

INTRODUCTION: The call-in service, as the name suggests a 24-hour call center service- Health Information Help Line- to which the people of Rajasthan could call free of cost. This can be reached by dialling the number 104 where the caller is given tele-consulting services .

AIMS AND OBJECTIVES:

- To assess the awareness of 104 MAS among the general population of Jaipur.
- The utilization pattern of Health services made available to the population
- To analyse the response and call volumes received from general population
- To assess the attitude of target population towards the 104 Medical advice services .



Methodology:

Sample design– Cross-sectional descriptive study.

Duration– 2 Months.

Sample Subject– General Adult Population

Sample Size– 200

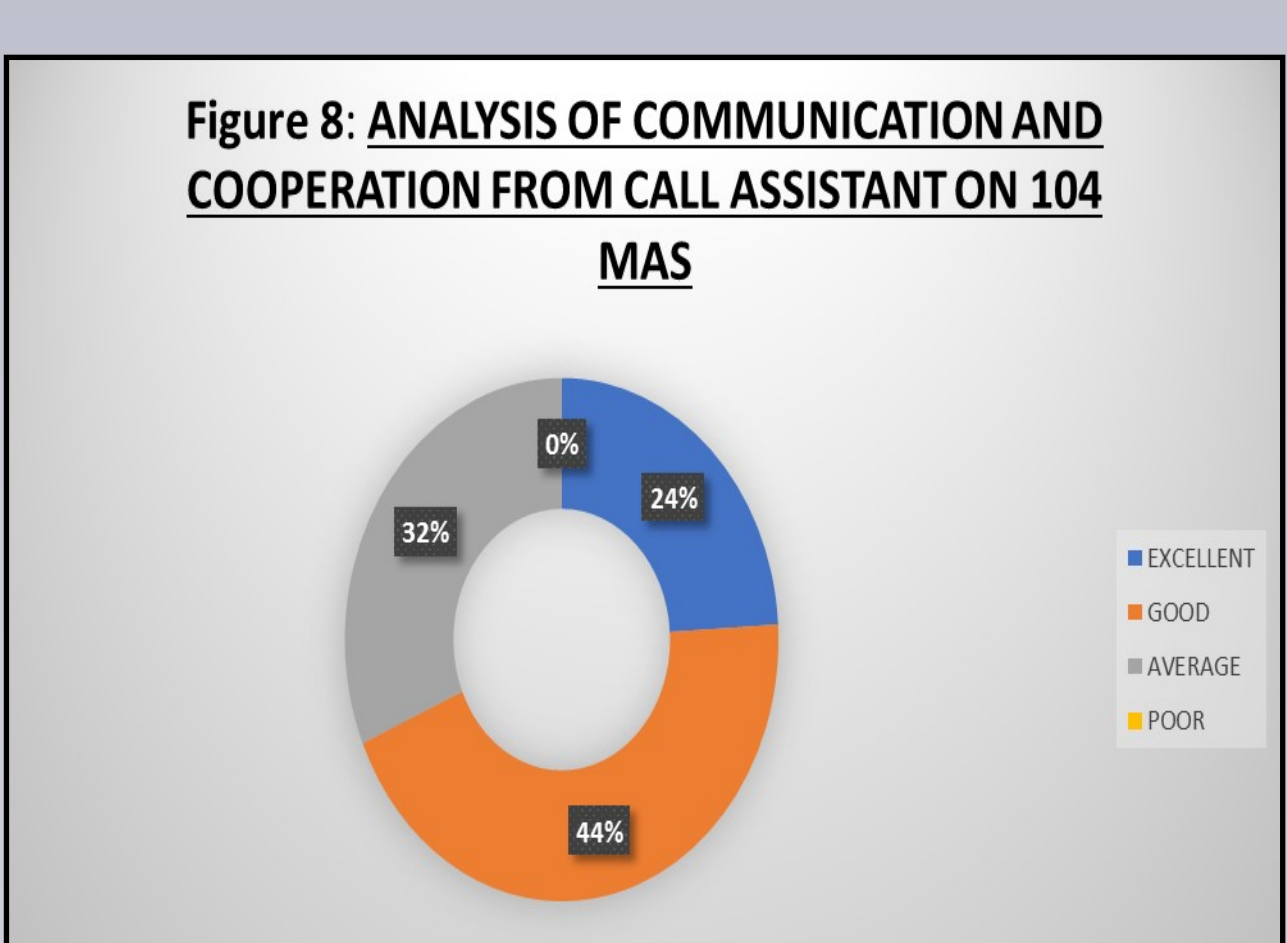
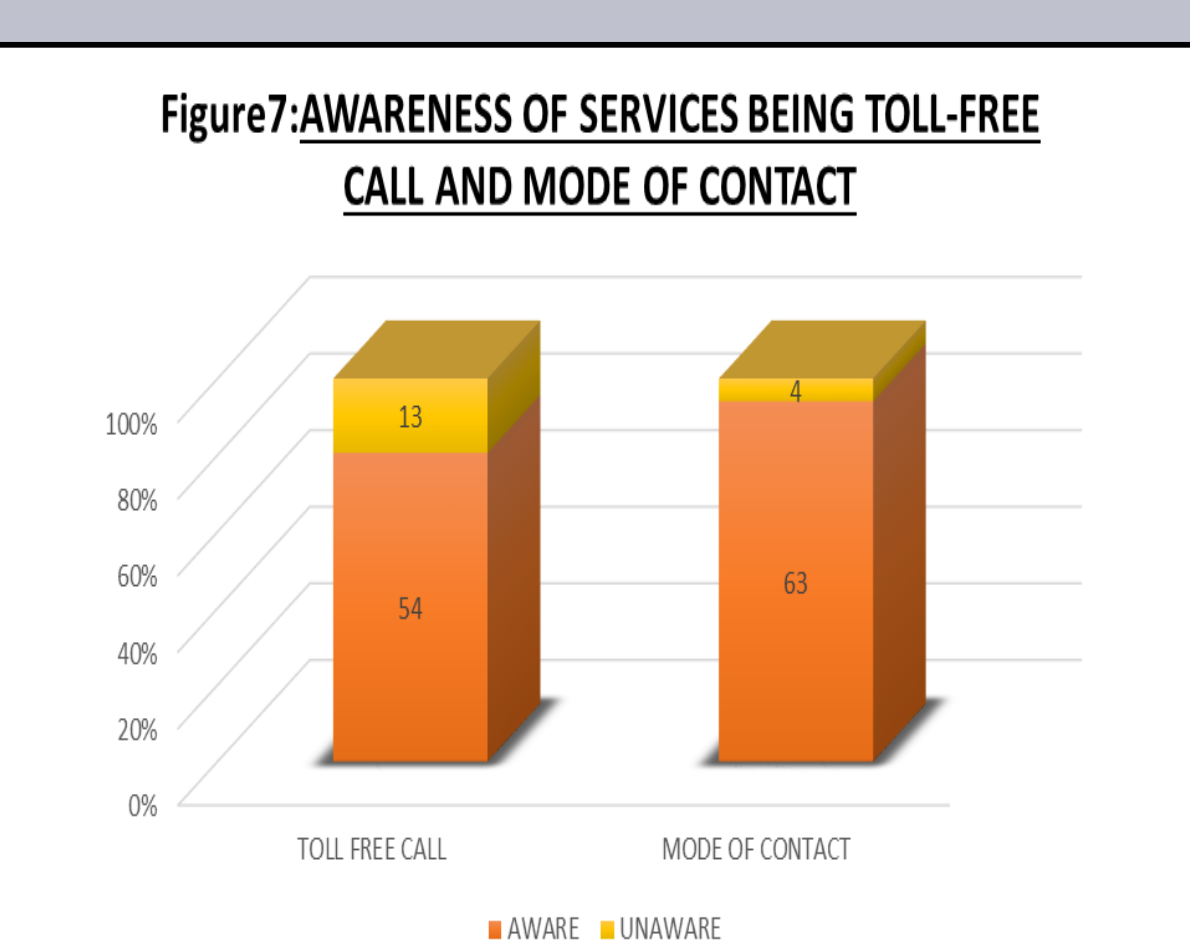
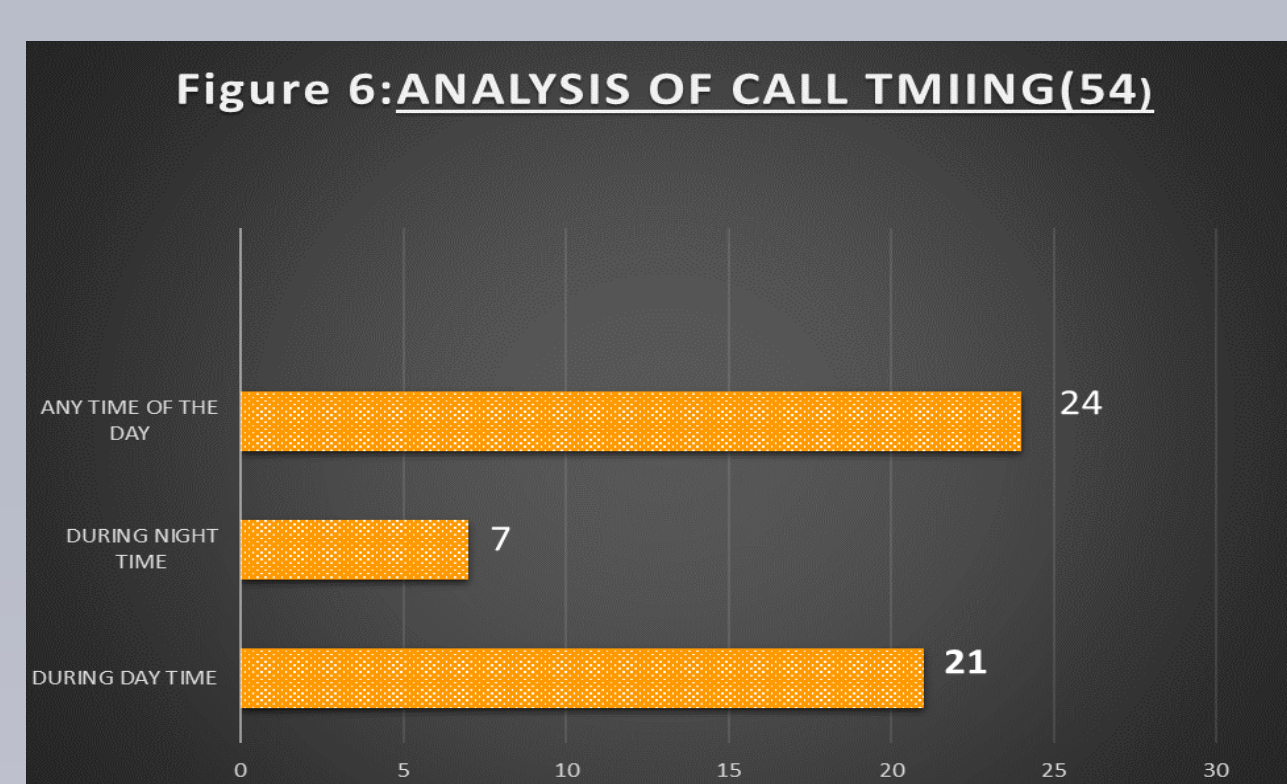
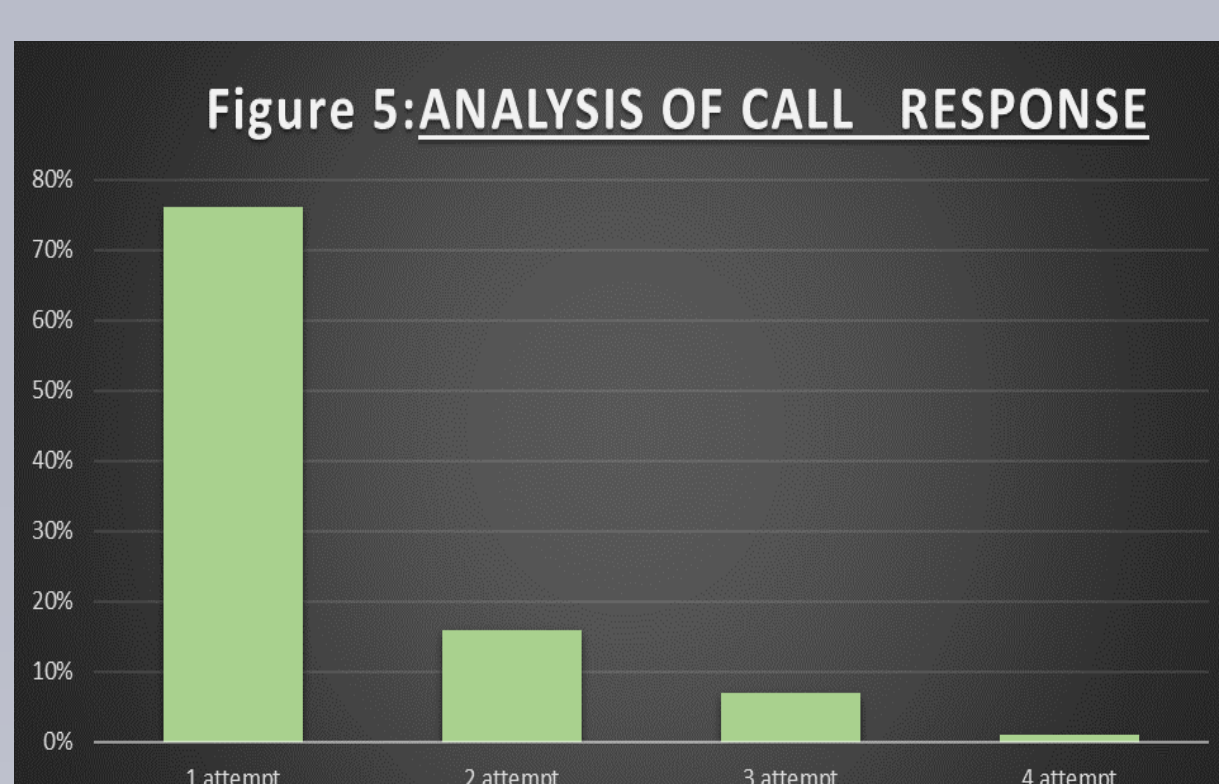
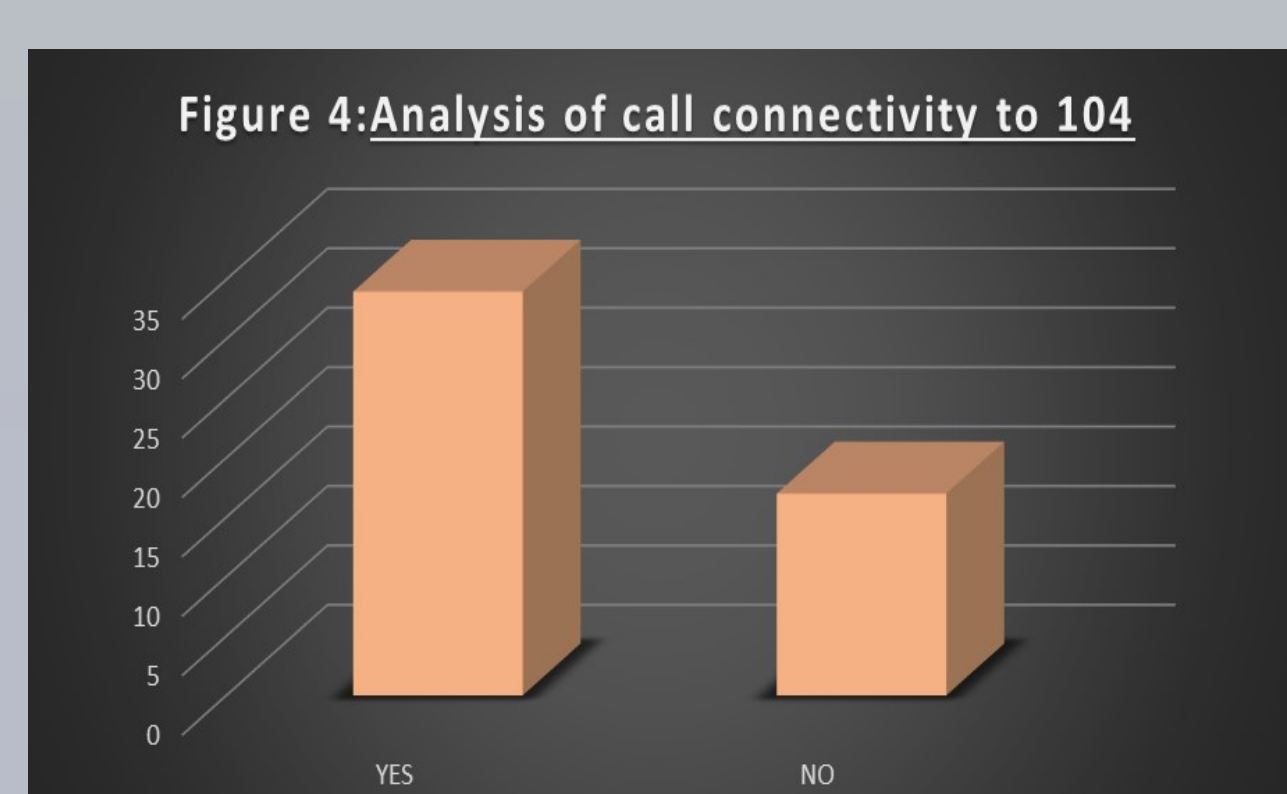
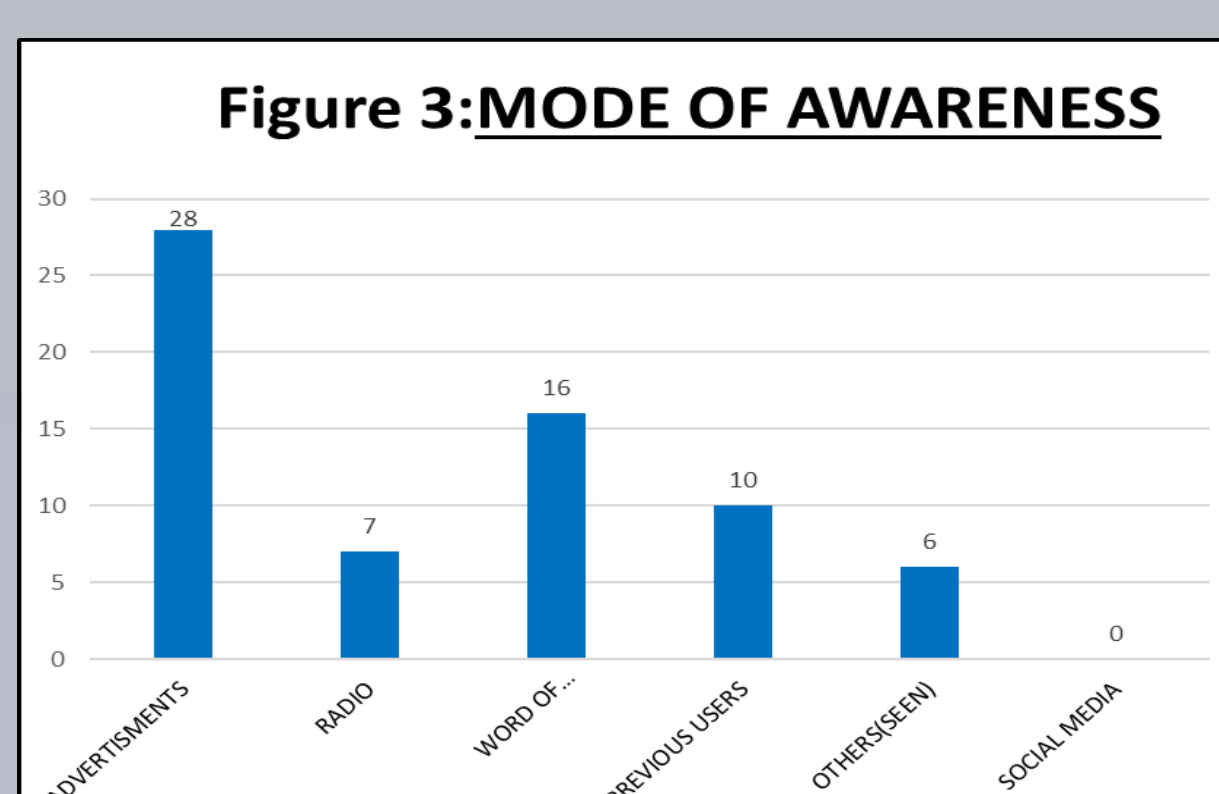
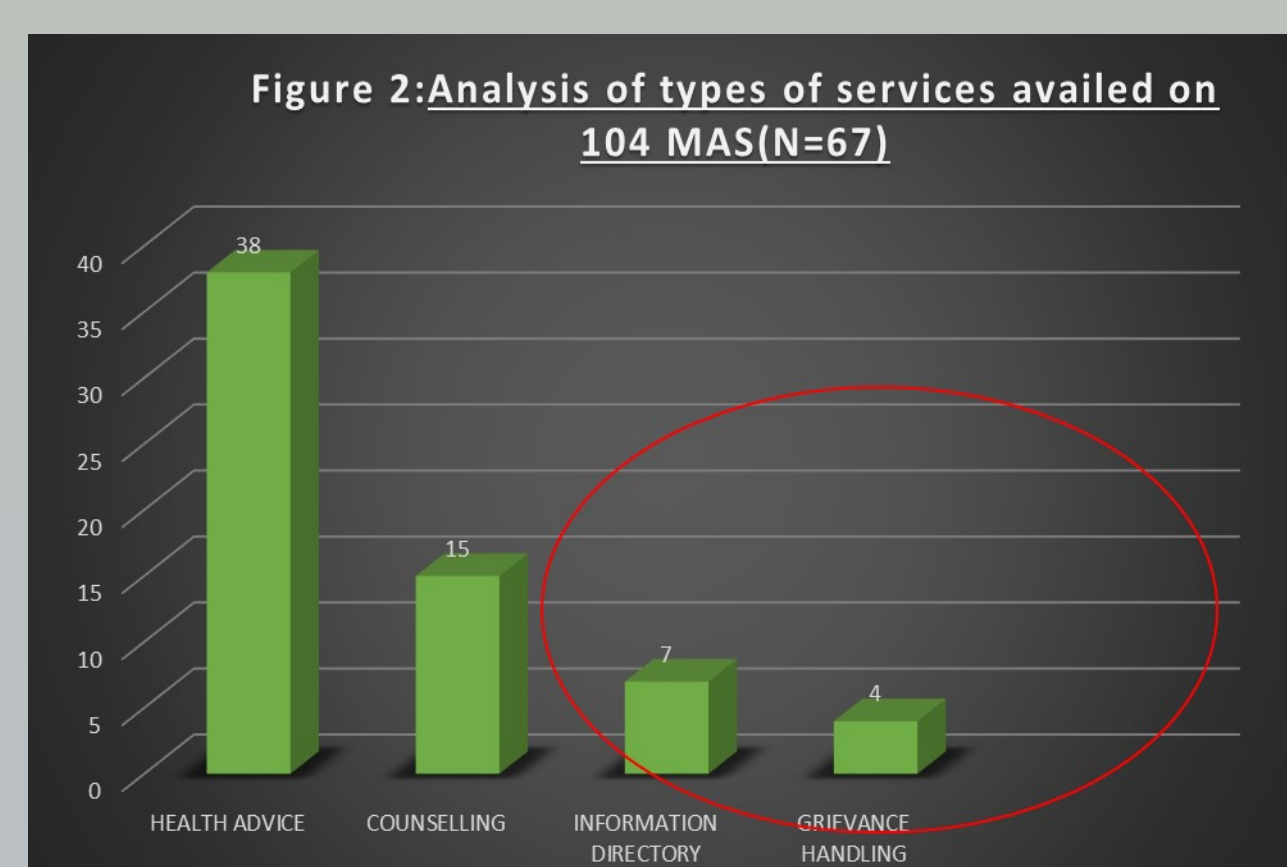
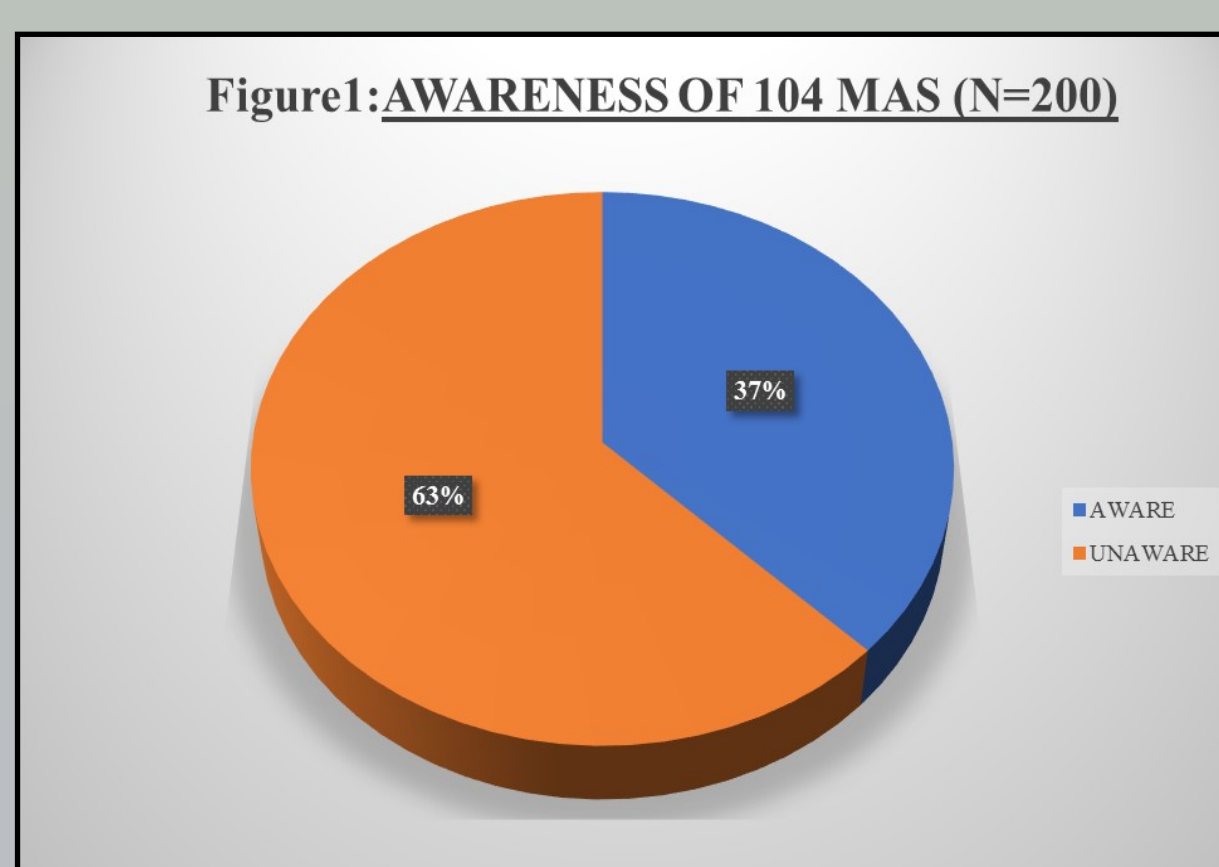
Sample technique– Non– Probability Sampling.

Data Collection method-Scheduled based survey

Suggestions:

- Extensive promotion of 104 MAS is required through IEC Material like advertisements that can be played at bus stop, railway station and other public places.
- More emphasis to be given on advertisements as that is the mode of awareness through which maximum respondent got aware about these services.
- The toll-free number should be installed in all the mobile phone's contact list, same as other emergency numbers.
- Social media is an instrumental mode for the spread of awareness of these services in a city like Jaipur. Uploading 104 MAS awareness videos or messages on social sites and application is suggested for the rapid spread of awareness.
- Advertisement in schools through which student get aware of it and then they advocated about these services to their family, relative and others.
- Message regarding MAS should be displayed in bus screen.

Findings:



Conclusion:

The overall study concluded that there is a necessity to spread awareness among the population about the MAS 104. the respondent was very positive about the program and exclaimed at the existence of such an important and efficient service in Jaipur or in whole state. The smooth functioning of the service and promotion for the awareness are two required elements for increase in the utilization of 104 MAS.