

Implementation Report

Digital SRHR Hotline
January 2024 – December 2024

1. Project Overview

- **Title:** Digital SRHR Hotline
- **Location:** Western Province, Zambia
- **Duration:** January – December 2024
- **Objective:** Provide adolescents and youth with confidential, accessible sexual and reproductive health (SRHR) information and counseling through a toll-free hotline and WhatsApp platform, thereby reducing stigma and improving service uptake.

2. Background & Rationale

- Many youth in rural Zambia lack access to accurate SRHR information due to stigma and distance from health facilities.
- Fear of judgment prevents adolescents from openly asking health-related questions.
- A digital hotline offers private, immediate, and reliable guidance, aligning with Zambia's Adolescent Health Strategy and SDG 3 (Good Health and Well-being).

3. Activity Components

- Establishment of a toll-free hotline and WhatsApp SRHR platform.
- Recruitment and training of youth counselors in SRHR and digital counseling.
- Awareness campaigns in schools and communities to promote hotline use.
- Referral linkages to local clinics for advanced SRHR services.

- Continuous monitoring of hotline performance and feedback.
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4. Execution Phases

Phase 1 – Platform Setup (Jan – Mar 2024)

- Hotline and WhatsApp system established with Airtel Zambia; 4 counselors recruited and trained.

Phase 2 – Awareness Campaigns (Apr – Jun 2024)

- 10 school roadshows and 8 community sensitization events held; posters and radio adverts aired.

Phase 3 – Service Delivery & Referrals (Jul – Nov 2024)

- Hotline operational 6 days a week; counselors provided confidential guidance; referral system with 6 rural clinics activated.

Phase 4 – Review & Sustainability Planning (Dec 2024)

- Hotline usage data analyzed; sustainability discussions initiated with Ministry of Health and telecom partners.
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5. Implementation Timeline

- **Jan – Mar 2024:** Hotline setup & counselor training
 - **Apr – Jun 2024:** Awareness campaigns
 - **Jul – Nov 2024:** Service delivery & clinic referrals
 - **Dec 2024:** Review & sustainability planning
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6. Outcomes & Impact

- **Reach:** 1,800 hotline calls handled; 500 WhatsApp counseling sessions delivered.
 - **Knowledge Access:** 5,000 youth reached through awareness campaigns.
 - **Service Linkages:** 200 adolescents referred to local clinics for contraception, HIV testing, and counseling.
 - **Privacy & Trust:** Youth reported greater confidence accessing SRHR information without stigma.
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7. Key Partners

- **Airtel Zambia:** Toll-free line setup and technical support.
 - **District Health Offices (Western Province):** Clinic referrals and follow-up.
 - **Youth Counselors:** Hotline operation and WhatsApp engagement.
 - **Funding Partner:** Youth SRHR Innovation Grant.
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8. Beneficiary Testimonial

"I was afraid to ask questions at the clinic. The hotline gave me answers in private and guided me to the services I needed." — **Anonymous Beneficiary, Age 17**

9. Financial Report – Youth SRHR Innovation Grant (\$85,000)


Budget Item	Amount (USD)	Description
Hotline & Platform Setup	\$20,000	Toll-free line, WhatsApp integration, software
Counselor Recruitment & Training	\$10,000	4 youth counselors, training sessions
Awareness Campaigns	\$18,000	School roadshows, community events, media
Service Delivery Operations	\$15,000	Counselor allowances, call management

Clinic Referral Support	\$7,000	Coordination with clinics, transport for referrals
Monitoring & Evaluation	\$7,000	Data tracking, surveys, reporting
Reporting & Dissemination	\$3,000	Report preparation, media briefings
Administration & Contingency	\$5,000	Coordination, overhead buffer
Total	\$85,000	Funded by Youth SRHR Innovation Grant

Summary

The Digital SRHR Hotline provided thousands of youth in Western Province with safe, confidential, and reliable SRHR information in 2024. By integrating a toll-free hotline, WhatsApp services, and clinic referrals, the project successfully reduced stigma, improved access, and laid the foundation for a sustainable digital health service for young people.

Approved by:



Mundia Situmbeko
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Date: 20th December 2024