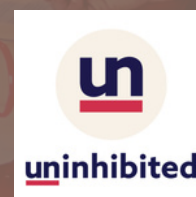




Hello Saathi Helpline



A helpline for Menstrual Health Hygiene & Sexual Reproductive Health

Project implemented in: September 2021 | Project status: Inactive | Case study published on: Aug 03, 2022

Uninhibited is a not-for-profit organization that has worked on destigmatizing menstrual, sexual and reproductive health for more than 2000,000 marginalized menstruators in 10 states across India. They have tirelessly worked to end the stigma relating to menstrual, sexual, and reproductive health. They have created a platform where the menstruators now seek health care and support, reclaim spaces at school, workplace, and community, and are eventually leading to better health and wellbeing.

What are the problems that we are addressing?

- Destigmatizing menstrual, sexual and reproductive health is one of the critical pillars of the project.
- Across rural and urban India, menstruation is considered 'impure.' Overwhelming stigma, taboos, and a lack of knowledge prevent menstruators from accessing support, healthcare, and participating in social gatherings.
- Uninhibited and IntelHealth are looking to use cutting-edge technology and innovation to provide better accessible healthcare support to the remote areas of Madhya Pradesh, Karnataka, and Maharashtra by creating safe spaces for conversations and for addressing health challenges related to MHH and SRH.
- Working on improving Patient-to-Doctor resolution and TAT (Turn around time).
- Destigmatizing menstrual, sexual and reproductive health is one of the critical pillars of the project.

Hello Saathi Helpline

In response to COVID 19, Uninhibited launched Hello Sathi, a free menstrual, sexual and reproductive telehealth helpline to sustain and scale access to healthcare during the pandemic. This was a one-of-a-kind India's first Menstrual Health Hygiene (MHH) and Sexual Reproductive Health (SRH) helpline, designed to make credible MHH and SRH information and healthcare accessible for vulnerable adolescents and adult menstruators in urban slums and villages. This Telehealth platform provided men and menstruators access to MHH & SRH telemedicine consultations, follow up and digital prescriptions.

Geographic coverage:

Maharashtra, Madhya Pradesh and Karnataka

Implementing org - Hello Saathi

Funders - Hello Saathi

Tech & implementation support -
Intelehealth

Helpline calls are received by trained Swasthya Saathi's (local women and men) and skilled backend doctors (gynecologists, urologists, and sexologists). This unique intervention extends Uninhibited's on-the-ground implementation projects with a digital reach. It uses a technology-driven & behavior-science-based "habit-formation" model to engage beneficiaries to bring about the adoption of healthy behaviors and open conversations related to MHH and SRH.

The main goal of this platform is to make women prioritize their health and self-care regarding Sexual and Reproductive Health/ Menstrual Health and Hygiene, Improvement in hygiene practices during Menstruation, and break the taboo related to MHH & SRH through communication and dialogues with other women on Menstruation.

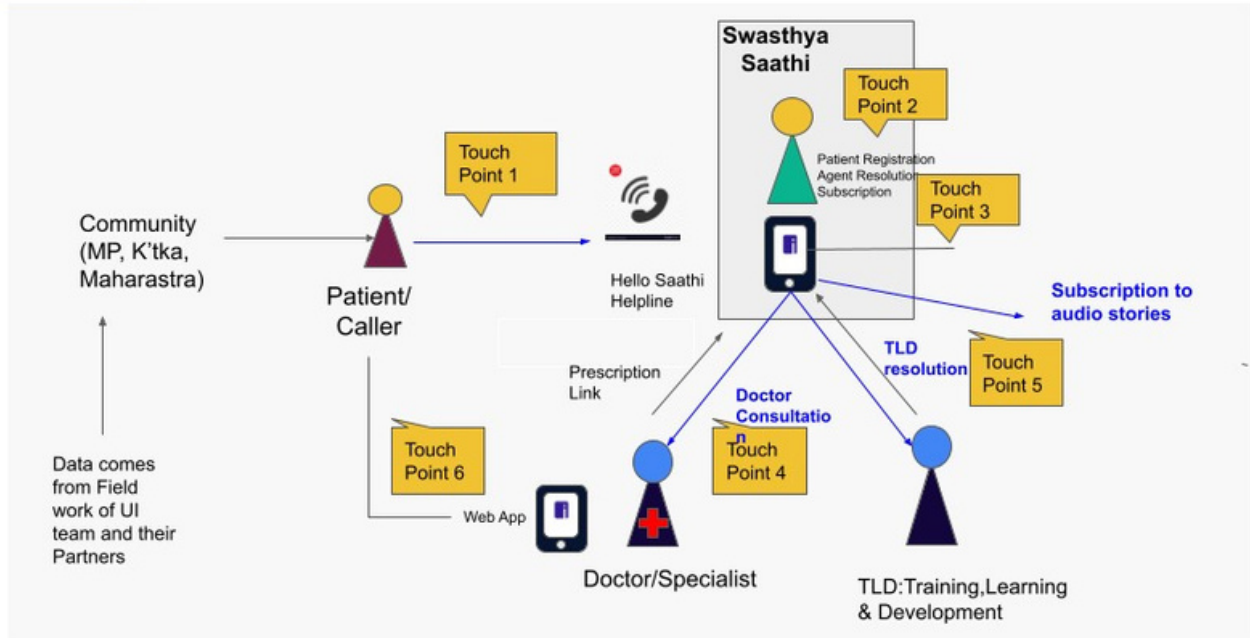
Key Impact

- **Health service consultations - 62,397**
- **Teleconsultation - 9,896**
- **Doctors supported - 6**
- **Community Health Workers (agents) supported - 21**
- **States - 15**

*data as of March 2022

Implementation Model

Project Model



- Community Champions(CC) conducts a door-to-door survey advocating about the helpline services of Hello Saathi and nudging women to call to the helpline. The call will just be a miss call and a call is triggered back to customers. Patients will select language and gender and then be routed to appropriate agents.
- Swasthya Saathi's (SS - Agents) receive the call and probe the problem. SS will provide solutions if it is in their limits and close it as Agent Resolution. Else, refer to Gynecologist or TLD. Training, Learning and Development(TLD) handles queries that are not within the limits of SS and don't need Gynec's attention.
- After consultation with a Gynecologist, patients are provided prescriptions and followed up at required intervals.
- In addition to this, CC will collect numbers of people interested to listen to audio stories, callers themselves can subscribe to audio stories via IVR or agents can do it for callers from their mobile app. Audio stories are short 1 -2 mins stories around menstrual and sexual reproductive health subjects.



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