



2011

## Region 5 Report

ANOVA Business Analysts

1/23/2012

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## Executive Summary

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

## Methodology

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

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

Data that has missing or improbable data results cannot be used. Calls with errors or missing information are scrubbed from the final data set so it does not taint or skew results. This exercise is completed in an effort to avoid any Type 1 or Type 2 statistical errors that can essentially render a database irrelevant.

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

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

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

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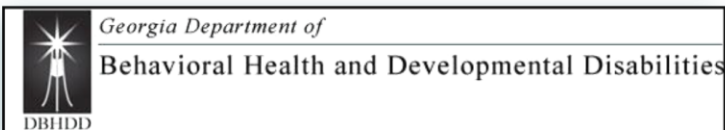
## About HODAC

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

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

## About GA Department of Behavioral Health & Developmental Disabilities

The Georgia Department of Behavioral Health and Developmental Disabilities provides



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

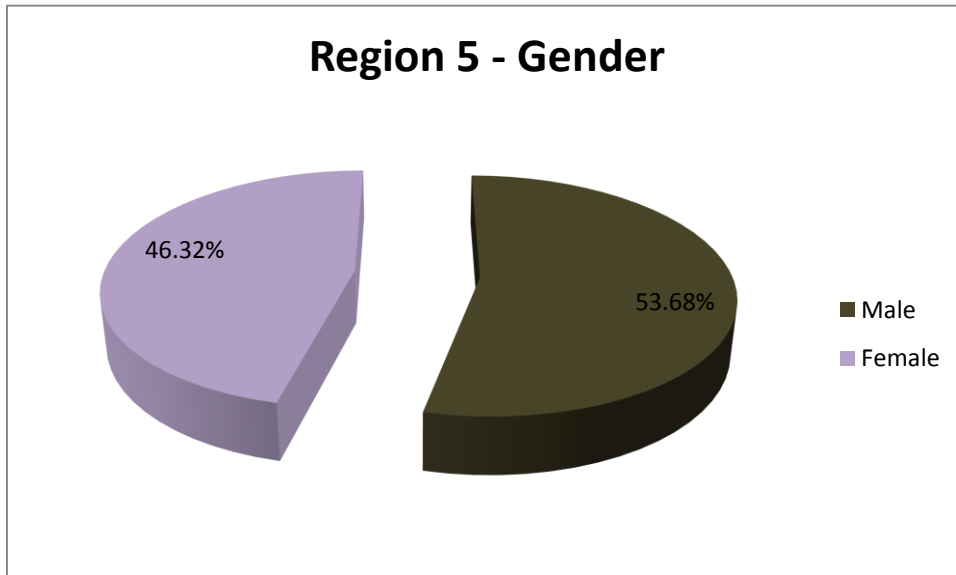
The Mission of BHDDAD is to provide and promote local accessibility and choice of services and programs for individuals, families and communities through partnerships, in order to create a sustainable, self-sufficient and resilient life in the community.

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 5 realized a 16% reduction in the volume of calls in FY'11 over FY'10, due in large part to the regional restructuring. Call habits for the new delineated region will be difficult to ascertain with this reporting period, although overall general trends may prevail.

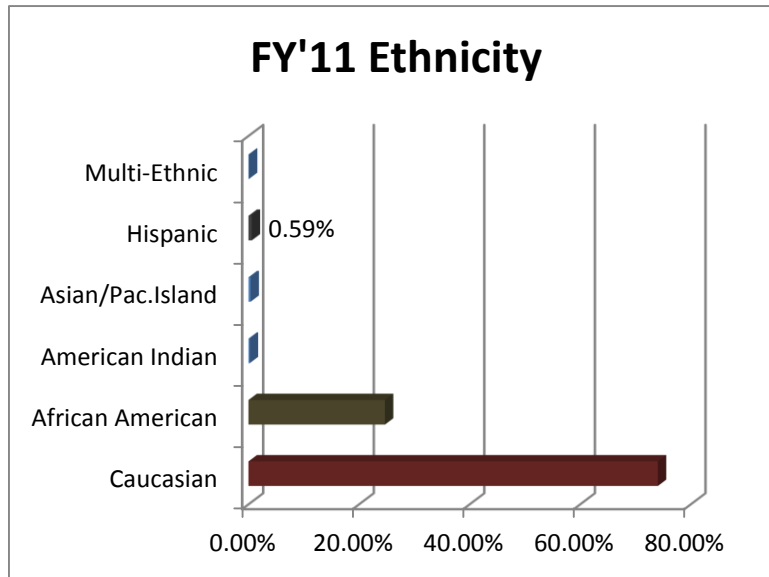
**Gender**

Gender	Calls	Percentage
Male	722	53.68%
Female	623	46.32%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



**Ethnicity**

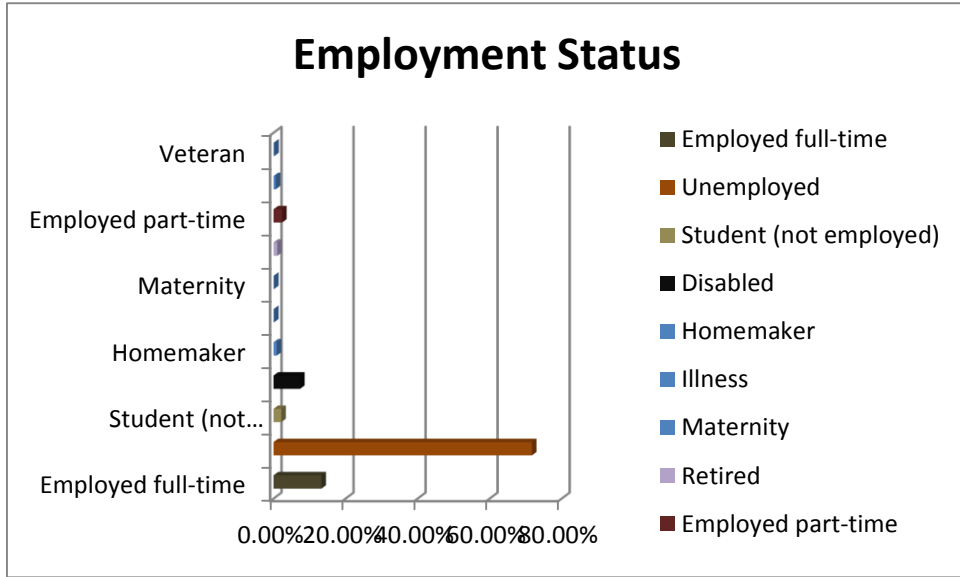
Ethnicity	Calls	Percentage
Caucasian	996	74.05%
African American	332	24.68%
American Indian	3	0.22%
Asian/Pac.Island	5	0.37%
Hispanic	8	0.59%
Multi-Ethnic	1	0.07%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



Region 5 realized an increase in proportion of Caucasians utilizing Helpline Georgia. As with other regions, nearly all calls were received by either African Americans or Caucasians.

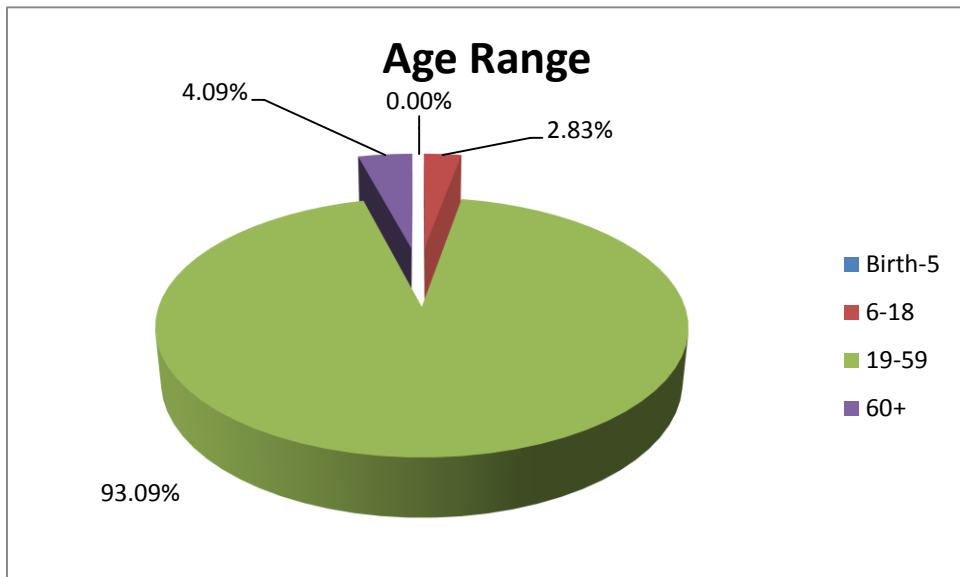
### Employment Status

Employment Status	Calls	Percentage
Employed full-time	179	13.31%
Unemployed	965	71.75%
Student (not employed)	29	2.16%
Disabled	99	7.36%
Homemaker	12	0.89%
Illness	2	0.15%
Maternity	2	0.15%
Retired	14	1.04%
Employed part-time	32	2.38%
Temporary work	8	0.59%
Veteran	3	0.22%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



### Age Range

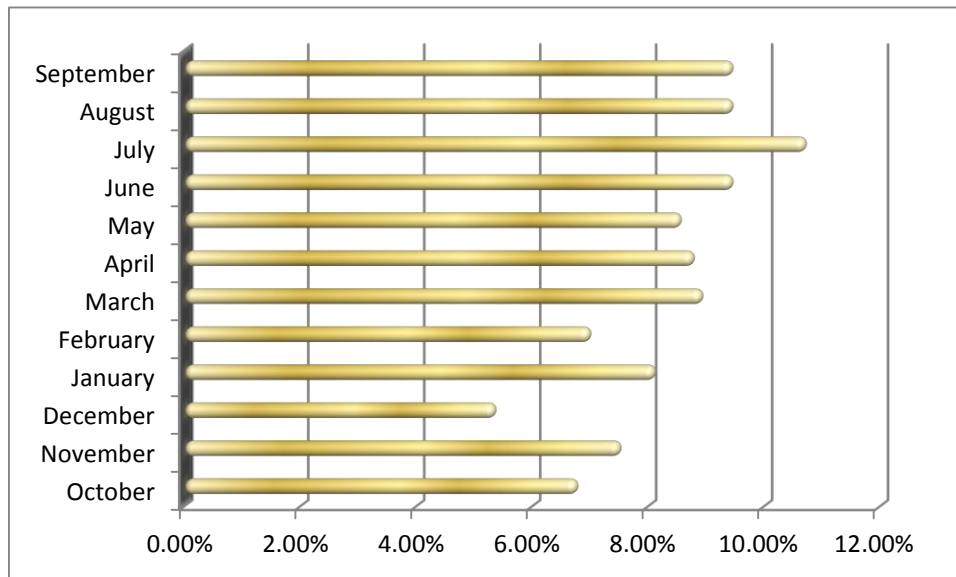
Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	38	2.83%
19-59	1252	93.09%
60+	55	4.09%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>





Calls by Month

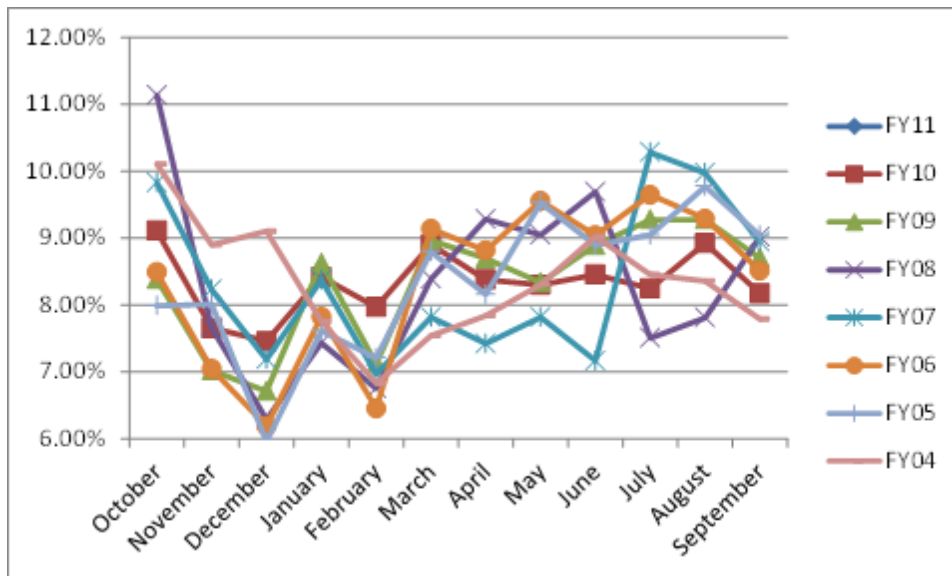
Month	Calls	Percentage
<i>2010</i>		
October	91	6.77%
November	101	7.51%
December	72	5.35%
January	109	8.10%
<i>2011</i>		
February	94	6.99%
March	120	8.92%
April	118	8.77%
May	115	8.55%
June	127	9.44%
July	144	10.71%
August	127	9.44%
September	127	9.44%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



Region 5 call habits also reflect the habits of the state in that the majority of the calls are made during the summer months.

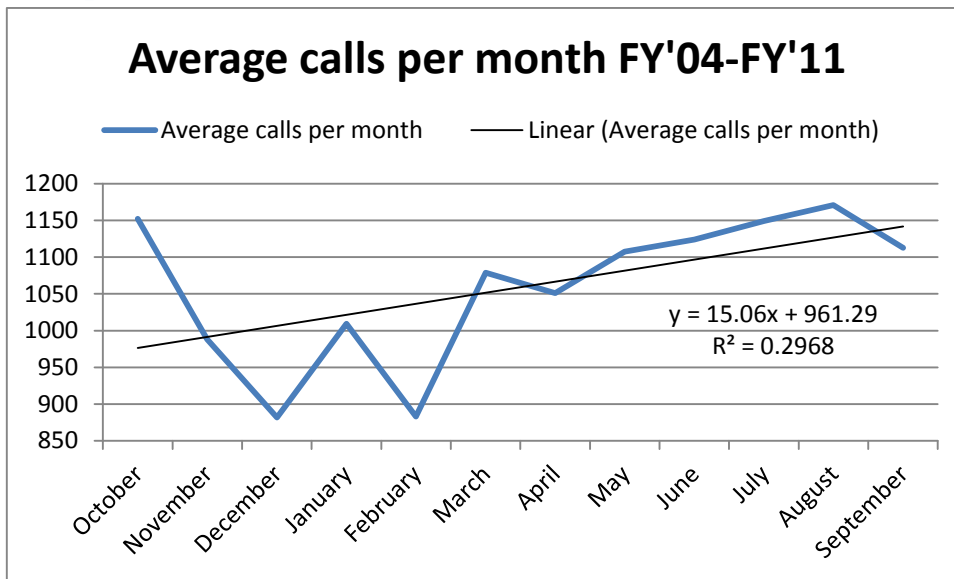
Total Calls, All Regions by Month

Month	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04
<b>YEAR 1</b>								
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%
<b>YEAR 2</b>								
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%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



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

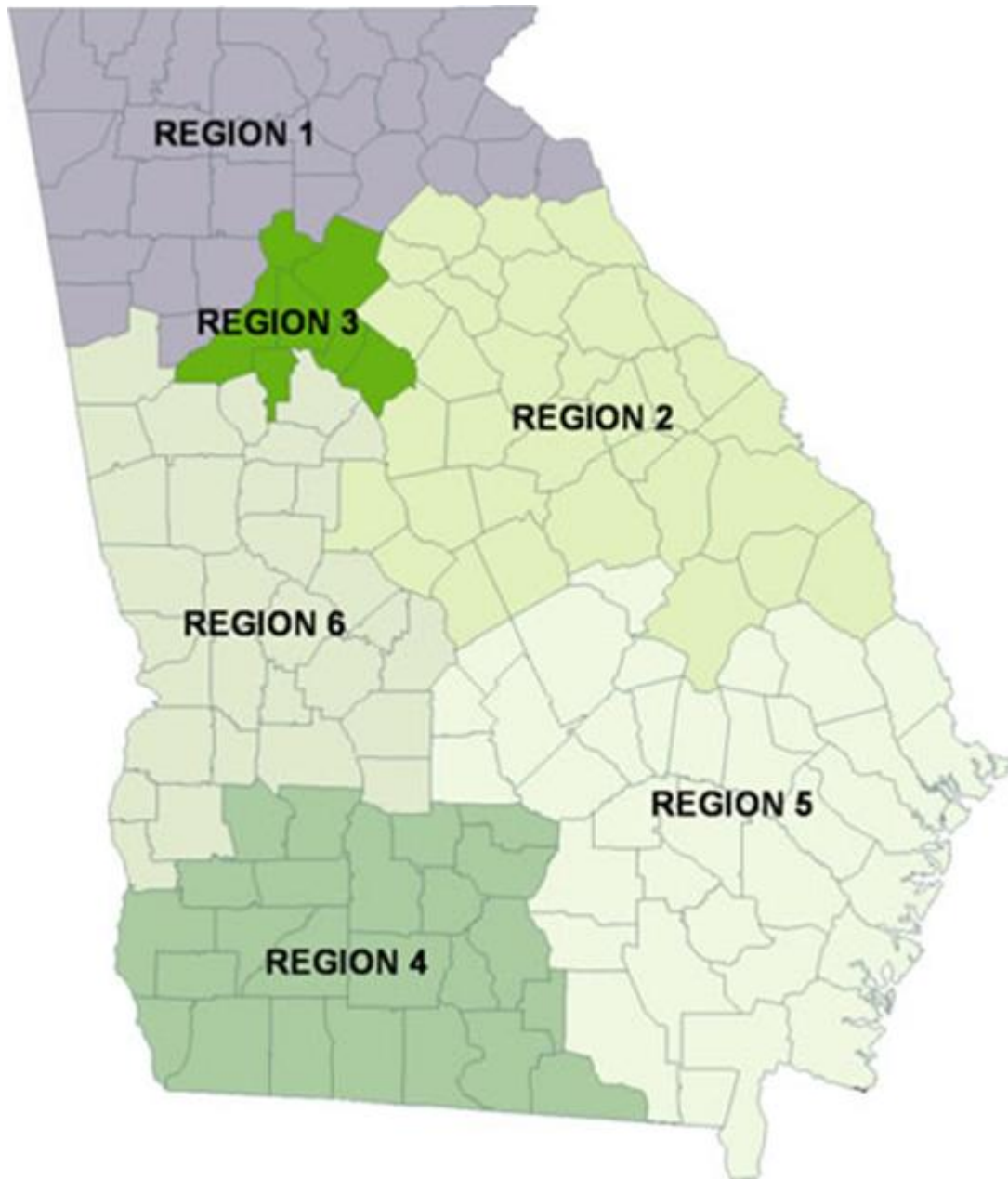


The average call volume per month from FY'04-FY'11 is shown above. This more clearly shows, when layering each call volume per month for each of the last eight years that the highest utilization of Helpline Georgia occurs during the summer months of June, July, August and September. Additionally, the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

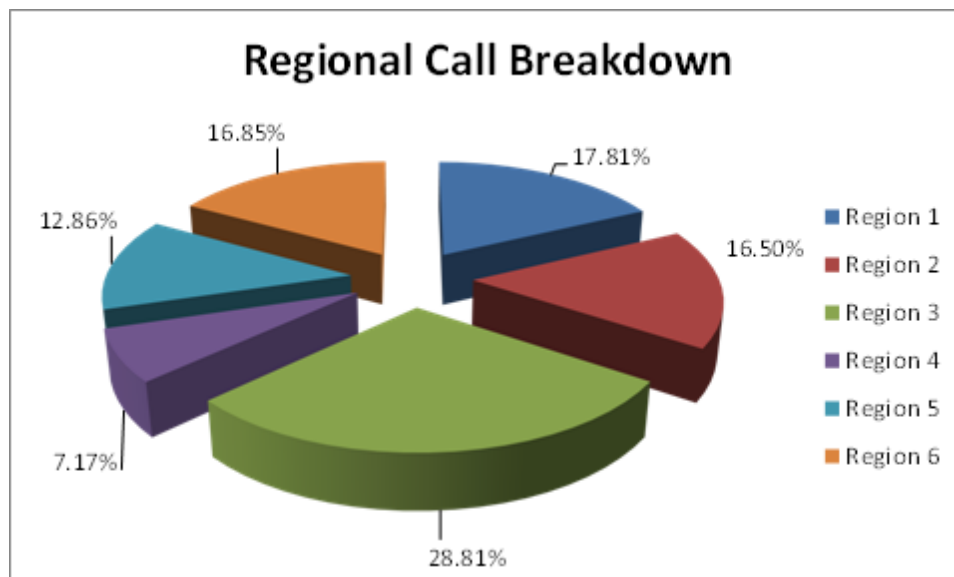
A linear regression trend line is noted above to determine the relevance and relationship between the months and the number of calls that are made into the Helpline. It can be noted that the "R" equation is a relational formula revealing the relationship between the x and y axis. A .2968 does indicated 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%
<b>Total</b>	<b>10461</b>	<b>100.00%</b>



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
Appling	23	1.71%
Atkinson	5	0.37%
Bacon	21	1.56%
Bleckley	12	0.89%
Brantley	16	1.19%
Bryan	21	1.56%
Bulloch	72	5.35%
Camden	28	2.08%
Candler	18	1.34%
Charlton	12	0.89%
Chatham	409	30.41%
Clinch	3	0.22%
Coffee	45	3.35%
Dodge	31	2.30%
Effingham	32	2.38%
Evans	5	0.37%
Glynn	132	9.81%
Jeff Davis	32	2.38%
Johnson	7	0.52%
Laurens	86	6.39%
Liberty	20	1.49%
Long	5	0.37%
McIntosh	7	0.52%
Montgomery	12	0.89%
Pierce	18	1.34%
Pulaski	16	1.19%
Tattnall	26	1.93%
Telfair	31	2.30%
Toombs	49	3.64%
Treutlen	8	0.59%
Ware	92	6.84%
Wayne	43	3.20%
Wheeler	2	0.15%
Wilcox	6	0.45%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>

Cities

City	Calls	Percentage	City	Calls	Percentage
Abbeville	3	0.22%	Hoboken	5	0.37%
Ailey	1	0.07%	Homerville	3	0.22%
Alamo	2	0.15%	Hortense	3	0.22%
Allenhurst	3	0.22%	Jesup	41	3.05%
Alma	21	1.56%	Kingsland	13	0.97%
Ambrose	1	0.07%	Ludowici	5	0.37%
Baxley	23	1.71%	Lumber City	7	0.52%
Blackshear	13	0.97%	Lyons	11	0.82%
Bloomington	3	0.22%	Mc Rae	16	1.19%
Bristol	2	0.15%	Metter	18	1.34%
Brooklet	1	0.07%	Midway	3	0.22%
Broxton	2	0.15%	Milan	5	0.37%
Brunswick	125	9.29%	Mount Vernon	1	0.07%
Cadwell	1	0.07%	Nahunta	5	0.37%
Chauncey	3	0.22%	Nicholls	2	0.15%
Chester	3	0.22%	Offerman	1	0.07%
Claxton	5	0.37%	Patterson	2	0.15%
Clyo	2	0.15%	Pearson	5	0.37%
Cobbtown	1	0.07%	Pembroke	4	0.30%
Cochran	12	0.89%	Pitts	1	0.07%
Collins	3	0.22%	Pooler	4	0.30%
Darien	4	0.30%	Reidsville	15	1.12%
Douglas	40	2.97%	Rentz	3	0.22%
Dublin	80	5.95%	Rhine	1	0.07%
East Dublin	2	0.15%	Richmond Hill	13	0.97%
Eastman	24	1.78%	Rincon	19	1.41%
Ellabell	4	0.30%	Rochelle	2	0.15%
Folkston	9	0.67%	Saint George	3	0.22%
Garden City	2	0.15%	Savannah	400	29.74%
Glennville	7	0.52%	Screven	2	0.15%
Guyton	7	0.52%	Soperton	8	0.59%
Hawkinsville	16	1.19%	Springfield	4	0.30%
Hazlehurst	32	2.38%	St. Marys	12	0.89%
			St. Simon's		
Helena	3	0.22%	Island	7	0.52%
Hinesville	14	1.04%	Statesboro	71	5.28%

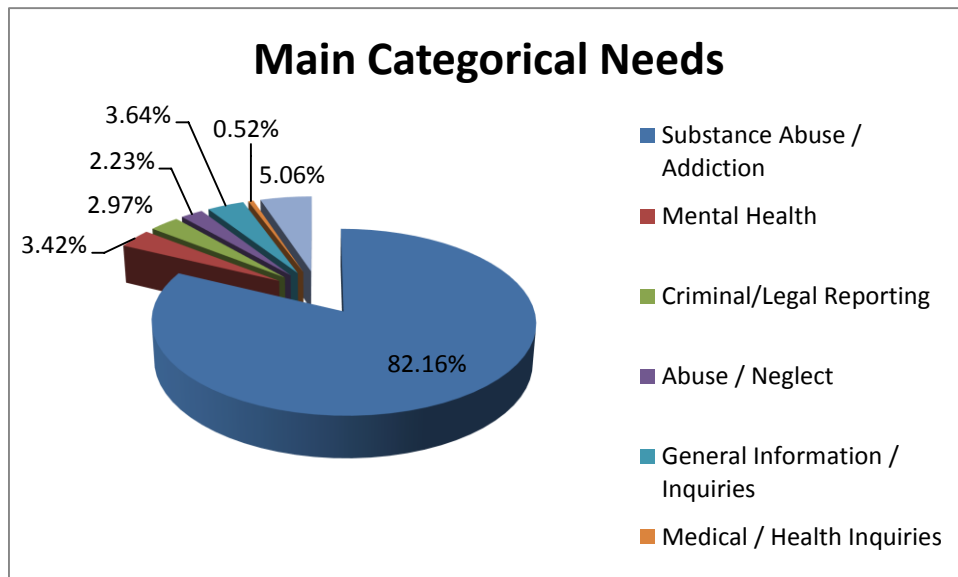
City	Calls	Percentage
Tarrytown	1	0.07%
Townsend	3	0.22%
Uvalda	9	0.67%
Vidalia	38	2.83%
Waverly	1	0.07%
Waycross	92	6.84%
Waynesville	3	0.22%
Woodbine	2	0.15%
Wrightsville	7	0.52%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



## Needs

### Main Categorical Needs

Main Category	Calls	Percentage
Substance Abuse / Addiction	1105	82.16%
Mental Health	46	3.42%
Criminal/Legal Reporting	40	2.97%
Abuse / Neglect	30	2.23%
General Information / Inquiries	49	3.64%
Medical / Health Inquiries	7	0.52%
Multiple	68	5.06%
<b>Total</b>	<b>1345</b>	<b>100.00%</b>



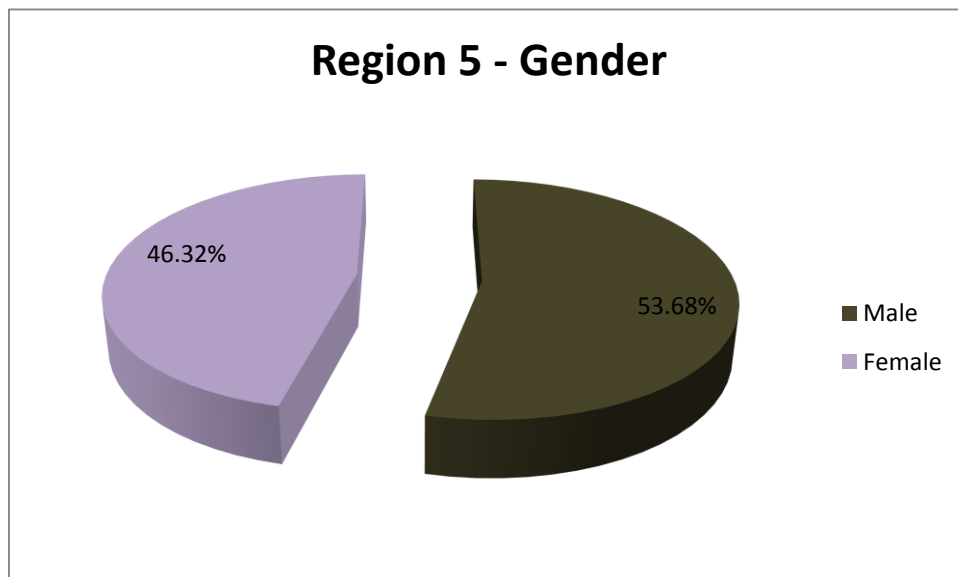
Top 15 Needs

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
<b>Total</b>		

Specific Focus Areas

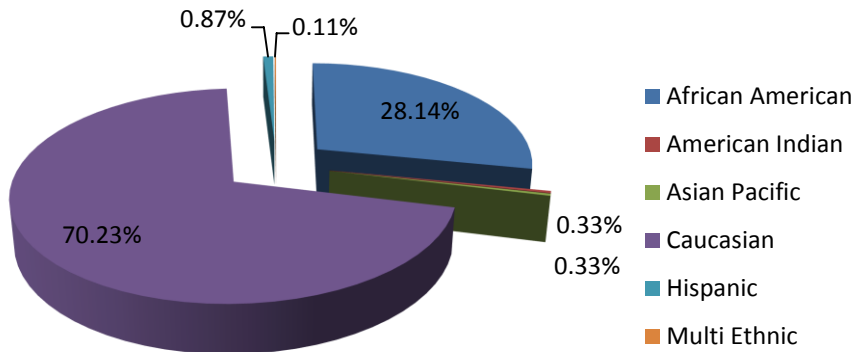
Substance Abuse

Gender	Calls	Percentage
Male	527	57.47%
Female	390	42.53%
<b>Total</b>	<b>917</b>	<b>100.00%</b>

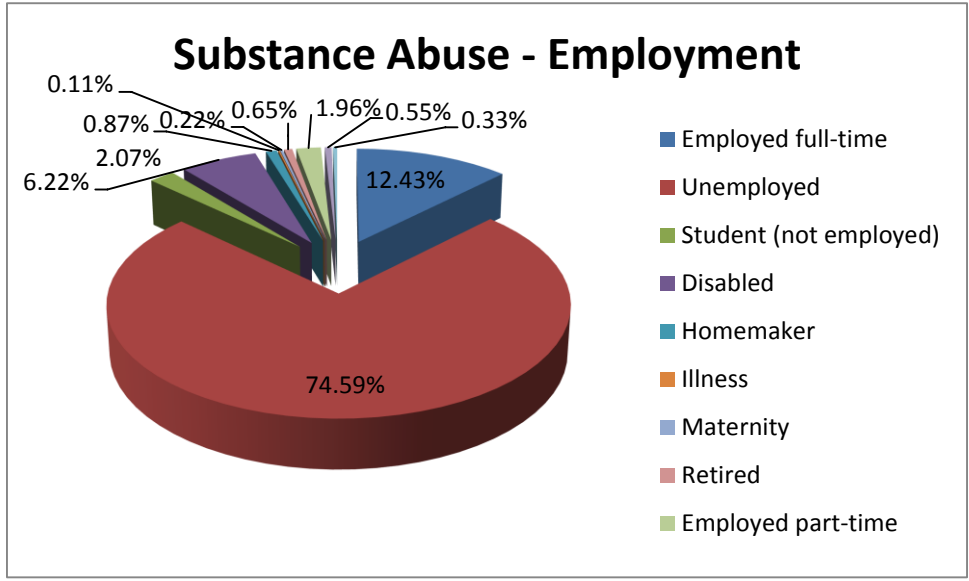


Ethnicity	Calls	Percentage
African American	258	28.14%
American Indian	3	0.33%
Asian Pacific	3	0.33%
Caucasian	644	70.23%
Hispanic	8	0.87%
Multi Ethnic	1	0.11%
<b>Total</b>	<b>917</b>	<b>100.00%</b>

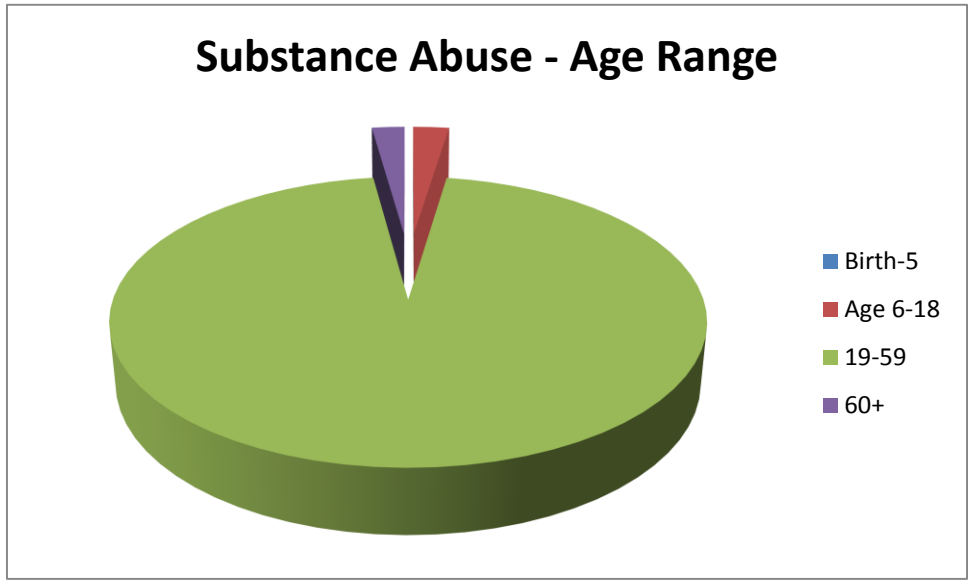
### Substance Abuse - Ethnicity



Employment Status	Calls	Percentage
Employed full-time	114	12.43%
Unemployed	684	74.59%
Student (not employed)	19	2.07%
Disabled	57	6.22%
Homemaker	8	0.87%
Illness	1	0.11%
Maternity	2	0.22%
Retired	6	0.65%
Employed part-time	18	1.96%
Temporary work	5	0.55%
Veteran	3	0.33%
<b>Total</b>	<b>917</b>	<b>100.00%</b>

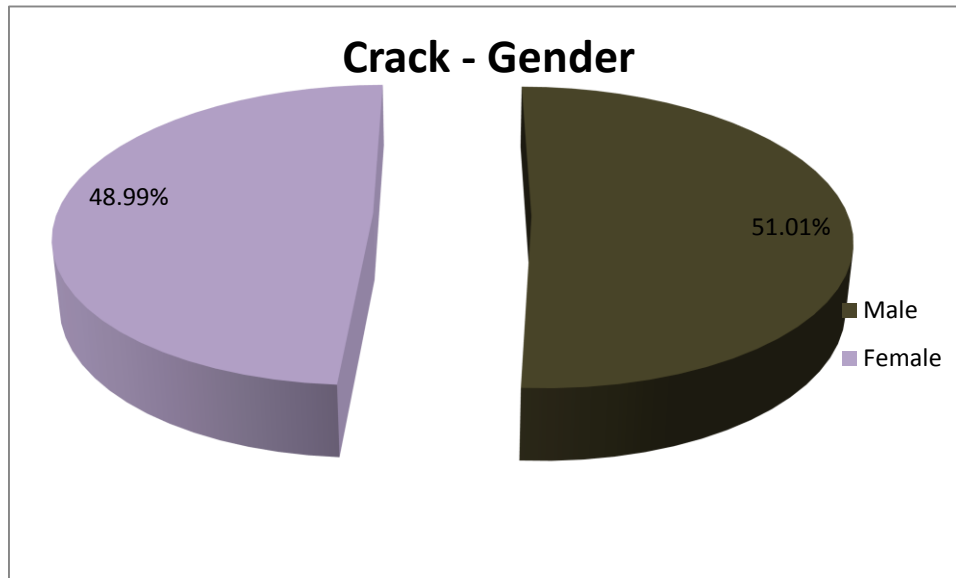


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	22	2.40%
19-59	875	95.42%
60+	20	2.18%
<b>Total</b>	<b>917</b>	<b>100.00%</b>

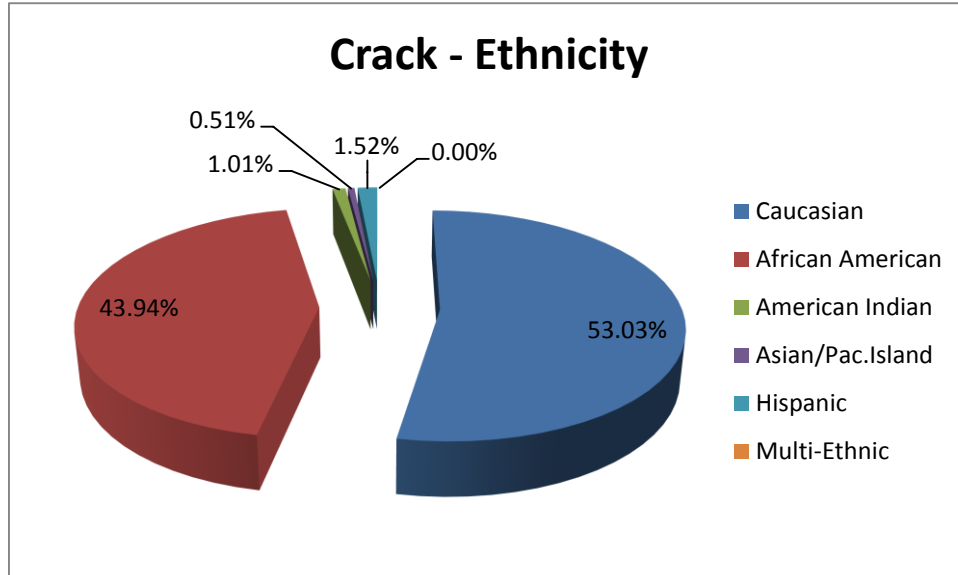


Crack

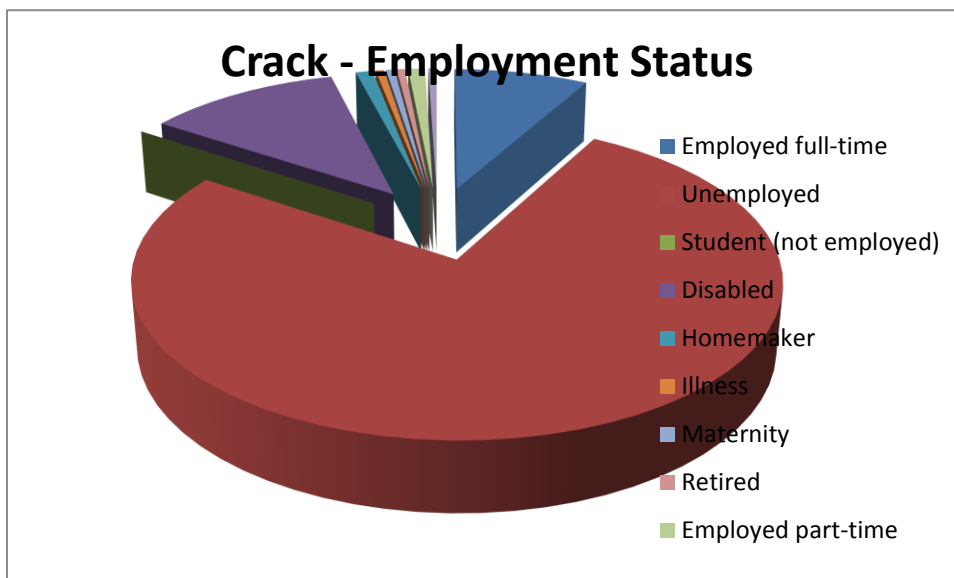
Gender	Calls	Percentage
Male	101	51.01%
Female	97	48.99%
<b>Total</b>	<b>198</b>	<b>100.00%</b>



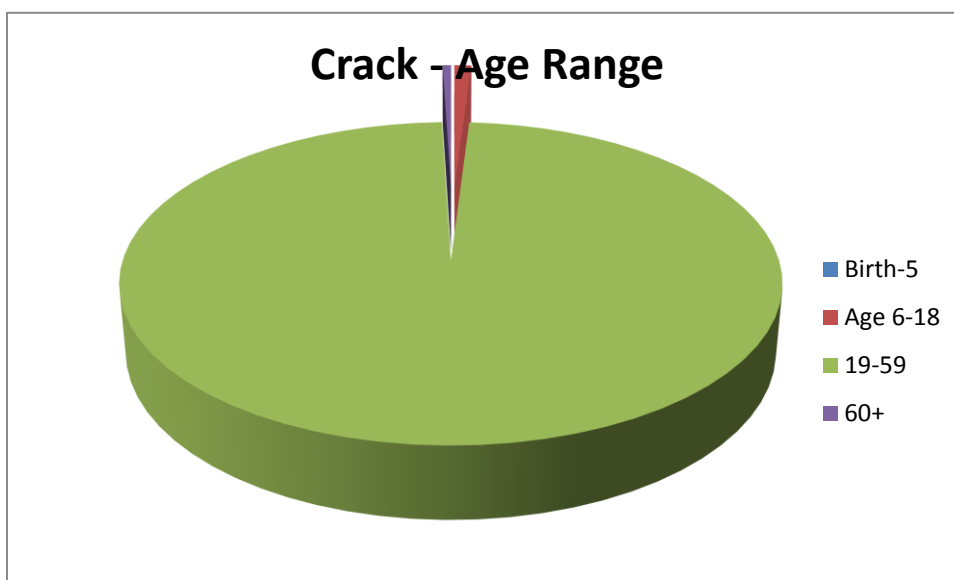
Ethnicity	Calls	Percentage
Caucasian	105	53.03%
African American	87	43.94%
American Indian	2	1.01%
Asian/Pac.Island	1	0.51%
Hispanic	3	1.52%
Multi-Ethnic	0	0.00%
<b>Total</b>	<b>198</b>	<b>100.00%</b>



Employment Status	Calls	Percentage
Employed full-time	16	8.08%
Unemployed	151	76.26%
Student (not employed)	0	0.00%
Disabled	23	11.62%
Homemaker	2	1.01%
Illness	1	0.51%
Maternity	1	0.51%
Retired	1	0.51%
Employed part-time	2	1.01%
Temporary work	1	0.51%
Veteran	0	0.00%
<b>Total</b>	<b>198</b>	<b>100.00%</b>



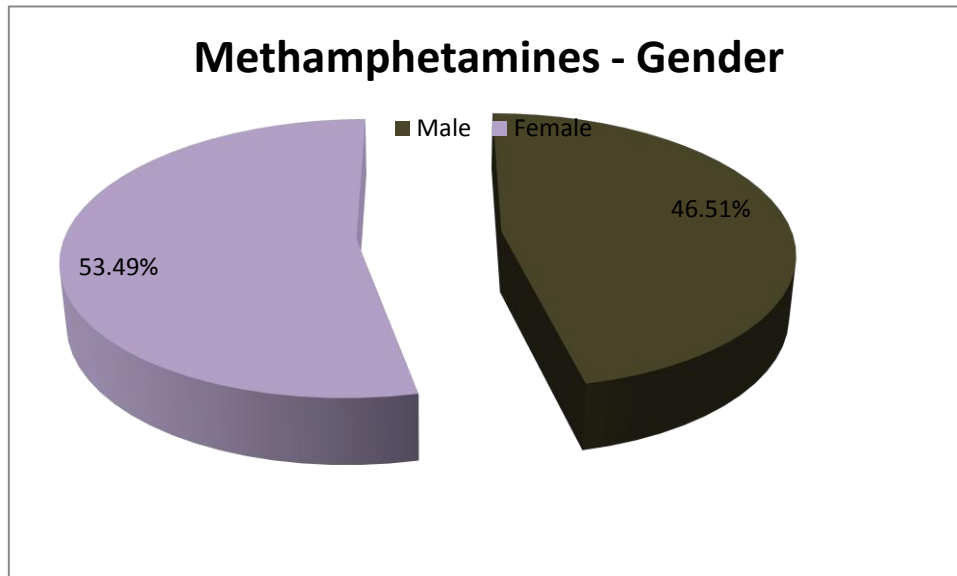
Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	2	1.01%
19-59	195	98.48%
60+	1	0.51%
<b>Total</b>	<b>198</b>	<b>100.00%</b>





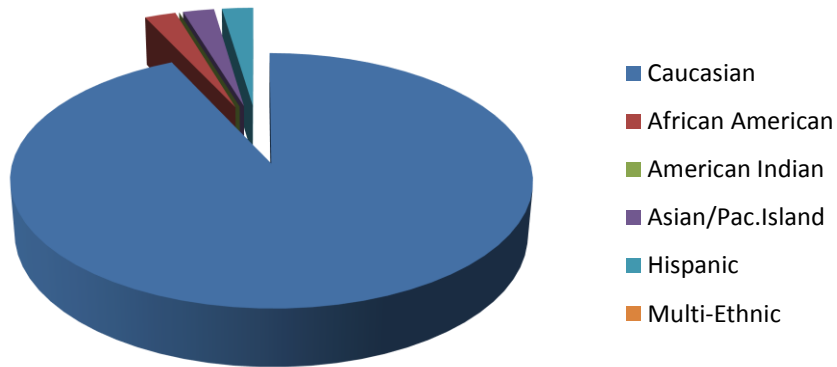
**Methamphetamines**

Gender	Calls	Percentage
Male	20	46.51%
Female	23	53.49%
<b>Total</b>	<b>43</b>	<b>100.00%</b>



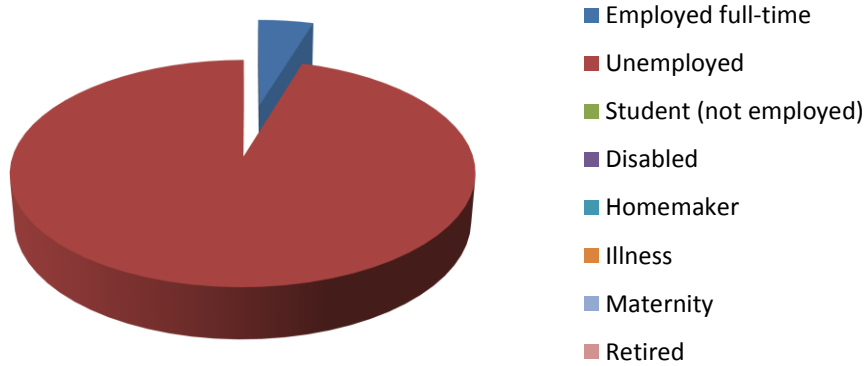
Ethnicity	Calls	Percentage
Caucasian	40	93.02%
African American	1	2.33%
American Indian	0	0.00%
Asian/Pac.Island	1	2.33%
Hispanic	1	2.33%
Multi-Ethnic	0	0.00%
<b>Total</b>	<b>43</b>	<b>100.00%</b>

### Methamphetamines - Ethnicity



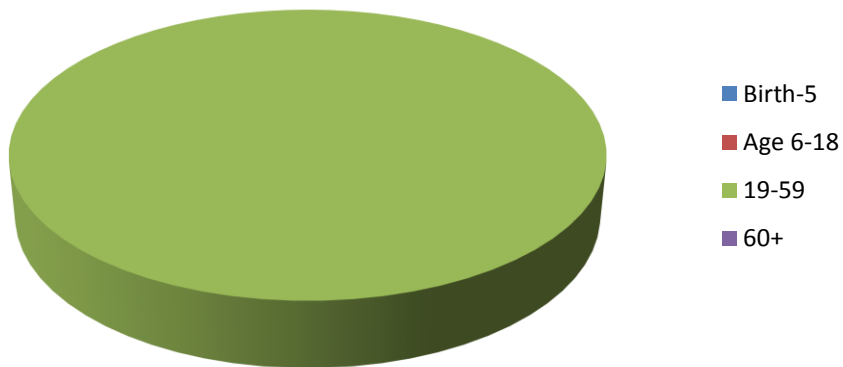
Employment Status	Calls	Percentage
Employed full-time	2	4.65%
Unemployed	41	95.35%
Student (not employed)	0	0.00%
Disabled	0	0.00%
Homemaker	0	0.00%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	0	0.00%
Temporary work	0	0.00%
Veteran	0	0.00%
<b>Total</b>	<b>43</b>	<b>100.00%</b>

### Methamphetamines - Employment Status



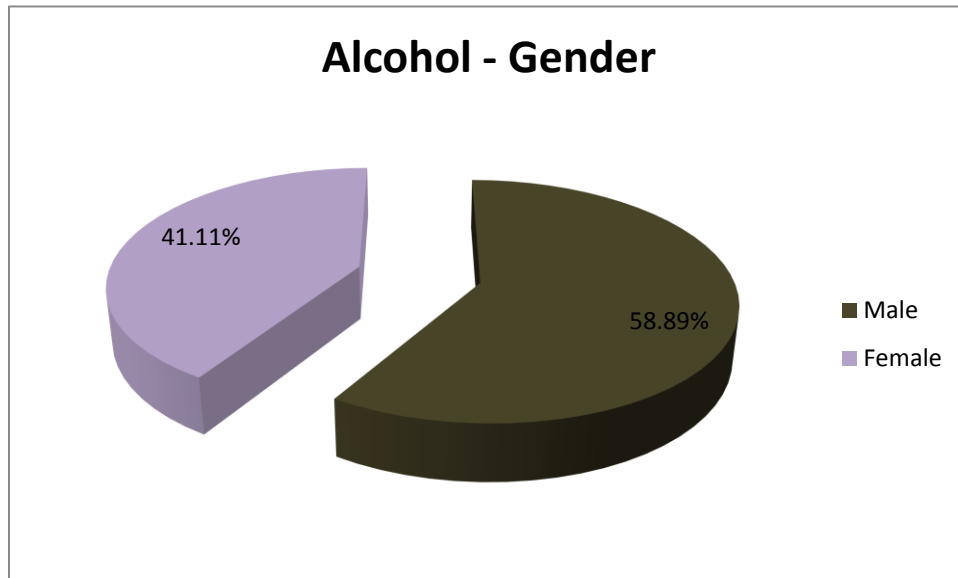
Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	0	0.00%
19-59	43	100.00%
60+	0	0.00%
<b>Total</b>	<b>43</b>	<b>100.00%</b>

### Methamphetamines - Age Range

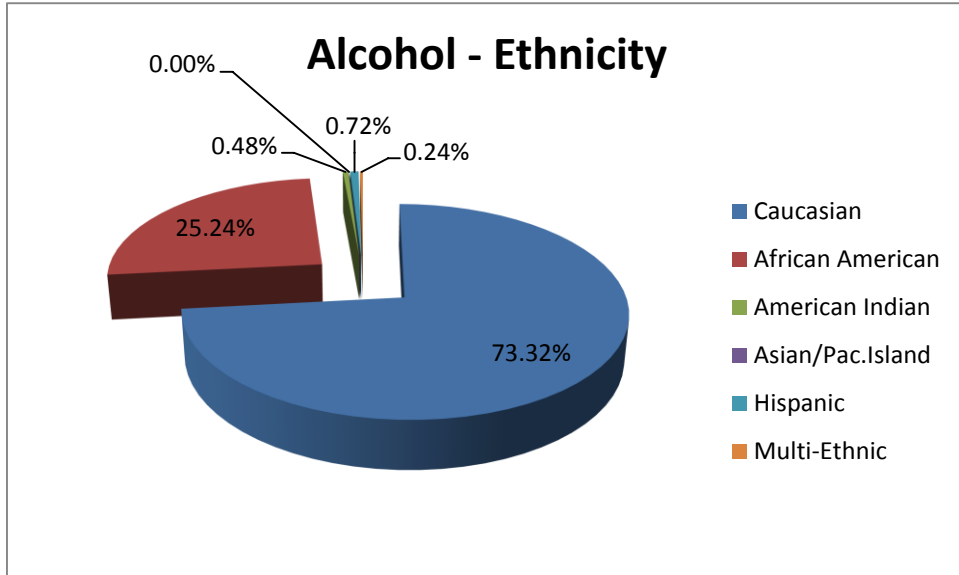


Alcohol

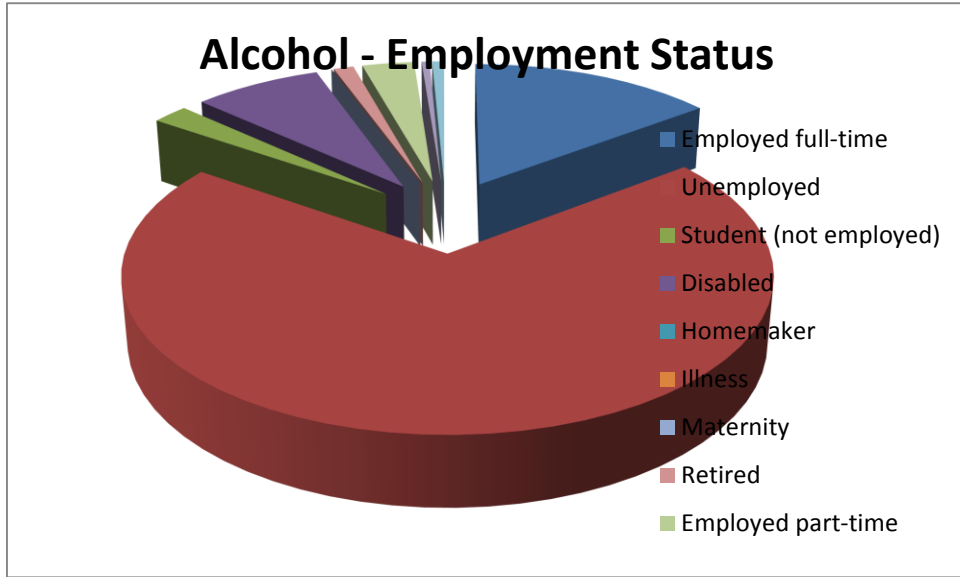
Gender	Calls	Percentage
Male	245	58.89%
Female	171	41.11%
<b>Total</b>	<b>416</b>	<b>100.00%</b>



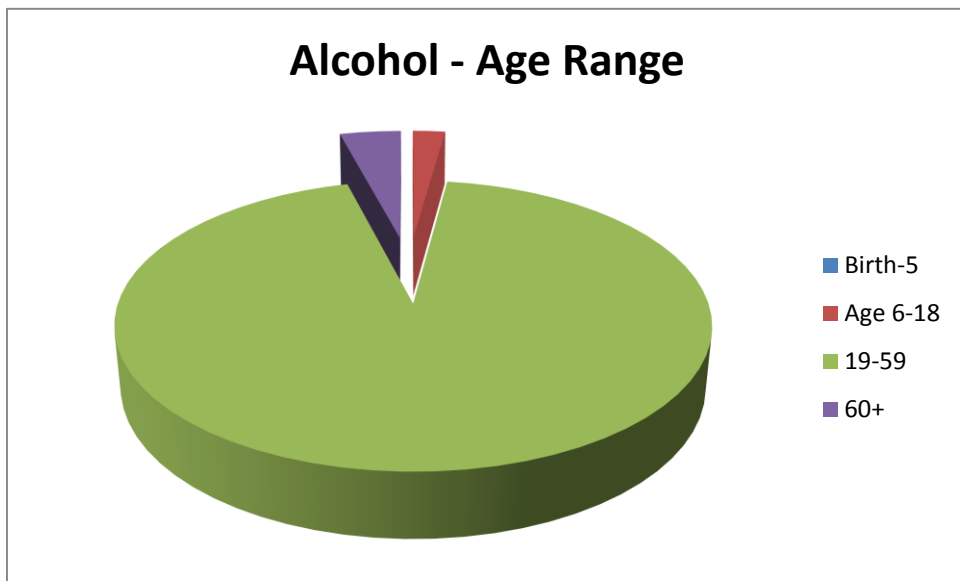
Ethnicity	Calls	Percentage
Caucasian	305	73.32%
African American	105	25.24%
American Indian	2	0.48%
Asian/Pac.Island	0	0.00%
Hispanic	3	0.72%
Multi-Ethnic	1	0.24%
<b>Total</b>	<b>416</b>	<b>100.00%</b>



Employment Status	Calls	Percentage
Employed full-time	61	14.66%
Unemployed	291	69.95%
Student (not employed)	9	2.16%
Disabled	32	7.69%
Homemaker	0	0.00%
Illness	0	0.00%
Maternity	0	0.00%
Retired	5	1.20%
Employed part-time	13	3.13%
Temporary work	2	0.48%
Veteran	3	0.72%
<b>Total</b>	<b>416</b>	<b>100.00%</b>

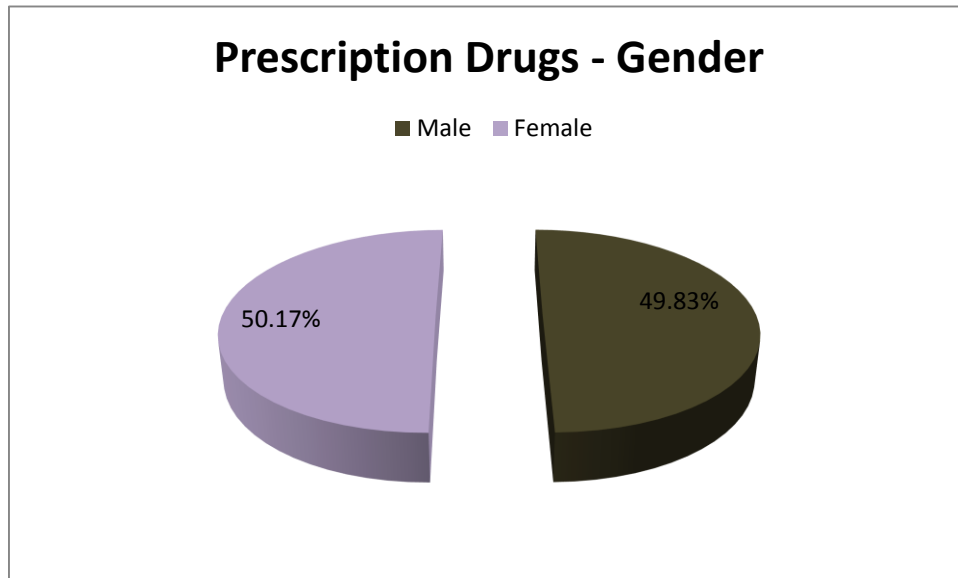


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	9	2.16%
19-59	390	93.75%
60+	17	4.09%
<b>Total</b>	<b>416</b>	<b>100.00%</b>



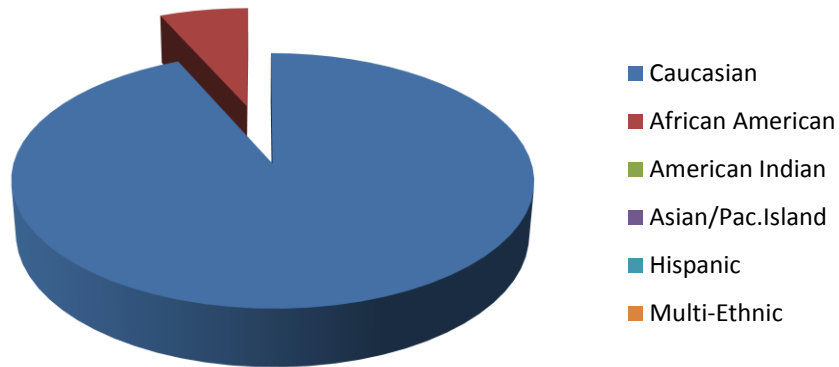
Prescription Drugs

Gender	Calls	Percentage
Male	151	49.83%
Female	152	50.17%
<b>Total</b>	<b>303</b>	<b>100.00%</b>



Ethnicity	Calls	Percentage
Caucasian	283	93.40%
African American	20	6.60%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	0	0.00%
Multi-Ethnic	0	0.00%
<b>Total</b>	<b>303</b>	<b>100.00%</b>

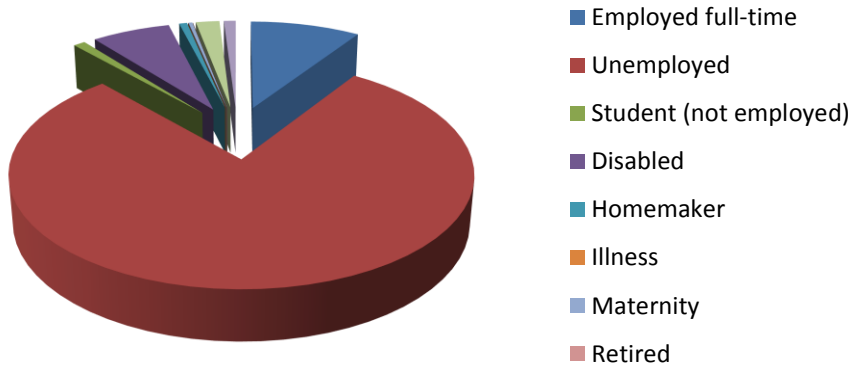
### Prescription Drugs - Ethnicity



Employment Status	Calls	Percentage
Employed full-time	28	9.24%
Unemployed	240	79.21%
Student (not employed)	3	0.99%
Disabled	20	6.60%
Homemaker	2	0.66%
Illness	0	0.00%
Maternity	1	0.33%
Retired	0	0.00%
Employed part-time	6	1.98%
Temporary work	3	0.99%
Veteran	0	0.00%
<b>Total</b>	<b>303</b>	<b>100.00%</b>

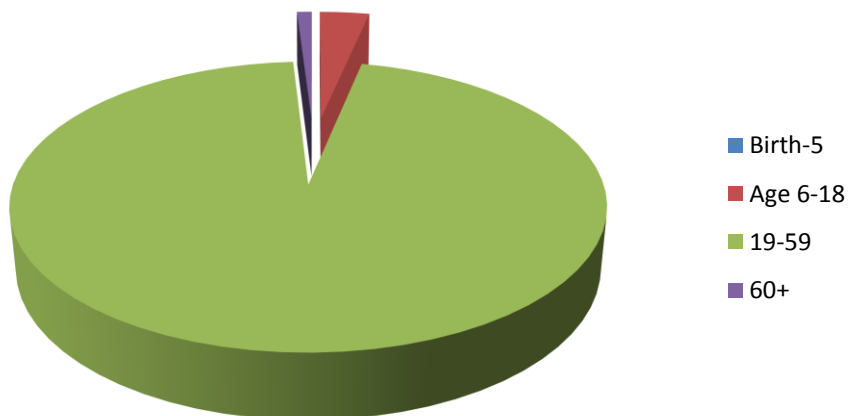


### Prescription Drugs - Employment Status



Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	10	3.30%
19-59	290	95.71%
60+	3	0.99%
<b>Total</b>	<b>303</b>	<b>100.00%</b>

### Prescription Drugs - Age Range



**Gambling**

Region 5 did not have any calls originating for Gambling in FY'11.