

## HELPP Zone: Toward recognizing, responding and preventing intimate partner violence

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Intimate partner violence (IPV) is a serious, preventable public health problem. It is described as physical, sexual, or psychological harm inflicted by a current or former partner or spouse. IPV has brought serious public health and social justice issues to people, especially the young who may not report it because they are afraid to tell friends and family. If IPV is left unchecked, it will bring short term and/or long term negative effects to the survivors, they may binge drink, attempt suicide, and argue and fight with friends and family. IPV comes at an enormous cost to physical, mental, economic, and social well-being to the U.S. at \$13.6 billion and is expected to rise to \$15.6 billion by 2020. This mobile app, called HELPP Zone (Health, Education on safety, and Legal Participant Preferred) was built to recognize, respond and prevent IPV. In building the HELPP Zone app, we addressed the fundamental paradigm of Diffusion of Disruptive Innovations (DDI) as evidence-based theoretical framework. A DDI is defined as a deliberately and intentionally developed product that functions as a disruptive innovative tool. The HELPP Zone app was designed as a simple product that enters the transformative service arena as a common activity. It offers a convenient service that has the potential to be diffused as a disruptive tool in preventing or stopping IPV through just-in-time communication and intervention from appropriate and trusted contacts. The HELPP Zone app is free and currently available for Android as an inexpensive and more widespread platform.

### Biography

Rose E. Constantino, Ph.D., JD, RN, FAAN, FACHE is associate Professor at the University of Pittsburgh School of Nursing, Department of Health and Community Systems. She teaches Forensic Nursing. She is the senior editor of *Forensic Nursing: Evidence-based Principles and Practice* published by F. A. Davis in 2013. Her pro bono family law practice is founded on her research on the consequences of intimate partner violence on the health, safety and well-being of women, men and children worldwide. Her current research is in comparing the effectiveness of online and face-to-face intervention in women and children in intimate partner violence. She is mentoring students in developing the HELPP Zone app as a training tool for bystanders worldwide in recognizing, responding and preventing relationship violence including domestic and sexual violence.

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