Grand Care: Messages to the elderly through call centres

Call Centres are one of the important factors of the ‘Grand Care’ Programme, which is being implemented by Kudumbashree associating with the Health Department as part of the covid countering activities.

Today we would explain about the activities of our ‘Call Centres’. The statistics of the Social Justice Department indicates that there are 40 lakh families in Kerala with elderly people of more than 60 years of age. This includes people with other illnesses / co morbidities. They are likely to get infected by covid-19 disease due to CO morbidities. Of this, there are 71438 elderly people with CO morbidities who are from tribal and coastal areas. Call centre is established as a part of Grand Care program to contact them over phone. Through phone calls from call centre, they are informed about serious complications of COVID 19 and are requested to stay with more alert.

It is envisaged to share the message to them that visitors and unnecessary travel should be avoided. They would be asked to avoid contact with those people who return from other countries and states. They will be given instructions to focus more on their mental and physical health. Their family members would be urged to give maximum support to them.

The call centre is stabilisers at Thiruvananthapuram and it has already been in operation. The primary objective of the call centre, as detailed above, is to directly contact the elderly people in coastal and tribal areas. 30 students are regularly contacting the elderly from our call centre.
Those who received training for working in call centres through DDU GKY skill training programme which is being implemented through Kudumbashree are entrusted for the same. They are given the details of the elderly people with co morbidities. 5833 elderly people belonging to the coastal areas and 1066 elderly people belonging to the tribal areas had been contacted until now. This means, a total of 6899 elderly had already been contacted so far from this call centre. And the activity is progressing.

You may read about the Grand Care Programme in this link: http://www.kudumbashree.org/pages/862 and read about the activities of the call centres in this link: http://www.kudumbashree.org/pages/865.