

## iCanPlan: Innovating Safety and Decision-Making Tools for Thai Women Facing Domestic Violence

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### **Abstract:**

In Thai society, domestic violence especially intimate partner violence (IPV) is often perceived as a private matter, with social norms discouraging survivors from seeking help. These cultural barriers—such as shame, fear, and the normalization of domestic violence—have led to the underreporting of IPV and limited access to support services. In response, the College of Public Health Sciences, Chulalongkorn University, developed iCanPlan, a mobile-based application designed to support Thai women experiencing domestic violence through self-assessment, safety planning, and connection to nearby resources.

This study aimed to advance the iCanPlan platform by integrating a tailored online safety plan and decision aid, empowering women to evaluate their situation, identify risks, and make informed decisions based on their individual contexts. iCanPlan offers a personalized, discreet, and accessible tool available 24/7—especially beneficial for women who may be hesitant or unable to access formal services.

The application incorporates validated IPV screening tools, health consequence assessments, and a directory of support services. It allows users to manage their safety without revealing their situation to others, ensuring autonomy and privacy. Ultimately, this intervention seeks to enhance self-efficacy, reduce harm, and expand access to help among IPV survivors in Thailand.

The platform also serves as a national database and awareness tool, contributing to public education and policy development. By promoting user-centered digital interventions, iCanPlan addresses a critical gap in IPV prevention and response in the Thai context.

### **Keywords:**

iCanPlan, Application, Domestic Violence, Prevention, Thailand.