Update of Mercy Medical Center's BMORESAFE Mobile Application
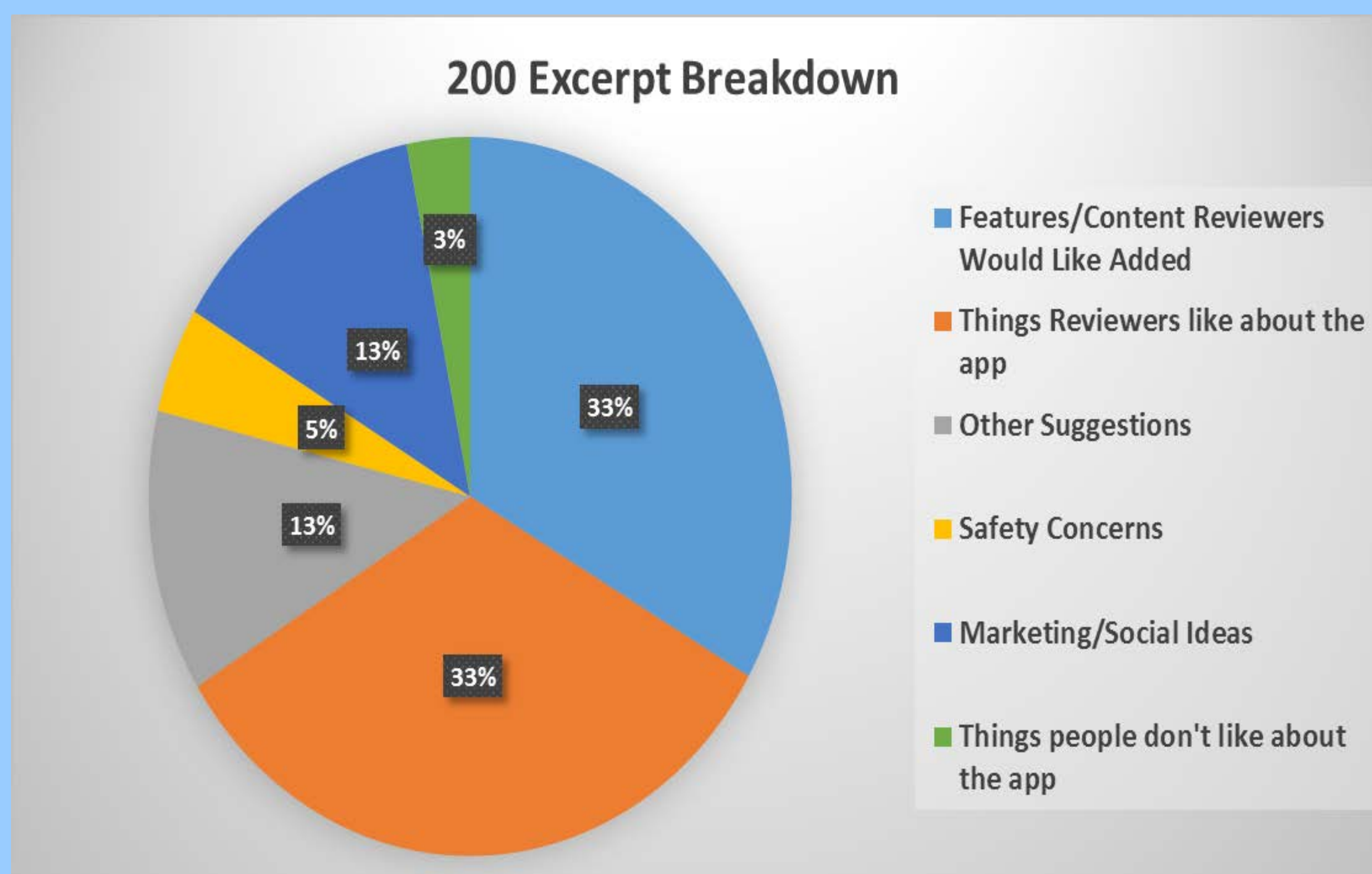
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1 Background

- In a nationally representative survey done by the Center of Disease Control (2012), it was found that 18.3% of women and 1.4% of men had experienced rape at some point in their lives. Additionally, 5.6% of women and 5.3% of men had experienced some type of sexual violence (ex. unwanted sexual contact, sexual coercion) in the past 12 months.

- Many cases of sexual violence go unreported (Kruttschnitt, Kalsbeek, & House, 2014). This could be due to lack of awareness of resources made available to these individuals.

- The forensic nursing team at Mercy Medical Center decided to help mitigate this issue by creating the bMOREsafe mobile application (app) in 2013. The overall goal was the consolidation of information and resources regarding sexual violence into one tool, thereby granting individuals the opportunity to reach out for help/resources that are readily available to them during times of crisis.

2 Methods

- AIIM (Assess, Improve, Implement, and Measure) improvement process was used to build research method, and data was analyzed using the program Dedoose.

- Data was collected from interviews from key partners that were knowledgeable in terms of treatment, prevention, and education of sexual violence.

- Online surveys were also collected. Six categories were formed: features/content reviewers would like removed, features reviewers did not like about the app, marketing and social ideas, safety concerns, features reviewers liked about the app, features/content reviewers would like added, and other suggestions.

- Universities were also contacted and provided information about their reporting services, counseling opportunities, Title IX Offices, and Security options.

3 Results

Some 200 excerpts were collected from 6 interviews and 49 surveys and split into six categories. Note: under the "Features/content reviewers would like removed" there were no reviews or excerpts found.

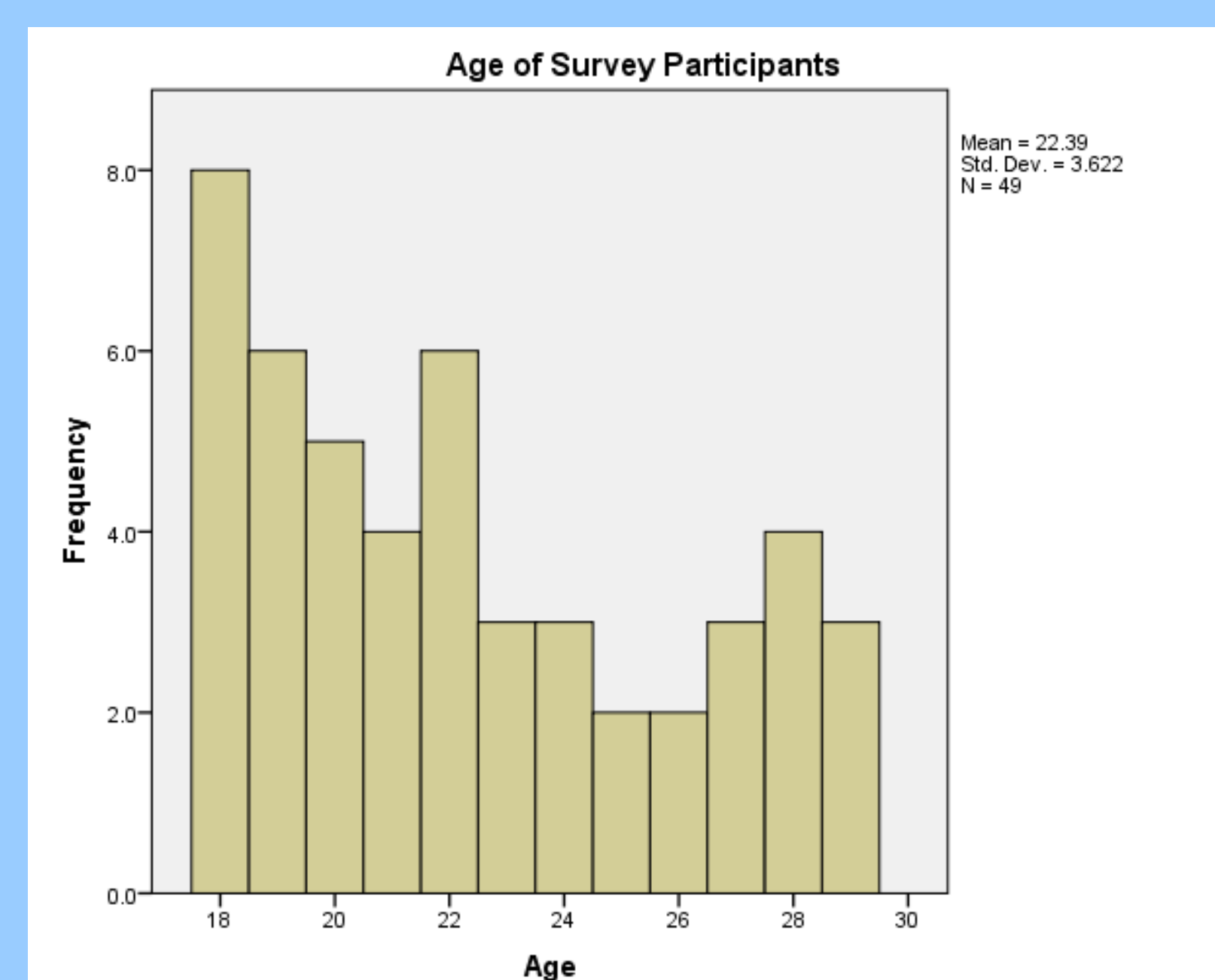| Category:	Features/Content reviewers would like added	Features Reviewers Liked	Other Suggestions	Safety Concerns	Marking and Social Ideas	Features Reviewers
# of excerpts	63	62	24	9	25	6
Examples of Feedback:	Need for more resources: Link to the National Sexual Online Hotline, more clinical services, school services, testimonials, etc.	Positive feedback on the layout, color, and ease of use of the phone app.	Revise certain vocabulary in the app (ex. Providing a gender neutral tone throughout the app, avoiding medical terminology, etc.)	The potential of a controlling partner seeing the phone app on an individual's phone who is in a violent relationship	Suggested the use of peer networks, information cards, university orientation, and social media to distribute info about the app to a specified population.	Change certain components of the app (ex. Reducing the number of "clicks" to access information, confusion about what tab or button is clickable, etc.)

200 Excerpt Breakdown

- Features/Content Reviewers Would Like Added — 33%
- Things Reviewers like about the app — 33%
- Other Suggestions — 13%
- Safety Concerns — 5%
- Marketing/Social Ideas — 13%
- Things people don't like about the app — 3%

Demographics of Online Survey Participants

	Frequency	Percent
Male	8	16.3
Female	41	83.7
Total	49	100

	Frequency	Percent
Single	12	24.5
Dating	30	61.2
Married	6	12.2
Separated/Divorced/Widowed	1	2.0
Total	49	100

	Frequency	Percent
Public Four Year College/ University	13	26.5
Private Four Year College/University	13	26.5
Two Year/Community College/ Technical School	23	46.9
Total	49	100.0

Age of Survey Participants
Mean = 22.39
Std. Dev. = 3.622
N = 49

4 Conclusions

- Overall, reviewers were pleased with the current layout and function of the bMOREsafe app. However, things such as vocabulary, clarity about which tabs are clickable buttons, and the overall number of clicks/taps are needed to obtain information should be considered.

- In terms of safety, a novel way should be implemented to avoid a controlling partner from seeing the application on an individual's phone.

- The addition of more local and national resources was also indicated by reviewers, as well as using peer networks and university orientation as a way to distribute the app to a specific population.

- The bMOREsafe app is a useful tool in allowing individuals who have experienced sexual violence to access vital resources that can help them post-event. With the addition of more helpful resources, minor improvements to the structure of the app, and a well thought out marketing plan, the bMOREsafe app can continue to help improve the sexual violence scene in Baltimore City.

5 Future Directions

- Continue to collect information from local and national resources to include in revised app

- Restructure app to meet specific population needs (i.e. college students, immigrants, etc.)

- Presentation/publication of findings

- Continued feedback from end users

6 References

1. Center of Disease Control (2012). Sexual violence facts at a glance. Retrieved from: http://www.cdc.gov/ViolencePrevention/pdf/SV-DataSheet-a.pdf
2. Kruttschnitt, C., Kalsbeek, W. D., & House, C. C. (2014). Estimating the incidence of rape and sexual assault. Washington, DC: National Academies Press.