



## **SAFEAPP:** A mobile application to help prevent infant falls in Australia - October 2019



The George Institute  
for Global Health

### **Facts:**

- Infant falls account for 50% of injury hospital admissions in Australia.
- 80% of admitted are diagnosed with an injury to the head, and 45% are categorised as traumatic brain injuries.
- The rate of infant falls has remained unchanged for more than a decade.

### **Project cycle:**

2018-2022

### **Partners:**

*The George Institute for Global Health, Australia*

*UNSW Sydney, Australia*

*University of Sydney, Australia*

*The Sydney Children's Hospital Network*

*The Royal Hospital for Women*

### **Supporters:**

*UNSW Sydney*

### **Background:**

- Falls are the most common form of injury for infants (<1 year), and often lead to head injuries and traumatic brain injuries.
- Since infants are mostly under parental care, the majority of falls are related to caretaking practices.
- Currently there are no interventions specifically for infant falls.
- Mobile phones are the most commonly used technology worldwide and a potential delivery mode for interventions targeting new mothers. In 2014, smart phone penetration among Australian adults was 89% and was projected to reach 92% by the end of 2015.

### **Aims:**

- To develop an individually tailored digital intervention targeting the contextual factors leading to infant falls in Australia, grounded in behavioural theory.
- To use a person-centred approach in the construction of intervention materials and app implementation.
- To test acceptance and influence on parental behaviours.

### **Methods:**

- An analysis of parental discussions will be conducted about falls from an online parenting discussion forum to understand the contextual factors.
- The project will use the systematic Behaviour Change Wheel process to develop behaviour change strategies and a mobile application, in collaboration with childcare experts and parents.

### **Impact:**

- The project aims to contribute to better understanding of the burden and context of infant falls in Australia.
- It will develop an intervention with the potential of lowering rates of fall-related injury in infants aged <12 months.
- The project will explore the potential of a behaviour theory-based digital health tool for child injury prevention.
- It will be the first targeted intervention for infant fall prevention in Australia.

### **Contact:**

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