

# Health Games: Cultivating social and virtual engagements for improving health

## Gaming for Health

inSupply Health has implemented serious gaming across different use cases in both public and private health sectors. A 2017 pilot of Health Games provided youth with a credible and friendly source of health information to help reduce adverse health outcomes by changing behaviours. Over 1000 youth between 15 - 24 years across 10 tertiary institutions in Kenya answered 240,843 questions on the **Your Choice! Your Future!** game and the **Building Healthy Lifestyles** game. The games empowered the youth, improved their agency, and increased their knowledge index by 70% and 64%, respectively.

inSupply Health has also implemented games for health workers, building capacity in Immunization Managers' ability to design vaccine supply chains. inSupply is exploring the use of gaming for market insights for the private health sector.



## Why gaming for health?

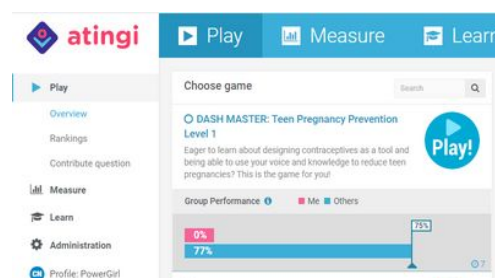
- Users can access the platform at their convenience via mobile phones or web browsers
- Gaming is an interactive, fun and habit-forming approach that motivates users to stay engaged

- inSupply's partner platform measures performance and knowledge acquisition over time and has an analytics dashboard to allow managers to monitor key KPIs
- Gamers can organize group games to compete and win the jackpot

## Gaming platforms

Powered by Yeepa, inSupply's health gaming is made possible by 2 gaming platforms:

- [www.atinqi.games](http://www.atinqi.games) Sexual and Reproductive Health and Rights (SRHR) games for Youth and Adolescent
- [www.health-games.org](http://www.health-games.org) Healthy lifestyle games to prevent Non-Communicable Diseases and Supply Chain Management course for healthcare workers



## Use cases for gaming



To create awareness on SRHR, NCDs, Youth-powered design and other health topics



Capacity building for healthcare workers and supplement Continuous Professional Development trainings



## User Journey

Through a Human Centered Design process, inSupply engaged the HCDEXchange's Youth Leadership Hub to develop gaming personas to better understand the behaviors, habits, and motivators for the gamers:



**Gaming enthusiast** - A gamer in the true sense. Always the first to test out new games (early adopter) and has an appetite for winning!



**Curious Dabbler** - Curious at first, this person wants to know the latest and tries everything; however, he/she is quick to fall off the bandwagon.



**Indifferent Disbeliever** - Not convinced that knowledge can be acquired through gaming.



**Vulnerable In-access** - Due to lack of access to technology they are hard to reach through gaming



## Lessons learned

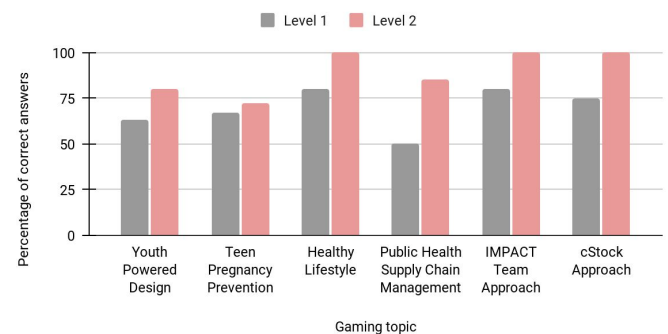
- Gaming is most cost effective when integrated into existing workshops, trainings, programmes and curriculum.
- Key motivators and incentives highly vary by demographic, affecting usage and retention.
- Implementers and managers must include resource requirements to maintain, motivate and scale-up the use of gaming in the dramaturgy and implementation plan
- Offline access to the platform is key for reaching vulnerable and at-risk gamers from remote and low-resource settings.

## Learning overtime

inSupply's experience shows that as gamers continue to play their knowledge grows, which fosters positive behaviour change that leads to better health outcomes. As depicted in the graph, an increase in gaming increases the user's knowledge.

Growth in Knowledge Index across Multiple Games

2017-2020



## Looking Ahead

inSupply Health is exploring different use cases for both public and private sectors, including:

- Providing companies avenues to collect anonymized feedback on products and services
- Integrating gaming into trainings and workshops to be able to measure effectiveness of capacity building interventions
- Allowing health care practitioners to provide customized care to patients through responses to embedded surveys and identifying topics and questions that patients have a lower success score
- Enabling user groups such as adolescents to learn about taboo or unfamiliar topics

