Safety In Seconds:
A Theory-based Injury Prevention Mobile App for Patients

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Background

• A review of technology-based interventions for unintentional injury prevention found 44 peer reviewed studies of which only 2 used mobile technology or portable devices.

• Despite the plethora of apps that are freely available, few are focused on educating parents about child safety and even fewer are carefully evaluated for impact.

• Computer and mobile technologies offer a largely untapped strategy to communicate with parents about prevention.
Methods

• The Safety In Seconds app was designed using the Precaution Adoption Process Model to deliver tailored messaging.

• The app was tested in an RCT conducted in the emergency departments of one urban and one rural level 1 pediatric trauma center. A total of 742 parents with children younger than 7 years participated.

• One group was randomly assigned to receive car seat messages and one received fire prevention messages. Outcomes are self-reported behaviors at a 6-month follow-up.
Results

• We developed a template to create the message library and algorithm that delivered tailored content targeting parents’ self-efficacy, social influence, risk perceptions, barriers, and reinforcement.

• At 6 months, there were statistically significant effects for reporting use of the correct car seat (O.R. 1.836, p<0.01), and having the car seat inspected (O.R. 1.730, p<0.01).
And it’s FREE!

- The app was made available for public distribution with support from the MAPFRE Foundation. We invite you to share this resource with your patients, stakeholders and partners.

  qrs.ly/1mas6fy

- Postcards for circulation also available. Please email me at eperry@jhu for more information.