

We've got an app for that!

Improving women's safety, health and well-being with the iHEAL app

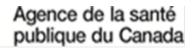
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For the iHEAL App Team















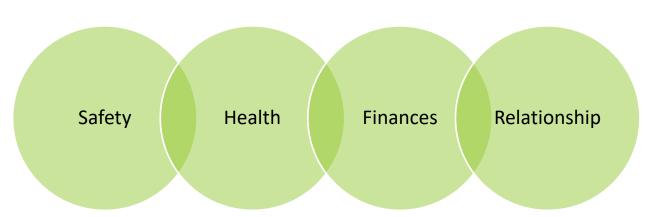


Acknowledging the diversity of the lands we live on, the First Peoples who have stewarded those lands, and our collective obligation to mitigate the ongoing colonial violence against those people and lands.



IPV in Canada: A Public Health Epidemic

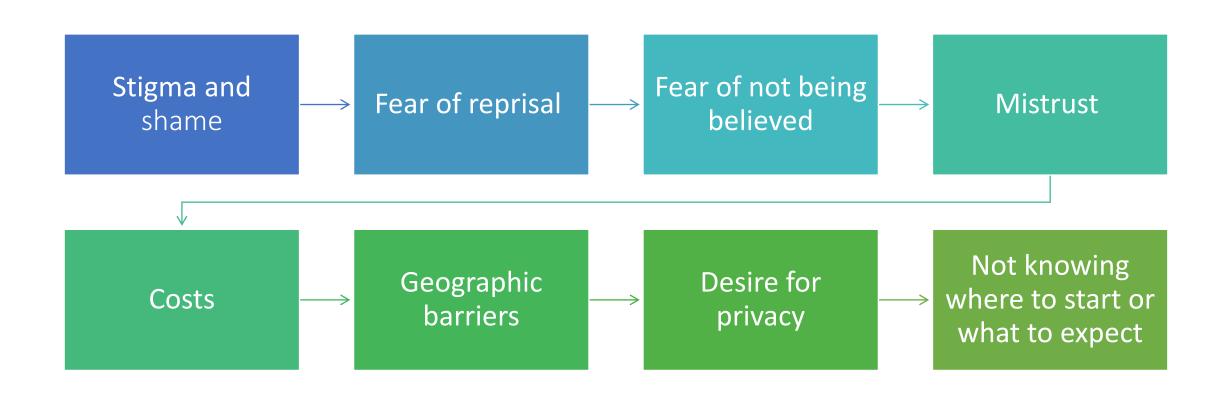
More than 40% of Canadian women experience intimate partner violence in their lifetime (Cotter, 2021)





Significant impacts that can persist

Barriers to Support for Women Experiencing IPV



Evidence: Well-designed Apps can Benefit Women

Women who used the online tool reported:

- better mental health (fewer symptoms of depression and PTSD)
- increased confidence in safety planning
- stronger sense of *control* over their lives
- *less coercion* from their abusive partners

Ford-Gilboe et al. BMC Public Health https://doi.org/10.1186/s12889-020-8152-8

BMC Public Health

RESEARCH ARTICLE

Longitudinal impacts of an online safety and health intervention for women experiencing intimate partner violence: randomized controlled trial



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Background: Responding to intimate partner violence (IPV) and its consequences is made complex by women's and contacts. Tailored polino IDV interventions that account for differences among women's Backgrouna: Hesponding to intimate partner violence (IFV) and its consequences is made complex by women's diverse needs, priorities and contexts. Tailored online IPV interventions that account for differences among women

Methods: Double blind randomized controlled trial of 462 Canadian adult women who experienced recent IPV Methods: Louble blind randomized controlled trial of 4bz Canadian adult women who experienced recent IFV randomly were assigned to receive either a tailored, interactive online safety and health intervention (ICAN Plan 4 Safety) or a static, non-tailored version of this tool. Primary (depressive symptoms, PTSD symptoms) and secondary Soley) or a statuc, non-rangeral version or this tool Frimary (depressive symptoms, Frou symptoms) and securiously (helpfulness of safety actions, confidence in safety planning, mastery, social support, experiences of coercive control, and decided and a securiously secu the pruness or safety actions, confidence in safety planning, mastery, social support, expeniences or coercive contained and decisional conflict) outcomes were measured at baseline and 3, 6, and 12 months later via online surveys. and decisional conflict) outcomes were measured at paseine and 3, 0, and 12 mortals later via online surveys.

Generalized Estimating Equations were used to test for differences in outcomes by study arm. Differential effects of the failored intervention for 4 stata of women were examined using effect sizes. Exit survey process evaluation data were analyzed using descriptive statistics, t-tests and conventional content analysis.

Results: Women in both tailored and non-tailored groups improved over time on primary outcomes of depression **Results:** Women in both tailored and non-tailored groups improved over time on primary outcomes or depress $(\rho < .001)$ and PTSD $(\rho < .001)$ and on all secondary outcomes, Changes over time did not differ by study arms. Women in both groups reported high levels of benefit, safety and accessibility of the online interventions, with low Women in both groups reported high levers or benefit, safety and accessibility of the online interventions, with risk of harm, although those completing the tallored intervention were more positive about fit and helpfulness. insk or narm, airnough those completing the failured intervention were more positive about it and neighbors. Importantly, the tailured intervention had greater positive effects for 4 groups of women, those: with children under the control of the Importantly, the tailored intervention had greater positive effects for 4 groups of women, those; with children under 18 living at home; reporting more severe violence; living in medium-sized and large urban centers; and not living

Conclusion: This trial extends evidence about the effectiveness of online safety and health interventions for Conclusion: This trial extends evidence about the effectiveness or online safety and health interventions for women experiencing IPV to Canadian women and provides a contextualized understanding about intervention. women experiencing IPV to Canadian women and provides a contextualized understanding about intervention processes and effects useful for future refinement and scale up. The differential effects of the tailored intervention found for specific subgroups support the importance of attending to diverse contexts and needs: EAN is a found for specific subgroups support the importance of attending to diverse contexts and needs. KAN is promising intervention that can complement resources available to Canadian women experiencing JPV.

Trial registration: Clinicaltrials.gov ID NCT02258841 (Prospectively Registered on Oct 2, 2014).

Keywords: Intimate partner violence against women, Randomized controlled trial Complex interventions, E-health, Newwords: anumate partner violence against worther, nanounaced controlled may considery planning. Mental health, Technology, Mastery, Self-efficacy, Coercive control

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In Women's Words

... a big *eye opener* and made me have to think about what is most important. It was occasionally upsetting ...but helpful.

Amazing to get an outside view of the risks and benefits in my own personal life and get tips on how to build myself.....

LOVED IT!



....like somebody knew which questions to ask..... somebody had experience... [I felt] comfortable. It was *friendly...*It wasn't judgmental.

Because the tool was focused on *safety*, not on convincing me to leave my partner, it helped me feel *empowered*



iHEAL App Design Aims

- Inclusive without stereotyping
- Prioritize women's safety and privacy
- Woman-led: Choice and control
- > Inspirational, hopeful and affirming
- Practical: information, tips, resources
- > For women at any point in journey
- Complement existing services in Canada



Home

Story

How it Works

Safe Use

Get Help

App Promo

Finding support for a safe and healthy path forward

Backed by years of research and testing, the free, private and secure iHEAL app helps Canadian women who have experienced abuse from a current or past partner to find personalized ways to stay safe and be well.













Introducing the iHEAL App

Using the iHEAL app in Service Settings



No flags for violence *All Settings* Offer to ALL women

"If you know anyone who is in an unhealthy or unsafe relationship, please share this with them..."

Post or Share Information (stickers, videos)

Flags for violence

Episodic Contact

(e.g. police, Emergency Dept, mental health crisis service)

"I am concerned about your [safety, wellbeing, health] in your relationship. This app can help you think about your relationship

Ongoing contact

(e.g. VAW service, public health, primary care, counselling)

"This app can help you think about your relationship. I could walk through some of it with you if you would like"

Safety Planning





- ✓ help women assess their risk (Danger Assessment) and make a plan for safety
- ✓ Help women consider how violence is affecting their health, well-being, and relationships -- identify options for their concerns using the many topics in the app
- ✓ explore resources and services that could be helpful to women
- ✓ provide an immediate response to women who have identified that they are experiencing violence, including those who are waitlisted for services
- ✓ provide a resource for women to use on their own when programs/services end
- ✓ find credible information about issues that fall outside their expertise
- ✓ and much more ...



Posters with QR Code (available to download from our website)



Stickers and Cards with QR codes



Brief Videos (for women and service providers)



Webinars for groups interested in using the app

Resources for the iHEAL App



With Thanks

We gratefully acknowledge the many people who contributed to this work, sharing their energy, insights, and expertise towards change.

Contact us:

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Questions?

Feedback?

Discussion?