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| **Smartphone apps for Health Promotion** |
| **Background/Objective**  The delivery of psychological and public health interventions through technology is becoming an increasingly common way to prevent illness and to promote health. Smartphones and tablets are well positioned to play a role in such interventions as they offer range of functionalities and opportunities for personalisation, while mobile applications (‘apps’) have become an essential part of the user experience of smartphones and tablets. While apps contribute a significant portion of the income generated by smartphone technology, over the past few years, apps have begun to play an important role in the care and management of illnesses, as well as a low cost and easy way to provide a further avenue for the promotion of health and well-being.  Studies reporting on the potential for app behaviour change have employed a range of different measurement tools to determine the behaviour change potential of the app, however, making comparisons across different studies and different areas of health difficult. Several of these studies have employed a behaviour change taxonomy, however, this scale has not been developed specifically for apps is that they often feature a large number items that are closely related, but will often only appear once in an app. This presentation will report on the process for creating and testing a new scale that will allow health promotion practitioners to better advise their clients on suitable health promoting apps for a range of health issues.  **Methods**  A systematic review of all studies purporting to investigate app behaviour change potential was conducted. All scales and measures from the identified studies were collected to create an item pool. From this item pool, three health promotion exerts created the App Behaviour Change Scale (ABACUS). Over 400 apps have been rated against this scale.  **Results**  Apps rated include physical activity, healthy eating, smoking cessation, alcohol use, and mental wellbeing apps. The ABACUS demonstrates high percentage agreement among reviewers, and good Krippendorff alpha. The scale overall reports high interrater reliability and high internal consistency.  **Conclusions**  The ABACUS is a reliable tool that can be used to determine the behaviour change potential of apps. This instrument fills a gap by allowing the evaluation of a large number of apps to be standardized across a range of health categories.  **Key words:** smart phone; technology; apps; health promotion |