

Reproductive Health Hotline Reproductive Health Association of Cambodia (RHAC)



An automated hotline providing anonymous access to information on family planning, sexual and reproductive health.

About RHAC

RHAC is a Cambodian health organization established in 1996 whose mission is to bring quality family planning and sexual and reproductive health services to Cambodians. With a presence in 43 Operational Districts and 14 provinces, RHAC offers treatment through a network of 15 reproductive health clinics, as well as engages in health education and counseling both at the clinics and community level.

The Problem

Whilst Cambodia has seen much progress when it comes to awareness and access to family planning and sexual and reproductive health services since the 1990s, there continues to be a gap in information with the poor, illiterate and rural population being disproportionately affected. According to the 2010 Cambodian Demographic and Health Survey (CDHS), for example, only 71 percent of rural women are reached by family planning messaging as compared to 90% percent of urban women. Inadequate knowledge and information are a key factors keeping individuals, families and communities from seeking appropriate health services before, during and after pregnancy.

The Challenge

RHAC has been operating two counselor lines since May 2013 to provide an avenue for Cambodians to access information and counseling on family planning and sexual and reproductive health regardless of their location and literacy level. The lines are staffed with a male and female counselor respectively and operate from 8am to 5pm daily. Whilst these lines have provided a great alternative to visiting health centers for information, they are only available during work hours and can only cater to one caller at a time.

Technical Profile

Design Elements



Reproductive health
Family planning

Call Direction



Incoming calls

Verboice Features



Call flow designer
Play recorded audio
Menu option
Input option

The Solution

In order to scale up its counseling service, RHAC used InSTEDD's Verboice tool to launch an automated hotline as a complement to its existing counselor-lines. The Verboice hotline can be accessed 24/7 and can cater for countless numbers of simultaneous calls. As it relies on pre-recorded messages and on a user-driven call flow, the Verboice-hotline is virtually self sustaining, making it a low-cost option for scale up.

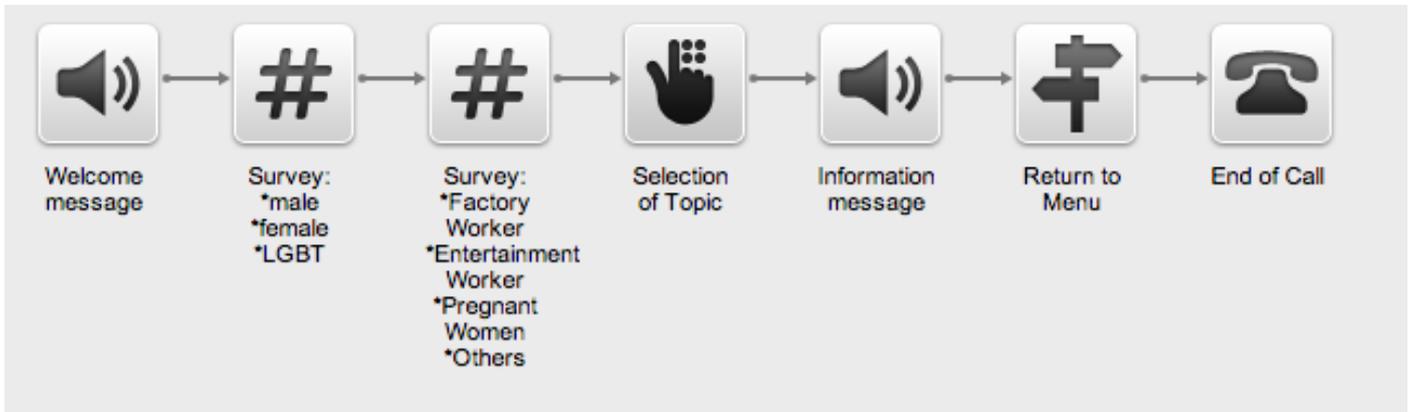
The Verboice-powered hotline also offers complete anonymity to the callers, a valuable feature for those who may not have felt comfortable exposing their concerns and questions to live counselors.

For more on RHAC's work, please visit www.rhac.org.kh

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Verboice has provided a perfect complement to our existing counselor lines, enabling us to make information available around the clock and providing those of our callers who wished to with additional privacy.

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The Design

The hotline was designed to provide callers with a large choice of information. A total of nine topics are covered through this hotline.

Topics include antenatal care, postnatal care, benefits of family planning, dealing with unwanted pregnancy, consequences of unsafe abortion, STIs/RTIs, HIV/AIDS, cervical cancer screening and availability of services at RHAC clinics.

Callers can navigate through these various topics using their keyboard as instructed in the hotline menu.

Besides providing callers with access to a range of information, the hotline is also used by RHAC to capture basic information on the callers' gender and occupation.

Next Steps

RHAC's automated reproductive health hotline is still in its early stages. In order to maximize its potential, the RHAC team is making use of the call log included in the Verboice software to gather information on its users.

As it increases its understanding of its users' behaviors, the RHAC team will look at optimizing the length and design of its messages.

As a next step, the RHAC team is also looking at connecting the Verboice-powered hotline with its existing counselor lines to provide callers with the option to receive additional assistance from a live counselor.

More information on this project can be found at <http://www.rhac.org.kh/hotlinephone.php>



Verboice is a free and open-source platform that enables non-programmers to design and run a variety of interactive and automated voice-based applications (hotlines, alerts, reminders, quizzes, surveys, ...). Everything is done through a drag and drop interface which lets users combine Verboice's several features into a multitude of different applications.

Open source; easy to use; highly customizable and scalable

For more information, please visit **www.verboice.com**