The Promise of Online Interventions for Women Experiencing Intimate Partner Violence

Marilyn Ford-Gilboe, PhD, RN, FAAN
Professor and Women’s Health Research Chair in Rural Health
Arthur Labatt Family School of Nursing
University of Western Ontario
mfordg@uwo.ca
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

- The IRIS Project
  United States
  Glass et al

- iCAN PLAN 4 SAFETY
  Canada
  Ford-Gilboe, Varcoe, Scott-Storey, Wuest et al

- Disafe
  New Zealand
  Kozial-McLain et al

- Decide
  Australia
  Hegarty et al

Best quality evidence that is locally relevant
<table>
<thead>
<tr>
<th></th>
<th>IRIS project</th>
<th>iSafe</th>
<th>iCAN</th>
<th>IDECIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N</strong></td>
<td>720</td>
<td>412</td>
<td>462</td>
<td>450</td>
</tr>
<tr>
<td><strong>Enrolled</strong></td>
<td>RA</td>
<td>Self</td>
<td>RA</td>
<td>Self</td>
</tr>
<tr>
<td><strong>Common Outcomes</strong></td>
<td>Depression, PTSD, Safety Actions, Decisional Conflict, Violence</td>
<td>Depression, PTSD, Safety Actions, Decisional Conflict, Violence</td>
<td>Depression, PTSD, Safety Actions, Decisional Conflict, Violence, Self-Efficacy</td>
<td>Depression, PTSD, Safety Actions, Cost Effectiveness</td>
</tr>
<tr>
<td><strong>Follow-ups</strong></td>
<td>3, 6, 12m</td>
<td>3, 6, 12m</td>
<td>3, 6, 12m</td>
<td>6, 12m</td>
</tr>
<tr>
<td><strong>Control</strong></td>
<td>Generic website</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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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**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.

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

<table>
<thead>
<tr>
<th>Priority</th>
<th>Mothers</th>
<th>Non-Mothers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Rank</td>
</tr>
<tr>
<td>My Child’s Safety and Well-Being</td>
<td>78.8</td>
<td>1</td>
</tr>
<tr>
<td>My Health and Well-Being</td>
<td>5.8</td>
<td>2</td>
</tr>
<tr>
<td>My Safety</td>
<td>3.8</td>
<td>3</td>
</tr>
<tr>
<td>Having Resources</td>
<td>3.8</td>
<td>5</td>
</tr>
<tr>
<td>Feelings for Partner</td>
<td>2.9</td>
<td>4</td>
</tr>
</tbody>
</table>
Lesson 3: Many Women Had Connected to Services (previous 12 months)

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

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%

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

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.

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!

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:

<table>
<thead>
<tr>
<th>Location</th>
<th>Home</th>
<th>Work</th>
<th>Family/Friends</th>
<th>Library</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>67%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

- 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?