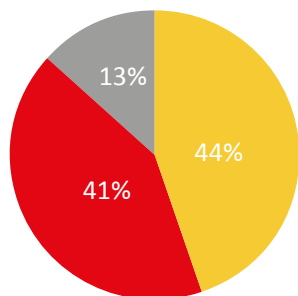
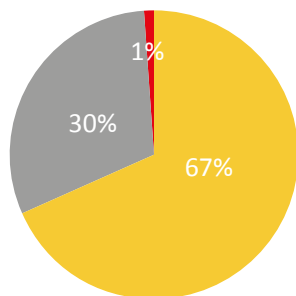


Callers



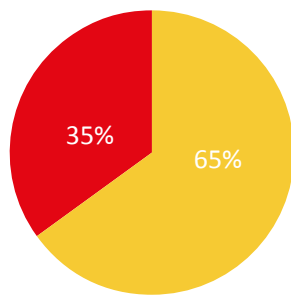
Age Group

- > 18 years forms about 44% of the callers
- 19-25 years forms about 41% of callers were from the age group 19-25
- 25 years and above form 13% of the callers



Gender

- Men form 67% of the callers on the info-line
- Women formed 30% callers on the info-line
- Other genders formed 1% of callers on the info-line



Marital status

- Approximately 65% of callers on the info-line were unmarried, and the rest of the 35% callers were married.



The Impact

The infoline has been successful in reaching young unmarried population who have lesser access to information about SRH in general.

*(August 2015- June 2016)

About CREA

CREA, established in 2000 in New Delhi, is a feminist organisation, led by Southern feminists. CREA works across India, South Asia, Central Asia, the Middle East, and East Africa. CREA is a key player in social justice movements and networks in India and globally, including women's movement, Lesbian Gay Bisexual Transgender movement, and sex worker movements.

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Kahi Ankahi Baatein

A mobile phone based infoline on issues related to Sexual and Reproductive Health and Rights (SRHR), choice and consent by CREA in collaboration with OnionDev, TARSHI, and Gurgaon Ki Awaaz.

A free of cost, round-the-clock service, accessible by dialling **9266292662** from anywhere in India

Private, confidential and non-judgmental

Works on the Interactive Voice Response System (IVRS)

In partnership with Community Radio stations **Gurgaon Ki Awaaz**, Gurgaon (National Capital Region); **Waqt ki Awaaz, Kanpur Dehaat** (rural Uttar Pradesh); **Alfaz-e-Mewat, Mewat** (National Capital Region) through Maraa, a media and arts collective

Simple audio format that gives out accurate, rights affirming information about SRH in a 3-4 minute episode



Context

- In India, young people constitute about 22.8% of the population
- Very few resources to meet their information needs exist - especially of young girls
- The National Health Strategy launched in January 2014 highlighted the urgency to reach adolescents with SRH information
- CREA's community based programmes with adolescent girls provided evidence of the huge demand for information on SRHR
- Use of ICT amplifies reach, while maintaining accuracy of information, without any distortion up to the last listener

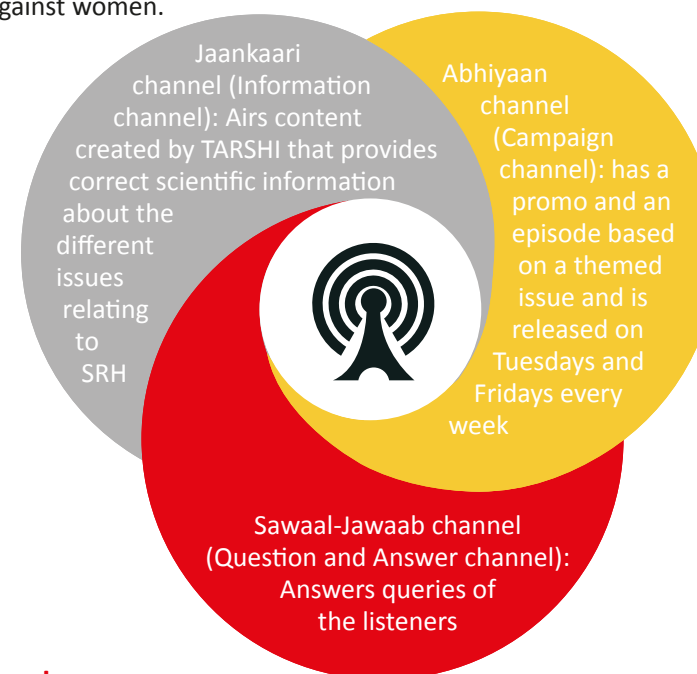
Strategy



- Content production for the infoline adopts the Community Learning and Participation Approach (CLP), which involves conducting focused group discussions with communities, analysing the discussions and finding out issues and stories, which help in designing the series on a particular theme. After broadcasting of episodes, the query of the listeners is recorded and responded to by a dedicated obstetrician and gynaecologist.
- The caller responds to an optional survey, which collects demographic information about the caller (age, gender, marital status), but no personal information is collected

Infoline Channels

The infoline provides information on SRH issues such as abortion, contraception and violence against women.



Outreach



Kahi Ankahi Baatein in Numbers:*

Calls

47,897 total calls
8,259 unique callers
719 average call duration

Some of the episodes on Kahi Ankahi Baatein have been liked and bookmarked by listeners 298 times.