

alcohol**drug**helpline

0800 787 797 

He kai a te rangatira he korero

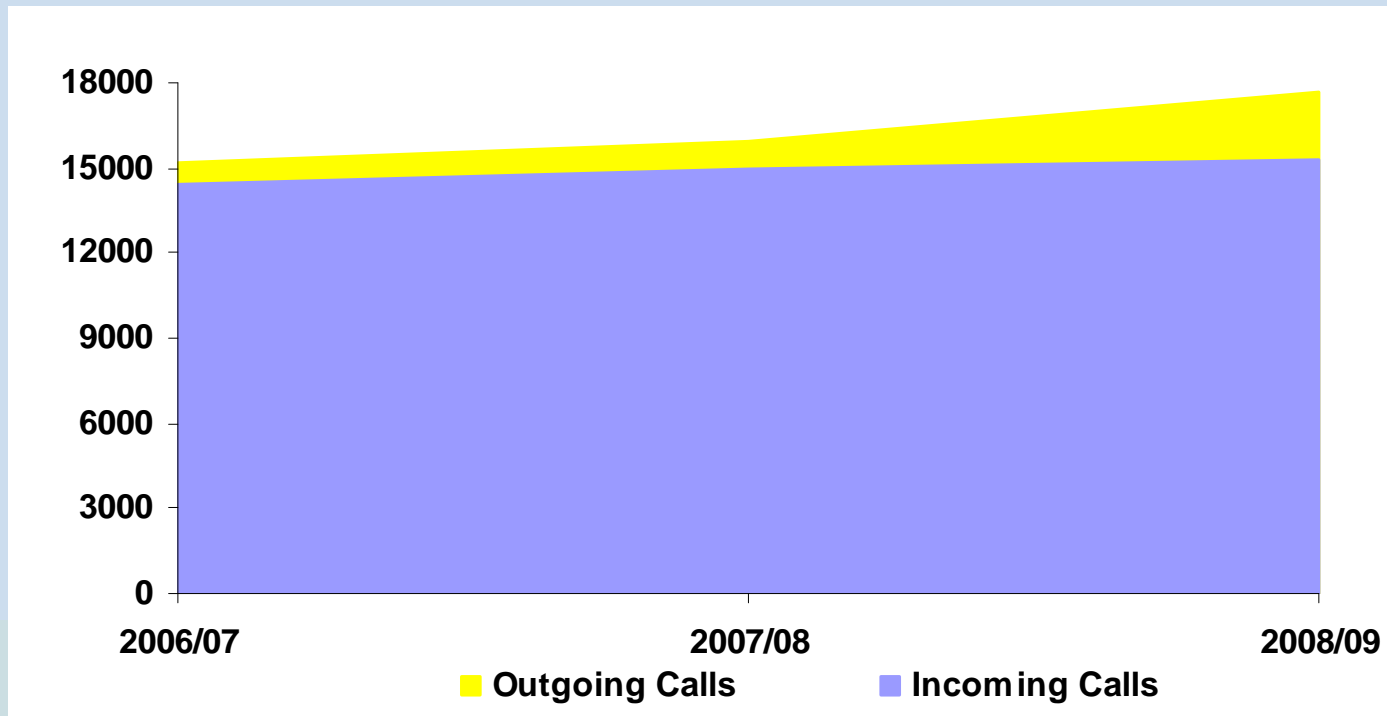
2008/09 Statistics and New Developments



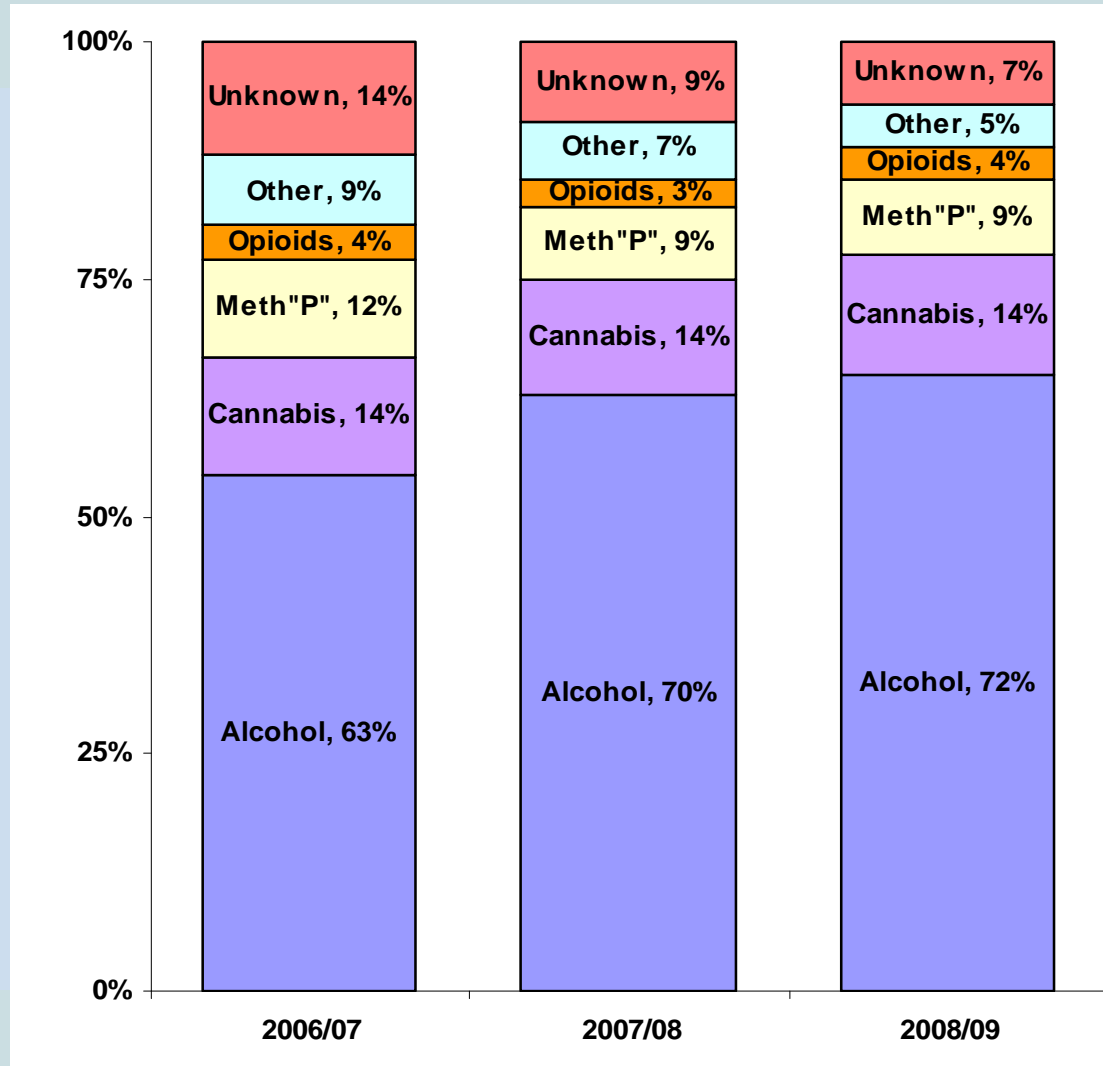
Call Volume

17,699 calls in 2008/09 - 11% increase
2430 call back calls. 12,660 callers.

Comparison of total valid calls to the Helpline: 2006/07 – 2008/09

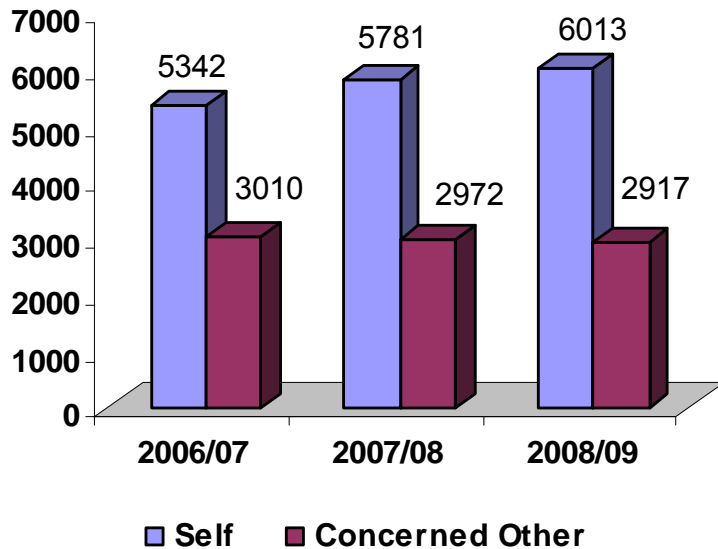


Drugs Identified by Callers

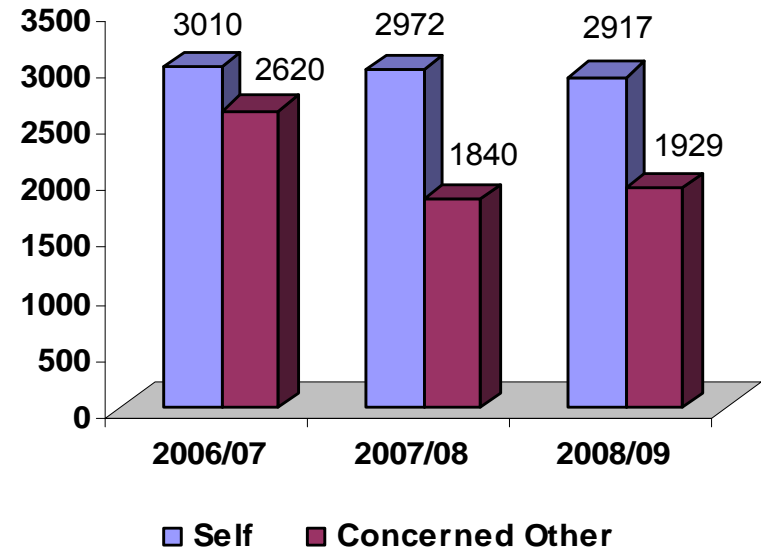


CALLER RELATIONSHIP TO DRUG

Alcohol Related Caller Type



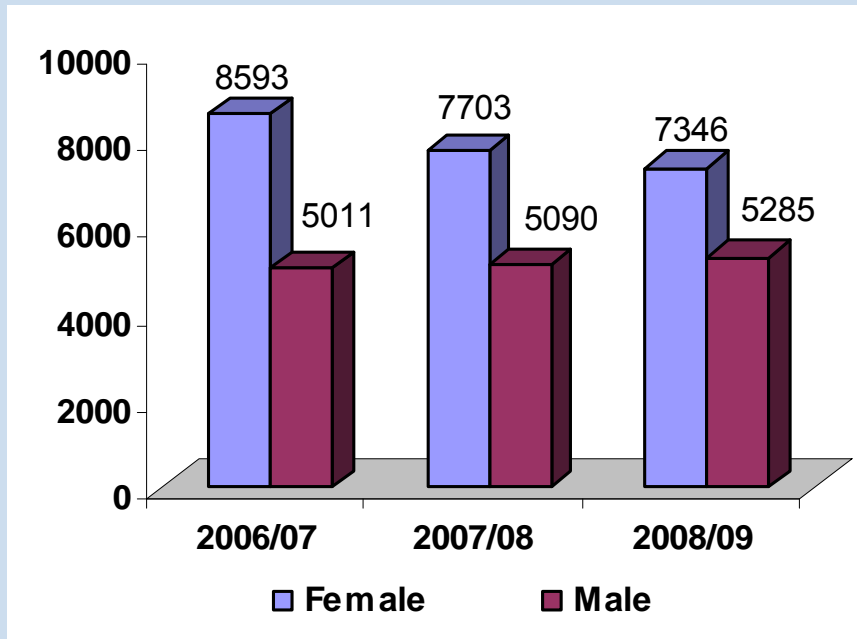
Other Drug Caller Type



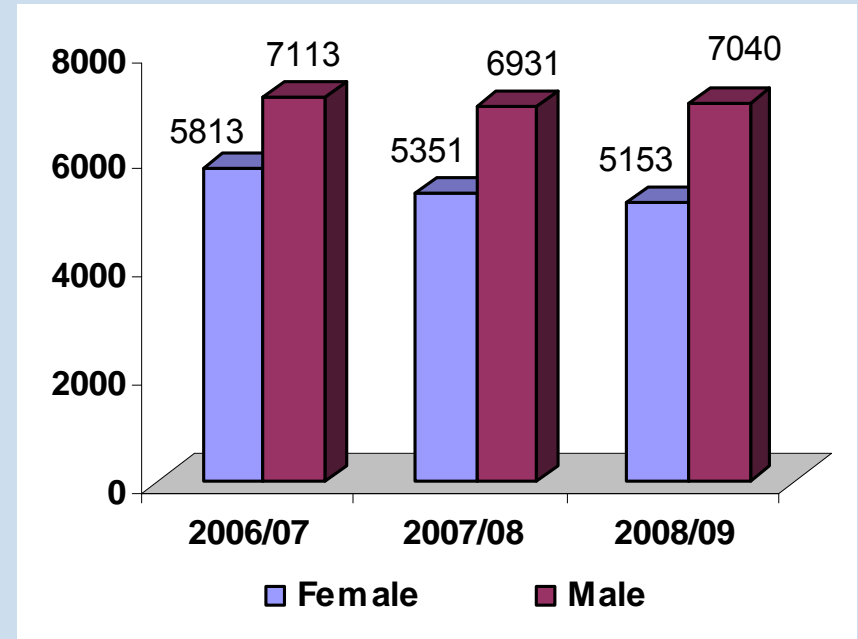
Caller Gender

58% of callers were women and 42% men

Caller Gender

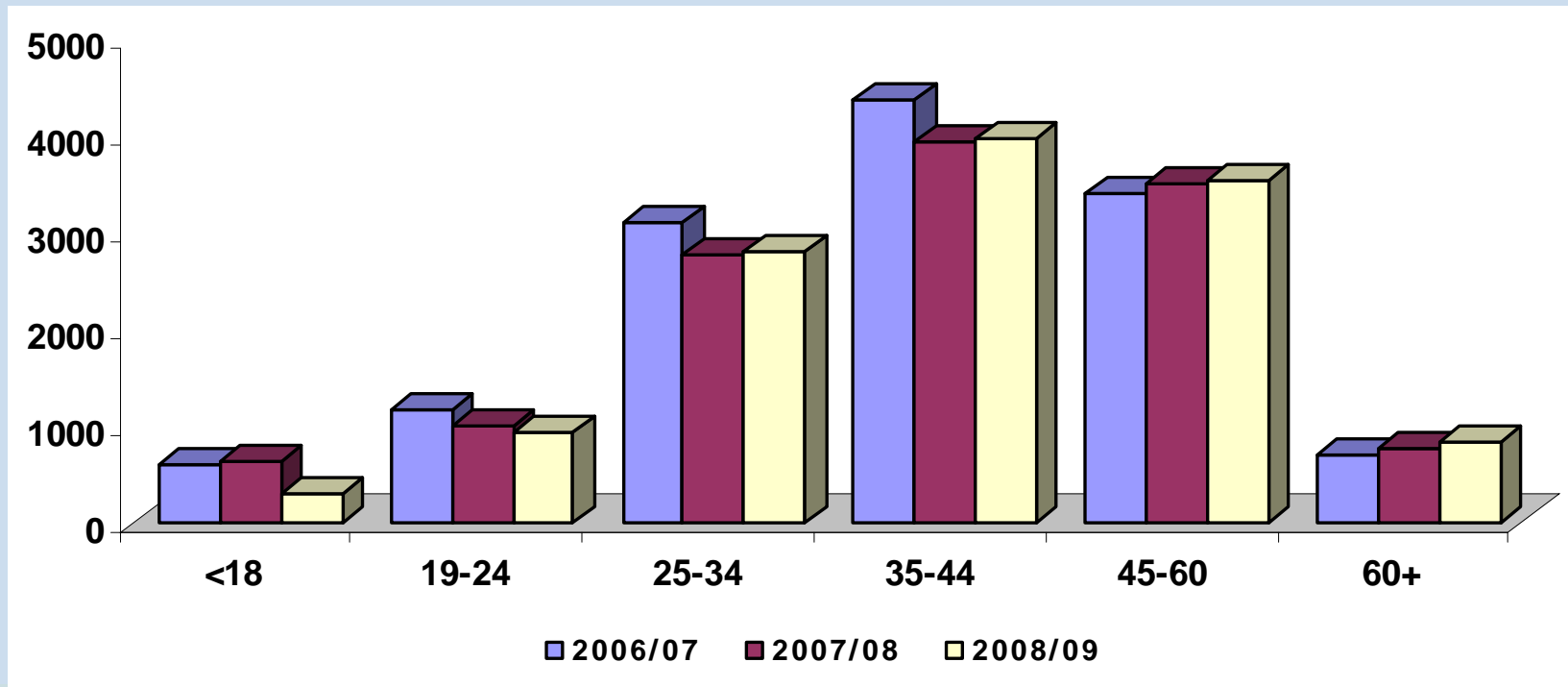


Person with Problem Gender



Caller Ages

Caller Age Groups



Caller Ethnicity

Ethnicity	2007/08		2008/09	
	Callers	%	Callers	%
NZ European	9721	77.7%	9368	75.8%
NZ Maori	2042	16.3%	2059	16.7%
Pacific Peoples	217	1.7%	282	2.3%
Indian/Asian	174	1.4%	207	1.7%
Other	350	2.8%	442	3.6%
Unknown	312	2.4%	303	2.4%



Caller Relationship

Caller Relationship	2008/09	
	Callers	%
Called About Themselves	7766	61.3%
Other family member	2385	18.8%
Partner/spouse	1059	8.4%
Friend	633	5.0%
Health Professional	271	2.1%
Other Professional	215	1.7%
Employer	88	0.7%
Total Non-self	4651	37%

New Developments

- Call Back Pilot.
- Māori Health Strategic Cultural Responsiveness Plan 2009-2012.
- Three year Pacific Strategy.
- New Helpline website – Launch late August.
- Dedicated Helpline practitioner competencies.
- Full update of the Addiction Treatment Directory.



New Developments

alcoholdrughelpline
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Pasifika Line
20 hours per
week

Maori Line
40 hours per
week

