Pulse, an App in Action: Preliminary Usage Results from a Randomized Control Trial


About the Evaluation

- Less than high school diploma: 40%
- Part-time: 86%
- Had sex in last 3 mos: 89%
- 40% of participants visited 6 sections of the app
- 86% of participants visited 6 sections of the app
- 6% went to the clinic for SRH services in last 6 months
- 65% are interested in birth control

About Pulse

Web-based mobile app intervention
Text messages-based intervention
For U.S. teenagers ages 18 – 20

Pulse: The Web-App

Usage data includes only inactive treatment participants who have already completed the full 6-week intervention period (n=384 for full sample, n=321 for those who ever logged into app).

Get personal

- Get personal means talking with people who are similar in age and who are young. It helps make young people understand these issues and realize they are normal—because young people don’t know what teenagers are like in general.

Make a plan

- Make a plan means thinking through what you’d do if you had to talk about it and act on it. Participants may have young people understand their own and others’ experiences of making health choices.

Get savvy

- Get savvy means knowing what you can do and how to do it. The app provides people who are active in your life.

Know your options

- Know your options means understanding what different methods can do for you. If you can’t understand it, you need to be informed about the differences.

Know your body

- Know your body means understanding more about your body, your sexual health, and your reproductive health.

Take action

- Take action means making the choice with the doctor. That’s because no one really tells you what they think you should do when you’re in the doctor’s office. You need to know what you want to say and how to go about it.

App Usage

- 1.3 days between condonation
- 2.4 visits per user
- 40% participants visited 6 sections of the app
- 5.3 days between first and last visits

App Satisfaction

- 86% easy to use
- 89% easy to understand
- 81% interested in the content
- 82% easy to find answers to questions

Pulse: The Messages

- 2+ messages per week
- 70% messages in 6 weeks
- 65% received a reminder message
- 5% opt out of messages
- 15% experienced a message bounce-back

Promotional messages
- Highlight specific activities of Pulse

Educational messages
- Strengthen the case content of Pulse

Administrative messages
- Alert users of upcoming surveys and provide research study updates and technical support

Reminder messages
- Send users to log into Pulse and ensure activities

Messages within 6 weeks
- 90% received at least one message
- 84% received at least one message
- 70% received at least one message
- 65% received a reminder message
- 5% opted out of messages
- 15% experienced a message bounce-back

Pulse user

- 81% easy to understand
- 86% easy to use
- 88% easy to find answers to questions

About the Evaluation

- 40% Part-time
- 86%
- 23% Other
- Easy to use
- 65% some college or more (20% college)
- 65% part-time (not high school diploma)
- Less than high school diploma (20% high school or GED)

Randomized Participant Breakdown

- 525 participants randomized
- 385 completed the full intervention
- 369 participants completed the full intervention

6-week follow-up survey

- 65% completed the full intervention
- 65% completed the full intervention
- 65% completed the full intervention

Received a reminder

- 65% completed the full intervention
- 65% completed the full intervention
- 65% completed the full intervention

Messages per week

- 65% completed the full intervention
- 65% completed the full intervention
- 65% completed the full intervention