



ATLANTA: State of the City Profile

CENSUS / DEMOGRAPHIC INFORMATION

Atlanta Metro Area (surrounding cities).....	4,112,198
Fulton County.....	816,006
City of Atlanta	416,474

Racial composition of Fulton County: white (48%), black (45%), Asian (3%), Other (2%), two or more (2%)
ETHNICITY: Hispanic (of any race) 6%

DRUG SITUATION & PREVALENCE

- **YOUTH PREVALENCE:** Atlanta does not collect drug use prevalence data.
- **ARRESTEES:** According to ADAM, 70% of adult male arrestees and 79% of adult female arrestees in 2000 tested positive for at least one illicit drug.
- **DEATHS:** Drug-induced deaths increased 60% from 117 in 1995 to 187 in 1998 (3.4 to 5.0 deaths per 100,000 population).
- **ER MENTIONS (1994-2001):** Heroin mentions increased by 91%; cocaine increased 44%; marijuana increased 126%; methamphetamine increased 81%.
- Among other opiates Hydrocodone combinations (e.g., Vicodin) have the highest rate of ED mentions
- Atlanta is one of the few places where indicators and ethnographic data show extensive MDMA use in the African-American community.

FEDERAL DOLLARS

('01 / '02)

- SAPT Block Grant:
\$2.2M / \$3.2M
- CSAP Discretion:
\$947K / \$1.3M
- CSAT Discretion:
\$2.2M / \$1.7M

TREATMENT UTILIZATION & CAPACITY

- 24 treatment providers located in the Atlanta PMSA;
- 18 providers list outpatient departments as treatment modalities.
- Atlanta has 1 operational drug court

MEDIA CAMPAIGN

- Advertising: \$2.5M total plus pro bono value match
 - \$1.9M share of national buy
 - \$154K multicultural advertising
 - \$443K local general market
- Non-Advertising:
 - Teen MJ Summit (12/3/02)
 - MJ Press Conf (9/17/02)

PREVENTION Community Coalitions

- DUNBAAR Coalition
- Cobb Community Collaborative, Inc.
- The DeKalb Prevention Alliance, Inc.
- Genesis Prevention Coalition, Inc.

LAW ENFORCEMENT

- Preliminary data indicate that there were nearly 24,000 index offenses known to police in Atlanta from January to June 2002.
- As of October 31, 2001, there were 2,039 full-time law enforcement employees in Atlanta. 1,510 of the employees were officers and 529 were civilian employees.
- Atlanta HIDTA