



Awareness and Utilization of Emergency Medical Services 108 in Mumbai-Maharashtra





INTRODUCTION

On 1st of March, 2014, the EMS project was inaugurated by the then Chief Minister of Maharashtra. Toll free number 108 has been assigned for provision under Maharashtra Emergency Medical Services (MEMS). This is a project under Public Private Partnership, the private partner being Bharat Vikas Group (BVG) since the inception of the project till now. EMS (108) provides pre-hospital health services to patients through life support ambulances to nearby hospitals for further treatment. Presently 142 ambulances deployed in Mumbai out of which there are 31 ALS and 111 BLS. These services are available 24 X 7 in a year and offered 'free of cost' to the patient.

Rationale:
EMS 108, a new budding project of NHM Maharashtra, has been providing services and saving lives of many on an extensive basis. A huge amount of human and financial resources have been invested in this service. The utilisation of these services has been low since its inception. The utilisation depends upon two important factors, awareness amongst the population and the service satisfaction amongst the ones who have already used. Hence, it is important to know the level of awareness amongst the population, for them to use the services if any medical emergency arises, and also valuable is the feedback of the beneficiaries who have availed the 108 facility.

MEMS Type of Emergencies Served from Feb 2014 to till Oct 2015		
S.No	Emergency Type	Number of Medical Emergencies Served
1	Medical	191315
2	Labour/ Pregnancy	159115
3	Accident(Vehicle)	70626
4	Intoxication/Poisoning	22064
5	Fall	16798
6	Assault	8407
7	Burns	5347
8	Cardiac	4211
9	Mass casualty	4044
10	Child Birth	3335
11	Others	25638
Total		510900



STATEMENT OF THE PROBLEM

The awarenessof Emergency Medical Services 108 amongst the population of Mumbai seems to be significantly low, as seen through the utilization of the services from the past two years.

RESEARCH QUESTIONS

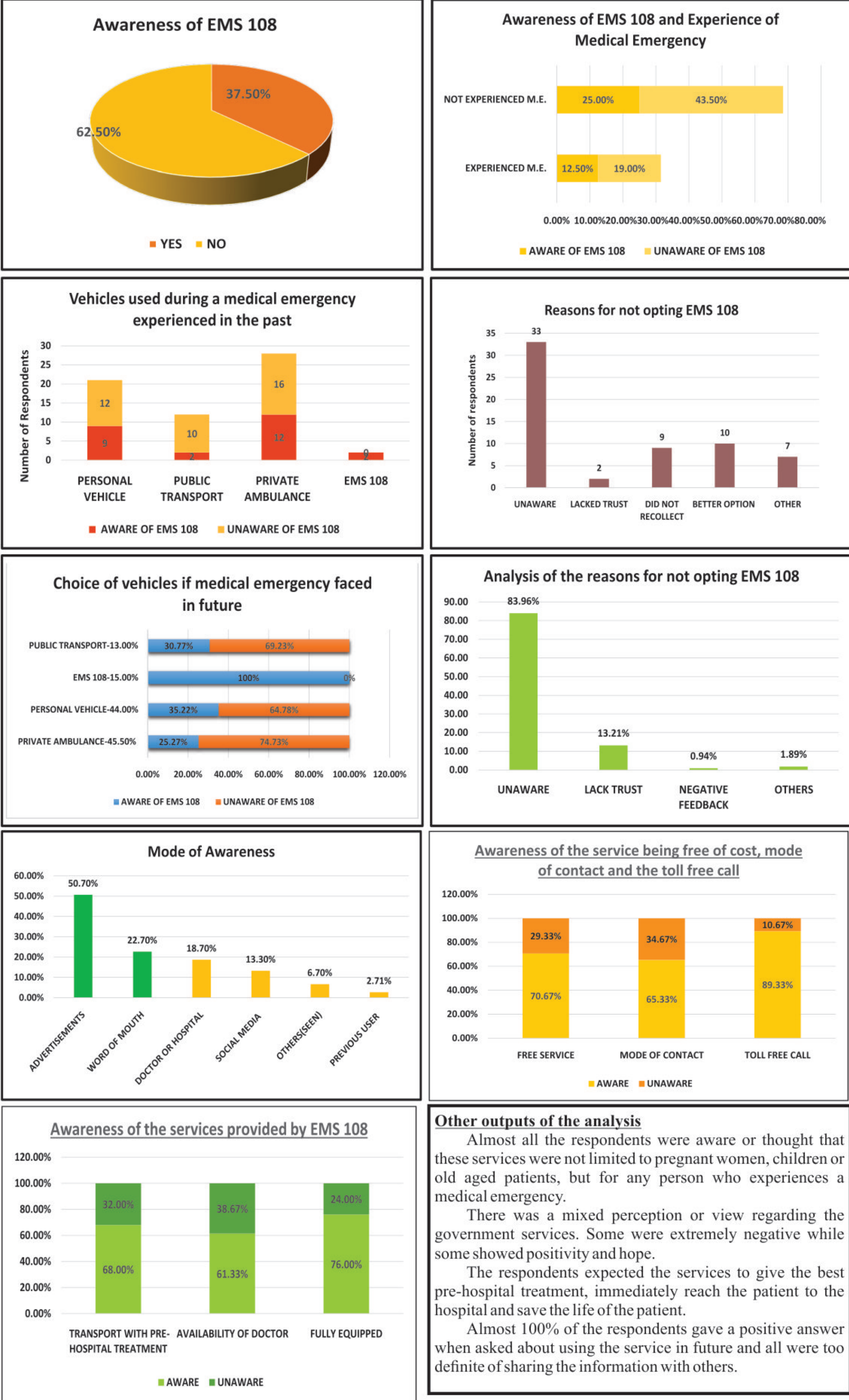
What is the level of awareness of Maharashtra Emergency Medical Services- 108 amongstthe general population of Mumbai city of Maharashtra?

RESEARCH OBJECTIVES

- The study aims at assessing the awareness of EMS 108 amongstthe general adult population of the Mumbai city of Maharashtra.
- To know the reasons of not opting EMS 108 during medical emergency if experienced in past or any similar situation that can be faced in future.
- To assess the attitude of the target population towards the emergency medical services provided by the government
- To know the expectations of the population regarding the EMS
- To find out at which stage of Behaviour Change Communication the target audience



FINDINGS



Research methodology

Study Design

This was a Cross-sectional Descriptive study carried out to gauge the awareness about Emergency Medical Services amongst the adult population of the city of Mumbai in Maharashtra.

Study Location

This study was conducted in the city of Mumbai and has tried to cover almost all the towns of the city evenly.

Sampling Frame

The sample was drawn from the entire population of the Mumbai city, 12,442,373.

Sample size

Sample size of 200 was decided for the feasibility of data collection as well as to substantiate the analysis of the data.

Sampling technique

A Non-Probability type of Convenience sampling was followed due to time and financial constraints and also due to the unavailability of the detailed list about the population.

Methods and Instruments of Data Collection

This study was a questionnaire-based survey. A well-structured questionnaire was used as a data collection tool, of which half of the respondents were asked questions on one on one basis while the other half were asked through telephonic interview.

Recommendations

Keeping the results of the study in mind, the recommendations to improve the awareness and utilisation of EMS 108 are as followed-

- Extensive promotion of the Emergency Medical Services 108 is required through IEC material like TV advertisements, advertisements that can be played at the bus stops, railway stations and other public places.
- More emphasis to be given on advertisements as that is the mode of awareness through which maximum respondents got aware about these services.
- The toll free number should be installed in all the mobile phones' contact list, same as the other emergency numbers.
- Social media is an instrumental mode for the spread of awareness of these services in a city like Mumbai. Uploading EMS 108 awareness videos or messages on social sites and applications is suggested for a rapid spread of the awareness.



FIELD VISITS

Rural Hospital, Igatpuri
Family Welfare Bureau, Pune
IEC Bureau, Pune
District Hospital, Pune
HACC 104 Call Centre, Pune
EMS 108 Call Centre, Pune

