

Boost your health with a click!

MyPocketHealth app as a tool to promote healthy behaviors

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Mobile health (mHealth) interventions are becoming increasingly widespread in promoting individual well-being. Mobile apps offer accessible and personalized tools to monitor and improve health, encouraging positive behaviors. However, clear evidence of the effectiveness of mHealth programs is needed. The aim of the present work is to assess the efficacy of two protocols based on the Health Action Process Approach (HAPA). The protocols are delivered through the “MyPocketHealth” app developed by the research team and involve increasing fruit and vegetable portions (F&V), and daily steps (DS) by using tailored communication. The first study phase (I) consists in profiling participants based on the variables from the HAPA model, including self-efficacy, risk perception, and outcome expectancy. Also, baseline behavior is assessed in terms of the average number of portions or steps. Second (II): participants set either a personalized or the recommended goal (5 daily portions/7000 daily steps: *goal setting*). Third (III): for 14 days, participants receive tailored (T) or standard (non-tailored; NT) *notifications* about the target behavior. At the same time, they keep track of the behavior daily via a tracker (*self-monitoring*). A third group only tracks the behavior (no communication group; NC). When the goal is achieved, participants receive a badge that reinforces behavior. Finally (IV), psychological variables are assessed again as in phase (I). We expect that tailored communication can have a positive effect on both behavior implementation and psychological variables. This approach is not without limitation. The use of self-report methodology for behavior monitoring may suffer from potential bias, such as social desirability. However, it is widespread, practical, and sensitive in capturing subjective experience. At the same time, these protocols can be considered innovative since

they combine a theoretical, solid framework together with tailored communication to boost healthy behaviors that can easily be scaled to a wider population.

Keywords: HAPA, mHealth, MyPocketHealth