

The Promise of Online Interventions for Women Experiencing Intimate Partner Violence

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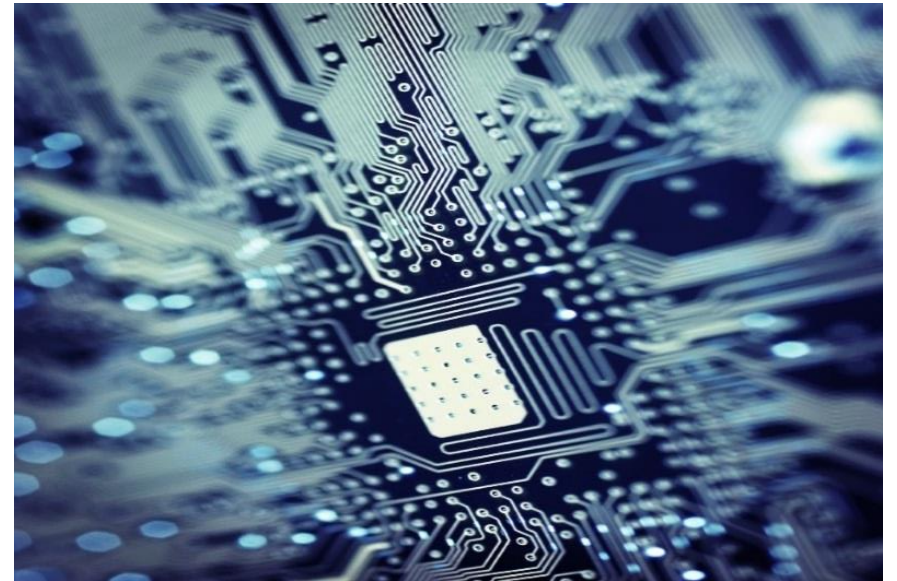
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Reaching Women Using Technology

- Women who experience IPV live with health and safety concerns but may not access supports for varied reasons
- Some women (e.g. rural, Indigenous, immigrant, gender non-conforming, those who prioritize privacy) face particular barriers
- Online interventions have *potential* to reduce some of these barriers and could benefit women, but evidence is lacking



Global Partnership: 4 Online Interventions Adapted to Context



United States

Glass et al



Canada

Ford-Gilboe, Varcoe,
Scott-Storey, Wuest et al



New Zealand

Kozial-McLain et al





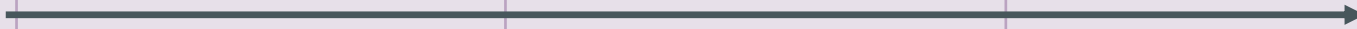


Australia

Hegarty et al

Best quality evidence that is locally relevant

Selected Design Elements of 4 RCTs

				
N	720	412	462	450
Enrolled	RA	Self	RA	Self
Common Outcomes	Depression PTSD Safety Actions Decisional Conflict Violence	Depression PTSD Safety Actions Decisional Conflict Violence	Depression PTSD Safety Actions Decisional Conflict Violence Self-Efficacy	Depression Self-efficacy Safety Actions Cost Effectiveness
Follow-ups	3, 6, 12m	3, 6, 12m	3, 6, 12m	6, 12 m
Control	Generic website			

Common Elements: 4 Online Interventions

Secure, confidential website – attention to women’s safety

Questions and Interactive Activities:

- **Background questions** used to tailored safety strategies and measure outcomes
- Identify women’s **priorities** and provide feedback
- Assess women’s **risk of harm/danger (Danger Assessment)**
- **Tailored (personalized) Action plan** based on responses to questions and activities (including **resources**)

Common Approach to Ensuring ‘Fit” with Local Context (Values, Norms, Systems)

Reviewed existing evidence/Consulted other teams

Developed evidence-based tool for **local context**

Tested with women and advocates/experts

Revised and Adapted based on testing



RCTs to test Effectiveness:
Impact on mental health and other outcomes

An interactive, *personalized*, online Intervention for diverse groups of Canadian Women.....



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An online study for women affected by intimate partner violence

Be a part of the study

iCAN Plan 4 Safety is a new, online support tool for Canadian women who are experiencing abuse from a current or ex-partner.



This tool will help women to think about their situation, weigh their risk, and learn more about their options.

You can take part if:

- You are a woman who is experiencing abuse from a current or former partner



iCAN Plan 4 Safety Principles

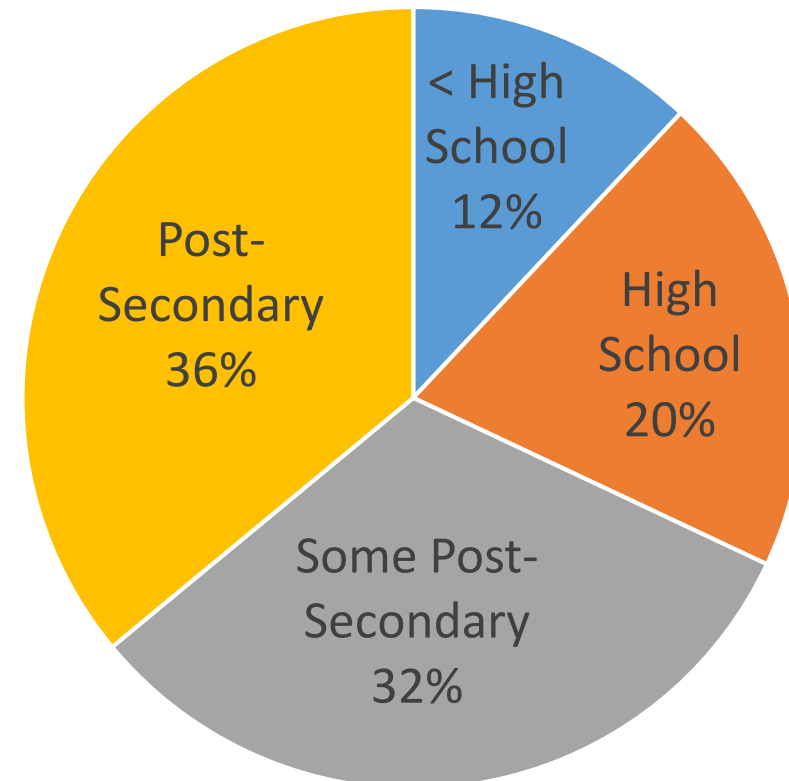
- Prioritize both **physical** and **emotional safety**
- Fit for **diverse** groups of women (e.g. rural, newcomer, varied literacy, those with partners other than men)
- For women experiencing **recent abuse**, including those who have **separated**
- Address **Health and Well-Being** as part of safety planning
- **Coaching/system navigation** approach (“tips”) – practical and personal
- Encourage **repeat engagement** to build self-efficacy, mastery, control over time and as situations change



Lesson 1: It is possible to reach diverse group of women

- Average Age 35 years (range 19-69)
- 50% employed
- Dependent Children: 47%
- Indigenous: 16%
- Foreign Born: 11%
- Male Partner: 95%
- Rural/Small Town: 27%

Education





Lesson 2: Women’s Priorities Varied... and Health is Critical

Priority	Mothers		Non-Mothers	
	%	Rank	%	Rank
My Child’s Safety and Well-Being	78.8	1	----	----
My Health and Well-Being	5.8	2	44.7	1
My Safety	3.8	3	18.7	2
Having Resources	3.8	5	17.9	3
Feelings for Partner	2.9	4	17.1	4

Lesson 3: Many Women Had Connected to Services (previous 12 months)



Action	Yes
Called a DV Helpline	35.9%
Stayed at a Shelter	25.3%
Talked to staff at shelter or DV program	46.9%
Talked to a health professional about abuse	57.0%
Asked a health professional to help with health problems	62.7%
Sought help from justice system/police	48.8%
Sought help from faith community	22.8%

Highest rates in seen in health care

Resourceful in how they used the online tool



Lesson 4: Women were Very Positive about the Online Intervention (12 month Exit Survey)

Retention at 12 Months: 89%

Item	% Agree or Strongly Agree
I gained something from completing the online tool	83.5
The information in the online tool fit with my needs and concerns	75.3
I felt comfortable and safe taking part	84.0
Working through the online tool made me <i>very</i> anxious or upset	25.5
I would recommend the iCAN Plan 4 Safety online tool to other women	95.0



Lesson 5: Tailoring and Personalization are Important to Positive Experiences

The study asked me questions regarding subjects I had never thought of before, which was 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!

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

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



Lesson 6: Safe Access is Possible

- 68% of women used a safe, private computer to access the online tool *most or all of the time*
- Location of Access Varied:

Home	Work	Family/Friends	Library	Other
67%	10%	10%	5%	9%

- Maximize Access: Mobile first + Web-based access via computer
- Scale Up: APP + Integration into health care, DV and other services



Are Online Safety and Health Interventions a Promising Option for Women Experiencing IPV?

- Online safety planning interventions can successfully *reach* and *safely engage* diverse groups of women if well-designed;
- *Inclusive, tailored* interventions are *acceptable* to women, not associated with harms, and “*FIT*” with needs
- If effective, feasible to scale up at reasonable cost

What is the potential to leverage these lessons in LMICs?