Kerala Health Portal

Introduction

The **Kerala Health Portal** is an integrated digital platform designed to provide comprehensive information and resources related to public health in the state. It serves as a **one-stop destination** for the public to access up-to-date information on health services, government initiatives, policies, and sectoral developments in Kerala. The portal ensures transparency, accessibility, and ease of navigation for users seeking reliable health-related information.

Key Sections of the Portal

1. What's New

This section comprises urgent real-time information that needs to be conveyed to the public. It provides immediate updates on the latest developments in Kerala's healthcare sector, ensuring timely dissemination of critical information. Similar to the Kerala State Portal (https://kerala.gov.in/), the What's New section is continuously updated to reflect the most recent health-related developments, government initiatives, and official announcements.

What's new	
Title	1- 1000 Characters (Eng & Mal)
Description	1000-50000 Characters (Eng & Mal)
Image(optional)	7874*3150 && .png/jpg (Eng & Mal)
Reference URL(optional)	

2. Banner

The *Banner* section highlights key events and significant developments in the health sector on a weekly basis. Updates in this section follow the model of the Kerala State Portal's banner section and showcase major healthcare initiatives and programs.

Banner	
Title	1- 1000 Characters (Eng & Mal)
Image(optional)	1808*750 && .png/jpg (Eng & Mal)
Reference URL(optional)	

3. Testimonials

This section features endorsements and testimonials from prominent figures, including ministers, government officials, and the Chief Minister, recognizing Kerala's achievements in the healthcare sector.

4. Announcements

The Announcements section serves as an **official communication channel** distinct from the *What's New* section, focusing on **formal declarations and policy-related updates** issued by the government and health authorities. This section provides structured and authoritative information on:

- Public health policies, reforms, and strategic initiatives.
- Official government notifications related to healthcare services and regulations.
- Health advisories, awareness programs, and significant policy amendments.

● Critical updates in the healthcare sector that require official dissemination.

Unlike the *What's New* section, which focuses on **urgent real-time updates**, the *Announcements* section ensures that **official information, regulatory updates, and long-term health strategies** are communicated effectively to the public and relevant stakeholders.

Announcements	
Title	1- 1000 Characters (Eng & Mal)
Description	1000-50000 Characters (Eng & Mal)
Image(optional)	7874*3150 && .png/jpg (Eng & Mal)
Reference URL(optional)	

5. Dashboard

The *Dashboard* offers comprehensive insights into:

● Government health schemes and their implementation status.
● Key government bodies involved in healthcare delivery and their specific roles.
● Statistical data related to health initiatives, sourced from the Economic and Statistics Department (https://www.ecostat.kerala.gov.in/) and other allied sources.

6. Awards & Recognitions

This section showcases national and international awards and honors received by Kerala's healthcare sector for its contributions in service delivery, innovation, and policy implementation.

Award	
Title	1- 1000 Characters (Eng & Mal)
Description	1000-50000 Characters (Eng & Mal)
Image(optional)	7874*3150 && .png/jpg (Eng & Mal)

7. Sustainable Development Goals (SDGs)

Aligned with the **United Nations Sustainable Development Goals (SDGs)**, particularly those focusing on **Good Health and Well-being**, this section tracks Kerala's progress in achieving these goals through various health-related policies, programs, and interventions.

8. Emergency Information

This section provides **essential emergency contact details**, including:

- **Helpline numbers** for medical emergencies.
- **Disaster response and ambulance services.**
- **Government health support centers** for rapid assistance during crises.

Emergency Information	
Title	1- 1000 Characters (Eng & Mal)
Description	1000-50000 Characters (Eng & Mal)
Image(optional)	7874*3150 && .png/jpg (Eng & Mal)
Reference URL(optional)	

9. Departments & Organizations

This section provides an overview of various departments and organizations operating under Kerala's Health Department, including:

- The **Health Department, AYUSH Department**, and other allied institutions responsible for healthcare governance and service delivery.

Departments Logo	
Logo	.jpg/jpeg/png 1. Home page : 308*87 2. Inner page : 130*130

10. Overview of the Health Scenario in Kerala

This section offers insights into various **health initiatives undertaken by the Government of Kerala** to enhance public health infrastructure, disease prevention, and healthcare accessibility. It includes:

- **Best Practices** – Documenting innovative and successful strategies in Kerala's healthcare sector.
- **Innovative Initiatives/Programs** – Showcasing unique and effective healthcare programs.
- **Healthcare Infrastructure** – Providing details on hospitals, primary health centers, digital health initiatives, and medical facilities.
- **Achievements** – Highlighting Kerala's key milestones and contributions in the health sector.

Overview	
Title	1- 1000 Characters (Eng & Mal)
Description	1000-50000 Characters (Eng & Mal)
Image(optional)	227*300 && .png/jpg (Eng & Mal)

11. Solution Exchange Platform

This **interactive platform** enables healthcare professionals, policymakers, and stakeholders to collaborate, exchange insights, and share knowledge on public health challenges, best practices, and emerging healthcare trends.

12. Learning Management System (LMS)

The *Learning Management System (LMS)* provides online training, capacity-building programs, and e-learning resources for healthcare professionals, medical students, and public health practitioners to enhance their knowledge and skills.

13. Hero of the Month

This section highlights inspiring individuals and healthcare professionals who have made **outstanding contributions** to Kerala's health sector through dedication, service, and innovation.

14. Wellness Tips

The *Wellness Tips* section promotes **healthy living practices**, offering:

- **Nutritional and dietary guidelines.**

- **Fitness and mental well-being tips.**
- **Preventive healthcare advice** to encourage a healthier lifestyle among the public.

15. Survey

The *Survey* section presents **public health surveys** conducted by the government, featuring:

- **Health statistics and reports.**
- **Public feedback on healthcare services.**
- **Research-based assessments** on healthcare trends and challenges.

16. Health Alerts

The *Health Alerts* section provides **real-time updates on:**

- **Disease outbreaks and public health warnings.**
- **Seasonal health advisories.**
- **Vaccination drives and immunization programs.**

17. Grievance Section

This section allows citizens to **register complaints** and seek **redressal** regarding health services. Users can:

- **Submit grievances** related to hospitals, government health schemes, or medical services.
- **Track the status** of their complaints online through an integrated grievance redressal system.

Content Processing Mechanism

The content processing workflow of the Kerala Health Portal is structured to ensure the accuracy, relevance, and timeliness of the information provided to the public. The workflow is divided into multiple stages, each handled by specialized teams, including data collection, content development, processing, and updating.

1. Data Collection Portal

The Data Collection Portal serves as the centralized repository for gathering information from various government agencies, health departments, research organizations, and key stakeholders. The portal is designed to facilitate:

- Automated and manual data collection from government health departments, district health offices, and allied agencies.
- Seamless integration with existing government databases for real-time data retrieval.
- Collaboration with stakeholders such as medical institutions, research centers, and policy units to ensure comprehensive data inclusion.
- Data verification and validation mechanisms to maintain the authenticity and credibility of sourced information.

2. Formation of the Editorial Team at CDIT

The Centre for Development of Imaging Technology (CDIT) is responsible for the editorial oversight of the Kerala Health Portal. A dedicated editorial team ensures that the collected information is accurately structured, formatted, and edited before publication.

Editorial team structure:

- Research Associate – Conducts background research and validates the accuracy of health-related content.

- Content Analyst – Reviews collected data, analyzes trends, and identifies key areas for public dissemination.
- Content Developer – Creates structured articles, infographics, and visual representations of health data in a user-friendly format.
- Designer – Develops engaging multimedia content, including infographics, images, and videos, to enhance the portal's visual appeal and accessibility.

3. Content Processing Unit

The Content Processing Unit plays a pivotal role in organizing and presenting health-related information on the Kerala Health Portal. This unit ensures that information is:

- Structured and categorized into predefined sections for seamless navigation.
- Converted into a web-friendly format to enhance user experience and readability.
- Supported with appropriate images, infographics, and videos to facilitate visual comprehension.
- Enhanced with social media links and interactive elements, where necessary, to improve user engagement.
- Accessible by adhering to Web Content Accessibility Guidelines (WCAG) to ensure inclusivity for people with disabilities.
- Continuously updated with new health policies, initiatives, and developments to maintain accuracy.
- Regularly verified through routine checks to ensure the authenticity and reliability of published content.
- Refined based on stakeholder and public feedback to improve overall content quality.
- Revised as necessary, following inputs from health authorities and subject matter experts.

4. Data Updation Team

The Data Updation Team is responsible for ensuring that the Kerala Health Portal remains current and relevant by continuously reviewing, validating, and updating the content.