



AMPLIFYCHANGE

SRHR HOTLINE TIPS

The impact of COVID-19 shows that guaranteeing access to SRHR information and resources outside of formal structures can be lifesaving. Here's some tips from AmplifyChange grantees to make your hotline effective during a pandemic:

Develop a responsive marketing strategy

Be creative and share information about your hotline based on what works for your context. In the COVID-19 pandemic, physical or face-to-face marketing can be limited; social media, SMS messages and online campaigns are good alternatives.

Have a contingency plan

The context you work in can change overnight. Install the hotline and Interactive Voice Response (IVR) on a cloud server or other secure digital space so staff can continue to operate outside the office and respond to individuals' needs when there is limited internet access.

Work together to provide solutions

Seek out as many options as possible outside of formal systems, such as safe houses for self-managed abortion, mental health and GBV support services and shelters. Connect with pharmacists, health facilities, and other hotlines to offer referrals. Ensure local partners share the same core values towards SRHR.

Support your team

The pandemic has increased call volumes to SRHR hotlines, placing more demand on staff. Encourage strong well-being practices to reduce stress and stagger or rotate shifts to avoid burn-out. Keep staff up to date on new protocols by sharing information through online training and webinars.



Be inclusive and accurate

Ensure SRHR information is inclusive of people with disabilities, LGBTIQ groups and sex workers. Bring on board legal and healthcare experts to ensure you provide accurate information. Prepare scripts on popular topics to ensure your messaging is consistent and work in the appropriate language and dialect.

Data is power

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

Ensure the safety of your staff and clients

Consider investing in holistic security training to minimise the risk from anti-SRHR, opposition groups. Have a crisis management procedure in place for emergencies. Sign confidentiality agreements and memorandums of understanding with service providers and other third parties who interact with clients.

Tips provided by AmplifyChange grantees, with thanks to [Samsara](#) | [GIWYN \(Ms.Rosy\)](#) | [TICAH \(Auntie Jane Hotline\)](#)

#IManageMyAbortion. #Sept28.