



Region 2 Report

ANOVA Business Analysts 1/17/2012

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Executive Summary

- ✓ Data has been collected and disseminated for HODAC for all collected taken and made into the Helpline Georgia line for the reporting period of October 1, 2010 – September 30, 2011. This reporting period changed from July 1 – June 30 in FY'10.
- ✓ Additionally, the regions of BHDDAD (Behavioral Health, Developmental Disabilities, and Addictive Diseases) were altered in FY'10, with an additional Region being added by dividing the remaining Five regions up, totaling six. This alteration was performed to provide more even coverage of services for the state.
- There were 10461 calls logged into Helpline Georgia during FY'11. This is down an overall 17% from FY'10 when there were 11757 calls logged. Upon inquiry as to a contributor of the decline, there was an issue with a staff member logging all of the calls appropriately and thoroughly. Corrective action was taken with the employee receiving the appropriate disciplinary action and retraining for all of the staff. Upon monitoring and follow up, it was determined that all employees were logging calls appropriately to ensure adequate and accurate data collection for each.
- ✓ State, regional and county data is analyzed for FY'11. Call data is 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 ethnic breakdown of FY'11 has remained static for each of the last eight years of reporting, where approximately 97% of all calls originate from Caucasians and African Americans
- ✓ The Hispanic ethnicity is the only other group that is statistically relevant in terms of the number of calls received in by the Helpline at the state level. For the past eight reporting periods, there have been approximately 2% of all calls made from the Hispanic population.
- ✓ There was a near 6% increase in calls originating from Fulltime Employed callers when compared to FY'10, with a 4% reduction in calls from the Unemployed over the same reporting time frame.
- Seasonal reporting has again revealed that the highest call volumes occur during the late spring and summer months of June, July, August and September. As was the case in previous years, November, December, January and February continue to cull the lowest call volumes within the year.
- ✓ The highest call utilization originated in FY'11 from counties in both Metropolitan Atlanta as well as Central Georgia. The top three counties we represented by Atlanta counties of Fulton, Cobb and Gwinnett, with the two central Georgia counties of Houston and Bibb rounding out the top five counties.
- ✓ There continues to be an increase in both the number of calls and the percentage of total calls with regards to Prescription Drugs over the past few reporting periods.

Methodology

10461 collected calls were reported from Helpline Georgia in FY'11. This represents an eleven percentage decrease in calls over FY'10, were 11757 calls were gathered. The reporting period for each year reported is from July 1 – June 30. Calls have been collected and reported from Helpline Georgia for the past seven reporting periods, and include calls at the state, regional, county and city level.

Data that is received for dissemination and analysis is in a raw state, where data cleaning and repair operations are performed to ensure data can be analyzed and compared to previously reported years. It is imperative that culled data is utilizable. The term utilizable represents those calls that yield only full and complete information at the point of collection where certain required fields are expected to be gathered on each call. This allows a consistent, accurate set of data that can be analyzed and compared.

Data that has missing or improbable data results cannot be used. Calls with errors or missing information are scrubbed from the final data set so it does not 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.

Statistical testing is performed at the base level with each dataset as a safeguard to keeping the information true and accurate. Data from the state, regional and county level was compared using various criteria and areas of importance.

Over the years of data collection, analysis and reporting, call patterns, originations and behaviors can be determined. The results and conclusions from this analysis have great implications for understanding the areas of the state with specific reporting issues. The understanding of these call issues allow Helpline Georgia to gear its services to more effectively serve the population of Georgia, and specialize and customize both marketing and educational initiatives.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY'11 for HODAC, Inc. Please make inquiries to the following:

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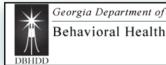
About HODAC

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



Behavioral Health and Developmental Disabilities

treatment and support services to people with mental illnesses and addictive disease, and support to people with mental retardation and related developmental disabilities.

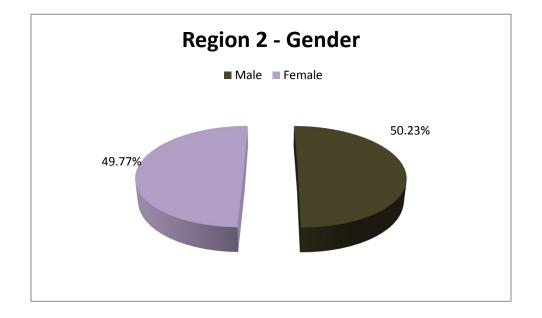
The Mission of BHDDAD is to provide and promote local accessibility and choice of services and programs for individuals, families and communities through partnerships, in order to create a sustainable, self-sufficient and resilient life in the community.

BHDDAD administers their mission throughout the six 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.

Calls for Region 2 were up 14% in FY'11 over FY'10 from 1519 calls to 1726. With the change in regional lines, this could be related to the addition and shifting of counties into the region.

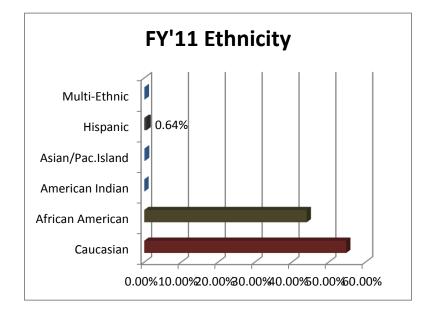
Gender

Gender	nder Calls		
Male	867	50.23%	
Female	859	49.77%	
Total	1726	100.00%	



Ethnicity

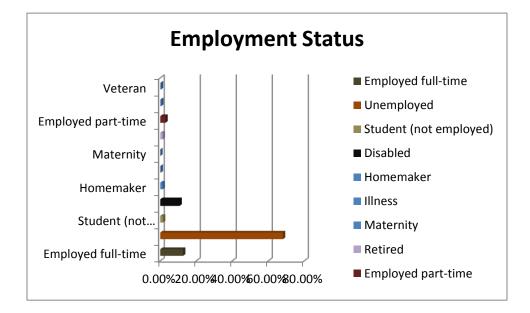
Ethnicity	Calls	Percentage
Caucasian	946	54.81%
African American	761	44.09%
American Indian	1	0.06%
Asian/Pac.Island	4	0.23%
Hispanic	11	0.64%
Multi-Ethnic	3	0.17%
Total	1726	100.00%



Despite the shift in regional lines, call habits related to ethnicity have remained the same when comparing FY'11 with FY'10. 99% of all calls have originated from Caucasians or African Americans.

Employment Status	Calls	Percentage
Employed full-time	219	12.69%
Unemployed	1176	68.13%
Student (not employed)	27	1.56%
Disabled	185	10.72%
Homemaker	23	1.33%
Illness	5	0.29%
Maternity	1	0.06%
Retired	24	1.39%
Employed part-time	50	2.90%
Temporary work	9	0.52%
Veteran	7	0.41%
Total	1726	100.00%

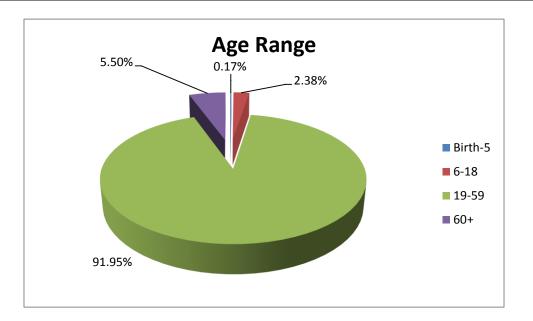
Employment Status



The employment status in FY'11 for Region 1 remains largely unchanged from FY'10 despite the regional changes in reporting lines.

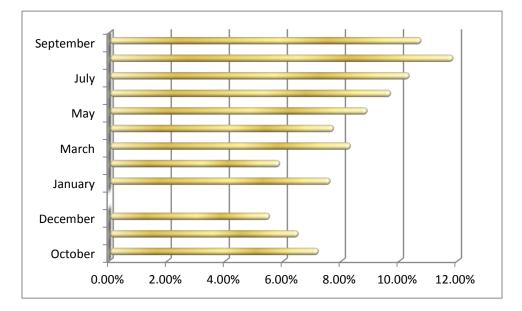
Age Range

Age Range	e Range Calls	
Birth-5	3	0.17%
6-18	41	2.38%
19-59	1587	91.95%
60+	95	5.50%
Total	1726	100.00%



Calls by Month

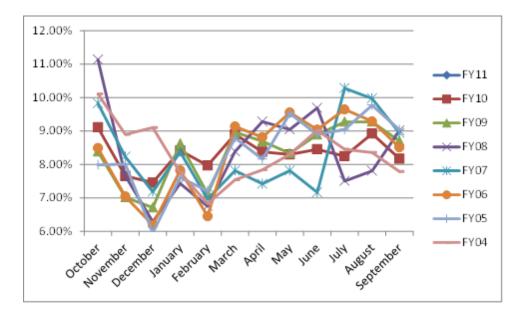
Month		Calls	Percentage
	2010		
October		124	7.18%
November		112	6.49%
December		95	5.50%
	2011		
January		131	7.59%
February		101	5.85%
March		143	8.29%
April		133	7.71%
May		153	8.86%
June		167	9.68%
July		178	10.31%
August		204	11.82%
September		185	10.72%
Total		1726	100.00%



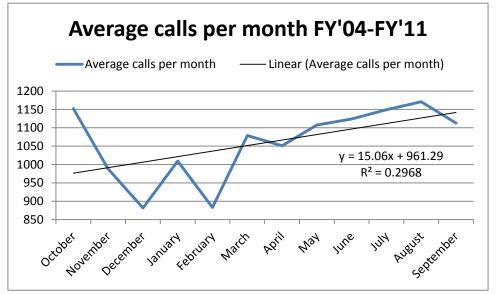
Region 2 calling habits are reflective of the rest of the state in that the majority of calls are received in the summer months.

Total	Calls,	All	Regions	by	Month
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Month	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04
YEAR 1								
October	7.46%	9.11%	8.38%	11.14%	9.83%	8.49%	7.99%	10.11%
November	7.57%	7.66%	7.02%	7.66%	8.23%	7.04%	8.01%	8.90%
December	6.56%	7.46%	6.71%	6.29%	7.19%	6.19%	5.95%	9.10%
YEAR 2								
January	7.49%	8.42%	8.63%	7.43%	8.37%	7.82%	7.61%	7.75%
February	6.30%	7.97%	7.12%	6.75%	6.97%	6.45%	7.21%	6.83%
March	8.35%	8.91%	8.97%	8.39%	7.82%	9.14%	8.80%	7.54%
April	7.57%	8.38%	8.69%	9.28%	7.42%	8.81%	8.16%	7.84%
Мау	8.63%	8.30%	8.33%	9.05%	7.82%	9.55%	9.53%	8.31%
June	9.85%	8.45%	8.89%	9.69%	7.16%	9.04%	8.90%	9.02%
July	9.71%	8.25%	9.27%	7.50%	10.28%	9.65%	9.04%	8.45%
August	10.32%	8.92%	9.27%	7.81%	9.97%	9.29%	9.77%	8.36%
September	10.19%	8.17%	8.70%	9.01%	8.94%	8.51%	9.04%	7.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



In terms of seasonality with regards to call patterns into Helpline Georgia, calls are traditionally at their lowest points during the winter months of December, January and February. The highest level of calls has been trending for the past eight reporting periods to the summer months of July, August and September.



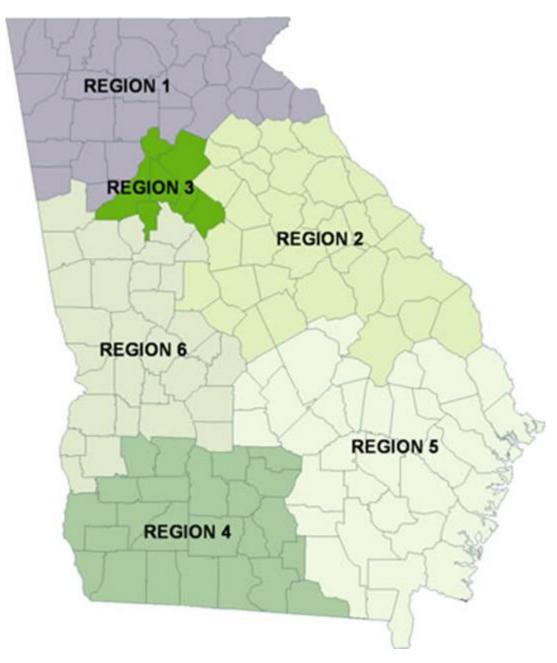
Average Calls per Month

The average call volume per month from FY'04-FY'11 is shown above. This more clearly shows, when layering each call volume per month for each of the last eight years that the highest utilization of Helpline Georgia occurs during the summer months of June, July, August and September. Additionally, the lowest call volumes continue to traditionally occur during the winter months.

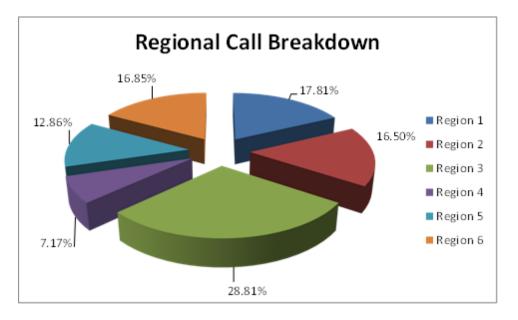
A linear regression trend line is noted above to determine the relevance and relationship between the months and the number of calls that are made into the Helpline. It can be noted that the "R" equation is a relational formula revealing the relationship between the x and y axis. A .2968 does indicated that there is indeed a relationship between the time of the year and the volume of calls that can be predicted.

Region Comparison

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



Regional Calls - FY'11				
Region 1	1863	17.81%		
Region 2	1726	16.50%		
Region 3	3014	28.81%		
Region 4	750	7.17%		
Region 5	1345	12.86%		
Region 6	1763	16.85%		
Total	10461	100.00%		



With the realignment of regional lines, Region 3 still retains the majority of all calls into Helpline Georgia, but there is a greater even distribution of calls throughout the state.

Counties

County	Calls	Percentage
Baldwin	76	4.40%
Barrow	58	3.36%
Bibb	441	25.55%
Burke	22	1.27%
Clarke	316	18.31%
Columbia	26	1.51%
Elbert	21	1.22%
Emanuel	27	1.56%
Glascock	0	0.00%
Greene	15	0.87%
Hancock	6	0.35%
Jackson	49	2.84%
Jasper	20	1.16%
Jefferson	19	1.10%
Jenkins	3	0.17%
Jones	14	0.81%
Lincoln	3	0.17%
Madison	22	1.27%
McDuffie	21	1.22%
Monroe	21	1.22%
Morgan	25	1.45%
Oconee	18	1.04%
Oglethorpe	5	0.29%
Putnam	27	1.56%
Richmond	362	20.97%
Screven	9	0.52%
Taliaferro	0	0.00%
Twiggs	1	0.06%
Walton	55	3.19%
Warren	4	0.23%
Washington	29	1.68%
Wilkes	3	0.17%
Wilkinson	8	0.46%
Total	1726	100.00%

Cities

City	Calls	Percentage	C	City	Calls	Percentage
Allentown	1	0.06%	F	lephzibah	5	0.29%
Appling	3	0.17%	F	loschton	2	0.12%
Arnoldsville	1	0.06%	F	Hull	6	0.35%
Athens	315	18.25%	h	rwinton	1	0.06%
Auburn	13	0.75%	J	efferson	16	0.93%
Augusta	356	20.63%	J	ersey	1	0.06%
Bethlehem	5	0.29%	J	uliette	1	0.06%
Bishop	1	0.06%	L	exington	3	0.17%
Blythe	1	0.06%	L	incolnton	3	0.17%
Bogart	4	0.23%	L	izella	4	0.23%
Braselton	6	0.35%	L	ouisville	7	0.41%
Buckhead	2	0.12%	Ν	Macon	437	25.32%
Carlton	2	0.12%	Ν	Madison	22	1.27%
Colbert	1	0.06%	Ν	Martinez	5	0.29%
Comer	4	0.23%	Ν	۸idville	1	0.06%
Commerce	22	1.27%	Ν	Ailledgeville	75	4.35%
Crawford	1	0.06%	Ν	Aillen	3	0.17%
Culloden	3	0.17%	Ν	Nonroe	44	2.55%
Danielsville	9	0.52%	Ν	Nonticello	20	1.16%
Davisboro	1	0.06%	Ν	Nicholson	3	0.17%
Dearing	1	0.06%	C	Dliver	1	0.06%
Dewy Rose	2	0.12%	R	Rutledge	1	0.06%
Eatonton	27	1.56%	S	andersville	23	1.33%
Elberton	19	1.10%	S	ardis	2	0.12%
Evans	7	0.41%	S	ocial Circle	10	0.58%
Forsyth	18	1.04%	S	parta	6	0.35%
Garfield	2	0.12%	S	tatham	1	0.06%
Gordon	4	0.23%	S	stillmore	1	0.06%
Gray	12	0.70%	S	wainsboro	19	1.10%
Greensboro	12	0.70%	S	Sylvania	8	0.46%
Grovetown	7	0.41%	Т	ennille	3	0.17%
Haddock	1	0.06%	Т	homson	20	1.16%
Hardwick	1	0.06%	Т	oomsboro	3	0.17%
Harlem	4	0.23%	Т	win City	5	0.29%
Harrison	1	0.06%	ι	Jnion Point	2	0.12%

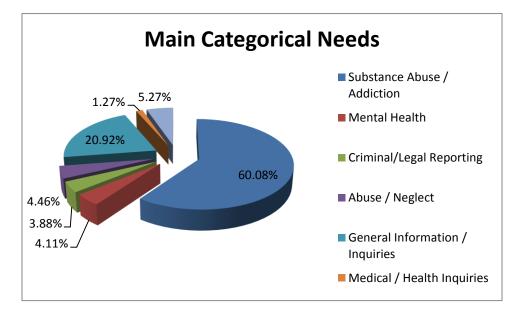
Region 2 Report	2011
Region 2 Report	

City	Calls	Percentage
Wadley	8	0.46%
Warrenton	4	0.23%
Warthen	1	0.06%
Washington	3	0.17%
Watkinsville	13	0.75%
Waynesboro	19	1.10%
White Plains	1	0.06%
Winder	39	2.26%
Winterville	1	0.06%
Wrens	4	0.23%
Total	1863	100.00%

Needs

Main Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1037	60.08%
Mental Health	71	4.11%
Criminal/Legal Reporting	67	3.88%
Abuse / Neglect	77	4.46%
General Information / Inquiries	361	20.92%
Medical / Health Inquiries	22	1.27%
Multiple	91	5.27%
Total	1726	100.00%



With regional realignment, calls from Region 2 grew from 1519 calls to 1726 in FY'11 for each of the main categorical needs. This represents a 14% increase in calls when comparing FY'10 to FY'11. Calls regarding General Information increased from 8% of all calls to nearly 21% for the region when comparing the last reporting period to FY'11.

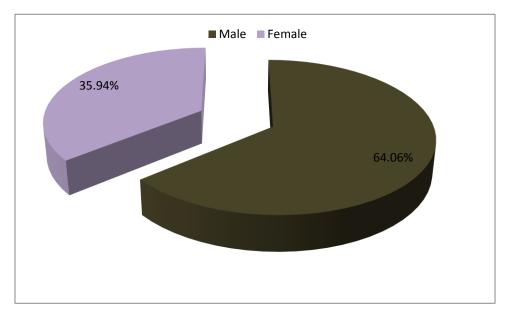
Top 15 Needs

Need	Calls	Rank
Substance Abuse	3573	
Freatment	0040	1
SUBSTANCE ABUSE	3246	2
Alcohol	1826	3
Prescription Drugs	1572	4
Cocaine	1498	5
Drug Abuse/Addiction	1465	6
Crack	1304	7
Alcohol Abuse/Addiction	1078	8
Varijuana	792	9
Other Opiates	746	10
Vethamphetamines	647	11
12 Step Programs	429	12
General Info. (Phone #	349	
Only)		13
Assessment	347	14
MENTAL HEALTH	249	15
rotal		

Specific Focus Areas

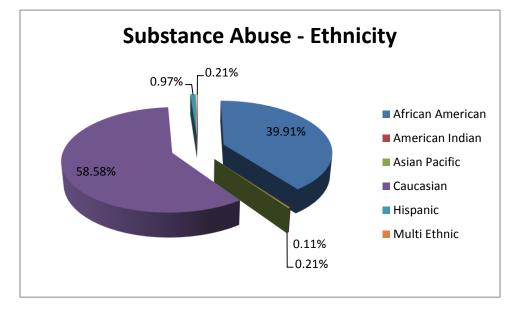
Substance Abuse

Gender	Calls	Percentage
Male	597	64.06%
Female	335	35.94%
Total	932	100.00%



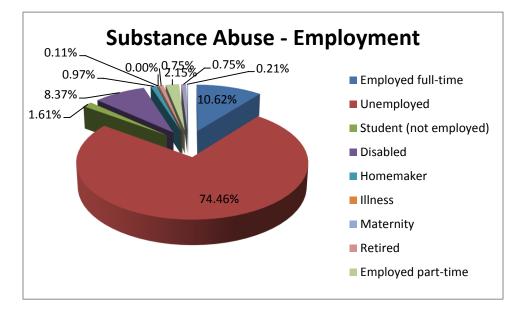
Call patterns in regards to gender in Region 2 during FY'12 have remained constant to FY'11 levels even with the restructuring of regional lines.

Ethnicity	Calls	Percentage
African American	372	39.91%
American Indian	1	0.11%
Asian Pacific	2	0.21%
Caucasian	546	58.58%
Hispanic	9	0.97%
Multi Ethnic	2	0.21%
Total	932	100.00%



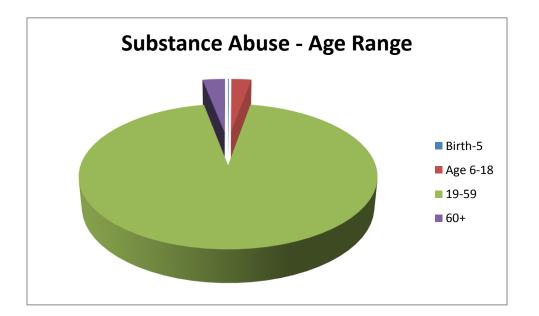
With the new divisional lines for FY'11, calls from Caucasians from Region 2 have declined from nearly 72% to 58% when comparing FY'11 with FY'10.

Employment Status	Calls	Percentage
Employed full-time	99	10.62%
Unemployed	694	74.46%
Student (not employed)	15	1.61%
Disabled	78	8.37%
Homemaker	9	0.97%
Illness	1	0.11%
Maternity	0	0.00%
Retired	7	0.75%
Employed part-time	20	2.15%
Temporary work	7	0.75%
Veteran	2	0.21%
Total	932	100.00%



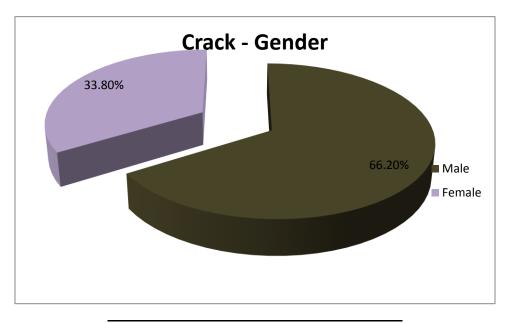
Substance Abuse calls from Region 2 remained largely unchanged for employment status with regard to percentage breakdown when comparing FY'11 with FY'10.

Age Range	Calls	Percentage
Birth-5	1	0.11%
Age 6-18	25	2.68%
19-59	878	94.21%
60+	28	3.00%
Total	932	100.00%

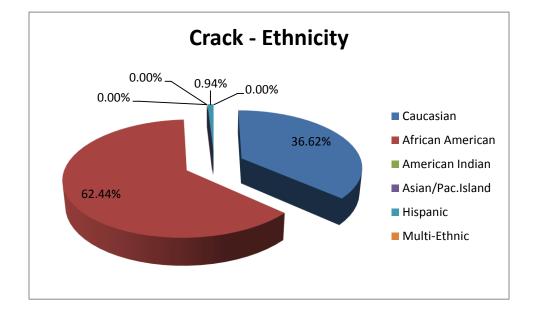


Crack

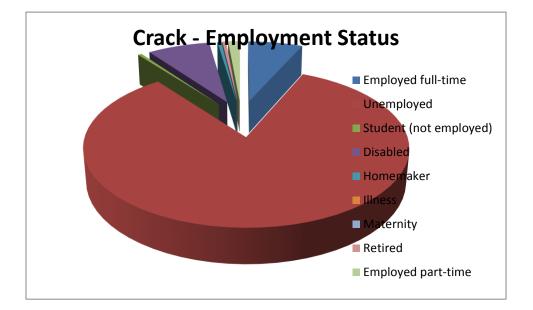
Calls	Percentage
	66.20%
72	33.80%
213	100.00%
	141 72



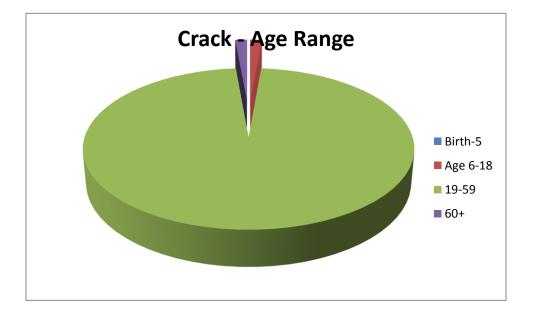
Ethnicity	Calls	Percentage
Caucasian	78	36.62%
African American	133	62.44%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	2	0.94%
Multi-Ethnic	0	0.00%
Total	213	100.00%



Employment Status	Calls	Percentage
Employed full-time	14	6.57%
Unemployed	177	83.10%
Student (not employed)	1	0.47%
Disabled	16	7.51%
Homemaker	1	0.47%
Illness	0	0.00%
Maternity	0	0.00%
Retired	1	0.47%
Employed part-time	3	1.41%
Temporary work	0	0.00%
Veteran	0	0.00%
Total	213	100.00%

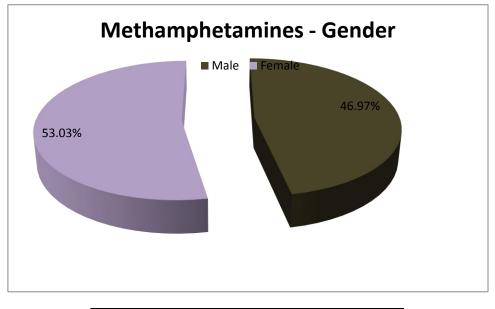


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	3	1.41%
19-59	207	97.18%
60+	3	1.41%
Total	213	100.00%

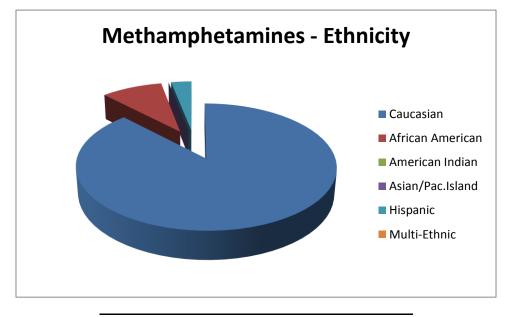


Methamphetamines

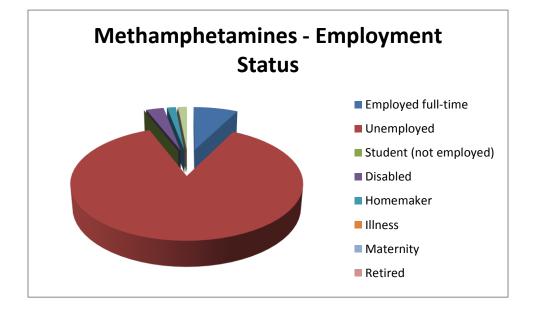
Gender	Calls	Percentage
Male	31	46.97%
Female	35	53.03%
Total	66	100.00%



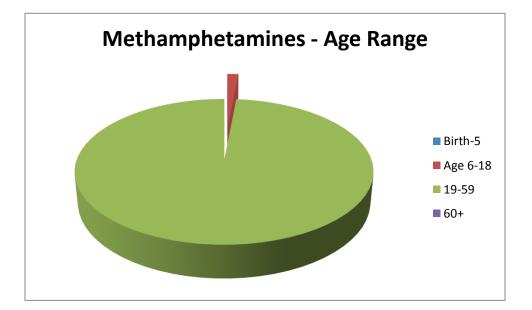
Ethnicity	Calls	Percentage	
Caucasian	58	87.88%	
African American	6	9.09%	
American Indian	0	0.00%	
Asian/Pac.Island	0	0.00%	
Hispanic	2	3.03%	
Multi-Ethnic	0	0.00%	
Total	66	100.00%	



Employment Status	Calls Percentage	
Employed full-time	5	7.46%
Unemployed	58	86.57%
Student (not employed)		0.00%
Disabled	2	2.99%
Homemaker	1	1.49%
Illness		0.00%
Maternity		0.00%
Retired		0.00%
Employed part-time	1	1.49%
Temporary work		0.00%
Veteran		0.00%
Total	67	100.00%

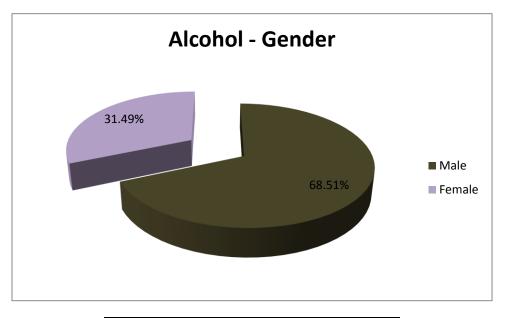


Age Range	Calls	Percentage	
Birth-5	0	0.00%	
Age 6-18	1	1.49%	
19-59	66	98.51%	
60+	0	0.00%	
Total	67	100.00%	

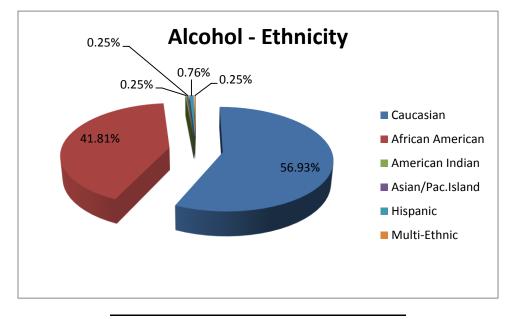


Alcohol

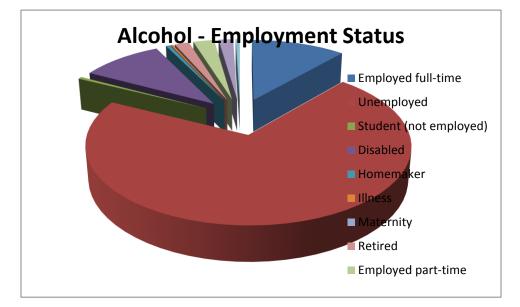
Gender	Calls	Percentage	
Male	272	68.51%	
Female	125	31.49%	
Tatal	207	400.00%	
Total	397	100.00%	



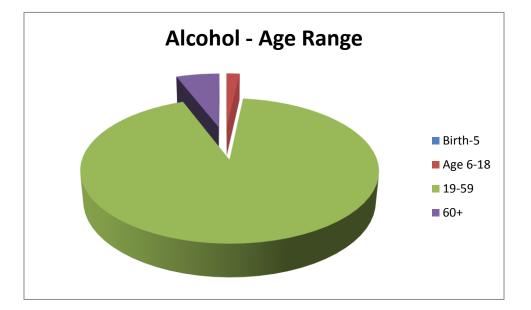
Ethnicity	Calls	Percentage
Caucasian	226	56.93%
African American	166	41.81%
American Indian	1	0.25%
Asian/Pac.Island	1	0.25%
Hispanic	3	0.76%
Multi-Ethnic	1	0.25%
Total	397	100.00%



Employment Status	Calls	Percentage
Employed full-time	45	11.34%
Unemployed	282	71.03%
Student (not employed)	2	0.50%
Disabled	39	9.82%
Homemaker	2	0.50%
Illness	1	0.25%
Maternity	0	0.00%
Retired	7	1.76%
Employed part-time	10	2.52%
Temporary work	7	1.76%
Veteran	2	0.50%
Total	397	100.00%

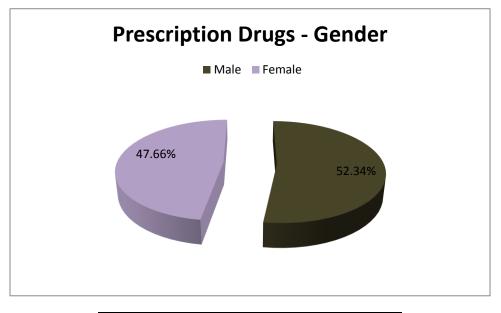


Age Range	Calls	Percentage	
Birth-5	0	0.00%	
Age 6-18	7	1.76%	
19-59	367	92.44%	
60+	23	5.79%	
Total	397	100.00%	

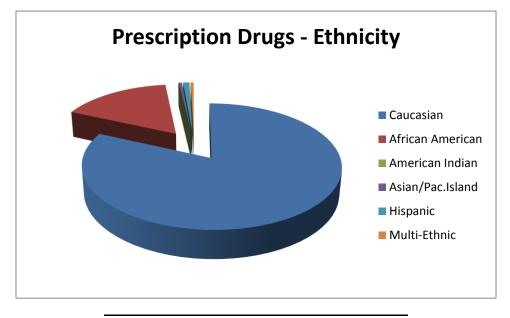


Prescription Drugs

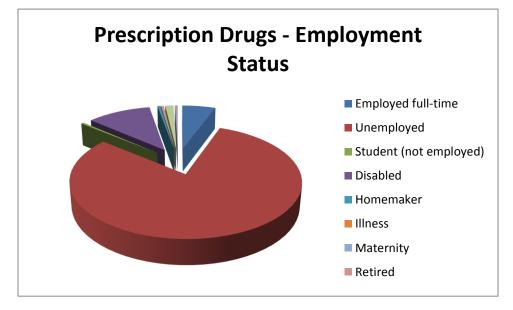
Gender	Calls	Percentage
Male	112	52.34%
Female	102	47.66%
Total	214	100.00%



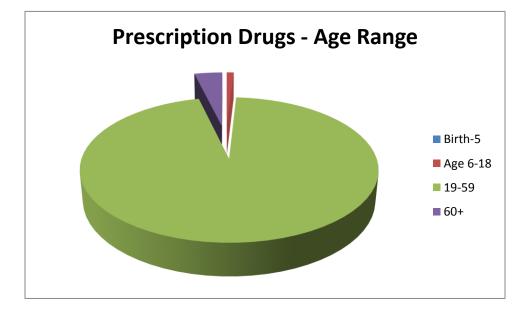
Ethnicity	Calls	Percentage	
Caucasian	175	81.78%	
African American	35	16.36%	
American Indian	0	0.00%	
Asian/Pac.Island	1	0.47%	
Hispanic	2	0.93%	
Multi-Ethnic	1	0.47%	
Total	214	100.00%	



Employment Status	Calls	Percentage
Employed full-time	12	5.61%
Unemployed	172	80.37%
Student (not employed)	1	0.47%
Disabled	23	10.75%
Homemaker	1	0.47%
Illness	0	0.00%
Maternity	0	0.00%
Retired	1	0.47%
Employed part-time	3	1.40%
Temporary work	1	0.47%
Veteran	0	0.00%
Total	214	100.00%

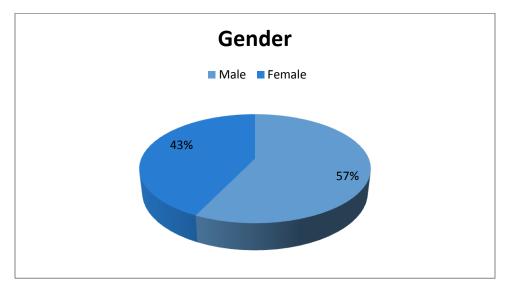


Age Range	Calls	Percentage	
Birth-5	0	0.00%	
Age 6-18	2	0.93%	
19-59	204	95.33%	
60+	8	3.74%	
Total	214	100.00%	

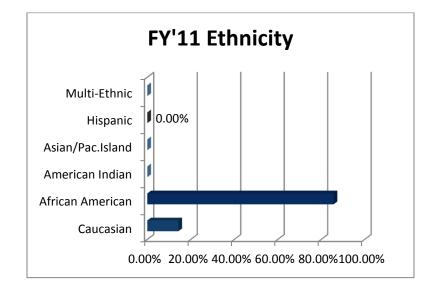


Gambling

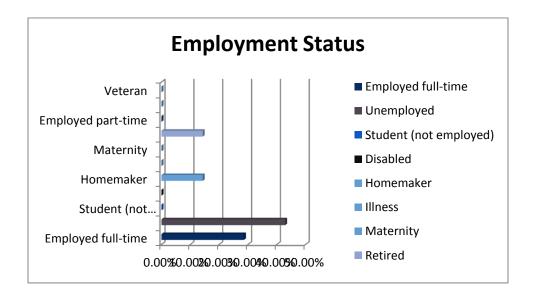
Gender	Calls	Percentage	
Male	4	57.14%	
Female	3	42.86%	
Total	7	100.00%	



Ethnicity	Calls	Percentage	
Caucasian	1	14.29%	
African American	6	85.71%	
American Indian	0	0.00%	
Asian/Pac.Island	0	0.00%	
Hispanic	0	0.00%	
Multi-Ethnic	0	0.00%	
Total	7	100.00%	



Employment Status	Calls	Percentage
Employed full-time	2	28.57%
Unemployed	3	42.86%
Student (not employed)	0	0.00%
Disabled	0	0.00%
Homemaker	1	14.29%
Illness	0	0.00%
Maternity	0	0.00%
Retired	1	14.29%
Employed part-time	0	0.00%
Temporary work	0	0.00%
Veteran	0	0.00%
Total	7	100.00%



Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	0	0.00%
19-59	5	71.43%
60+	2	28.57%
Total	7	100.00%

