

Guidance document: Awareness-raising film and radio spots about the Helpline of Hope in Ghana

What is the Helpline of Hope?

The toll-free [Helpline of Hope](tel:0800800800) (0800 800 800 or 0800 900 900)¹ serves as a major entry point for individuals who are victims, or have come across cases, of child labour, forced labour and human trafficking to lodge their complaints on these cases and other social issues. Depending on the nature of the situation, the call centre redirects the case to the appropriate social service provider for the needed attention, action, and support, on a 24/7 basis with multilingual victim support.

To support the Helpline of Hope, the International Cocoa Initiative (ICI) collaborated with the Social Protection Single Window Citizens Service and provided training on forced labour and equipment, including phones and awareness-raising materials, such as posters and t-shirts, to promote the helpline use in four districts in Ghana.

Raising awareness about the toll-free Helpline of Hope is essential to increase its use. ICI has developed a film and radio spots to increase awareness about labour rights in the context of cocoa farming and the Helpline of Hope in the following districts: Atiwa East, Atwima Mponua, Wassa Amenfi and Bibiani-Ahnwiaso-Bekwai.

What are the film and radio spots about?

The film and radio spots depict various situations in which cocoa workers' rights have been breached. They explain how the Helpline of Hope can assist workers whose rights have been violated. The film is in Twi with English subtitles, while the radio spots are available only in Twi.

Where to use the film and radio spots?

We recommend using these materials in districts where the Helpline of Hope is available and staff have been trained and equipped, namely: Atiwa East, Atwima Mponua, Wassa Amenfi and Bibiani-Ahnwiaso-Bekwai.

Who is the target audience?

The target audience of these multimedia products includes individuals who may have been victims or have come across cases of labour rights breaches and/or forced labour situations. This includes cocoa workers, cocoa farmers and their families, cooperative leaders, cooperative members, and cocoa-growing community leaders and members, among others.

How to use the film and radio spots?

The film and radio spots can be played during awareness-raising sessions at the community or cooperative level in community centres, schools or other relevant locations. In addition, the radio spots can be played in community information centres, portable megaphones, local radio stations or other broadcasting facilities.

Who can use the film and radio spots?

Community Facilitators, Community Protection Committees, Cooperatives, Community-based associations, social workers or other relevant actors can use the film and radio spots within their awareness-raising activities.

¹ The Helpline of Hope is available across almost all districts in Ghana.