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| **m-health and Health Literacy: a coin of two faces for health promotion in adolescents?** |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Today, the exponential growth of m-health apps is seen in different social contexts around the world. Very little research has considered adolescents’ use of these tools from the perspective of health promotion. This research aims to identify the association between health literacy(HL) and mobile apps towards health promotion in adolescents in Portugal.  **Methods**  The study is observational, cross-sectional and includes both quantitative and qualitative data. By the means of a survey (CAWI) data was collected on HL (using the HLS-EU-PT instrument validated to Portugal) and adolescents’ use of apps. The sample (n=293) includes students from the district of Santarem with ages between 15 and 19 years old.  **Results**  Results show that 38.2 of the adolescents’ have low levels of HL. On the other hand 45.1 % have good HL while 16.7% have high HL levels. There is an association between HL (for the health care dimension) and the use of mobile apps aiming at health promotion. Female adolescents use more mobile apps than males. Apps focusing physical exercise were the most common among boys and apps focusing feminine health (like the menstruation cycles) were to most common among girls.  **Discussion**  The results shows that a higher level of HL in the health care dimension, is related to a greater use of mobile apps towards health promotion. Although HL levels are fairly good in this sample (when compared to results focusing adults’ HL in Portugal), there can be adverse health effects with the use of current most popular mobile apps (since they are not age sensitive, for example). There is a possibility that adolescents’ use of m-health apps is done without any supervision or access control and this can be an issue in health promoting efforts towards adolescents’ health. More research is needed to connect developers, users and health promotion specialists in order to achieve a more secure m-health environment, where health is not put at risk because of different stakeholders low levels of HL.  **Keywords**  Health literacy, mobile apps, adolescents health, health promotion |