Introduction As reported by Globocan, in 2008, per 100 000 females: (I) in Pakistan, the estimates for cervical cancer were: (i) incidence 19.5 (11 688 cases) and (ii) mortality 12.9 (7311 deaths); and (II) in Pakistan, the estimates for cervical cancer were: (i) incidence 18% (2010 cases) and (ii) mortality 12.9 (7311 deaths). It is estimated that in Brazil there are about 665 000 telemarketers, following a strong international requirement, which has built thousands of workers in recent years. The workers main complaints relate to unfavourable working conditions including strict demands on time and productivity, causing anxiety, stress and fatigue. The pathogenic potential of working conditions in tele-marketing centres translates into a major public health problem. So the aim of this study was to describe the prevalence of stress reaction among telemarketers and psychosocial aspects related to the occupation.

Method This is a cross-sectional study, conducted in attendants in a telemarketing company. We used the scale and demand control and the GHQ 12.

Results 200 of he 400 call centre workers agreed to participate. Characteristics of the sample: women (73.5%), single (54.0%), black (52.0%), aged 24 years (51.5%, range 19–49 years), incomplete higher education (43.0%) and family income ranging between one and three minimum wages (42.0%). According to the occupational characteristics, the attendants worked in this business for over 7 months (56.0%) carrying fewer than 82 calls/day (59.0%) and average service time >5 min (97%). Occupational activity was considered stressful by 68% and 60% identified a relationship between symptoms and work.

Conclusion The telemarketers have high levels of stress. There is a suspicion of minor mental disorders, but only in few had definite signs.