

Call Centre on
Reproductive and Sexual Health, Family Planning and Infant Health
TOLL FREE NUMBER: 1800-11-6555

Jansankhya Sthirata Kosh, has initiated a first of its kind Call Centre in India on Reproductive, Sexual Health, Family Planning and Infant and Child Health using the services of an international BPO, vCustomer.

OBJECTIVE OF THE CALL CENTRE

Medical experts have found that in India there is a huge gap in information related to reproductive, sexual health especially among the adolescents, about to be married and newly married couples.

The Call Centre initiated by JSK aims to fill this gap by providing easy access and availability of reliable information on reproductive, sexual health, contraception, pregnancy, infant and child health and related issues.

People are initially shy about visiting medical facilities and need guidance to address concerns like contraception, safe abortion, emergency contraception, sexually transmitted diseases and reproductive tract infections. There are also many who are not sure if they need to go to a doctor at all as each visit to a doctor costs money.

The Call Centre service caters mainly to this section of the population, to provide reliable, confidential information. The service however does not substitute for the services of a qualified doctor.

TOPICS INCLUDED UNDER THE CALL CENTRE SERVICE

<ul style="list-style-type: none">• Reproductive system in men and women• Puberty• Reproductive health concerns in men and women• Breast related problems• Sexually transmitted infections including HIV/AIDS	<ul style="list-style-type: none">• Contraception• Pregnancy• Infertility• Sexual Health• Abortion• Menopause• Infant Health (Pre school)
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TARGET GROUP

The Call Centre primarily seeks to provide this service to the small towns and in due course villages in the states of Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Rajasthan, Uttar Pradesh and Haryana. This is largely because due to various socio - cultural factors people in all age groups, particularly women and young people do not have easy access to authentic information on these issues.

While the publicity of the service is primarily focused in the Hindi speaking northern belt states, it is available to anyone for free across the country. Even without major publicity, calls are being received from states and towns other than those mentioned above.

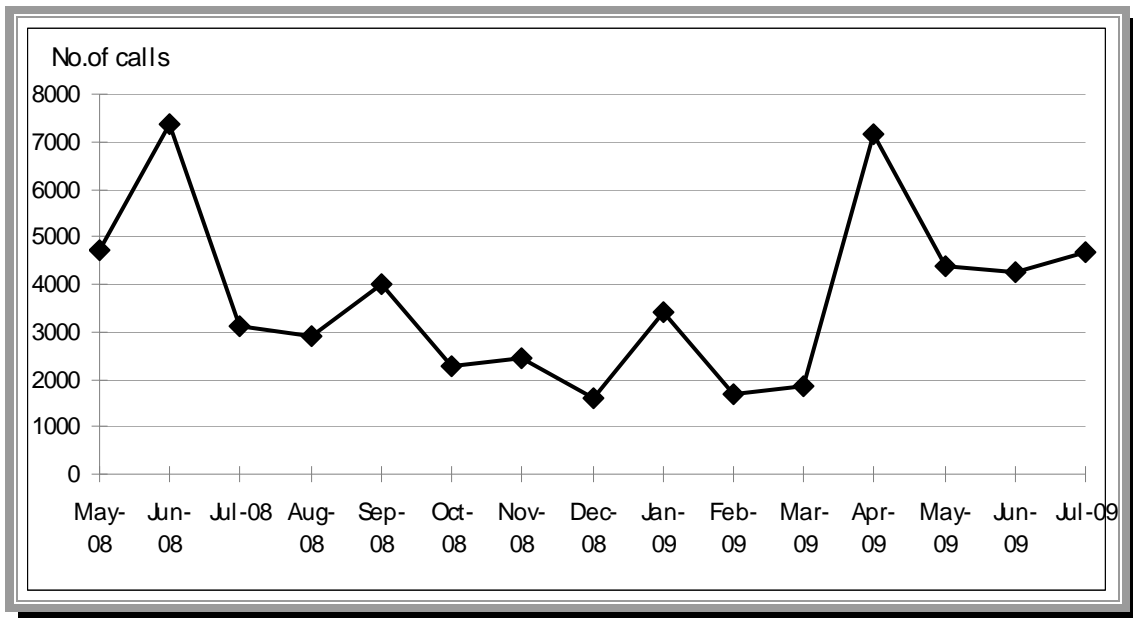
RESPONSE RECIEVED

More than 50,000 calls have been received from across the country till date.

Callers have appreciated the personalized information provided anonymously. The fact there is no commercial interest in promoting any product has also reassured them.

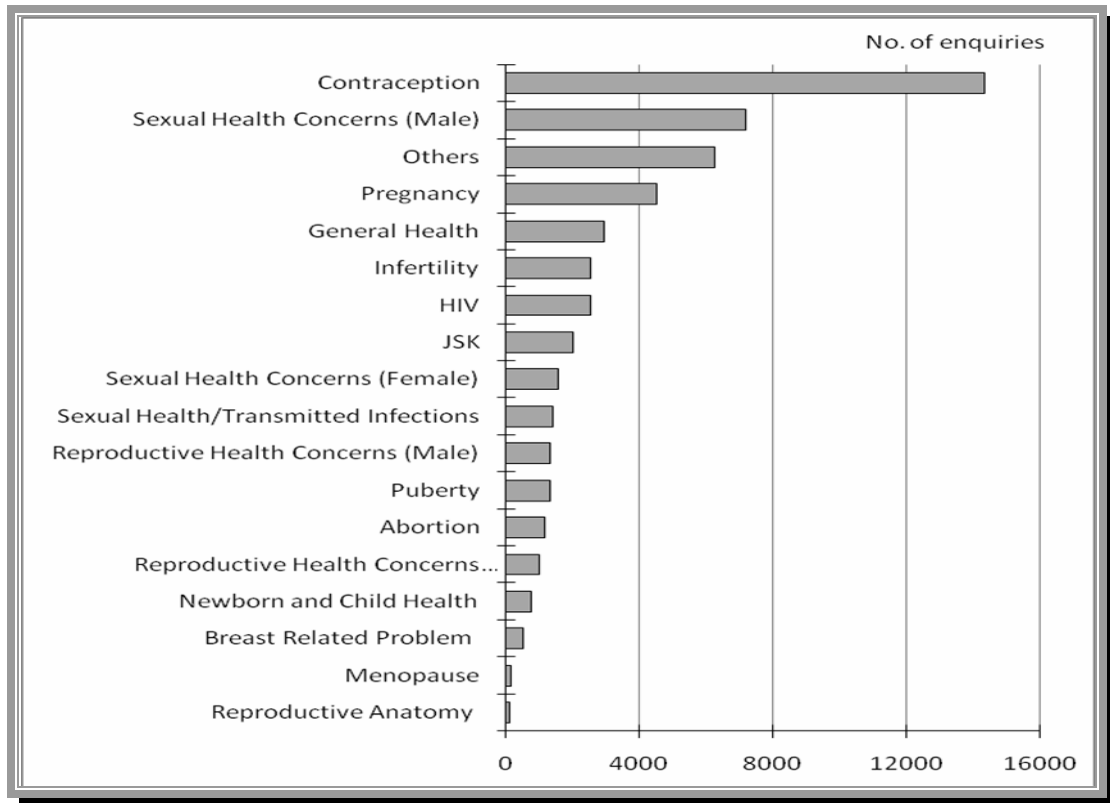
MONTH WISE CALL VOLUME

May 2008- July 2009



SUBJECT WISE CALLS RECEIVED

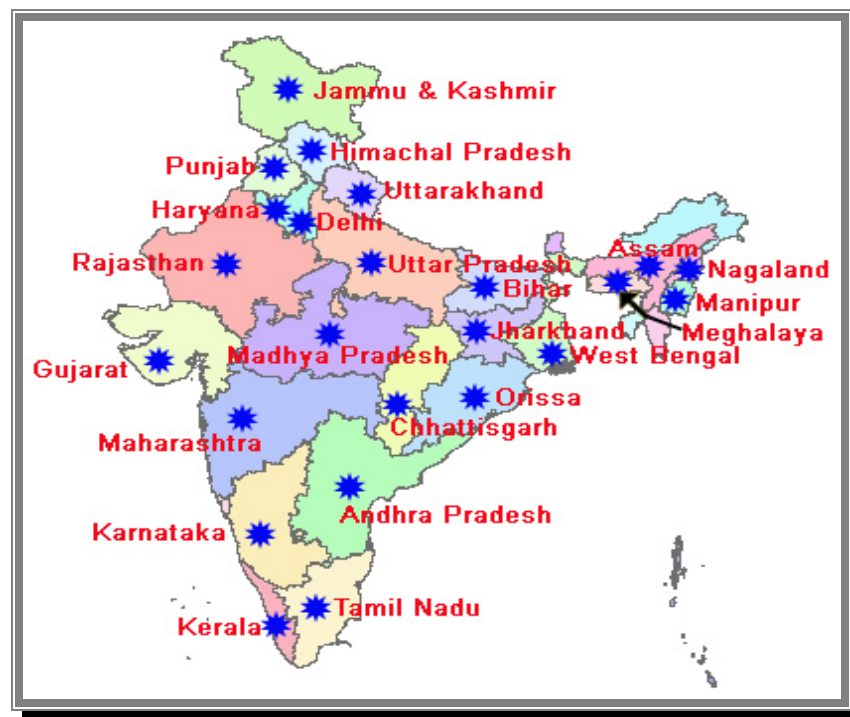
May 2008 – July 2009



Note: Other health concern include breast related problem, child health, newborn queries etc.

STATE WISE CALLS RECEIVED

May 2008 – July 2009



PREPARATION OF THE SPECIALIZED SOFTWARE

A Question Bank of 550 questions on Reproductive, Sexual and Infant & Child Health has been prepared with the help of doctors from leading medical institutes who gave their time pro bono.

They were from:

- Maulana Azad Medical College
- All India Institute Of Medical Sciences
- St. Stephens Medical Hospital
- Lady Hardinge Medical College
- Kalawati Saran Children Hospital

All details are available on JSK's website www.jsk.gov.in under FAQs on Reproductive and Sexual Health. This material is reviewed periodically.

PROFESSIONAL TRAINING FOR CALL CENTRE EXECUTIVES

The Call Centre Agents have been recruited by the BPO under criteria specified by JSK.

While soft skill training has been provided by the BPO, technical training on the topics was given to the Call Centre agents by doctors from St. Stephens Hospital, Delhi followed by Maulana Azad Medical College. Training of the agents is an ongoing process.

TECHNICAL SUPPORT FOR CONCEPT, DESIGN AND SETTING UP OF THE CALL CENTRE

Technical support in identifying the BPO where the service could be hosted and drawing up terms of reference was provided by NIC, NASSCOM and the Central Bureau of Health Intelligence (CBHI).