Characteristics of Callers who Sought Free Health Services from CHAMPS Call Centre in Ballakandi, a Rural Sub-District of Bangladesh

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Background
➢ Child Health and Mortality Prevention Surveillance (CHAMPS) operated 24/7 call-in centre by physicians to address illness-related inquiries for the inhabitants of Ballakandi
➢ Any family member of under-5 children and pregnant mother can seek health related advices from the call-in centre
➢ Physicians provide primary health care and advices to the family and refer to appropriate healthcare facility if required

Objective
➢ To compare the Background characteristics and Sociodemographic characteristics of of the caller and identify the groups who are availing call centers’ services

Method
➢ CHAMPS physician calls back to the family within a short time after receiving calls
➢ An android application has been developed to capture and store information of under 5 baby or Pregnant or post-partum woman in real time
➢ All calls have been categorized into three types –
   - Illness related call
   - Health advice related call
   - Not related to health
➢ Depending on the call type CHAMPS Physicians advice caller for
   - Home management and provides health-related advices
   - Referred to designated health facility
   - Asked caller to consult with local physician
➢ Danger signs are identified by a checklist and those patients are immediately referred to appropriate health facility
➢ Referrals are followed up using the android application
➢ Caller information later linked with ongoing Demographic Surveillance System (DSS) using caller’s Mobile number and Other characteristics like name, sex, age of service receiver also be considered for matching

Results
➢ Among 1262 calls for under-5 children and pregnant/ postpartum women, 791 (63%) illness-related calls were linked to DSS
➢ Total 477 (60%) calls were from households (HH) of fourth and highest wealth quintile
➢ 456 (58%) were from HHs where mothers had education for more than 10 years
➢ Majority of calls (73%) from HHs with younger mothers (15-29 years)
➢ Among matched maternal and under-5 children complications were urgently referred to health facility for immediate management
➢ 14 (47%) of them complied with the referral and went to the recommended health facilities
➢ Among cases who did not go to the referral facility (16), 14 (88%) women had secondary or higher level of education
➢ 8 (50%) HHs were from fourth quintile group
➢ 465 (58%) mothers who used the call centre services had higher education
➢ 585 (74%) HHs using call centre were from middle to higher quintile groups

Conclusion and Recommendation
➢ Higher educated and women and children from high quintile groups used the call centre service
➢ However, women or children from lower quintile group and highly educated complied with the referral
➢ Considering the high non-usage of the call-in-centres, further studies is highly endorsed to identify the barriers for using call-in centre services and suggested referral facilities

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