

2011

Region 3 Report

ANOVA Business Analysts

1/17/2012

Table of Contents

Executive Summary..... 3

 Methodology..... 4

About HODAC..... 5

About GA Department of Behavioral Health & Developmental Disabilities..... 5

 Gender 6

 Ethnicity 6

 Employment Status..... 7

 Age Range 8

 Calls by Month 9

 Total Calls, All Regions by Month..... 10

 Average Calls per Month..... 11

Region Comparison..... 13

 Counties 15

 Cities..... 16

Needs 17

 Main Categorical Needs..... 17

 Top 15 Needs 17

Specific Focus Areas..... 18

 Substance Abuse..... 18

 Crack..... 21

 Methamphetamines 24

 Alcohol 27

 Prescription Drugs..... 30

 Gambling..... 33

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:

Kristopher Robbins

(478) 954-2262

Jennifer Laster

(478) 951-8814

ANOVA Business Analysts, LLC



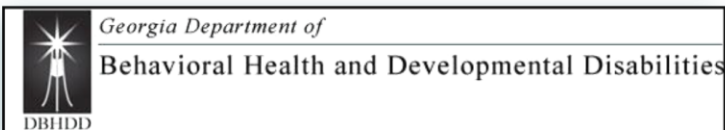
About HODAC

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

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

About GA Department of Behavioral Health & Developmental Disabilities

The Georgia Department of Behavioral Health and Developmental Disabilities provides



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

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

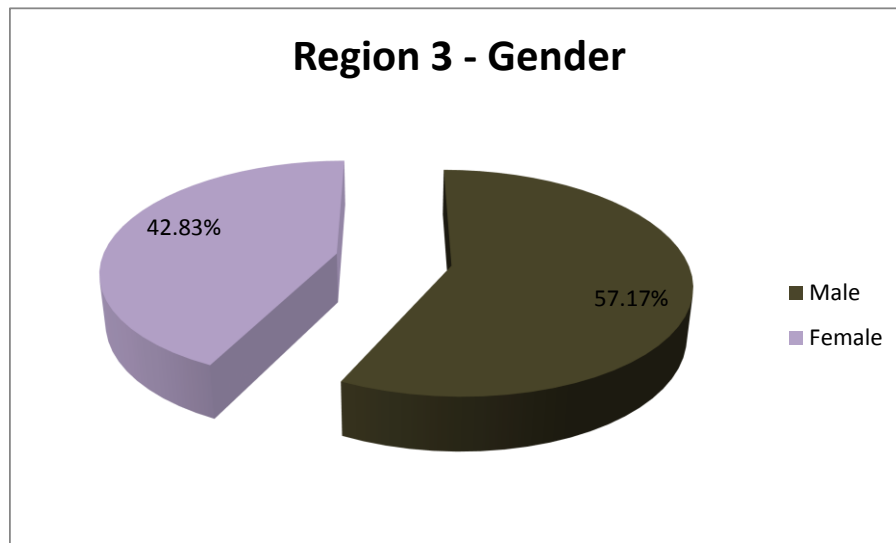
BHDDAD administers their mission throughout the six mental and developmental health regions divided throughout the state to provide a consistent continuum of care for the clients who utilize the service. In addition to Helpline Georgia, the DBHDD also oversees statewide mental health and well-being initiatives, 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.

Region 3 calls realized a near 35% decline in calls when compared to FY'11. Calls fell from 4607 in FY'10 to 3014 in FY'11. The contributing factor is the realignment and addition of a region to the BHDDAD service areas. Region 3 typically represented the metropolitan Atlanta area and with the realignment, several counties were shifted out of the region and into other service areas.

Call habits for the new delineated region will be difficult to ascertain with this reporting period, although overall general trends may prevail.

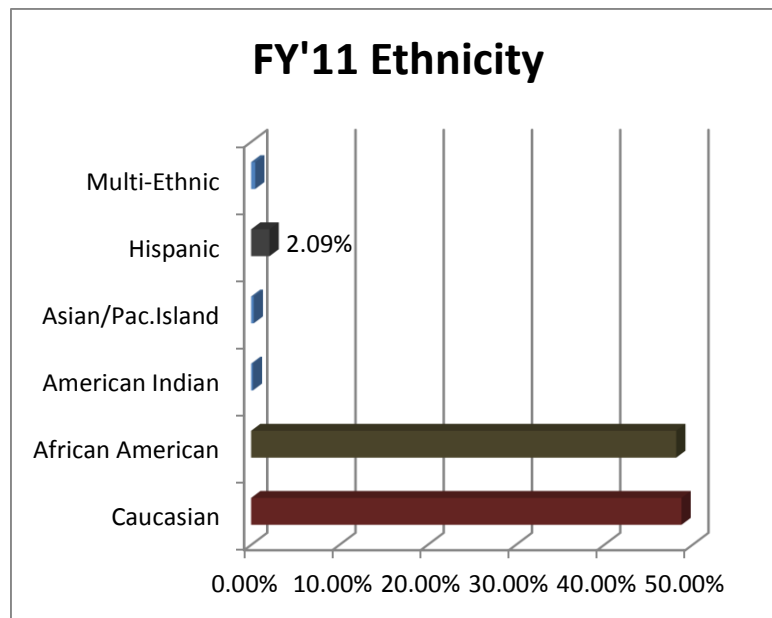
Gender

Gender	Calls	Percentage
Male	1723	57.17%
Female	1291	42.83%
Total	3014	100.00%



Ethnicity

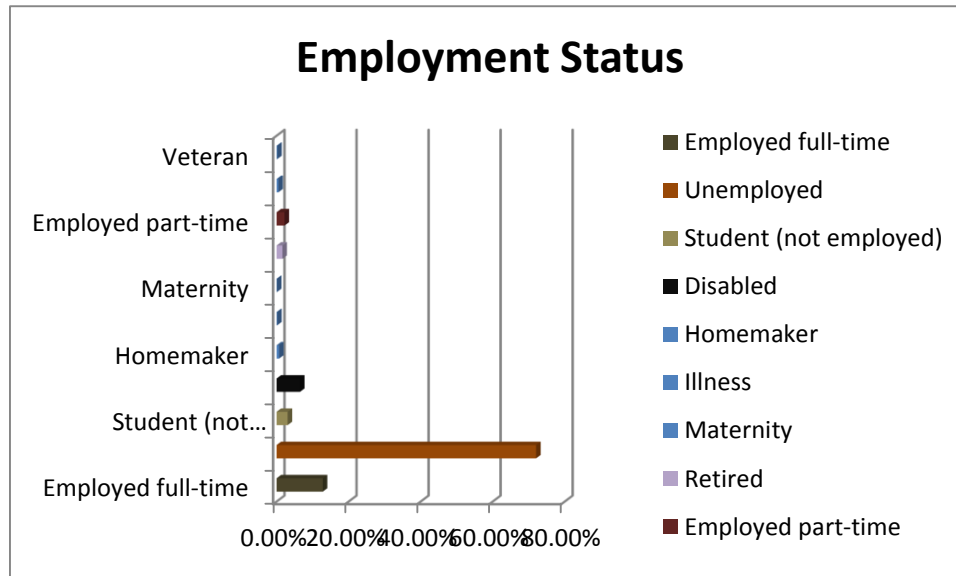
Ethnicity	Calls	Percentage
Caucasian	1470	48.77%
African American	1452	48.18%
American Indian	6	0.20%
Asian/Pac.Island	9	0.30%
Hispanic	63	2.09%
Multi-Ethnic	14	0.46%
Total	3014	100.00%



With the shift in regional lines, ethnicity has evened out between Caucasians and African Americans. Typical call trends for the previous incarnation of Region 3 has been that calls originate more from Caucasians than any other ethnicity.

Employment Status

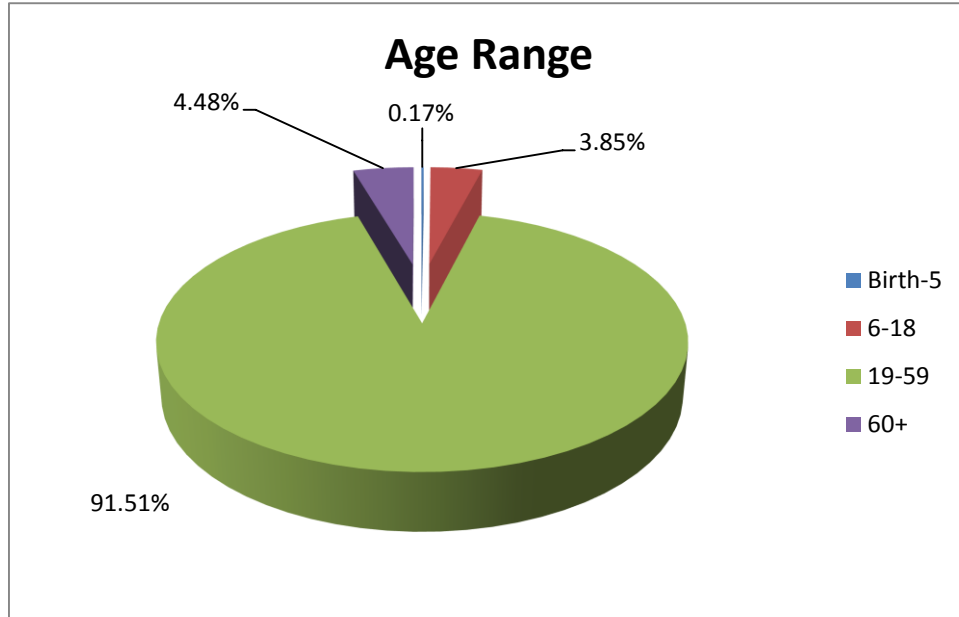
Employment Status	Calls	Percentage
Employed full-time	387	12.84%
Unemployed	2172	72.06%
Student (not employed)	93	3.09%
Disabled	196	6.50%
Homemaker	21	0.70%
Illness	5	0.17%
Maternity	3	0.10%
Retired	49	1.63%
Employed part-time	67	2.22%
Temporary work	15	0.50%
Veteran	6	0.20%
Total	3014	100.00%



There has been a near 10% increase in the percentage of calls originating from the Unemployed in Region 3 when comparing FY'10 with FY'11.

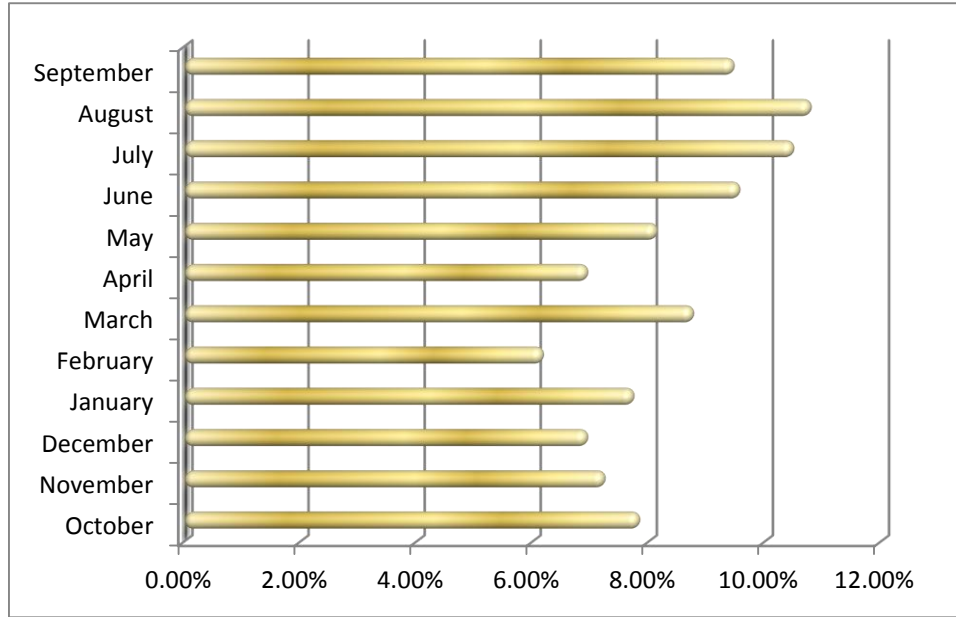
Age Range

Age Range	Calls	Percentage
Birth-5	5	0.17%
6-18	116	3.85%
19-59	2758	91.51%
60+	135	4.48%
Total	3014	100.00%



Calls by Month

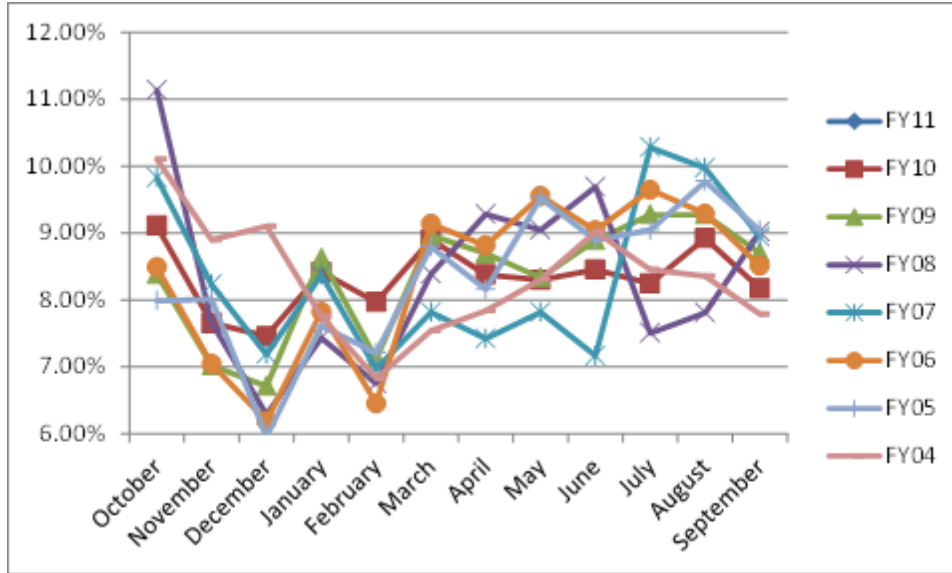
Month	Calls	Percentage
2010		
October	236	7.83%
November	218	7.23%
December	209	6.93%
January	233	7.73%
2011		
February	186	6.17%
March	264	8.76%
April	209	6.93%
May	245	8.13%
June	288	9.56%
July	316	10.48%
August	325	10.78%
September	285	9.46%
Total	3014	100.00%



Region 3 calling habits are reflective of the rest of the state in that the majority of calls are received in the summer months.

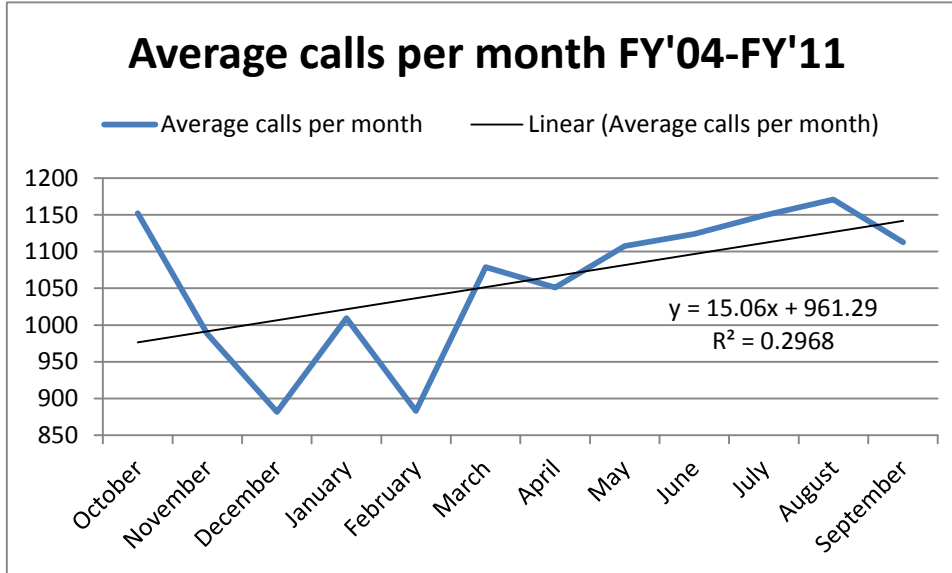
Total Calls, All Regions by Month

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%
May	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

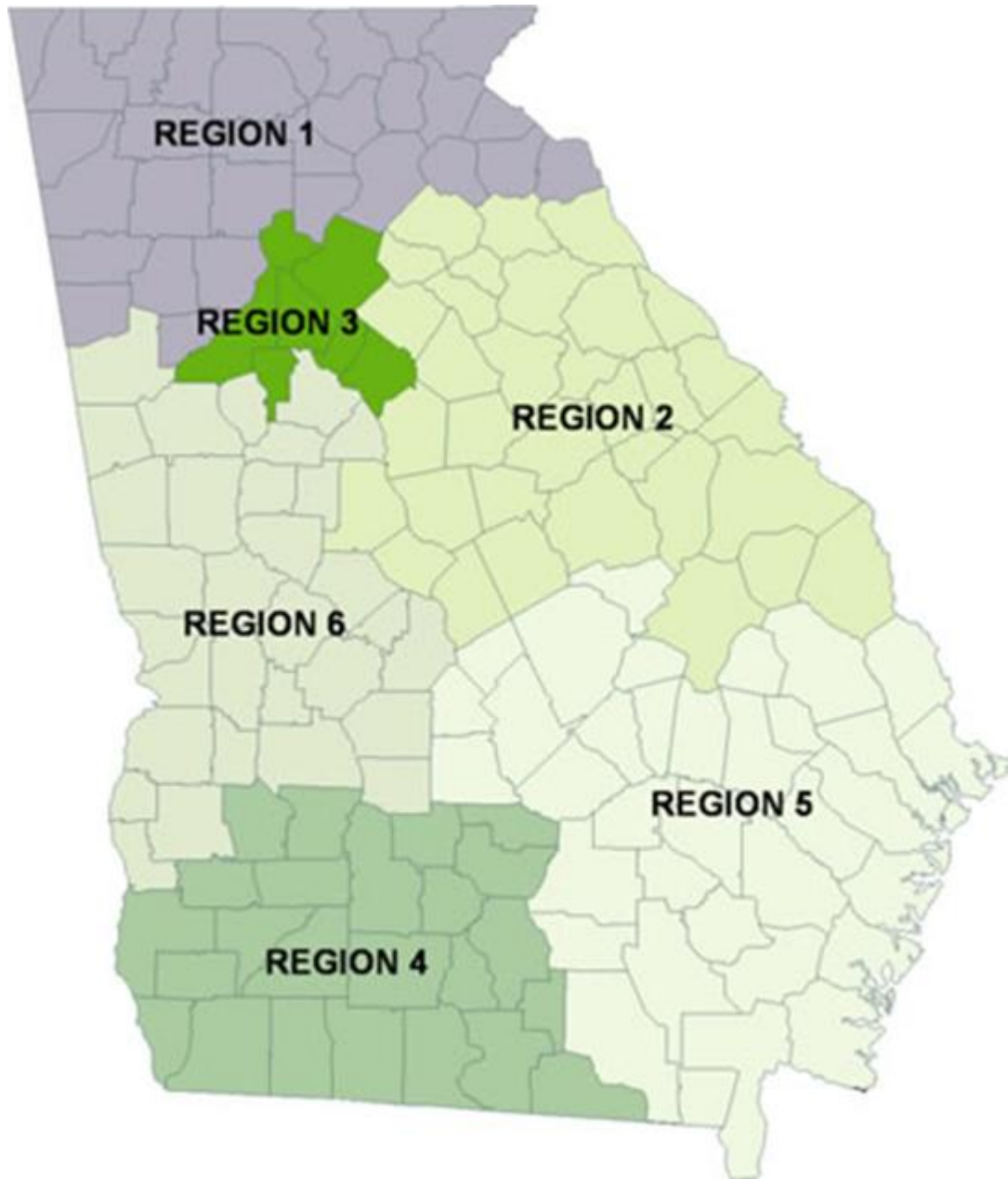


The average call volume per month from FY'04-FY'11 is shown above. This more clearly shows, when layering each call volume per month for each of the last eight years that the highest utilization of Helpline Georgia occurs during the summer months of June, July, August and September. Additionally, the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

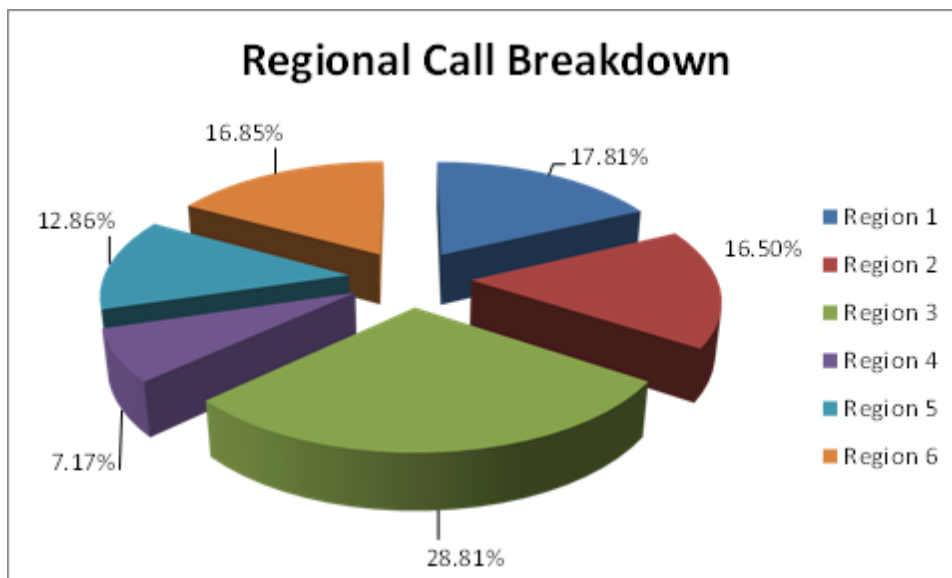
A linear regression trend line is noted above to determine the relevance and relationship between the months and the number of calls that are made into the Helpline. It can be noted that the "R" equation is a relational formula revealing the relationship between the x and y axis. A .2968 does indicated 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
Clayton	227	7.53%
DeKalb	316	10.48%
Fulton	1783	59.16%
Gwinnett	502	16.66%
Newton	107	3.55%
Rockdale	79	2.62%
Total	3014	100.00%

Cities

City	Calls	Percentage	City	Calls	Percentage
Alpharetta	58	1.92%	Snellville	64	2.12%
Atlanta	1586	52.62%	Stone Mountain	55	1.82%
Buford	48	1.59%	Suwanee	16	0.53%
Chamblee	6	0.20%	Tucker	16	0.53%
Clarkston	14	0.46%	Union City	16	0.53%
College Park	50	1.66%			
Conyers	79	2.62%	Total	3014	100.00%
Covington	98	3.25%			
Dacula	11	0.36%			
Decatur	168	5.57%			
Doraville	8	0.27%			
Duluth	48	1.59%			
Dunwoody	7	0.23%			
East Point	38	1.26%			
Ellenwood	15	0.50%			
Fairburn	20	0.66%			
Forest Park	28	0.93%			
Grayson	7	0.23%			
Hapeville	4	0.13%			
Jonesboro	70	2.32%			
Lawrenceville	180	5.97%			
Lilburn	31	1.03%			
Lithonia	41	1.36%			
Loganville	40	1.33%			
Lovejoy	1	0.03%			
Mansfield	2	0.07%			
Morrow	19	0.63%			
Norcross	57	1.89%			
Oxford	4	0.13%			
Palmetto	11	0.36%			
Porterdale	3	0.10%			
Rex	7	0.23%			
Riverdale	37	1.23%			
Roswell	50	1.66%			
Scottdale	1	0.03%			

Needs

Main Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	2165	71.83%
Mental Health	134	4.45%
Criminal/Legal Reporting	177	5.87%
Abuse / Neglect	114	3.78%
General Information / Inquiries	225	7.47%
Medical / Health Inquiries	20	0.66%
Multiple	179	5.94%
Total	3014	100.00%

With regional realignment, calls from Region 3 decreased over 1000 calls when comparing FY'11 with FY'10.

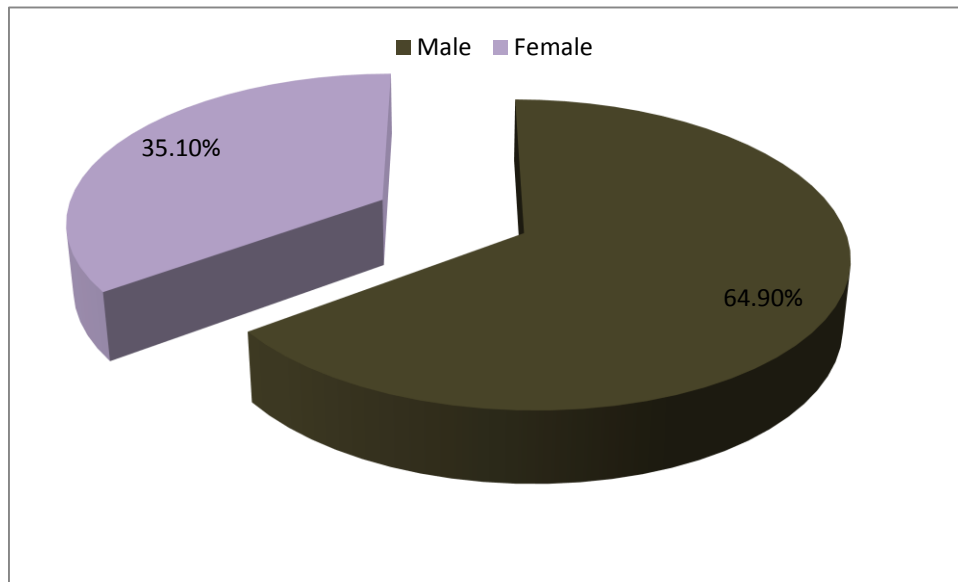
Top 15 Needs

Need	Calls	Rank
Substance Abuse Treatment	3573	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
Marijuana	792	9
Other Opiates	746	10
Methamphetamines	647	11
12 Step Programs	429	12
General Info. (Phone # Only)	349	13
Assessment	347	14
MENTAL HEALTH	249	15
Total		

Specific Focus Areas

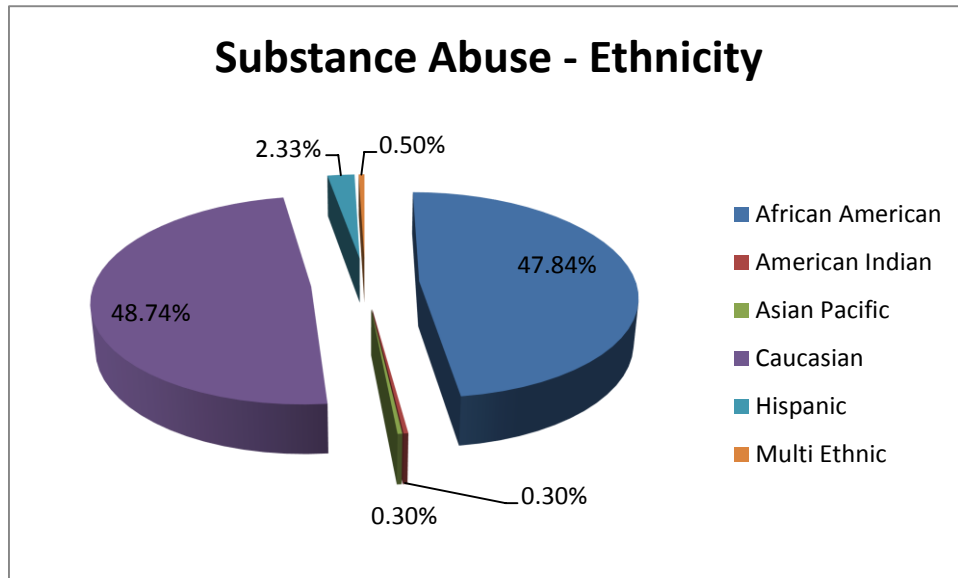
Substance Abuse

Gender	Calls	Percentage
Male	1309	64.90%
Female	708	35.10%
Total	2017	100.00%



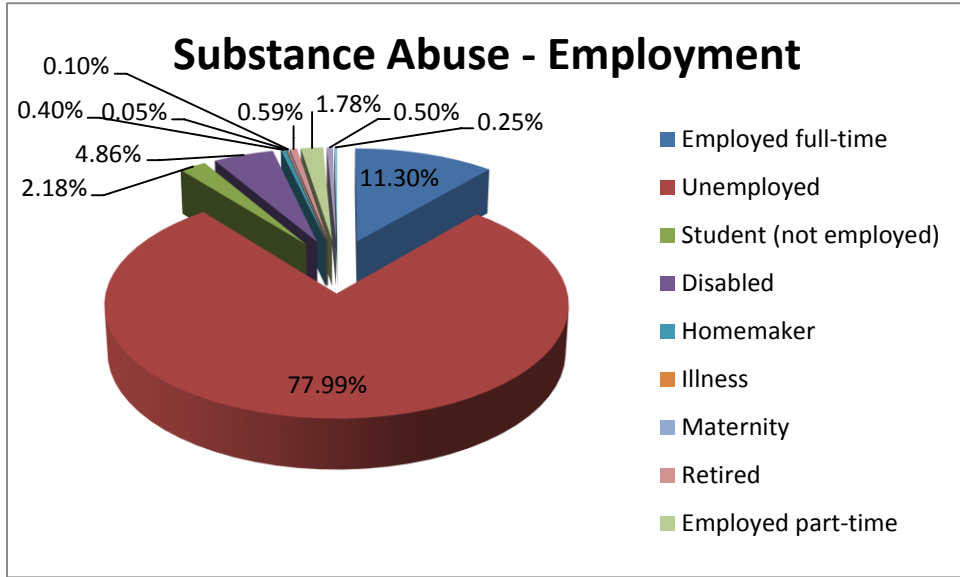
Call patterns in regards to gender in Region 3 during FY'11 have remained consistent to FY'10 levels even with the restructuring of regional lines.

Ethnicity	Calls	Percentage
African American	965	47.84%
American Indian	6	0.30%
Asian Pacific	6	0.30%
Caucasian	983	48.74%
Hispanic	47	2.33%
Multi Ethnic	10	0.50%
Total	2017	100.00%



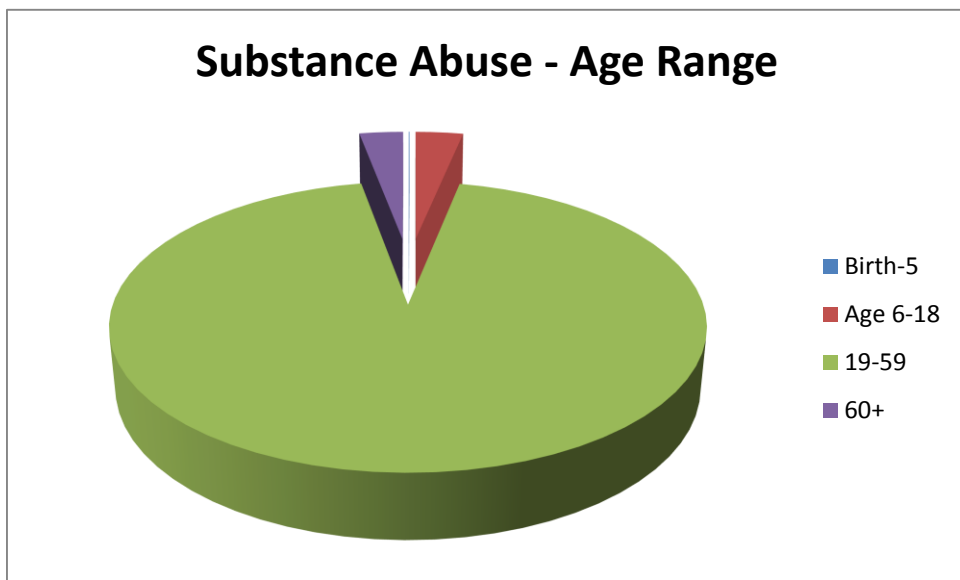
With the restructuring of regional lines, the ethnic call habits for Region 3 have changed significantly. Nearly 61% of the calls out of Region 3 in FY'10 originated from Caucasians, while FY'11 reveals a near equal distribution of calls between Caucasians and African Americans.

Employment Status	Calls	Percentage
Employed full-time	228	11.30%
Unemployed	1573	77.99%
Student (not employed)	44	2.18%
Disabled	98	4.86%
Homemaker	8	0.40%
Illness	1	0.05%
Maternity	2	0.10%
Retired	12	0.59%
Employed part-time	36	1.78%
Temporary work	10	0.50%
Veteran	5	0.25%
Total	2017	100.00%



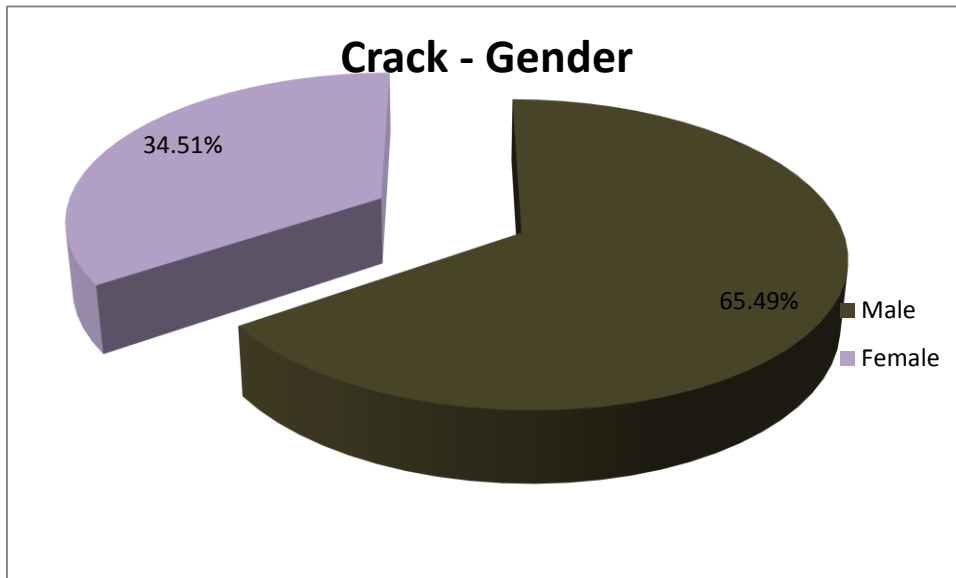
Substance Abuse calls from Region 3 remained largely unchanged for employment status with regard to percentage breakdown when comparing FY'11 with FY'10.

Age Range	Calls	Percentage
Birth-5	1	0.05%
Age 6-18	64	3.17%
19-59	1893	93.85%
60+	59	2.93%
Total	2017	100.00%

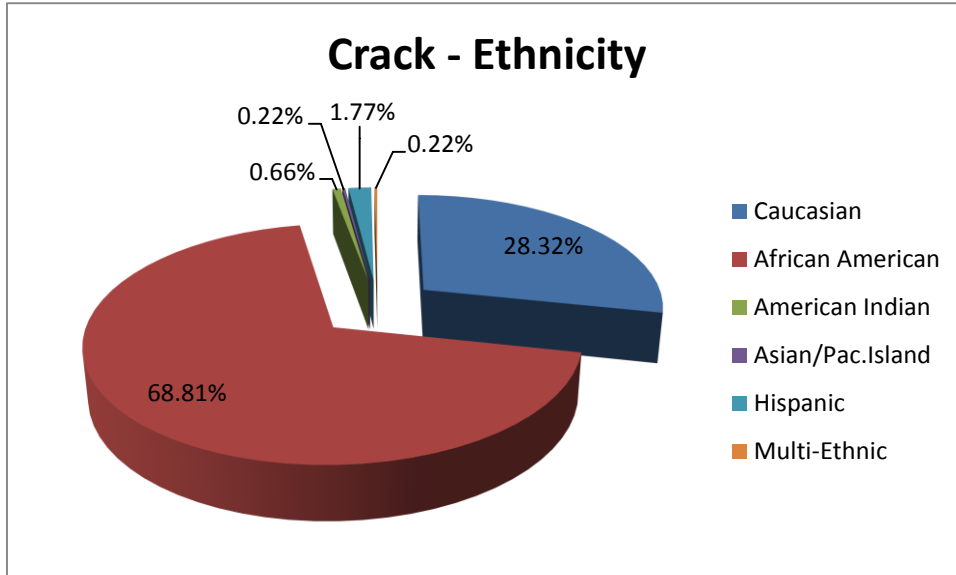


Crack

Gender	Calls	Percentage
Male	296	65.49%
Female	156	34.51%
Total	452	100.00%

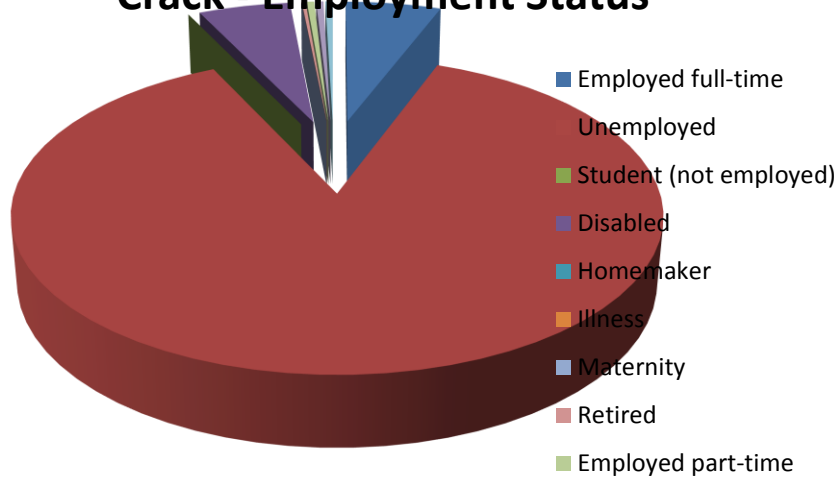


Ethnicity	Calls	Percentage
Caucasian	128	28.32%
African American	311	68.81%
American Indian	3	0.66%
Asian/Pac.Island	1	0.22%
Hispanic	8	1.77%
Multi-Ethnic	1	0.22%
Total	452	100.00%



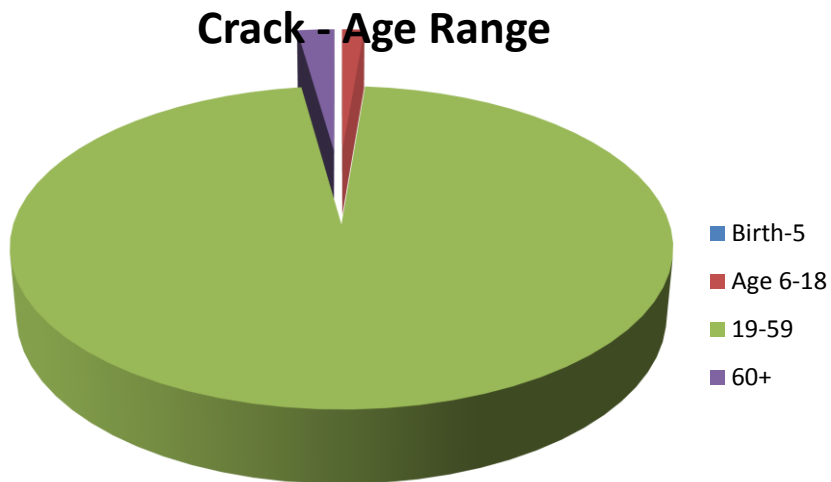
Employment Status	Calls	Percentage
Employed full-time	26	5.75%
Unemployed	394	87.17%
Student (not employed)	0	0.00%
Disabled	25	5.53%
Homemaker	0	0.00%
Illness	0	0.00%
Maternity	0	0.00%
Retired	1	0.22%
Employed part-time	2	0.44%
Temporary work	2	0.44%
Veteran	2	0.44%
Total	452	100.00%

Crack - Employment Status



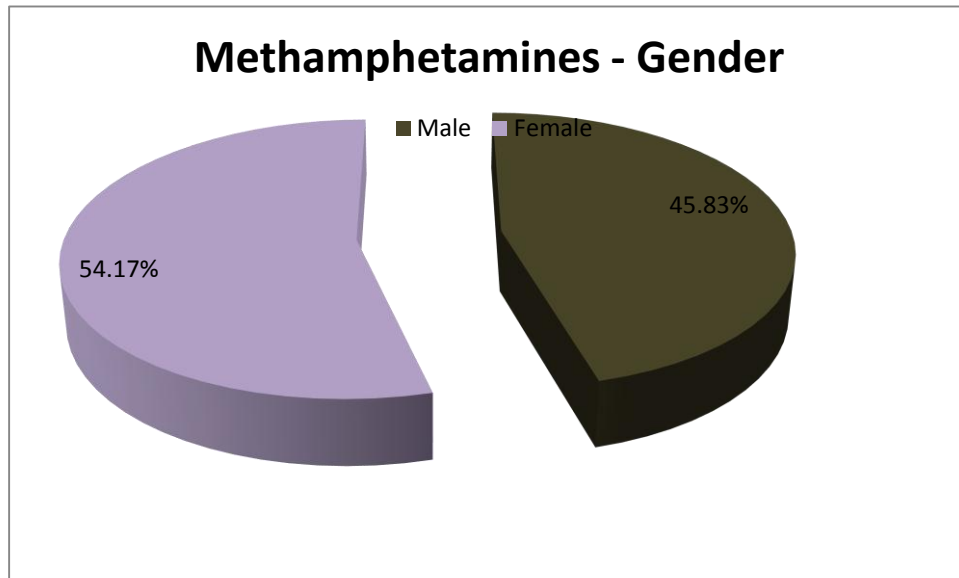
Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	6	1.33%
19-59	436	96.46%
60+	10	2.21%
Total	452	100.00%

Crack - Age Range



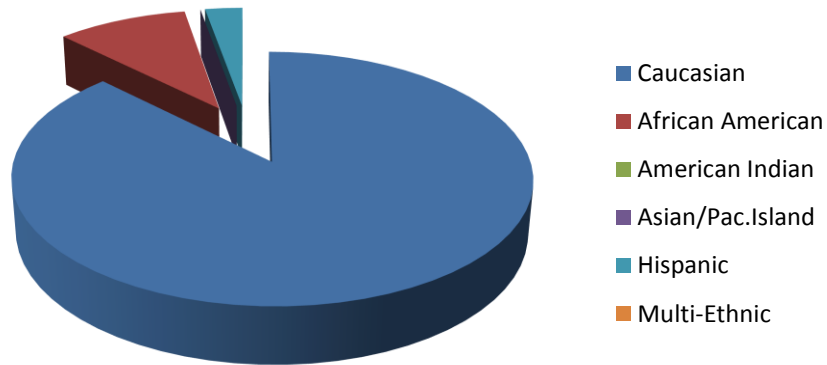
Methamphetamines

Gender	Calls	Percentage
Male	33	45.83%
Female	39	54.17%
Total	72	100.00%



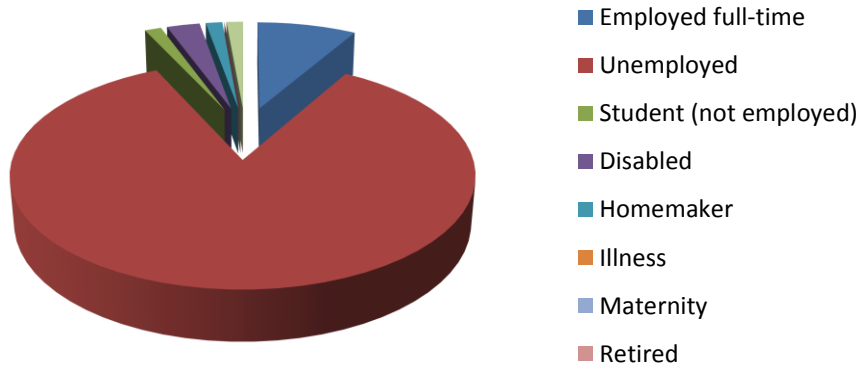
Ethnicity	Calls	Percentage
Caucasian	63	87.50%
African American	7	9.72%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	2	2.78%
Multi-Ethnic	0	0.00%
Total	72	100.00%

Methamphetamines - Ethnicity



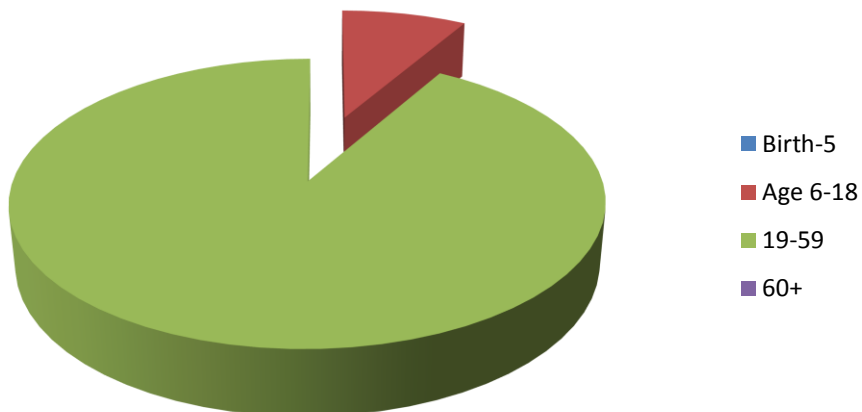
Employment Status	Calls	Percentage
Employed full-time	6	8.33%
Unemployed	61	84.72%
Student (not employed)	1	1.39%
Disabled	2	2.78%
Homemaker	1	1.39%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	1	1.39%
Temporary work	0	0.00%
Veteran	0	0.00%
Total	72	100.00%

Methamphetamines - Employment Status



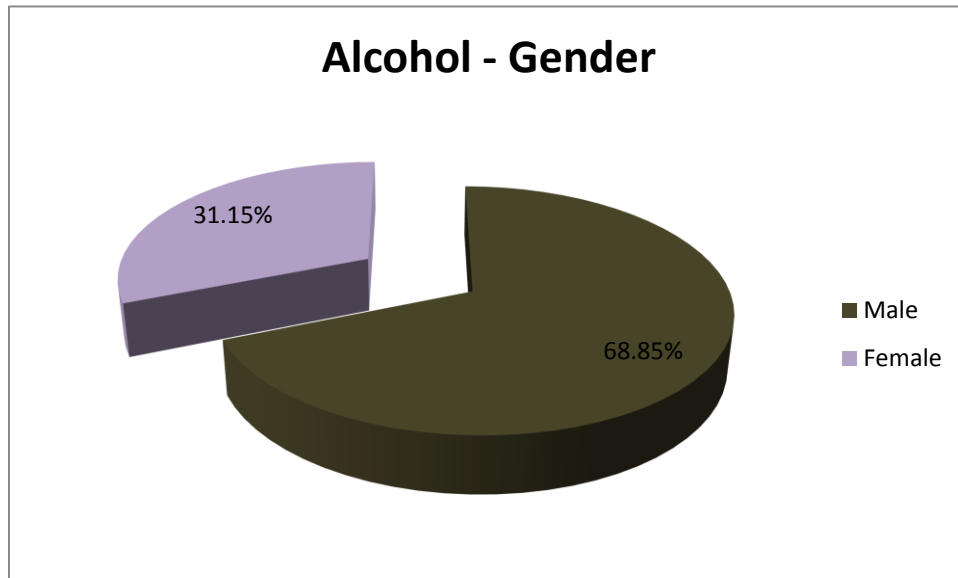
Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	6	8.33%
19-59	66	91.67%
60+	0	0.00%
Total	72	100.00%

Methamphetamines - Age Range

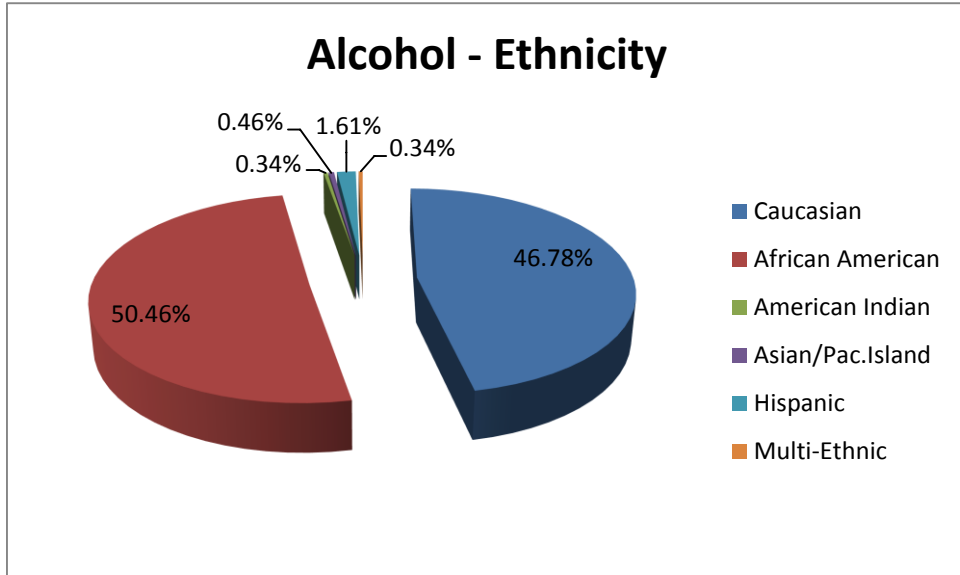


Alcohol

Gender	Calls	Percentage
Male	599	68.85%
Female	271	31.15%
Total	870	100.00%

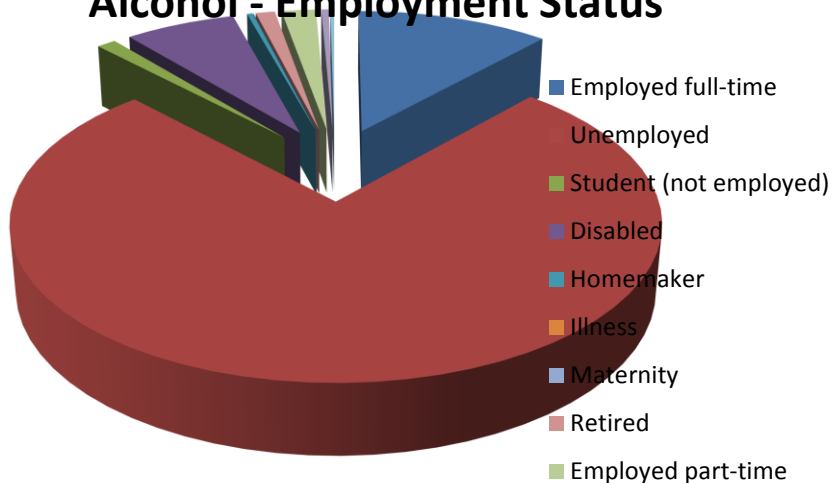


Ethnicity	Calls	Percentage
Caucasian	407	46.78%
African American	439	50.46%
American Indian	3	0.34%
Asian/Pac.Island	4	0.46%
Hispanic	14	1.61%
Multi-Ethnic	3	0.34%
Total	870	100.00%



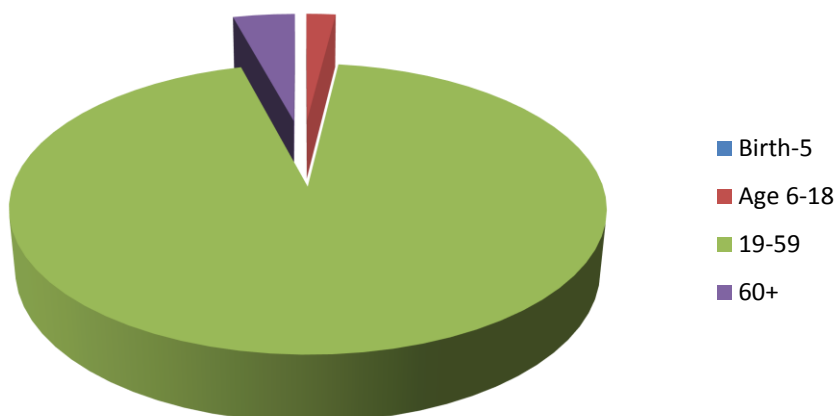
Employment Status	Calls	Percentage
Employed full-time	101	11.61%
Unemployed	664	76.32%
Student (not employed)	10	1.15%
Disabled	58	6.67%
Homemaker	3	0.34%
Illness	0	0.00%
Maternity	0	0.00%
Retired	10	1.15%
Employed part-time	18	2.07%
Temporary work	4	0.46%
Veteran	2	0.23%
Total	870	100.00%

Alcohol - Employment Status



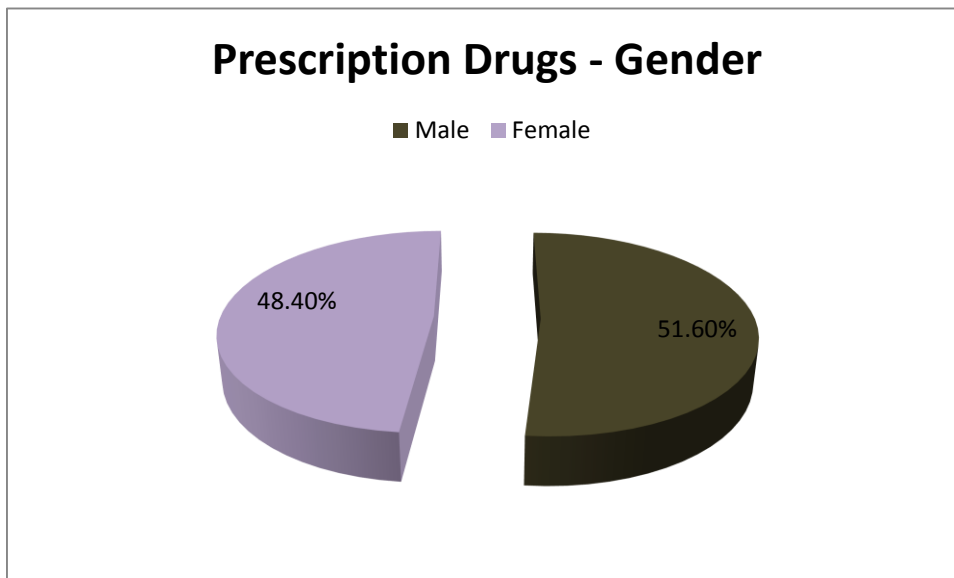
Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	17	1.95%
19-59	817	93.91%
60+	36	4.14%
Total	870	100.00%

Alcohol - Age Range



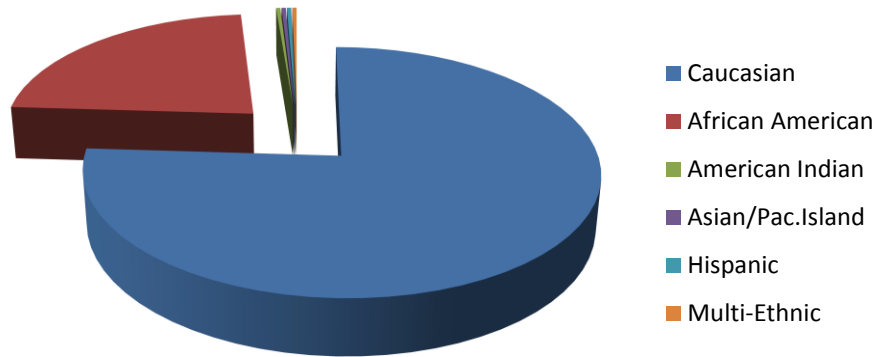
Prescription Drugs

Gender	Calls	Percentage
Male	161	51.60%
Female	151	48.40%
Total	312	100.00%



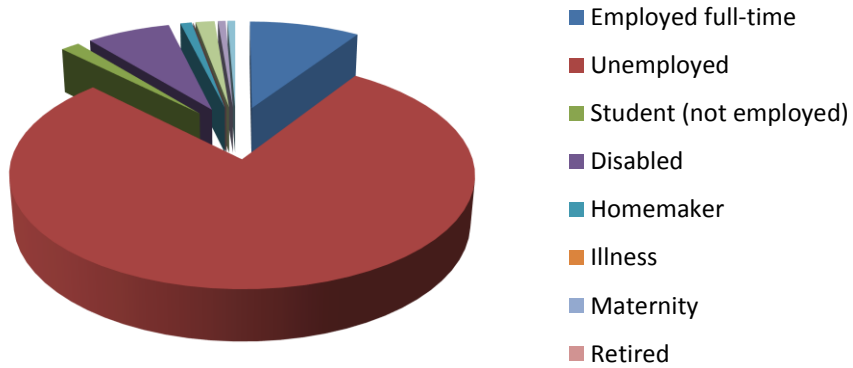
Ethnicity	Calls	Percentage
Caucasian	237	75.96%
African American	71	22.76%
American Indian	1	0.32%
Asian/Pac.Island	1	0.32%
Hispanic	1	0.32%
Multi-Ethnic	1	0.32%
Total	312	100.00%

Prescription Drugs - Ethnicity



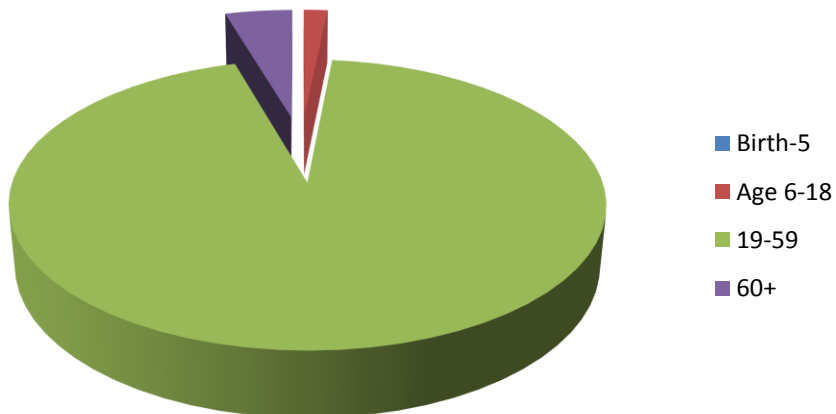
Employment Status	Calls	Percentage
Employed full-time	29	9.29%
Unemployed	244	78.21%
Student (not employed)	5	1.60%
Disabled	22	7.05%
Homemaker	3	0.96%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	5	1.60%
Temporary work	2	0.64%
Veteran	2	0.64%
Total	312	100.00%

Prescription Drugs - Employment Status



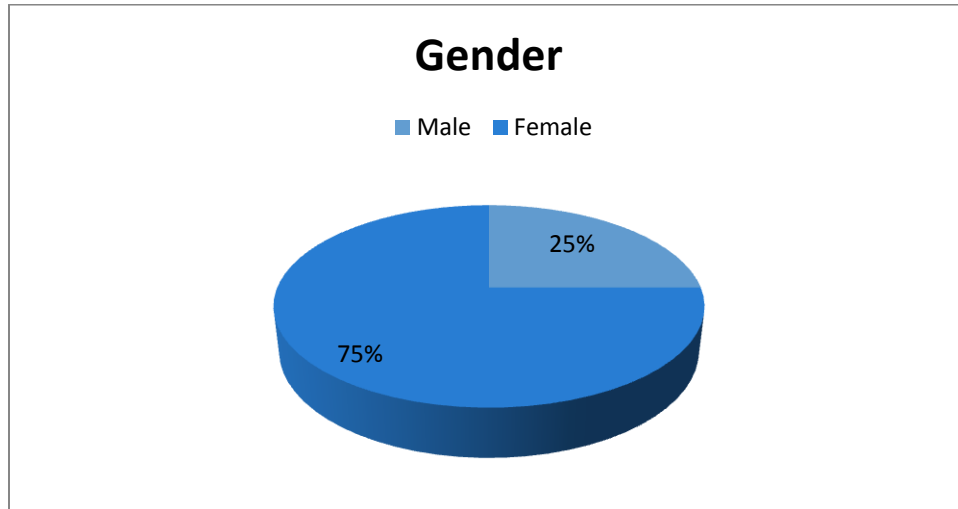
Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	5	1.60%
19-59	293	93.91%
60+	14	4.49%
Total	312	100.00%

Prescription Drugs - Age Range

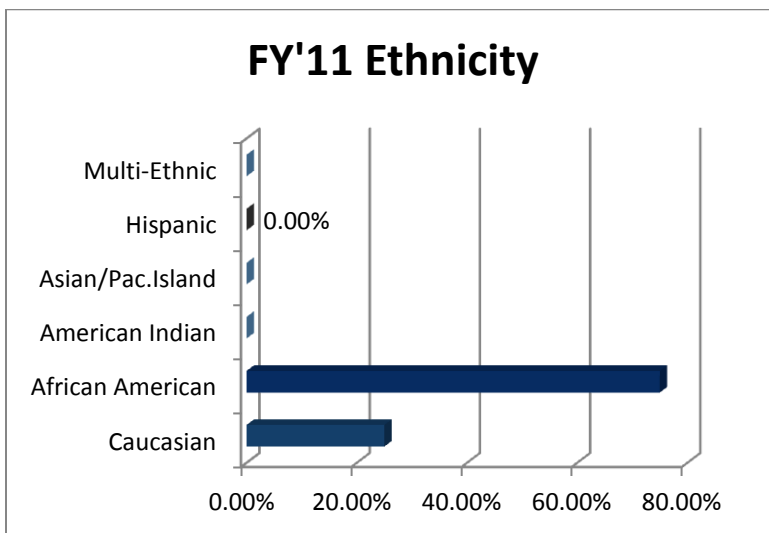


Gambling

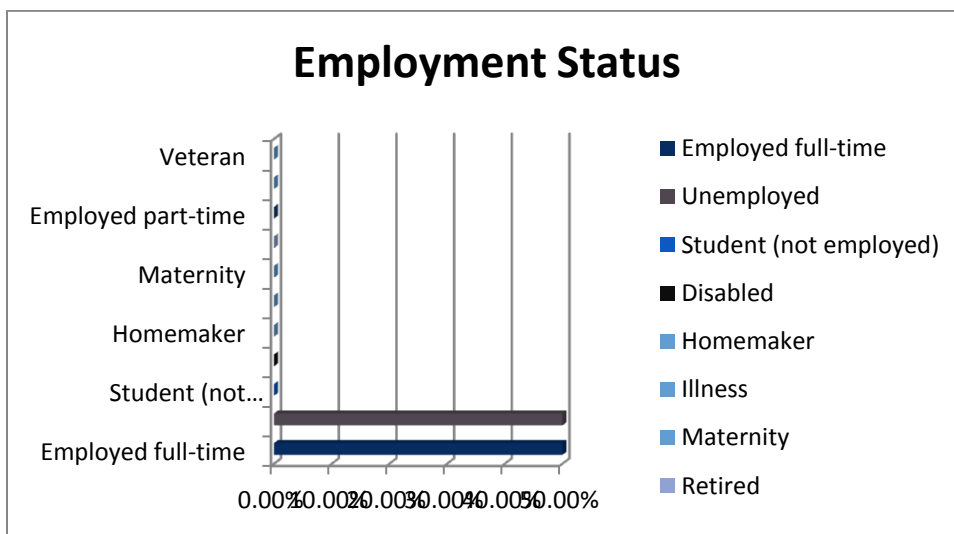
Gender	Calls	Percentage
Male	1	25.00%
Female	3	75.00%
Total	4	100.00%



Ethnicity	Calls	Percentage
Caucasian	1	25.00%
African American	3	75.00%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	0	0.00%
Multi-Ethnic	0	0.00%
Total	4	100.00%



Employment Status	Calls	Percentage
Employed full-time	2	50.00%
Unemployed	2	50.00%
Student (not employed)	0	0.00%
Disabled	0	0.00%
Homemaker	0	0.00%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	0	0.00%
Temporary work	0	0.00%
Veteran	0	0.00%
Total	4	100.00%



Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	0	0.00%
19-59	2	50.00%
60+	2	50.00%
Total	4	100.00%

