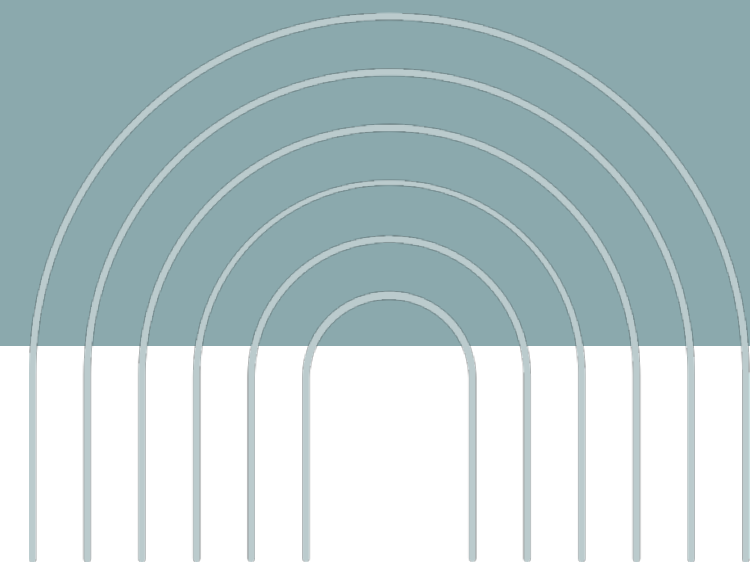
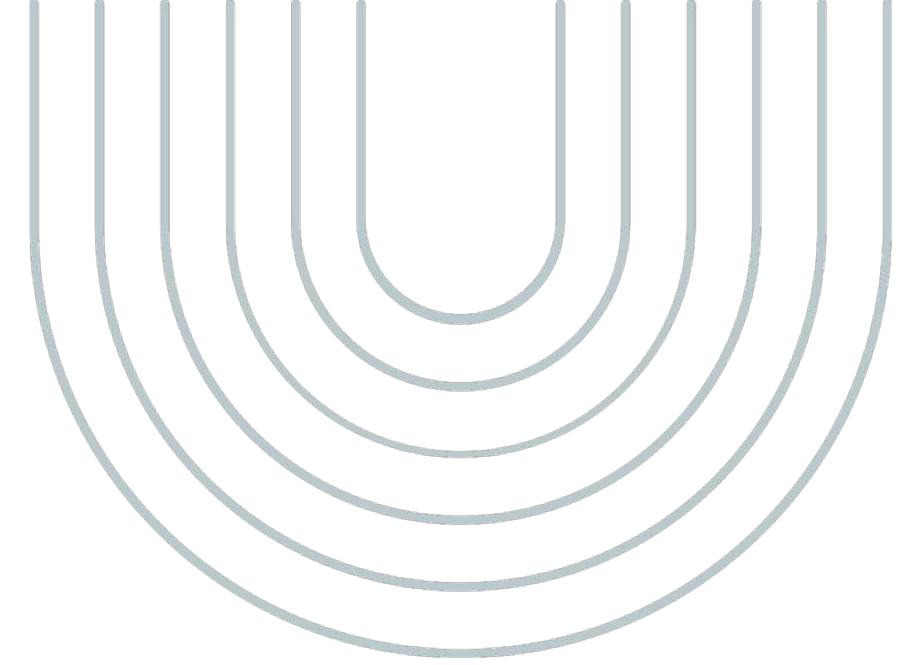


GAMIFICATION STRATEGIES TO INCREASE AWARENESS AND EDUCATION ON TROPICAL DISEASES AND REPRODUCTION HEALTH



Jacey-Lynn Minoi, PhD
Co-founder CreativeCulture
EST. 2017



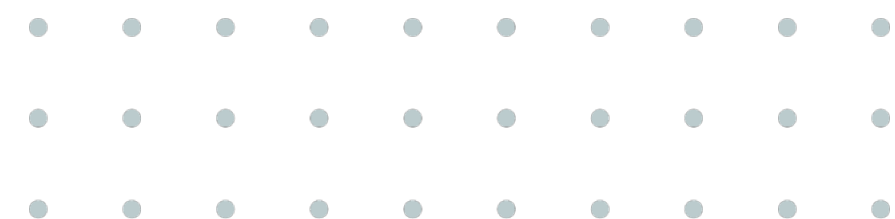


01. **INTRODUCTION**
Gamification and its usefulness

02. **HANDS-ON**
2-4 mins practical to practice

03. **CASE STUDIES**
Sharing and discussion

04. **REFLECTION**
Conclusion



**TODAY'S
CONTENT**



HELLO!

Gamification Centre
myCapsule Space, LG Block A, Faculty of Computer Science
and Information Technology, Universiti Malaysia Sarawak
(UNIMAS).

Contact us:

Website: creativeculture.my

Email: creativeculture.my@gmail.com

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**Creative
Culture**

ACES



A Community-Centred Educational Model for
Developing Social Resilience through Play



GCRF

Global Challenges
Research Fund



**UK Research
and Innovation**



IEEE

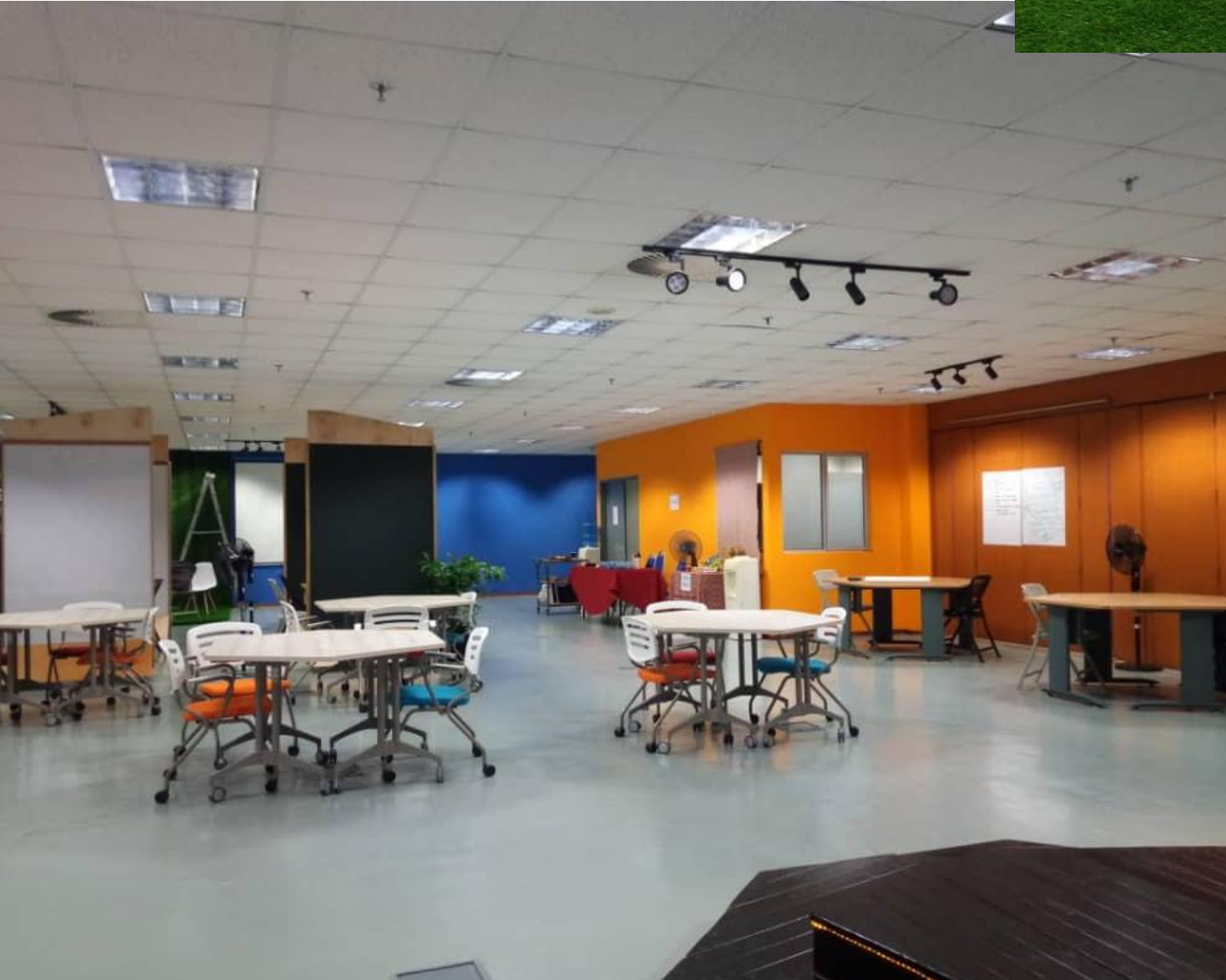
SARAWAK SUBSECTION



**Newton
Fund**

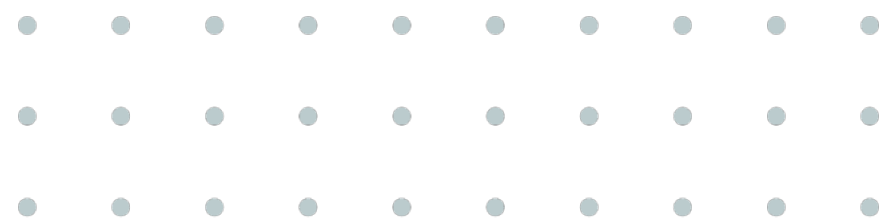


elty of the Playlab bus



INTRODUCTION

- Gamification is a strategic approach that enhance systems and activities by **infusing playful experiences** and design elements
- Objectives: to **motivate** and engage users throughout data acquisition, needs analysis, testing and validation processes
- Goal: to **empower** and enrich their learning experience through gamified activities



OBJECTIVES

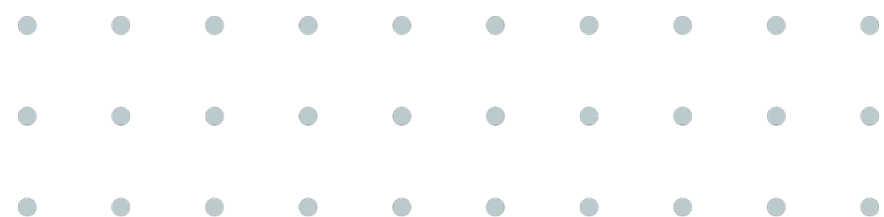
- Highlight the importance of health education in communities.
- Introduce gamification as a powerful tool for engagement.
- Showcase strategies tailored to reproductive health and tropical disease awareness.



Game design thinking
Social gamification
Pervasive and location-based
Hybrid Approach
Holistic and trans-disciplinary
Experiential Play Game-based learning
Pedagogy-driven
Digital gamification

WHAT IS GAMIFICATION?

Gamification involves applying **game elements**, such as points, challenges, and rewards, and game **design principles** to **non-gaming contexts** to make activities more **enjoyable**, competitive, and interactive, ultimately encouraging active participation and promoting learning or **behaviour change**.

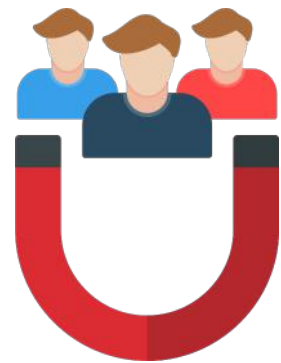




Enhances motivation and active participation.



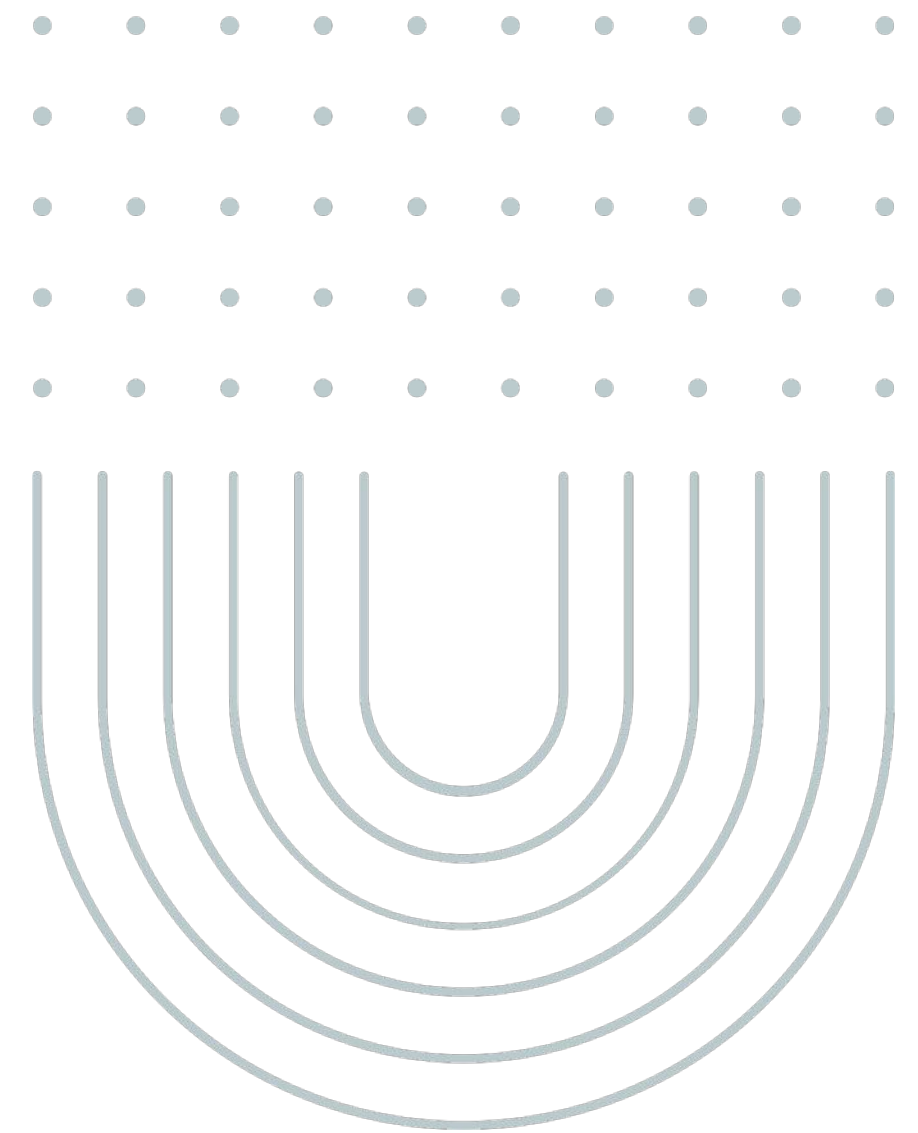
Fosters collaboration and healthy competition.



Increases retention of information.



Creates positive behavioural change.



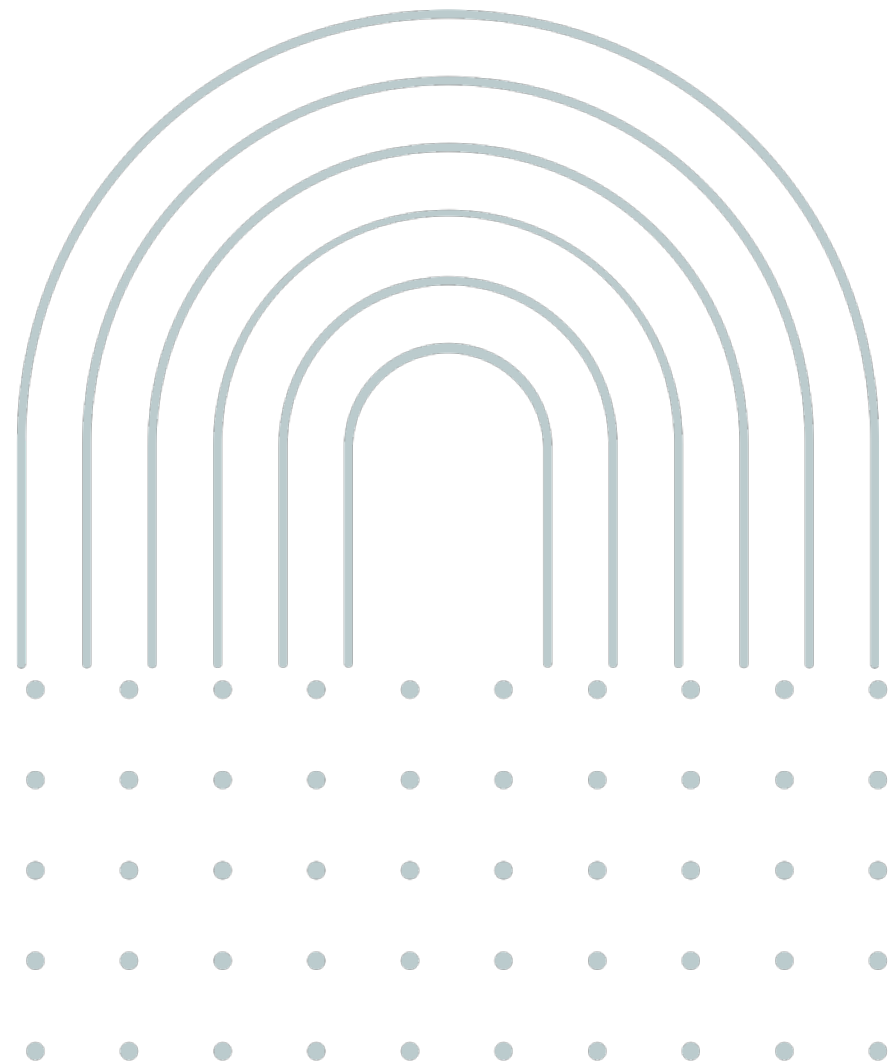
WHY GAMIFY?

THEORY OF CHANGE

Logic framework to manage impact

Change of mind, heart and attitude (based on 4 Laws of Behavioural Change, *Atomic Habits* by James Clear; 2022)

1. Make it obvious
2. Make it attractive
3. Make it easy
4. Make it satisfying



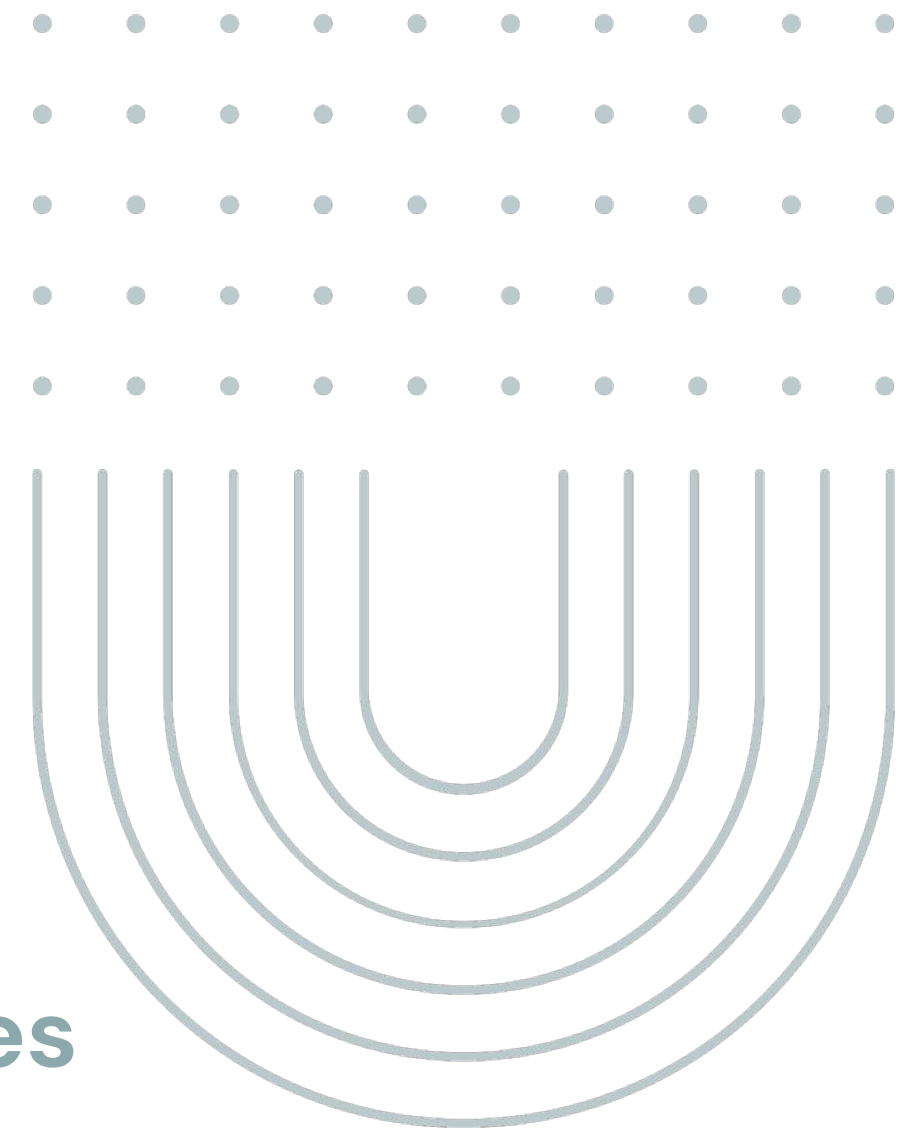


Environmental design,
spaces

Cues, triggers and nudges

Playful and colourful

Frugal



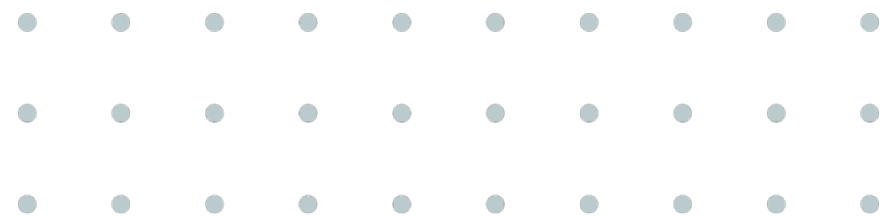
HOW?

Gamified Health Challenge



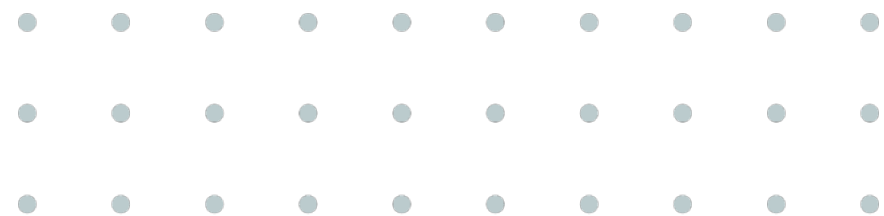
GAMIFICATION STRATEGIES

- Gamified Quizzes and Challenges
- Role-play and Simulations
- Leaderboards and Rewards
- Nudges and Triggers
- Escape Room



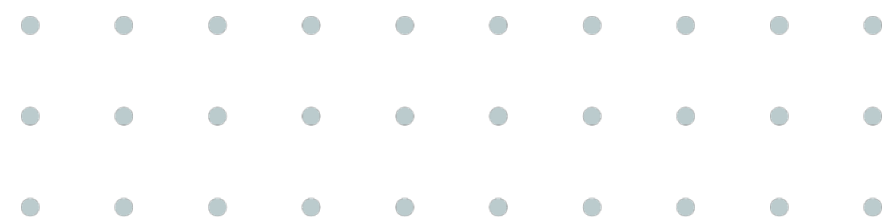
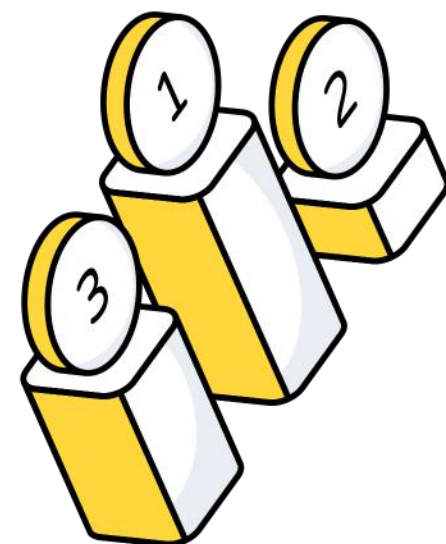
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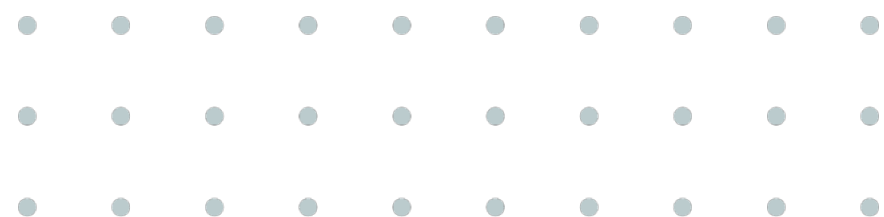
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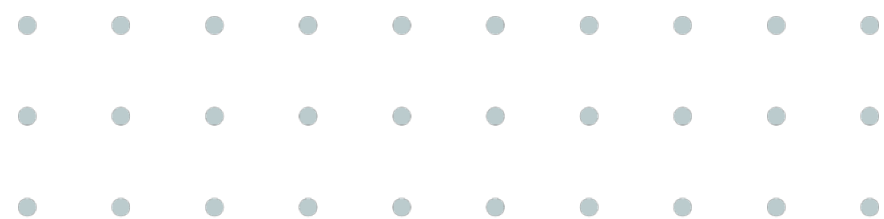
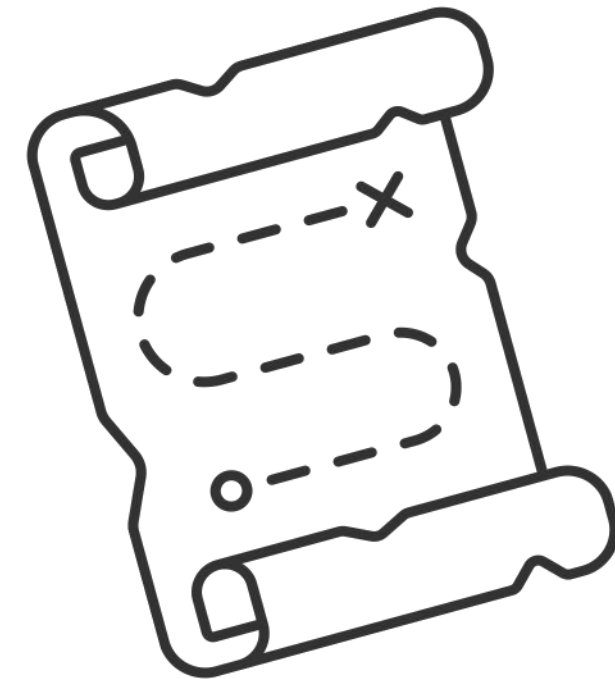
GAMIFICATION STRATEGIES

- Gamified Quizzes and Challenges
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- **Nudges and Triggers**
- Escape Room



GAMIFICATION STRATEGIES

- Gamified Quizzes and Challenges
- Role-play and Simulations
- Leaderboards and Rewards
- Nudges and Triggers
- **Escape Room**





ESCAPE ROOMS, SIMULATION

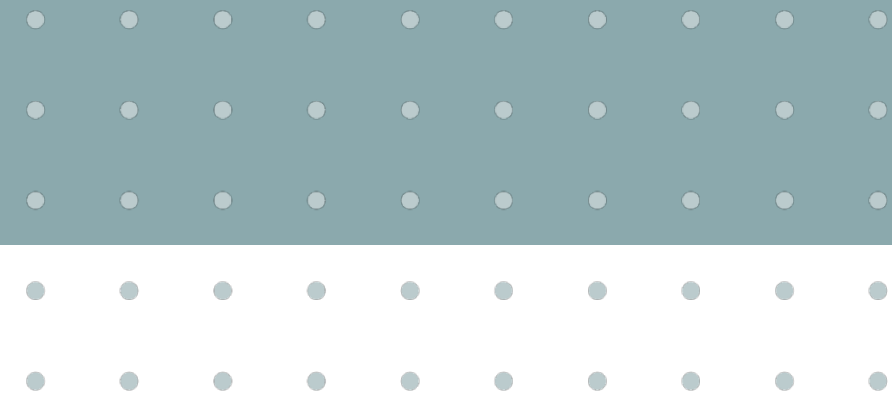
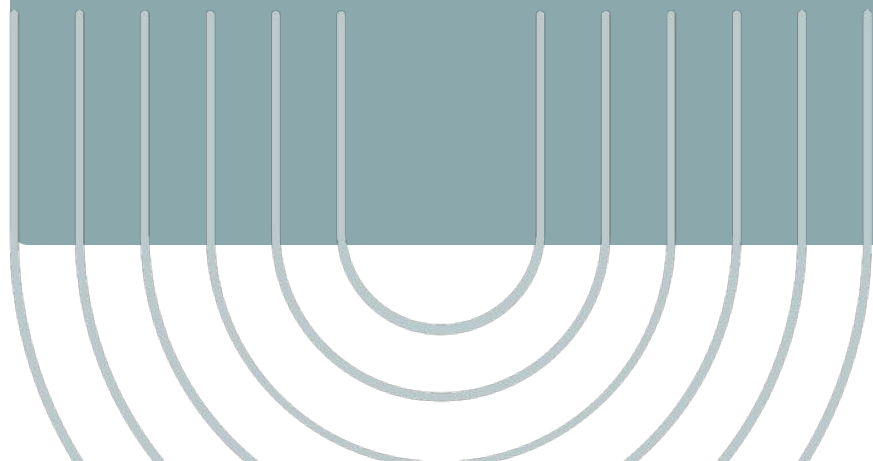


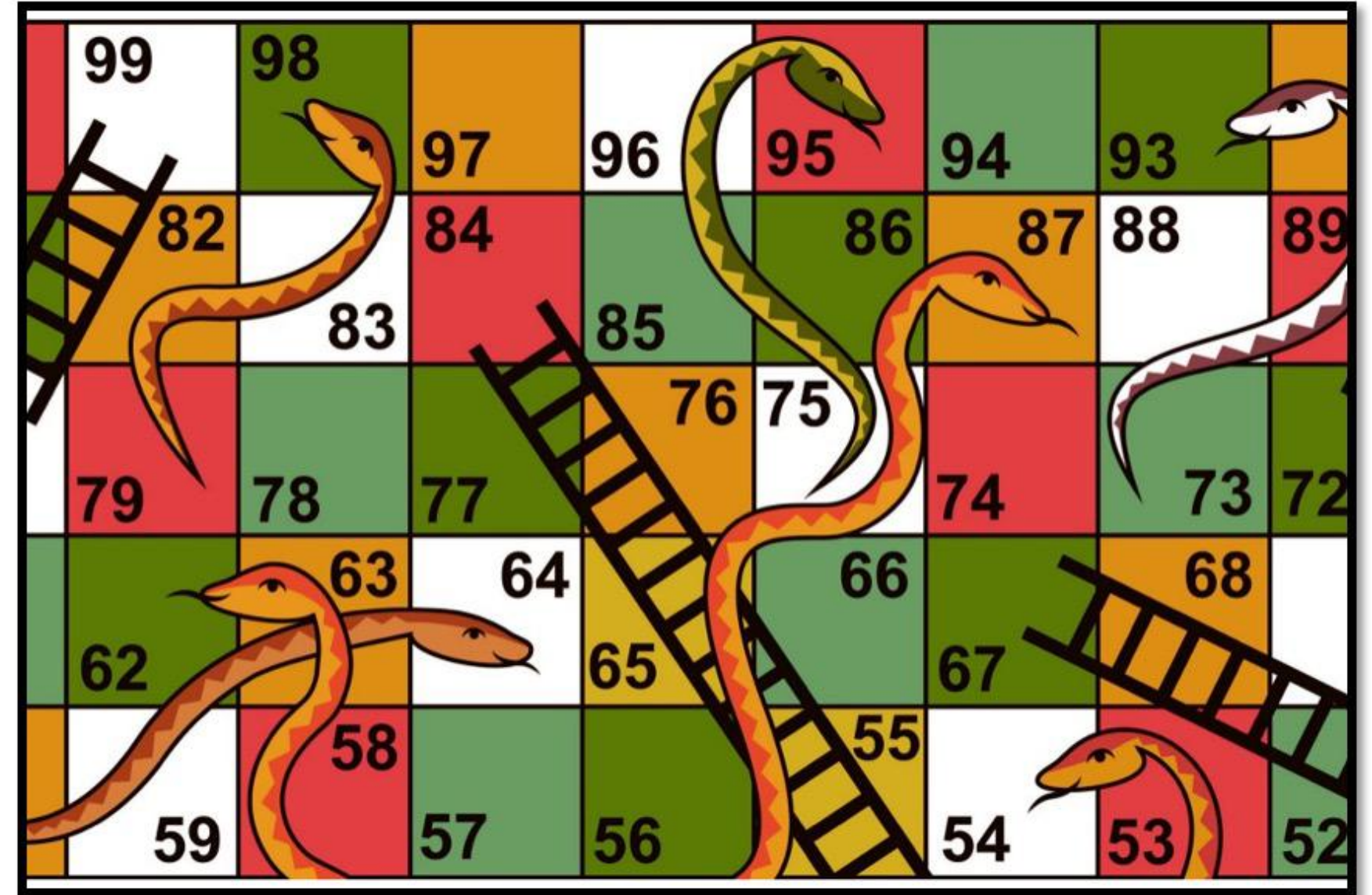
Photos belongs to
Coventry Univesrity,
Alison Gingell Building

02.

HANDS-ON

Unlearn, relearn, learn

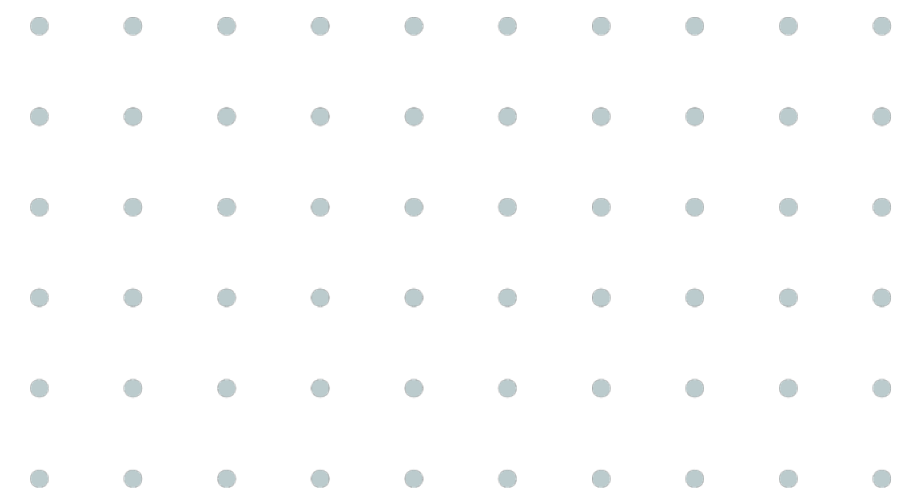




ISSUES



GAME

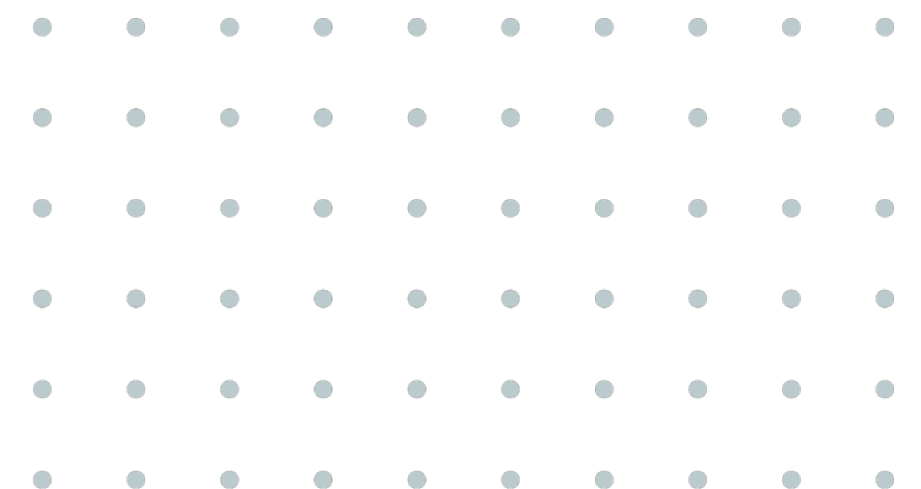




ISSUES

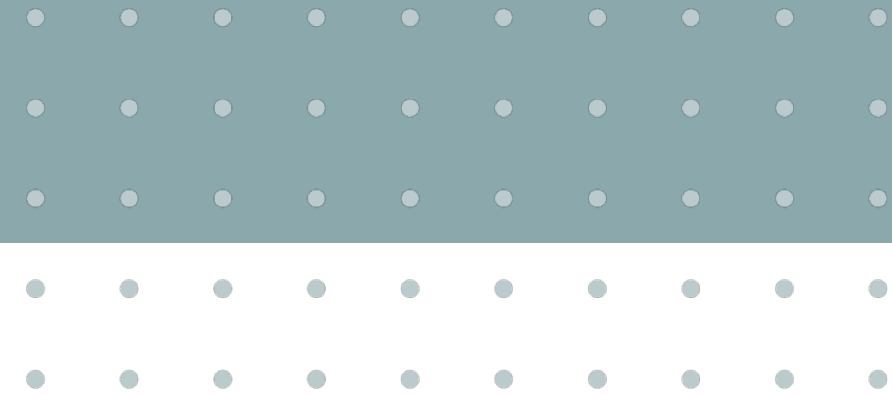
 **2 mins**

GAME



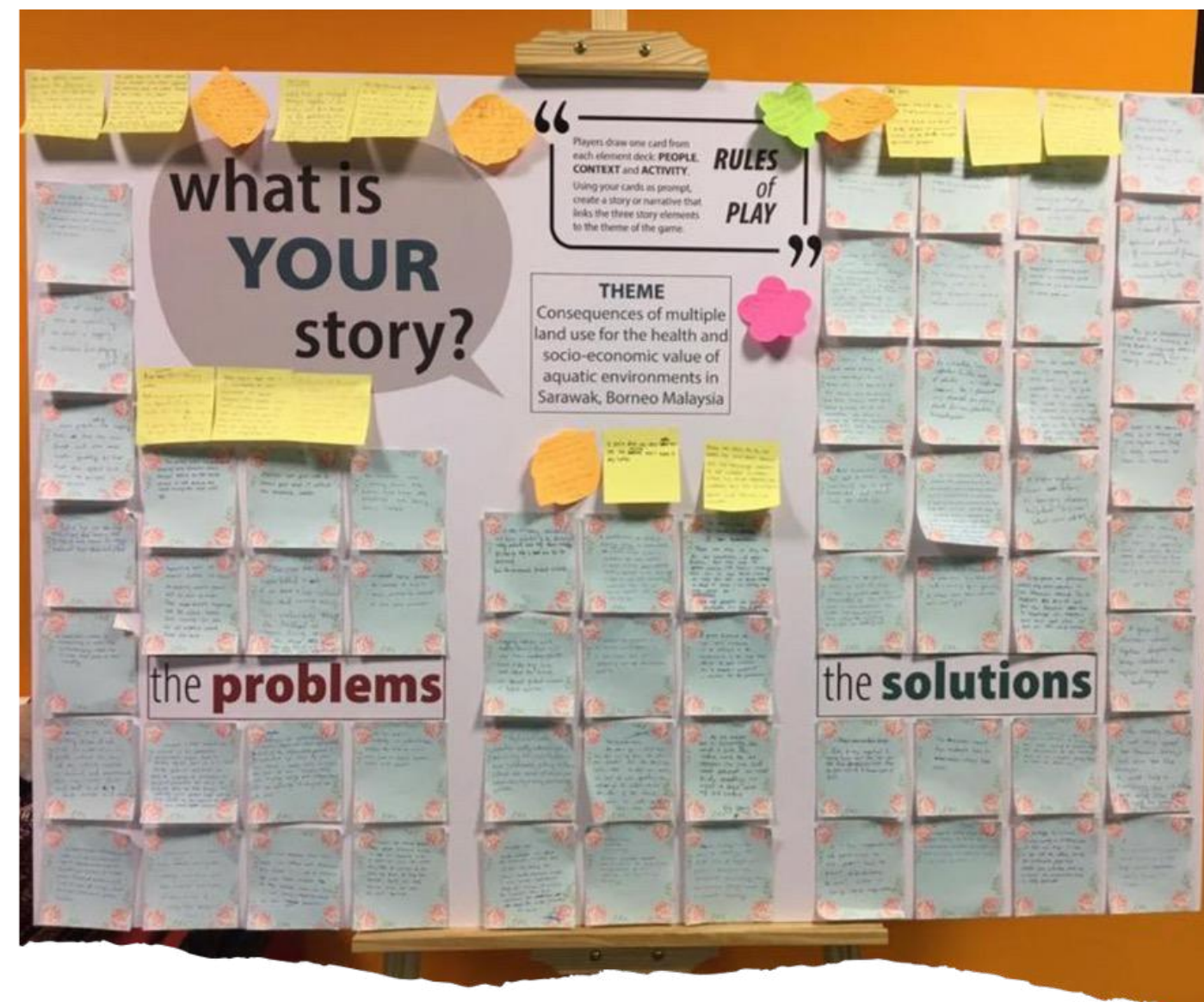
03.

CASE STUDIES



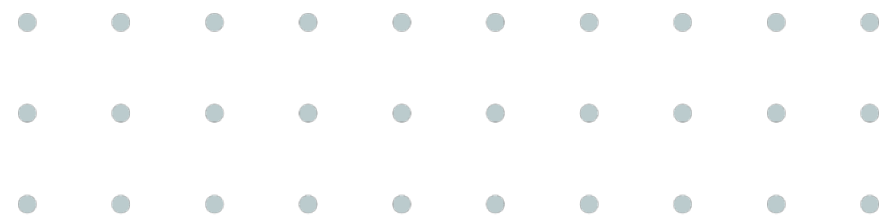
CULTURAL PROTOCOL

It is an important process to establish **trust** and **relationships** between communities working with organisations and researchers



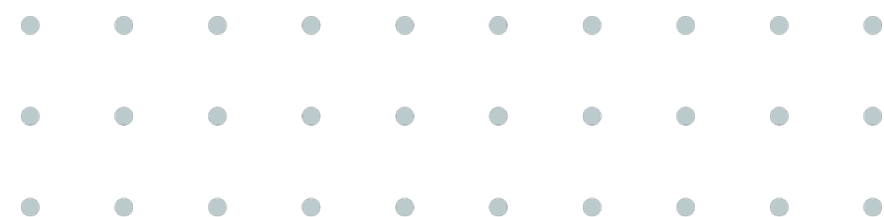
Tropical Disease awareness

- Example: "Snatch"
- interactive and educational tool that focuses on elements related to transmission and preventive measures.
- Goal: to capture needs and understanding about malaria



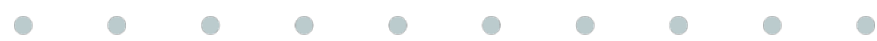
Tropical Disease awareness

- Example: "Role-play scenario"
- interactive scenario that focuses on elements related to identification and preventive measures.
- Goal: to capture needs and understanding about malaria, examining their roles



Tropical Disease awareness

- Example: "Malaria Snake and Ladder"
- interactive and educational tool that focuses on elements related to treatment, transmission, signs and symptoms, and preventive measures.
- Goal: raise awareness and educate players about malaria, allowing them to make informed decisions and take necessary precautions to prevent the disease



<https://creativeculture.my/engaging-the-community-a-playful-approach-to-malaria-awareness-and-prevention/>

<https://creativeculture.my/ccitems/malaria-board-game/>



Tropical Disease awareness

- Example 1: pekit kumang kebun for the most creative and yet correctly dressed for farming
- Example 2: Installing bed-nets properly and correctly



Tropical Disease awareness

- ngajat ranyai around a tree adorned with malaria-related questions along with various prizes and food
- face painting of animals, insects or things associated with malaria



REPRODUCTIVE HEALTH INITIATIVES

Project by: Prof Mizanur and team, 2024

- Example: "Sexual Reproductive Health" – Interactive website and games.
- Goal: Educate about reproductive health, empower informed choices.

<http://Risesunimas.com>

Sexual Reproduction Health

Laman Utama

Modul

Makluman

Hubungi Kami

Daftar / Log Masuk

Modul

Objektif pembelajaran bagi setiap modul.

Pertumbuhan dan Perkembangan Seksual

Mengenal pasti komponen dan fungsi utama pembiakan lelaki dan wanita, memahami perubahan fizikal, emosi dan psikologi semasa akil baligh, haid (menarcho) gadis pertama kali dan amalan kebersihan yang perlu dipatuhi semasa haid dan fahami mimpi basah untuk kanak-kanak lelaki dan kepentingan menjaga kebersihan yang baik selepas mengalaminya.

Module 3



Sexually Risky Behaviour, Sexually Transmitted Disease and Contraception

Sexually Risky Behaviour >>

Sexually Transmitted Diseases >>

Contraception >>

Module 4



Communication Skills

Personal Communication Skill >>

Interpersonal Communication Skill >>

Parental Communication >>

Pattern of Communication >>

REPRODUCTIVE HEALTH INITIATIVES

Sexual Reproduction Health

Home Modules About Contacts narukami

Home / Sexuality, Teenage Pregnancy and Abortion / **Module 2 Quiz**

Question 5

Teenage mothers are more likely to complete their education and have higher earnings over their lifetime than women who delay childbearing.

False

True

00:45

Types of Contraceptive

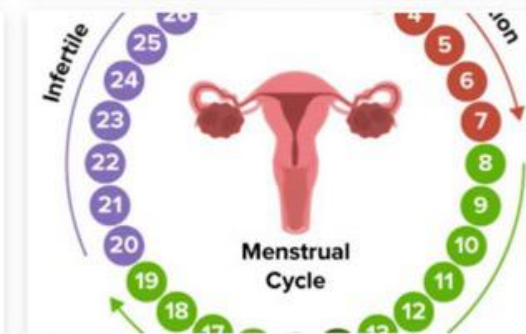
Pictures

Condoms



Check answer

Birth Control Pills



Check answer

Natural Family Planning



Check answer

Intrauterine Devices (IUDs)



Check answer

Clues

1. A pair of small, almond-shaped organs on either side of the uterus. Responsible for producing eggs and female sex hormones. ✓
2. A muscular, tubular canal that extends from the cervix to the vaginal opening in the vulva. ✓
3. Thin tubes extending from each ovary to the uterus. ✗
4. Known as a womb, a muscular, pear-shaped organ located in the female pelvis. Its primary function is to house and nourish a developing fetus during pregnancy. ✗
5. It connects the uterus to the vagina. ✓

Reset Check

1 O V A R Y

A

G

I

N

3 F A L L O P P A N T U B E

4 U

R

5 C E R V I X

U

S

Empowering youths: taking actions on self changes

Project by: Nazrie Saini (nazriesaini@gmail.com) & Rosalia, 2024

- Example: “ReReki: sexual and reproductive health (SRH) for adolescent boys”
- engage in the behaviour of adolescent boy by having a positive attitude toward puberty changes.
- Goal: to encourage healthy sexual behaviour



- BELAKANG
25cm
- Mengalami mimpi basah
- Jerawat dan muka mula berminyak
mula muncul
- Suara semakin garau
- Bahu semakin lebar
- Bau Badan
- Bulu dimuka, dada dan kemaluan mulai tumbuh

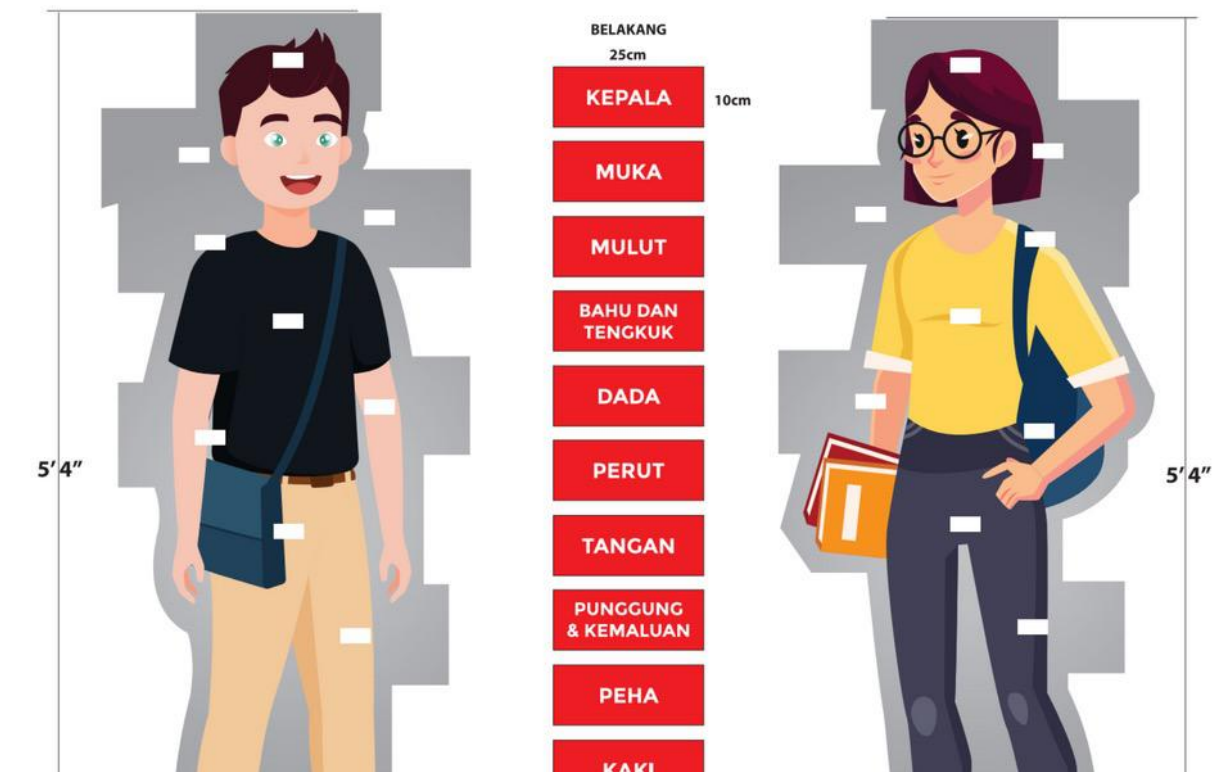
MONOREREKI

KAD POSITIF

KAD NEGATIF

REKERI

LAWATAN



- BELAKANG
25cm
- KEPALA
10cm
- MUKA
- MULUT
- BAHU DAN TENGKUK
- DADA
- PERUT
- TANGAN
- PUNGGUNG & KEMALUAN
- PEHA
- KAKI

Empowering youths: taking actions against sexual assaults

Project by: Myra Annatasha Umang anak Dineal Gumis, 2021

- Example: "Speak Up. Reach Out." – Interactive and immersive game.
- Friends make responsible decisions in response to a rape case.
- Goal: spreading awareness about rape culture, empower informed choices.



<https://play.unity.com/mg/other/speak-up>



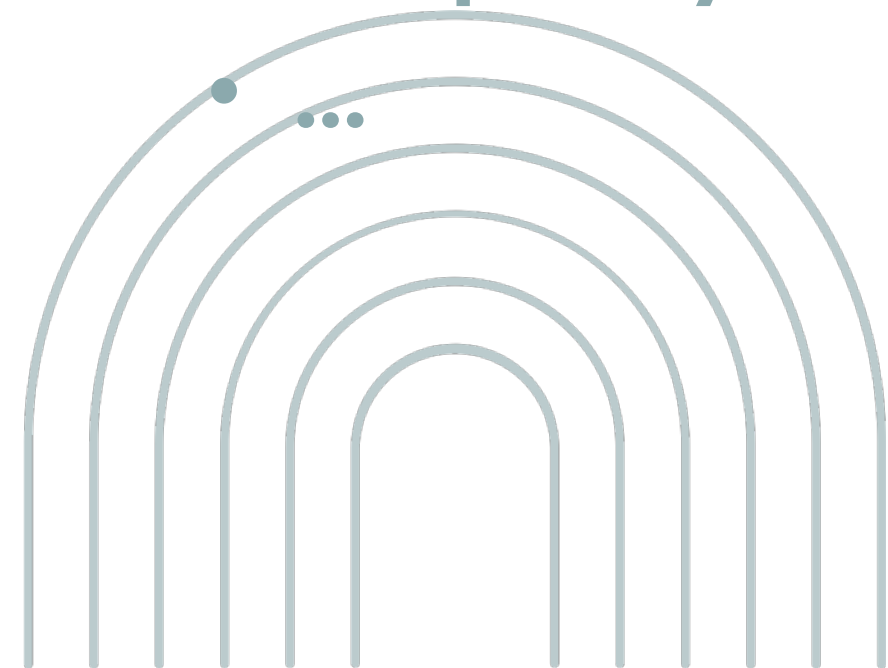
Sara

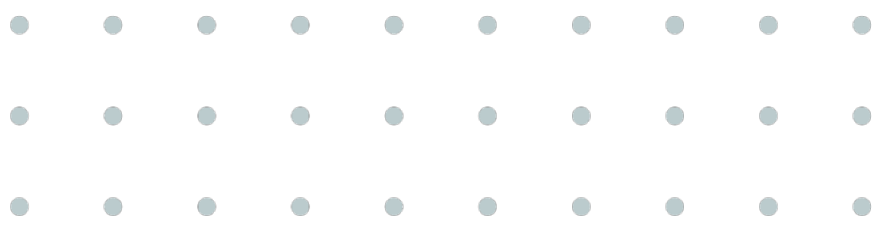
Katrina I know you're scared. But you really need to report this or talk to an adult about your situation. They could help you. Get you the support that you need and more importantly, get you away from that awful uncle of yours.

Next

OUTCOMES

- Fun and laughter
- Social scaffolding
- Trust
- Collaboration and communication
- Shift in thinking
- Empathy





FUNDERS

Internal



VC High Impact Research Grant



External



WHAT WE DO?

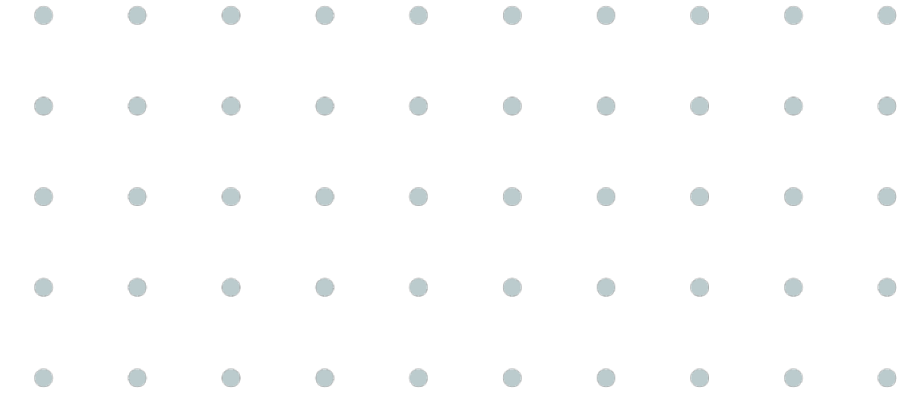


Reach out
Resources and scientific methods

Raise up
Ask-→ Listen-→
Co-create together

Reinforce
Support, collaborating

Reimagine
Partnership and collaboration

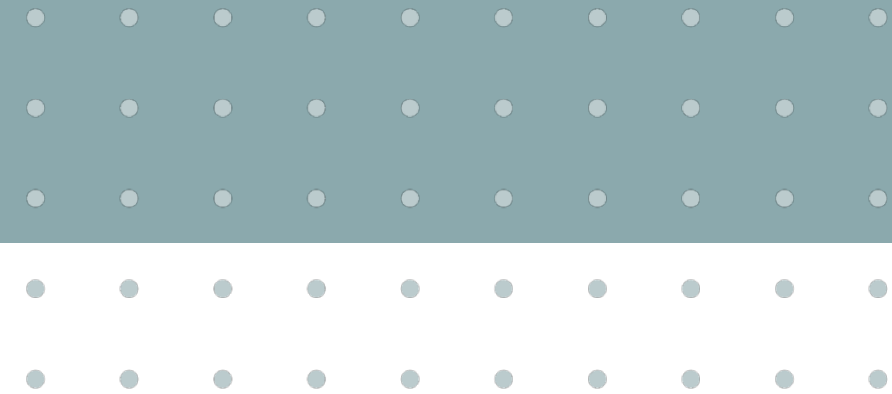


IMPACT

Learn.Unlearn.Relearn

04.

REFLECTION



REFLECTION

Recap

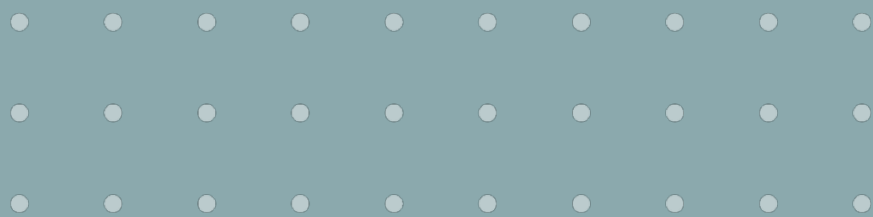
- Enhance engagement
- Boost motivation and flow
- Importance of space
- Learners' progression and agency
- Gathering insights and feedback
- Understand users' needs
- Testing knowledge
- Increase user awareness
- Building continuous sustainable partnership



LEGO® SERIOUS PLAY®



Understanding each other's points of view on a deeper level



**“JUST KEEP
MOVING
FORWARD.”**





THANK YOU

Have any question?

Jacey-Lynn Minoi
jlminoi.unimas@gmail.com

Website: creativeculture.my
Fb: [@creativeculturemy](https://www.facebook.com/creativeculturemy)

[#creativeculturemy](https://www.instagram.com/creativeculturemy) [#aces_gcrf](https://www.instagram.com/aces_gcrf)
[#gamification](https://www.instagram.com/gamification)



WORKSHOP 2: GAMIFICATION APPROACHES IN IMPROVING AWARENESS ON TROPICAL DISEASES

19 SEPTEMBER 2024 – THURSDAY 9AM-1PM

Gamification Centre, Faculty Of Computer Science & Information Technology, Kota Samarahan, UNIMAS

LIMITED SEATS AVAILABLE

Tropical diseases pose a significant global health concern, demanding urgent attention for elimination. Despite ongoing surveillance, the rise in reported cases underscores the need for innovative strategies to improve awareness. This workshop explores gamification as a powerful tool to educate and engage communities in combating tropical diseases, using malaria as a case study. This session aims to make learning about health threats enjoyable and impactful, stressing the significance of collective efforts in disease prevention. Through interactive activities, participants will discover how gamification can boost awareness, ultimately driving positive change in the ongoing fight against tropical diseases.

SPEAKERS

Open for:
Postgraduate students, postdocs, public health experts, academicians

- WORKSHOP OBJECTIVES:**
- ✓ To enhance understanding of tropical diseases through gamification.
 - ✓ To promote community engagement in disease prevention and elimination.
 - ✓ To equip participants with practical gamification strategies for awareness.



ASSOC PROF DR JACEY LYNN MINOI
Gamification Centre, UNIMAS



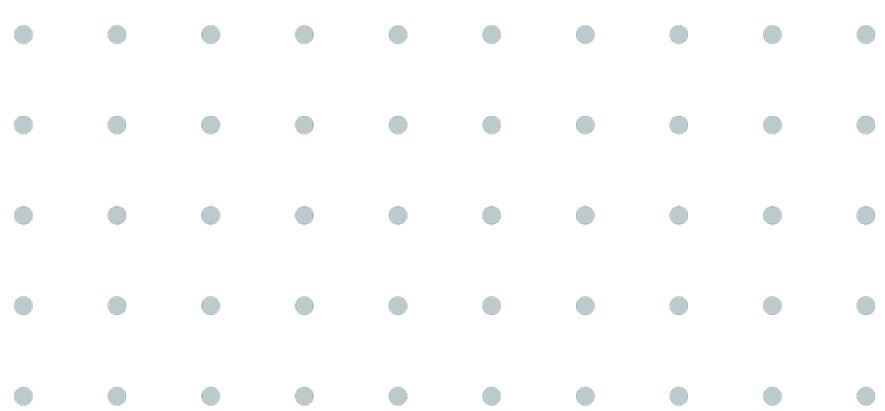
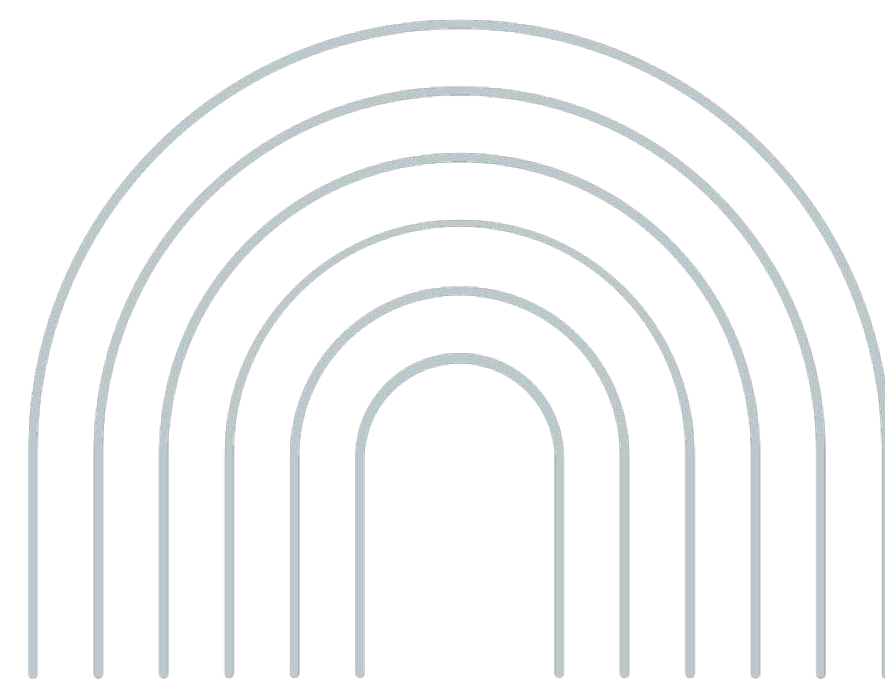
DR PAUL CLIFF SIMON DIVIS
Malaria Research Centre, UNIMAS

REGISTRATION FEES:

Developed Countries	Local
RM529.20 (RM490+; ~USD100+)	RM243.00 (RM225+)
Developing Countries	
RM421.20 (RM390+; ~USD80+)	

*Rates subject to 6% SST
*Tea and lunch will be provided.

REGISTER AT — <https://ictmm2024.org/>



<https://ictmm2024.org/>