TITLE: Project Voice, an iPad based application to help parents who are undecided about the HPV vaccine make a decision
INVENTORS: Jasmin Tiro, Austin Baldwin, David Farrell
TECHNOLOGY: Software/App

UTSD: 3246

SUMMARY:

This technology describes a behavior intervention application to assist parents who are undecided about the HPV vaccine in making a decision.

Adolescent uptake of the HPV vaccine is suboptimal, particularly among underserved patients seen in safety-net settings.

Many parents are ambivalent and delay making a decision. Undecided parents are a heterogeneous group with different factors influencing their decision-making.

The behavioral intervention is based in self-persuasion, the process of generating one’s own arguments for engaging in a behavior. Self-persuasion is an effective strategy shown to improve various health behaviors including smoking cessation, dietary behaviors, and safe sex practices. Self-persuasion is an efficient way to deliver personally relevant arguments for the target behavior.

The inventor developed a tablet-based intervention to promote adolescent HPV vaccination in diverse pediatric safety-net clinics (68% Hispanic, 28% Black, 4% White/Other). Self-persuasion is appealing because it may increase motivation to make a decision and prime parents to discuss the vaccine with their child’s provider.

The inventor is testing efficacy of this app in randomized controlled trials.

Please contact the Office for Technology Development for more details:

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