

Impact of Khushi baby system on work efficiency of ASHA workers in Udaipur district, Rajasthan



INTRODUCTION: Khushi Baby (KB) is a nonprofit organization on a mission to reduce infant and maternal mortality due to vaccine-preventable diseases by digitalizing healthcare.

ASHA role

Act as a bridge between ANM and village. create awareness and provide information to community

To counsel women about ANC, PNC, Nutrition, immunization, contraception.

To mobilize community in accessing health services



NGO gives an inexpensive phone that have Khushi baby app pre-installed



When a new patient goes to the clinic, the healthcare worker record which vaccine were administered and scan the necklace.



With one tap vaccination data is transferred



when health worker goes to city data is automatically synchronized to dashboard



automated voice call reminder in local dialect



When baby return to the camp the health worker can simply scan the necklace to see which vaccine are due

COMPONENT OF KHUSHI BABY DIRECTLY OR INDIRECTLY RELATED TO ASHA

Khushi baby reminder voice call for mother

Khushi baby reminder voice calls for ASHA

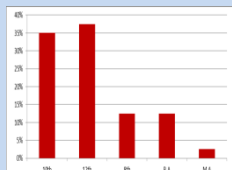
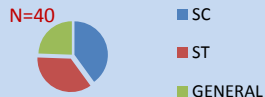
KB Pendant (which act as a social catalyst)

OBJECTIVES

How Khushi baby voice call has impacted work efficiency of ASHA worker.

- Helped in mobilizing community towards peripheral health care
- Helped in motivating beneficiaries.
- Affected number of hours spent in field in informing beneficiaries.

Demographic characteristic of ASHA worker



Educational qualification of ASHA workers. N=40

METHODOLOGY

Research design: *Qualitative study*

Study area: *4 blocks of Udaipur district of Rajasthan.*

Method of data collection: *observational and interview*

Tool of data collection: *open ended questionnaire*

Sampling technique: *convenient sampling*

Sample size = 40 ASHA workers out of 240

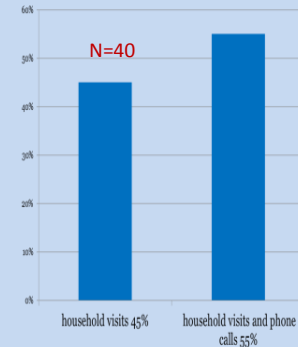
Suggestions

- As it can be seen that use of mobile phone is increasing among ASHA workers. Increasing use of technology is improving their work efficiency.
- In future tablets can be provided to ASHA workers.
- This will strengthen health care at grassroots level

Response of ASHA worker	
4 out of 40 ASHA said that	It's easy to counsel women especially those who belong to tribal population.
1 out of 40 ASHA said that	women understand importance of immunization, because they are receiving KB calls
10 out of 40 ASHA said that	women has become ACTIVE, they call and ask about date of vaccination camp.
2 out of 40 ASHA said that	there is not much difference, because husband has the phone he does not inform his wife
9 out of 40 ASHA said that	illiterate women cannot understand the call

KEY FINDINGS

1. Mode of informing beneficiaries has changed. Earlier ASHA workers used to visit each and every house hold to inform beneficiaries. Now they also use mobile phones to inform beneficiaries.



2. Time spent by ASHA worker in counseling has reduced as proactive participation of community has increased.

