This Monthly Brief contains visualizations of data gathered via the Amader Kotha Helpline. The charts and trends conveyed represent the nature and frequency of worker calls, usage of the Helpline among Alliance factories, and demographic information about workers who call the Helpline.

KEY FINDINGS INCLUDE:

- 4,530 calls were placed to Amader Kotha in December, for a total of 37,277 calls received from the inception of the program through December 31st, 2015.

- The peak call times this month were around 11am and 4pm, primarily due to training-related calls.

- 281 substantive issues were shared with the Helpline from workers at Alliance factories this month. The most commonly-reported issues this month were related to compensation, non-factory fires, and verbal abuse.

- 82 substantive issues were related to safety this month; among these, 4 issues were urgent.

- 271 (96%) of the substantive issues reported to Amader Kotha in December were non-urgent, while 10 were urgent. More than half of these urgent issues pertained to in-factory fires and physical abuse.

- General inquiries comprised 33% of issues this month, disregarding missed or test calls. This remains nearly the same as last month.
• 109 Alliance factories were represented by workers calling with substantive issues, out of a total of 236 Alliance factories with workers who called for any reason.

• More than half of the issues reported by workers this month have been resolved. Those that were unable to be resolved were due to workers not seeking resolution assistance or the HelpLine and/or Alliance not being able to pursue issues further.

• 95% of workers who called to report a substantive issue this month were comfortable sharing their name with the HelpLine, while only 82% were willing to share their name with their factory.

• The majority of callers this month are male (76%), and at least 73% of callers are between the ages of 19 and 29, though more may be represented among those who did not disclose age.

• Of the 535 Alliance factories that have received training on the HelpLine, workers from 374 factories have placed calls to the HelpLine. Workers from 260 of these factories reported substantive issues. This is based on data from December 2014 to date.

• All but one of the urgent issues encountered this month have been closed, with the one remaining issue pending a brand report.

Notes:
• Graphs do not include calls from “General Inquiry”, “False”, or “No category” issue categories, except graphs on calls received and calls by time of day and where otherwise stated.
• Calls have been received from non-Alliance factories. For example, calls were received from 29 factories not listed as Alliance factories in December. These calls are included in the call volume and call time and factories with calls graphs above, but not included in the issue or caller profile visualizations.
• Substantive issues (non-inquiry calls of substance) per month graph may not match historical briefs due to changes in issue categorization over time.
• # of workers and # of factories where the HelpLine has been launched are based on information provided by the Alliance.