GameOn!: A Student-Developed Game Initiative to Fight Malaria

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Rob Willems, School of Communication, Media & IT, Communication Systems, Hanze University of Applied Sciences, Groningen, the Netherlands
What is my talk about?

Malaria is one of the leading causes of morbidity and mortality in Kenya and it kills an estimated 34,000 children under five in Kenya every year. 77% of Kenya’s population lives in areas where the disease is transmitted. The disease is responsible for 30% of out-patient visits (requiring more than eight million out-patient treatments at health facilities each year) and 15% of all hospital admissions.

About 3.5 million children are at risk of infection and developing severe malaria.

http://kenya.usaid.gov/programs/health/72
MALARIA

KILLS 3000 CHILDREN EVERYDAY
Malaria in Kenya

http://kenya.usaid.gov/programs/health/72
Visualising Issues in Pharmacy 2007

Pharmacy and graphic design students working together to raise public awareness of critical health issues in Kenya, Africa

Discussion Forum

Fri 25 May 2007 - 11:58 UTC
Rick Bennett - Convenors

sarah,
your enthusiasm is infectious and you are truly of the same mind as me. I agree the excuses are exactly that. We (the Omnium team) went to their last conference in Germany which to be honest was pretty boring with not many people do much that the younger generation had not already been doing for years. Web 2.0 is an example of this - an idea that everyone thinks is new but most of us have been doing for years anyway.

I sat in the back row of the keynote presentations for a few minutes and listened to ideas that were basically obvious and pretty old and thought (and said to Andy) why are we not giving this talk instead of them ... I don't think they are ready for this kind of project yet. Its all too much like hard work and too radical for most. Needless to say I left after 5 minutes and went to the bar. I did tell Andy that I was leaving who was sat three seats away - but of course I told him via iChat as there was a great WIFI connection - :}

keep up the great work sarah and one day we will meet I know it.

Fri 25 May 2007 - 13:16 UTC
George Oryango - Pharmacy Special Guests

Hello Everyone,
It is so encouraging to be out fro a few days and find such a bee-hive of activity going on here. Thanks for keeping up. I went down to a village to check on a widow Jenipher(whose house is in the winam gallery ) she is so happy now that her house is 80% complete.

Any way I will try and tackle your questions concisely... please excuse my brevity.

Winam covers traverse area, the area MPs are Honourables Prof. Arvano Nyonoo', Rev.ken Nyanoudi, Go Sunou, Sammy
Visualising Issues in Pharmacy 2007
Card game
What is Malaria?

A: A PLANET.
B: A DISEASE THAT MAKES YOUR BODY SICK.
C: A COUNTRY.
D: AN ANIMAL.

Malaria is a disease that makes you sick. It is a life-threatening disease transmitted by mosquitoes.

It does not attack people because they have weak blood; nor because they are bad people. A mosquito can bite any person and infect them with the parasite that they carry.

It is mosquitoes that cause Malarial

THE CORRECT ANSWER: B
How do you get Malaria?

A: FROM A MOSQUITO BITE.
B: FROM YOUR FRIEND.
C: FROM A SPIDER.
D: FROM EATING MEAT.

You get Malaria when a certain type of mosquito bites your skin. Most mosquitoes in the area are the dangerous kind so it is best not to allow any mosquitoes to bite your skin.

Practice prevention at all times! All boys and girls and babies; men and women, especially pregnant women should practice prevention!

Malaria occurs more often in the long rainy season (from March through to June) and also in the short rainy season (from October to November). It is best to also be careful throughout the year.

Mosquitoes are most active from sunset each day, through the night to early morning. It is best to stay indoors or under the mosquito nets during this time. You should also wear a long-sleeved top and long skirt or trousers to cover your body and protect it from exposure to mosquitoes. Mosquitoes are usually not active during the day time.

It is mosquitoes that spread Malaria!

THE CORRECT ANSWER: A
HelpHeal: 5 areas

- Health advocacy
- Income generating activity
- Home based care
- Orphanage & vulnerable children
- Primary Education
The goal of *GameOn!* is to develop a serious video game. In this minor students will be working in teams and in collaboration with students from Woodbury University, Los Angeles (USA).

The object: to develop a serious game that aims to change behavior through awareness.

*The setup*
A multidisciplinary group which unites expertise from didactic and game production backgrounds produces an educational game for an international learning environment.
To develop a computer game in the battle against malaria, for children in primary schools (10-15 years) in Kenya (Nyanza province).

The game(s) would be a success if children are:

- Able to tell signs of malaria clearly
- Identify malaria transmission methods
- Tell what times of the day mosquitoes bites occur
- State cheap and effective ways of preventing malaria
- The importance of going to the hospital and finishing drug doses
Computer games in Kenya?

YOUTH FACT BOOK
INFINITE POSSIBILITY OR DEFINITE DISASTER?
The set up

- Three multicultural teams, 19 students, 9 countries
- Three games, one assignment
- 20 weeks of production time
- Lecturers: Eelco Braad, Manno Bult, Loes Damhof, Lieke Drukker, Harro Leupen, Martijn Meutgeert, Rob Willems
- Partners: George Onyango (HelpHeal), Nataly Martini & Arthur Liu (University of Auckland), William Novak (University of Woodbury), Herman Veenker (Educational Institute, Hanze University), Marietta Muhonen (Applied Psychology, Hanze University).
A closer look at the program

Theory:
- psychology & developing (game)concepts
- cultural differences and sensitivities
- programming/scripting in Flash, Assets
- kaleidoscope (meet and discuss with experts e.g. malaria)
- researching effectiveness

Production:
Orientation/Blueprint/Design phase: research target audience, game concept, game design document
Preparation/production/finalization: programming, artwork, playtest prototypes & final game.
The result: three games
All have the disease named malaria. Let's go to the principal!
Team Rukia

- Arndt Jankowski
- Ronald Kok
- Vita Nalivaikaite
- Caroline Pinto Batista
- Nora Salem
- Jasper Snijders
The mosquitoes steal all the prevention items from the people - everything that people need to protect themselves.

The village is lucky. There are two brave heroes who will try to fight against the mosquitoes to get the items back and to help the village.
Team Mosquitown

- Vivien-Fame Bickley
- Christin Fischer-Moll
- Tuong Linh Le
- Cátia Lopes
- Miguel de Lorenzo
- Nico van Pelt
- Daniel Zijlstra
JASIRI
I NEED TO FIND SOMETHING THAT HELPS ME GET IT OUT OF THE TREE.
Team Kuumwa

- Joana Alves
- Regina Foremny
- Rob Meijeren
- Aitor Merceiro
- Lennard Sprong
Playtest at 3 schools
George Onyango: Hi guys. Today I received the batch of CDs with the Malaria games. Trying them out now. Good work and well done team!
• Games shipped to HelpHeal
• Played at several schools
• Effectivity (in relation to the learning objectives) will be evaluated
Future plans

- Keep evaluating the malaria games
- New project with HelpHeal in september
- Subject is HIV/AIDS
Partnership: Bondo University
Welcome to JOOUST

Welcome to Jaramogi Oginga Odinga University of Science and Technology (JOOUST). The University has just been elevated to a full fledge University following the award of Charter by the President of Kenya, His Excellency, Hon. Mwai Kibaki on the 13th day of February 2013.

The ceremony was also graced by the Prime Minister, the Right Hon. Raila Amolo Odinga.

Introduction

Jaramogi Oginga Odinga University of Science and Technology (JOOUST) is situated Bondo Town within Siaya County on Bondo Usenge Road. JOOUST is the successor of Bondo University College (BUC) which was established by the Government of Kenya as a Constituent College of Maseno University through a Legal Order No. 56 of 11th May 2009.

Vision, Mission and Core Values

Vision
The beacon in training, research and sustainable development.

Mission
The Mission of the University is to provide quality education and training.

Message from the Acting VC

Prof. S. G. Agong’, PhD, FAAS

13.02.2013
Award of JOOUST Charter by His Excellency Hon. Mwai Kibaki, C.G.H., President and Commander-in-Chief of the Defence Forces of the Republic of Kenya.

Old Site
This Site is still under development. More on JOOUST is available at the old site below:

http://www.bondo-uni.ac.ke
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Cavendish Wachera Mwangi

There is much I would like to learn from this whole project. Most important how to program. This would enhance my skills and enable me to be able to create other programs that would be of help to the community. I also would like to become better in teamwork which is a key component in building and implementing of successful projects. In addition I would also like to learn how to create a positive impact to the community around me and in the end be proud of making an achievement.

Living in a community infected and affected by Hiv/Aids, watching people die all because of this disease and knowing that I have a chance to change all that and save the future generation by designing games is an opportunity I can’t let pass me by. Thank you for this great chance that you have offered to me.
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Oliver Nyaswenta Nyagah

My motivation to join Game On is my interest in animation (especially cartoons and playing games); and also the need to pass important lessons and messages through the simplest and fun way, which captures their attention, therefore reaching more people, hence making the message more relevant. I would also want to learn something new aside from what I am majoring in my university studies. This prompted me to be very interested in the project and would love to be part of it.

Also living in a community that is infected and affected by HIV/AIDS, I have seen the impacts of the disease to the community therefore I believe I will be in a good position also to be a researcher to the team. Moreover that I would like to learn programming and I am optimistic that being a team member in Game On I will be able to achieve this ambition. I believe that being part of a team I will be able to improve on my team work which is a major component in any successful project.
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Society Empowerment Project (Oyugis, Kenya)

SEP uses football to engage youth, teach life skills, & develop community leaders. Agricultural programs offer food security & fund education.
GameOn!...it has been an exhilarating journey

(George Onynago)
Learning about malaria for people of my age has been through word of mouth and frequent radio adverts which make little or no sense to those who are truly vulnerable to malarial attack. (…..) the method of handing on malaria information from one generation to the next has not translated into sustainable learning hence perpetuating the presence of the disease.

I had long given up on finding a better way to teach my children about malaria till I tried a card game developed in 2007 for children in primary schools through collaboration with the University of Auckland; which eventually proved interesting and effective in sharing knowledge on malaria.
When GameOn came along; I was to second guess on one thing now my kids wanted to engage in. (....) I was convicted of the appropriateness of a computer based game tackling any disease; more so malaria. (....) Nothing arouses primary interest of a Kenyan child living on the fringes of Lake Victoria more than an opportunity to play a computer game. It allows them the realization that computers are not complex electronic gadgets that only adults have access to.

The game was generally received well and several enthused children kept asking for copies to be availed. The children were amazing with the feedback they offered sometimes in technical areas we hadn’t even realized.

The interactive nature of the games makes the message sink into the young minds of the children in a manner that can only be compared with curiosity that children develop as they vocalize their first few words.
I totally agree with Victor Hugo’s assertion that there is no more powerful force than an idea whose time has come. The power of games to tackle society’s challenges is an idea that everyone should embrace for how else will you entertain, pique interest and sustain momentum in education?

Our new government administration has pledged to avail laptops to all children enrolling in their first grade by next year (2014). It is my hope that Kuumwa, Mosquitown and Rukia will be favourite constructive menus spewing life saving information to representatives of future generation. Live live GameOn!

Appreciation to students and teachers at Hanze University and all the collaborators who concertedly produced such wonderful piece of work.
Want to join *GameOn*?

Game On

All work and no play? Not this time! During the Game On programme you will develop an educational videogame, work closely together with an international group, broaden your horizons by crossing borders, and learn from other disciplines besides your own. Sounds good? Then it’s GAME ON!

As part of a multicultural team you will develop a game concept, research the target-audience, question the theory of games, psychology and experts and produce a game that aims to change behavior through learning. You will be involved in classes and workshops and will collaborate with students from different schools and countries in developing a multi-platform game together. You will be challenged to combine skills while exchanging cultural knowledge with your fellow students.

Please note that no prerequisites are required. A short assessment at the beginning of the minor will determine your entrance level.

http://www.hanze.nl/home/Schools/Instituut+voor+Communicatie+Media/Opleidingen/Minor/Game+On/
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