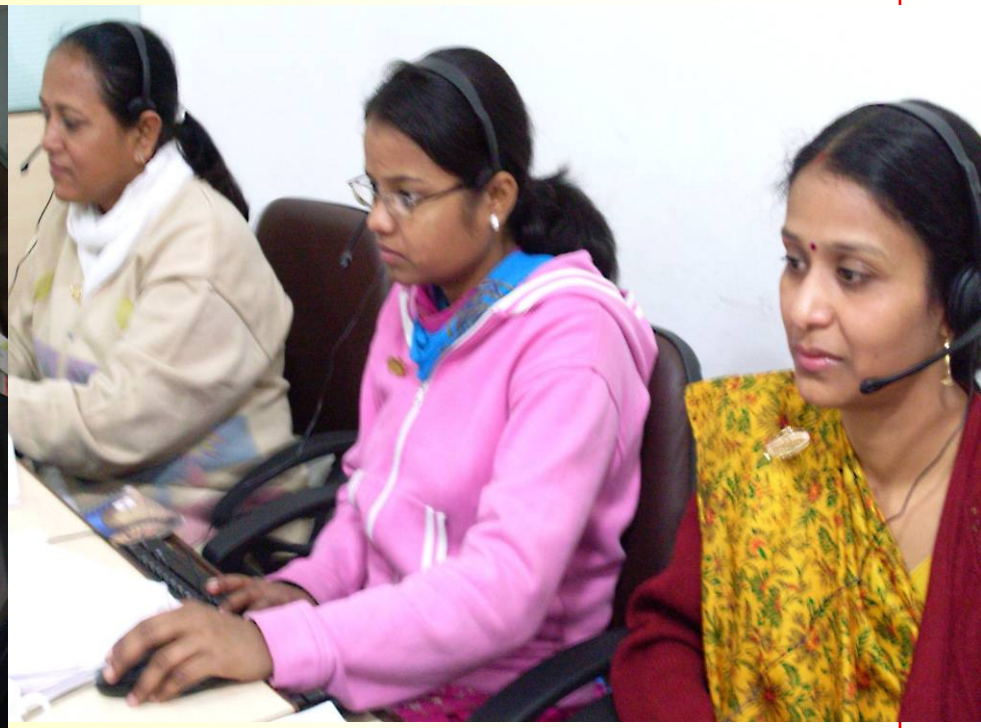


# Addressing Reproductive Health Needs of Young Married Couples



**Saathiya Helpline**  
**October 26, 2007 – September 30, 2009**



# Saathiya Helpline: Objectives

- Provide satisfactory counseling to callers seeking advise on Reproductive Health/Family Planning issues
- Introducing callers to Saathiya product basket
- Motivate callers to approach Saathiya Network Providers (Trained Doctors & Chemists)

# Saathiya Helpline: Functions

- Information
- Counseling
- Referrals
- All through a Youth-friendly Approach

# Separate Lines For Female and Male Callers

- 1800-180-180-**1** (Female Callers)
- 1800-180-180-**2** (Male Callers)
- Functional since 26<sup>th</sup> Oct '07 in Lucknow

# Saathiya Helpline: Operations

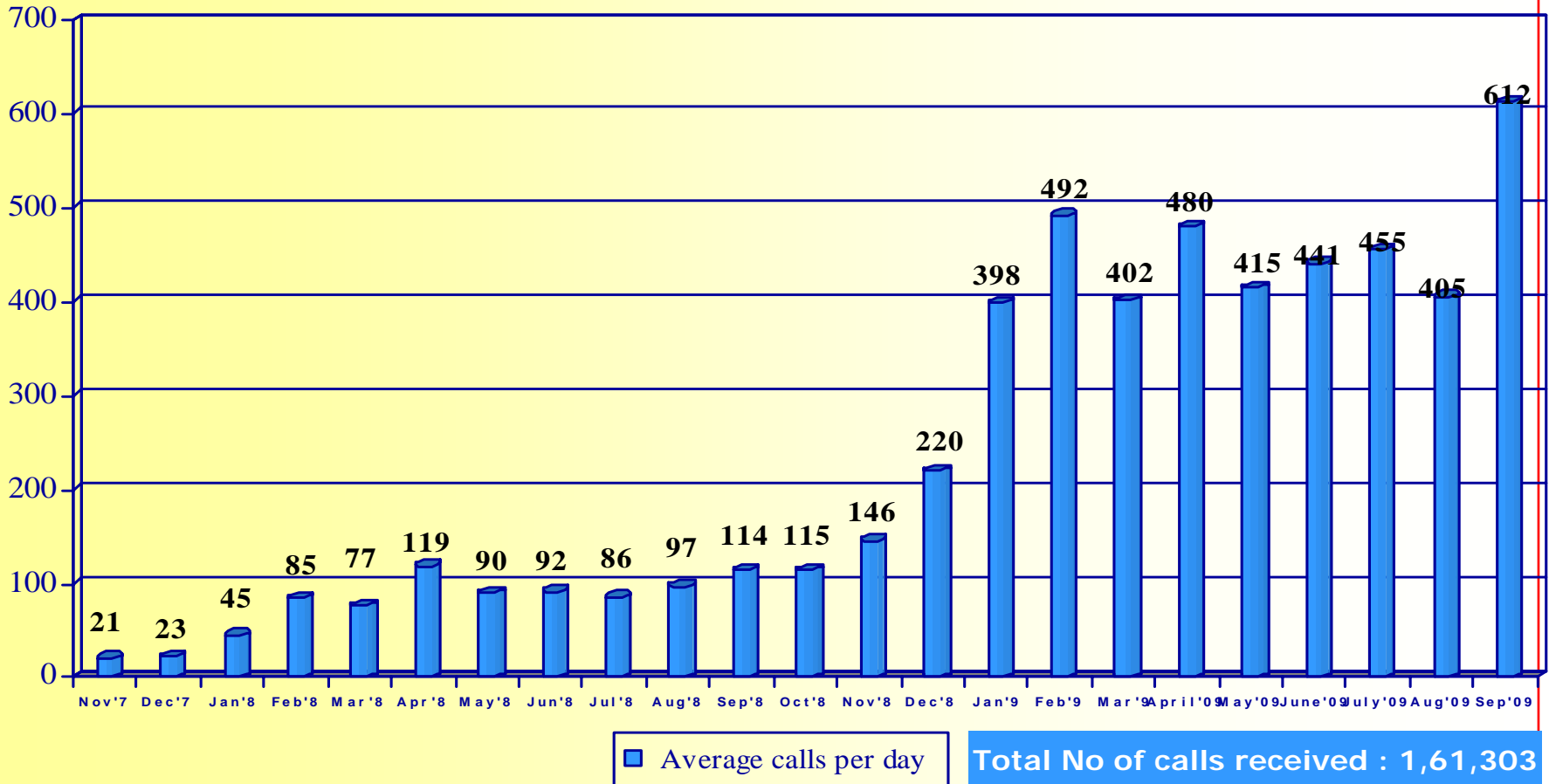


- Toll-free numbers powered & handled by a professional Call Center: **KPN Marketing, Lucknow**
- Handling BPO functions for several companies, organizations and government departments
- Qualified telecounselors identified and trained by Abt Associates

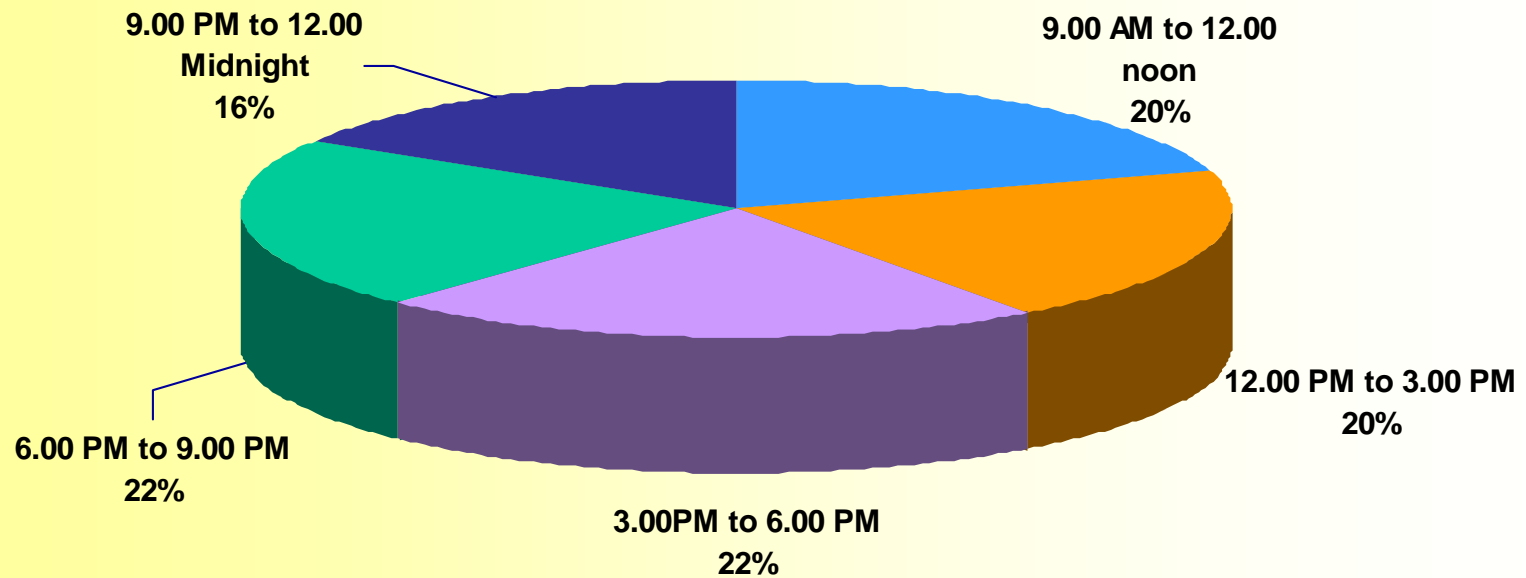
# Saathiya Helpline: Key Features

- Team of ten dedicated Helpline Counselors led by Helpline Manager
- Appropriate Management Information Systems
- Timings : 9.00 am to 12.00 Midnight
- Active seven days of the week
- Expert counseling in a private, confidential and friendly way
- Promoted through Saathiya Providers' in-shop and in-clinic leaflets & posters, radio programs, hoardings, outreach and through other promotional opportunities

# Average Calls Per Day

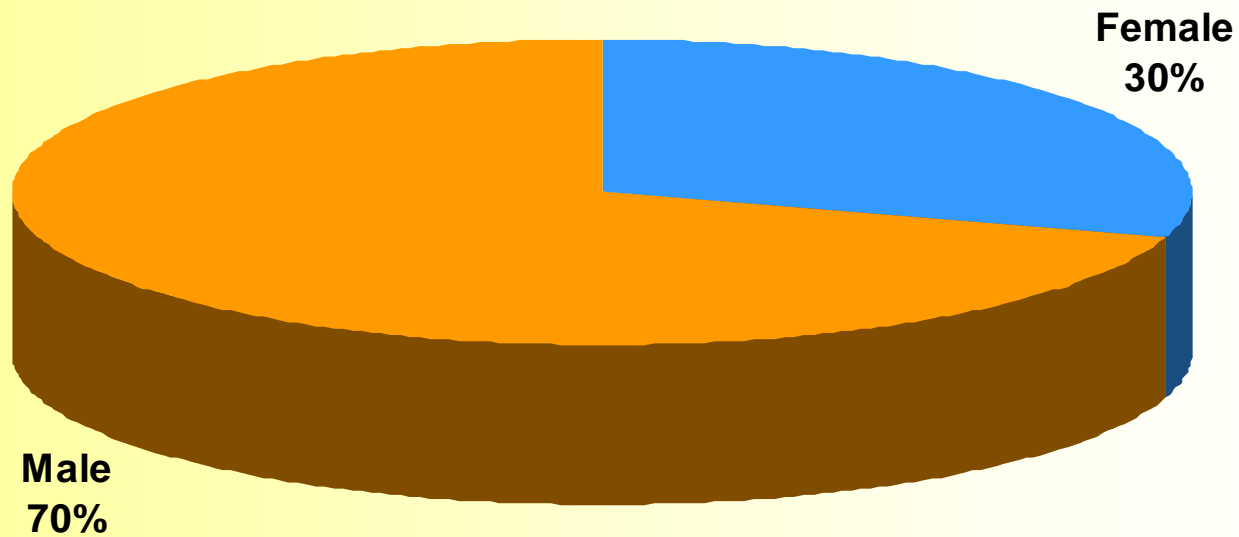


# Call Time Distribution



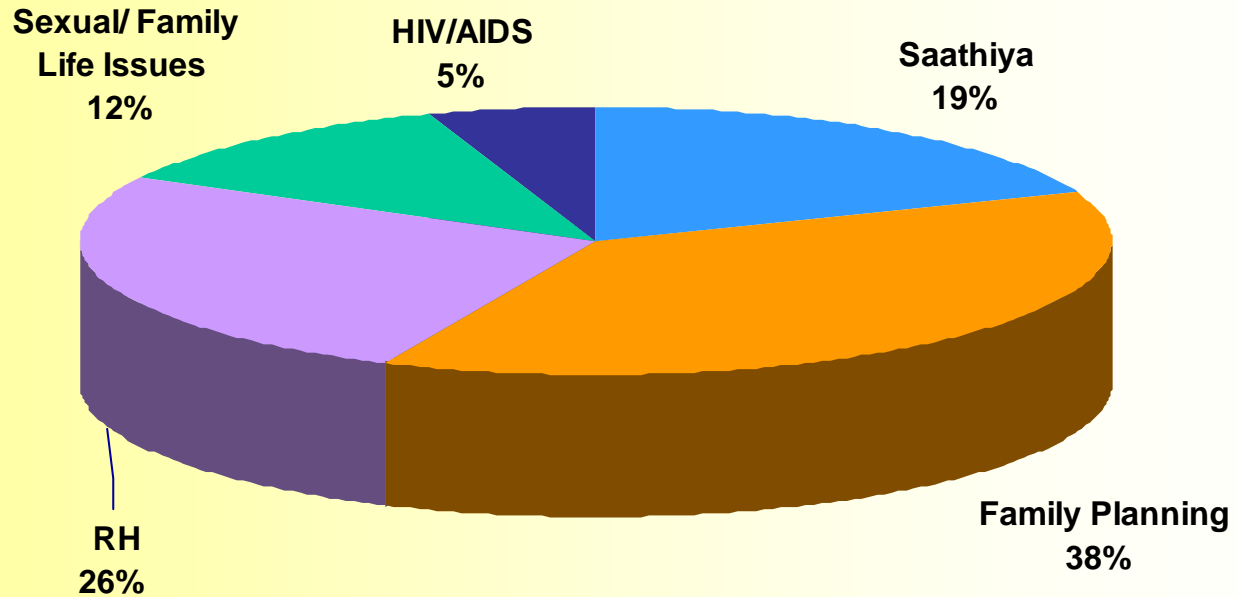


# Male : Female Callers



*Proportion of male callers significantly high*

# Nature of Queries



*64% callers seek advise on FP/RH*

# Helpline FAQs – Family Planning

- Methods for spacing/delaying child birth
- Terminal methods
- Suitability & side-effects of various methods
- What are Emergency Contraceptive Pills?
- Till which stage of pregnancy can Abortive Pills be taken and where are they available?
- Which days of the month are safe days?
- What are Female Condoms?
- What is IUD/Copper-T & how is it used?

# Helpline FAQs – Reproductive Health

- White/Yellow discharge from vagina
- Vaginal infections
- Irregular/excessive bleeding
- Early ejaculation/Night Fall
- Masturbation related
- Weakness after ejaculation
- Lack of sex drive

# Helpline FAQs – HIV/AIDS

- What is HIV?
- What is AIDS?
- Can female condom prevent AIDS?
- What causes HIV/AIDS?
- What is the difference between HIV and AIDS?
- What are the symptoms of HIV?
- What are the symptoms of AIDS?
- How long does it take for HIV to cause AIDS?
- How is HIV transmitted?
- Where can I get tested for HIV infection?
- Where can I go for information about treatments?

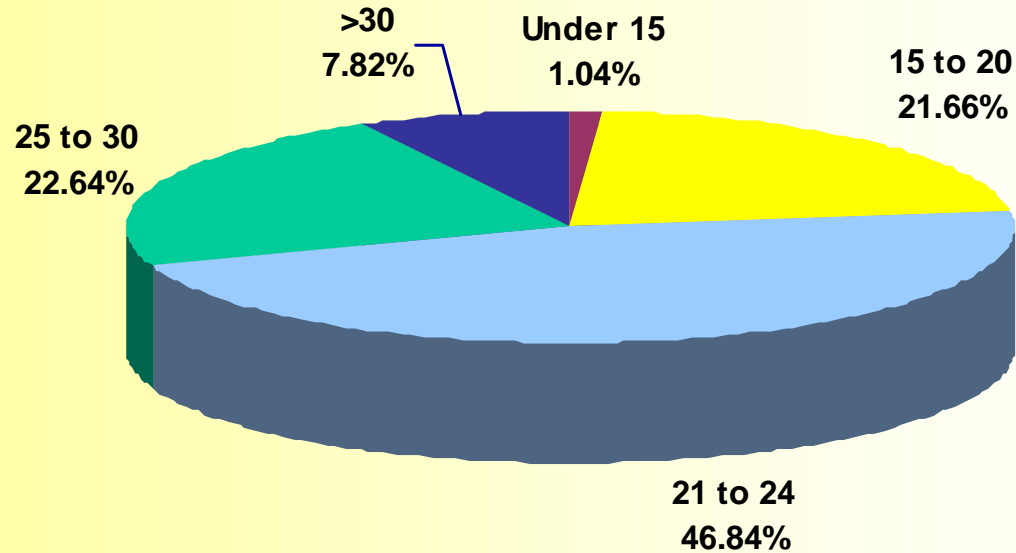
# Helpline FAQs – STI's

- What is STI?
- How do STI's spread?
- What are the symptoms of STI?
- Can one get sexually transmitted infections through sexual contact?
- White/Yellow discharge from vagina?
- Vaginal infection (itching/burning)

# Helpline FAQs – Other Issues

- What is Saathiya?
- How to conduct pregnancy test at home?
- Concerns related to physiology of the sexual organs
- Other health related issues – Tuberculosis/ headache/ dehydration/ fever/ weakness/ hair-fall problems

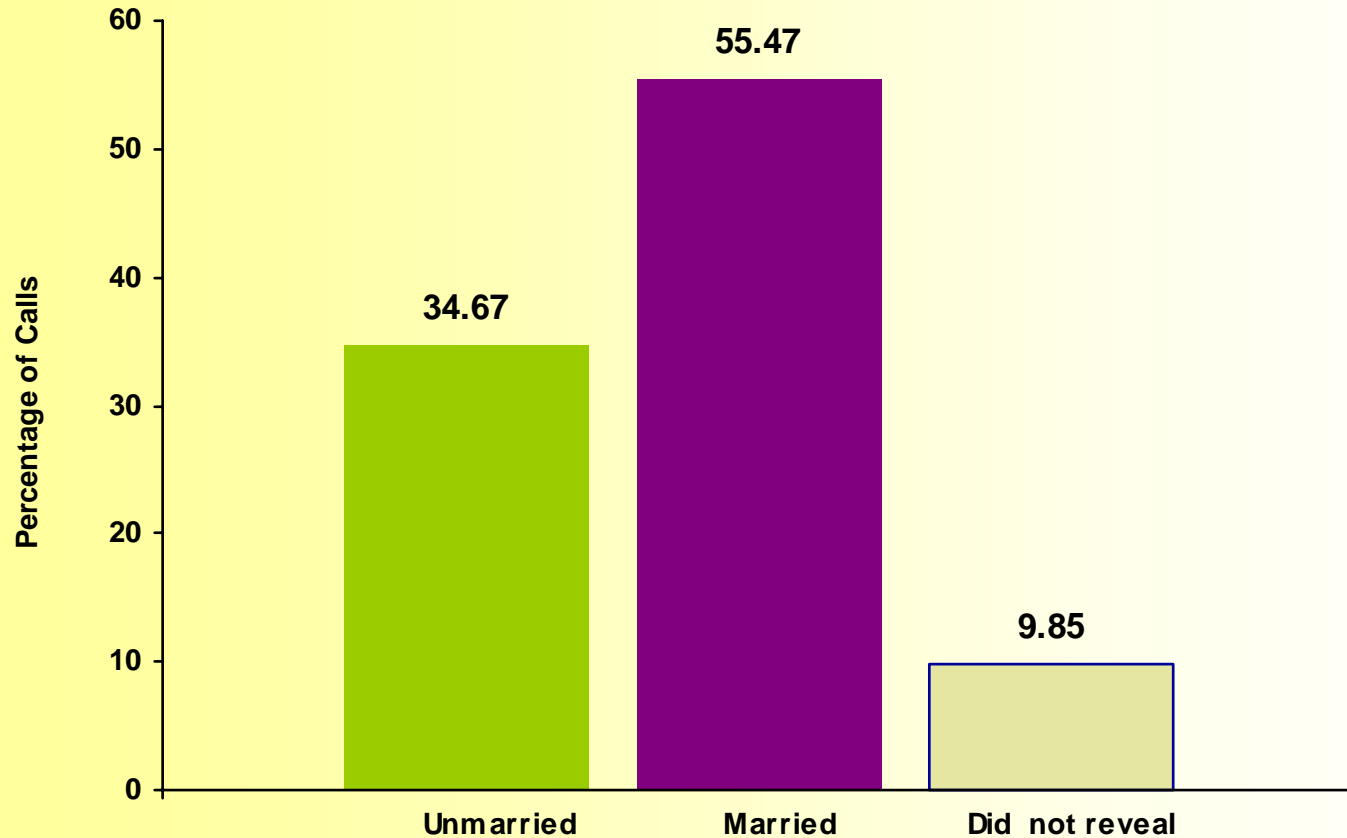
# Age Profile of Callers



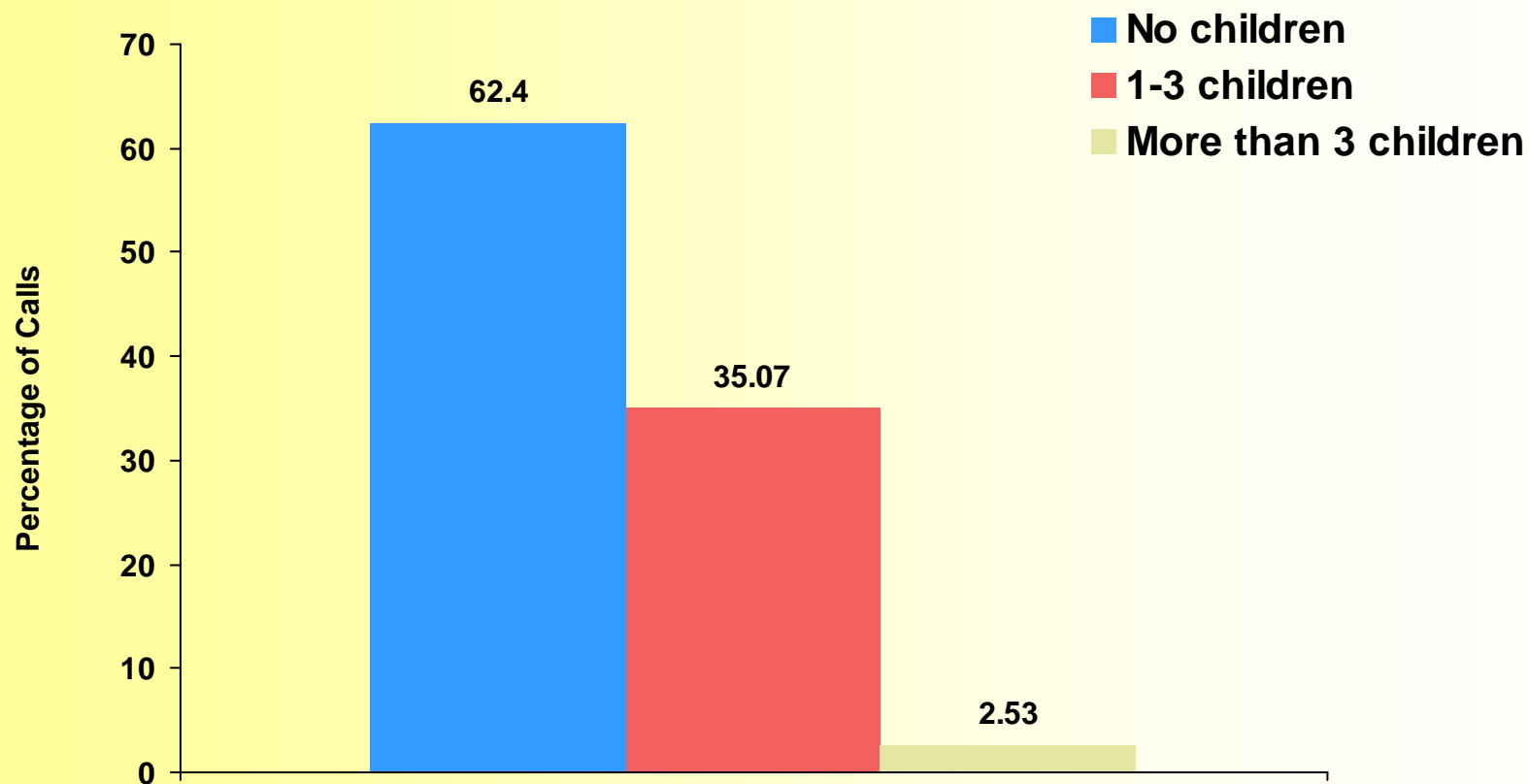
69% callers between 15-24 yrs



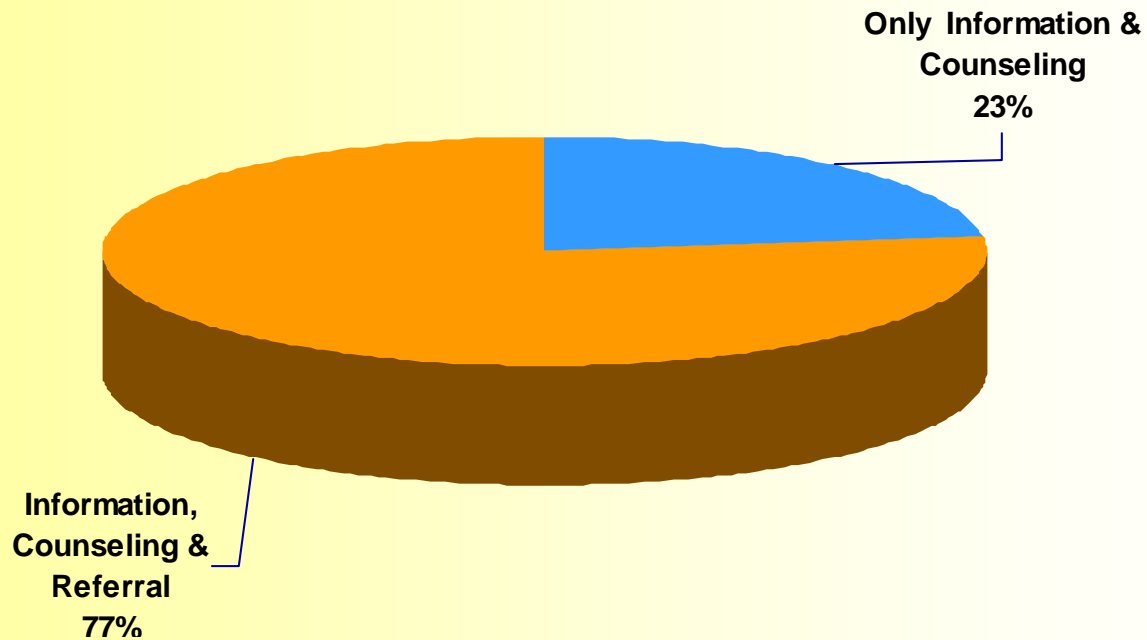
# Marital Status of Callers



# Profile of Callers: No. of Children

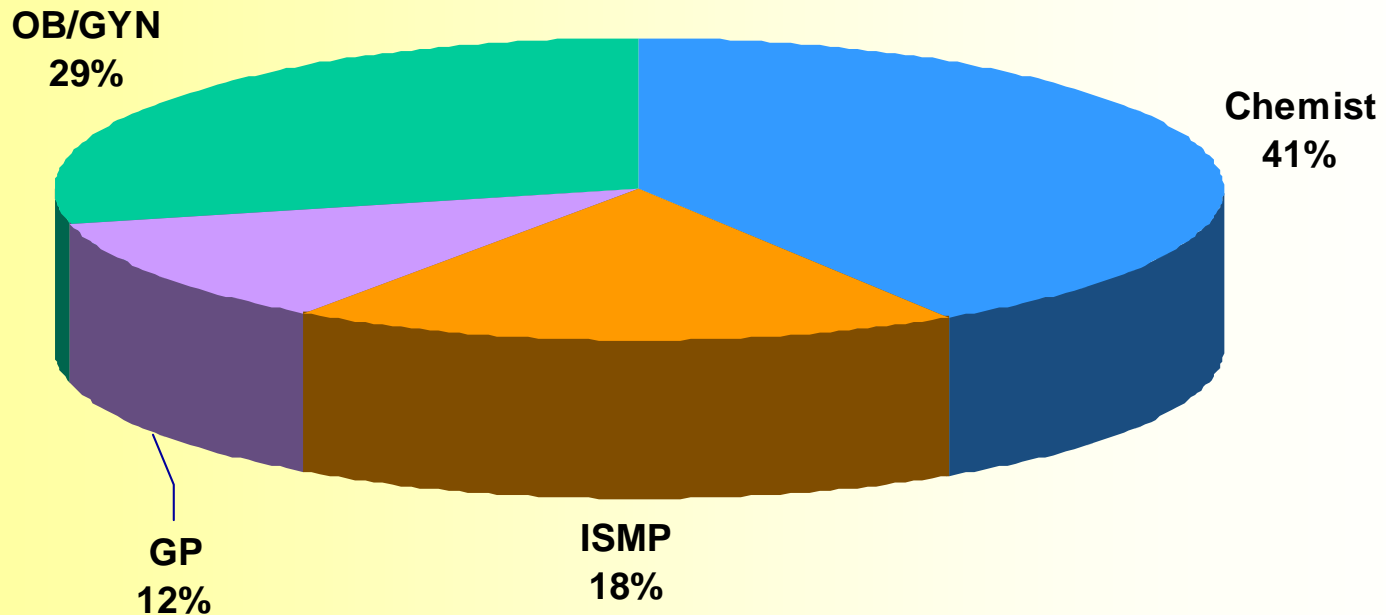


# Counseling & Referrals (Project Area)



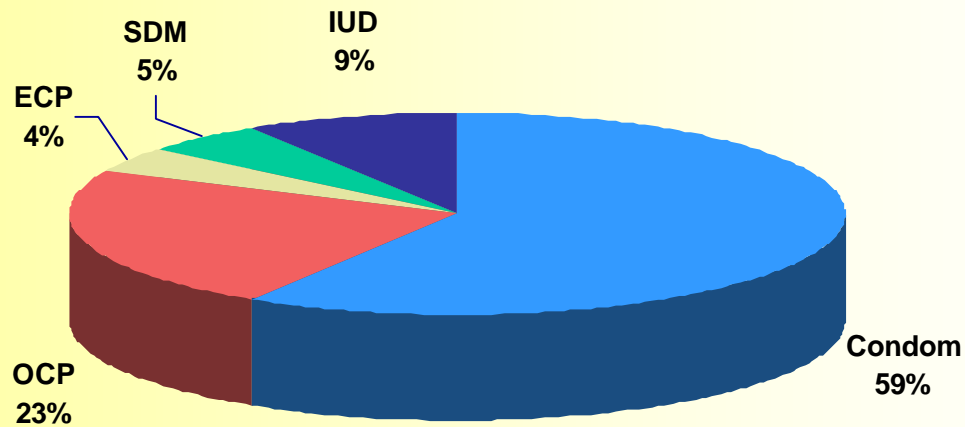
*Helpline a tool to direct clients to providers*

# Client Referrals



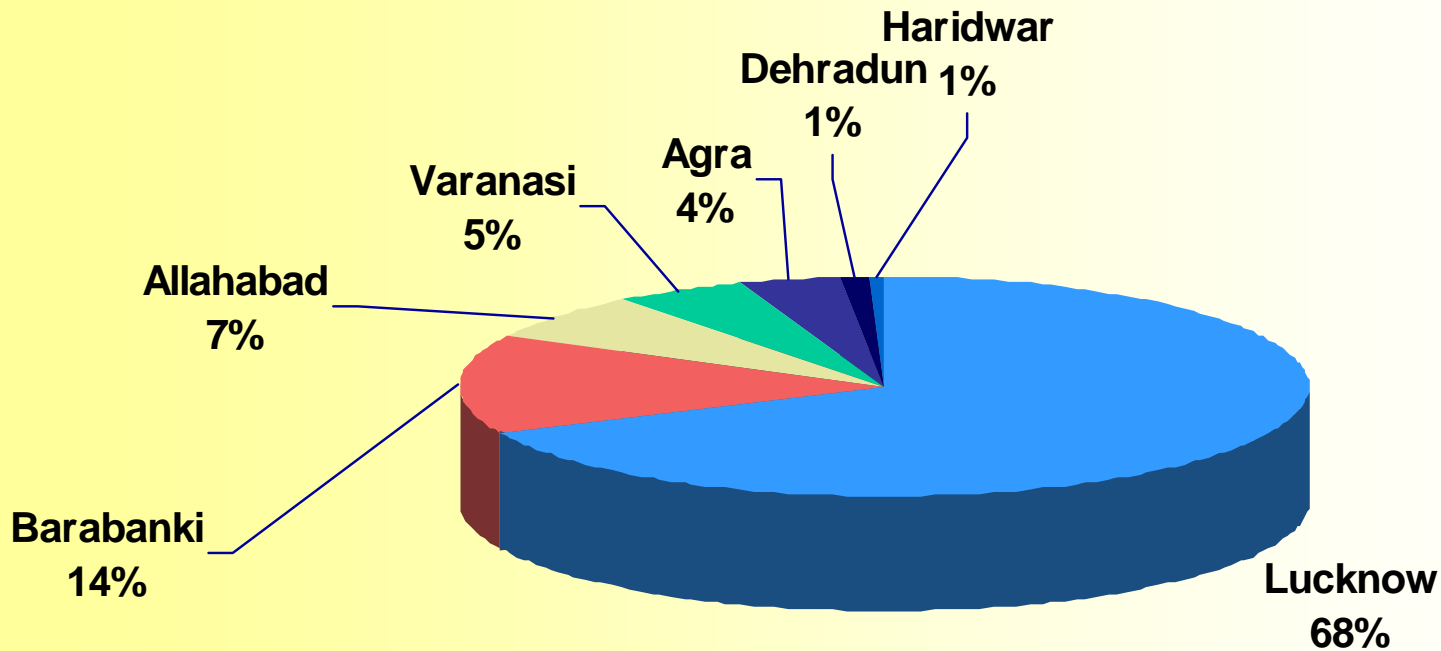
*Referrals to chemists for products and doctors for FP/RH services*

# Callers Introduced to Methods



*Helpline facilitating informed choice*

# Caller Geographies



*Consumer campaign currently limited to Lucknow*

# Saathiya Helpline: Key Achievements

- Activation Efficiency: 100%
- Calls received to date : 1,61,303
- Callers referred to Network providers: 77%
- Enabled toll-free access for Airtel, Tata, Reliance, Idea and Vodafone customers
- Satisfactory introduction of network providers and partner products
- Continuous capacity building of Helpline Counselors (Technical Knowledge/ Communication Skills)

# The Way Ahead



## Challenges

- Expanded program footprint
- Data Collection, M&E
- Building technical expertise of tele-counselors
- Enhancing operational efficiency
- Adding Capacity

## Proposed Initiative

- Scaling up Helpline (infrastructure, staff, capacity)
- New Software Developed & Tested
- Continuous Capacity Building
- IVRS, Call-Waiting, auto-feedback
- SMS, Outbound calls





Thank you



Market-based  
Partnerships for Health