

How to disseminate a health screening mobile app to men? A qualitative study Chor Yau Ooi^{1,2}, Chin Hai Teo¹, Chirk Jenn Ng¹

PRIMARY CARE MEDICINE

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BACKGROUND

- Uptake of health screening among men, especially younger men remains low.¹
- Mobile apps have the potential to reach out to these men to engage them in health screening due to its ease of accessibility.²
- However, many studies focus on development of health interventions but few focus on dissemination.³
- Dissemination strategies are crucial particularly for health screening apps as men are unlikely to seek mobile apps on health screening.
- This study is part of a bigger study to develop, evaluate and implement a mobile app to increase the uptake of health screening in men.

OBJECTIVE

• To explore preferred strategies on how a health screening mobile app can be disseminated from the perspective of men in the community.

METHODOLOGY

- A qualitative study method using semi-structured in-depth interviews (IDIs) and focus group discussions (FGDs).
- Conducted in a local banking institution in Kuala Lumpur, the capital of Malaysia in 2016.
- Purposive sampling of working men from different ages, ethnicity, education levels and job positions.
- Data was analysed using a thematic approach.

RESULTS

- 31 men; 8 IDIs and 5 FGDs.
- Age groups: 20 39 years (21), 40 59 years (9), > 60 years (1).
- Ethnicity: Malay (14), Chinese (12), Indian (3), others (2).
- Job positions: Senior manager (8), Officer (7), Sales advisor (9), Clerk (7).

Maybe you can

advertise on

television or on radio

People will like that.

• Education levels: Primary (1), Secondary (4), Tertiary (26).



Facebook is a good medium nowadays, a lot of people find something from Facebook.

Online platforms (website, social media, email)

The fastest way is through social media like Facebook. You can also have some simple links you can pass through WhatsApp.



Printed media (banners and

men's magazines)

Then you have to

advertise in the men

magazine.

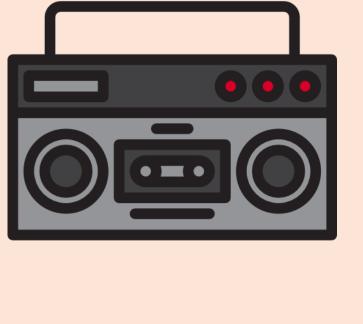


cafes will have better

reach to men.

everybody has

Mass media (television and radio)



Television, as generally a television.

• This study found that online platform was an important dissemination strategy.

DISCUSSION

- Similar studies have shown that online platforms are the preferred strategy for dissemination, especially for mobile apps and web-based health interventions.^{4,5}
- However, dissemination via online platforms may be more effective in younger age groups and individuals who are actively online.
- As the target of this study was men of younger age group, online platforms may be the preferred strategy compared to traditional methods such as mass and printed media.

CONCLUSION

- Understanding men's preference on dissemination of a mobile app is important for successful dissemination.
- Although mass and printed media were recommended dissemination strategies, online platforms may be the preferred strategy for dissemination of a health screening mobile app, especially in a younger population.

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