



**HODAC**  
**48 Month**  
**Comparison Report**  
**July 2003 – June 2007**

October 31, 2007

by



*ANOVA Business Analysts*

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## METHODOLOGY & INTRODUCTION

A thorough and complete statistical analysis has been compiled, disseminated, and analyzed for the period of July 1, 2003 – June 30, 2007. This data has been compiled from actual calls received into the Helpline Georgia Call Center and logged into the database. Data was received in a ‘raw’ or untouched state where a series of statistical cleaning and repairing operations were performed. If pertinent data was missing from specific calls, that call was deleted from the entire database to allow for a relevant and pertinent database to analyze from. Type 1 and Type 2 statistical errors were avoided at all costs.

This data has been received from HODAC two times per year for each of the last four years. These six month periods – from July 1 – December 31, and January 1 – June 30 of each year were also broken down based upon MHDDAD regions, demographics and the needs of the callers who utilized Helpline Georgia. At the end of each fiscal year, the two six month periods were linked to analyze call utilization, behavior and needs for the entire year. Each of these four years are then analyzed together to see if there are any trends emerging based upon demographics, regional or county need issues, and whether there also may be increased or decreased utilization based upon a series of indicators.

Many changes have taken place over the four year period data has been collected for Helpline Georgia. One of the most far-reaching changes has been the changes to the MHDDAD regions. When the data analyzing project began, there were 13 regions, which was changed to 7 regions and then most recently to 5. Next reporting period, the regions will be expanded to include 18 regions. This last change is anticipated to reveal more pertinent results. With the fewer number of regions, there becomes a greater risk that a small, rural area will be absorbed by a larger urban center it is close to geographically, and miss potentially significant results conducive to that locale. A greater number of regions will be able to link smaller portions of the state together and reveal truly local problems that may be pre-existing to the communities of that area.

Call numbers were analyzed to determine the productivity of the Helpline as well as disseminating where potential data collection errors lie. Certain specific state, regional, and county information was deemed important to obtain from each dataset.

It was believed that the information obtained from each of these datasets would reveal caller behaviors, habits and Helpline Georgia utilizations from differing areas of the state. The information culled from each of the four years data was collected has many great implications for the further and continued effectiveness and efficiency of Helpline Georgia. There are great marketing opportunities the Helpline may pursue to cater to the needs of the people of Georgia and the Helpline has the opportunity to use their results in coupling with other mental and social agencies to foster a multi-pronged effort to improve the quality of life for the citizens of Georgia.

It is believed that the four year period studied will begin to reveal many specific needs by region, as well as some underlying trends. Predictive models will be possible since a great indicator of future behavior is past behavior. It is strongly encouraged that several differing agencies from the policing side, social, behavioral and counseling side, join forces with educational agencies to utilize this anonymous data to begin to tailor a strategy for improving both mental health and addiction issues for Georgians. The results





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found within this study are an invaluable tool for health, educational, and law enforcement professionals to utilize.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY04 to FY07 for HODAC, Inc. Please contact ANOVA Business Analysts with any questions at the following:

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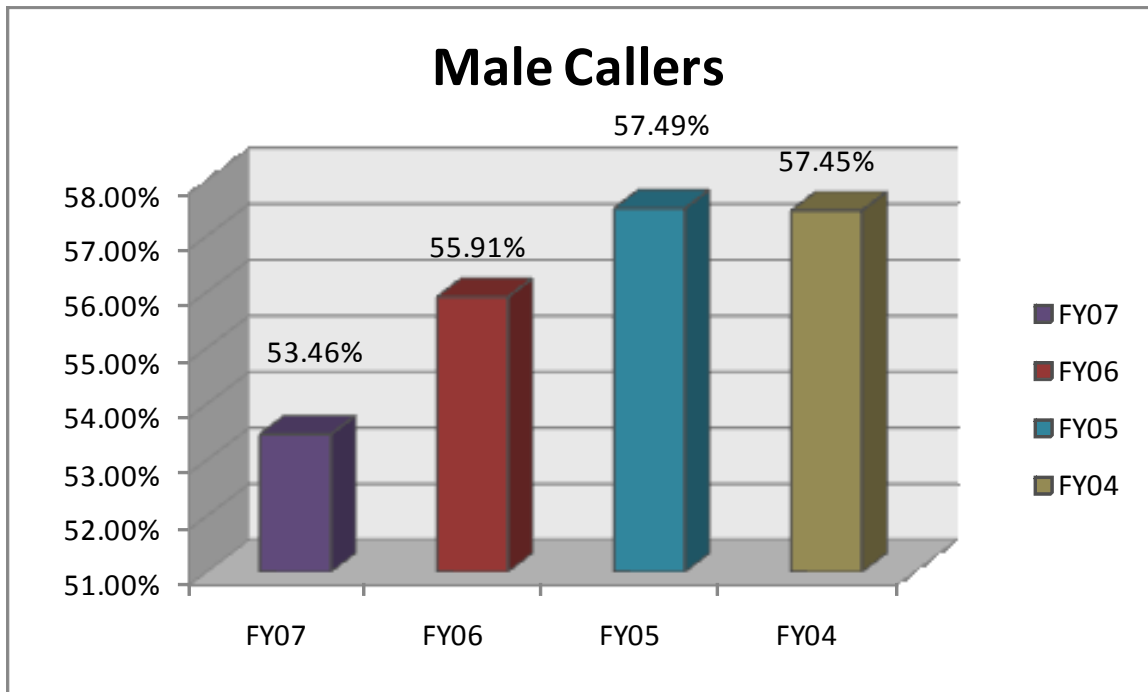


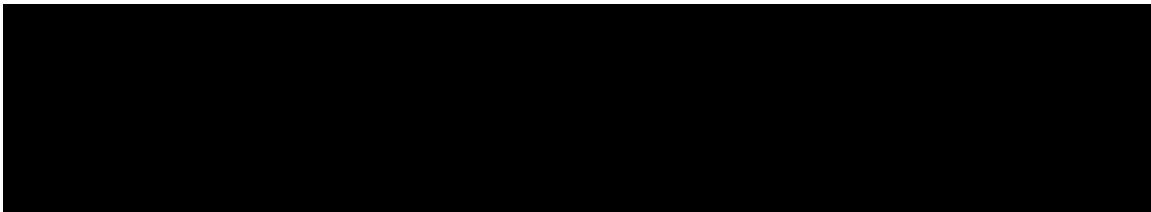
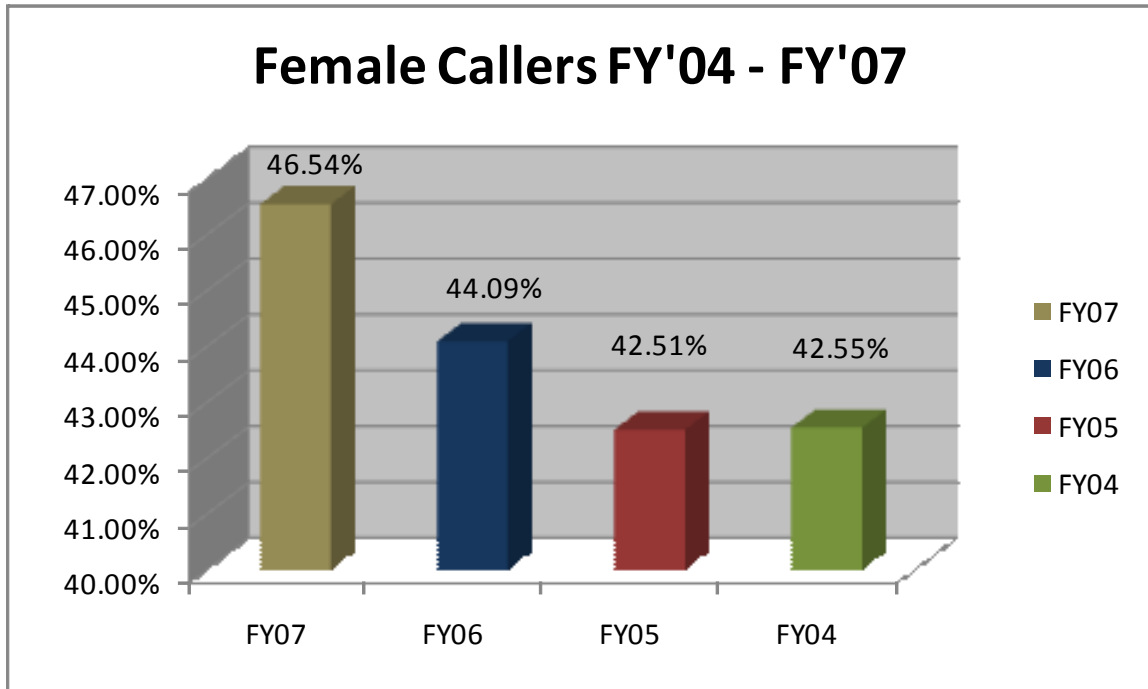
## Demographics – State

### Gender

An interesting trend has emerged regarding the utilization of Helpline Georgia with regards to gender. Since FY '04, male callers have utilized the service consistently less each year, while their female counterparts have increased their interest in seeking assistance from the Helpline. While males still accounted for nearly 54% of all calls received into the Helpline for FY'07, there has been a significant decline. Perhaps the most significant decline in male utilization of the service is from FY'07 when compared to FY'06 where there was an overall 5% decline in male callers.

For females, they have consistently called Helpline Georgia more and more each year, amalgamating into nearly 47% of all calls. It is hypothesized that the gender call disparity will narrow even further as time passes and data is continued to be gathered. Why? Well...there are several different hypotheses. It is believed that perhaps a marketing strategy aimed at females has begun to take effect. Also, while the Helpline is utilized for hundreds of different reasons, it is largely used as means to discuss the problems and issues associated with addiction. It is no secret that the problems of addiction are not a male only issue but also that the level of female addicts is rising rapidly. What is interesting to investigate further is the level of gender utilization with regards to the type of addiction each gender pursues. This will be revealed later within the report. Another possible reason is the acceptance level of females to utilize the call center while male utilization has begun to fade.





## Ethnicity

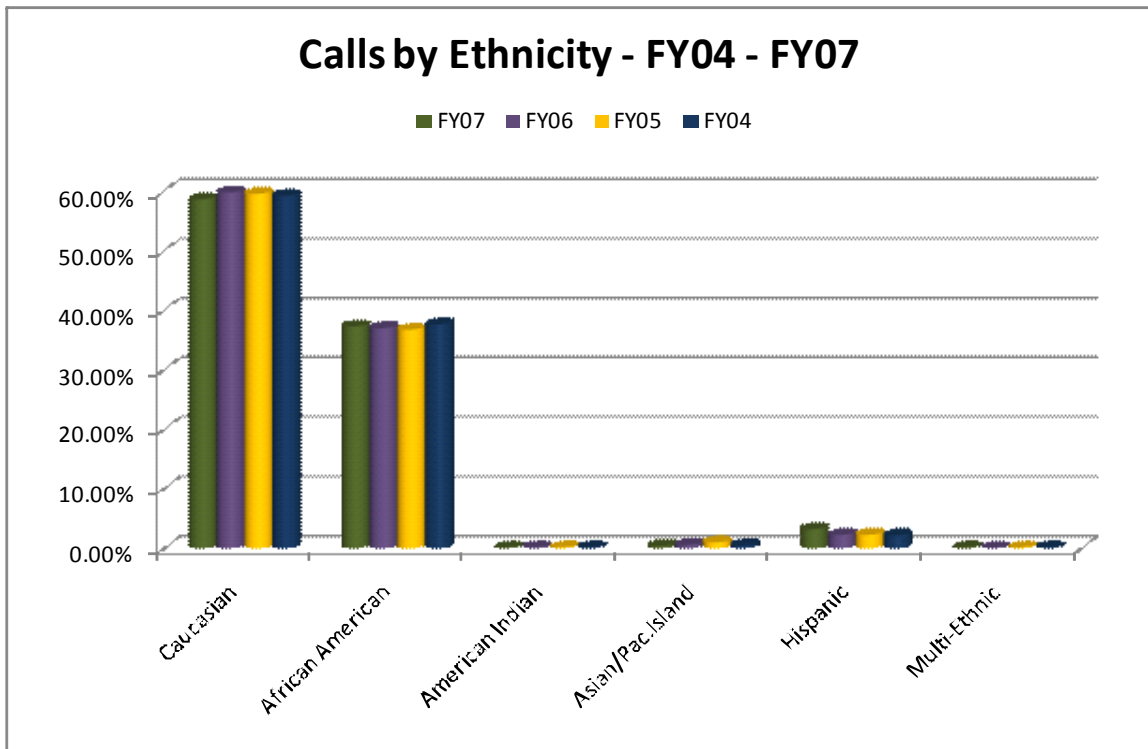
As has been the case for each of the 4-year reporting period, Caucasians have utilized Helpline Georgia at least 1.5 times the amount of other ethnicities. Both Caucasians and African American callers have utilized the service at relatively consistent rates during each of the four years with the highest amount of variation occurring amongst African Americans between 2004 and 2005. There was a 2.39% decline in the number of calls received by this ethnicity in 2005 over 2004. In all other cases, there has only been a slight deviation between years amounting to no more than 1% for both Caucasian and African American ethnicities.

What has been interesting to note is the vast change in the utilization of Helpline Georgia by Hispanics within the state. Although only accounting for just over 2% of the calls on any given year, there was a 43% rise in calls received by Hispanics in 2007 over 2006. This amounted to over 3% of the calls received. This can be attributed to the growing number of Hispanics infiltrating into the state during the past four years. Further examination over a longer period of time is required to determine if the increase in

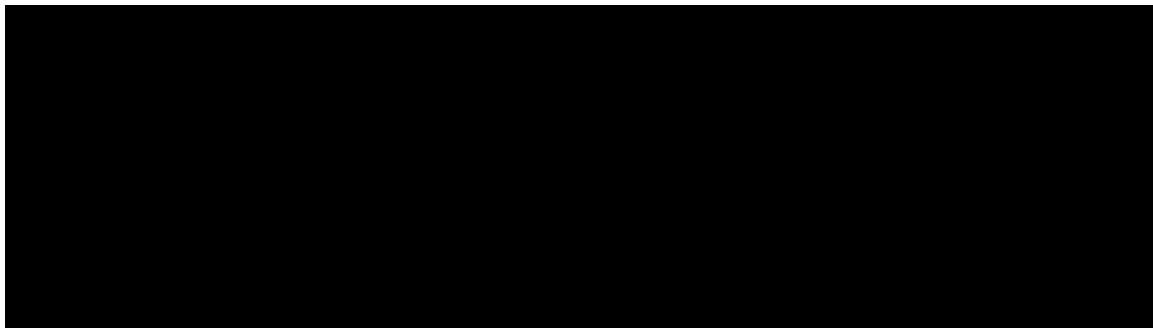


received calls can be attributed to a greater acceptance of outside counseling and assistance, since this culture can be very insulated and cloistered in this regard.

No other ethnicity logged appears to make much of an impact to call results for Helpline Georgia with the exception of Caucasians and African Americans. In fact, while Asian Pacific callers appeared to be on an upward trend in 2005, there has been a steady decline, with call results falling well below even 2004 received calls. Does this indicate that no other ethnicity accepts the outside help of such services as Helpline Georgia? It is believed that a major factor is that the relative number of both Caucasians and African Americans merely outnumber any other ethnicity within the state, although it would be prudent to commence educational and marketing endeavors aimed at obtaining the buy-in of other ethnicities that reside within Georgia.



The graph strikingly illustrates the consistent nature of calls based upon ethnicity received into Helpline Georgia over the past four years. Also apparent is the relative insignificance of the numbers of calls received by any other ethnicity with the exception of Caucasians and African Americans.



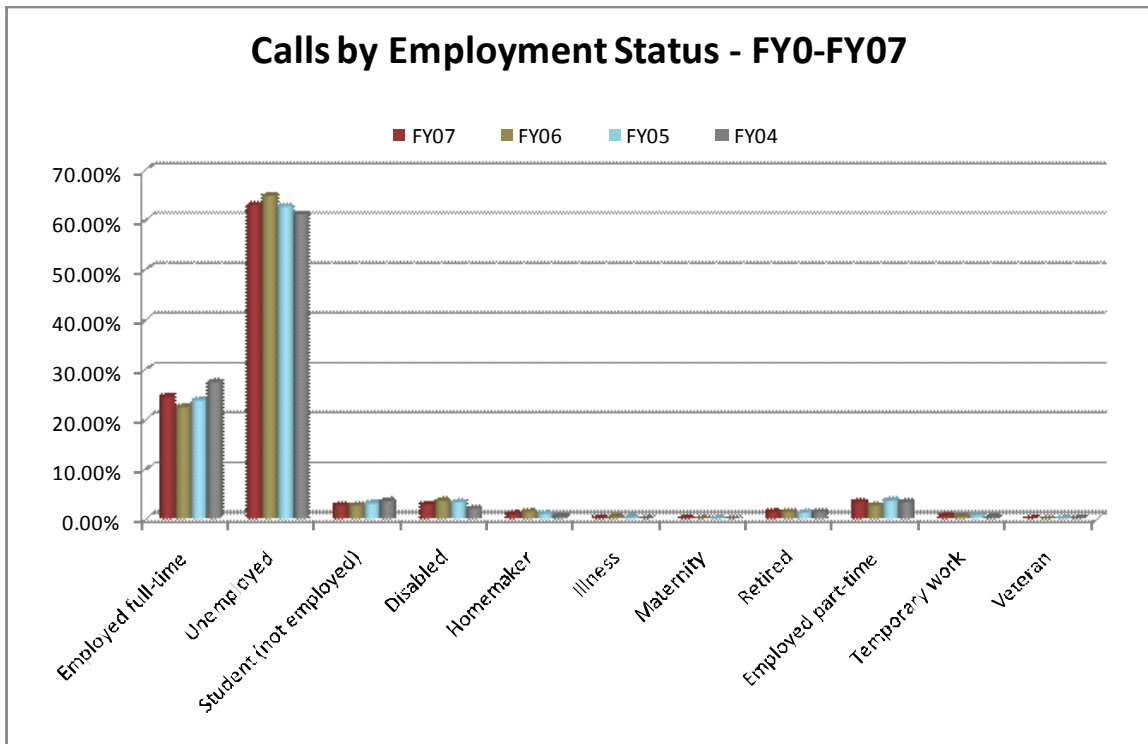
## Employment Status

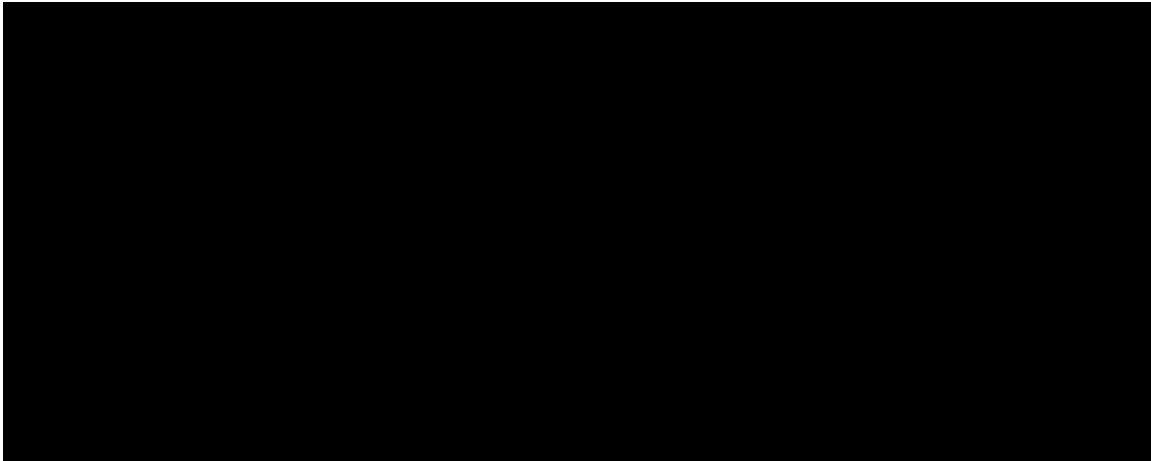
It can be surmised in general that a person seeking assistance will be someone who is somehow suffering in regards to their employment status. They may be disabled, retired, unemployed, or underemployed. While it is true that nearly 2/3 of all calls received into Helpline Georgia during any given year are from unemployed individuals, the next common employment status of caller is fully employed. Nearly 90% in any given year can be represented by either Employed, or Unemployed individuals. The Disabled, Homemaker, and the part-time employed individual make up the next highest level of calls, with none of these callers comprising more than 3% of all calls during any given year.

One status of great interest, although only generating a fraction of a percentage point in any given reporting period is the Maternity Status. From only 5 calls being received by pregnant Georgians in 2004 to 20 calls in 2007, there has been a 4 fold increase in calls. Calls doubled alone from 2006 to 2007 and included calls for parenting, substance abuse and social services. Although insignificant overall statistically speaking, these results may pose an interesting trend to continue investigating.

Another interesting note is the 35% decline in calls received from Homemakers in 2007 over 2006. There is no trend with regard to these calls over the past four years. They have been very inconsistent.

Calls received from the Unemployed have remained the most consistent over the past four years, only diverging a maximum of 3% on any given year.



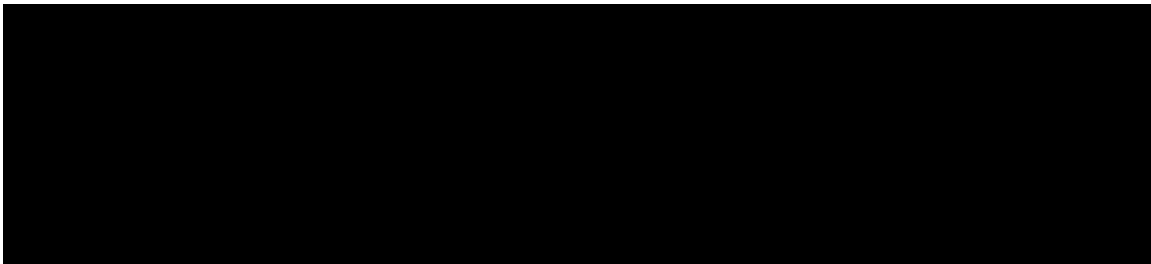


Much as with the graph representing calls by ethnicity, it is apparent graphically that there are consistent call behaviors from various groups each year.

### **Age Range**

Helpline Georgia has collected the age range for callers for the past four years. They did not collect individual ages of callers until part way through FY05. Interestingly, the highest number of callers is often received by individuals in their late 30's. The calls build up during the early 20's, peaking by age 38 – 40, and then tapering off quickly.

Age range results are as follows:



## Caller Usage – State & Regional

### **State**

#### ***Total Yearly Calls***

All calls received into Helpline Georgia are logged. Each call is recorded as to the Gender, Ethnicity, Age Range, Employment Status, Primary Need, County, City, Time of Call, Length of Call, who receives the call, and MHDDAD Region. No calls are analyzed that have any errors or are left blank during the data entry phase of the call. This is to ensure that no calls are analyzed with incorrect information, creating a situation of bias.

HODAC has greatly improved their data collection methods, allowing the retention of nearly 92% of all data over the last four years of call information collection.

Interestingly, call behavior has remained fairly consistent, straying just slightly more than 8% in any given year.

### **Regional**

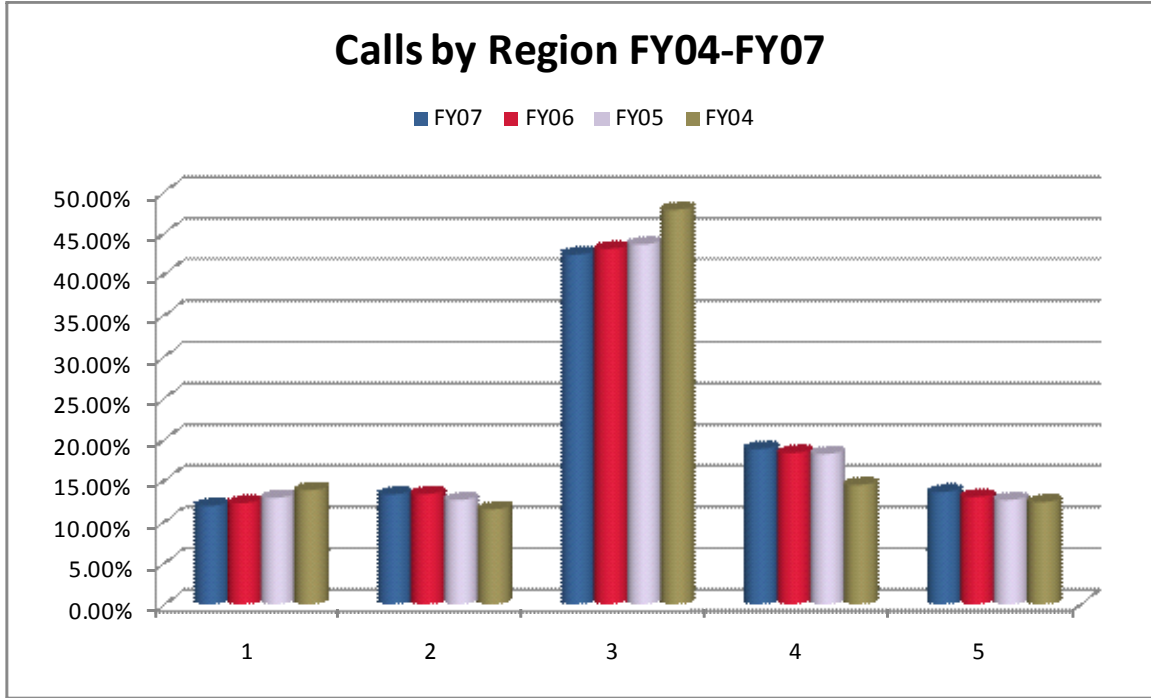
#### ***Regional Call Usage***

Each yearly data collected by Helpline Georgia is linked to a MHDDAD Region that is corresponded based upon the county the caller is from. As previously mentioned, there were several regional identification changes, yet each year was recalibrated to reflect any regional change that may have occurred. It is evident that Region 3, or the Metro Atlanta area culls the most number of calls in each of the reporting years. Interestingly however is the steady decline by Region 3 each reporting period. Over the four years reported, Region 3 has shown an overall 12% decline in calls, while Region 5 has garnered nearly 10% over the same period. Note: All results are reported upon by utilizing relative weighted percentages to ensure each region or heading is considered on an even playing field.

Region 1, encompassing the northwest portion of the state has realized a steady decline in calls by percentage in each year.

Both Region 4 and 5 have realized a marked increase in call utilization of Helpline Georgia.





## Caller Usage – County

Each call has been logged by county. County caller utilization is listed below.

COUNTY	FY07	FY06	FY05	FY04
Appling	22	24	26	25
Atkinson	9	9	6	4
Bacon	16	15	7	11
Baker	3	4	4	4
Baldwin	87	87	58	51
Banks	1	8	4	8
Barrow	82	103	74	71
Bartow	154	167	157	192
Ben Hill	39	30	21	37
Berrien	20	26	21	19
Bibb	609	580	498	357
Bleckley	20	22	19	15
Brantley	16	9	5	5
Brooks	10	12	14	9
Bryan	22	21	16	16
Bulloch	48	63	61	20
Burke	30	30	26	11
Butts	24	31	27	48
Calhoun	1	10	5	9
Camden	42	45	21	35
Candler	9	7	8	3
Carroll	190	196	199	188
Catoosa	28	19	44	31
Charlton	11	8	6	7
Chatham	431	501	508	559
Chattahoochee	1	3	2	1
Chattooga	14	35	17	24
Cherokee	183	202	181	213
Clarke	155	198	171	189
Clay	2	2	3	7
Clayton	403	484	399	363
Clinch	9	9	9	4
Cobb	771	851	809	943
Coffee	62	56	46	31
Colquitt	59	63	48	50
Columbia	32	28	35	30
Cook	24	16	21	22
Coweta	177	265	210	170
Crawford	8	7	12	11
Crisp	40	39	29	25
Dade	3	4	2	6

COUNTY	FY07	FY06	FY05	FY04
Dawson	18	20	17	17
Decatur	56	39	31	35
Dekalb	576	672	601	719
Dodge	23	28	17	19
Dooly	11	26	11	5
Dougherty	218	259	245	205
Douglas	148	202	195	198
Early	10	5	13	13
Echols	0	2	0	1
Effingham	42	51	36	39
Elbert	26	20	23	20
Emanuel	28	33	22	13
Evans	10	25	12	20
Fanin	12	12	11	10
Fayette	90	132	111	122
Floyd	136	147	165	179
Forsyth	98	100	95	94
Franklin	35	27	34	27
Fulton	2422	2581	2475	2865
Gilmer	15	13	28	30
Glascocock	8	2	3	4
Glynn	112	125	126	138
Gordon	58	72	55	93
Grady	34	34	28	29
Greene	14	22	13	24
Gwinnett	734	786	734	786
Habersham	20	24	16	11
Hall	201	226	199	161
Hancock	13	10	12	8
Haralson	47	50	54	46
Harris	11	15	11	9
Hart	12	12	30	11
Heard	20	12	9	31
Henry	235	282	238	219
Houston	580	633	682	431
Irwin	4	6	8	9
Jackson	64	76	72	43
Jasper	22	24	16	15
Jeff Davis	18	24	21	19
Jefferson	31	21	20	20
Jenkins	1	10	4	16





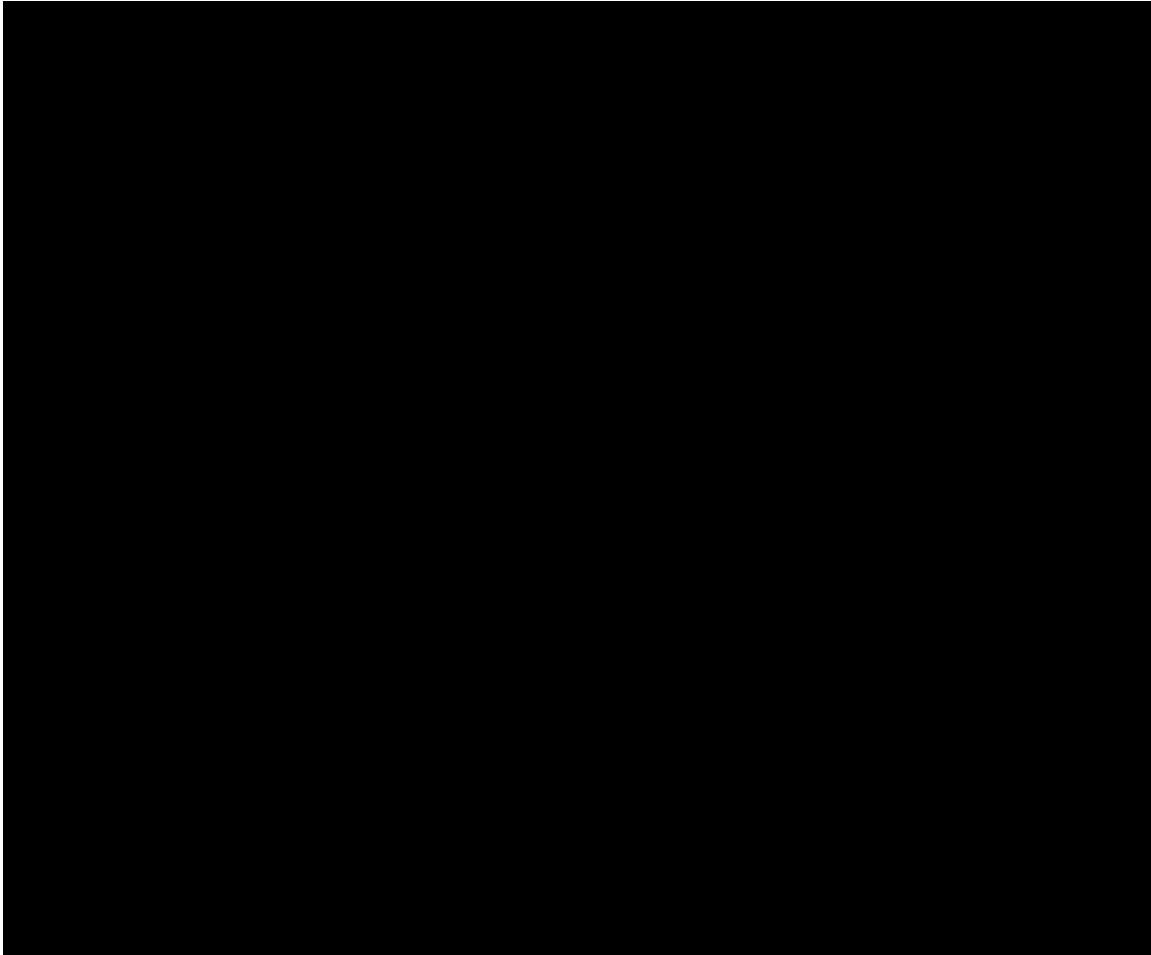
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COUNTY	FY07	FY06	FY05	FY04
Johnson	7	6	3	3
Jones	14	23	11	8
Lamar	29	29	36	32
Lanier	4	6	14	8
Laurens	111	87	53	73
Lee	11	16	12	13
Liberty	28	36	35	33
Lincoln	1	8	3	1
Long	10	8	2	5
Lowndes	233	212	226	197
Lumpkin	21	24	26	4
Macon	25	12	27	32
Madison	23	18	24	20
Marion	7	2	4	5
McDuffie	32	29	16	27
McIntosh	28	16	19	8
Meriwether	41	30	35	33
Miller	11	11	8	6
Mitchell	13	14	21	14
Monroe	22	35	20	20
Montgomery	17	14	16	16
Morgan	32	27	31	18
Murray	18	20	9	24
Muscogee	327	393	346	358
Newton	103	117	110	102
Oconee	4	9	5	4
Oglethorpe	16	7	2	3
Paulding	104	114	127	122
Peach	67	78	70	43
Pickens	28	18	19	20
Pierce	16	17	11	7
Pike	8	12	14	16
Polk	60	55	73	64
Pulaski	17	19	23	20
Putnam	19	34	24	30
Quitman	3	1	1	3
Rabun	18	26	6	15
Randolph	7	11	8	6
Richmond	509	531	479	467
Rockdale	127	143	167	174
Schley	4	8	5	5

COUNTY	FY07	FY06	FY05	FY04
Screven	11	12	8	12
Seminole	11	9	6	11
Spalding	138	149	131	199
Stephens	36	42	29	16
Stewart	8	6	6	6
Sumter	95	48	47	47
Talbot	8	1	4	5
Taliaferro	0	3	2	1
Tattnall	26	25	14	16
Taylor	10	10	15	12
Telfair	13	20	13	25
Terrell	5	17	7	13
Thomas	75	94	74	66
Tift	61	76	62	75
Toombs	65	86	59	72
Towns	7	3	2	2
Treutlen	25	9	5	4
Troup	128	171	154	169
Turner	13	18	9	5
Twiggs	4	7	11	6
Union	4	12	7	7
Upson	38	25	39	34
Walker	60	58	60	60
Walton	51	74	54	56
Ware	73	62	71	49
Warren	7	7	5	7
Washington	25	29	27	28
Wayne	42	30	37	20
Webster	0	5	0	2
Wheeler	10	9	4	6
White	19	23	12	15
Whitfield	77	100	74	89
Wilcox	4	9	4	8
Wilkes	5	2	3	5
Wilkinson	17	12	15	8
Worth	13	25	22	18
TOTAL	13439	14713	13555	13811



Calls are logged from each of the 159 counties that make up the state of Georgia. There several counties that garner a significant number of calls and many more counties that have sporadic calling patterns. There does appear to be a pattern in both high and low call yields. Percentages of the total whole call amount were evaluated rather than actual calls to allow for even comparisons between each and every county represented.



It is evident that there are several regions able to attract a significant number of callers to utilize Helpline Georgia, while other areas have a difficult time getting one call a year for their corresponding counties. Marketing is an important tool to try to appeal to the people of these low utilization areas however, given the choice to market to a million people versus a thousand people, a smart marketer will put his money where there is a better chance for a return on a dollar spent. There is no surprise therefore, that the majority of calls are received from largely urban centers.

There are simple, inexpensive ways to market to these areas where a maximum impact will be made with few dollars. A flyer campaign in the school system, posters in Public Health Departments, and inexpensive local radio advertising can go a long way to create awareness outside of urban centers.

Below, the map of Georgia illustrates the clusters of both high levels and low levels of Helpline Georgia calls logged. The twelve highest and lowest counties with regards to the percentage of calls received into the Helpline were utilized using FY07's

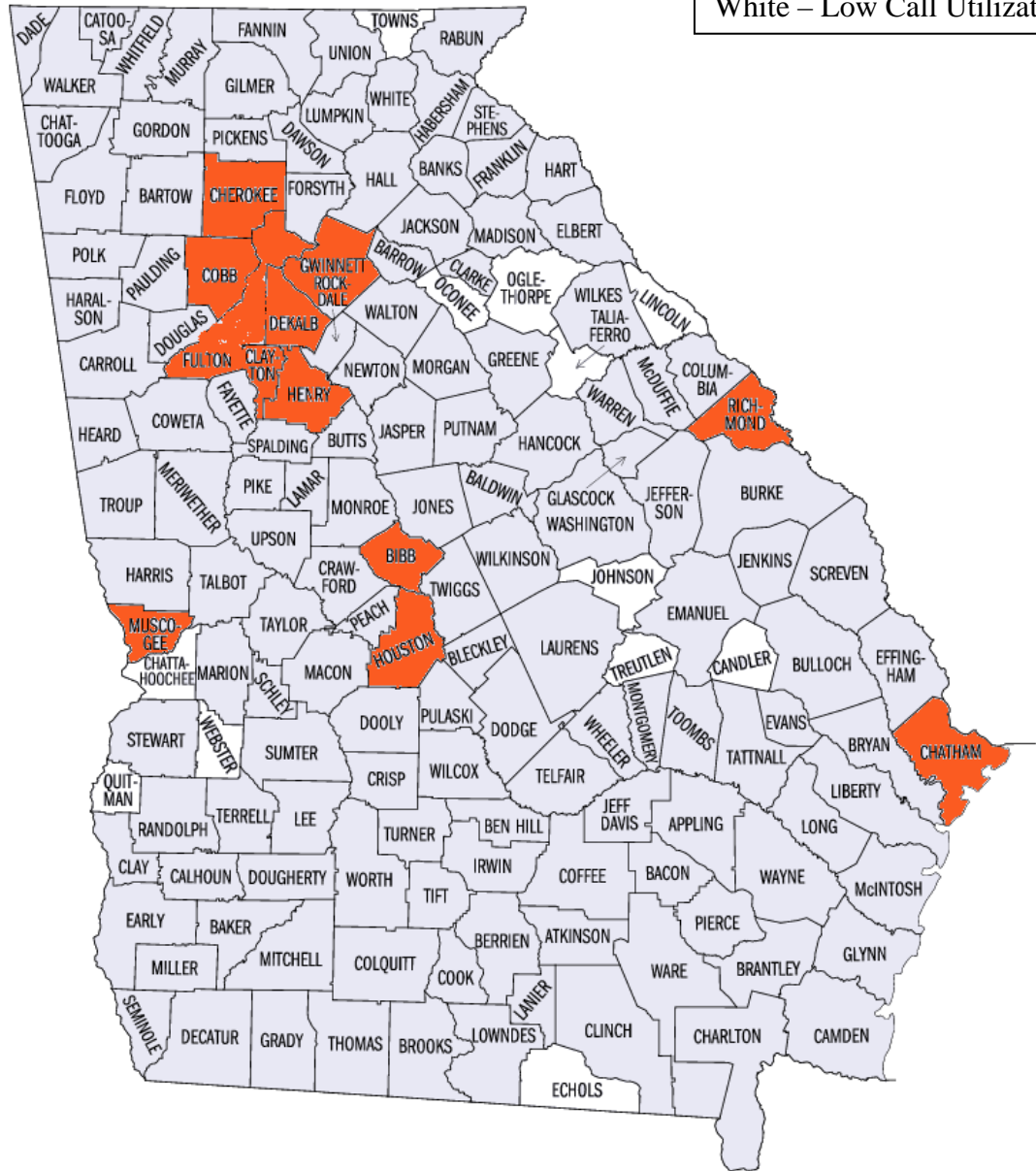


results as the benchmark. The counties highlighted in orange represent high levels of calls and the counties highlighted in white represent the counties with no or low representation with Helpline Georgia.

### County Map of Georgia

*Utilization*

Orange – High Call Utilization  
White – Low Call Utilization



Most interesting is the high utilization of Muscogee County with Webster and bordering Chatahoochee and nearby Quitman County yielding some of the lowest Helpline utilizations. With such high Helpline usage in the Muscogee area, it would be



logical to assume there would be spill over into neighboring counties. Several areas reveal this phenomenon throughout the state with call behaviors that are clustered. This region diverges from the cluster effect however, with three nearby counties yielding poor Helpline Georgia utilizations.

Greater Metro Atlanta counties are noted to produce the highest levels of calls into Helpline Georgia and have consistently done so in each of the four years of reporting. What shows as a dichotomy is the low scoring of neighboring Oconee and Oglethorpe. These findings appear to deviate from the expected. Oconee and Oglethorpe, while not nearly as populated as the Metro region, still have a great amount of growth amongst its population, yet yield very poor results for Helpline Georgia. This area may greatly benefit from an educational and marketing strategy in an attempt to capture this market and create awareness of the availability of Helpline Georgia.

Both of the preceding areas would greatly benefit from a needs study to determine whether other services are offered in these regions to preclude Helpline Georgia from not being utilized, or whether there is an issue of lack of awareness on the part of the citizens.

## Caller Usage – By Month

Calls into Helpline Georgia are logged by date and month to monitor clients calling habits and to determine if there are trends related to seasons.

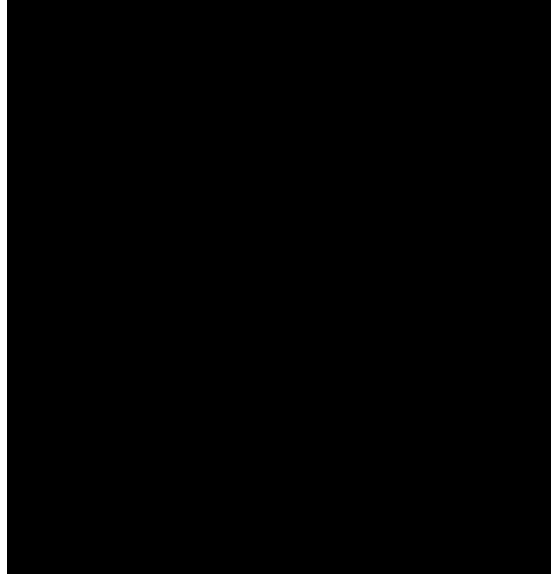
There are several items to note regarding the calling patterns of Helpline users during the past four year reporting period.

It has been hypothesized that people somewhat relate mental health and wellness to the time of the year. Oftentimes, it is believed that people have a more difficult time during holiday seasons, where troubles with mental health, addiction, and relationships can be exacerbated. If this is the case, one would surmise that calls could be more frequent during such major holidays as Thanksgiving, Christmas, New Year's and perhaps the time right after the holiday season.

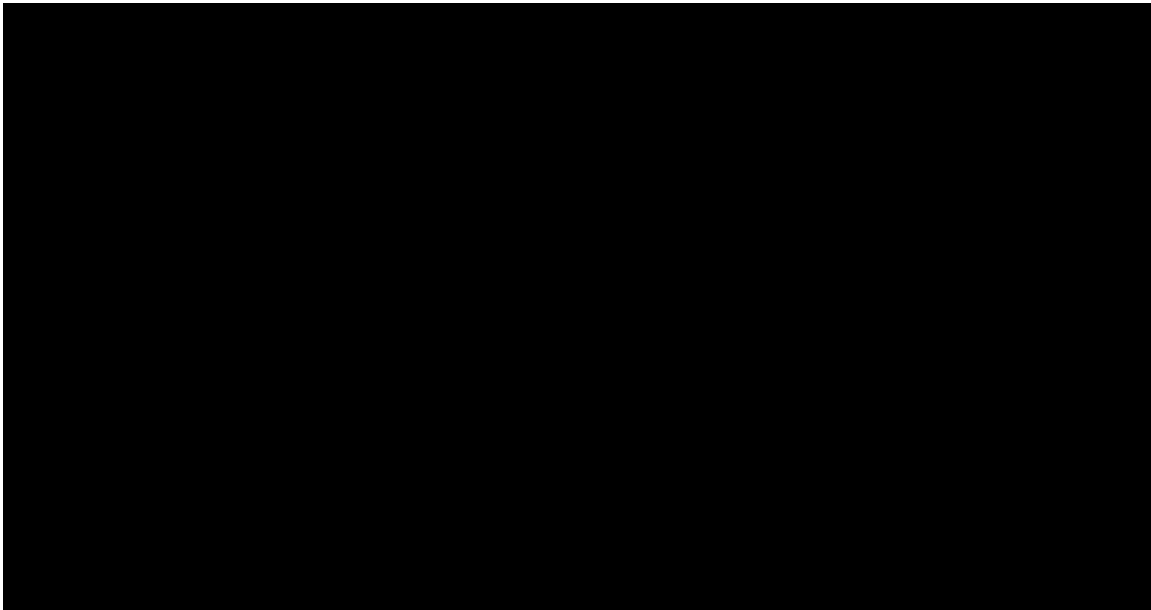
Interestingly, a unique trend has emerged with Helpline Georgia users over the past four years. FY04 was the only year to date where calling habits more closely resembled what would have been perceived to be the norm. Callers did utilize the service more often during the late fall and winter months during FY04, but also had high utilization during the summer months.

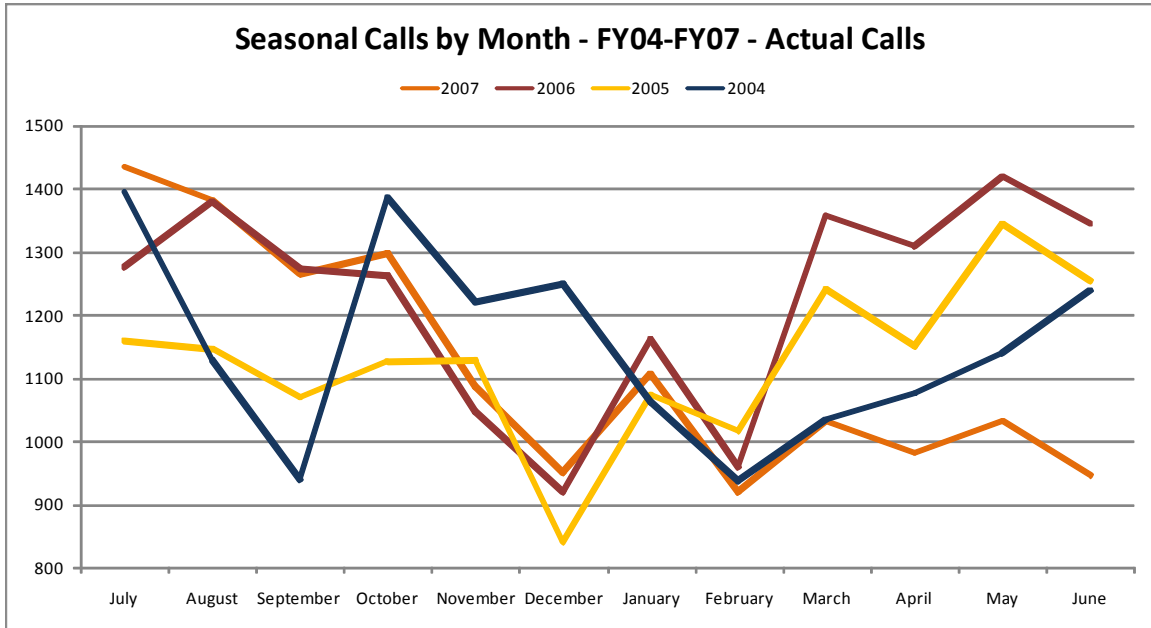
For the remainder of each of the three years, callers utilized the service, on average, much more frequently during the summer months of June, July, August and September than during any other. This is an interesting finding due to the fact that the vast majority of calls are related directly to substance abuse. As you can see by the table below, on average, of the top five months callers sought the assistance of Helpline Georgia, only one month fell out of the summer months. In fact, nearly 40% of all calls have historically been received into Helpline Georgia during the months of May, June, July, and August for each of the past four years. July has typically realized the highest use of the service, with May and June falling closely behind.





By comparison, it is interesting to note that the lowest four months consistently for Helpline Georgia has been the holiday season of November, December, January, and February where only 30% of calls are logged. As stated previously, the only year that resembled the typical holiday season call center utilization was FY04.





As the graph reveals, FY05 through FY07's call behaviors, while not parallel, reflect the same general trend, while FY04 is the only year where call behavior responded to the Helpline in an expected manner. What is interesting are the several common threads that run through several of the years of reporting. First, December appears to be a low month consistently (as stated previously), however, observe the spike that occurs after the holidays in January of each of the reporting years, with the exception of FY04. In addition, all FOUR years of reporting reveal a severe decline in calls received into Helpline Georgia during the month of February. A further, in-depth study specifically aimed at call behaviors for Helpline Georgia pertaining to seasonality would be beneficial to determine what it is that motivates calls at unexpected times.

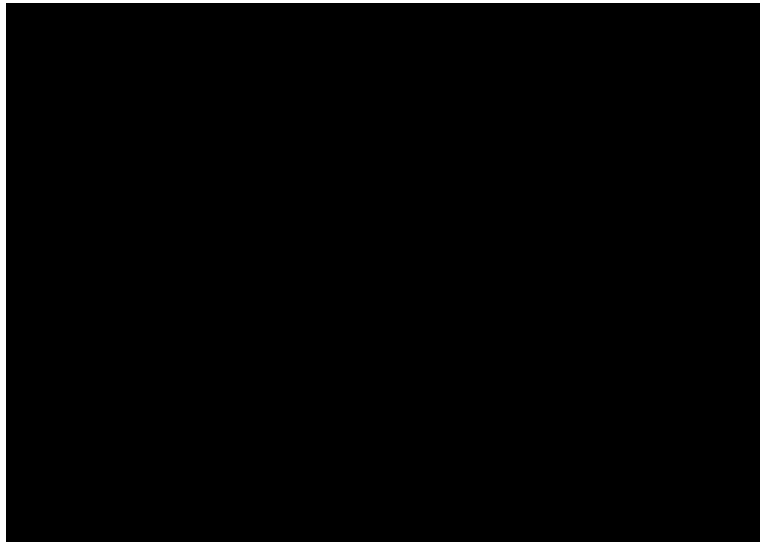
## Categorical Needs – State

There are over two hundred logged reasons why callers seek advice, counseling, or assistance from Helpline Georgia. Six categorical, or primary reasons were chosen in an effort to better understand why people were calling and to also serve the anticipated future need through educated and available staff. A multiple need category was also added to capture those calls that really focused in on more than one need.

Not surprising, the majority of the reasons people are utilizing the service are primarily associated with Substance Abuse of one form or another. Several specific substances will be focused upon within the report to dissect the nature of those addictions.



More than 2/3 of all calls received at Helpline Georgia are Substance Abuse related, with the next category, General Information and Inquiries yielding in the 8% range on any given year.



## HODAC 48 MONTH COMPARISON REPORT

Overall, nearly 95% of all calls on average, are captured in the six categorical needs. A whopping 71% of calls, on average pertain to substance abuse and addiction issues. Second in calls is General Information and Inquiries where the caller may ask anything from where to get assistance for utility bills to where parenting classes are held to what a business phone number is. This category, even though second in calls, only yields an average of 9.35%, or nearly 1300 calls on any given year. This cannot even compare to the near 10,000 calls that are received on any given year that relate to Substance Abuse.

## Complete Listing of Needs – State

As stated previously, there are over two hundred reasons logged as to why callers utilize Helpline Georgia. Below is the complete list of caller inquiries and their utilization for the past four years.

Need	FY07	FY06	FY05	FY04
ABUSE/NEGLECT	5	16	8	34
Adult Abuse Survivors	7	8	4	3
Adult Sexual Abuse	20	24	22	8
Animal Abuse	0	0	0	1
Battered Women's Shelter	49	58	28	39
Child Abuse Mental/Neglec	0	0	0	2
Child Abuse Mental/Neglect	30	20	19	15
Child Abuse Physical	26	22	12	24
Child Sexual Abuse	22	50	19	24
Couples Shelter	3	4	3	4
Day Shelter	2	7	3	17
Domestic Violence	157	198	108	94
Domestic Violence Groups	7	6	1	6
Elder Abuse	16	16	8	7
Elder Exploitation	1	4	0	6
Family Shelter	77	87	72	42
Individual Shelter	171	159	177	190
SHELTER/HOMELESS SERVICES	10	13	6	22
YOUTH DEVELOPMNT/AT RISK	0	0	0	4
YOUTH DEVELOPMNT/AT RISK YOUTH	7	15	7	10
Youth/Runaway Shelter	0	0	1	4
911 Services Needed	14	8	7	21
Bullying	11	13	18	31
Child Adoption	4	0	1	0
Child Support Recovery	5	8	6	5
Civil Cases	75	43	43	37
CONSUMER	0	0	0	3
Consumer Advocacy	28	36	17	5
Consumer Complaints	27	44	36	25
Consumer Protection	7	27	22	32
CRIME	12	4	0	8
Crime Prevention	18	6	5	4
Crime Reporting	326	272	151	241
Criminal Cases	16	16	9	19
Custody Assistance	14	16	12	20
EMERGENCIES/LAW ENFORCEMENT	3	0	4	38
Gang Related	1	0	0	0
Immigration Services	3	4	3	5
LEGAL	7	8	5	22
Legal Assist./Representat	0	0	0	137
Legal Assist./Representation	117	171	132	93



Need	FY07	FY06	FY05	FY04
Legislator Information	0	1	1	0
Murder/Homicide	9	10	9	6
Other Types of Crime	255	216	102	90
Physical Assault	66	61	20	26
Police/Sheriff/State Poli	0	0	0	197
Police/Sheriff/State Police	347	283	333	246
Probate Court	28	31	25	35
Probation/Parole	1	0	0	3
Rape/Sexual Assault	55	39	9	15
Request for Bullying Card	0	0	0	2
Request for Bullying Cards	3	2	2	1
Small Claims	2	6	3	5
Temporary Restraining Ord	0	0	0	8
Temporary Restraining Order	2	6	0	1
Victim Witness Services	188	240	100	122
411 Services Needed	226	158	157	229
Administrative	11	7	6	39
ADOPTION/FOSTER CARE	0	0	0	1
Adult Clothing	6	10	6	5
Adult Day Care	0	1	1	1
Adult Education	2	3	4	4
After School Care	0	2	1	0
Animal Adoption	0	0	0	1
Animal Control	1	2	2	6
Animal Rescue	1	0	0	1
Appliances	1	0	1	0
Assisted Living	1	1	3	1
Automobile/Boat Donation	0	0	0	1
Baby Clothing	2	2	0	0
Baby Furniture/Baby Items	0	0	1	0
Birth/Death Certificates	1	3	5	6
Burial/Funeral Assistance	4	2	0	4
Car Seats	2	1	0	1
Cards	32	39	8	5
CASE MANAGEMENT	0	1	0	1
Cash Donation	0	0	1	2
Casino	20	36	4	4
Chambers of Commerce	1	1	2	0
Child Care Financial Assist.	3	4	0	3
Children's Clothing	4	13	8	2
CLOTHING	1	1	0	1



# HODAC 48 MONTH COMPARISON REPORT

Need	FY07	FY06	FY05	FY04
Clothing Donation	2	8	2	1
Computer Classes	0	0	1	0
Congregate Meals (Seniors etc)	1	1	1	0
DAY CARE/CHILD CARE	0	1	1	0
Diapers	1	3	0	0
Dice	11	7	1	1
Disabled/Medical Transport.	1	1	1	1
Disaster Shelter	0	8	2	1
Disaster, Natural or Man	4	48	8	0
Discrimination Assistance	6	5	8	6
Drivers Education	27	28	29	20
EDUCATION	0	0	2	5
Emergency Food/Pantries	51	51	46	31
EMPLOYMENT	1	1	1	2
English as 2nd Language (ESL)	1	0	0	1
Environmental Protection	4	7	0	1
Family Planning/Birth Control	2	2	0	4
FINANCIAL ASSISTANCE & SUPPORT	7	3	0	25
FOOD	4	9	5	5
Food Stamps	12	18	10	14
Formula/Baby Food	2	2	0	2
Foster Care	1	2	1	0
Furniture	4	11	8	6
Furniture Donation	1	3	3	0
GED	0	1	0	2
General Assistance	2	14	18	18
General Info. (Phone # On	0	0	0	9
General Info. (Phone # Only)	562	366	392	412
General Volunteer Opportu	0	0	0	6
General Volunteer Opportunity	19	16	7	8
GOVERNMENT INFORMATION	0	1	0	8
Government Information Li	0	0	0	30
Government Information Lines	35	74	44	23
Govmt. Surplus Commodities	0	2	1	0
Guardianship	8	0	2	2
Halfway House	8	2	0	5
HANDICAPS	0	1	0	1
Holiday Food	0	0	1	1
Holiday Gifts/Toys	6	3	5	9
Holiday Volunteering	0	0	1	0
Home Repairs	5	3	6	5

## HODAC 48 MONTH COMPARISON REPORT

Need	FY07	FY06	FY05	FY04
Homebuyer Services	1	2	1	1
Horse/Dog Racing	7	2	0	0
Hospice Care	0	1	0	1
Household Goods	0	1	2	0
Household Items Donation	1	3	0	1
HOUSING	8	4	3	5
Housing Counseling	2	5	2	0
Housing Search Assistance	25	11	8	9
Identification Info./Assi	0	0	0	3
Identification Info./Assist.	7	8	10	5
Info. on Business/Industry	1	1	3	1
INFORMATION	6	8	5	73
Job Safety	1	1	0	1
Job Search/Placement	30	43	27	26
Job Training	3	4	3	3
Landlord/Tenant	11	16	10	6
Licensing, Business/Profe	0	0	0	4
Licensing, Business/Profession	3	6	4	4
Literacy	1	0	0	2
Long Distance Transportat	0	0	0	3
Long Distance Transportation	25	18	18	9
Long-Term Case Management	1	0	0	2
LOTTERY GAMES	173	201	30	23
Mass Transit/Public Trans	0	0	0	3
Mass Transit/Public Transport.	4	7	3	4
Maternity Clothing	0	0	2	0
Maternity Housing	3	1	0	1
Meals on Wheels	0	2	2	0
Missing Persons	2	0	3	5
Money Mgmt./Budget Counsel.	3	6	1	3
Mortgage Assistance	12	10	10	2
Non-Emergency Food	15	6	1	3
Nonprofit Corp. Development	1	0	1	2
Nutrition Education/Couns	0	0	0	1
Nutrition Education/Counseling	1	0	1	0
Other Donations	6	7	1	4
Other Financial Assistanc	0	0	0	18
Other Financial Assistance	90	60	47	33
Other Housing	22	15	9	3
Pregnancy Counseling	4	7	4	6
Pregnancy Testing	2	5	3	4

# HODAC 48 MONTH COMPARISON REPORT

	FY07	FY06	FY05	FY04
PUBLIC ASSISTANCE	0	3	0	7
Rent Assistance	99	122	100	82
Rental Housing	17	14	16	8
Retirement Homes/Communities	0	0	1	0
Sanitation	1	1	2	1
School Supplies	0	2	0	2
Senior Centers	0	0	0	1
Senior Transportation Services	3	2	1	0
Small Business Development	1	3	1	0
Social Security/SSI	2	3	2	4
Soup Kitchens	1	1	0	0
Special Educ. Support/Advocacy	6	1	2	1
Sports Betting	25	18	1	5
Subsidized Housing	24	58	41	19
Subsidized Insurance	0	0	6	1
Summer Programs	0	0	2	1
TANF	3	6	3	1
Tax Forms/Information	2	5	8	11
TEST CALLS	0	0	1	0
Transitional Case Management	0	0	0	1
Transitional Housing	11	10	17	16
TRANSLATION/INTERPRETING	2	0	0	1
TRANSPORTATION	2	2	1	0
Unemployment Insurance	1	1	1	0
Utility, Electric	154	199	122	93
Utility, Gas	37	65	39	16
Utility, Telephone	2	1	2	3
Utility, Unspecified	60	4	6	12
Utility, Water	14	17	9	4
Video Poker/Slots	89	90	9	9
Vocational Rehabilitation	1	0	0	0
Vocational/Technical Educ	0	0	0	1
Abortion	1	0	0	0
Alzheimer's Disease	1	0	0	0
Child Care Information	10	5	8	6
CPR/First Aid Instruction	2	2	1	3
Dental Care/Screening	12	14	7	5
HEALTH/MEDICAL	1	4	2	17
Health-Related Support Gr	0	0	0	1
Health-Related Support Groups	5	1	1	4
Hearing Screening/Hearing Aids	2	1	1	0

# HODAC 48 MONTH COMPARISON REPORT

Need	FY07	FY06	FY05	FY04
HIV/AIDS Testing/Treatment	0	0	0	13
HIV/AIDS Testing/Treatment	31	24	25	37
HOME & SPECIALIZED HEALTH	0	0	0	2
Home Health Aide/Companion	2	6	1	2
Immunizations/Vaccination	0	0	0	1
Immunizations/Vaccinations	0	2	7	2
Insurance Info./Counselin	0	0	0	1
Insurance Info./Counseling	3	1	3	4
Medicaid	8	15	8	7
Medical Alert Devices	2	0	1	0
Medical Bill Payment Assi	0	0	0	4
Medical Bill Payment Assist.	20	10	3	7
Medical Care/Treatment	27	25	20	25
Medical Equipment/Supplie	0	0	0	1
Medical Equipment/Supplies	3	5	5	2
Medical Services	14	19	15	7
Medical Transportation	9	10	5	1
Medical/Health Informatio	0	0	0	4
Medical/Health Information	17	14	16	10
Medicare	1	6	1	0
Nursing Homes	0	0	0	1
Physician Referral	1	0	0	1
Physical Handicap	1	0	1	2
Poison Control	0	0	0	1
Prenatal Care	2	5	1	2
Primary Care	0	0	0	1
Sex Education/Pregnancy Prev.	1	1	4	1
Sexually Transmitted Dise	0	0	0	7
Sexually Transmitted Diseases	9	7	6	8
Vision Screening/Glasses	6	2	7	2
Visual Impairment/Blindness	0	0	1	1
ACTIVE CALLER	0	0	1	5
Anger Management Classes	25	50	61	26
Couples/Marriage Counseli	0	0	0	4
Couples/Marriage Counseling	8	17	13	7
Crisis Counseling	52	85	70	46
CRISIS LINE/I&R OTHER CIT	0	0	0	178
CRISIS LINE/I&R OTHER CITIES	223	205	144	151
Development Disability	0	4	1	0
Divorce Assistance	7	12	8	5
Divorce Counseling	2	6	9	3

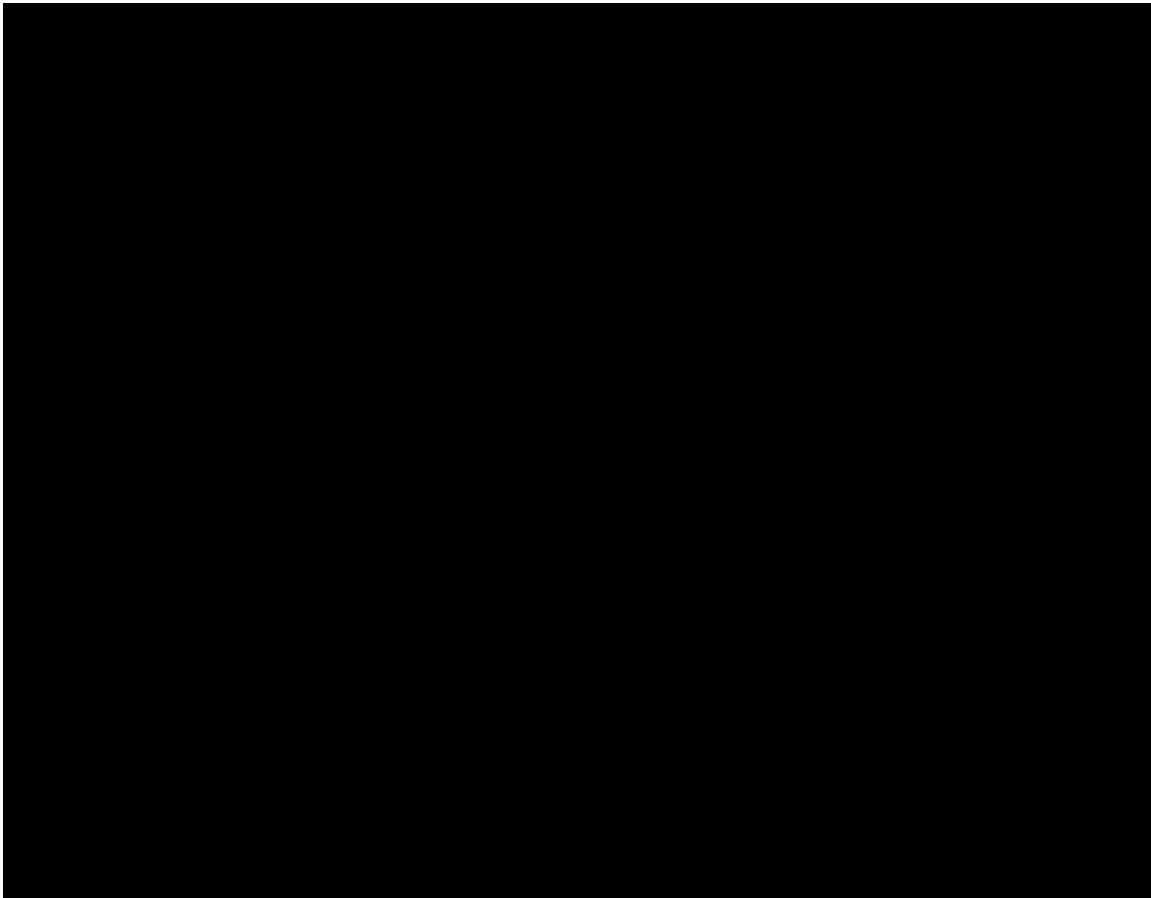
# HODAC 48 MONTH COMPARISON REPORT

<b>Need</b>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
Emotional Supprt/Mental H	0	0	0	8
Emotional Supprt/Mental Health	13	28	18	9
Family Counseling	21	55	41	28
Helpline Counseling	8	8	7	23
Individual Counseling	116	135	137	108
Information About Suicide	6	8	10	12
Inpatient Mental Health	40	48	38	17
MENTAL HEALTH	14	21	7	50
Mental Health Day Treatme	0	0	0	3
Mental Health Day Treatment	17	5	17	10
Mental Health Evaluation	64	89	119	341
Mental Health Information	22	35	33	18
Mental Illness	61	90	30	39
Other Support Groups	35	46	20	32
Parent Groups	1	5	4	9
Parenting Skills	4	2	7	4
Personal Crisis/Mental Health	1	2	1	0
SUICIDE	1	0	1	7
Suicide Survivors	0	0	1	0
Suicide, Level 1 (Threat)	11	15	15	25
Suicide, Level 2 (With Plan)	1	2	2	1
Suicide, Level 3 (In Prog	0	0	0	3
SUPPORT GROUPS	9	11	10	115
12 Step Programs	704	950	1152	1465
Alcohol	2313	2715	2444	2463
Alcohol Abuse/Addiction	475	378	390	413
Assessment	134	110	44	0
Cocaine	1544	1661	1922	2245
Crack	3224	3889	3458	3174
Drug Abuse/Addiction	220	314	208	377
Drug Selling	52	56	49	57
Drug Testing	88	119	130	142
DUI	26	46	26	38
Ecstasy	77	76	50	57
Gambler's Anonymous	89	79	10	16
GAMBLING ADDICTION	15	35	2	7
Heroin	156	243	173	253
Inhalants	7	18	14	8
LSD	4	7	6	7
Marijuana	889	1211	1317	1234
Methamphetamines	1086	1619	1650	1331

## HODAC 48 MONTH COMPARISON REPORT

Need	FY07	FY06	FY05	FY04
OTC Drugs	9	41	44	45
Other Opiates	264	246	169	148
PCP	3	3	5	3
Prescription Assistance	20	24	21	49
Prescription Drugs	723	838	657	639
Speed	5	18	27	50
Steroids	3	0	1	1
<b>SUBSTANCE ABUSE</b>	<b>37</b>	<b>113</b>	<b>99</b>	<b>221</b>
Substance Abuse Info/Mate	0	0	0	18
Substance Abuse Info/Materials	150	81	87	69
Substance Abuse Preventio	0	0	0	10
Substance Abuse Prevention	184	261	212	62
Substance Abuse Treatment	7702	9131	8712	6885
Tobacco Products	6	14	17	21
	25551	29815	27068	26604

### Top 25 Needs - State



It is no surprise that 9 of the top 10 reasons call the service are substance abuse relate, either pertaining to general treatment therapies, or to discuss the issues related to specific substances.

## Regional and Categorical Data

Below is a dissemination of demographical and need utilization data for each of the past four years, both by Regions and by state. Categories were divided by Gender, Ethnicity, Employment Status and Age Range. All are discussed with the exception of Age Range. Due to the nature of data collection methods during the first two years of reporting, only age range was collected and not individual ages. The age ranges included: Birth to 5; 6-18; 19-59; and 60+. This creates a situation where the data is insignificant due to the fact that so many calls are received by people in the 19-59 age group. This category was left off of the analysis due to its statistical insignificance.


Age data was altered during the middle of the second reporting period to reflect an individual age log, creating a much better situation statistically speaking. There is not a full set of data compiled for individual age groups for the past four years.

### Region 1



Region 1 encompasses the northern part of the state as well as the western portion of Georgia through to Middle Georgia. Several suburban and ‘bed and breakfast’ communities exist within this region, servicing Atlanta, as well as several highly rural and remote areas of the state.

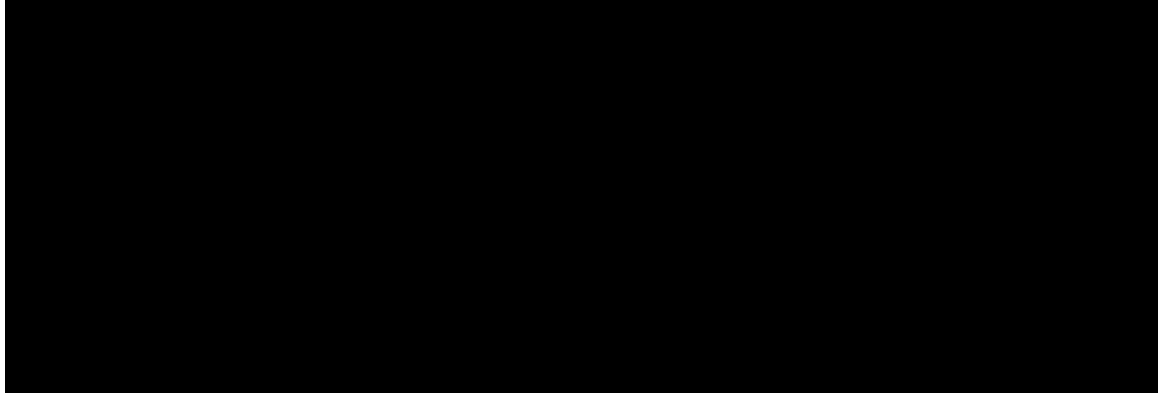
## ***Gender***



Males have generally been represented to a much greater extent than in other Regions during the past four year reporting period, however there was a great shift in calls by gender during the FY07 reporting period.

While the total number of calls in general declined for Region 1 during FY07, there was a substantial 19% decrease in the number of male calls received into the Helpline over FY06. The number of calls received by Females stayed relatively flat in FY07 over FY06, although they now comprise a larger piece of the calling pie for Region 1. In fact, calls received by males and females were fairly consistent over the past four year reporting period. Further investigation is required to determine if this 11% decline in overall calls received by Region 1 can be attributed to changes in call behavior, a decline in overall community awareness of the Helpline Georgia services, or whether a data collection error occurred during the latest reporting period.

## ***Ethnicity***

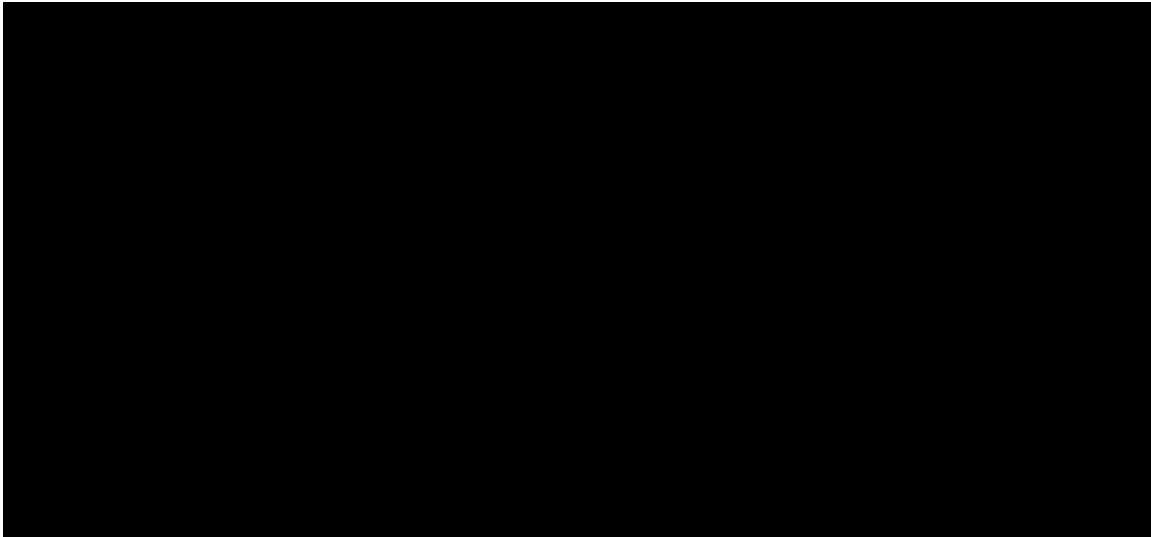


Region 1 has a disproportionate number of Caucasians utilizing the service over any other ethnicity. An average of 80% of all calls received are from Caucasians in Region 1 during any reporting period studied.

African Americans are second and represent an average of 17.5%.



## Employment Status



Much like the rest of the state, the majority of the calls received from Region 1 are from Unemployed individuals during each of the four year reporting periods. While there was a substantial rise in Unemployed calls during FY06, it returned to pre-FY06 levels during FY07.

Region 1's calling behavior with regards to Employment status is considered to be the expected norm. There is and has not been much deviation or variation from this norm.

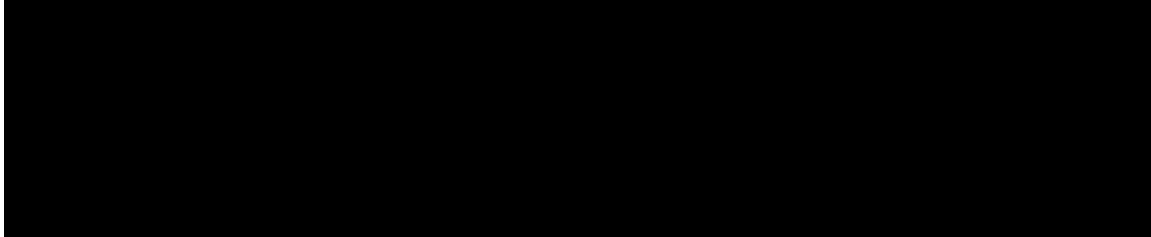
## Region 2



Region 2 comprises the north and eastern coastal portion of Georgia. There are many rural areas, as well as the Atlanta urban sprawl counties of Forsyth, Hall and Barrow, as well as Athens, Georgia, and a portion of the Georgia Blue Ridge Mountain

resort are of White county. A sprawling region, there are vast difference in lifestyle and even in climate between the northern counties of Towns, White and Lumpkin where it is common to have several snowfalls in the winter months, and the southern section of Jenkins and Screven counties.

### ***Gender***



There is a disparity between male and female Helpline Georgia Region 2 callers with a far greater number of males utilizing the service compared to their female counterparts. Although there a slight decline in the number of males who called the service in FY07, there was also a decline in the number of females who used the service. This translated into an overall decline in contributing calls from Region 2.

### ***Ethnicity***



While there are still a much greater number of Caucasians utilizing the service from Region 2 than any other ethnicity, there is a greater proportion of African Americans also using the service when comparing them with Region 1. There has been a slight increase in the actual numbers of African Americans calling Helpline Georgia when comparing FY07 to FY04. The drop in the number of Caucasian calls accounts for the majority of the overall decline in calls received from Region 2 for FY07.

## ***Employment Status***



As with Region 1 and the overall call behaviors of Helpline Georgia clients, nearly 2/3 of all calls received into the call center are Unemployed. On average, 87% of all calls received from Region 2 can be attributed to either Employed Full Time, or Unemployed individuals. These results have been consistent for the four year reporting period data has been collected.

## **Region 3**



Region 3 is made up of the Metro Atlanta are and its immediately surrounding bed and breakfast communities. Although comprising the smallest land mass of all the Regions, it produces the highest number of calls. This is not surprising considering it is



also the most densely populated Region within the state. In terms of call behavior, this highly urbanized area does tend to reveal calling patterns and behaviors that are disparate from the rest of the state at times. Is it related to the differences between rural and urban lifestyles? Is it due to the ethnic make-up of the Region in comparison to others? Is it relate to the obvious fact that there is far more awareness about Helpline Georgia within Region 3 compared to the rest of the state? Is it merely coincidence? Or...is it a combination of any or all of these reasons? Perhaps the data that follows throughout the report will help to disseminate these questions.

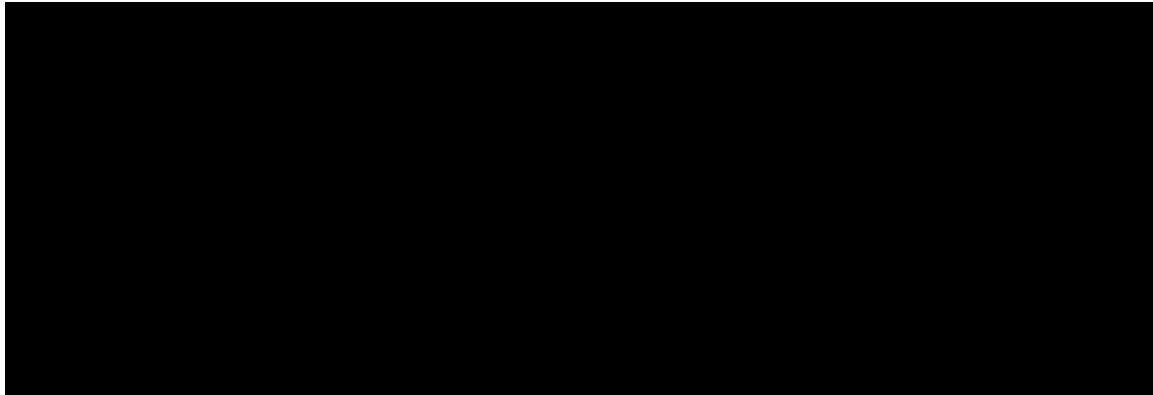
## ***Gender***



Region 3 call results have bounced every other year with a 10% change noted between each of the reporting years. It is difficult to determine a complete trend with regards to total call behavior, although each year the calls have been logged, it appears as though it is a stepping down pattern where the next 'high' call year is proportionately lower than the previous 'high' call year, and the 'low' call year is proportionately lower than the last 'low' year.

With regards to gender, the call habits of males versus female calls are similar to Region 3. There appears to be a much greater utilization of Helpline Georgia by males in Region 3 than females. Interestingly, the disparity reached nearly 20% in FY04 and FY05. Interestingly, although the actual call numbers do not reflect an increase, there does appear to be a consistent rise in the proportion of calls that are logged by females in Region 3 over the past three years.

## *Ethnicity*



There are several interesting trends that are revealed by the calling habits of Region 3.

Not surprising is the consistent increasing utilization of Helpline Georgia by Hispanics in Region 3. Does this indicate that marketing campaigns aimed at the Hispanic population are yielding results? Perhaps, however there has been a tremendous population explosion by Hispanics in the Metro Atlanta area. Hispanic population in the state of Georgia was quoted as 6.2% of all ethnicities, while the Metro area houses 7.7% Hispanics. Metro Atlanta also experienced the most rapid Hispanic growth rate among the nation's 20 most populous metro areas as quoted in the U.S. Census Bureau in 2003. The other interesting item to note about this population is that the relative average age for Hispanics in Georgia is much lower than for other ethnicities in the state. At 26.4 years, the age of Hispanics is far younger than the 36.9 years for the rest of the state. The Georgia Hispanic Chamber of Commerce has indicated that in 2006, 36% of Georgia's Hispanic workers lack high school diplomas as compared with less than 9% of non-Hispanic workers. This translates into a concentration of this population having to assume lower paying jobs. It would be hypothesized that Helpline Georgia could do more to reach this population and create awareness about the services it offers, and not only within Region 3. There is a wonderful opportunity to reach this population and assist them as they acclimatize to American life. Helpline Georgia would be a wonder resource to this population.

In both Regions 1 & 2, there was a disproportionate number of Caucasians utilizing Helpline Georgia in comparison to the other ethnicities that are reported. Interestingly, the relative disparity between Caucasians and African Americans with regards to calling utilization is far less within Region 3. Nearly as many African Americans use Helpline Georgia as Caucasians. This is not to surmise that there are proportionately more African Americans living in the Region than in others, however it is perhaps, a larger matter of awareness among the African American population of Region 3.

## ***Employment Status***



As with the previous Regions, a vast majority of the calls are received by the Unemployed, with nearly 87% on average being received by either Employed full-time or Unemployed individuals.

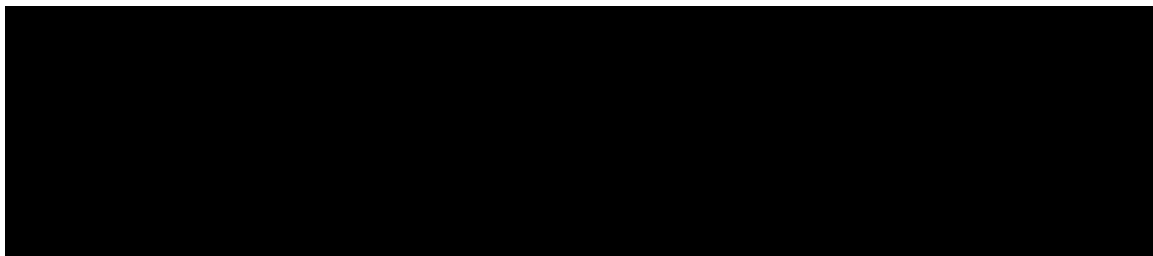
Although not statistically significant, there has been a 30% decline during the past four year reporting period for students who are not employed.

## Region 4



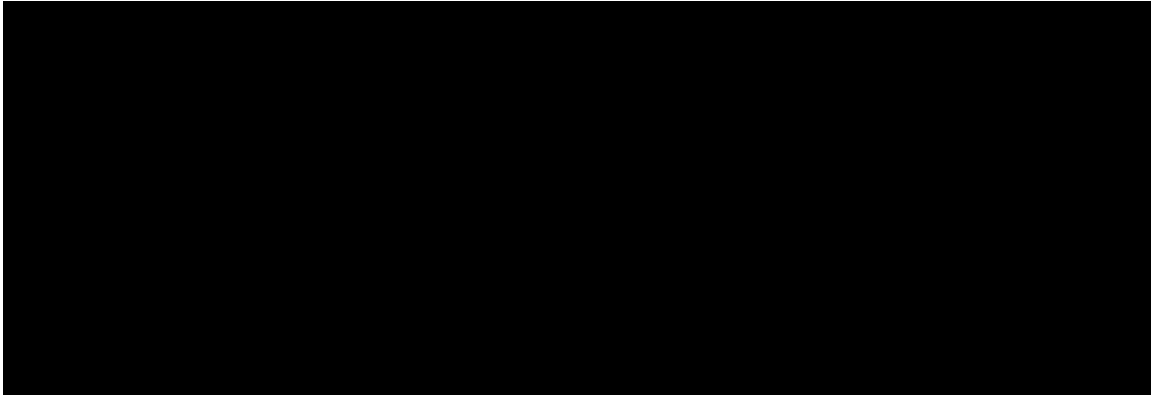
Region 4 encompasses the middle portion and the western border of Georgia and comprises 41 of the state's 159 counties. There are several urban centers including Columbus, Macon and Warner Robins with an abundance of small towns and rural areas.

### **Gender**



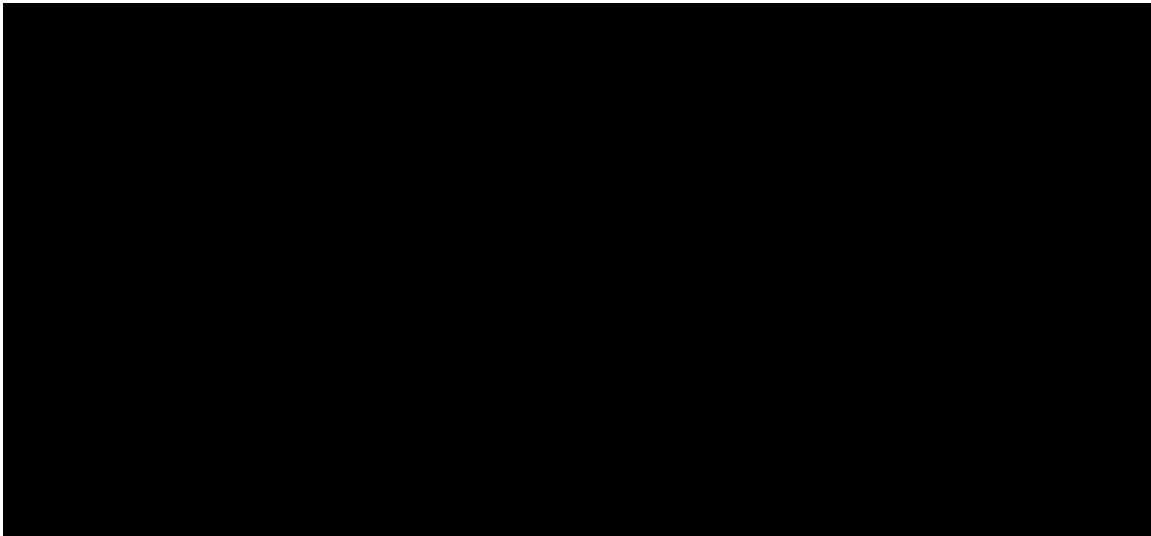
An interesting trend emerges with Region 4 that has not been discovered among the other Regions already studied. There is a variation in the gender calling habits of Region 4. Throughout the past four year reporting period, females have made tremendous strides in utilizing Helpline Georgia. This is interesting in that Region 4 houses the actual call center for Helpline Georgia and the contractor utilizes seminars and educational opportunities that primarily cater to the female population within the Region in their everyday business to also promote the Helpline. This proves that marketing and creating awareness can make a difference to service utilization. This trend has steadily increased in each of the four years and is expected to continue.

## ***Ethnicity***



Region 4, like its counterpart to the north, Region 3 has also shortened the disparity between African American and Caucasian Helpline utilization. As with Region 3, Region 4 could cull more participation from the Hispanic and African American population if awareness and education of the service is expanded.

## ***Employment Status***



As with previous Regions, the vast majority of calls are received by the Unemployed.

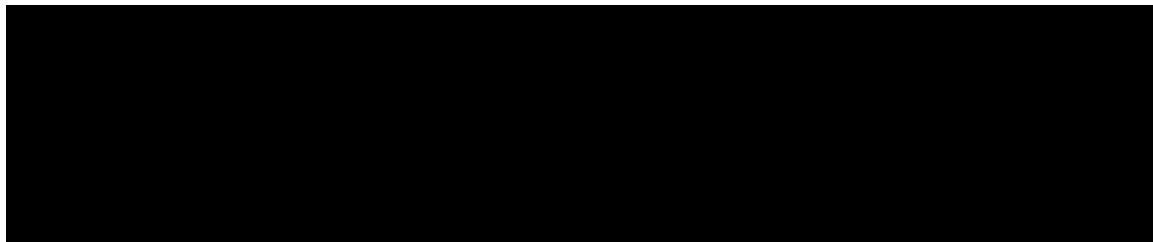


## Region 5



Region 5 is made up of the southeastern portion of Georgia and includes the coastal region as well. Largely rural in nature, Savannah and Valdosta are the two largest urban areas, with Douglas, Dublin and Eastman comprising smaller urban areas. This area also includes a large resort area where there are tourists constantly filtering in and out of the region.

### **Gender**



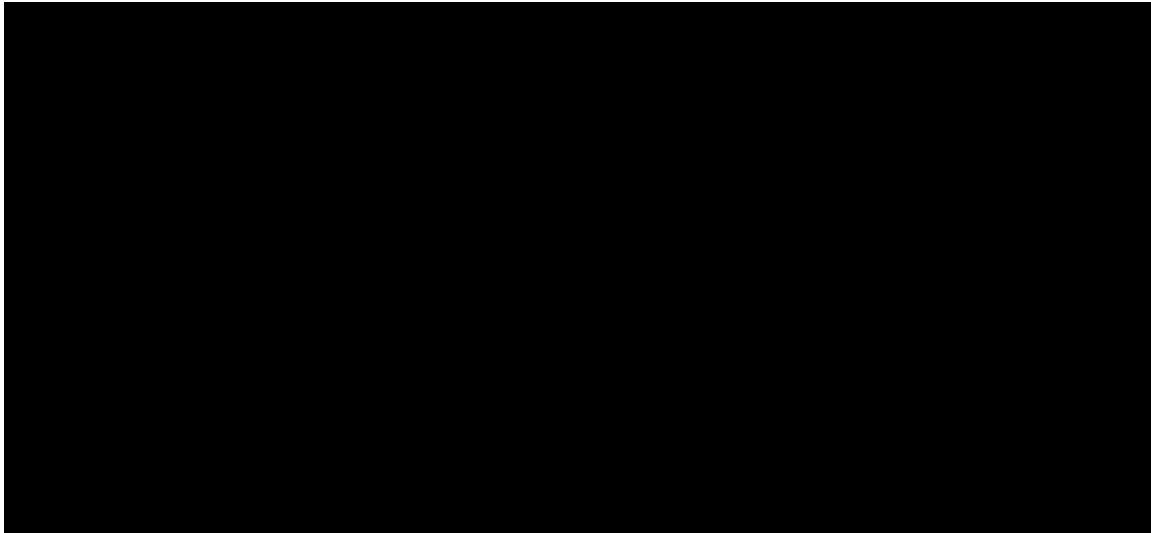
Call utilization from this region has remained largely flat, often varying only a hundred or so calls between any given reporting period. Male call habits in actual calls have remained consistent throughout the four year period, with female calls truly making the difference in the final tally for Region 5. The breakdown of gender ratios is consistent with Regions 1, 2, and 3.

### ***Ethnicity***



Region 5's calling patterns reflect both Region 1 and 2's with regard to ethnicity. Nearly 2/3 of all calls received from Region 5 were from Caucasians on any given reporting period during the past four year. Adding African American Helpline utilization with Caucasians nearly accounts for 98% of all calls received from Region 5 on any given reporting period.

### ***Employment Status***

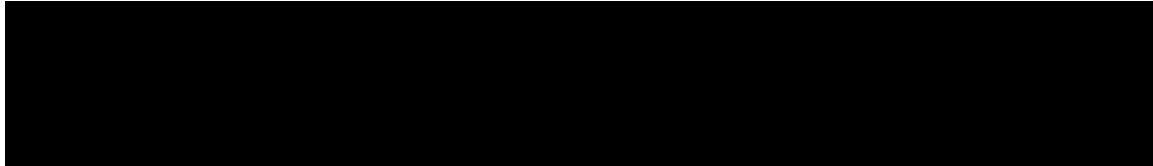


As with all other Regions, the majority of calls come from the Unemployed. Interestingly, calls from the Disabled in Region 5 do reveal a higher Helpline utilization than in other regions, although there is not a major impact on final numbers.

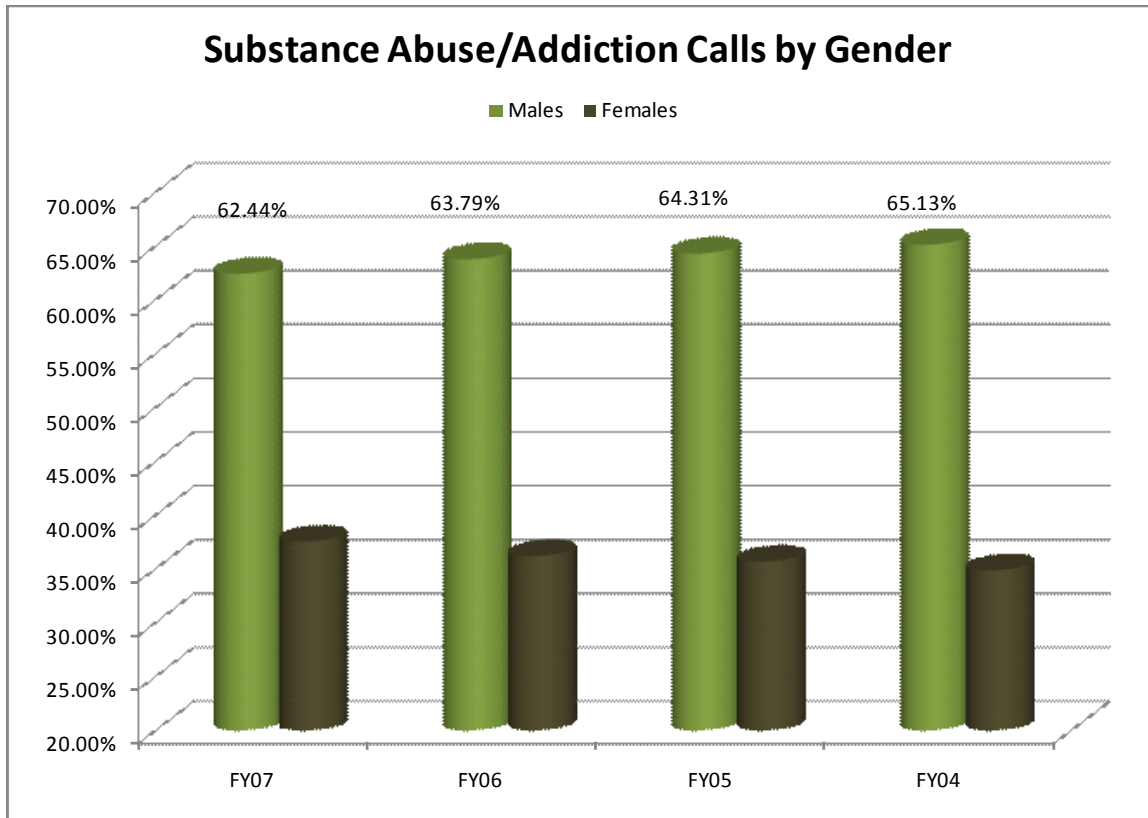
## Substance Abuse / Addiction

One of the six need categories, Substance Abuse and Addiction comprises the lion share of calls that are received into Helpline Georgia during any given reporting period. Whether to inquire about substance abuse and addiction issues generally, or to seek advice about treatment options, this

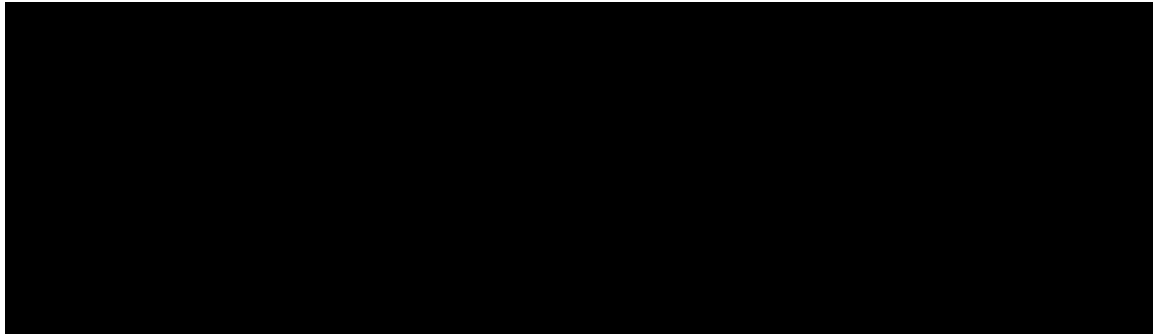
### Gender



Overwhelmingly, it is evident that consistently, during all four years of reporting data that males utilized Helpline Georgia nearly 2 to 1 over females. What is interesting to note however is that regardless of this disparity, there has been a constant decline in male calls regarding substance abuse/addiction.

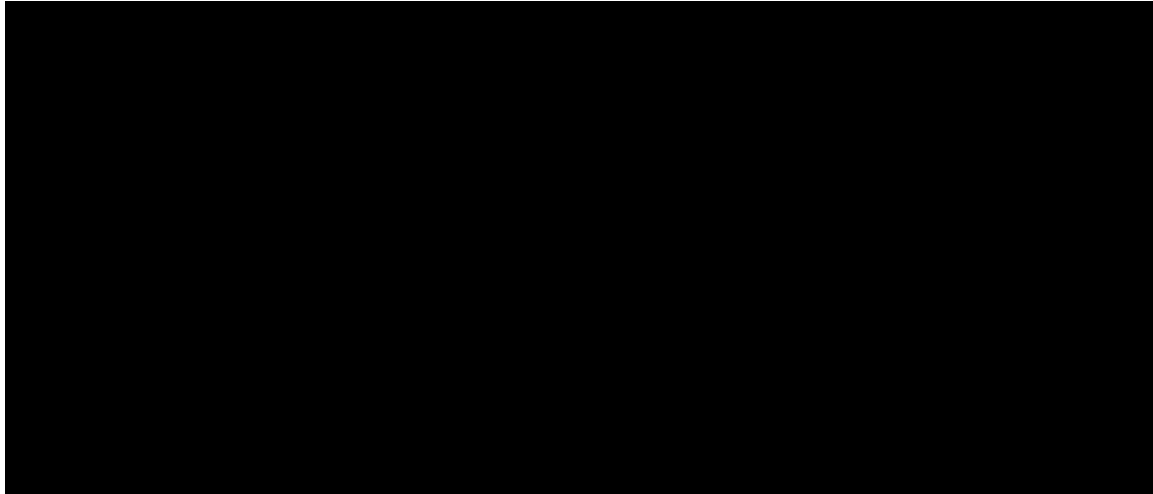


## ***Ethnicity***



As been the case in most things relating to Ethnicity, Caucasians utilize Helpline Georgia at a far higher rate than any other ethnicity logged. Does this mean there are fewer African Americans or Hispanics in general in the state of Georgia? Certainly in some areas, but there are many areas throughout the state where African Americans (in particular) outnumber any other ethnicity. This would be an opportunity, therefore for Helpline Georgia to educate and create awareness about services offered at the call center.

## ***Employment Status***



Clearly, the Unemployed appear to have a bigger problem with Substance Abuse and Addiction – or at least seek assistance with these issues than any other status, logging nearly 70% of all calls related to Substance Abuse in any given year reported.

Substance Abuse calls by full-time Employed has declined in recent years with only FY07 showing a slight percentage increase over previous years.

## Mental Health

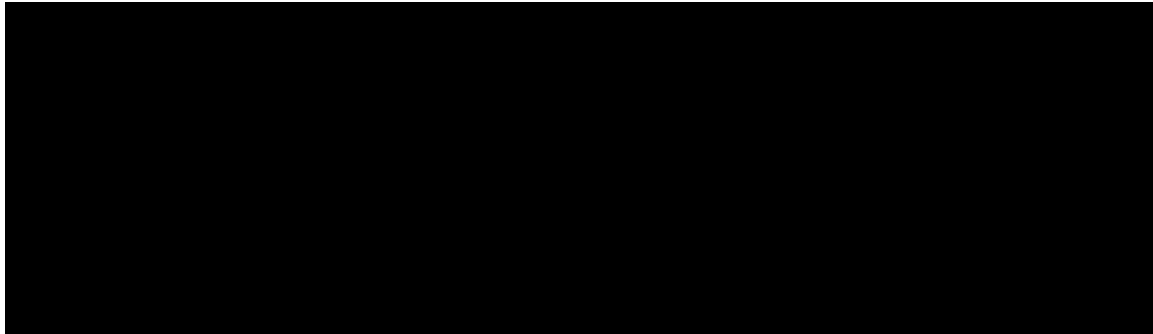
### *Gender*



Mental Health calls are received by women in far greater numbers than be men. This has been a consistent trend for each of the four years reporting period. Why? The National Institute of Health states that women are more likely to seek help from and disclose mental health problems to their primary health care provider or other sources on an outpatient basis, while men are the principle users of inpatient mental health care. This could be one potential reason female calls are so much more prevalent than males. There can also be a strong social stigma associated with the seeking of mental health assistance on the part of men. Traditionally, males are supposed to be the provider and the strong dominant person who does not need nor succumb to mental weakness, while women were traditionally considered to be the nurturing, mothering type who was far more emotional than their male counterparts.

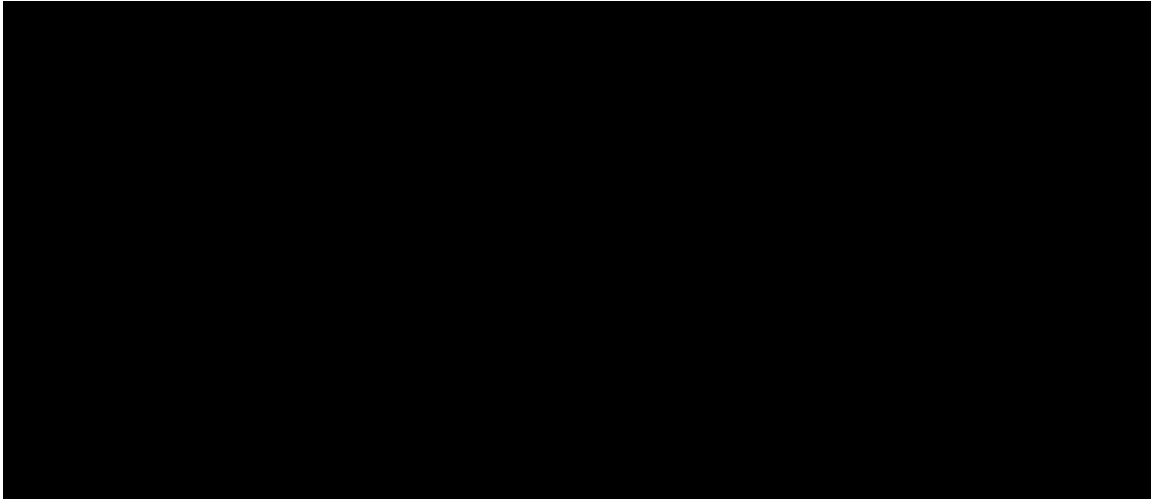
It is expected that this disparity in call behaviors by gender will continue until the social stigma of men seeking mental health assistance is lifted.

### *Ethnicity*



Again, there is a disparity among ethnicities with regard to calls concerning Mental Health. There may be some issue with cultural barriers either accepting assistance for mental health problems, or even recognizing that there is a problem.

## ***Employment Status***



Interesting to note is the diminished number of calls from Unemployed individuals when they relate to Mental Health issues. While they still account for over 40% of all calls received into Helpline Georgia and appear to be growing each year in call utilization, there are several other interesting trends emerging among Georgians and Mental Health.

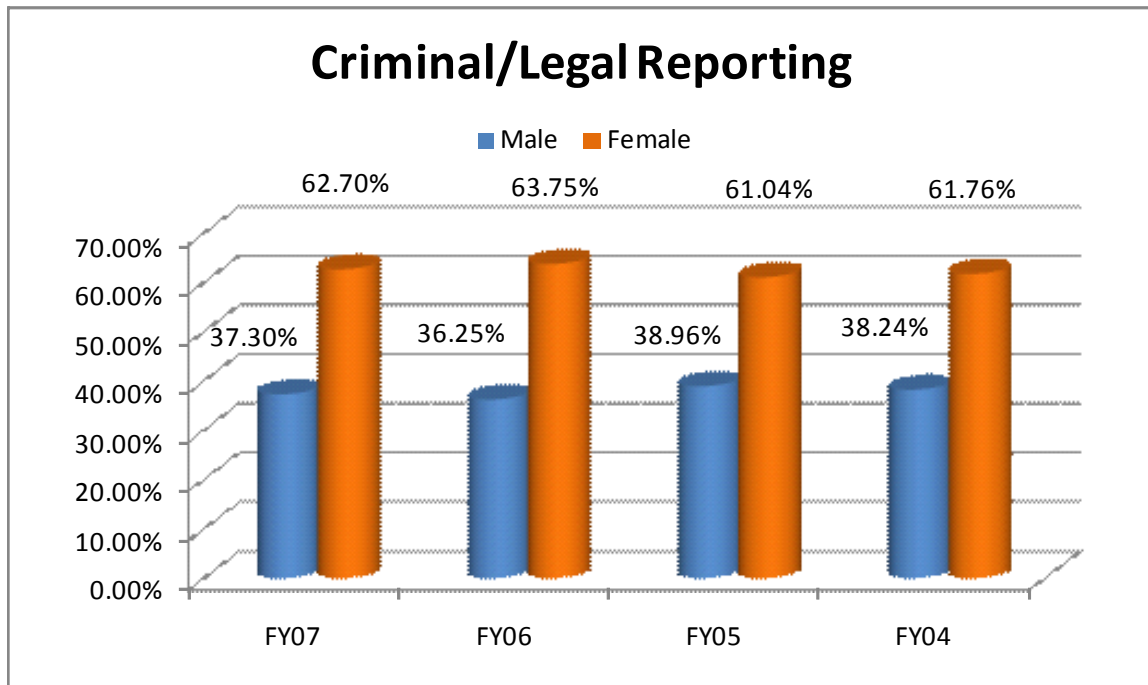
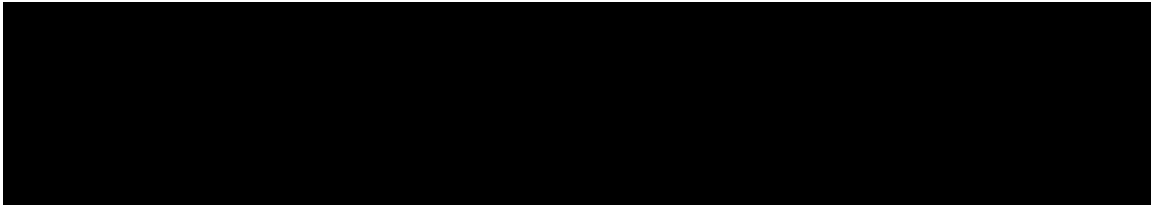
It appears as though the number of calls received by Employed full-time individuals has been cut in half since the inception of data collection for Helpline Georgia. This is an interesting trend, since over 1/3 of all calls were received in FY04 for Mental Health issues were from fully employed individuals.

Another interesting trend is the overall increase in calls being received from both unemployed students and the disabled.

Overall, however there is a general decline in the actual number of calls received by the Helpline regarding Mental Health issues. It is possible that awareness of the service for mental health assistance may have waned, or other services have come to the forefront offering support.

## Criminal / Legal Reporting

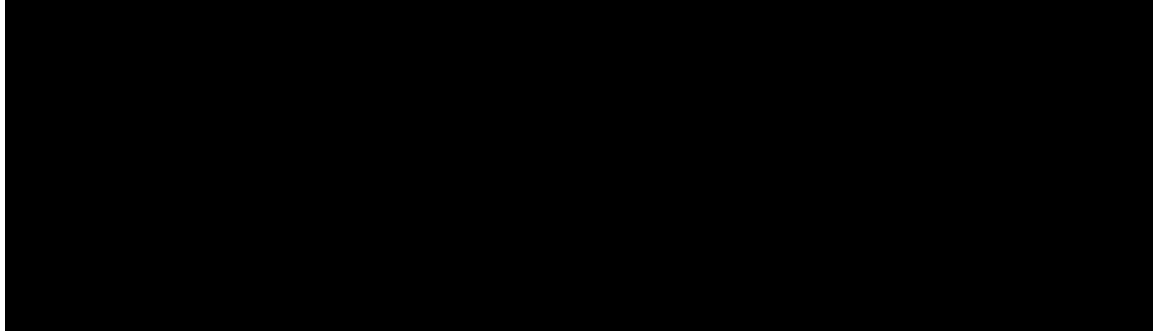
### Gender



In a complete turnaround from Substance Abuse calls, Criminal and Legal Reporting calls are more often than not made by females. These calls can include any form of the reporting of criminal behavior to requesting legal assistance for divorce, landlord and tenant calls and family law questions.

Interestingly, there has been a distinct increase in the number of actual calls for both males and females regarding crime or all things legal. This is an interesting trend and precludes the question whether these findings relate to people having more legal and crime related problems over time (criminal trends have definitely been increasing throughout the country over the past few years), or whether there has been a greater awareness over time of the Helpline's services.

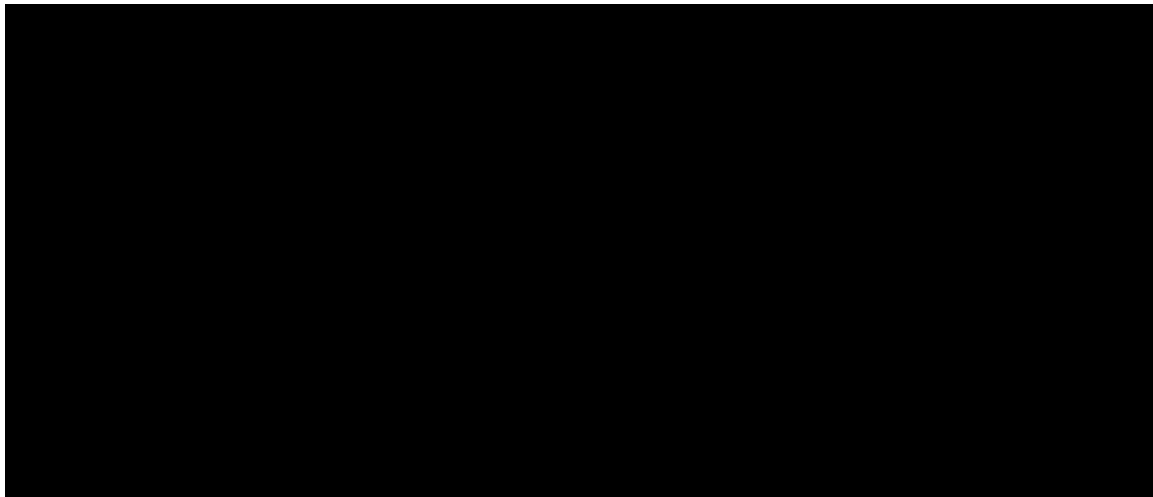
## ***Ethnicity***



Criminal/Legal Reporting calls appear to be made more than ½ the time by Caucasians, although there has been a slight decline over the past four years. This is in direct contradiction to the actual number of calls for this matter. While actual calls by Caucasians have increased, so have all calls by all ethnicities during the past four years. Translation – Caucasians make up a smaller piece of the pie in FY07 than they did in previous years. An interesting trend is emerging, however.

There has been a definite increase in utilization by all ethnicities logged during each of the four year reporting period. It is believed that this trend will continue to increase for next year's reporting period based upon historical data.

## ***Employment Status***



There are interesting variations in the employment status of callers when compared to the other items. Employment status appears to transcend merely the Unemployed with statistical significance, with fully employed individuals having a major influence on call patterns rather than just the unemployed.

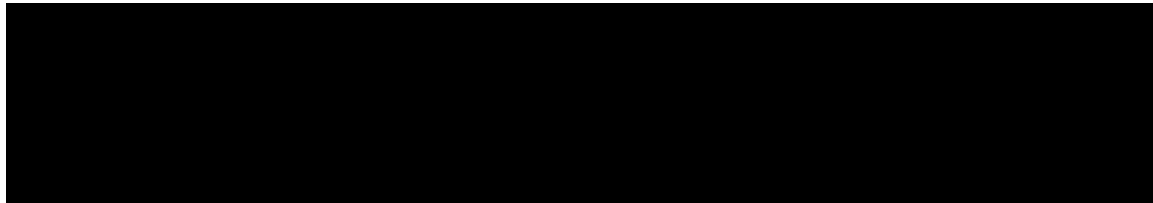
In addition, unemployed students, retired individuals, and the disabled appear to have some affect of call outcomes.



It is believed that this is because more people are affected by either criminal (even minor crimes) or legal issues than perhaps certain forms of substance abuse, abuse and neglect, or mental illness.

## Abuse / Neglect

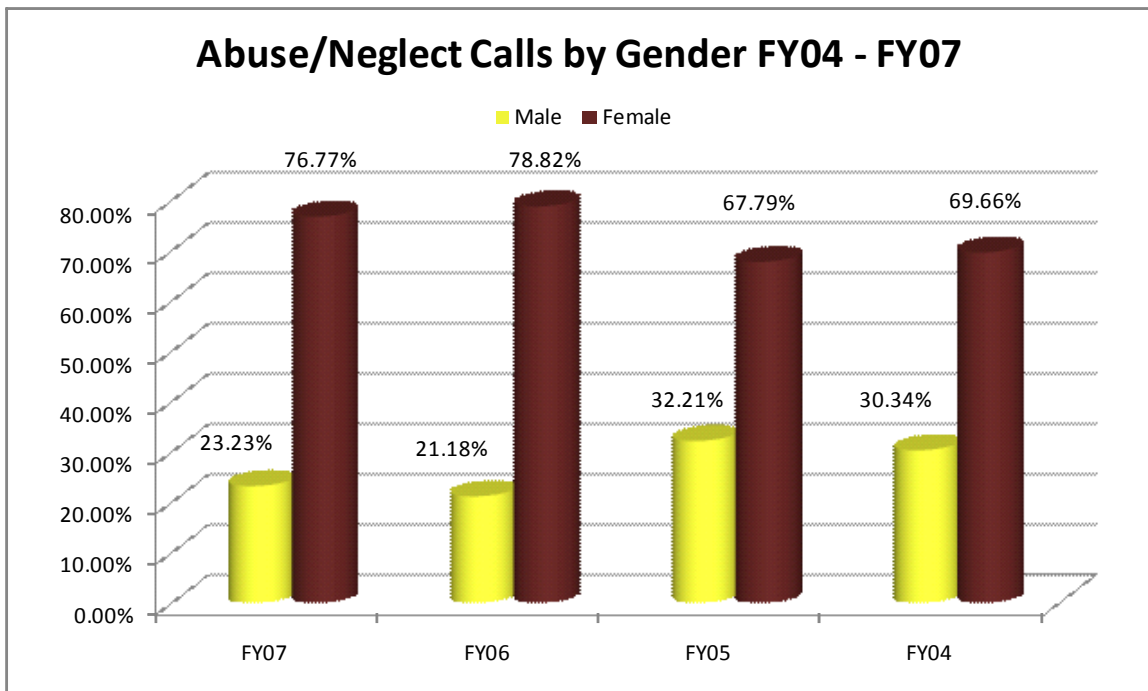
### Gender



Overwhelmingly and not surprising, calls from females regarding abuse and neglect are at least two times as frequent as from males on any given year. In FY06 and again in FY07, the disparity was nearly three times as high.

Reasons? There are definitely more incidents of female spousal abuse, neglect and rape than for male counterparts. This has historically been the case in our society and shows no trend of reversing.

Graphically, the results are quite striking.



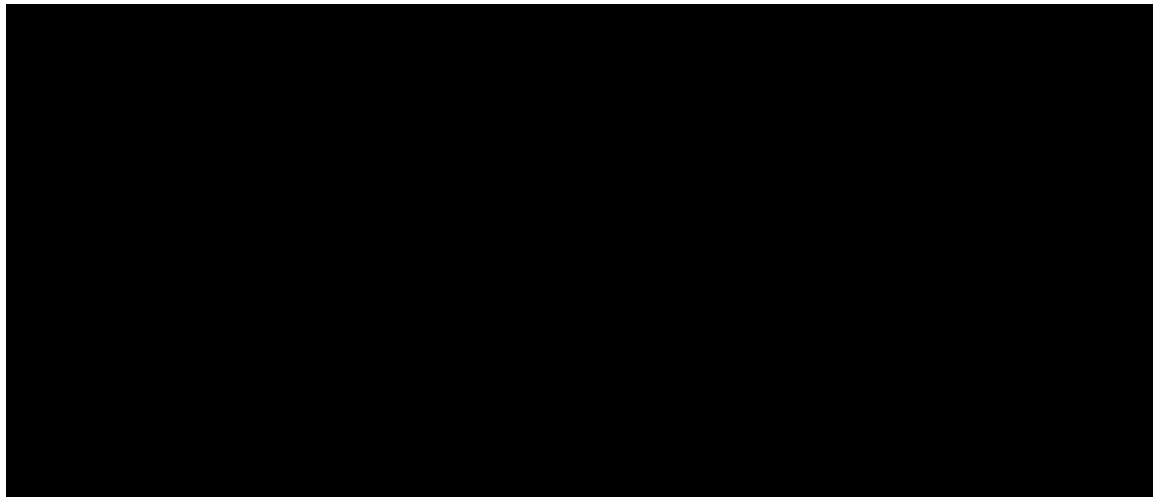
## ***Ethnicity***



While the gender of callers varies for inquiries regarding Abuse and Neglect, the Ethnicity of callers is very similar to that of most other issues already discussed. Caucasians and African Americans account for, on average, at least 95% of all calls in this category for each of the reporting periods. In fact, with the exception of 4 calls in FY04, all other calls inquiring about neglect or abuse issues were received by either Caucasians or African Americans. No other ethnicity bears any statistical relevance upon the findings.

Perhaps it is cultural in nature where revealing abuse or neglect is taboo. Or perhaps there is a lack of awareness among the other logged ethnicities about the presence of an assistive service. It is difficult to believe that abuse and neglect is not present in other ethnicities. It would be more reasonable to believe that these women and men are somehow censored within their own communities to come forward to seek outside help.

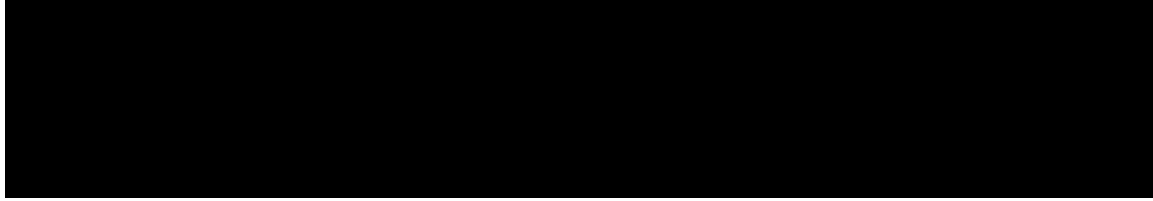
## ***Employment Status***



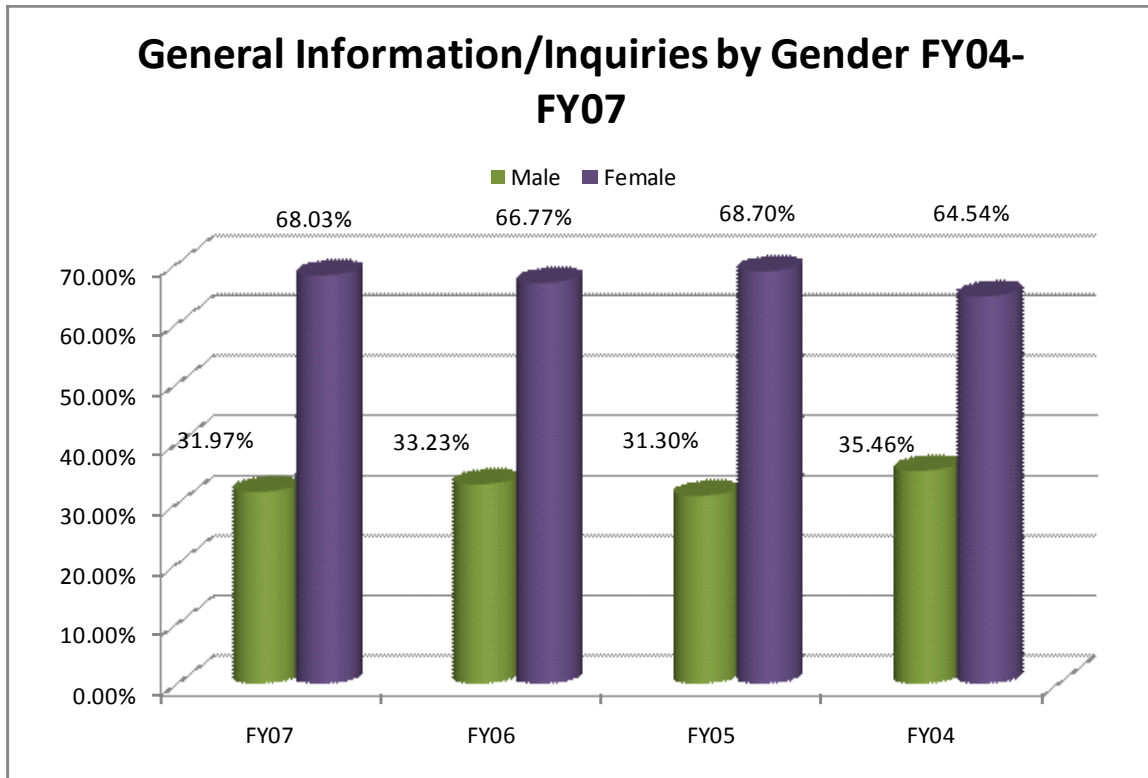
Much as with Criminal and Legal Reporting, there are several employment status levels that have an effect on call outcomes for Abuse and Neglect calls. As seems to be the case in most other issues addressed, the Unemployed call into Helpline Georgia for inquiries regarding Abuse and Neglect over two times the amount of other status'.

## General Information / Inquires

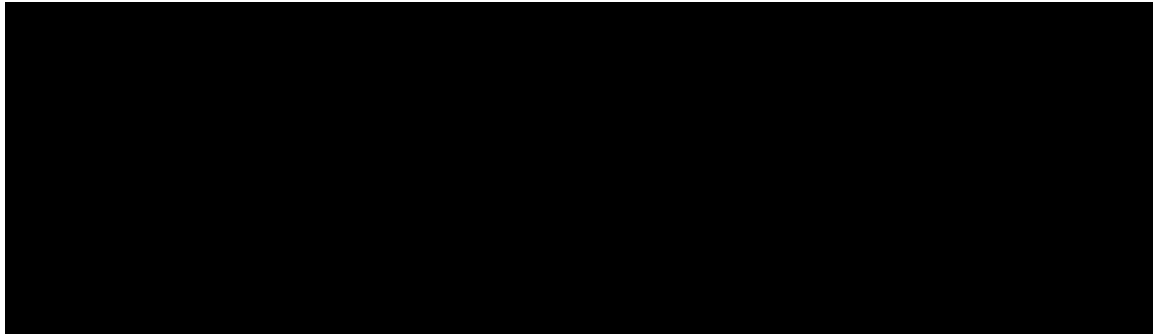
### Gender



Consistently, for each of the four year reporting period, females have utilized Helpline Georgia more than twice the number as men to make general inquiries and seek out basic information regarding any array of topics.

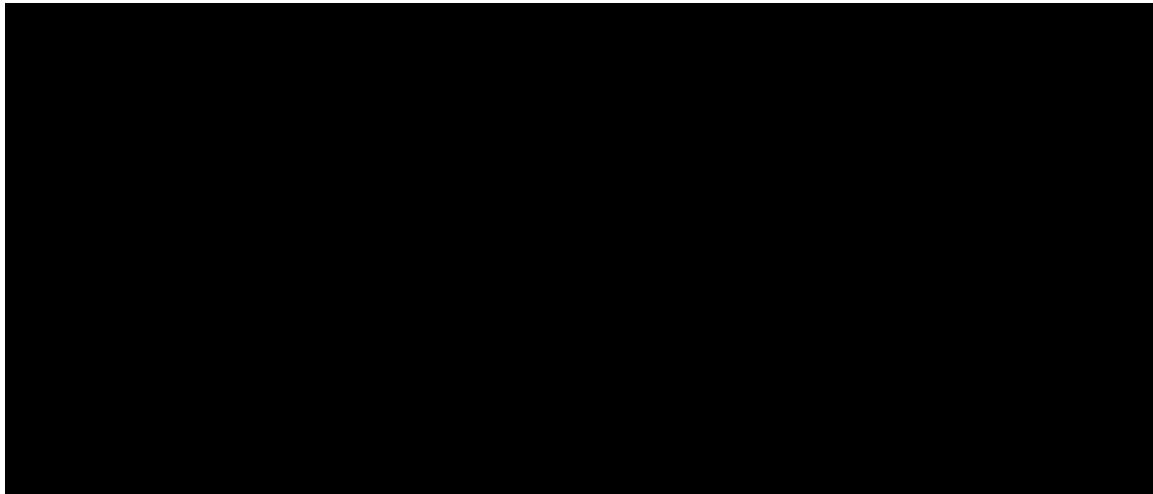


## ***Ethnicity***



While the overall number of calls to make general information inquiries has increased in each of the last four year reporting periods, calls by Caucasians has decline. Conversely, general information inquiries have increased among African Americans, making their net effect equal to that of Caucasians

## ***Employment Status***



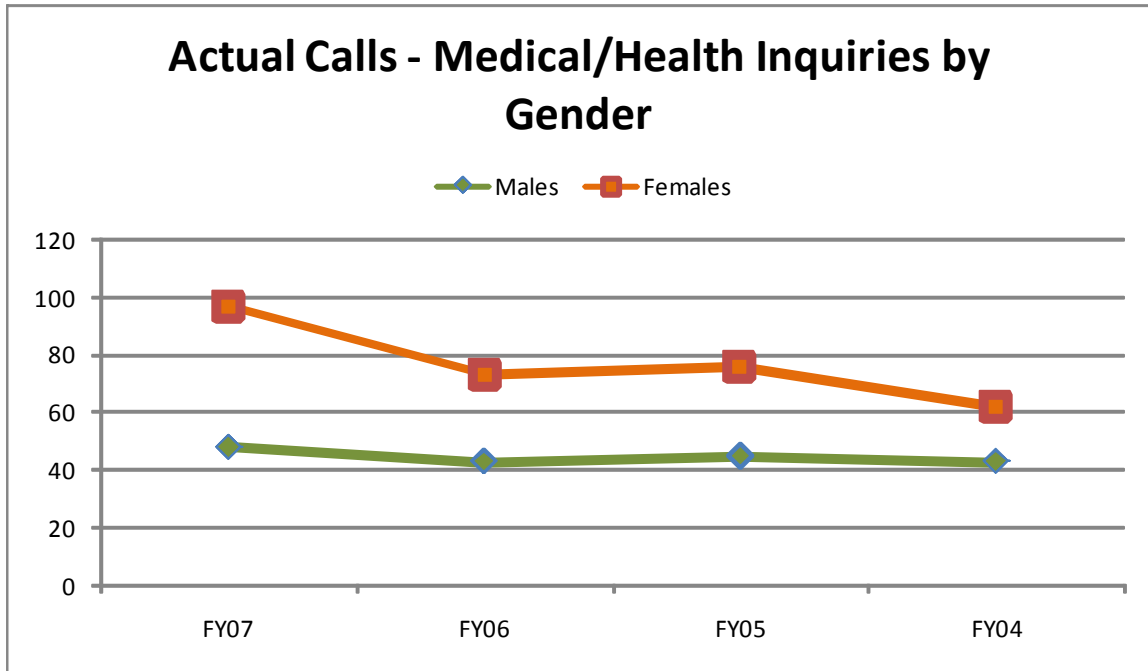
Not surprising, calls made by the Unemployed dominated this call category, with fully employed individuals ranking second for general inquiries. Interesting to note however is the number and percentage of General Inquiry calls made by the disabled.

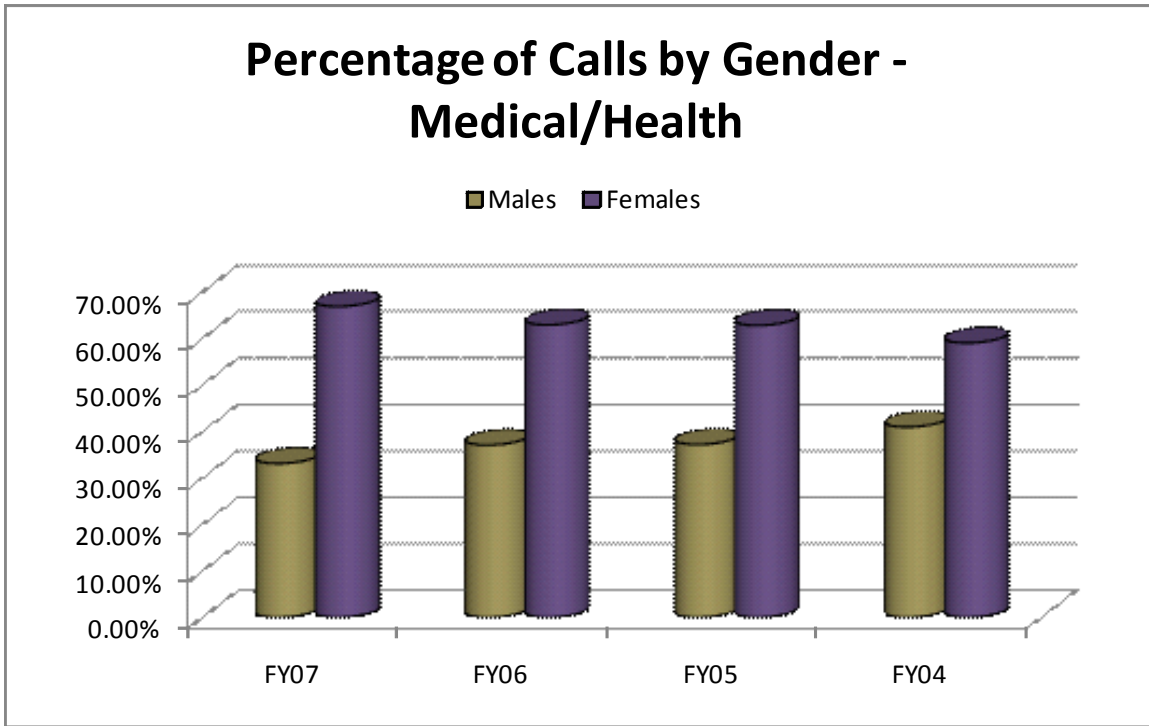
## Medical / Health Inquires



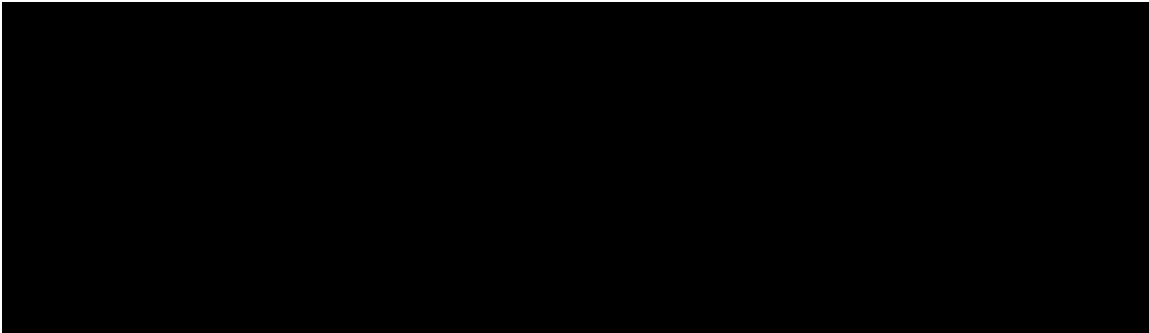
Women seek information regarding Medical and Health issues nearly two to one over males. This is an expected finding considering that females are typically and historically more likely to look after their health on a more regular basis using outside sources.

Interestingly, each year, female utilization increased while male utilization in actual calls remained flat.



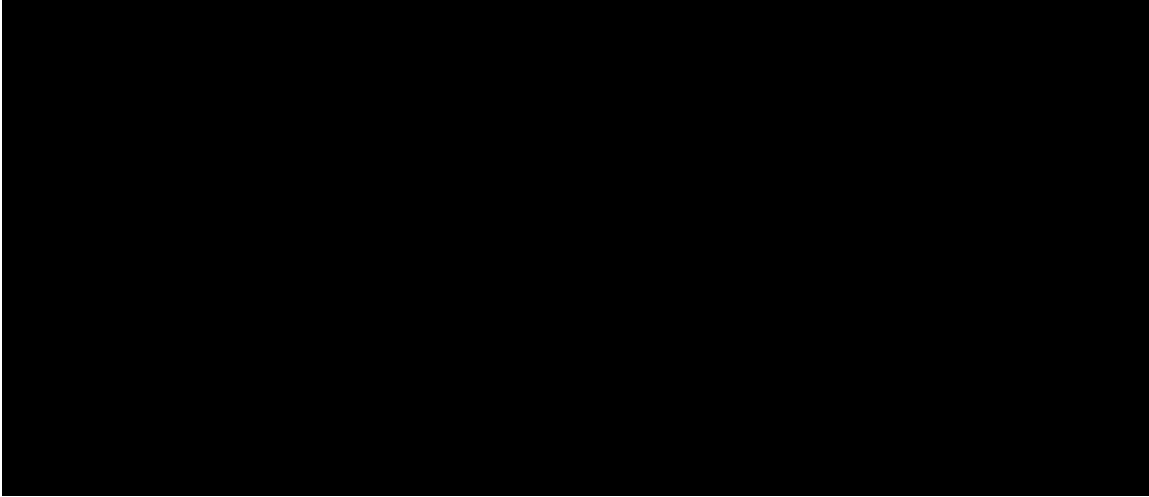


### *Ethnicity*



No other ethnicity has an impact on the final outcome of Medical and Health Inquiries other than Caucasians and African Americans. This is true for each of the four year reporting periods.

## ***Employment Status***



Interestingly, while the Unemployed and fully Employed individual utilizes the service most frequently for calls dealing with Medical and Health concerns, the Disabled also utilize the service for this purpose. Although not creating a major impact on the final numbers, the Disabled do average 10 to 11 calls per year to inquire about medical and health issues.

## **Specific Focus Areas – State and Regional**

### ***Substance Abuse***

Several specific focus issues were pulled from the data collected to disseminate the findings further. These included Alcohol, Crack, Methamphetamines, and Prescription Drugs.

Since the majority of calls are received into Helpline Georgia pertaining to differing substance abuse and chemical addictions, it is important to determine the calling trends and behavior of these callers to better learn how to deal with these individuals and the problems associated with them.

Drug abuse is not only a pervasive problem in the state of Georgia but also within the entire country and beyond. Any information gleaned from every source possible is important.

## ***Alcohol***

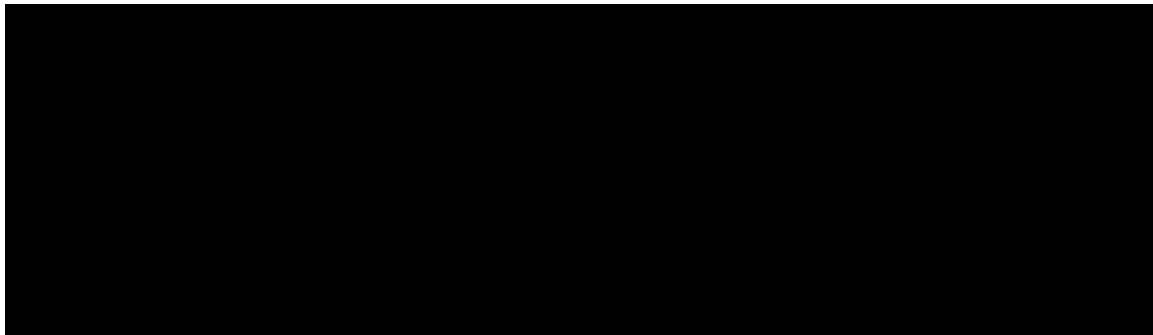
### **Gender**



Calls relating to Alcohol have typically maintains a consistency throughout the state for each of the four year reporting periods collected. Historically and socially, alcoholism is more prevalent among males than females, and the seeking of assistance would lend to this statistical finding. Interesting to note is the slight increase overall in the total number and percentage of calls received by females regarding Alcohol issues.

Total call behaviors have also been fairly consistent as well throughout the past four years of reporting data.

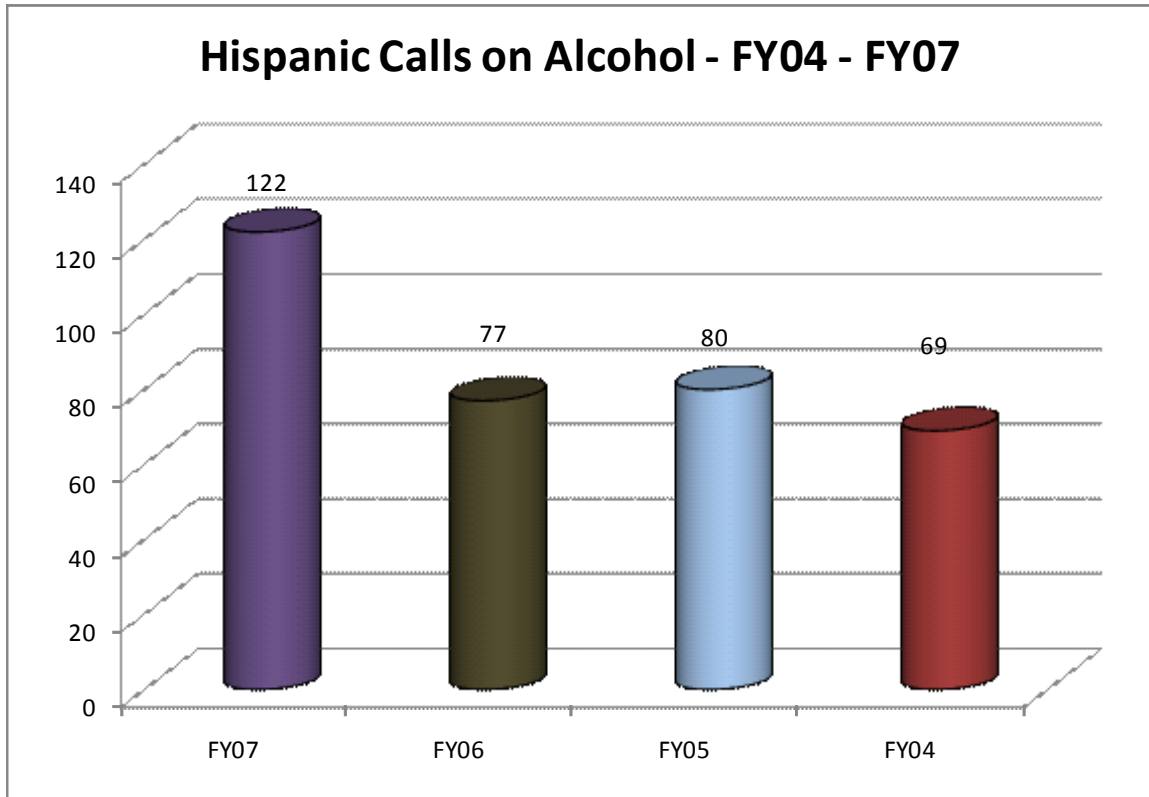
### **Ethnicity**



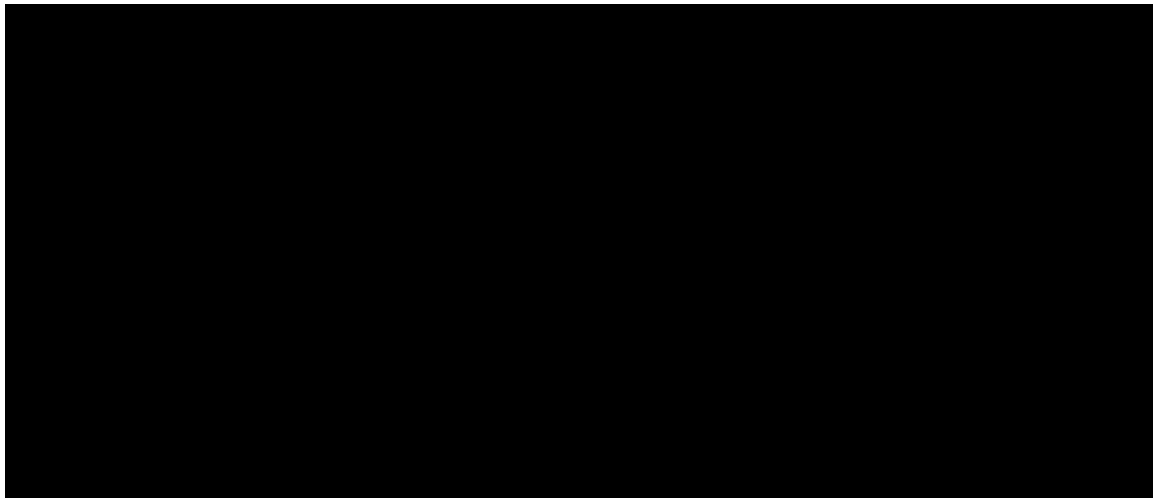
African Americans and Caucasians have, not surprisingly had the largest effect on the final outcomes of calls relating to Alcohol. Of interest in the slight decline of Alcohol inquiries by African Americans, while Caucasians have realized a mirrored increase in call inquiries over the same period of time. With the increasing prevalence of new and 'improved' addictive substances, it is interesting to note the consistent nature of Alcohol calls into Helpline Georgia.

One interesting trend emerging is the significant overall increase in Hispanics utilization the Helpline for alcohol inquiries. As the population of this ethnicity continues to grow in Georgia, there is sure to be increased calls relating to all things substance abuse. There is an excellent opportunity to reach this community and create awareness and educational programs on Helpline Georgia, the services it provides and other local and state agencies that are available to aid them.



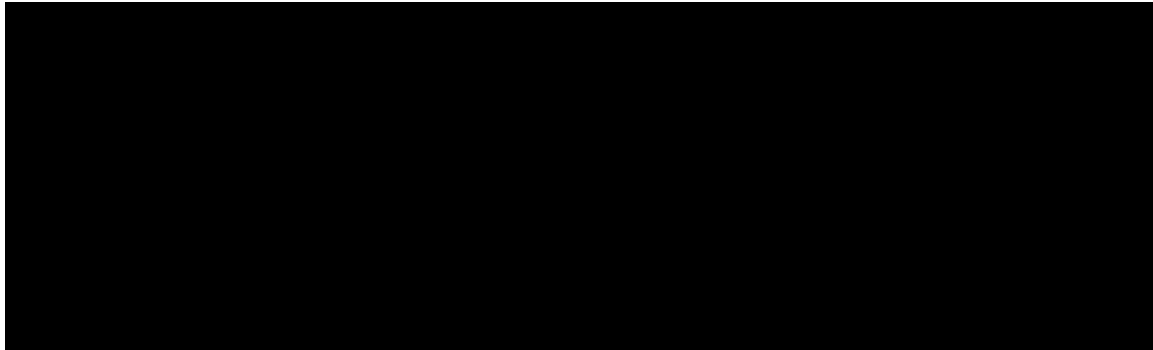


### Employment Status



There is a definite and overall increasing utilization of Helpline Georgia by the Unemployed with regards to Alcohol inquiries. Interestingly, this status is nearly three times more likely to have used the service than the second place fully Employed individual.

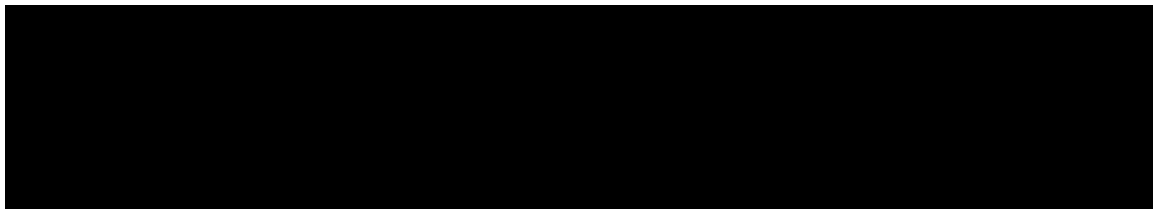
## Alcohol Calls – By Region



Nearly ½ of all calls pertaining to Alcohol inquiries are coming from Region 3 – Metro Atlanta. This holds true for each of the last four year reporting periods, and can be attributed to the sheer population of the area over the rest of the state. What is perhaps more revealing is the tight cluster of results shown by the other four Regions in each and every reporting period. Less than one hundred calls separated each region with the exception of Region 3 in every year logged. This is significant in that it shows two things. First, it shows that there is a similar prevalence for Alcohol and related issues to be infiltrated throughout the entire – this could be attributed to the length of time alcohol has been within our society. Second, it also shows similar propensity to seek out assistance if questions or concerns regarding alcohol appear. There has been a long, far-reaching and thorough marketing and education campaign throughout the country for many years, where one of the major points has been the acceptance of seeking outside assistance.

## Crack

## Gender

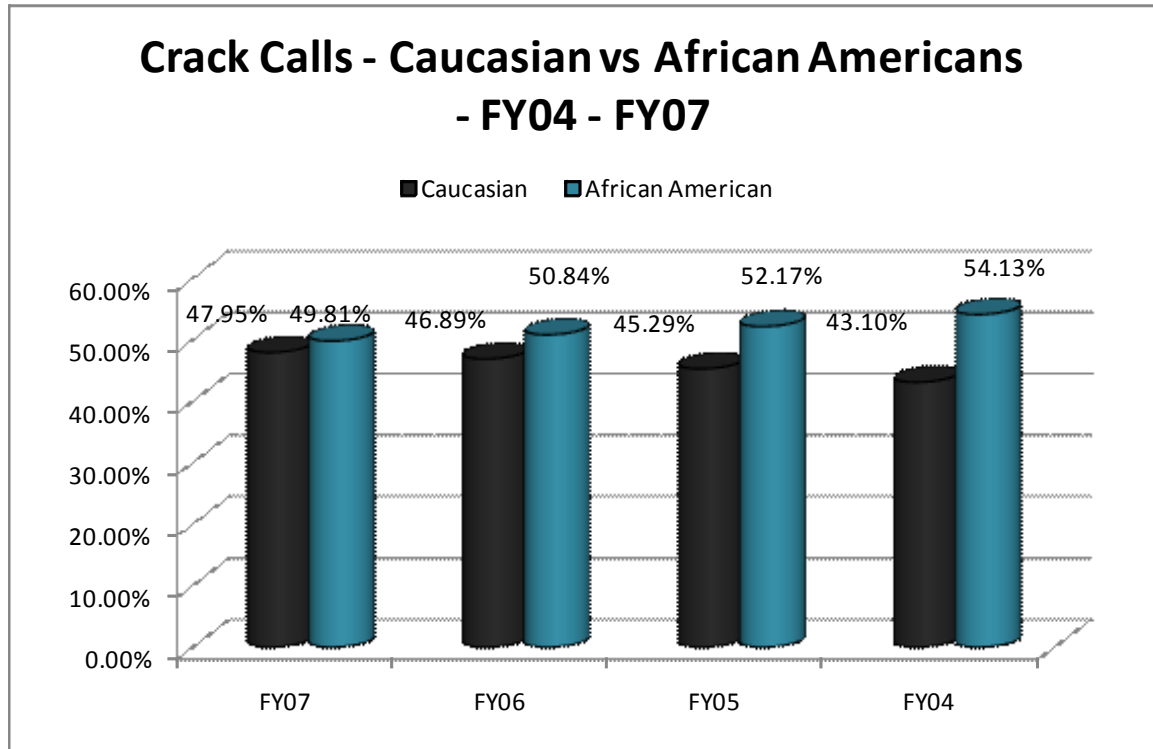


In direct comparison to Alcohol calls, the Helpline fields nearly two times as many calls regarding crack from men than from women, although there has continued to be an increase in the overall percentage of women making Helpline calls regarding Crack in each of the past four years. This obviously translates into a steady declining overall by men. This trend can be attributed to the increasing pervasion of the drug throughout both genders of society. While still largely a male addiction, there are many statistical indicators showing that women are picking up the addiction in increasing numbers. It is expected that this trend will continue, with the total number of inquiries begin to equalize between males and females.

### Ethnicity

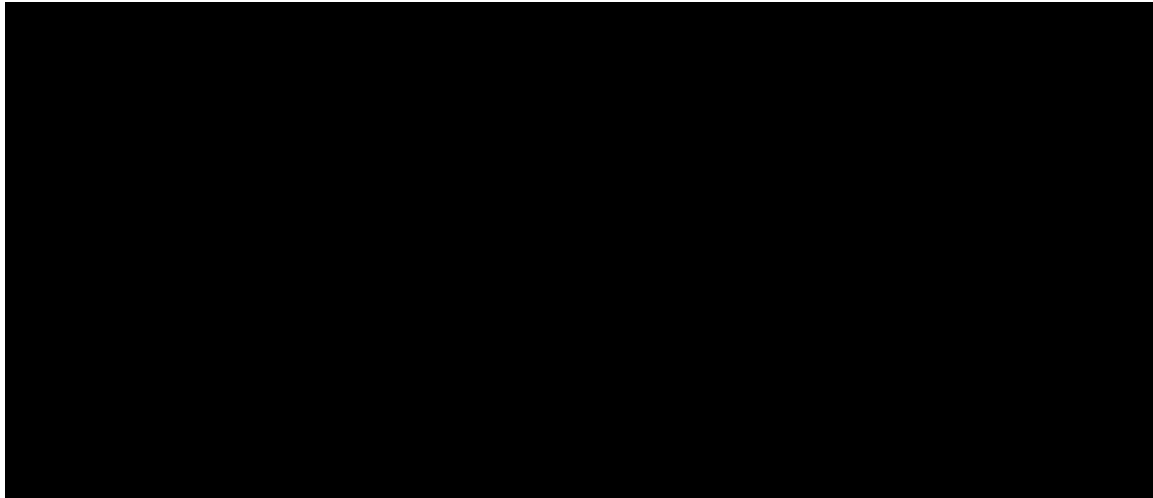


### Crack Calls - Caucasian vs African Americans - FY04 - FY07



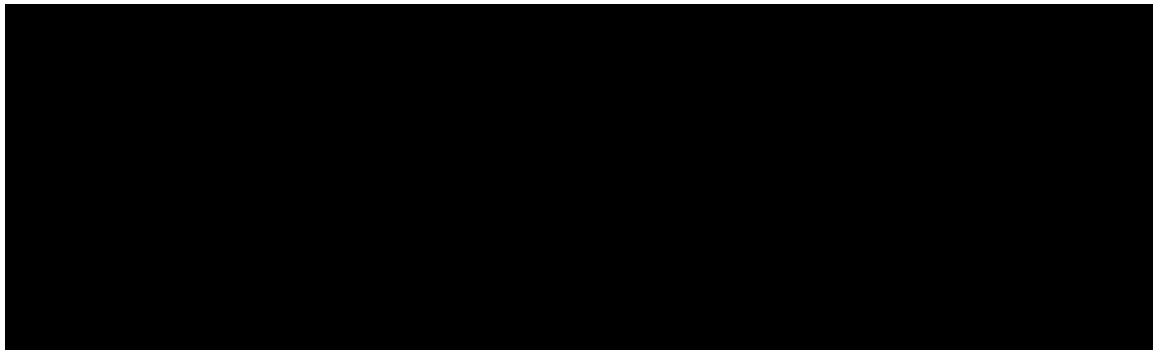
An interesting occurrence has been revealed with regards to ethnicity and crack associated call inquiries. There is a higher number and overall percentage of African Americans calling Helpline Georgia than any other ethnicity logged at the call center. Over time however, there has been a consistent and continual increase in call received by Caucasians. As shown graphically, it becomes obvious there is a convergence of call utilization between these two ethnicities. Does this indicate the possibility that the problems of crack are lessening with African Americans? No, it would be hypothesized that there is an increasing problem with crack that is pervading the Caucasians who would utilize a service like Helpline Georgia.

## Employment Status



Overwhelmingly and in greater percentages than all other issues studied to date within this report, there is a definite increasing trend by the Unemployed who would utilize Helpline Georgia calling in for inquiries concerning crack. This is not a favorable trend, emphasizing the declining status for those who call for assistance with crack. This is due to the continuous declining of calls coming from those who are fully or part-time employed.

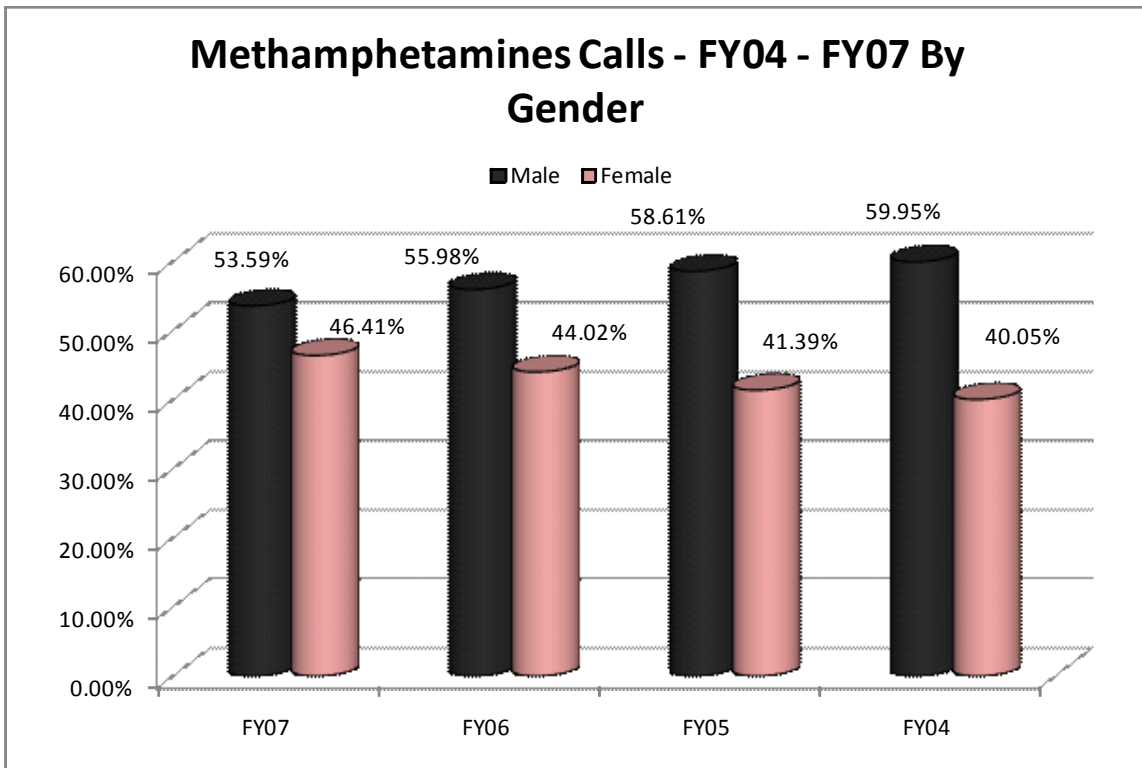
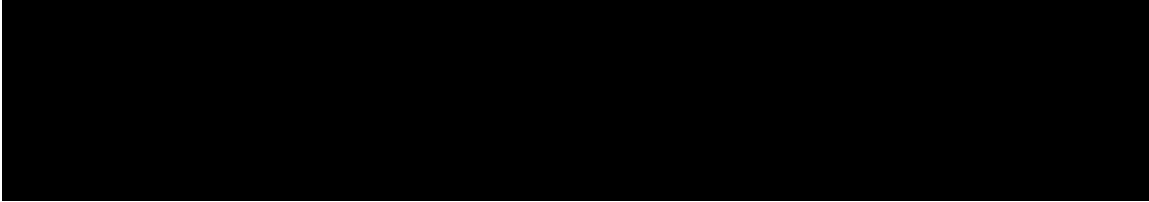
## Crack Calls – By Region



The preponderance of calls concerning Crack have consistently come from Region 3, or Metro Atlanta. What is interesting is the consistency of calls coming into Helpline Georgia from all other Regions. While there have been slight increases overall in crack calls from Region 2 and 5, they have been slow and steady. Region 1 and 4 have realized a virtual flat percentage of calls over the four year reporting period.

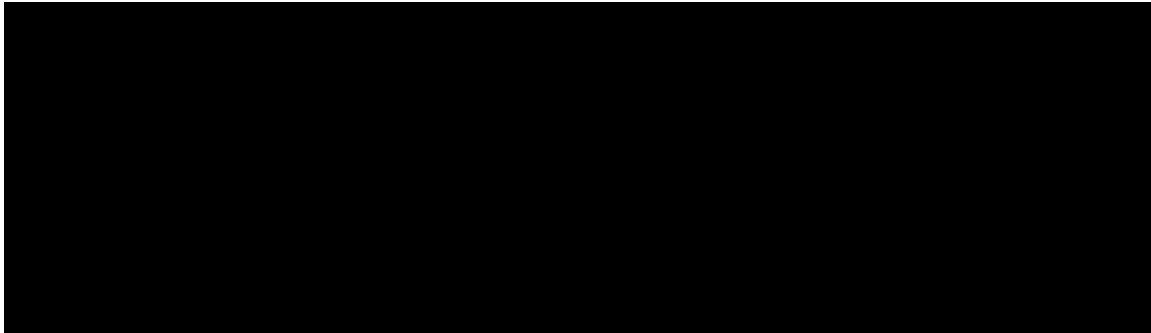
## Methamphetamines

### Gender



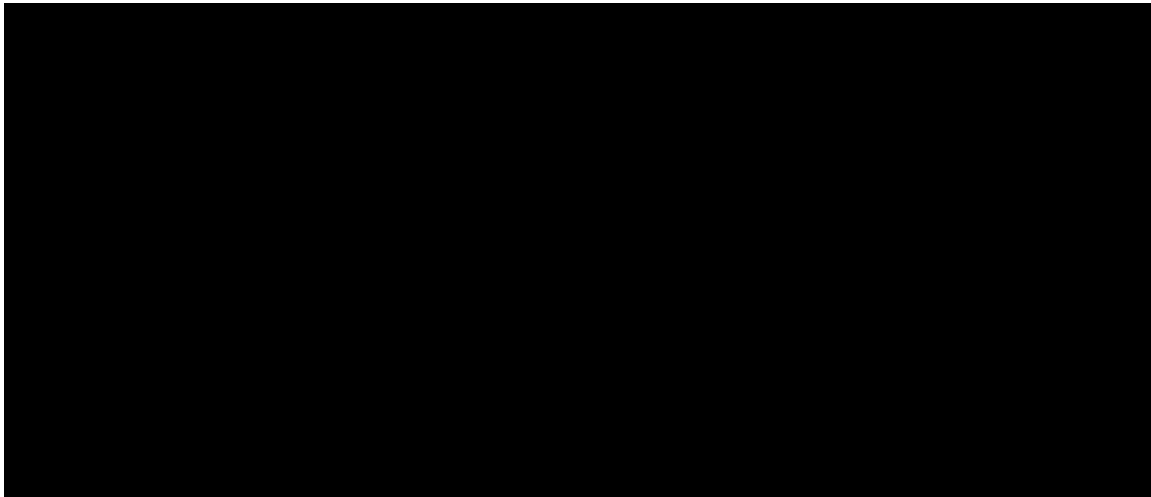
Although historically there has been a greater preponderance of calls received by males for inquiries regarding Methamphetamines, there is a clear trend where females have been utilizing the service more and more each reporting year. It is believed, as this drug permeates all areas of the state to a greater extent and becomes more solidly entrenched across all social classes, genders, ethnicities and employment status', there will become a more equal representation of calls across all demographics due to the extreme addictive qualities of this drug.

## Ethnicity



An unbelievable 90% average or above number of calls are being received into Helpline Georgia's call center for Methamphetamines. This drug does permeate all ethnicities, but has traditionally and historically been perceived as primarily a Caucasian issue. No other ethnicity has made an impact like Caucasians have on the final call outcome for Methamphetamines.

## Employment Status



As with Crack calls, the preponderance of Methamphetamines calls come from the Unemployed. This is a trend that has continued for each of the four reporting periods captured.

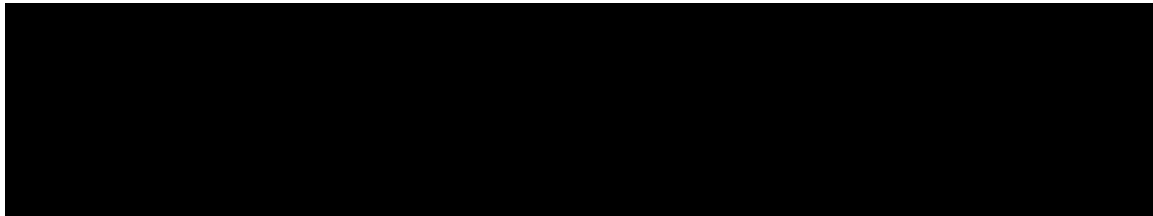
## **Methamphetamines – Calls by Region**



The call utilization between regions becomes more closely related when studying those inquiries that come into Helpline Georgia that pertain to Methamphetamines. There has been a decline in the number of calls received by Regions 3 and 1 over the past four years. These areas include Metro Atlanta and also the northern portion of Georgia, and have typically been noted for ‘cooking’ Methamphetamines. There appears to be a trickling down of utilization throughout the rest of the state, all points southward and towards the border to the west and coastal region to the east. This drug is expected to increase in both production and utilization due to its relative ease to create with simple household items. The problem? This drug is highly addictive. So, relative ease of production coupled with high addictive qualities sets up a recipe for increased utilization, addiction, and assistance seekers.

## ***Prescription Drugs***

### **Gender**



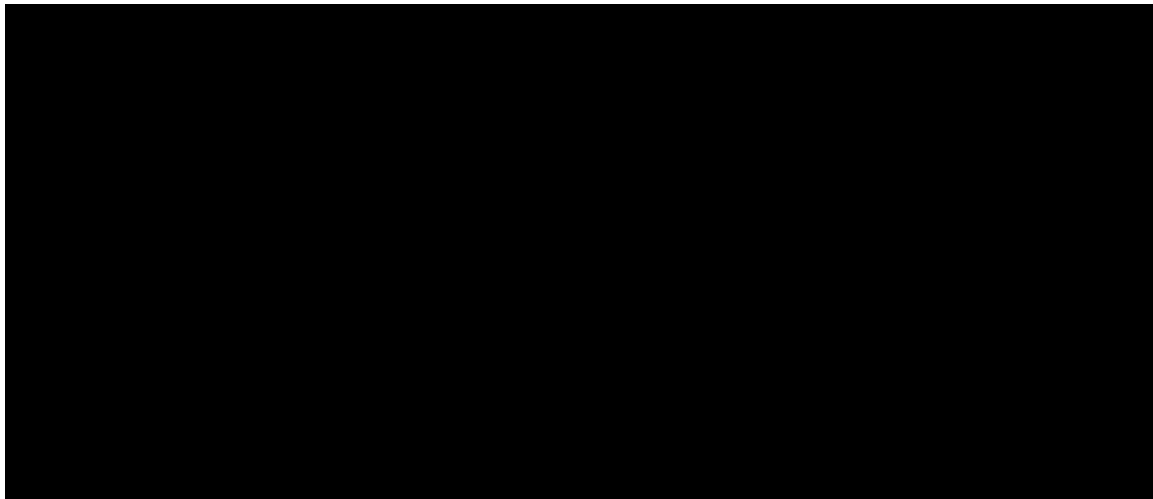
Call inquiries regarding Prescription Drugs are fairly evenly divided between males and females. The trend is definitely an increasing one for females who surpassed males in Prescription Drug inquiries in FY07. Traditionally and historically, prescription drug problems were considered to be more of a female problem than a male issue.

## Ethnicity



Caucasians have typically represented nearly 90% of all calls received into Helpline Georgia for inquiries concerning Prescription Drugs. There has been a slight growth of calls overall in the past four years from African Americans, however, they have typically only represented slightly less than 9% of all calls received into the Helpline.

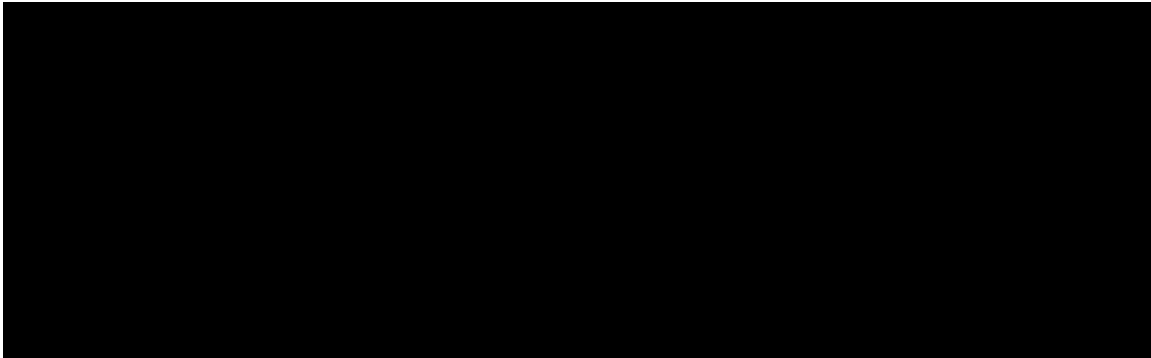
## Employment Status



Not surprising, over three times the number of Unemployed call in for assistance with Prescription Drugs over second ranking fully Employed. This trend has stayed consistent for each of the four years data has been collected for Helpline Georgia.



## Prescription Drugs – Calls by Region



Regional results for calls pertaining to Prescription Drugs have been closer than any other specific substance abuse focus. While the Metro Atlanta area, or Region 3 has logged more calls and a greater percentage of the total number of calls into Helpline Georgia, all other regions are represented in a significant way. The hypothesis would be close to that of the reason Alcohol is also prevalent significantly throughout the state. Prescription Drugs are socially acceptable, much like alcohol and have been pervasive in society for many many years, thus allowing a saturation throughout all aspects of society. This trend is expected to continue as data is collected throughout Helpline Georgia.