

2010

Military Focus Report



ANOVA Business Analysts

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Executive Summary

- ❖ Analysis was completed upon all calls made into Helpline Georgia for the reporting period of October 1, 2009 – September 30, 2010.
- ❖ Calls were analyzed at the state and regional level for the same reporting period.
- ❖ Calls were disseminated and analyzed at the state, region, county and city level for FY'10.
- ❖ A total of 11757 calls were analyzed for FY10 for the entire state of Georgia. Calls recorded for military totaled 66 or 0.56% of the annual total call volume. Female callers outweighed male callers 55% to 45%. Caucasians made up 59% of the military callers and African Americans made up 30%.
- ❖ The calls for military needs in FY'10 increased by 50% over FY'09. The major area of change from FY'09 to FY'10 was in calls by gender. In FY'09 the vast majority of calls were by males while in FY'10 females made up a slight majority of the calls.

Methodology

11757 utilizable calls were collected from the Helpline for the period of October 1, 2009 – September 30, 2010 for the entire state.

A thorough and complete statistical analysis has been compiled, disseminated, and analyzed, with data being received in a 'raw' or untouched state. To be able to convert this raw data into a useful set of information, a series of statistical cleaning and repairing operations were performed.

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

Each test performed was completed individually on each dataset so as not to risk tainting each of the datasets. Certain specific state, regional, and county information was deemed important to obtain from the datasets to compare. The information gleaned from these tests will create a situation where caller behaviors, habits, and utilizations can be determined. Seasonal behavior can be identified when comparing the present year's datasets with all other past datasets. This knowledge has great implications for further marketing of the Helpline Georgia program, as well as pinpointing important areas within the state and cultural sub-sects of society that may require specialized assistance.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY09 for HODAC, Inc. Please contact ANOVA Business Analysts with any questions at the following:

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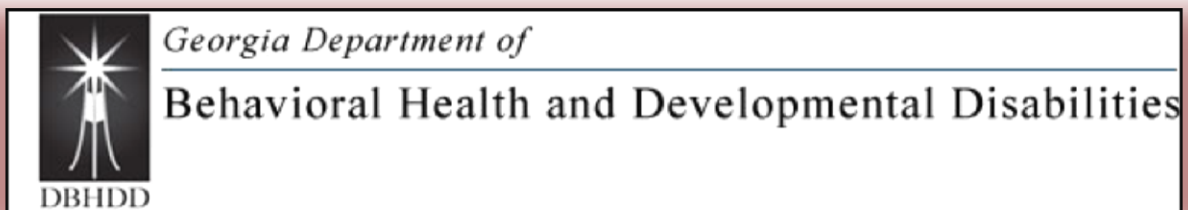
About HODAC

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

HODAC has maintained that priority one was to help children of the region who are having problems in their homes, children who are abused, delinquent, dealing with pregnancy or with drug use. As needed, HODAC's program menu of services have increased as needs were identified. One of these programs included Gateway Cottage, a transitional shelter for women with children who are coming out of drug and alcohol treatment facilities. Other services include Student and Family Prevention programs where counselors work with high risk children in dealing with an array of problems such as conflict resolution and anger management; Teen Pregnancy Prevention Program and Teen Headquarters, designed to assist teens with the prevention of becoming pregnant and offering alternative activities to reduce the number of juvenile crimes. HODAC also offers a Victim's Resource Center where comprehensive services are offered to crime victims and violence prevention education to the community.

As part of these services, HODAC also maintains and counsels those individuals who call into Helpline Georgia for a variety of services.

About GA Department of Behavioral Health & Developmental Disabilities



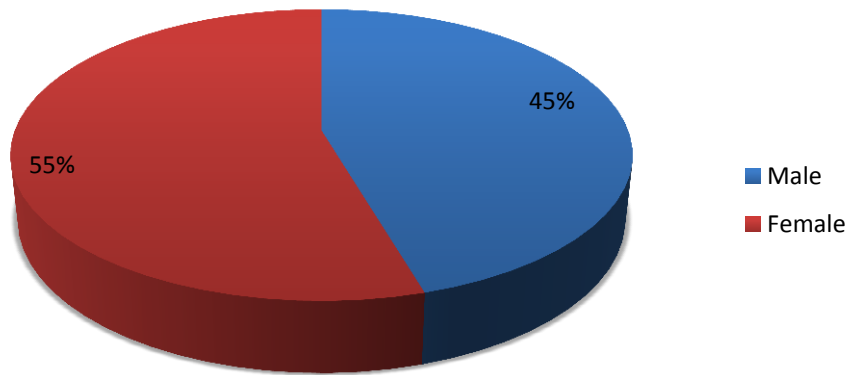
The DBHDD, a division of the MHDDAD (Mental Health, Developmental Disabilities and Addictive Diseases Department) administers mental health, substance abuse and crisis and emergency services through five Regions delineating the state of Georgia. In addition to Helpline Georgia, the DBHDD also oversees 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.

Demographics

Gender

Gender	Calls	Percentage
Male	30	45.45%
Female	36	54.55%
Total	66	100.00%

Gender



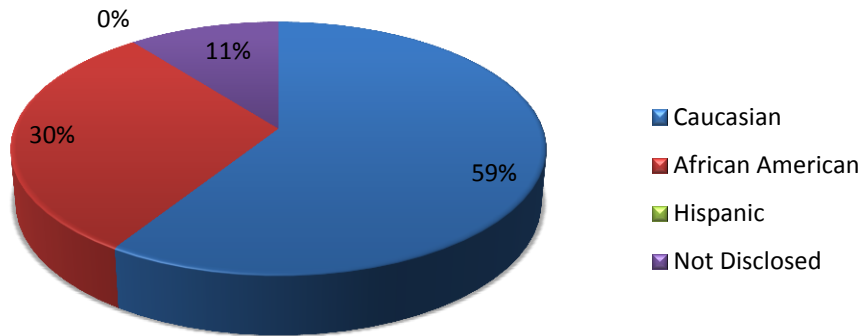
Gender	FY10	FY09	% Change
Male	30	37	-18.92%
Female	36	7	414.29%
Total	66	44	50.00%

A large shift in the gender breakdown of calls happened in FY'10. The number of female callers increased by over 400%.

Ethnicity

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

Ethnicity



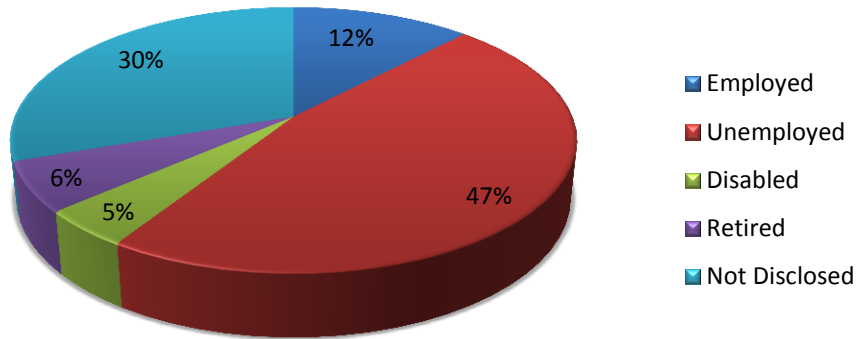
Caucasians realized the largest volume of military calls into Helpline Georgia. An overwhelming 89% of calls were logged by Caucasians or African Americans. Roughly 11% of the callers did not disclose their ethnicity.

Ethnicity	FY10	FY09	% Change
Caucasian	39	30	30.00%
African American	20	13	53.85%
Hispanic	0	1	-100.00%
Not Disclosed	7	0	0.00%
Total	66	44	50.00%

Employment Status

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

Employment Status

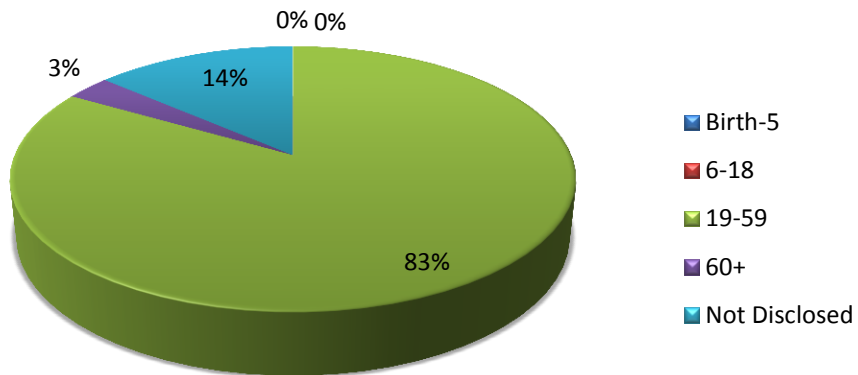


Employment Status	FY10	FY09	% Change
Employed	8	3	166.67%
Unemployed	31	18	72.22%
Disabled	3	6	-50.00%
Retired	4	4	0.00%
Not Disclosed	20	13	53.85%
Total	66	44	50.00%

Age Range

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

Age Range

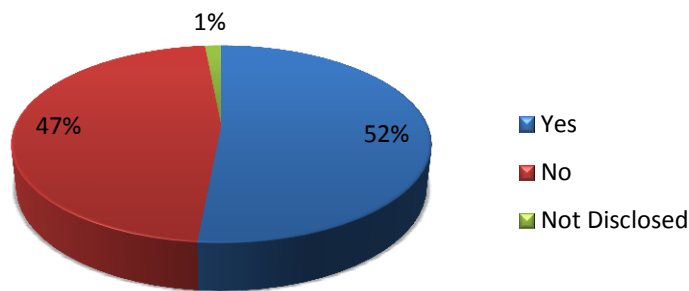


Age Range	FY10	FY09	% Change
Birth-5	0	0	0.00%
6-18	0	0	0.00%
19-59	55	40	37.50%
60+	2	2	0.00%
Not Disclosed	9	2	350.00%
Total	66	44	50.00%

Children

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

Children

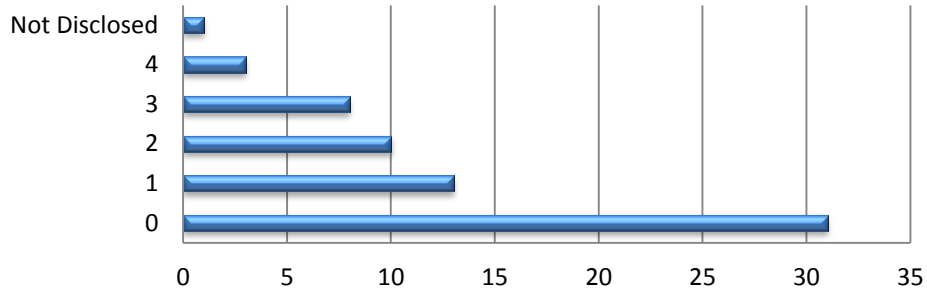


Children	FY10	FY09	% Change
Yes	34	24	41.67%
No	31	16	93.75%
Not Disclosed	1	4	-75.00%
Total	66	44	50.00%

Number of Children

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

Number of Children

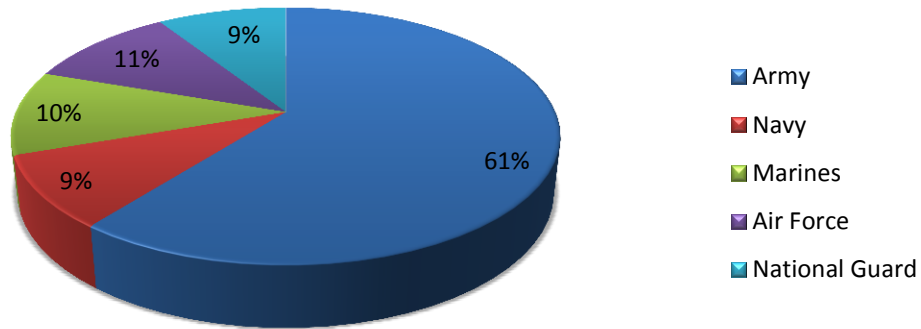


Number of Children	FY10	FY09	% Change
0	31	16	93.75%
1	13	6	116.67%
2	10	5	100.00%
3	8	10	-20.00%
4	3	1	200.00%
5	0	0	0.00%
6	0	1	-100.00%
7	0	0	0.00%
8	0	1	-100.00%
Not Disclosed	1	4	-75.00%
Total	66	44	50.00%

Branch of Service

Service	Calls	Percentage
Army	40	60.61%
Navy	6	9.09%
Marines	7	10.61%
Air Force	7	10.61%
National Guard	6	9.09%
Total	66	100.00%

Branch of Service

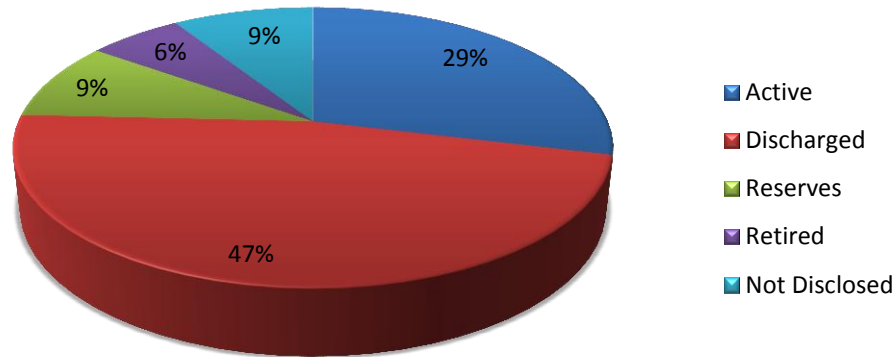


Service	FY10	FY09	% Change
Army	40	26	53.85%
Navy	6	5	20.00%
Marines	7	5	40.00%
Air Force	7	5	40.00%
Army Nat. Guard	0	2	-100.00%
National Guard	6	1	500.00%
Total	66	44	50.00%

Status

Status	Calls	Percentage
Active	19	28.79%
Discharged	31	46.97%
Reserves	6	9.09%
Retired	4	6.06%
Not Disclosed	6	9.09%
Total	66	100.00%

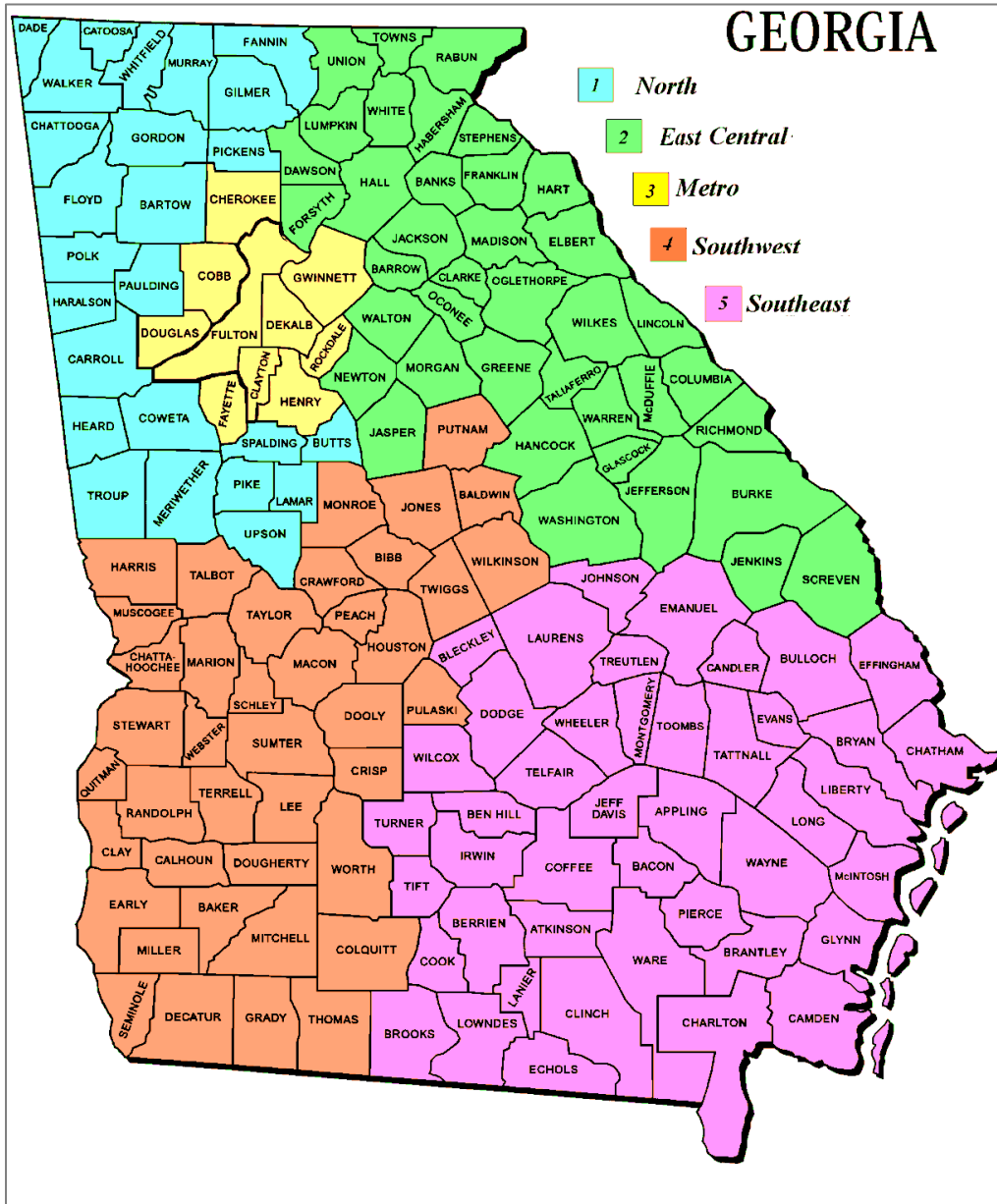
Status



Status	FY10	FY09	% Change
Active	19	11	72.73%
Discharged	31	28	10.71%
Reserves	6	4	50.00%
Retired	4	1	300.00%
Not Disclosed	6	0	0.00%
Total	66	44	50.00%

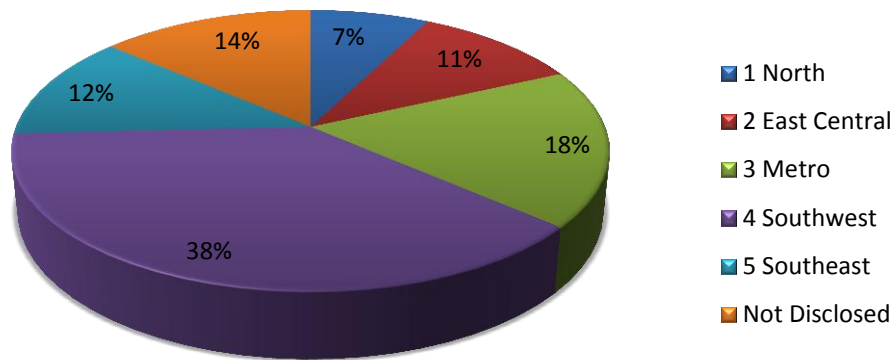
Regions

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



Region	Calls	Percentage
1 North	5	7.58%
2 East Central	7	10.61%
3 Metro	12	18.18%
4 Southwest	25	37.88%
5 Southeast	8	12.12%
Not Disclosed	9	13.64%
Total	66	100.00%

Region



Region	FY10	FY09	% Change
1 North	5	3	66.67%
2 East Central	7	6	16.67%
3 Metro	12	11	9.09%
4 Southwest	25	18	38.89%
5 Southeast	8	6	33.33%
Not Disclosed	9	0	0.00%
Total	66	44	50.00%

Counties

County	Calls	Percentage
Baldwin	1	1.52%
Bibb	6	9.09%
Camden	1	1.52%
Chatham	3	4.55%
Clarke	1	1.52%
Clayton	2	3.03%
Cobb	2	3.03%
Colquitt	1	1.52%
Coweta	1	1.52%
Crawford	1	1.52%
Dekalb	2	3.03%
Dougherty	1	1.52%
Floyd	2	3.03%
Fulton	3	4.55%
Gwinnett	2	3.03%
Harris	1	1.52%
Houston	6	9.09%
Lamar	1	1.52%
Laurens	2	3.03%
Lowndes	1	1.52%
Lumpkin	1	1.52%
Monroe	1	1.52%
Muscogee	4	6.06%
Newton	1	1.52%
Not Disclosed	9	13.64%
Peach	1	1.52%
Richmond	4	6.06%
Rockdale	1	1.52%
Thomas	1	1.52%
Upson	1	1.52%
Ware	1	1.52%
Wilkinson	1	1.52%
Total	66	100.00%

Of the 160 counties in Georgia, 32 used the service regarding military for a usage rate of 20% which is an increase from FY09 usage of 13.75%. Of the callers that responded, Bibb and Houston counties held the largest number of calls.

Cities

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

Base Location

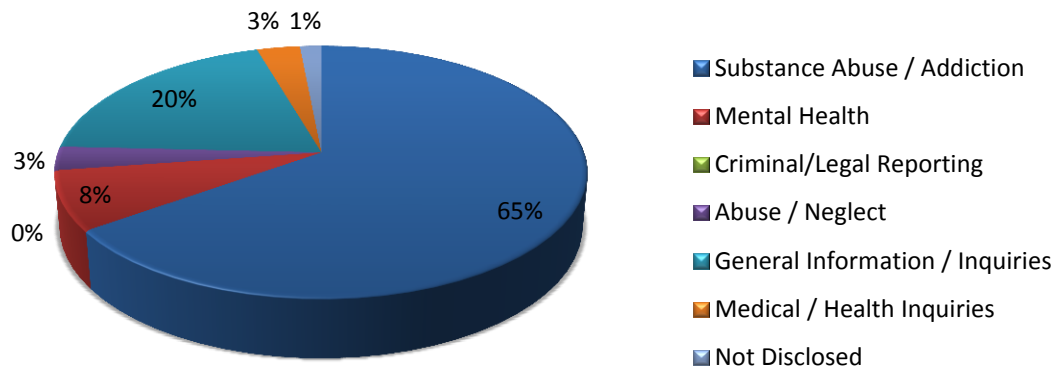
Base Location	Calls	Percentage
Albany Logistics Base	2	3.03%
Camp Lejune	1	1.52%
Camp Pendleton	1	1.52%
Fort Benning	2	3.03%
Fort Gillem	2	3.03%
Fort Gordon	3	4.55%
Ft. Benning	4	6.06%
Ft. Gillem	2	3.03%
Ft. Gordon	2	3.03%
Ft. Hood	1	1.52%
Ft. Jackson	1	1.52%
Ft. McPherson	7	10.61%
Hunter	1	1.52%
Hunter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

Needs

Main Categories

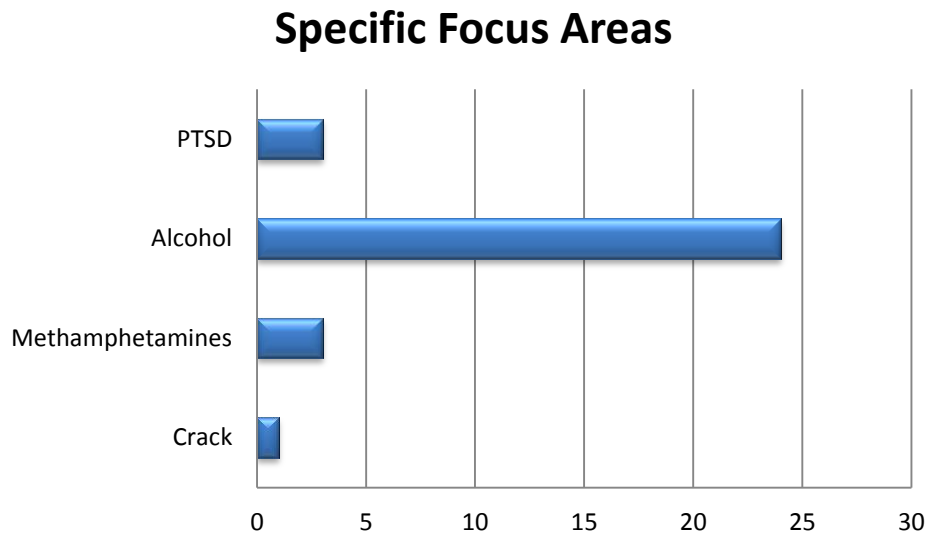
Main Category	Calls	Percentage
Substance Abuse / Addiction	43	65.15%
Mental Health	5	7.58%
Criminal/Legal Reporting	0	0.00%
Abuse / Neglect	2	3.03%
General Information / Inquiries	13	19.70%
Medical / Health Inquiries	2	3.03%
Not Disclosed	1	1.52%
Total	66	100.00%

Need Category



Specific Focus

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



Individual Needs

Needs	Calls	Percentage
a, domestic violence	1	1.52%
AA group	1	1.52%
alcohol	18	27.27%
alcohol, prescription drugs	1	1.52%
alcohol, rent assistance	1	1.52%
alcohol, utilities assistance	1	1.52%
Cocaine/Marijuana	3	4.55%
Crack	1	1.52%
Crisis counseling	1	1.52%
dental care	1	1.52%
Divorce assistance/domestic violence	1	1.52%
domestic violence	2	3.03%
DUI	1	1.52%
DUI eval	1	1.52%
financial assistance	3	4.55%
Gambler's anonymous	1	1.52%
gambling addiction	1	1.52%
heroin	1	1.52%
holiday gifts for children	1	1.52%
hydrocodone	1	1.52%
legal assistance	1	1.52%
marijuana	2	3.03%
marital issues	2	3.03%
Medical bills/marijuana	1	1.52%
Methamphetamine	3	4.55%
Mortgage assistance	2	3.03%
Not Disclosed	1	1.52%
prescription drugs	2	3.03%
PTSD	2	3.03%
PTSD, alcohol	1	1.52%
rent assistance	1	1.52%
rental housing	1	1.52%
Sexual assault	1	1.52%
suicidal	1	1.52%
tobacco, alcohol	1	1.52%
tranquilizers	1	1.52%
utility assistance	1	1.52%
Total	66	100.00%