/Sheriff/State Poli	0
Medicare	0	Police/Sheriff/State Police	186
MENTAL HEALTH	234	Pregnancy Counseling	2
Mental Health Day Treatme	0	Pregnancy Testing	2
Mental Health Day Treatment	4	Prenatal Care	0
Mental Health Evaluation	93	Prescription Assistance	17
Mental Health Information	10	Prescription Drugs	1527
Mental Illness	242	Primary Care	0
Methamphetamines	717	Probate Court	8
Missing Persons	0	Probation/Parole	3
Money Mgmt./Budget Counsel.	1	PUBLIC ASSISTANCE	6
Mortgage Assistance	36	Rape/Sexual Assault	16
Murder/Homicide	14	RECREATION/CLUBS/ORGANIZATIONS	1
Non-Emergency Food	17	Rent Assistance	174
Nonprofit Corp. Development	0	Rental Housing	30
Nursing Homes	0	Request for Bullying Card	0
Nutrition Education/Couns	0	Request for Bullying Cards	1
Nutrition Education/Counseling	0	Request for Time of Day	0
OTC Drugs	81	Retirement Homes/Communities	1
Other Donations	4	Roommate Matching Services	0
Other Financial Assistanc	0	Sanitation	1
Other Financial Assistance	81	School Supplies	0
Other Housing	15	Senior Centers	1
Other Opiates	707	Senior Subsidized Employment	1
Other Support Groups	48	Senior Transportation Services	0
Other Types of Crime	159	Sex Education/Pregnancy Prev.	0
Parent Groups	1	Sexually Transmitted Dise	0
Parenting Skills	3	Sexually Transmitted Diseases	7
PCP	4	SHELTER/HOMELESS SERVICES	98
Personal Crisis/Mental Health	2	Shopping Assistance	2
Personal Hygiene Items	1	Small Business Development	0
Physical Assault	37	Small Claims	0
Physical Handicap	0	Social Security/SSI	1
Physician Referral	1	Soup Kitchens	1
Poison Control	0	Special Educ. Support/Advocacy	1

# HODAC Annual Helpline Call Report | 2010

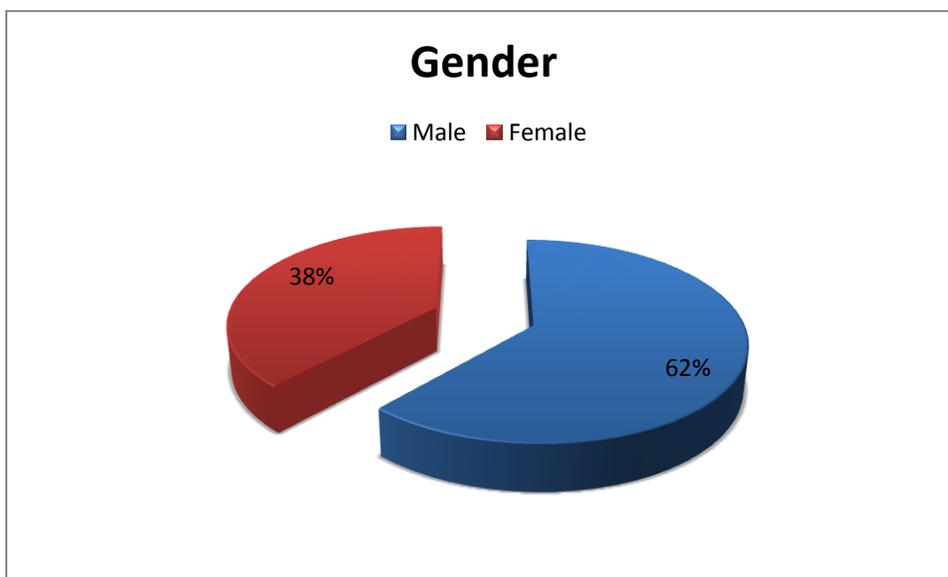
Need	Calls	Need	Calls
Speed	4	Utility, Water	19
Sports Betting	10	Vacational Rehabilitation	0
Steroids	3	Veteran's Benefits	1
Subsidized Housing	23	Victim Witness Services	33
Subsidized Insurance	0	Video Poker/Slots	67
SUBSTANCE ABUSE	3053	Vision Screening/Glasses	10
Substance Abuse Info/Mate	0	Visual Impairment/Blindness	0
Substance Abuse Info/Materials	18	Vocational/Technical Educ	0
Substance Abuse Preventio	0	VOLUNTEERISM	2
Substance Abuse Prevention	206	VOLUNTEERISM	2
Substance Abuse Treatment	3633	WIC	1
SUICIDE	6	Wills	0
Suicide Survivors	0	Work Clothing	0
Suicide, Level 1 (Threat)	11	YOUTH DEVELOPMNT/AT RISK	0
		YOUTH DEVELOPMNT/AT RISK	0
Suicide, Level 2 (With Plan)	2	YOUTH	2
Suicide, Level 3 (In Prog	0	Youth/Runaway Shelter	0
Suicide, Level 3 (In Progress)	1		
Summer Programs	0	<b>Total</b>	<b>25846</b>
SUPPORT GROUPS	231		
TANF	0		
Tax Forms/Information	3		
Tax Preparation	0		
Temporary Restraining Ord	0		
Temporary Restraining Order	2		
TEST CALLS	0		
Tobacco Products	6		
Transitional Case Management	0		
Transitional Housing	14		
TRANSLATION/INTERPRETING	0		
TRANSPORTATION	8		
Unemployment Insurance	0		
Utility, Electric	295		
Utility, Gas	34		
Utility, Telephone	1		
Utility, Unspecified	11		

## Specific Focus Areas

### Substance Abuse

#### Gender

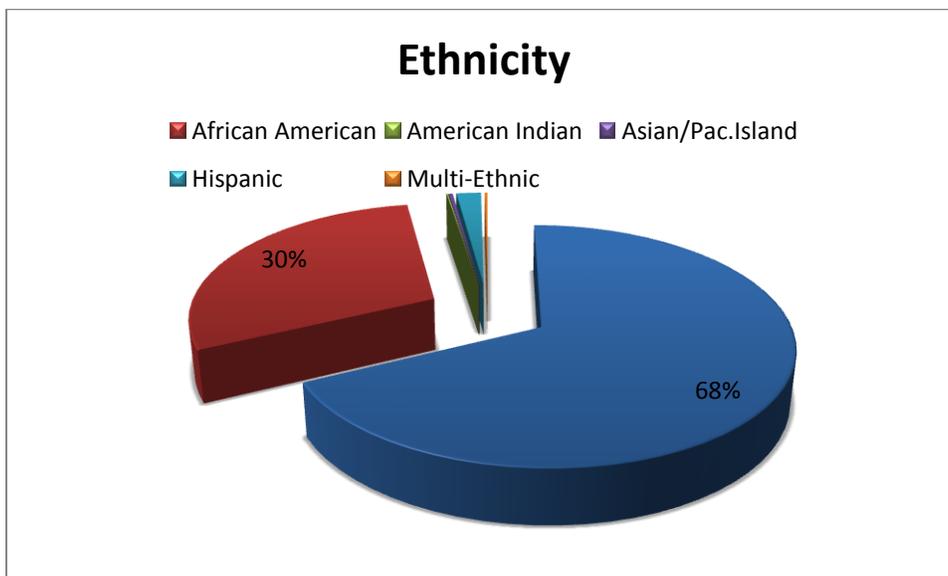
Gender	Calls	Percentage
Male	5042	61.77%
Female	3120	38.23%
<b>Total</b>	<b>8162</b>	<b>100.00%</b>



The gender percentage breakdown for Substance Abuse has remained consistent for the past four years with males dominating calls into Helpline Georgia.

#### Ethnicity

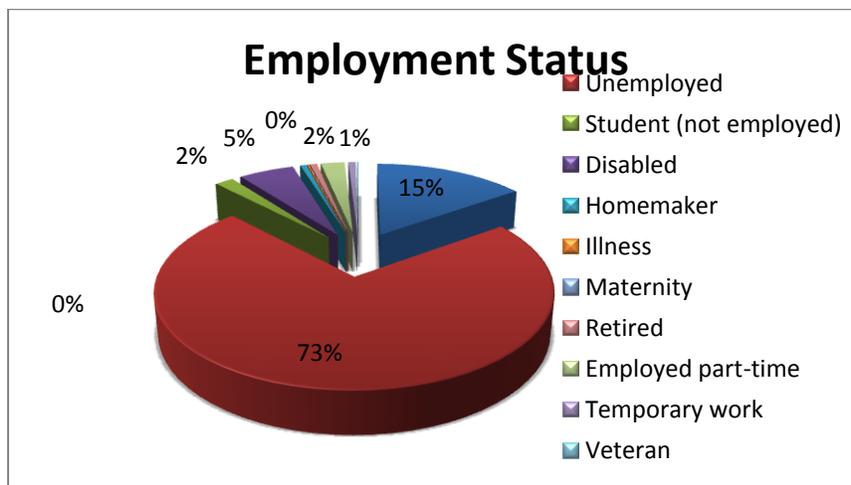
Ethnicity	Calls	Percentage
Caucasian	5535	67.81%
African American	2416	29.60%
American Indian	10	0.12%
Asian/Pac.Island	25	0.31%
Hispanic	157	1.92%
Multi-Ethnic	19	0.23%
<b>Total</b>	<b>8162</b>	<b>100.00%</b>



The percentage of calls resulting for Substance Abuse from Caucasians increased a full 7% over FY'09's percentage of 63.40. Additionally, African Americans utilized the service less in FY'10 than FY'09 for issues related to Substance Abuse. There was a decrease of 12% over FY'09.

### Employment Status

Employment Status	Calls	Percentage
Employed full-time	1234	15.12%
Unemployed	5934	72.70%
Student (not employed)	150	1.84%
Disabled	454	5.56%
Homemaker	50	0.61%
Illness	12	0.15%
Maternity	2	0.02%
Retired	57	0.70%
Employed part-time	195	2.39%
Temporary work	60	0.74%
Veteran	14	0.17%
<b>Total</b>	<b>8162</b>	<b>100.00%</b>

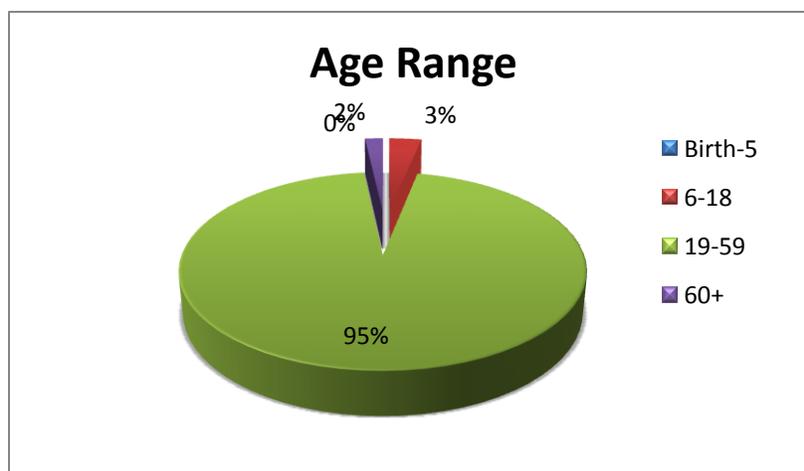


Call behavior has returned to pre FY'09 ways with regards to the percentage of both Employed and Unemployed callers utilizing the service. The numbers of Employed callers utilizing the service rose when comparing FY'08 and FY'09 however there was a 21% decline in FY'10, which is represented by 250 fewer calls overall.

The amount of Unemployed callers increased in FY'10 by 3%, and it is of note, that there was a 35% increase in the percentage of Disabled callers over FY'09.

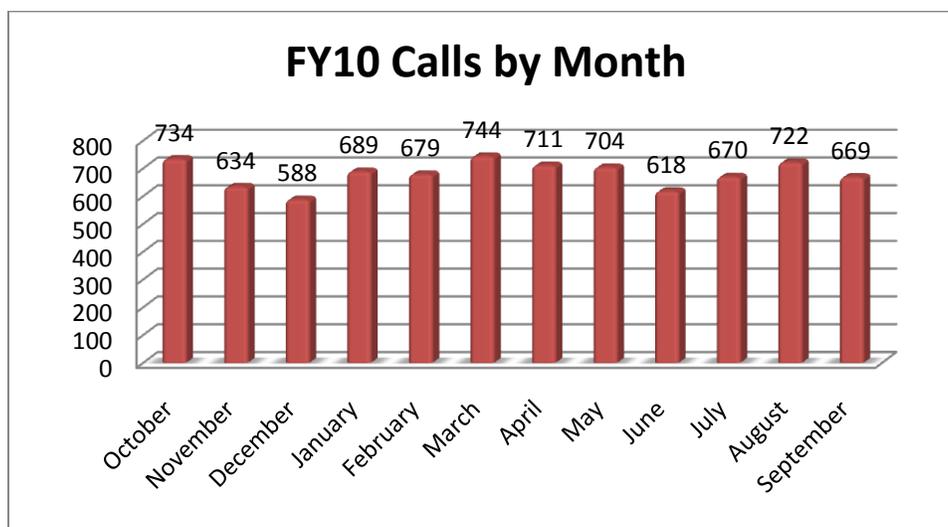
### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	259	3.17%
19-59	7759	95.06%
60+	144	1.76%
<b>Total</b>	<b>8162</b>	<b>100.00%</b>



## Seasonal Calls

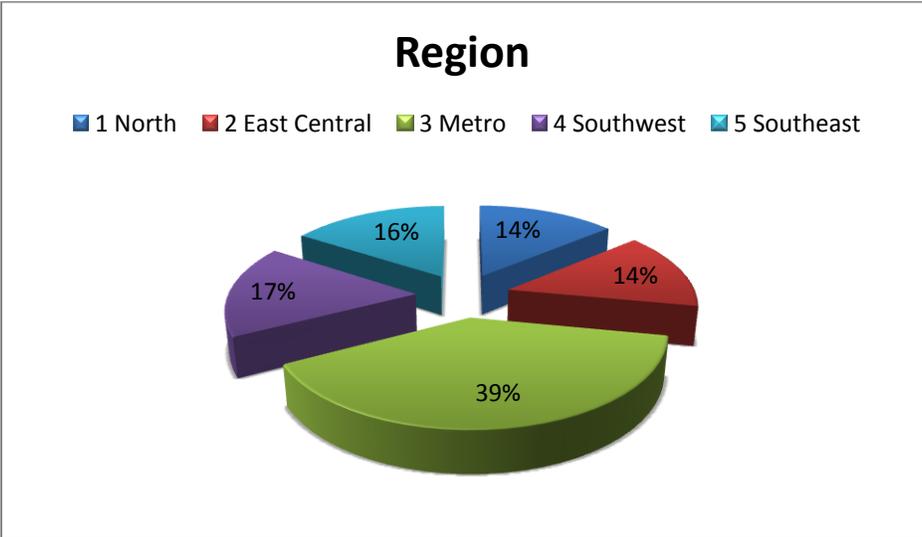
Month	Calls	Percentage
<b>2009</b>		
October	734	8.99%
November	634	7.77%
December	588	7.20%
<b>2010</b>		
January	689	8.44%
February	679	8.32%
March	744	9.12%
April	711	8.71%
May	704	8.63%
June	618	7.57%
July	670	8.21%
August	722	8.85%
September	669	8.20%
<b>Total</b>	<b>8162</b>	<b>100.00%</b>



The range of Substance Abuse calls in FY'10 is from a low in December, 2009 of 588 to a high of March, 744. The average number of calls received into Helpline Georgia by month was 680. There was also an overall increase in calls regarding Substance Abuse in FY'10 by 465 over FY'09.

Regional Calls

Region	Calls	Percentage
1 North	1136	13.92%
2 East Central	1147	14.05%
3 Metro	3217	39.41%
4 Southwest	1370	16.79%
5 Southeast	1292	15.83%
<b>Total</b>	<b>8162</b>	<b>100.00%</b>



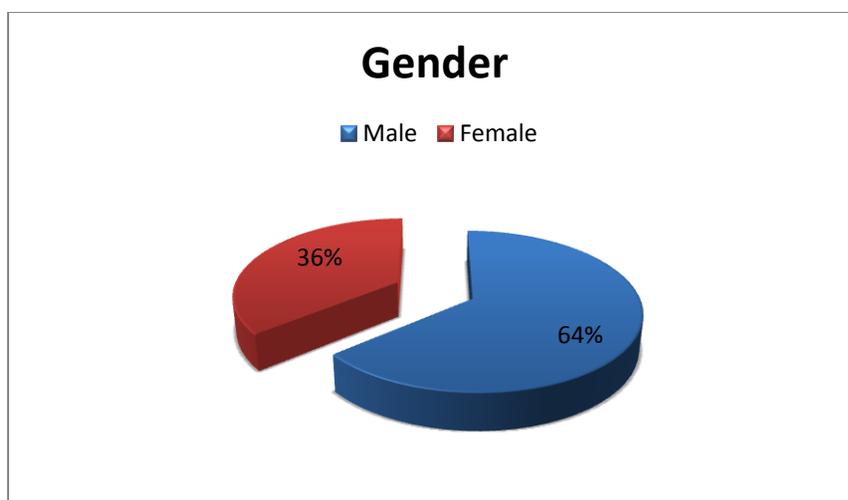
Calls have again reflected call behavior patterns for this Categorical Need for the past four years with Region 3 logging the most calls than any other Region.

## Crack

### Gender

Gender results varied slightly from FY'09 where there was a slight 1% increase by male callers in FY'10.

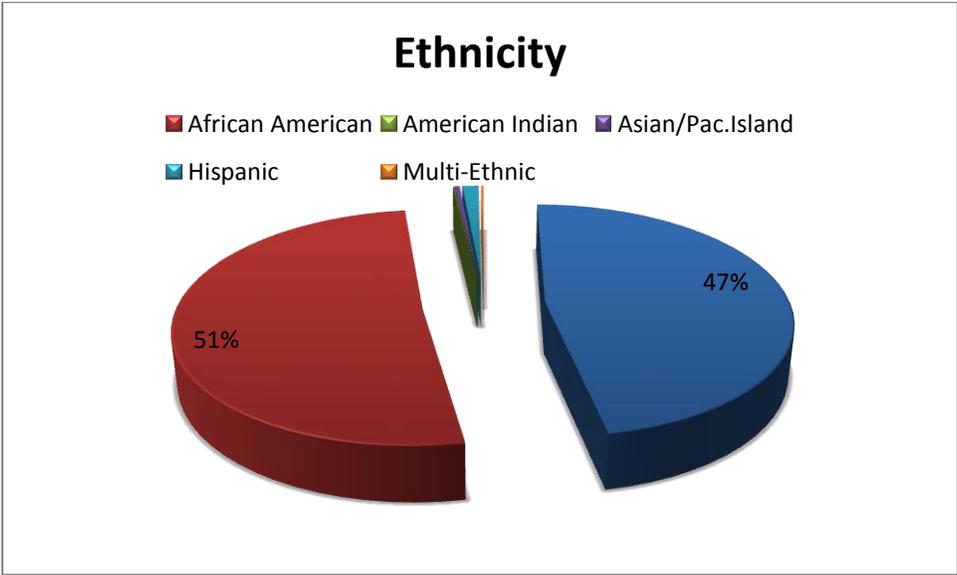
Gender	Calls	Percentage
Male	963	64.03%
Female	541	35.97%
<b>Total</b>	<b>1504</b>	<b>100.00%</b>



### Ethnicity

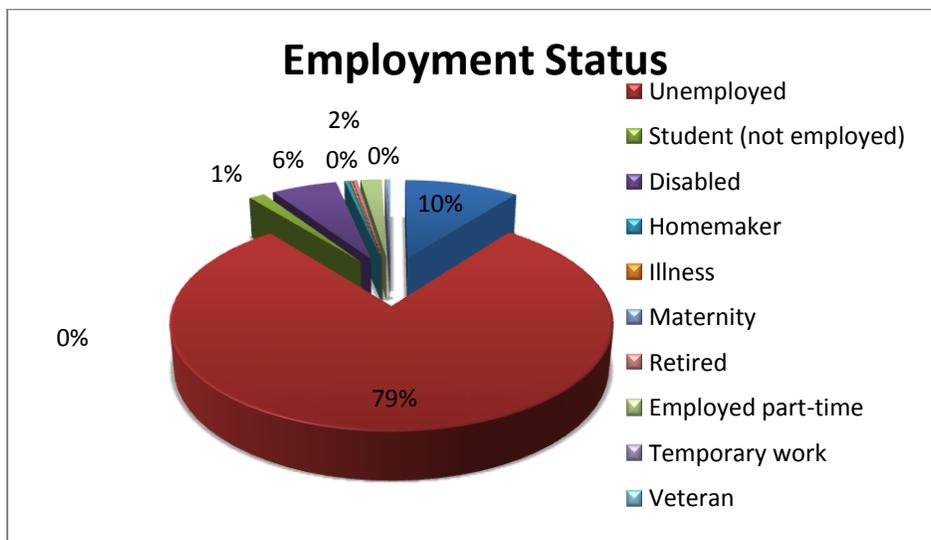
There was little shifting in the Ethnicity of callers when comparing FY'10 to FY'09.

Ethnicity	Calls	Percentage
Caucasian	708	47.07%
African American	767	51.00%
American Indian	1	0.07%
Asian/Pac.Island	6	0.40%
Hispanic	19	1.26%
Multi-Ethnic	3	0.20%
<b>Total</b>	<b>1504</b>	<b>100.00%</b>



**Employment Status**

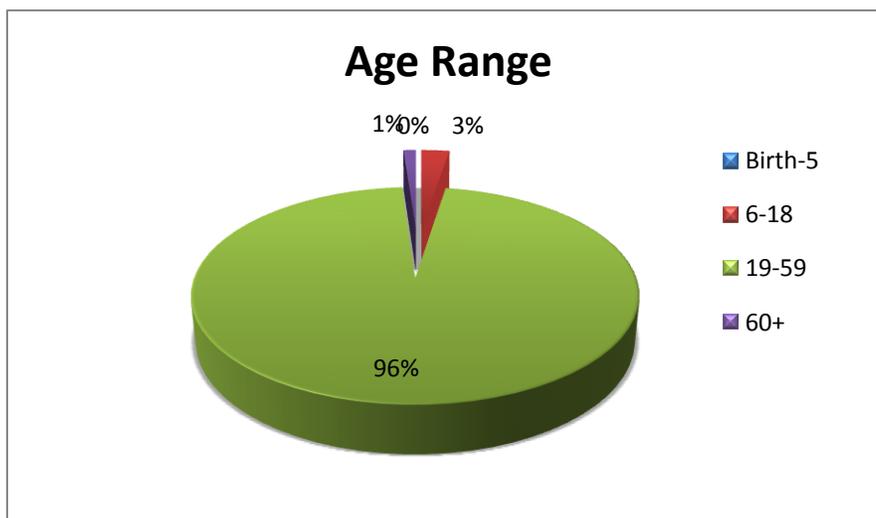
Employment Status	Calls	Percentage
Employed full-time	156	10.37%
Unemployed	1187	78.92%
Student (not employed)	21	1.40%
Disabled	89	5.92%
Homemaker	6	0.40%
Illness	2	0.13%
Maternity	1	0.07%
Retired	6	0.40%
Employed part-time	29	1.93%
Temporary work	3	0.20%
Veteran	4	0.27%
<b>Total</b>	<b>1504</b>	<b>100.00%</b>



Of note, there was a 12% decline in calls from the Unemployed when comparing FY'10 with FY'09. There was a slight increase in calls from Disable in FY'10, but it was statistically insignificant to the overall total.

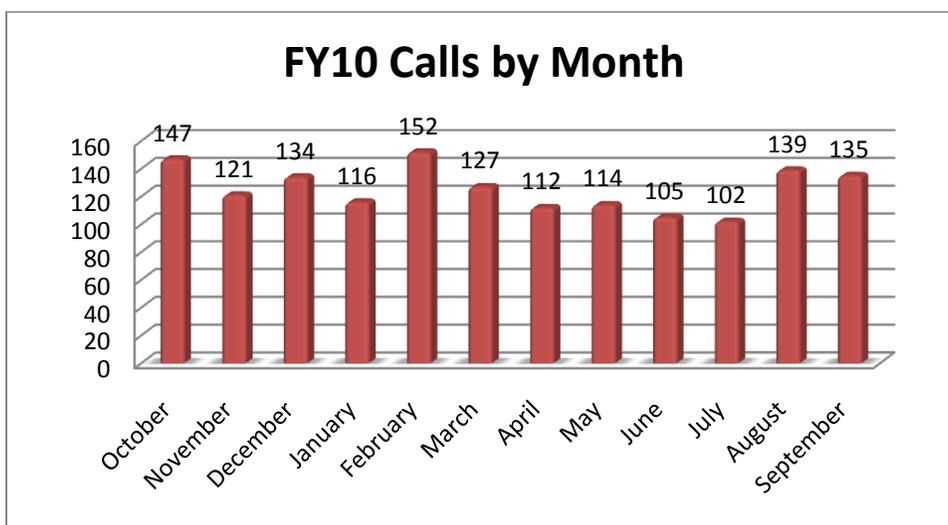
### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	38	2.53%
19-59	1449	96.34%
60+	17	1.13%
<b>Total</b>	<b>1504</b>	<b>100.00%</b>



## Seasonal Calls

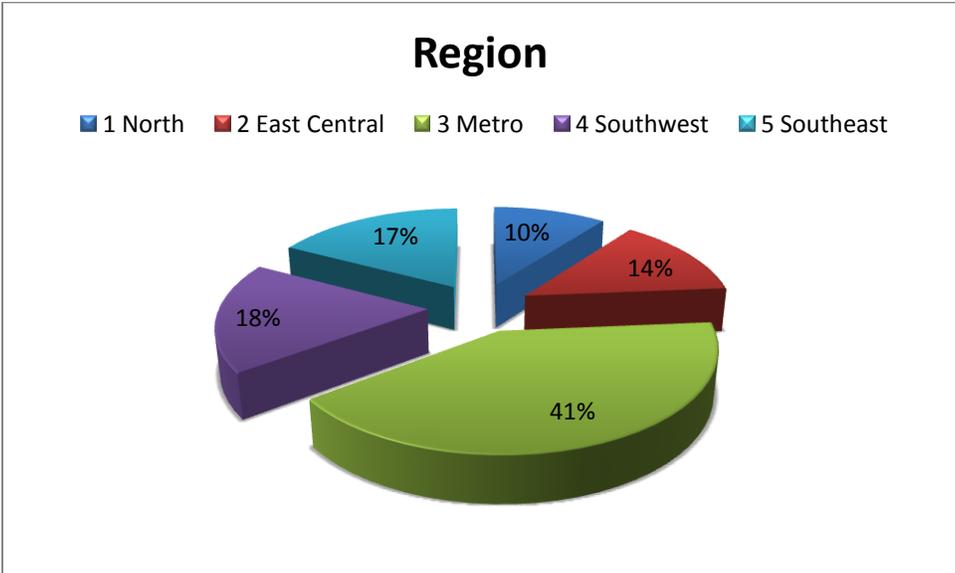
Month	Calls	Percentage
<b>2009</b>		
October	147	9.77%
November	121	8.05%
December	134	8.91%
<b>2010</b>		
January	116	7.71%
February	152	10.11%
March	127	8.44%
April	112	7.45%
May	114	7.58%
June	105	6.98%
July	102	6.78%
August	139	9.24%
September	135	8.98%
<b>Total</b>	<b>1504</b>	<b>100.00%</b>



Of interest is the change from FY'09 in call behaviors with regards to Crack. Although calls fall within a very slim range of 50 calls throughout the reporting period, this year, call behaviors flipped, with the majority of calls being made in the winter months and fewer calls being made in the summer months.

Regional Calls

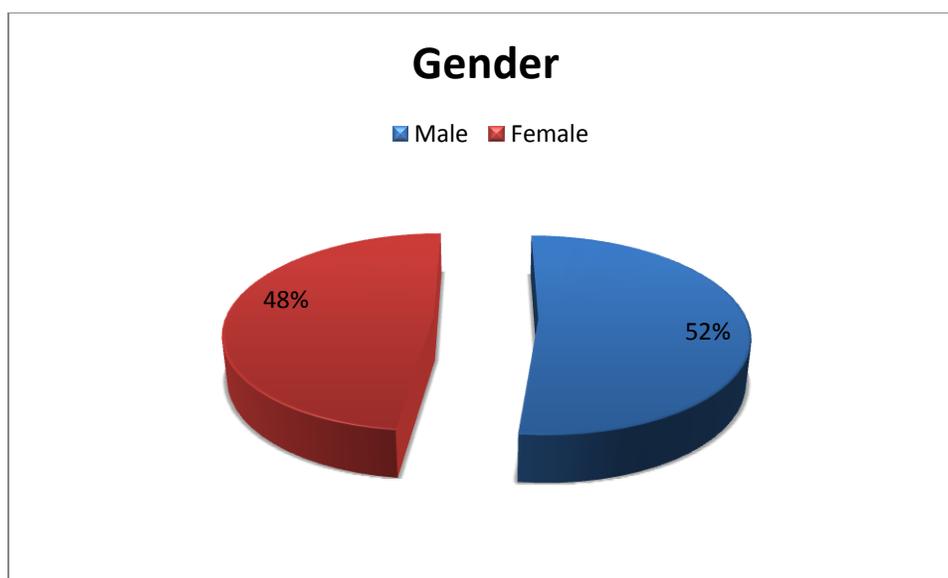
Region	Calls	Percentage
1 North	155	10.31%
2 East Central	201	13.36%
3 Metro	619	41.16%
4 Southwest	270	17.95%
5 Southeast	259	17.22%
<b>Total</b>	<b>1504</b>	<b>100.00%</b>



## Methamphetamines

### Gender

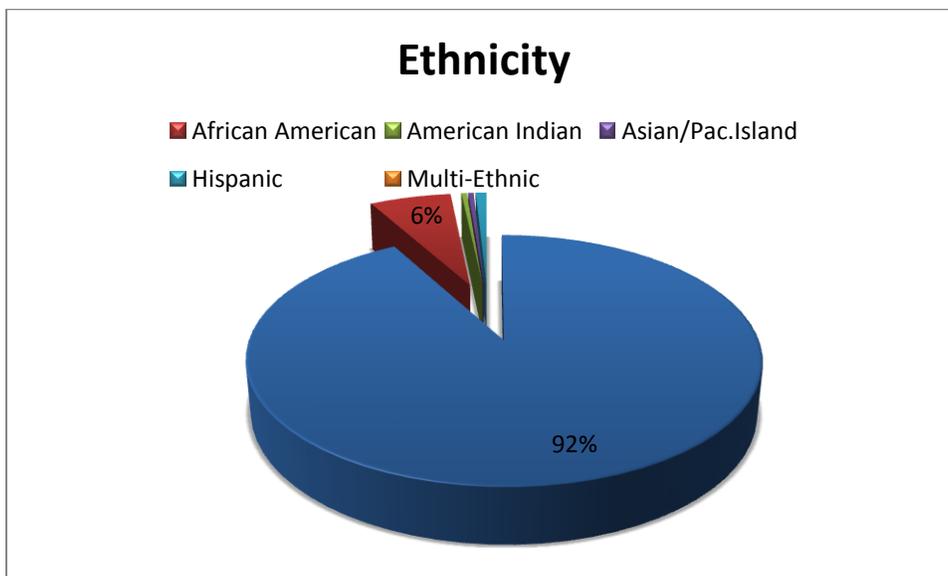
Gender	Calls	Percentage
Male	369	51.90%
Female	342	48.10%
<b>Total</b>	<b>711</b>	<b>100.00%</b>



Of significance, there was an overall increase of 52% in total calls regarding Methamphetamines from 469 in FY'09 to 711 calls in FY'10. Both males and females utilized Helpline Georgia to a greater degree, however there was a shift where males called at a rate of 56.29% in '09, and this declined to 51.09% when comparing the total breakdown of calls.

### Ethnicity

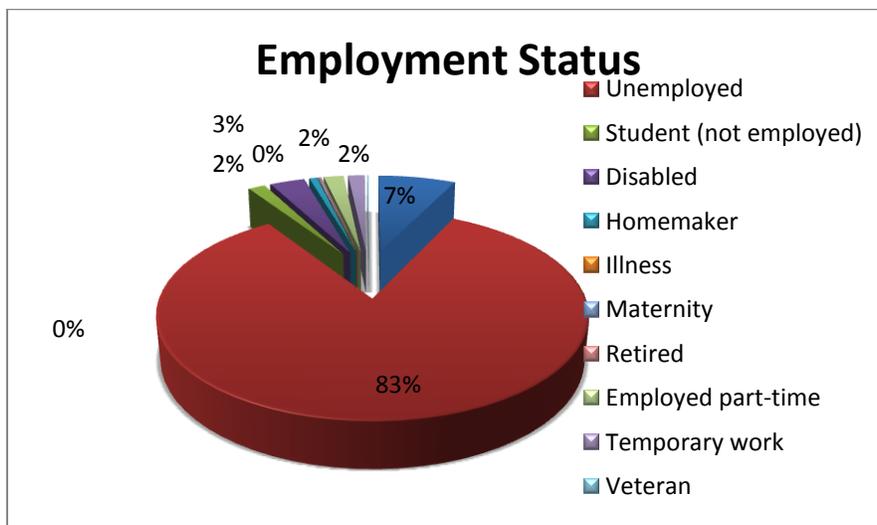
Ethnicity	Calls	Percentage
Caucasian	654	91.98%
African American	45	6.33%
American Indian	3	0.42%
Asian/Pac.Island	3	0.42%
Hispanic	6	0.84%
Multi-Ethnic	0	0.00%
<b>Total</b>	<b>711</b>	<b>100.00%</b>



The Ethnic breakdown of callers remained consistent from FY'09. This continues to be something Caucasians largely seek assistance about.

### Employment Status

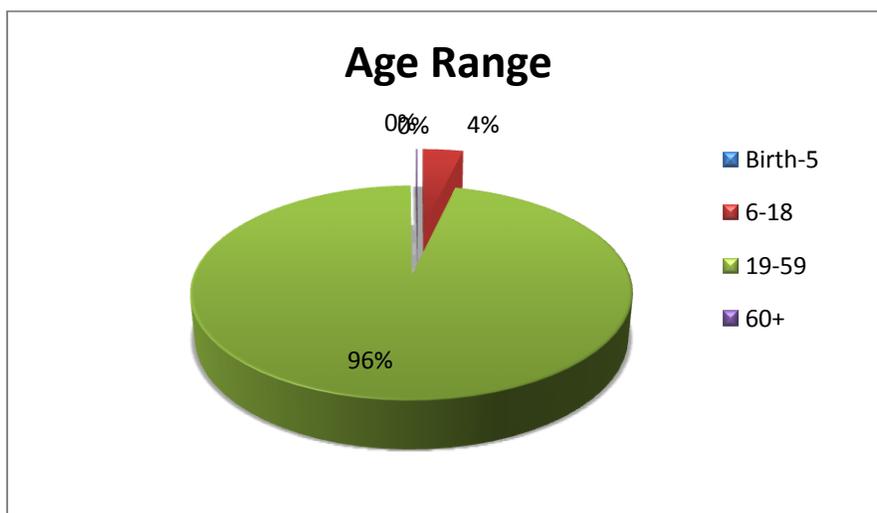
Employment Status	Calls	Percentage
Employed full-time	51	7.17%
Unemployed	594	83.54%
Student (not employed)	11	1.55%
Disabled	23	3.23%
Homemaker	5	0.70%
Illness	0	0.00%
Maternity	1	0.14%
Retired	1	0.14%
Employed part-time	13	1.83%
Temporary work	11	1.55%
Veteran	1	0.14%
<b>Total</b>	<b>711</b>	<b>100.00%</b>



There was an overwhelming 58% increase in the number of calls regarding Methamphetamines from the Unemployed in FY'10, from 377 in FY'09 to 594 in FY'10. A whopping 83.54% of all calls regarding Methamphetamines result from the Unemployed.

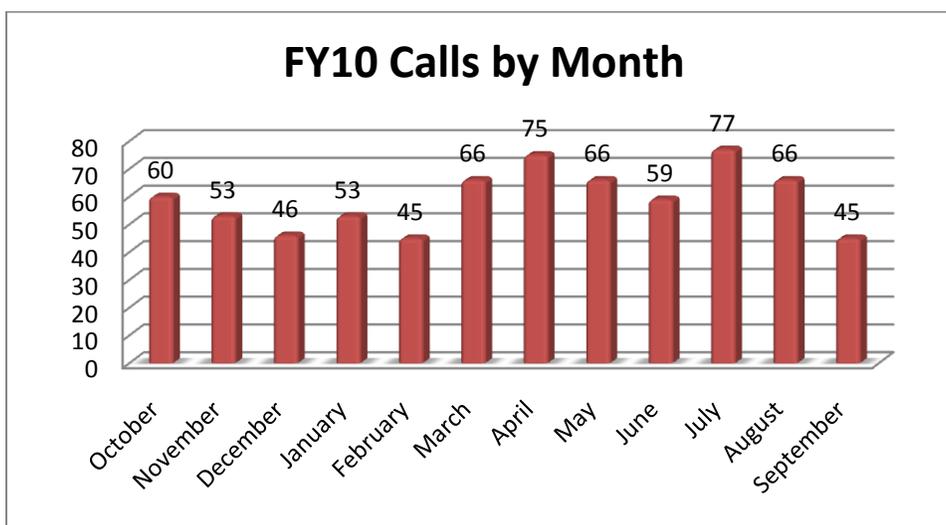
#### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	26	3.66%
19-59	684	96.20%
60+	1	0.14%
<b>Total</b>	<b>711</b>	<b>100.00%</b>



## Seasonal Calls

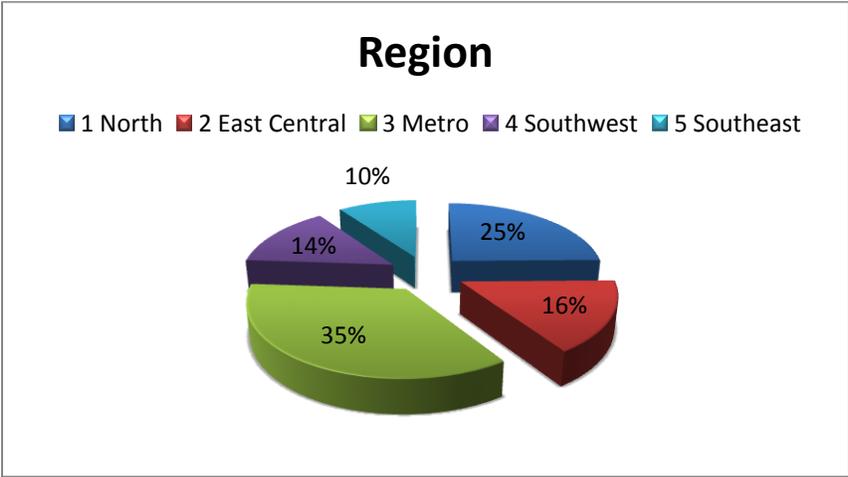
Month	Calls	Percentage
<b>2009</b>		
October	60	8.44%
November	53	7.45%
December	46	6.47%
<b>2010</b>		
January	53	7.45%
February	45	6.33%
March	66	9.28%
April	75	10.55%
May	66	9.28%
June	59	8.30%
July	77	10.83%
August	66	9.28%
September	45	6.33%
<b>Total</b>	<b>711</b>	<b>100.00%</b>



There are no particular trends that calls regarding Methamphetamines follow although of note, is the overall general increase each month in the volume of calls.

Regional Calls

Region	Calls	Percentage
1 North	176	24.75%
2 East Central	113	15.89%
3 Metro	252	35.44%
4 Southwest	100	14.06%
5 Southeast	70	9.85%
<b>Total</b>	<b>711</b>	<b>100.00%</b>

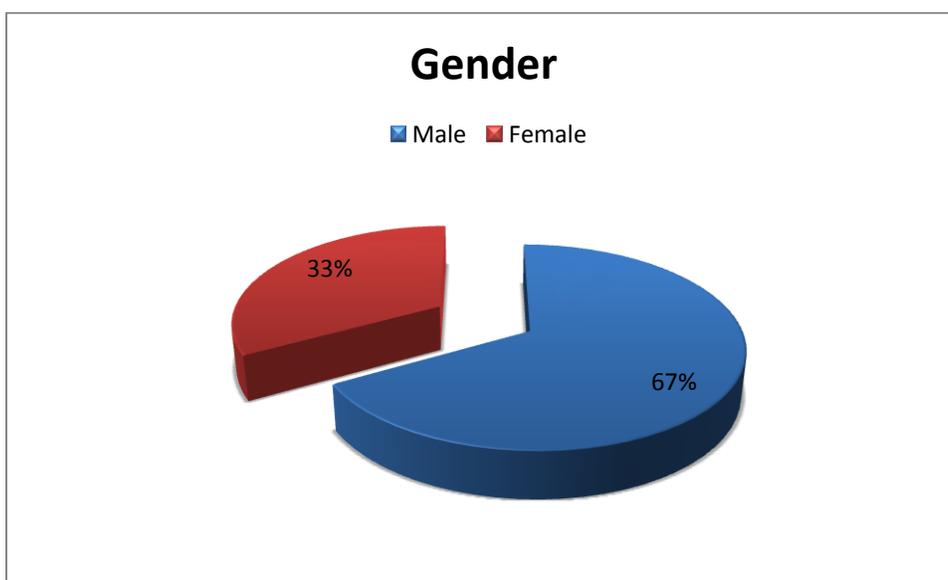


Although Region 3 realized the highest volume of calls, Region 1 still continues to log calls that are statistically relevant.

## Alcohol

### Gender

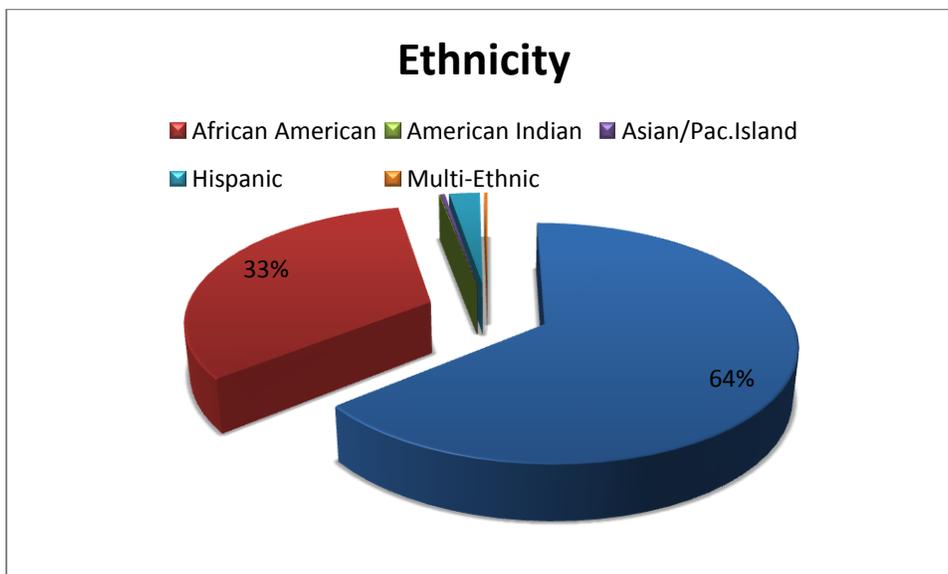
Gender	Calls	Percentage
Male	2026	66.89%
Female	1003	33.11%
<b>Total</b>	<b>3029</b>	<b>100.00%</b>



There is a 22% increase in the total number of calls regarding Alcohol from 2476 in FY'09 to 3029 in FY'10. Additionally, there was a 26% overall increase in calls originating from Males in FY'10 when comparing calls to FY'09.

### Ethnicity

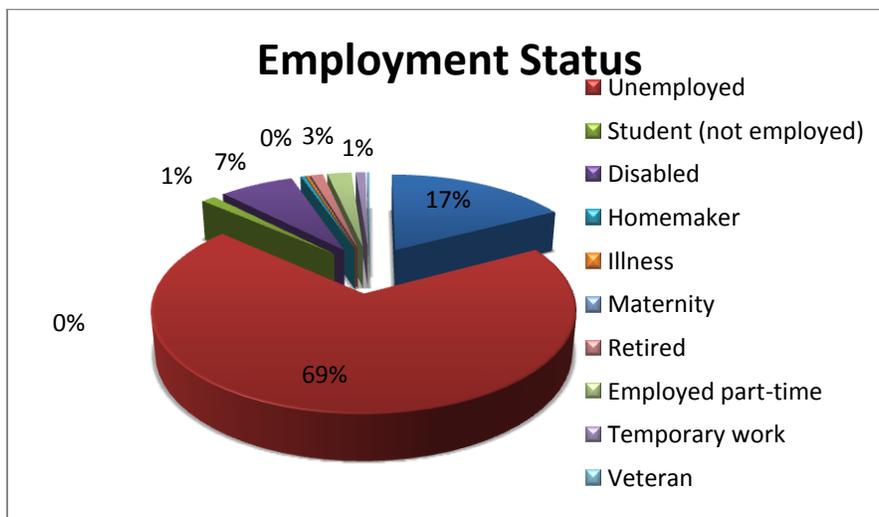
Ethnicity	Calls	Percentage
Caucasian	1944	64.18%
African American	993	32.78%
American Indian	2	0.07%
Asian/Pac.Island	10	0.33%
Hispanic	72	2.38%
Multi-Ethnic	8	0.26%
<b>Total</b>	<b>3029</b>	<b>100.00%</b>



Caucasians still utilize Helpline Georgia at a 2 to 1 rate to the next Ethnicity.

## Employment Status

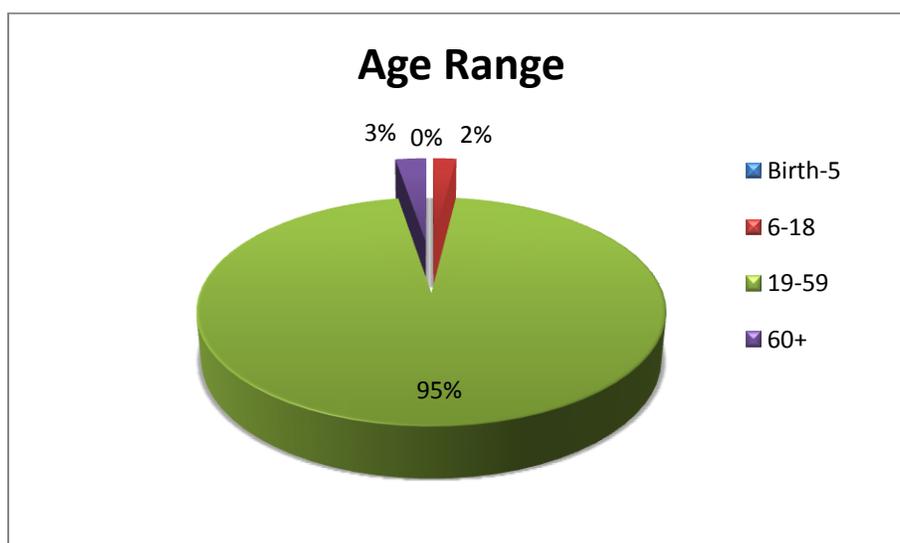
Employment Status	Calls	Percentage
Employed full-time	521	17.20%
Unemployed	2098	69.26%
Student (not employed)	38	1.25%
Disabled	212	7.00%
Homemaker	12	0.40%
Illness	7	0.23%
Maternity	1	0.03%
Retired	36	1.19%
Employed part-time	69	2.28%
Temporary work	28	0.92%
Veteran	7	0.23%
<b>Total</b>	<b>3029</b>	<b>100.00%</b>



There was an increase in the total number of calls from the Unemployed from 1679 calls in FY'09 to 2098 in FY'10, although the percentage of the whole remained the same due to the overall increase in calls related to Alcohol.

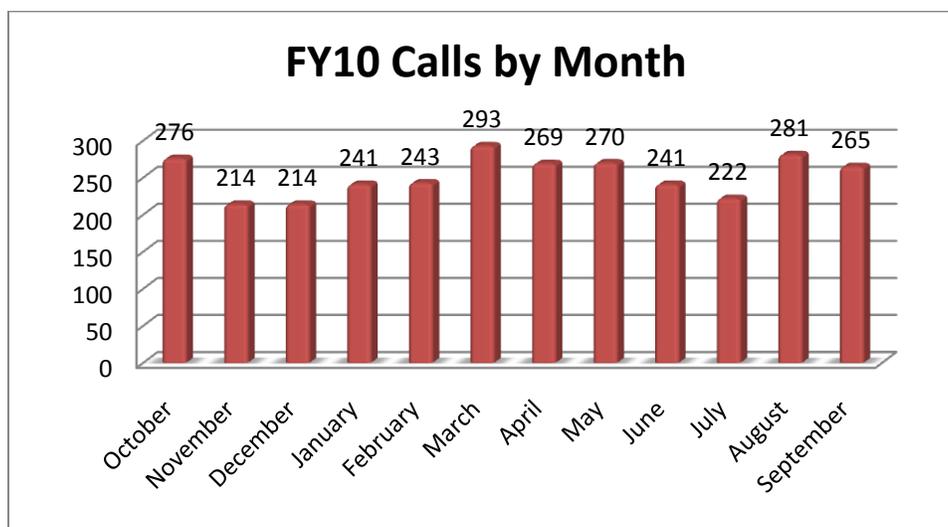
#### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	60	1.98%
19-59	2889	95.38%
60+	80	2.64%
<b>Total</b>	<b>3029</b>	<b>100.00%</b>



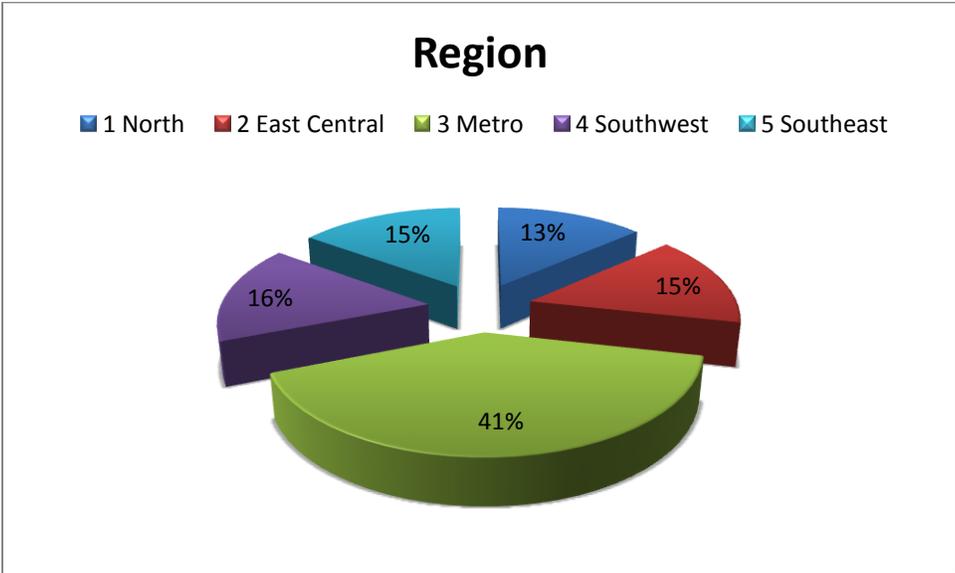
## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	276	9.11%
November	214	7.07%
December	214	7.07%
<b>2010</b>		
January	241	7.96%
February	243	8.02%
March	293	9.67%
April	269	8.88%
May	270	8.91%
June	241	7.96%
July	222	7.33%
August	281	9.28%
September	265	8.75%
<b>Total</b>	<b>3029</b>	<b>100.00%</b>



Regional Calls

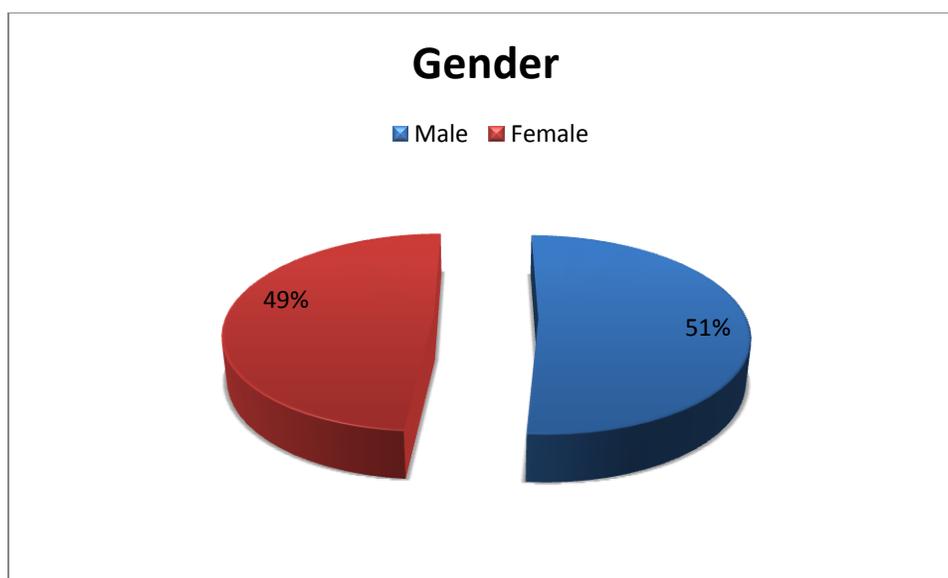
Region	Calls	Percentage
1 North	409	13.50%
2 East Central	453	14.96%
3 Metro	1229	40.57%
4 Southwest	484	15.98%
5 Southeast	454	14.99%
<b>Total</b>	<b>3029</b>	<b>100.00%</b>



## Prescription Drugs

### Gender

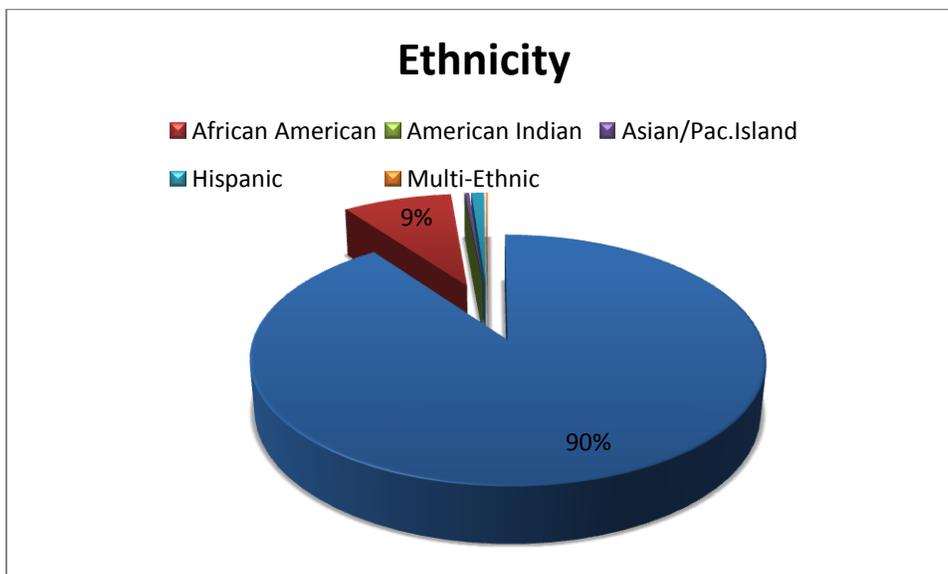
Gender	Calls	Percentage
Male	776	51.36%
Female	735	48.64%
<b>Total</b>	<b>1511</b>	<b>100.00%</b>



While there was a consistent breakdown in the percentage of males and females calling Helpline Georgia to discuss issues related to Prescription Drugs, there was a large 64% increase in the total number of calls, from 919 in FY'09 to 1511 in FY'10.

### Ethnicity

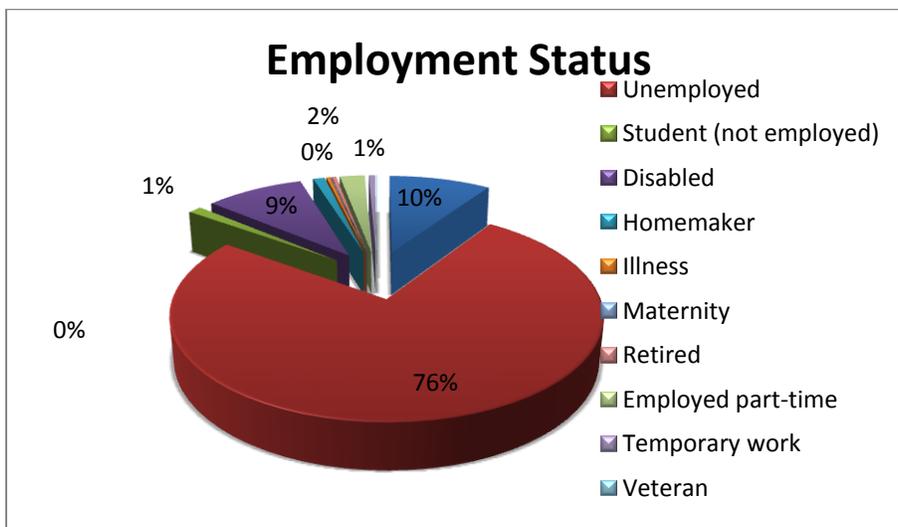
Ethnicity	Calls	Percentage
Caucasian	1361	90.07%
African American	128	8.47%
American Indian	0	0.00%
Asian/Pac.Island	5	0.33%
Hispanic	15	0.99%
Multi-Ethnic	2	0.13%
<b>Total</b>	<b>1511</b>	<b>100.00%</b>



Calls by Ethnicity have remained consistent over FY'08, FY'09, and FY'10.

## Employment Status

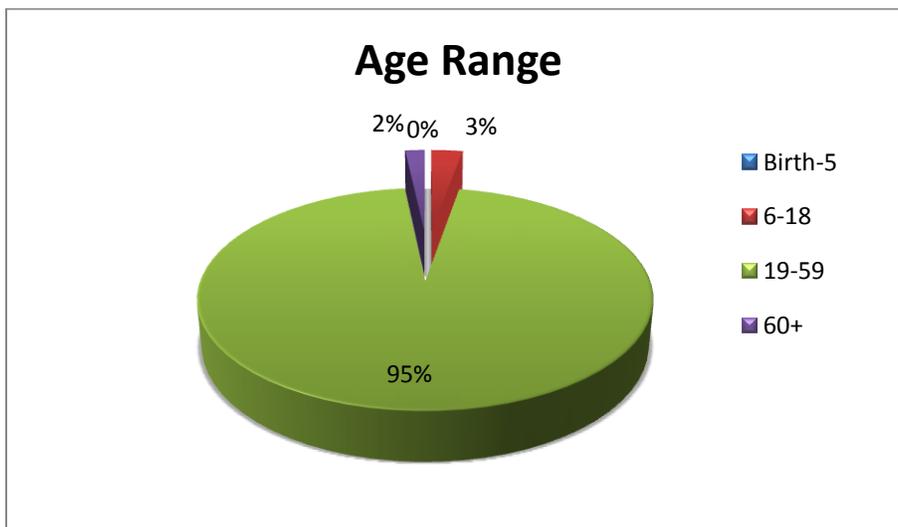
Employment Status	Calls	Percentage
Employed full-time	142	9.40%
Unemployed	1141	75.51%
Student (not employed)	18	1.19%
Disabled	137	9.07%
Homemaker	16	1.06%
Illness	5	0.33%
Maternity	1	0.07%
Retired	6	0.40%
Employed part-time	35	2.32%
Temporary work	9	0.60%
Veteran	1	0.07%
<b>Total</b>	<b>1511</b>	<b>100.00%</b>



Call patterns relating to Prescription Drugs are consistently received by Unemployed individuals. Call percentages have remained consistent in FY'08, FY'09 and FY'10.

### Age Range

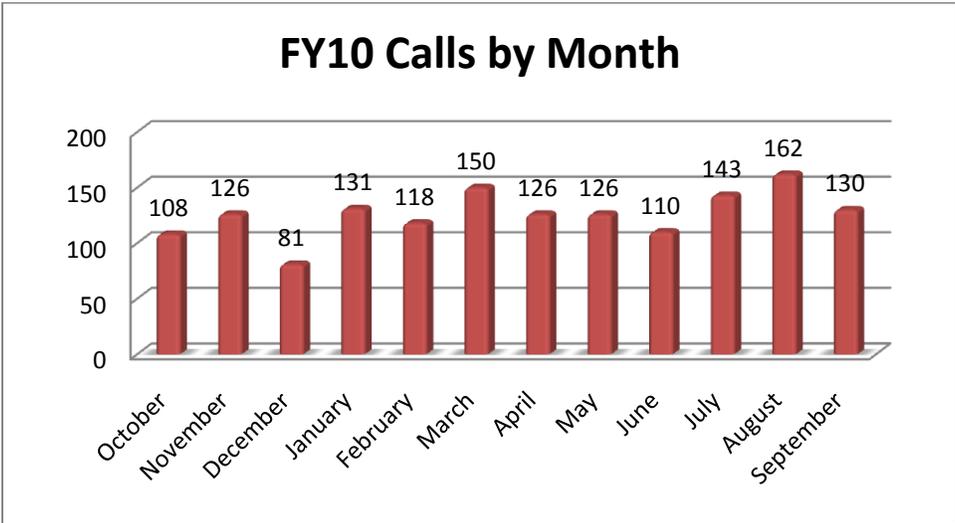
Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	42	2.78%
19-59	1443	95.50%
60+	26	1.72%
<b>Total</b>	<b>1511</b>	<b>100.00%</b>



# HODAC Annual Helpline Call Report **2010**

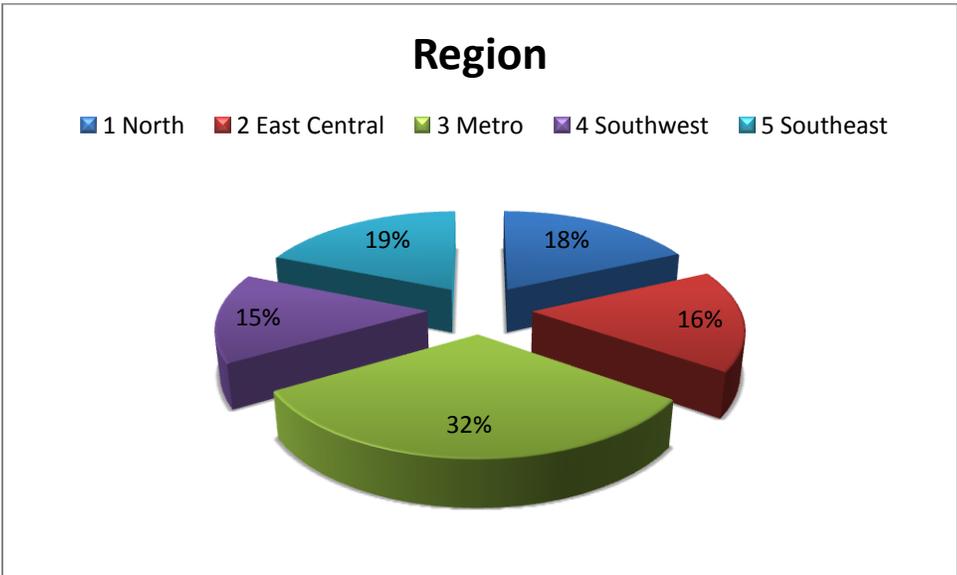
## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	108	7.15%
November	126	8.34%
December	81	5.36%
<b>2010</b>		
January	131	8.67%
February	118	7.81%
March	150	9.93%
April	126	8.34%
May	126	8.34%
June	110	7.28%
July	143	9.46%
August	162	10.72%
September	130	8.60%
<b>Total</b>	<b>1511</b>	<b>100.00%</b>



Regional Calls

Region	Calls	Percentage
1 North	274	18.13%
2 East Central	250	16.55%
3 Metro	483	31.97%
4 Southwest	220	14.56%
5 Southeast	284	18.80%
<b>Total</b>	<b>1511</b>	<b>100.00%</b>



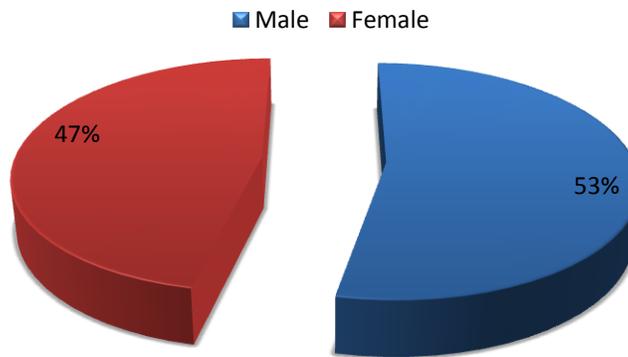
Call origination is consistent by Region through FY'08, FY'09, and FY'10.

## Gambling

### Gender

Gender	Calls	Percentage
Male	111	53.37%
Female	97	46.63%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

### Gender

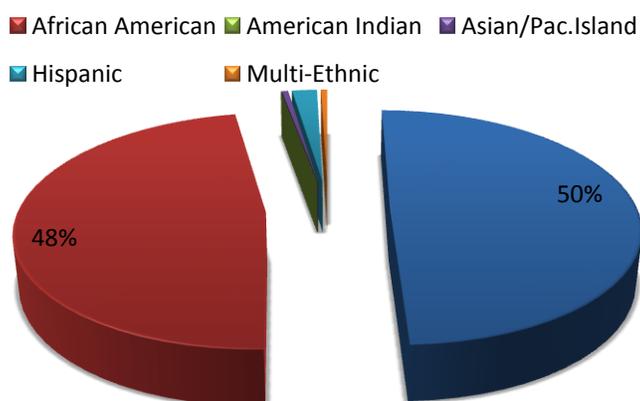


Calls related to Gambling are reviewed for FY'10. Gambling calls comprise a little less than 2% of all calls into Helpline Georgia.

### Ethnicity

Ethnicity	Calls	Percentage
Caucasian	103	49.52%
African American	99	47.60%
American Indian	0	0.00%
Asian/Pac.Island	1	0.48%
Hispanic	4	1.92%
Multi-Ethnic	1	0.48%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

### Ethnicity

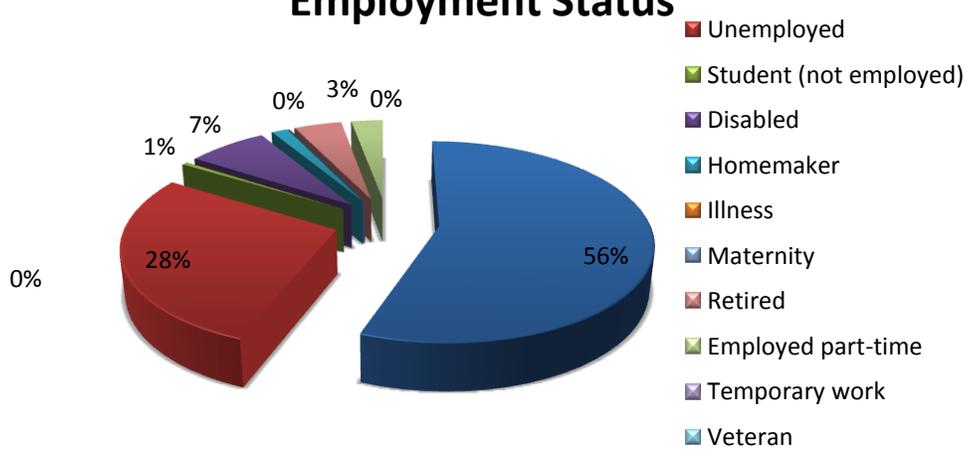


Of interest with regards to the ethnic breakdown of Gambling calls is the even division between calls from Caucasians and African Americans.

### Employment Status

Employment Status	Calls	Percentage
Employed full-time	116	55.77%
Unemployed	58	27.88%
Student (not employed)	1	0.48%
Disabled	15	7.21%
Homemaker	3	1.44%
Illness	0	0.00%
Maternity	0	0.00%
Retired	9	4.33%
Employed part-time	6	2.88%
Temporary work	0	0.00%
Veteran	0	0.00%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

### Employment Status

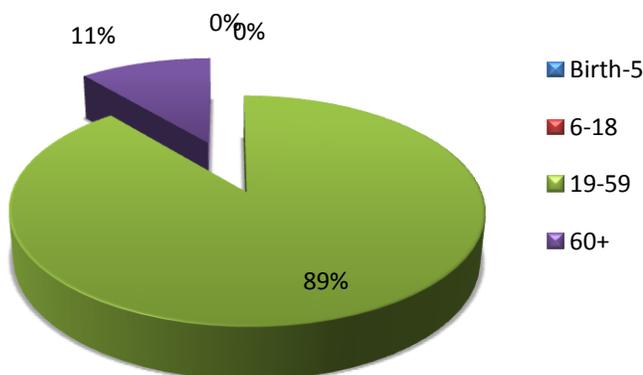


Of all of the ‘addiction’ areas analyzed, it is interesting to note that the majority of calls received into Helpline Georgia for Gambling are made by the Employed, whereas the majority of calls in other areas are overwhelmingly by the Unemployed.

### Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	0	0.00%
19-59	185	88.94%
60+	23	11.06%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

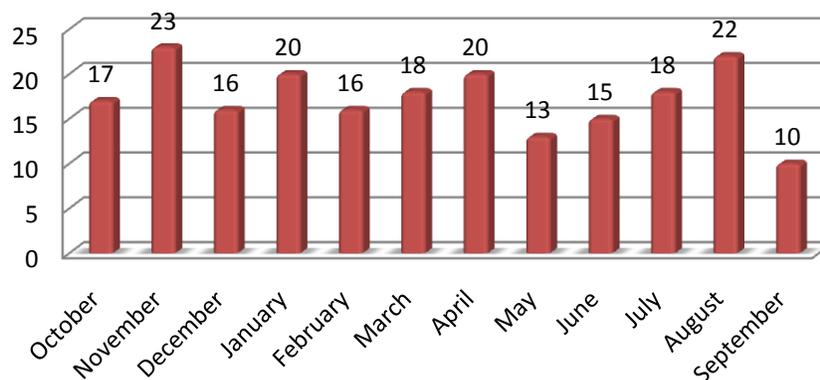
### Age Range



## Seasonal Calls

Month	Calls	Percentage
<b>2009</b>		
October	17	8.17%
November	23	11.06%
December	16	7.69%
<b>2010</b>		
January	20	9.62%
February	16	7.69%
March	18	8.65%
April	20	9.62%
May	13	6.25%
June	15	7.21%
July	18	8.65%
August	22	10.58%
September	10	4.81%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

### FY10 Calls by Month

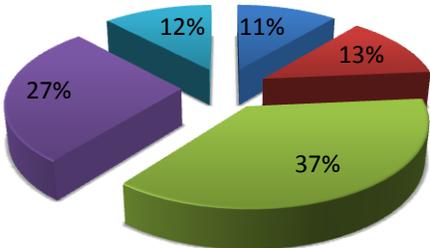


Regional Calls

Region	Calls	Percentage
1 North	23	11.06%
2 East Central	26	12.50%
3 Metro	77	37.02%
4 Southwest	57	27.40%
5 Southeast	25	12.02%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

Region

■ 1 North ■ 2 East Central ■ 3 Metro ■ 4 Southwest ■ 5 Southeast



It is noted that although the majority of calls related to Gambling originate from Region 3, Region 4, or the Southwest Region also logged a significant number of calls in FY'10.

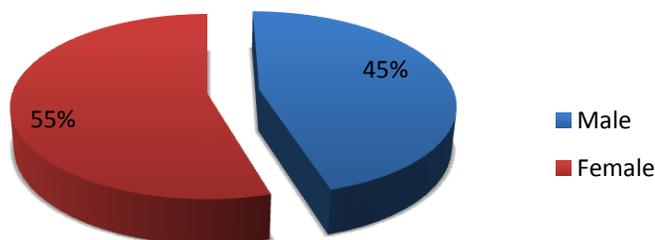
## Military

Due to the number of Georgians who are currently active duty military, deployed overseas or family of military members, Helpline Georgia began logging call data to see if there are trends in behavior.

## Gender

Gender	Calls	Percentage
Male	30	45.45%
Female	36	54.55%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

## Gender



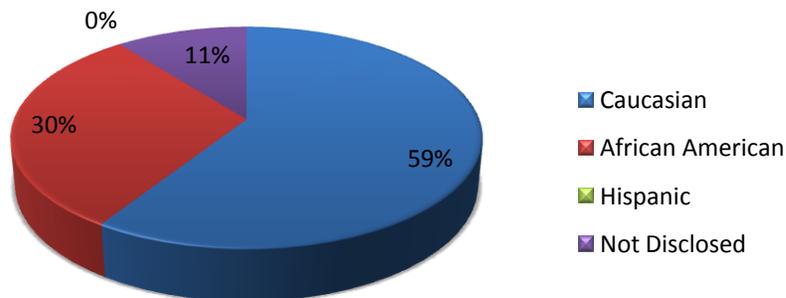
There was a 5% increase in calls related to Military, from 44 calls in FY'09 to 66 calls in FY'10. Although the calls do not represent a large percentage of calls into Helpline Georgia, due to the number of deployed families in Georgia, it was decided to begin logging calls related to this issue.

There was a shift in Gender behavior for FY'10. While there was an overwhelming percentage of calls received from Males in FY'09 at 84%, there was a shift and Females utilized Helpline Georgia for calls related to Military issues at a rate of 54.55% to Males 45% in FY'10.

## Ethnicity

Ethnicity	Calls	Percentage
Caucasian	39	59.09%
African American	20	30.30%
Hispanic	0	0.00%
Not Disclosed	7	10.61%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

### Ethnicity

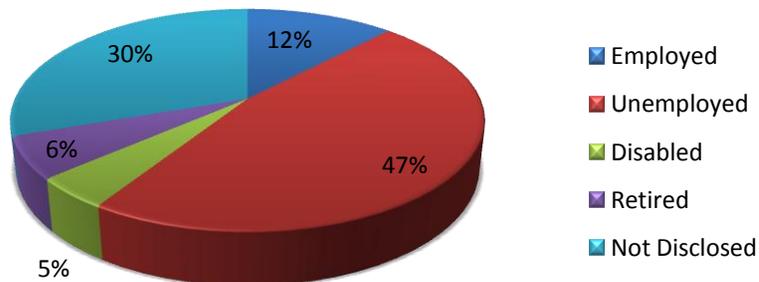


In a two to one margin, Caucasians utilized Helpline Georgia more than African Americans in FY'10.

### Employment Status

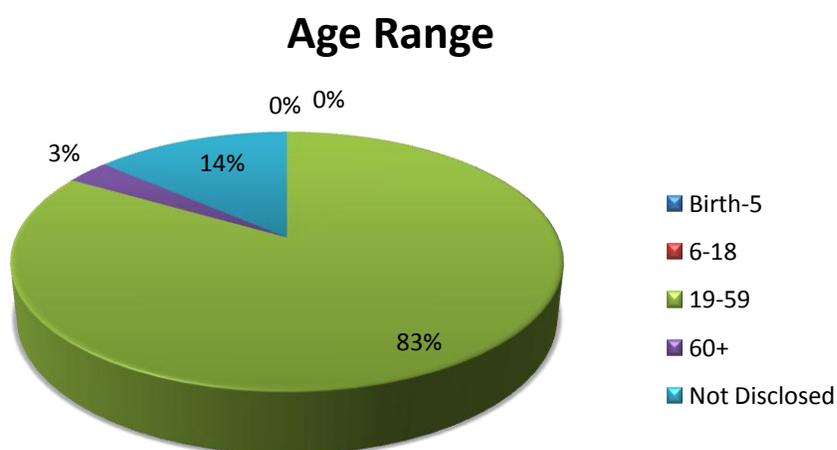
Employment Status	Calls	Percentage
Employed	8	12.12%
Unemployed	31	46.97%
Disabled	3	4.55%
Retired	4	6.06%
Not Disclosed	20	30.30%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

### Employment Status



## Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	0	0.00%
19-59	55	83.33%
60+	2	3.03%
Not Disclosed	9	13.64%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

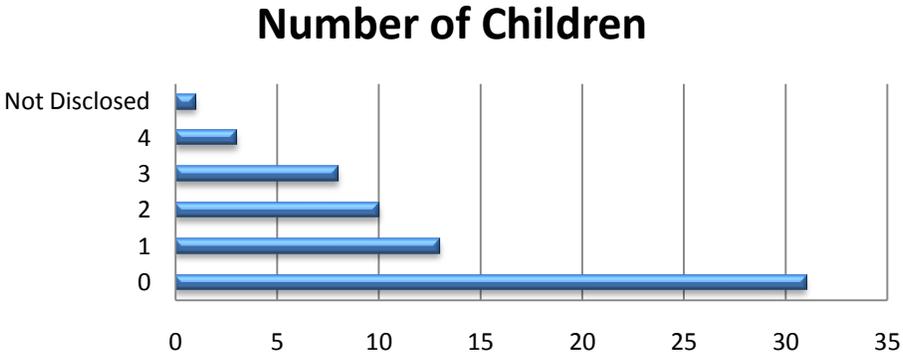


## Child Status

Children	Calls	Percentage
Yes	34	51.52%
No	31	46.97%
Not Disclosed	1	1.52%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

It was important to log the number of callers with children due to the far-reaching effect being in the military can have upon the entire family structure. In FY'10, the percentage of childless callers versus those with children became more evenly placed.

Number of Children	Calls	Percentage
0	31	46.97%
1	13	19.70%
2	10	15.15%
3	8	12.12%
4	3	4.55%
Not Disclosed	1	1.52%
<b>Total</b>	<b>66</b>	<b>100.00%</b>



# HODAC Annual Helpline Call Report | 2010

## Calls by City

City	Calls	Percentage
Albany	1	1.52%
Athens	1	1.52%
Atlanta	3	4.55%
Augusta	4	6.06%
Barnesville	1	1.52%
Bonaire	1	1.52%
Columbus	4	6.06%
Conyers	1	1.52%
Covington	1	1.52%
Dahlonega	1	1.52%
Dublin	2	3.03%
Duluth	1	1.52%
Dunwoody	1	1.52%
Forsyth	1	1.52%
Fort Valley	1	1.52%
Gordon	1	1.52%
Hahira	1	1.52%
Jonesboro	2	3.03%
Kingsland	1	1.52%
Lawrenceville	1	1.52%
Macon	6	9.09%
Marietta	1	1.52%
Milledgeville	1	1.52%
Moultrie	1	1.52%
Newnan	1	1.52%
Not Disclosed	9	13.64%
Pine Mountain	1	1.52%
Roberta	1	1.52%
Rome	2	3.03%
Savannah	3	4.55%
Smyrna	1	1.52%
Stone Mountain	1	1.52%
Thomaston	1	1.52%
Thomasville	1	1.52%
Warner Robins	5	7.58%
Waycross	1	1.52%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

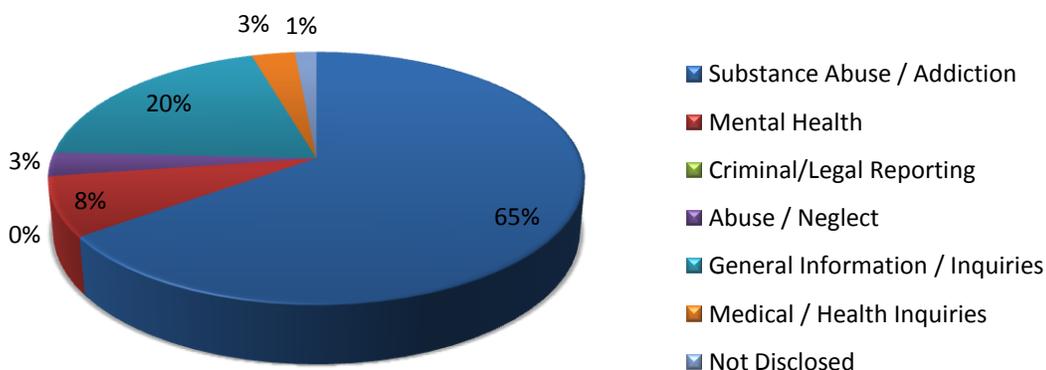
## Originating Base

Base Location	Calls	Percentage
Albany Logistics Base	2	3.03%
Camp Lejune	1	1.52%
Camp Pendleton	1	1.52%
Fort Benning	2	3.03%
Fort Gillem	2	3.03%
Fort Gordon	3	4.55%
Ft. Benning	4	6.06%
Ft. Gillem	2	3.03%
Ft. Gordon	2	3.03%
Ft. Hood	1	1.52%
Ft. Jackson	1	1.52%
Ft. McPherson	7	10.61%
Hunter	1	1.52%
Hunter Army Airfield	1	1.52%
King's Bay	4	6.06%
Lawson Army Airfield	1	1.52%
Moody	2	3.03%
Not Disclosed	27	40.91%
RAFB	2	3.03%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

## Caller Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	43	65.15%
Mental Health	5	7.58%
Criminal/Legal Reporting	0	0.00%
Abuse / Neglect	2	3.03%
General Information / Inquiries	13	19.70%
Medical / Health Inquiries	2	3.03%
Not Disclosed	1	1.52%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

## Need Category



The vast majority of calls pertaining to the Military were related to Substance Abuse.

## Specific Focus Areas

Specific Focus Areas	Calls
Crack	1
Methamphetamines	3
Alcohol	24
PTSD	3