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:

• 5,693 calls were placed to Amader Kotha in May, for a total of 72,239 calls received from the inception of the program through May 31, 2016.

• The peak call times this month were around 11am and 4pm, consistent with previous months’ trends.

• 489 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, termination, and verbal abuse.

• 97 substantive issues were related to safety this month; among these, 32 issues were urgent.

• 435 (89%) of the substantive issues reported to Amader Kotha in May were non-urgent, while 54 were urgent. More than half of these urgent issues pertained to in-factory fires, locked exits/blocked egress routes, and physical abuse.

• General inquiries comprised 32% of issues this month, disregarding missed or test calls.
• 195 Alliance factories were represented by workers calling with substantive issues in May, out of a total of 336 Alliance factories with workers who called for any reason.

• More than 70% of the issues/inquiries reported by workers this month have been resolved. Lack of issue resolution was due to workers not seeking resolution assistance or the Helpline and/or Alliance not being able to pursue issues further.

• 93% of workers who called to report a substantive issue this month were comfortable sharing their name with the Helpline, while only 66% were willing to share their name with their factory.

• The majority of callers this month are male (72%), and at least 66% of callers are between the ages of 19 and 29, though more may be represented among those who did not disclose age.

• Of the 725 Alliance factories that have received training on the Helpline, workers from 643 factories have placed calls to the Helpline. Workers from 455 of these factories reported substantive issues. This is based on data from December 2014 to date.

• 85% of the urgent issues encountered this month have been closed, with follow-ups occurring per protocol.

Notes:
• Graphs do not include calls from ‘False’ or ‘No Category’ issue categories, except graphs on calls received and calls by time of day.
• Substantive issues (non-inquiry calls of substance) per month graph may not match historical briefs due to changes in issue categorization over time.
• General Inquiries are not incorporated into ‘Substantive’ issue graphs, nor into graphs on caller profile and willingness to share personal information.
• Calls have been received from non-Alliance factories. For example, calls were received from 67 factories not listed as Alliance factories in April.
• 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.
• OptOut % of Issues: % of issues that called and then opted out of the call.
• Calls have been resolved. For example, calls, were resolved from 87 factories not listed as Alliance factories in May. These calls are included in the call volume and call time and factories with calls graphs above, but not in the issue or caller profile visualizations.
• % of workers and % of factories where the Helpline has been launched are based on information provided by the Alliance.