

DIGITAL HEALTH INTERVENTION



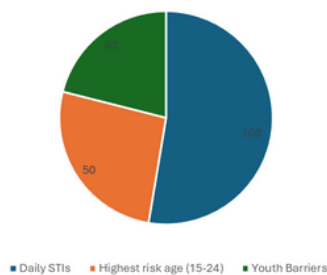
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Health Promotion Principles & Values

Introduction

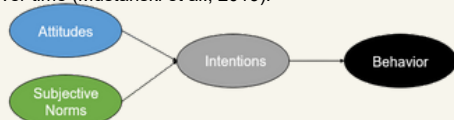
Adolescent sexual health remains a global concern, with rising rates of STIs among young people driven by limited access to confidential services, stigma, misinformation and reduced health-seeking behaviour (UNFPA, 2022; WHO, 2023). Traditional interventions such as school-based programmes, in-person counselling and community workshops often fail to engage youth who face barriers such as stigma and lack of privacy (Montgomery et al., 2021). Digital interventions—including online modules, mobile health apps and interactive games—have demonstrated improved reach and acceptability (Guse et al., 2012; Feroz et al., 2021). MyPEEPS Mobile is an evidence-based digital sexual-health programme delivering interactive scenarios, skill-building activities and personalised behavioural guidance to reduce sexual risk behaviours (Tark, Metcalf & McKay, 2019).

Global Sexual Health Indicators Among Adolescents

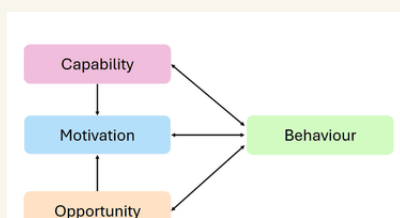


Behaviour Change Theory: COM-B Model

MyPEEPS Mobile integrates the Social Cognitive Theory (SCT) and Theory of Planned Behaviour (TPB) to promote safer sexual decision-making. SCT emphasises observational learning, self-efficacy and behavioural modelling (Bandura, 1986). MyPEEPS uses relatable characters and interactive scenarios to help adolescents observe consequences, practise communication skills and increase confidence for negotiating safer sex (Mustanski et al., 2019). These features strengthen adolescents' ability to translate knowledge into action, enhancing motivation, building resilience in high-risk situations and supporting the development of practical skills needed to maintain consistent, safer sexual behaviours over time (Mustanski et al., 2019).



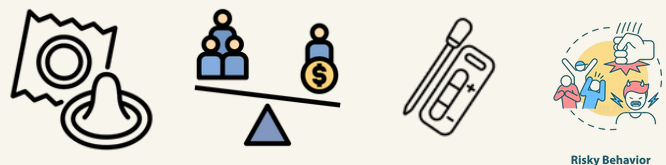
TPB highlights attitudes, subjective norms and perceived behavioural control as determinants of behaviour (Ajzen, 1991; Rosenstock, 1974). Through personalised feedback, problem-solving tasks and reflective exercises, MyPEEPS strengthens positive attitudes toward safer sex and enhances perceived control in real-life situations (Gilliam et al., 2020). By combining these theories, the intervention improves motivation, builds self-efficacy and supports sustained sexual-risk reduction.



Health promotion is grounded in principles of empowerment, participation, equity and supportive environments (WHO, 1986). These values aim to enhance individuals' control over health by addressing behavioural and social determinants. MyPEEPS Mobile aligns closely with these principles through its youth-centred, culturally responsive and interactive design that supports informed decision-making (Hollmann et al., 2022). The app improves equity by providing private, stigma-free access to sexual-health education for adolescents who may avoid traditional services due to fear or judgement. Its participatory components, including real-life scenarios, self-reflection activities and skill-building exercises, create an enabling digital environment that supports safer sexual behaviours (Gabarron & Wynn, 2016).

Expected Outcomes

MyPEEPS Mobile is expected to enhance sexual-health knowledge, increase self-efficacy and reduce risky sexual behaviours by strengthening behavioural intentions and skills (Mustanski et al., 2019). Adolescents who complete the programme are more likely to use condoms, reduce impulsive decision-making and access sexual-health services. The intervention also improves communication skills related to consent and negotiating safer sex. Its digital format further reduces health inequalities by providing private, culturally sensitive support for youth facing barriers to traditional services (Montgomery et al., 2021).



Conclusion

MyPEEPS Mobile has significant implications for policy, education and research (Brown et al., 2022). It supports public-health policy goals promoting scalable, cost-effective digital sexual-health interventions for adolescents (WHO, 2023). Educationally, it enhances digital health literacy by offering interactive, developmentally appropriate learning tools. Research-wise, MyPEEPS provides real-time behavioural data that can be used to evaluate outcomes, address disparities and inform future digital intervention design (Wadham et al., 2019). As an evidence-based, inclusive and accessible tool, MyPEEPS strengthens global efforts to improve adolescent sexual health.

References

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