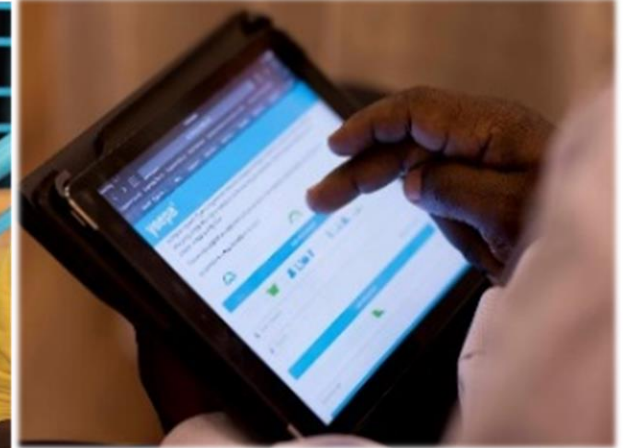
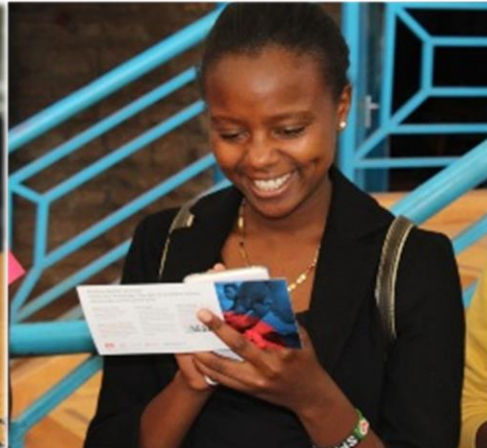
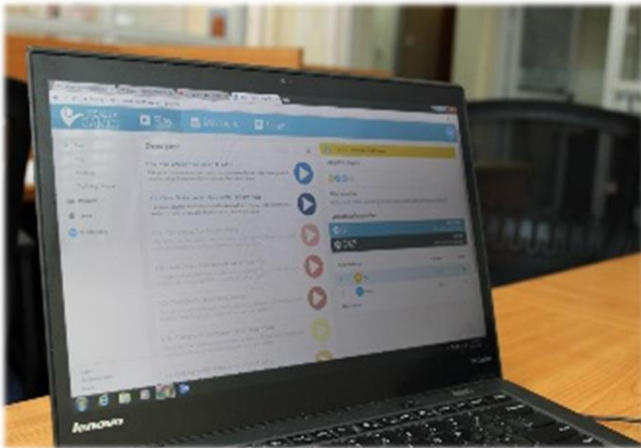




Health Games

TARGETING YOUTH & ADOLESCENTS FOR WORLD CONTRACEPTION DAY

Using Continuous Mobile Gaming to Raise Awareness and Connect Youth Communities



Why Health Gaming?

The Challenge:

- Lack of youth friendly, credible source for contraception and reproductive health in Kenya

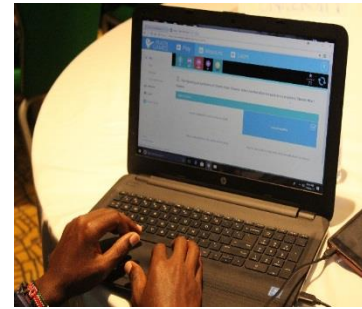
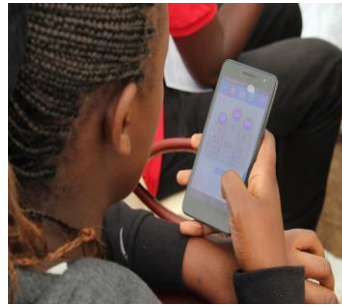
The Idea:

- Gamify learning to include credible quality content while simultaneously making it fun

Expected results:

- A youth friendly platform to raise awareness about contraception and reproductive health and dispel common myths amongst youth
- Connect youth communities via gaming

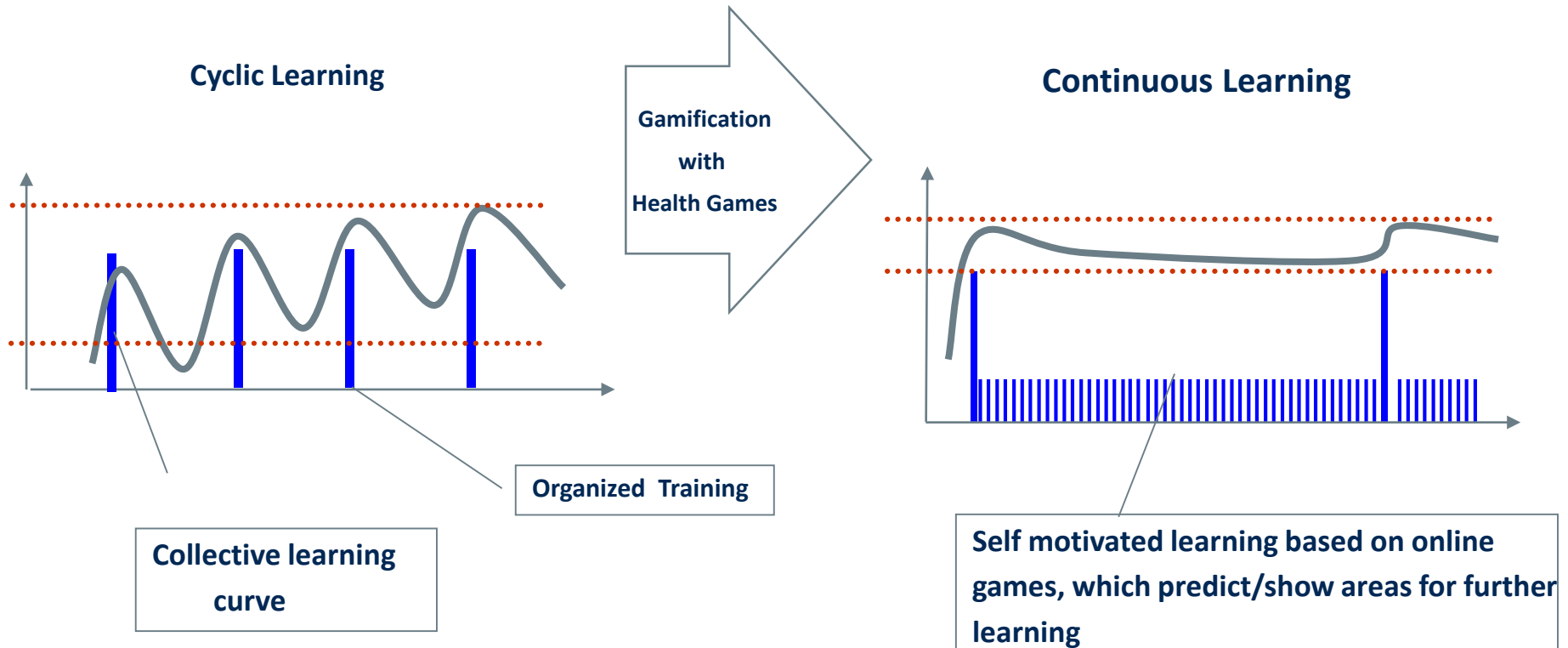




1. **A Quiz and learning game:** real-time interactive and multiplayering
2. **Multiple choice questions** with learning hints after each gaming round for better gaming and learning performance
3. A powerful psychometric **Analytics Engine** for precise measuring of individual and collective knowledge development based on probabilistic test statistics (Rasch model)
4. **Unlimited scalability** – an adaptive **Web-App** on all devices without installation
5. Easy to use **Authoring and administration Tool** for questionnaire surveys and multiple-choice tournaments.

Extending Learning from Periodic to Continuous

Health Games offers the ability to extend learning from a series of workshops to an entire year (compared to days) and provides impact analytics to measure progress



Games on yeepa[®] platform

- **Healthcare Supply Chain Management**

Supply chain for beginners! An introduction to key supply chain concepts based on JSI's Supply Chain Manager's Handbook



- **Your Choice, Your Future!**

A three-level game of increasing difficulty. Creates awareness around contraceptive choices and helps separate facts from myths



- **Healthy Lifestyles**

A three-level game of increasing difficulty. Equips you with tips to help make informed decisions to lead a healthy lifestyle



Under an RHSC Innovation Fund Grant, JSI developed Your Choice, Your Future Game to:

- Engage adolescents to build their **awareness** and **knowledge** on:
 - The variety of contraceptive methods available to them, their efficacy and use,
 - Dispelling sexual and reproductive health myths
 - Any other important content
- Promote a sense of friendly **competition** between adolescents within countries and across countries for World Contraception Day
- **Increase the reach** of WCD by extending its impact significantly through continuous mobile competitions in subsequent weeks
- Provide local links to sexual and reproductive health services, support and resources
- Develop a **community** of adolescents within and across countries that can be targeted in future with more content, learning and advocacy



HITTING THE TARGET POPULATION

Gaming allows youth to **access & learn at any time.**



53% are female. The mean age is 24



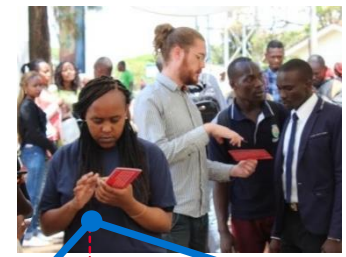
CULTIVATING SOCIAL VIRTUAL ENGAGEMENT

244,436 total questions answered over time

Events & Launches



295 Followers from 31 countries



24,557

12,958

17,994

32,337

28,210

68,219

56,568

WEEK of OCT 11

WEEK of OCT 18

WEEK of OCT 23

WEEK of OCT 28

WEEK of NOV 6

WEEK of NOV 13

WEEK of NOV 27

Kenya Institute of Mass Communication (Kayole)

ICL Mukuru Kwa Njenga Undugu Family of Hope (Kibra)

ACWICT (African Center for Women, Information and Communications Technology) (Kileleshwa)

ACWICT (African Center for Women, Information and Communications Technology) (Pumwani)

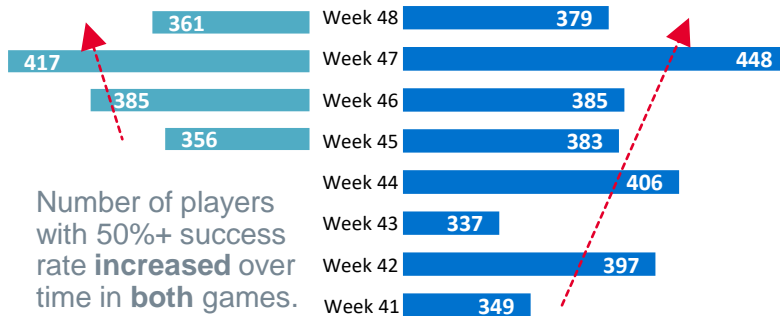
ACWICT & ICL Kisumu
Maseno University
Cooperative University of Kenya

Kenyatta University
FLASH Games at Park Inn Hotel

United States International University-Africa
University of Nairobi-World AIDS Day

LEARNING OVER TIME

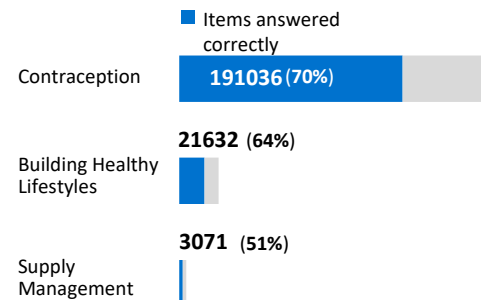
Healthy Lifestyles Game Contraception Game



Number of players with 50%+ success rate **increased** over time in **both** games.

LEARNING BY GAME

Contraception had the highest number of correct items answered.



PERCEPTIONS OVER TIME



18% more users reported consuming **no** alcoholic beverages.

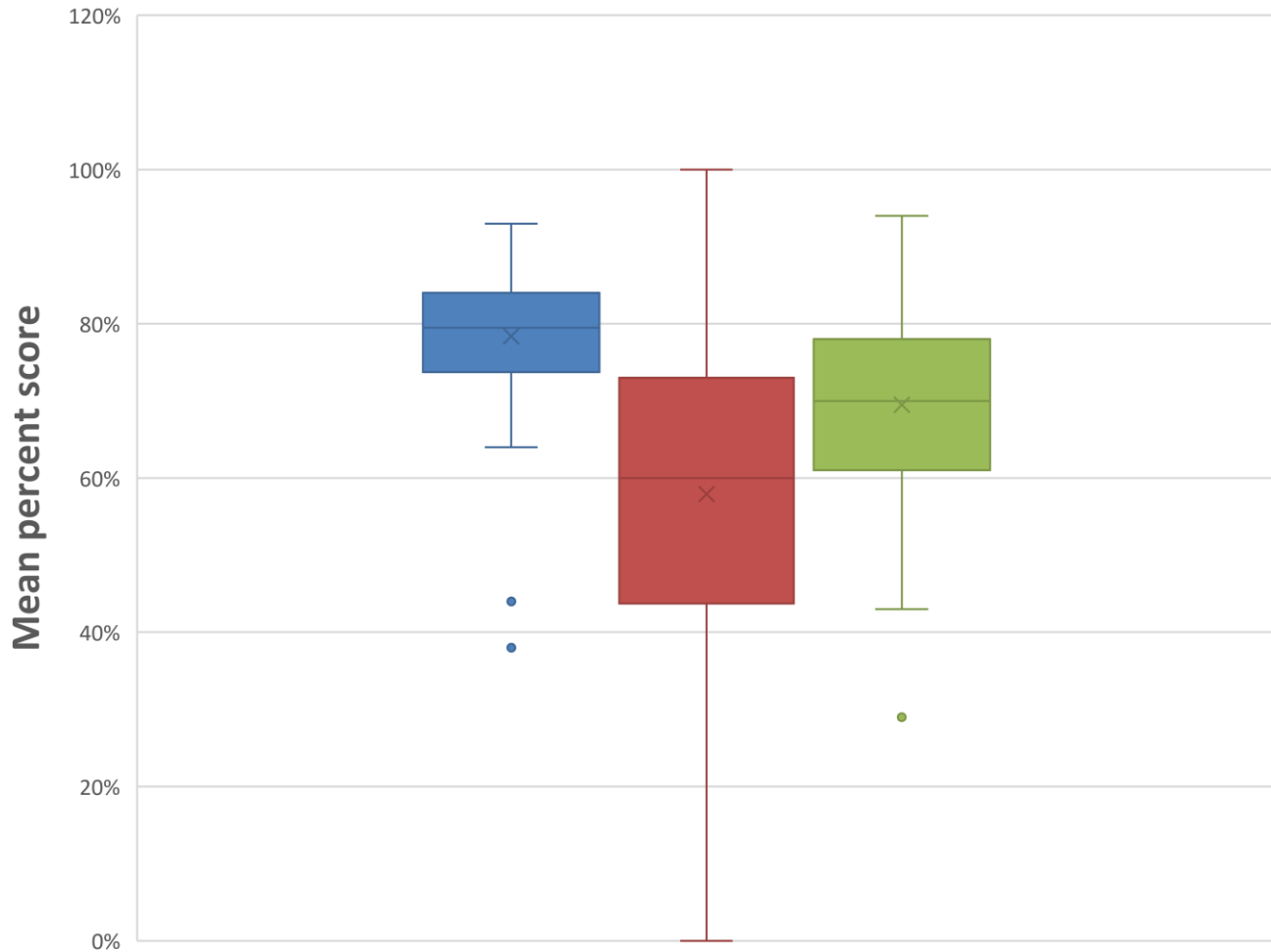
8% more contraception game users **did not believe** birth control promotes sexual behavior.



Contact: insupply@jsi.com

Percentage Correct Responses by Level

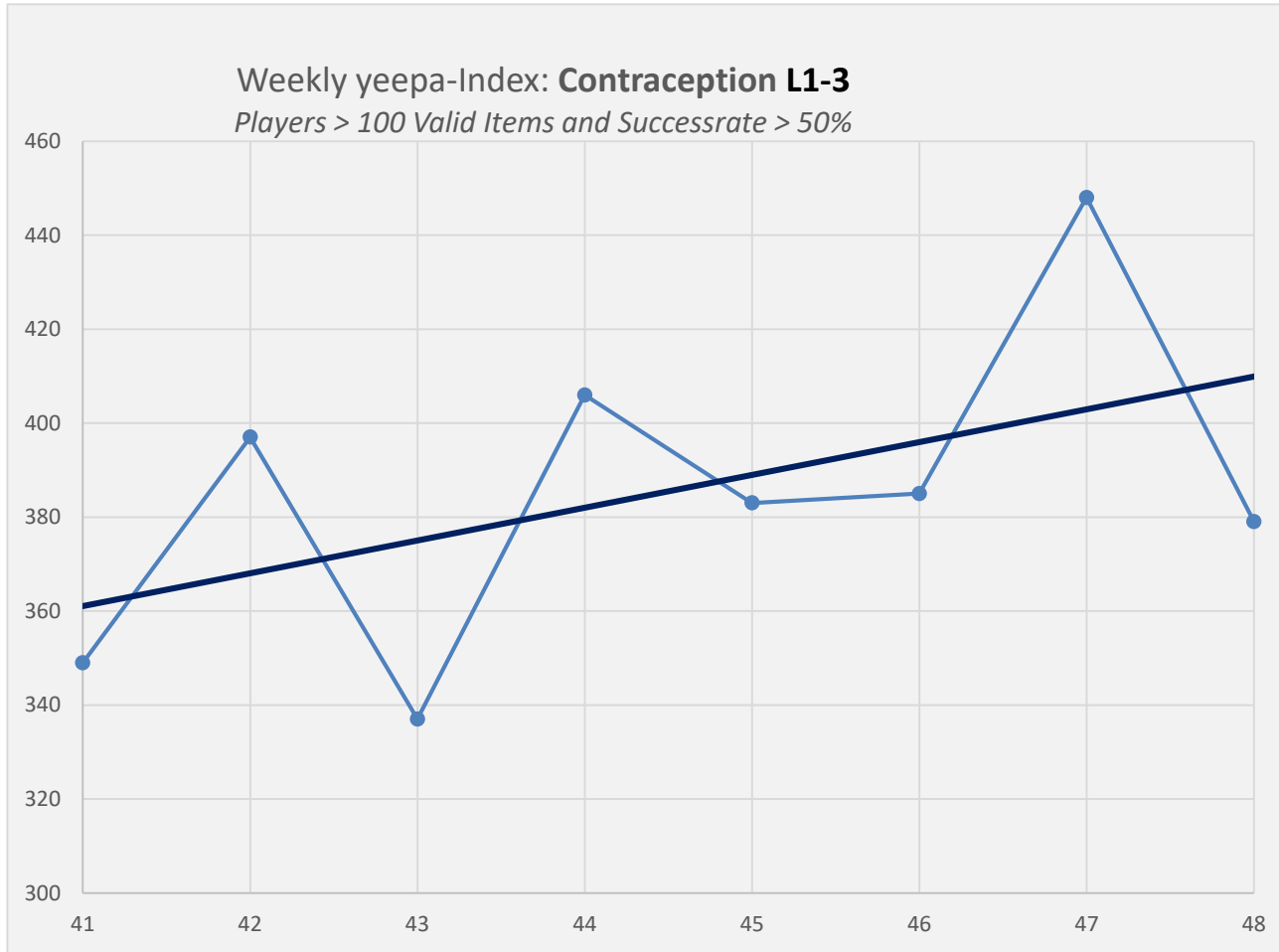
Contraception: Level 1, 2 and 3



Players received **highest most consistent correct scores** with the Contraception level 1 game (highest mean percent score of 84%; range of 64-93%)

Players received an average of 78% and 73% correct scores for levels 3 and 2, respectively, with much wider ranges for each level

Players DID Learn by playing the Contraception Game: The number of players who achieved a success rate of more than 50% increased over time



The yeepa index illustrates the development of learning over time

A dip in week 48 may be attributed to a large number of new users who didn't meet the 50% threshold since they may not have been as familiar with utilizing the jackpot feature or the content as the continuous users

↑
Oct 9th



↑
Nov 27th

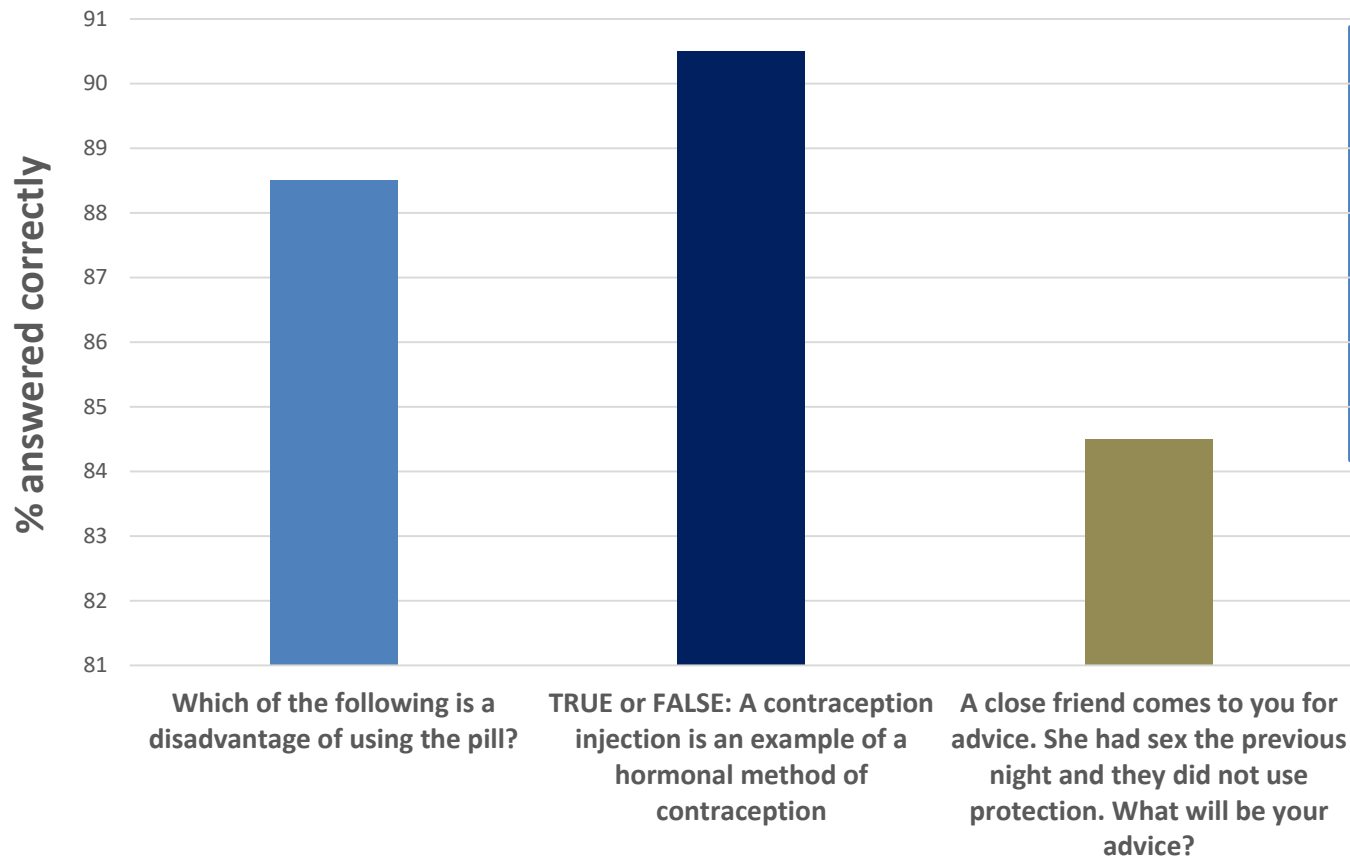


“[I] Can see myself at the top....I can't stop playing this I urge my friends to join me in the game and get to know our reproductive health well”

- Youth participant in Your Choice, Your Future!

Highest Scoring Questions: Where Learning was Greatest

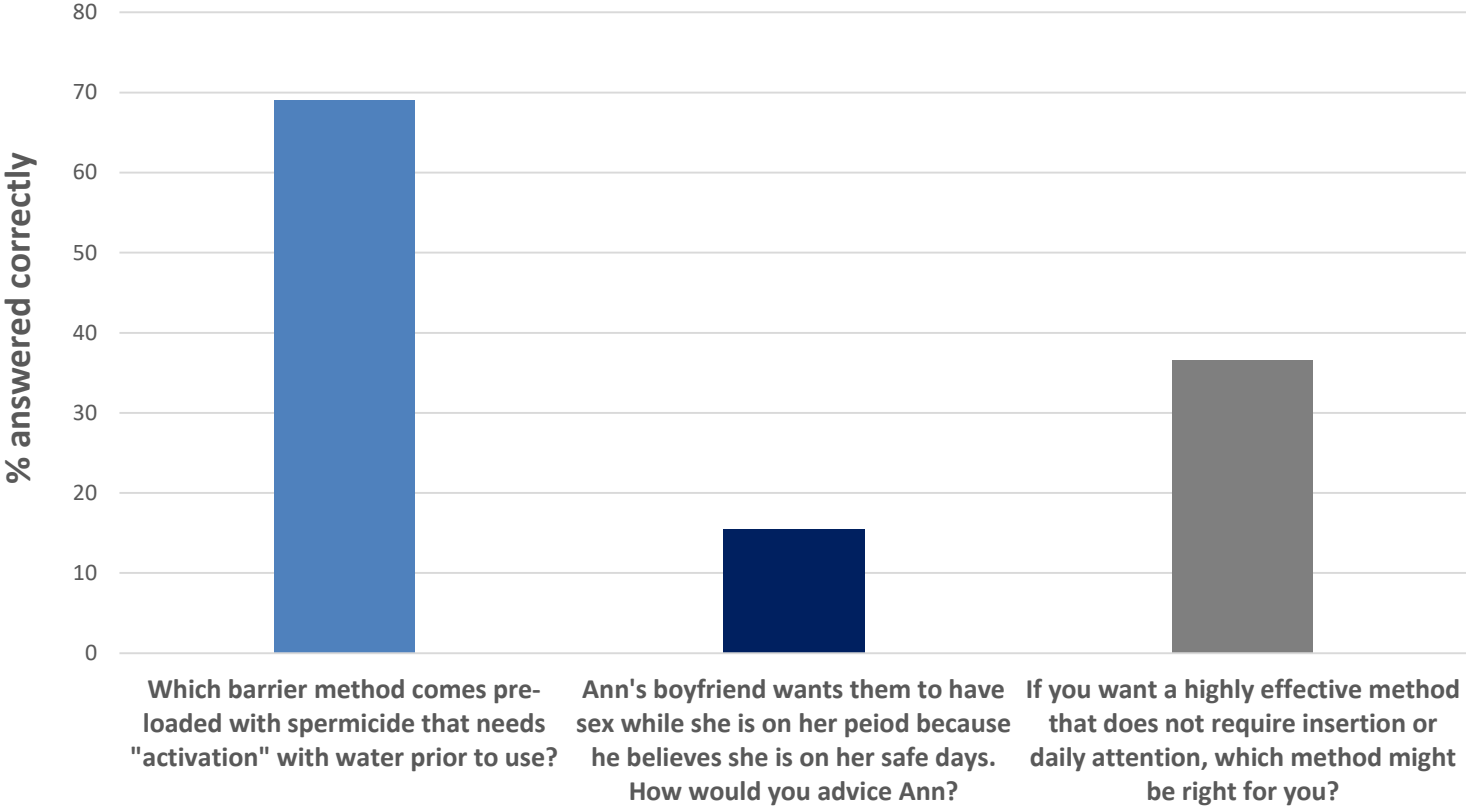
Questions answered most correctly for levels 1, 2 & 3



There is no specific characteristics of questions that users answered more correctly versus the low performing questions.

Lowest Scoring Questions: Areas for Program Intervention

Questions answered least correctly for levels 1, 2, & 3



There is no specific characteristics of questions that users answered more correctly versus the low performing questions.



LEVEL 1



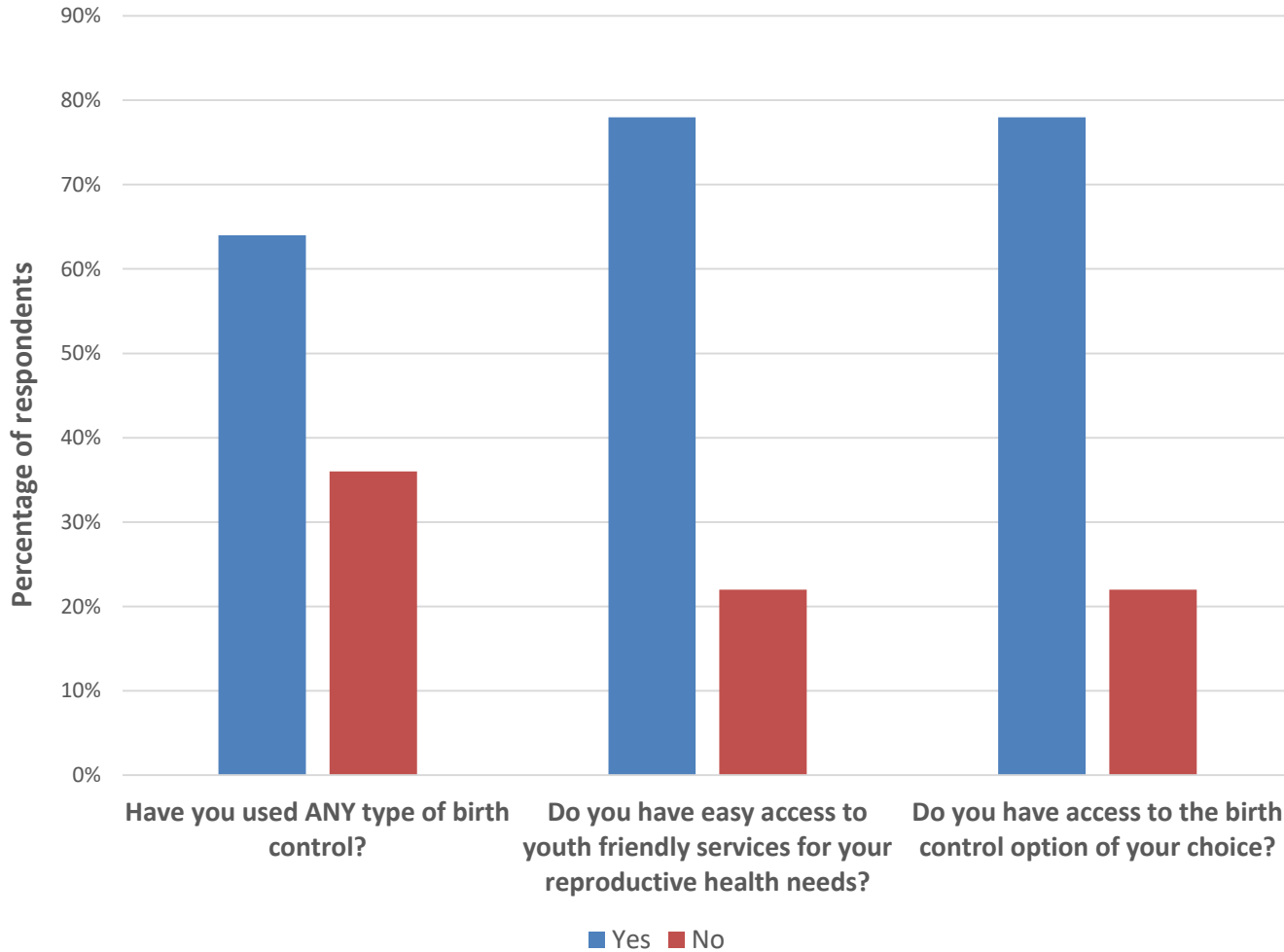
LEVEL 2



LEVEL 3



Perception Questions: 64% of gamers responded that they had used a form of birth control at some point



78% respondents answered having easy access to youth friendly RH services AND access to the birth control option of their choice

Inference that access to youth friendly services promotes access to the birth control option of choice

Narrowing the gap in access to youth friendly services may fill the 36% gap in access to birth control of choice for youth

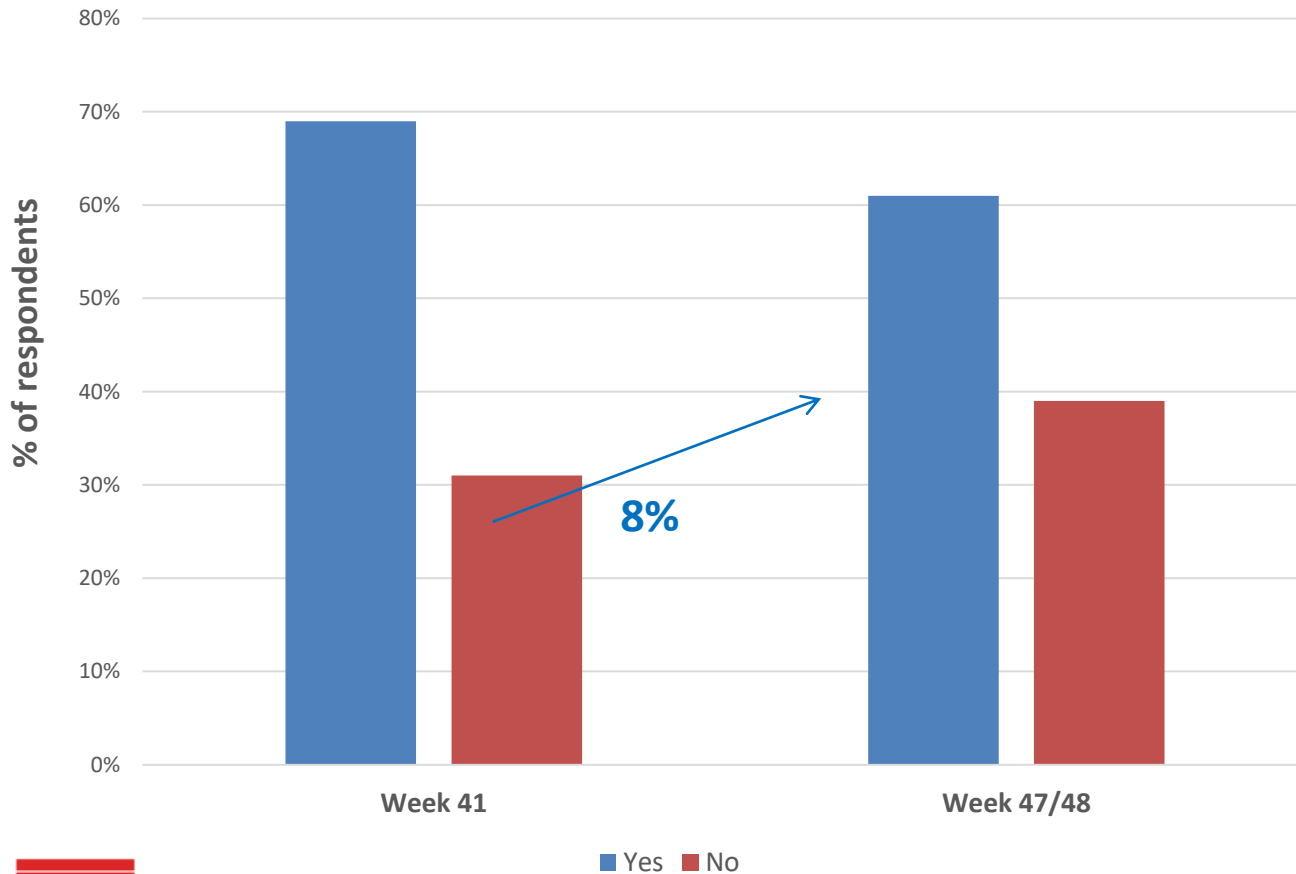


NOTE: Because data derived is anonymous, the profile of users who played in the first week cannot be compared to those who gamed in the last week. There will be some overlap and some differences, however this can only be implied



Reproductive Health Perception Questions: Dispelling Sexual Myths

Do you feel that access to birth control encourages engagement in Sexual Activity?



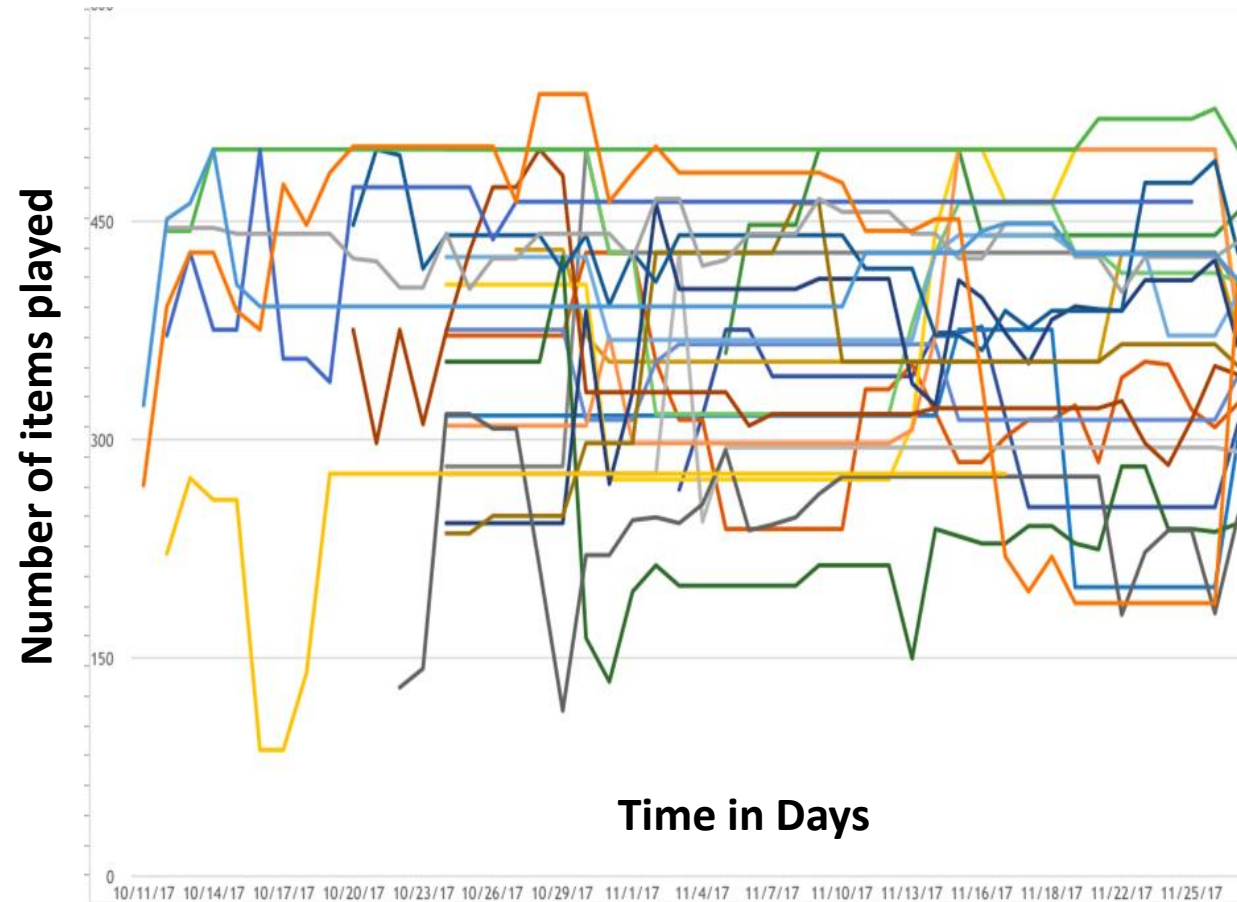
8% MORE users in the last week of gaming did not believe that birth control encourages engagement in sexual activity compared to the first week of gaming (Week 41).



NOTE: Because data derived is anonymous, the profile of users who played in the first week cannot be compared to those who gamed in the last week. There will be some overlap and some differences, however this can only be implied



Continuous gamers enjoyed the convenience of playing at any time



Usage patterns suggest that the unrestricted access to the game after registration enabled users to play when and where they wanted. This suggests that trying to offer the same learning content during face-to-face workshops or at specific times might restrict engagement and learning. Providing a tool that offers youth the freedom to access, play and learn at any time appears to be a successful route to reaching youth with important content.



Each line represents the number of items played by each continuous gamer over time



What We Learned

- Youth had limited knowledge of contraceptive methods, they found gaming a fun way to learn more and kept playing because the questions kept changing
- The youth preferred gaming to workshops or seminars
- Incentives such as online weekly prizes are important to engage youth and encourage continuous gaming
- Linking gaming with “offline resources” adds value beyond learning
 - Having a nurse at both launches helped address questions about contraceptive methods and access to youth friendly health services in the area.
 - The Health Games Facebook page enables continuous engagement



Potential Areas of Future Application

1. Blended learning approach

Combine gaming with traditional classroom based learning to provide real time analytics to measure competency

2. Youth portal

Gaming can be part of a bigger over-arching platform that aggregates quality, credible youth friendly health information using a multi-sectoral approach for content provision

3. Development of skills and CPDs

Help health workers acquire or update their skills remotely, on their own schedule. Platform is content agnostic

Instructions to Log in

1. [www. health-games.org](http://www.health-games.org)
2. Select Registration Code (once you have created your account, for subsequent logins you will click on the 'Login tab').
3. Enter Registration Code **4040**
4. Create Account
5. Fill out your account details in particular Nickname, Email and Password.
6. Click on Submit. Your **nickname** and **password** are now your login credentials for subsequent logins so please remember them!!
7. Click on the Play tab above and select the **Your Choice! Your Future** game

How to Play

- Questions are designed as multiple choice
- You are playing in direct competition with members of your group.
- You can only proceed to the next question if all the members of the group have answered the question.
- You have a maximum of 45 seconds to answer each question
- To maximize your score use the jackpot feature. If you are certain of your answer, click on the jackpot on the upper right hand corner before you click on the answer, to double your points. Get the answer wrong and lose all your points!!

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70+ Countries over more than
35 Years

15

countries

Where JSI has developed automated or web-based LMIS solutions.

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THANK YOU!

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