



#AmplifyYourMovement

## SRHR hotlines - tips from the experts

If a hotline is right for your context and your organisation has the capacity to support it, here are some top tips from successful AmplifyChange SRHR hotline experts



**Develop a creative marketing plan:** Make sure you know who your target group is and how to reach them. Share information about the hotline innovatively, based on what works for your context. Combine traditional methods like stickers, posters, media adverts, and t-shirts, with social media and public events

**Guarantee accurate, context-specific information:** Use trustworthy resources, and bring on board legal and healthcare experts to ensure you provide accurate SRHR information. Research your audience and what their information needs are. Work in the appropriate language and dialect. Prepare scripts on popular topics for the hotline to ensure consistent messaging

**Data is power:** Ensure you have a consistent, secure method to collect data from your user base to improve services and create strategies to target key populations. Client input and feedback is a powerful tool

**Partners are key:** Build partnerships and networks with clinics, pharmacies, lawyers, counsellors, and other SRHR providers to facilitate referrals for callers. This includes maintaining an up to date, secure database with accurate contact information

**Stay on trend:** Keep up to date with the latest methods of communication, and considering using mixed approaches tailored to your audience, including texting, calling, online chat and automatic voice recordings. Toll-free numbers are another important way to ensure everyone can access the hotline.

**Ensure the safety of staff and clients:** Have a crisis management protocol in place for emergencies and sign confidentiality agreements and memorandums of understanding with service providers / other third parties who interact with clients



**Strong teams are the backbone of a successful hotline:** Ensure all team members are supported, with frequent training opportunities to increase their knowledge base and maintain high standards. Encourage sound well-being practices across your team to reduce stress and avoid burn-out

**Monitor equipment up-keep:** Maintain and update technology, such as phones and call tracking systems. Back-up data when and where possible. Use generators or solar panels in electricity-scarce settings

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