

HITTING THE TARGET POPULATION

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

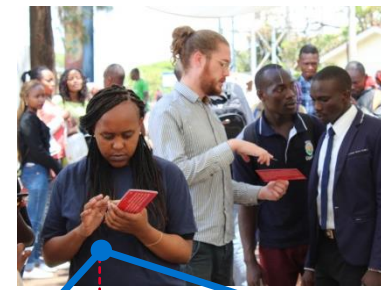
1,010 players registered



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

Kenya Institute of Mass Communication (Kayole)

WEEK of OCT 18

ICL Mukuru Kwa Njenga Undugu Family of Hope (Kibra)

WEEK of OCT 23

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

WEEK of OCT 28

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

WEEK of NOV 6

ACWICT & ICL Kisumu
Maseno University
Cooperative University of Kenya

WEEK of NOV 13

Kenyatta University
FLASH Games at Park Inn Hotel

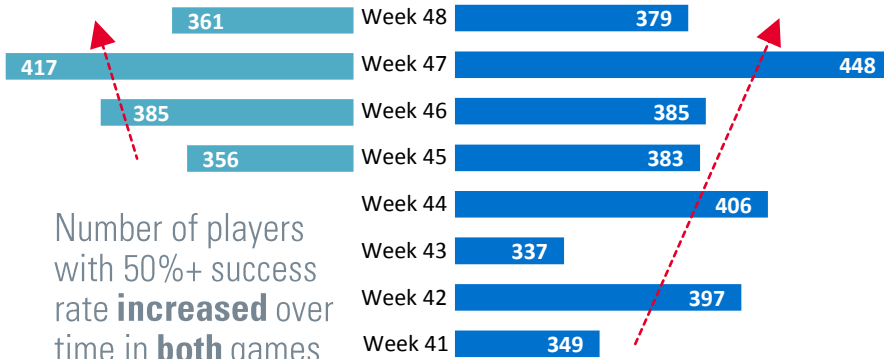
WEEK of NOV 27

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

LEARNING OVER TIME

Healthy Lifestyles Game

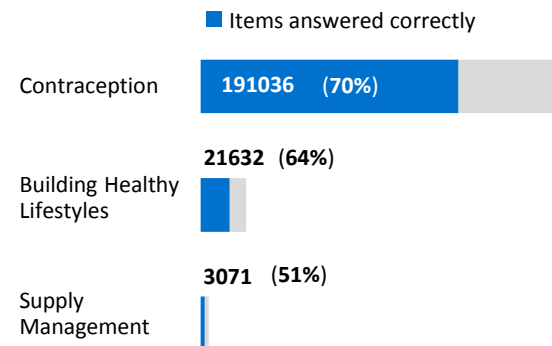
Contraception Game



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