

# The Hotline Catalyst Program

## ABOUT

Hotlines are inherently complicated operations – requiring human trafficking, technology, data, advocacy, and policy acumen all working in sync to build a trusted resource that can both reach and serve survivors. When done well, the effect reaches far beyond the work done on individual cases, providing a focal point to catalyze a national anti-trafficking movement across all stakeholder sectors. Polaris’s Hotline Catalyst Program offers specially designed, proven tools, trainings, practices, knowledge and standards related to designing, developing, and operating effective, sustainable, and victim-centered national human trafficking hotlines.

Our methods have been tested and refined over a decade, through operating the world’s premiere national human trafficking hotline in the United States, and we have been instrumental in providing consultation and support to new and existing hotlines in seven countries. Led by a team of Polaris global hotlines experts, Polaris works closely with each country partner to identify ambitious yet realistic goals for their hotline, craft a customized roadmap for getting there, provide guidance on how to adapt these practices to different country contexts, and scope out each step along the way. Our aim is to accelerate a country’s learning curve, avoid any reinvention of the wheel, ensure efficient deployment of resources and ultimately, to achieve maximum impact and to get it right the first time.

“The Canadian Centre to End Human Trafficking has benefited immeasurably from Polaris’ profound expertise in human trafficking hotline operations. Polaris’ capacity to deliver customized technical, HR, and strategic advisory services has enabled The Centre to plan with insight and focus on critical milestones throughout the design and development phase. In the course of working with Polaris, The Centre has been impressed with its professionalism, responsiveness, and adaptability to our needs and circumstances.

- Canadian Centre to End Human Trafficking (CCTEHT)

“Consejo Ciudadano has been operating a civil hotline for the inhabitants of Mexico City and its metropolitan area (18 million people) for more than 10 years. Working with Polaris has allowed us to consolidate the only national hotline in Mexico specialized in human trafficking, based on an existing service model since 2013, with the ability to reach victims and survivors and serve as a network of trust and security with coverage throughout the country. The experience, effectiveness and knowledge of Polaris are unparalleled. The program was designed together, specifically to meet the needs of our national hotline, our nation and, most importantly, the people we serve.

- Consejo Ciudadano de la Ciudad de Mexico

## HOW IT WORKS

We meet our clients wherever they are in their hotline journeys. Some clients seek support setting up a brand new hotline; others are already operating a hotline, but not seeing the results they would like. We know firsthand the multitude of factors that go into building, evolving and growing a hotline.

### Phase 1: Hotline Scoping Assessment

All of our partner engagements begin with a robust, comprehensive onsite assessment to examine the enabling environment, infrastructure, and institutional readiness for establishing an effective, victim-centered national human trafficking hotline, or helping an existing hotline scale its reach and impact. During the assessment, Polaris convenes workshops and interviews with key stakeholders to identify existing human, policy, technology, and institutional assets necessary for an effective human trafficking hotline, while surfacing areas for improvement. The assessment concludes with a post-assessment report detailing findings and key recommendations, and a detailed roadmap of future activities to help partners achieve their goals and maximize the hotline’s impact. As appropriate, the report will also outline next steps in phase two, the project implementation.

**Learn More:** [View the Human Trafficking Hotline Scoping Assessment At-A-Glance for more](#)

### Phase 2: Project Implementation

A Polaris team of global hotlines experts will deliver a highly customized, intensive training and consultation program and hotline development toolkit featuring topics related to designing, developing, operating and optimizing national human trafficking hotlines. Based on their needs and capacities identified during the assessment, the client will choose from a list of offerings which involve some combination of the following: one-on-one interviews, onsite and remote consultations and trainings, specially designed ready-to-use tools and solutions, technical support, assessments and evaluations, review and feedback on policies, protocols, and materials developed by the client, and implementation support.

## Pre-Assessment Option: Hotline Development Workshops

For new hotline initiatives in the early inception phases, Polaris offers partners a series of intensive strategy and planning workshops at its national human trafficking hotline headquarters in Washington, DC. The workshops provide a comprehensive introduction to the core considerations, components, and capacities involved in the design, development, and operation of a successful and sustainable human trafficking hotline. These workshops aim to equip partners with the essential knowledge and tools to develop their future hotline goals and strategy and prepare them for the hotline scope assessment, if desired. These workshops may also be available remotely or virtually.

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## SAMPLE PROGRAM OFFERINGS

- **Foundation**  
Consultation on defining strategy and implementation plan, mission and approach, hotline model and design, scope and services, and on identifying key constituents.
- **Operations, Systems, Technology**  
Key considerations, technical requirements, and tips when selecting and designing the call center, hotline access points, and telecom and IT infrastructure to ensure uninterrupted 24/7 hotline coverage.
- **HR, Staffing, Staff Management**  
Tools and tips for building and managing a highly engaged team of expert staff, including designing a staffing model, developing robust staff policies, engaging in strategic recruitment, and implementing a staff wellness program.
- **Scheduling**  
Tools and tips for hotline scheduling to maximize quality and efficiency, effectively manage growth, promote staff wellness and retention, and reduce burnout.
- **Training & Professional Development**  
Training on the design and effective delivery of a comprehensive staff training and ongoing professional development program.
- **Partnerships & Response Network**  
Strategies for building a robust response network and cultivating strong and lasting partnerships with key stakeholders from among law enforcement, civil society, government, and more.
- **Call Intake/Responding to Signals**  
Strategies for building streamlined hotline response workflows, and for designing and implementing individualized response protocols and trafficking assessment tools to ensure consistently high quality and timely response.
- **Designing a Data Program for Hotlines**  
Training and support on customizing and implementing Polaris's case management and data collection package and corresponding policies that adhere to the highest standards of data privacy, security, and integrity.
- **Outreach, Awareness, Marketing**  
Strategies for engaging and accessing target populations and designing a suite of outreach and awareness tools to strategically promote the hotline and build trust and buy-in from the field.
- **Monitoring, Evaluation, Quality Control**  
Support developing an evaluation and impact measurement plan, including design of systems, processes, and tools to monitor performance, evaluate impact, and ensure quality control.
- **Cultivating a Survivor-Informed Hotline**  
Advice on developing a strategy for survivor engagement, identifying and cultivating partnerships with survivors, and building survivor-informed hotline protocols, policies, outreach tools, messaging, and operations.
- **U.S. National Hotline Immersion**  
Behind-the-scenes visit to the U.S. National Human Trafficking Hotline in Washington, DC featuring a tour of the call center and operations, hotline shadowing, meetings with staff, and demos of key systems, technologies, and databases.

### Get in Touch

For more information or to submit a request to discuss an engagement with Polaris's Hotline Catalyst Program, please email:

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