

WEBVTT

NOTE duration:"00:58:53.8580000"

NOTE language:en-us

NOTE Confidence: 0.8301391

00:00:00.000 --> 00:00:01.815 Before I introduce her superb

NOTE Confidence: 0.8301391

00:00:01.815 --> 00:00:04.302 speaker for today, I want to tell

NOTE Confidence: 0.8301391

00:00:04.302 --> 00:00:06.860 you about our speaker for next week.

NOTE Confidence: 0.8301391

00:00:06.860 --> 00:00:08.655 We're coming close to the

NOTE Confidence: 0.8301391

00:00:08.655 --> 00:00:10.450 end of the academic year,

NOTE Confidence: 0.8301391

00:00:10.450 --> 00:00:12.795 but we have some really very good

NOTE Confidence: 0.8301391

00:00:12.795 --> 00:00:14.759 things lined up next Tuesday.

NOTE Confidence: 0.8301391

00:00:14.760 --> 00:00:17.063 We're going to have our very own

NOTE Confidence: 0.8301391

00:00:17.063 --> 00:00:19.430 alumna from the CHILD Study Center.

NOTE Confidence: 0.8301391

00:00:19.430 --> 00:00:21.985 Lisa Akbar is going to be giving

NOTE Confidence: 0.8301391

00:00:21.985 --> 00:00:24.438 us grand rounds and talking about

NOTE Confidence: 0.8301391

00:00:24.438 --> 00:00:26.573 some of the very important.

NOTE Confidence: 0.8301391

00:00:26.580 --> 00:00:28.368 Anti racism interventions that

NOTE Confidence: 0.8301391

00:00:28.368 --> 00:00:31.629 she and others are taking a lead

NOTE Confidence: 0.8301391

00:00:31.629 --> 00:00:34.134 in at the American Psychological

NOTE Confidence: 0.8301391

00:00:34.134 --> 00:00:36.579 Association and it's really a

NOTE Confidence: 0.8301391

00:00:36.579 --> 00:00:38.751 feather in every every one of

NOTE Confidence: 0.8301391

00:00:38.751 --> 00:00:40.622 the Child Study Center's captive.

NOTE Confidence: 0.8301391

00:00:40.622 --> 00:00:43.359 That metaphor works to know that my

NOTE Confidence: 0.8301391

00:00:43.359 --> 00:00:46.461 son is now the Chief Diversity officer

NOTE Confidence: 0.8301391

00:00:46.461 --> 00:00:49.120 of the American Psychological Association,

NOTE Confidence: 0.8301391

00:00:49.120 --> 00:00:52.656 including all of its I think 100,000 members.

NOTE Confidence: 0.8301391

00:00:52.660 --> 00:00:54.870 So that is really remarkable.

NOTE Confidence: 0.8301391

00:00:54.870 --> 00:00:57.160 And she's doing that from.

NOTE Confidence: 0.8301391

00:00:57.160 --> 00:00:59.210 Here from New Haven CT.

NOTE Confidence: 0.8301391

00:00:59.210 --> 00:00:59.618 Actually.

NOTE Confidence: 0.8301391

00:00:59.618 --> 00:01:02.882 From Westville she lives not far from me,

NOTE Confidence: 0.8301391

00:01:02.890 --> 00:01:05.338 so that's that's in some way.

NOTE Confidence: 0.8301391

00:01:05.340 --> 00:01:07.390 The prodigal daughter come back,

NOTE Confidence: 0.8301391

00:01:07.390 --> 00:01:09.838 although if you have some left,  
NOTE Confidence: 0.8301391

00:01:09.840 --> 00:01:12.032 so that's next week.  
NOTE Confidence: 0.8301391

00:01:12.032 --> 00:01:13.676 My son Akbar.  
NOTE Confidence: 0.8301391

00:01:13.680 --> 00:01:15.885 Today I'm really delighted about  
NOTE Confidence: 0.8301391

00:01:15.885 --> 00:01:17.208 this grand rounds.  
NOTE Confidence: 0.8301391

00:01:17.210 --> 00:01:20.120 I've been looking forward to.  
NOTE Confidence: 0.8301391

00:01:20.120 --> 00:01:22.328 It's in some ways the second.  
NOTE Confidence: 0.8301391

00:01:22.330 --> 00:01:24.920 I wouldn't say that it's a series,  
NOTE Confidence: 0.8301391

00:01:24.920 --> 00:01:27.032 but it's two grand rounds on  
NOTE Confidence: 0.8301391

00:01:27.032 --> 00:01:30.034 an area and a topic that is new  
NOTE Confidence: 0.8301391

00:01:30.034 --> 00:01:32.296 and exciting to many of us,  
NOTE Confidence: 0.8301391

00:01:32.300 --> 00:01:34.430 and yet something that I for  
NOTE Confidence: 0.8301391

00:01:34.430 --> 00:01:36.360 one know very little about.  
NOTE Confidence: 0.8301391

00:01:36.360 --> 00:01:38.985 You may remember that about a month  
NOTE Confidence: 0.8301391

00:01:38.985 --> 00:01:42.214 or six weeks ago we have Kim we had  
NOTE Confidence: 0.8301391

00:01:42.214 --> 00:01:45.208 Kim Hatchet from the play to prevent lab.

NOTE Confidence: 0.8301391

00:01:45.210 --> 00:01:47.919 She talked about gaming and some of

NOTE Confidence: 0.8301391

00:01:47.919 --> 00:01:50.868 the games that she has developed and.

NOTE Confidence: 0.8301391

00:01:50.870 --> 00:01:53.490 And today we have this

NOTE Confidence: 0.8301391

00:01:53.490 --> 00:01:55.586 related presentation by Lynn.

NOTE Confidence: 0.5010595

00:01:58.800 --> 00:02:01.372 Lean philein we tried this

NOTE Confidence: 0.5010595

00:02:01.372 --> 00:02:04.227 in the pre final Celine.

NOTE Confidence: 0.5010595

00:02:04.230 --> 00:02:06.827 I was very generous, among other things,

NOTE Confidence: 0.5010595

00:02:06.830 --> 00:02:09.806 and tell me how to pronounce her name,

NOTE Confidence: 0.5010595

00:02:09.810 --> 00:02:12.036 which of course already screwed up.

NOTE Confidence: 0.5010595

00:02:12.040 --> 00:02:14.792 So Lynn, as you can use a professor

NOTE Confidence: 0.5010595

00:02:14.792 --> 00:02:16.880 of medicine and public health.

NOTE Confidence: 0.5010595

00:02:16.880 --> 00:02:18.740 She's also a professor at

NOTE Confidence: 0.5010595

00:02:18.740 --> 00:02:20.600 the Yale Child Study Center,

NOTE Confidence: 0.5010595

00:02:20.600 --> 00:02:22.904 so that tells you that she has any

NOTE Confidence: 0.5010595

00:02:22.904 --> 00:02:24.952 number of collaborations with us

NOTE Confidence: 0.5010595

00:02:24.952 --> 00:02:27.287 with colleagues in the department.  
NOTE Confidence: 0.5010595

00:02:27.290 --> 00:02:30.440 She is the director of this  
NOTE Confidence: 0.5010595

00:02:30.440 --> 00:02:33.420 plate to prevent lab at the.  
NOTE Confidence: 0.5010595

00:02:33.420 --> 00:02:36.864 At Yale and maybe a year ago,  
NOTE Confidence: 0.5010595

00:02:36.870 --> 00:02:38.926 I didn't even know.  
NOTE Confidence: 0.5010595

00:02:38.926 --> 00:02:42.470 That we have such a thing as,  
NOTE Confidence: 0.5010595

00:02:42.470 --> 00:02:44.954 you know, play in gaming journals  
NOTE Confidence: 0.5010595

00:02:44.954 --> 00:02:47.230 in health and mental health.  
NOTE Confidence: 0.5010595

00:02:47.230 --> 00:02:49.828 It's a whole area that we  
NOTE Confidence: 0.5010595

00:02:49.828 --> 00:02:53.390 know very little about, so.  
NOTE Confidence: 0.5010595

00:02:53.390 --> 00:02:55.525 Lynn is the director of  
NOTE Confidence: 0.5010595

00:02:55.525 --> 00:02:57.660 that play to prevent Lab.  
NOTE Confidence: 0.5010595

00:02:57.660 --> 00:03:00.628 She and her team focus on developing  
NOTE Confidence: 0.5010595

00:03:00.628 --> 00:03:02.349 and evaluating videogame interventions  
NOTE Confidence: 0.5010595

00:03:02.349 --> 00:03:04.974 in this in the form of serious  
NOTE Confidence: 0.5010595

00:03:04.974 --> 00:03:07.051 claims to impact the health

NOTE Confidence: 0.5010595

00:03:07.051 --> 00:03:09.136 and well being of adolescence,

NOTE Confidence: 0.5010595

00:03:09.140 --> 00:03:10.370 including around smoking,

NOTE Confidence: 0.5010595

00:03:10.370 --> 00:03:11.600 vaping, HIV prevention,

NOTE Confidence: 0.5010595

00:03:11.600 --> 00:03:13.240 HIV counseling and testing,

NOTE Confidence: 0.5010595

00:03:13.240 --> 00:03:15.290 sexual mental health in adolescents.

NOTE Confidence: 0.5010595

00:03:15.290 --> 00:03:18.041 We heard some of that with Kim

NOTE Confidence: 0.5010595

00:03:18.041 --> 00:03:20.210 and mental health in general,

NOTE Confidence: 0.5010595

00:03:20.210 --> 00:03:23.200 an opioid, abuse in particular.

NOTE Confidence: 0.5010595

00:03:23.200 --> 00:03:25.835 So she and her lab are internationally

NOTE Confidence: 0.5010595

00:03:25.835 --> 00:03:27.725 renowned for their novel work.

NOTE Confidence: 0.5010595

00:03:27.725 --> 00:03:29.985 She has all sorts of interesting

NOTE Confidence: 0.5010595

00:03:29.985 --> 00:03:31.116 and extensive funding,

NOTE Confidence: 0.5010595

00:03:31.120 --> 00:03:33.808 and we were just talking about dear friends

NOTE Confidence: 0.5010595

00:03:33.808 --> 00:03:36.770 who we know from various study sections.

NOTE Confidence: 0.5010595

00:03:36.770 --> 00:03:40.698 So when we're delighted to have you here.

NOTE Confidence: 0.5010595

00:03:40.700 --> 00:03:42.425 Take it away and we're  
NOTE Confidence: 0.5010595  
00:03:42.425 --> 00:03:43.805 going to meet everyone.  
NOTE Confidence: 0.5010595  
00:03:43.810 --> 00:03:46.066 Just remember Lynn after we mute  
NOTE Confidence: 0.5010595  
00:03:46.066 --> 00:03:48.220 everyone to please unmute yourself.  
NOTE Confidence: 0.5010595  
00:03:48.220 --> 00:03:50.796 So Lynn, welcome to the Child Study Center.  
NOTE Confidence: 0.71111864  
00:04:08.090 --> 00:04:09.360 Glenn, you're on mute still.  
NOTE Confidence: 0.8650914  
00:04:12.950 --> 00:04:14.102 Alright, so should I  
NOTE Confidence: 0.8650914  
00:04:14.102 --> 00:04:15.550 start that all over again?  
NOTE Confidence: 0.8650914  
00:04:15.550 --> 00:04:18.280 I just been talking myself.  
NOTE Confidence: 0.8650914  
00:04:18.280 --> 00:04:19.339 Gotta love technology.  
NOTE Confidence: 0.8650914  
00:04:19.339 --> 00:04:21.810 OK I will start from the beginning  
NOTE Confidence: 0.8650914  
00:04:21.877 --> 00:04:23.881 so thank you Andras for that  
NOTE Confidence: 0.8650914  
00:04:23.881 --> 00:04:25.846 for that introduction and to you  
NOTE Confidence: 0.8650914  
00:04:25.846 --> 00:04:27.520 and Linda for having me here,  
NOTE Confidence: 0.8650914  
00:04:27.520 --> 00:04:29.170 it's good to see everybody.  
NOTE Confidence: 0.8650914  
00:04:29.170 --> 00:04:33.188 Please tell me if I'm muted again.

NOTE Confidence: 0.8650914

00:04:33.190 --> 00:04:35.157 So, so I'm very pleased to talk

NOTE Confidence: 0.8650914

00:04:35.157 --> 00:04:37.223 with you about the work that we've

NOTE Confidence: 0.8650914

00:04:37.223 --> 00:04:39.295 been doing at the play play to

NOTE Confidence: 0.8650914

00:04:39.295 --> 00:04:41.276 prevent Lab for the last 12 years.

NOTE Confidence: 0.8650914

00:04:41.280 --> 00:04:43.188 Using video games as interventions to

NOTE Confidence: 0.8650914

00:04:43.188 --> 00:04:45.040 improve adolescent health and well being.

NOTE Confidence: 0.8650914

00:04:45.040 --> 00:04:47.536 As you'll see from some of my sides,

NOTE Confidence: 0.8650914

00:04:47.540 --> 00:04:49.418 this is really a team effort.

NOTE Confidence: 0.8650914

00:04:49.420 --> 00:04:51.292 This is work that cannot be

NOTE Confidence: 0.8650914

00:04:51.292 --> 00:04:53.488 done by any one of us alone.

NOTE Confidence: 0.8650914

00:04:53.490 --> 00:04:56.620 I want to give a shout out to Linda Mays,

NOTE Confidence: 0.8650914

00:04:56.620 --> 00:04:58.155 who actually helped me write

NOTE Confidence: 0.8650914

00:04:58.155 --> 00:05:00.060 my first grant in this area,

NOTE Confidence: 0.8650914

00:05:00.060 --> 00:05:01.884 so it's really wonderful to come

NOTE Confidence: 0.8650914

00:05:01.884 --> 00:05:04.112 back now to be able to share

NOTE Confidence: 0.8650914



00:05:04.112 --> 00:05:06.008 where we have gone from there.

NOTE Confidence: 0.773493897857143

00:05:08.800 --> 00:05:15.905 Up OK, given technology is let's see.

NOTE Confidence: 0.773493897857143

00:05:15.910 --> 00:05:17.908 OK, so just a quick disclosure.

NOTE Confidence: 0.773493897857143

00:05:17.910 --> 00:05:19.989 I am co-founder and equity holder of

NOTE Confidence: 0.773493897857143

00:05:19.989 --> 00:05:22.525 a new spin out company from my lab

NOTE Confidence: 0.773493897857143

00:05:22.525 --> 00:05:24.543 which is called label that focuses

NOTE Confidence: 0.773493897857143

00:05:24.543 --> 00:05:26.408 on the marketing and distribution

NOTE Confidence: 0.773493897857143

00:05:26.408 --> 00:05:28.230 of our video game interventions.

NOTE Confidence: 0.87227565

00:05:30.540 --> 00:05:33.109 And since I spent the last decade

NOTE Confidence: 0.87227565

00:05:33.109 --> 00:05:35.209 becoming a big fan of play,

NOTE Confidence: 0.87227565

00:05:35.210 --> 00:05:37.716 I just wanted to share this quote,

NOTE Confidence: 0.87227565

00:05:37.720 --> 00:05:39.981 which I really like as I love

NOTE Confidence: 0.87227565

00:05:39.981 --> 00:05:42.390 playing and I'm also getting older.

NOTE Confidence: 0.87227565

00:05:42.390 --> 00:05:43.818 It seemed very appropriate.

NOTE Confidence: 0.9074447

00:05:46.150 --> 00:05:48.326 So this is just a brief outline of

NOTE Confidence: 0.9074447

00:05:48.326 --> 00:05:50.765 what I'm going to talk about with you.

NOTE Confidence: 0.9074447

00:05:50.770 --> 00:05:54.970 So first is how did we get here?

NOTE Confidence: 0.9074447

00:05:54.970 --> 00:05:56.600 Really involved building a program

NOTE Confidence: 0.9074447

00:05:56.600 --> 00:05:58.582 and a team, building a platform,

NOTE Confidence: 0.9074447

00:05:58.582 --> 00:06:00.586 and then what we're looking at

NOTE Confidence: 0.9074447

00:06:00.586 --> 00:06:02.469 in terms of our next steps.

NOTE Confidence: 0.9074447

00:06:02.470 --> 00:06:04.420 This seems to be on autopilot,

NOTE Confidence: 0.9074447

00:06:04.420 --> 00:06:06.376 so how did we get here?

NOTE Confidence: 0.9074447

00:06:06.380 --> 00:06:09.970 So this is my was my still is my son Liam,

NOTE Confidence: 0.9074447

00:06:09.970 --> 00:06:12.790 who at the time was.

NOTE Confidence: 0.9074447

00:06:12.790 --> 00:06:14.842 10 years old and he loved

NOTE Confidence: 0.9074447

00:06:14.842 --> 00:06:15.868 playing video games.

NOTE Confidence: 0.9074447

00:06:15.870 --> 00:06:18.470 In fact, everyone in our House love playing

NOTE Confidence: 0.9074447

00:06:18.470 --> 00:06:20.682 video games between my husband, my.

NOTE Confidence: 0.9074447

00:06:20.682 --> 00:06:23.286 We had five kids between the ages

NOTE Confidence: 0.9074447

00:06:23.286 --> 00:06:26.310 of nine and 19 and everyone was

NOTE Confidence: 0.9074447

00:06:26.310 --> 00:06:28.500 playing something on a device  
NOTE Confidence: 0.9074447

00:06:28.592 --> 00:06:30.578 on a phone on a console,  
NOTE Confidence: 0.9074447

00:06:30.580 --> 00:06:31.630 on a computer,  
NOTE Confidence: 0.9074447

00:06:31.630 --> 00:06:34.540 and it really struck me that this was  
NOTE Confidence: 0.9074447

00:06:34.540 --> 00:06:37.242 a way to engage engaged teenagers in  
NOTE Confidence: 0.9074447

00:06:37.242 --> 00:06:39.913 in something healthy that we might be  
NOTE Confidence: 0.9074447

00:06:39.913 --> 00:06:42.307 able to use this delivery vehicle,  
NOTE Confidence: 0.9074447

00:06:42.307 --> 00:06:45.709 specifically a video games to deliver  
NOTE Confidence: 0.9074447

00:06:45.709 --> 00:06:48.940 something that would be good for them.  
NOTE Confidence: 0.9074447

00:06:48.940 --> 00:06:51.308 And so about 12 years ago I submitted  
NOTE Confidence: 0.9074447

00:06:51.308 --> 00:06:53.742 a grant in response to this RFA  
NOTE Confidence: 0.9074447

00:06:53.742 --> 00:06:55.517 from the National Institute of  
NOTE Confidence: 0.9074447

00:06:55.587 --> 00:06:57.887 Child Health and Human Development,  
NOTE Confidence: 0.9074447

00:06:57.890 --> 00:07:00.098 proposing to develop and evaluate a  
NOTE Confidence: 0.9074447

00:07:00.098 --> 00:07:01.570 video game intervention specifically  
NOTE Confidence: 0.9074447

00:07:01.626 --> 00:07:03.306 around HIV prevention and at

NOTE Confidence: 0.9074447

00:07:03.306 --> 00:07:03.978 risk adolescents.

NOTE Confidence: 0.8462935

00:07:06.190 --> 00:07:07.670 And sort of amazingly,

NOTE Confidence: 0.8462935

00:07:07.670 --> 00:07:10.405 the NIH jumped out of their comfort

NOTE Confidence: 0.8462935

00:07:10.405 --> 00:07:13.009 zone and funded this first grant,

NOTE Confidence: 0.8462935

00:07:13.010 --> 00:07:15.818 which really allowed me to do a stab

NOTE Confidence: 0.8462935

00:07:15.818 --> 00:07:18.553 lish the play to prevent lab and

NOTE Confidence: 0.8462935

00:07:18.553 --> 00:07:21.032 start this large five year project

NOTE Confidence: 0.8462935

00:07:21.032 --> 00:07:23.257 that was focused on developing

NOTE Confidence: 0.8462935

00:07:23.257 --> 00:07:25.840 a game around risk reduction in

NOTE Confidence: 0.8462935

00:07:25.840 --> 00:07:27.840 HIV prevention in younger teens.

NOTE Confidence: 0.8068029

00:07:31.250 --> 00:07:32.696 So as I said, this allowed

NOTE Confidence: 0.8068029

00:07:32.696 --> 00:07:34.380 me to establish the play to

NOTE Confidence: 0.8068029

00:07:34.380 --> 00:07:35.708 prevent lab subsequently done.

NOTE Confidence: 0.8068029

00:07:35.710 --> 00:07:38.489 The Yale Center for Health Learning games.

NOTE Confidence: 0.8068029

00:07:38.490 --> 00:07:39.786 And as you've heard,

NOTE Confidence: 0.8068029

00:07:39.786 --> 00:07:41.730 we really focus on developing and  
NOTE Confidence: 0.8068029

00:07:41.798 --> 00:07:44.053 evaluating video games using constructs  
NOTE Confidence: 0.8068029

00:07:44.053 --> 00:07:46.308 from social and emotional learning,  
NOTE Confidence: 0.8068029

00:07:46.310 --> 00:07:47.874 character development to impact  
NOTE Confidence: 0.8068029

00:07:47.874 --> 00:07:49.438 health outcomes in adolescents.  
NOTE Confidence: 0.8258888

00:07:53.280 --> 00:07:55.140 And once I established my lab,  
NOTE Confidence: 0.8258888

00:07:55.140 --> 00:07:57.247 really, the key was to establish a  
NOTE Confidence: 0.8258888

00:07:57.247 --> 00:07:59.788 team and as I started out this talk,  
NOTE Confidence: 0.8258888

00:07:59.790 --> 00:08:02.174 you know this is very much of a  
NOTE Confidence: 0.8258888

00:08:02.174 --> 00:08:04.442 team effort and this became what  
NOTE Confidence: 0.8258888

00:08:04.442 --> 00:08:06.442 I claimed our collective brain.  
NOTE Confidence: 0.8258888

00:08:06.450 --> 00:08:08.328 And again, not any single one  
NOTE Confidence: 0.8258888

00:08:08.328 --> 00:08:10.789 of us could do this work alone.  
NOTE Confidence: 0.8258888

00:08:10.790 --> 00:08:12.902 It really has been a huge  
NOTE Confidence: 0.8258888

00:08:12.902 --> 00:08:14.679 collaborative effort and not only  
NOTE Confidence: 0.8258888

00:08:14.679 --> 00:08:17.136 sort of in terms of within, you know,

NOTE Confidence: 0.8258888

00:08:17.136 --> 00:08:18.468 sort of different disciplines.

NOTE Confidence: 0.8258888

00:08:18.470 --> 00:08:22.038 But really, as you can see from here.

NOTE Confidence: 0.8258888

00:08:22.040 --> 00:08:24.360 You know four different sides.

NOTE Confidence: 0.8258888

00:08:24.360 --> 00:08:27.126 If you will of this team,

NOTE Confidence: 0.8258888

00:08:27.130 --> 00:08:29.450 so there's the science side.

NOTE Confidence: 0.8258888

00:08:29.450 --> 00:08:32.684 You know folks with expertise and Pediatrics,

NOTE Confidence: 0.8258888

00:08:32.690 --> 00:08:34.499 adolescent medicine, addiction,

NOTE Confidence: 0.8258888

00:08:34.499 --> 00:08:37.514 social and community psychology statistics.

NOTE Confidence: 0.8258888

00:08:37.520 --> 00:08:39.380 Very importantly, the Community side.

NOTE Confidence: 0.8258888

00:08:39.380 --> 00:08:42.124 This is just a small sample of the

NOTE Confidence: 0.8258888

00:08:42.124 --> 00:08:44.199 schools that we've worked with.

NOTE Confidence: 0.8258888

00:08:44.200 --> 00:08:46.050 We've now worked with many,

NOTE Confidence: 0.8258888

00:08:46.050 --> 00:08:46.728 many schools,

NOTE Confidence: 0.8258888

00:08:46.728 --> 00:08:48.762 school based health centers after school

NOTE Confidence: 0.8258888

00:08:48.762 --> 00:08:50.879 programs in Connecticut now nationally,

NOTE Confidence: 0.8258888

00:08:50.880 --> 00:08:52.360 and they, their students,  
NOTE Confidence: 0.8258888  
00:08:52.360 --> 00:08:53.100 their teachers.  
NOTE Confidence: 0.8258888  
00:08:53.100 --> 00:08:55.435 Their parents had been absolutely  
NOTE Confidence: 0.8258888  
00:08:55.435 --> 00:08:57.770 fundamental and doing this work.  
NOTE Confidence: 0.8258888  
00:08:57.770 --> 00:09:00.129 The game side includes folks with expertise  
NOTE Confidence: 0.8258888  
00:09:00.129 --> 00:09:02.738 both in serious games and commercial games,  
NOTE Confidence: 0.8258888  
00:09:02.740 --> 00:09:04.870 and serious games is what we're  
NOTE Confidence: 0.8258888  
00:09:04.870 --> 00:09:06.290 talking about here today,  
NOTE Confidence: 0.8258888  
00:09:06.290 --> 00:09:08.460 so serious games are games that are  
NOTE Confidence: 0.8258888  
00:09:08.460 --> 00:09:10.550 for purpose beyond just entertainment,  
NOTE Confidence: 0.8258888  
00:09:10.550 --> 00:09:12.680 so they hope to accomplish something.  
NOTE Confidence: 0.8258888  
00:09:12.680 --> 00:09:15.695 And so these are some of the serious end  
NOTE Confidence: 0.8258888  
00:09:15.695 --> 00:09:18.007 commercial game developers we work with,  
NOTE Confidence: 0.8258888  
00:09:18.010 --> 00:09:18.788 most notably,  
NOTE Confidence: 0.8258888  
00:09:18.788 --> 00:09:21.511 Shell Games has been our game development  
NOTE Confidence: 0.8258888  
00:09:21.511 --> 00:09:23.329 partner for the past 12 years.

NOTE Confidence: 0.8258888

00:09:23.330 --> 00:09:24.750 They're based in Pittsburgh

NOTE Confidence: 0.8258888

00:09:24.750 --> 00:09:26.170 affiliated with Carnegie Mellon,

NOTE Confidence: 0.8258888

00:09:26.170 --> 00:09:29.296 and had been a fabulous partner.

NOTE Confidence: 0.8258888

00:09:29.300 --> 00:09:31.337 And then some of our institutional partners.

NOTE Confidence: 0.8258888

00:09:31.340 --> 00:09:33.710 And these are folks who have

NOTE Confidence: 0.8258888

00:09:33.710 --> 00:09:34.895 helped with funding.

NOTE Confidence: 0.8258888

00:09:34.900 --> 00:09:35.666 These projects,

NOTE Confidence: 0.8258888

00:09:35.666 --> 00:09:37.581 as well as just offering

NOTE Confidence: 0.8258888

00:09:37.581 --> 00:09:39.150 support and you know,

NOTE Confidence: 0.8258888

00:09:39.150 --> 00:09:41.436 and promotion and you know really

NOTE Confidence: 0.8258888

00:09:41.436 --> 00:09:44.185 their own sort of areas of expertise

NOTE Confidence: 0.8258888

00:09:44.185 --> 00:09:46.477 to help get this work done.

NOTE Confidence: 0.8258888

00:09:46.480 --> 00:09:47.200 So again,

NOTE Confidence: 0.8258888

00:09:47.200 --> 00:09:49.000 this collective brain is fundamental

NOTE Confidence: 0.8258888

00:09:49.000 --> 00:09:51.109 to all of these projects.

NOTE Confidence: 0.9074566



00:09:53.360 --> 00:09:55.838 The other thing was to build a  
NOTE Confidence: 0.9074566  
00:09:55.838 --> 00:09:58.080 platform to start thinking about.  
NOTE Confidence: 0.9074566  
00:09:58.080 --> 00:10:00.384 You know where we were going  
NOTE Confidence: 0.9074566  
00:10:00.384 --> 00:10:02.400 to build our stories from.  
NOTE Confidence: 0.9074566  
00:10:02.400 --> 00:10:05.144 The from the go into these games,  
NOTE Confidence: 0.9074566  
00:10:05.150 --> 00:10:08.286 how were we going to use those stories?  
NOTE Confidence: 0.9074566  
00:10:08.290 --> 00:10:10.238 The artwork, the voice,  
NOTE Confidence: 0.9074566  
00:10:10.238 --> 00:10:12.673 and really think about creating  
NOTE Confidence: 0.9074566  
00:10:12.673 --> 00:10:15.910 something that could be. You know?  
NOTE Confidence: 0.9074566  
00:10:15.910 --> 00:10:17.538 Retooled sort of reinvented  
NOTE Confidence: 0.9074566  
00:10:17.538 --> 00:10:19.573 with each new game project.  
NOTE Confidence: 0.9074566  
00:10:19.580 --> 00:10:21.615 These projects take an extraordinary  
NOTE Confidence: 0.9074566  
00:10:21.615 --> 00:10:23.243 extraordinary amount of time,  
NOTE Confidence: 0.9074566  
00:10:23.250 --> 00:10:24.360 effort, and funding,  
NOTE Confidence: 0.9074566  
00:10:24.360 --> 00:10:26.950 and so to think about building a  
NOTE Confidence: 0.9074566  
00:10:27.023 --> 00:10:29.328 platform that might be sustainable

NOTE Confidence: 0.9074566  
00:10:29.328 --> 00:10:31.633 that we could then subsequently  
NOTE Confidence: 0.9074566  
00:10:31.703 --> 00:10:33.448 build other games off of.  
NOTE Confidence: 0.9074566  
00:10:33.450 --> 00:10:35.886 And you'll see how we ended  
NOTE Confidence: 0.9074566  
00:10:35.886 --> 00:10:38.350 up being able to do that.  
NOTE Confidence: 0.8072416  
00:10:41.360 --> 00:10:42.844 And then really starting  
NOTE Confidence: 0.8072416  
00:10:42.844 --> 00:10:44.699 each of our game projects.  
NOTE Confidence: 0.8072416  
00:10:44.700 --> 00:10:46.224 And I'm disgusting really.  
NOTE Confidence: 0.8072416  
00:10:46.224 --> 00:10:48.129 The first game project that  
NOTE Confidence: 0.8072416  
00:10:48.129 --> 00:10:50.259 came from that first NIH grant.  
NOTE Confidence: 0.8072416  
00:10:50.260 --> 00:10:53.599 We start with doing a lot of formative work,  
NOTE Confidence: 0.8072416  
00:10:53.600 --> 00:10:55.455 and that is really going  
NOTE Confidence: 0.8072416  
00:10:55.455 --> 00:10:56.939 out into the community.  
NOTE Confidence: 0.8072416  
00:10:56.940 --> 00:10:58.800 We've built amazing community partnerships.  
NOTE Confidence: 0.8072416  
00:10:58.800 --> 00:10:59.913 Specifically tityra pendergrass.  
NOTE Confidence: 0.8072416  
00:10:59.913 --> 00:11:02.139 Boomer, who's been with my lab,  
NOTE Confidence: 0.8072416

00:11:02.140 --> 00:11:04.360 last eight or nine years now,  
NOTE Confidence: 0.8072416

00:11:04.360 --> 00:11:07.630 has become sort of our community.  
NOTE Confidence: 0.8072416

00:11:07.630 --> 00:11:10.085 Whisperer she builds relationships that  
NOTE Confidence: 0.8072416

00:11:10.085 --> 00:11:12.540 are longstanding and incredibly valuable.  
NOTE Confidence: 0.8072416

00:11:12.540 --> 00:11:16.470 I hope from you know, from both sides,  
NOTE Confidence: 0.8072416

00:11:16.470 --> 00:11:18.920 and so we really work.  
NOTE Confidence: 0.8072416

00:11:18.920 --> 00:11:23.108 Start by working with the kids.  
NOTE Confidence: 0.8072416

00:11:23.110 --> 00:11:24.490 And running focus groups,  
NOTE Confidence: 0.8072416

00:11:24.490 --> 00:11:25.876 talking with them, getting,  
NOTE Confidence: 0.8072416

00:11:25.876 --> 00:11:28.298 you know their input and their stories,  
NOTE Confidence: 0.8072416

00:11:28.300 --> 00:11:30.340 which really serve as a foundation  
NOTE Confidence: 0.8072416

00:11:30.340 --> 00:11:32.450 for for each of our games.  
NOTE Confidence: 0.8072416

00:11:32.450 --> 00:11:34.370 And that's really the the place  
NOTE Confidence: 0.8072416

00:11:34.370 --> 00:11:36.403 that we first start is with  
NOTE Confidence: 0.8072416

00:11:36.403 --> 00:11:38.128 those focus groups talking with  
NOTE Confidence: 0.8072416

00:11:38.128 --> 00:11:40.675 really what now has come down to

NOTE Confidence: 0.8072416

00:11:40.675 --> 00:11:42.485 hundreds and hundreds of teenagers.

NOTE Confidence: 0.8946666

00:11:44.910 --> 00:11:46.450 And for those of you,

NOTE Confidence: 0.8946666

00:11:46.450 --> 00:11:48.585 many of you who work with teenagers,

NOTE Confidence: 0.8946666

00:11:48.590 --> 00:11:50.767 you know that getting them to talk

NOTE Confidence: 0.8946666

00:11:50.767 --> 00:11:52.909 about themselves or the things in their

NOTE Confidence: 0.8946666

00:11:52.909 --> 00:11:55.040 life is not always the easiest thing.

NOTE Confidence: 0.8946666

00:11:55.040 --> 00:11:57.192 I've raised three teenagers, and, you know,

NOTE Confidence: 0.8946666

00:11:57.192 --> 00:11:59.028 have spent years with asking them.

NOTE Confidence: 0.8946666

00:11:59.030 --> 00:12:01.486 How was your day and then saying fine?

NOTE Confidence: 0.8946666

00:12:01.490 --> 00:12:03.836 Or what did you do nothing?

NOTE Confidence: 0.8946666

00:12:03.840 --> 00:12:06.837 So we really had to come up with some

NOTE Confidence: 0.8946666

00:12:06.837 --> 00:12:09.246 creative methods to engage teenagers and

NOTE Confidence: 0.8946666

00:12:09.246 --> 00:12:12.330 have them share some of these stories.

NOTE Confidence: 0.8946666

00:12:12.330 --> 00:12:13.674 Their stories with us.

NOTE Confidence: 0.8946666

00:12:13.674 --> 00:12:16.645 So this is an example of actually a

NOTE Confidence: 0.8946666

00:12:16.645 --> 00:12:19.273 drawing that we commissioned from now.  
NOTE Confidence: 0.8946666

00:12:19.280 --> 00:12:21.160 A very famous artist.  
NOTE Confidence: 0.8946666

00:12:21.160 --> 00:12:22.570 That we wanted,  
NOTE Confidence: 0.8946666

00:12:22.570 --> 00:12:24.558 we asked him to create an image  
NOTE Confidence: 0.8946666

00:12:24.558 --> 00:12:26.449 of teenagers in a party setting,  
NOTE Confidence: 0.8946666

00:12:26.450 --> 00:12:28.550 but without anything overtly risky going on,  
NOTE Confidence: 0.8946666

00:12:28.550 --> 00:12:31.232 and this is the image we ended up with,  
NOTE Confidence: 0.8946666

00:12:31.240 --> 00:12:33.552 which I have grown to love and what  
NOTE Confidence: 0.8946666

00:12:33.552 --> 00:12:35.757 we did is we brought together a  
NOTE Confidence: 0.8946666

00:12:35.757 --> 00:12:38.509 group of about 10 or 12 kids in a  
NOTE Confidence: 0.8946666

00:12:38.509 --> 00:12:40.547 focus group and we gave them each  
NOTE Confidence: 0.8946666

00:12:40.547 --> 00:12:43.580 a copy of this and all we said was  
NOTE Confidence: 0.8946666

00:12:43.671 --> 00:12:46.695 what do you think is going on here?  
NOTE Confidence: 0.8946666

00:12:46.700 --> 00:12:49.472 And the stories that that came  
NOTE Confidence: 0.8946666

00:12:49.472 --> 00:12:50.858 from these kids,  
NOTE Confidence: 0.8946666

00:12:50.860 --> 00:12:54.810 the things they talked about, the.

NOTE Confidence: 0.8946666

00:12:54.810 --> 00:12:57.410 I know what the different parts of this

NOTE Confidence: 0.8946666

00:12:57.410 --> 00:12:59.718 picture invoked in them was really amazing.

NOTE Confidence: 0.8946666

00:12:59.720 --> 00:13:00.695 So for example,

NOTE Confidence: 0.8946666

00:13:00.695 --> 00:13:01.995 in one small group,

NOTE Confidence: 0.8946666

00:13:02.000 --> 00:13:03.866 if you look back down to

NOTE Confidence: 0.8946666

00:13:03.866 --> 00:13:05.930 the center in the very back,

NOTE Confidence: 0.8946666

00:13:05.930 --> 00:13:08.191 the little girl who looks like she's

NOTE Confidence: 0.8946666

00:13:08.191 --> 00:13:10.582 looking at her watch about 80% of

NOTE Confidence: 0.8946666

00:13:10.582 --> 00:13:13.396 the teen girl said that she had

NOTE Confidence: 0.8946666

00:13:13.396 --> 00:13:16.169 just found out she was pregnant.

NOTE Confidence: 0.8946666

00:13:16.170 --> 00:13:18.420 Which was pretty astonishing to sort

NOTE Confidence: 0.8946666

00:13:18.420 --> 00:13:21.514 of see that that was sort of what if

NOTE Confidence: 0.8946666

00:13:21.514 --> 00:13:23.880 you will what they read into this

NOTE Confidence: 0.8946666

00:13:23.880 --> 00:13:26.575 picture and what they could talk about,

NOTE Confidence: 0.8946666

00:13:26.580 --> 00:13:29.124 and then expand on and so using a

NOTE Confidence: 0.8946666

00:13:29.124 --> 00:13:31.669 method like this helped us to really  
NOTE Confidence: 0.8946666

00:13:31.669 --> 00:13:33.966 build the stories that went into  
NOTE Confidence: 0.8946666

00:13:33.966 --> 00:13:36.270 the first game that we developed.  
NOTE Confidence: 0.8946666

00:13:36.270 --> 00:13:39.609 And it's a it's a method we've  
NOTE Confidence: 0.8946666

00:13:39.609 --> 00:13:41.040 used going forward.  
NOTE Confidence: 0.8946666

00:13:41.040 --> 00:13:43.092 This is another method that we  
NOTE Confidence: 0.8946666

00:13:43.092 --> 00:13:45.112 used which was essentially to help  
NOTE Confidence: 0.8946666

00:13:45.112 --> 00:13:46.870 inform the artwork of the game,  
NOTE Confidence: 0.8946666

00:13:46.870 --> 00:13:48.838 and so we gave a group of about  
NOTE Confidence: 0.8946666

00:13:48.838 --> 00:13:50.313 10 teens disposable cameras and  
NOTE Confidence: 0.8946666

00:13:50.313 --> 00:13:52.936 we asked him to go out into their  
NOTE Confidence: 0.8946666

00:13:52.936 --> 00:13:54.966 community and take pictures of  
NOTE Confidence: 0.8946666

00:13:54.966 --> 00:13:57.238 everything that was important to them.  
NOTE Confidence: 0.8946666

00:13:57.238 --> 00:13:59.506 The things that they saw every day,  
NOTE Confidence: 0.8946666

00:13:59.510 --> 00:14:01.900 what they wanted to capture.  
NOTE Confidence: 0.8946666

00:14:01.900 --> 00:14:03.120 And so they did.

NOTE Confidence: 0.8946666

00:14:03.120 --> 00:14:05.800 And they came back and brought the cameras.

NOTE Confidence: 0.8946666

00:14:05.800 --> 00:14:07.750 And we developed the the photographs.

NOTE Confidence: 0.8946666

00:14:07.750 --> 00:14:10.350 And we talked with him about the photographs.

NOTE Confidence: 0.8946666

00:14:10.350 --> 00:14:12.380 And then all of those images were

NOTE Confidence: 0.8946666

00:14:12.380 --> 00:14:14.742 sent down to Shell games to then

NOTE Confidence: 0.8946666

00:14:14.742 --> 00:14:16.527 be translated into the artwork.

NOTE Confidence: 0.8946666

00:14:16.530 --> 00:14:18.798 And so this was one way again,

NOTE Confidence: 0.8946666

00:14:18.800 --> 00:14:21.131 since our goal has been to create

NOTE Confidence: 0.8946666

00:14:21.131 --> 00:14:23.451 games that are authentic and real

NOTE Confidence: 0.8946666

00:14:23.451 --> 00:14:25.115 to our target audience.

NOTE Confidence: 0.8946666

00:14:25.120 --> 00:14:27.136 This allows us to really take the

NOTE Confidence: 0.8946666

00:14:27.136 --> 00:14:28.909 images right from kids eyes and

NOTE Confidence: 0.8946666

00:14:28.909 --> 00:14:30.883 build it into the artwork as opposed

NOTE Confidence: 0.8946666

00:14:30.949 --> 00:14:32.755 to us being translators of that.

NOTE Confidence: 0.8946666

00:14:32.760 --> 00:14:34.692 It really came from what they saw

NOTE Confidence: 0.8946666



00:14:34.692 --> 00:14:36.484 and what they felt was important  
NOTE Confidence: 0.8946666

00:14:36.484 --> 00:14:38.584 and wanted to be captured in the  
NOTE Confidence: 0.880634

00:14:38.643 --> 00:14:39.819 images of this game.  
NOTE Confidence: 0.87352043

00:14:41.930 --> 00:14:43.869 And from there you know endless input  
NOTE Confidence: 0.87352043

00:14:43.869 --> 00:14:45.780 from them again through focus groups  
NOTE Confidence: 0.87352043

00:14:45.780 --> 00:14:47.832 on different design elements you know,  
NOTE Confidence: 0.87352043

00:14:47.840 --> 00:14:49.706 did they like the the clothes?  
NOTE Confidence: 0.87352043

00:14:49.710 --> 00:14:52.072 This is all you know, artwork that.  
NOTE Confidence: 0.87352043

00:14:52.072 --> 00:14:54.508 That Shell games had had drawn,  
NOTE Confidence: 0.87352043

00:14:54.510 --> 00:14:56.834 you know the characters look too old.  
NOTE Confidence: 0.87352043

00:14:56.840 --> 00:14:59.185 You know one thing about teams that  
NOTE Confidence: 0.87352043

00:14:59.185 --> 00:15:01.547 I've learned is that you know they  
NOTE Confidence: 0.87352043

00:15:01.547 --> 00:15:03.479 will tell you what they think.  
NOTE Confidence: 0.87352043

00:15:03.480 --> 00:15:06.224 And so this allowed us to again bring  
NOTE Confidence: 0.87352043

00:15:06.224 --> 00:15:08.457 the artwork back to them and say,  
NOTE Confidence: 0.87352043

00:15:08.460 --> 00:15:10.446 did we do OK did we?

NOTE Confidence: 0.87352043

00:15:10.450 --> 00:15:13.400 Did we do it right and have them give that

NOTE Confidence: 0.87352043

00:15:13.470 --> 00:15:16.414 feedback so that it could then be changed?

NOTE Confidence: 0.87352043

00:15:16.420 --> 00:15:19.036 And what all of this ended up in

NOTE Confidence: 0.87352043

00:15:19.036 --> 00:15:21.740 involving in with every game that we do?

NOTE Confidence: 0.87352043

00:15:21.740 --> 00:15:23.510 It's a highly iterative process.

NOTE Confidence: 0.87352043

00:15:23.510 --> 00:15:25.934 It goes back and forth and back and

NOTE Confidence: 0.87352043

00:15:25.934 --> 00:15:28.277 forth between you know our team partners,

NOTE Confidence: 0.87352043

00:15:28.280 --> 00:15:29.975 our game development partners and

NOTE Confidence: 0.87352043

00:15:29.975 --> 00:15:32.686 you can see from here the upper left

NOTE Confidence: 0.87352043

00:15:32.686 --> 00:15:34.891 hand corner is where we started with

NOTE Confidence: 0.87352043

00:15:34.955 --> 00:15:37.179 one of our many games for this game,

NOTE Confidence: 0.87352043

00:15:37.180 --> 00:15:38.152 this first game.

NOTE Confidence: 0.87352043

00:15:38.152 --> 00:15:41.164 And by the end had gone down to the

NOTE Confidence: 0.87352043

00:15:41.164 --> 00:15:43.488 the right lower hand corner to where

NOTE Confidence: 0.87352043

00:15:43.488 --> 00:15:46.617 we landed and what that game that

NOTE Confidence: 0.87352043

00:15:46.617 --> 00:15:48.433 minigame ultimately looked like.  
NOTE Confidence: 0.87352043

00:15:48.440 --> 00:15:50.925 So a lot of back and forth,  
NOTE Confidence: 0.87352043

00:15:50.930 --> 00:15:53.240 which is absolutely critical so that  
NOTE Confidence: 0.87352043

00:15:53.240 --> 00:15:56.448 we at each step we can incorporate  
NOTE Confidence: 0.87352043

00:15:56.448 --> 00:15:58.564 our adolescent partners voices.  
NOTE Confidence: 0.87352043

00:15:58.570 --> 00:16:00.383 So this was the first game we  
NOTE Confidence: 0.87352043

00:16:00.383 --> 00:16:01.983 developed with that funding from  
NOTE Confidence: 0.87352043

00:16:01.983 --> 00:16:03.126 the National Institute,  
NOTE Confidence: 0.87352043

00:16:03.130 --> 00:16:04.855 Child Health and Human Development  
NOTE Confidence: 0.87352043

00:16:04.855 --> 00:16:07.090 called play for Dallas City stories.  
NOTE Confidence: 0.87352043

00:16:07.090 --> 00:16:09.554 The origins of that name play forward  
NOTE Confidence: 0.87352043

00:16:09.554 --> 00:16:11.950 is really sort of carried through to  
NOTE Confidence: 0.87352043

00:16:11.950 --> 00:16:14.913 all of our games or games focused very  
NOTE Confidence: 0.87352043

00:16:14.913 --> 00:16:17.378 much on developing future orientation.  
NOTE Confidence: 0.87352043

00:16:17.380 --> 00:16:19.350 Helping kids recognize that decisions  
NOTE Confidence: 0.87352043

00:16:19.350 --> 00:16:22.085 they make now have an impact now

NOTE Confidence: 0.87352043

00:16:22.085 --> 00:16:23.465 and in their future,

NOTE Confidence: 0.87352043

00:16:23.470 --> 00:16:26.137 and sort of how to think forward.

NOTE Confidence: 0.87352043

00:16:26.140 --> 00:16:29.268 And in this case play forward so that

NOTE Confidence: 0.87352043

00:16:29.268 --> 00:16:32.076 they can develop better decision

NOTE Confidence: 0.87352043

00:16:32.076 --> 00:16:34.150 making skills. Elm City stories.

NOTE Confidence: 0.87352043

00:16:34.150 --> 00:16:34.670 You know,

NOTE Confidence: 0.87352043

00:16:34.670 --> 00:16:36.434 New Haven is the Elm City and

NOTE Confidence: 0.87352043

00:16:36.434 --> 00:16:38.220 these were the stories of kids in

NOTE Confidence: 0.87352043

00:16:38.220 --> 00:16:40.130 New Haven and so it was really.

NOTE Confidence: 0.87352043

00:16:40.130 --> 00:16:41.110 It's a real really.

NOTE Confidence: 0.87352043

00:16:41.110 --> 00:16:43.420 A shout out to New Haven for all of

NOTE Confidence: 0.87352043

00:16:43.420 --> 00:16:45.247 their time and efforts that they put

NOTE Confidence: 0.87352043

00:16:45.311 --> 00:16:47.145 in helping us to build this game.

NOTE Confidence: 0.88175815

00:16:49.350 --> 00:16:51.345 So this is just the home screen

NOTE Confidence: 0.88175815

00:16:51.345 --> 00:16:53.530 of the game again, which is,

NOTE Confidence: 0.88175815

00:16:53.530 --> 00:16:56.540 you know, served as kind of a.  
NOTE Confidence: 0.88175815

00:16:56.540 --> 00:16:58.844 You know part of the platform  
NOTE Confidence: 0.88175815

00:16:58.844 --> 00:17:01.970 where we you know we end up using  
NOTE Confidence: 0.88175815

00:17:01.970 --> 00:17:04.765 or adapting parts of each game to  
NOTE Confidence: 0.88175815

00:17:04.765 --> 00:17:07.495 build new games for new populations.  
NOTE Confidence: 0.88175815

00:17:07.500 --> 00:17:08.312 New outcomes.  
NOTE Confidence: 0.88175815

00:17:08.312 --> 00:17:11.560 You can see these games are highly narrative.  
NOTE Confidence: 0.88175815

00:17:11.560 --> 00:17:14.664 The 12 stories at the top going from  
NOTE Confidence: 0.88175815

00:17:14.664 --> 00:17:18.058 7th to 12th grade are all you know,  
NOTE Confidence: 0.88175815

00:17:18.060 --> 00:17:19.240 narrative based.  
NOTE Confidence: 0.88175815

00:17:19.240 --> 00:17:23.370 What we called challenge decks as they.  
NOTE Confidence: 0.88175815

00:17:23.370 --> 00:17:24.814 Present challenges throughout the  
NOTE Confidence: 0.88175815

00:17:24.814 --> 00:17:26.619 different stories that the player  
NOTE Confidence: 0.88175815

00:17:26.619 --> 00:17:28.706 has to navigate through and then the.  
NOTE Confidence: 0.88175815

00:17:28.710 --> 00:17:31.398 In this case the five mini games at  
NOTE Confidence: 0.88175815

00:17:31.398 --> 00:17:34.347 the bottom you can see are really where

NOTE Confidence: 0.88175815

00:17:34.347 --> 00:17:37.672 the kids build skills and are kind of

NOTE Confidence: 0.88175815

00:17:37.672 --> 00:17:39.907 interfacing with the different stories.

NOTE Confidence: 0.88175815

00:17:39.910 --> 00:17:41.806 Games tend to be very short,

NOTE Confidence: 0.88175815

00:17:41.810 --> 00:17:43.949 graphic novel style.

NOTE Confidence: 0.88175815

00:17:43.950 --> 00:17:46.830 And you can see with the mini games you

NOTE Confidence: 0.88175815

00:17:46.830 --> 00:17:49.920 know they are focused on different skills.

NOTE Confidence: 0.88175815

00:17:49.920 --> 00:17:52.696 They are highly sort of repetitive so that

NOTE Confidence: 0.88175815

00:17:52.696 --> 00:17:55.510 they get to practice these skills alot.

NOTE Confidence: 0.88175815

00:17:55.510 --> 00:17:58.030 Refusal power focuses on helping kids go

NOTE Confidence: 0.88175815

00:17:58.030 --> 00:18:00.693 through the sort of science based steps

NOTE Confidence: 0.88175815

00:18:00.693 --> 00:18:02.967 of how to negotiate risky situations,

NOTE Confidence: 0.88175815

00:18:02.970 --> 00:18:06.860 how to refuse in a way that helps him still

NOTE Confidence: 0.88175815

00:18:06.960 --> 00:18:10.950 preserve their place in their social circle.

NOTE Confidence: 0.88175815

00:18:10.950 --> 00:18:12.142 People sense focuses on

NOTE Confidence: 0.88175815

00:18:12.142 --> 00:18:13.632 how to build your network.

NOTE Confidence: 0.88175815

00:18:13.640 --> 00:18:15.920 You know your peer network so that you  
NOTE Confidence: 0.88175815

00:18:15.920 --> 00:18:18.127 can keep the people who are really,  
NOTE Confidence: 0.88175815

00:18:18.130 --> 00:18:19.322 you know, sort of.  
NOTE Confidence: 0.88175815

00:18:19.322 --> 00:18:19.918 You know,  
NOTE Confidence: 0.88175815

00:18:19.920 --> 00:18:22.272 maybe the best influence for you or the  
NOTE Confidence: 0.88175815

00:18:22.272 --> 00:18:24.699 the best friends for you close to you.  
NOTE Confidence: 0.88175815

00:18:24.700 --> 00:18:27.220 And maybe folks were a little bit more  
NOTE Confidence: 0.88175815

00:18:27.220 --> 00:18:29.186 risky farther away on the no sense,  
NOTE Confidence: 0.88175815

00:18:29.190 --> 00:18:29.786 for example,  
NOTE Confidence: 0.88175815

00:18:29.786 --> 00:18:31.574 is really just teaching them information.  
NOTE Confidence: 0.88175815

00:18:31.580 --> 00:18:33.104 You know accurate information  
NOTE Confidence: 0.88175815

00:18:33.104 --> 00:18:34.628 on different topic areas.  
NOTE Confidence: 0.88175815

00:18:34.630 --> 00:18:36.772 And then you can see in the right lower  
NOTE Confidence: 0.88175815

00:18:36.772 --> 00:18:38.807 hand corner is a Fast forward button.  
NOTE Confidence: 0.88175815

00:18:38.810 --> 00:18:40.970 And at anytime during the game,  
NOTE Confidence: 0.88175815

00:18:40.970 --> 00:18:43.378 the player can Fast forward to their

NOTE Confidence: 0.88175815

00:18:43.378 --> 00:18:45.583 epilogue and their epilog is essentially

NOTE Confidence: 0.88175815

00:18:45.583 --> 00:18:48.166 where their character is in the game.

NOTE Confidence: 0.88175815

00:18:48.170 --> 00:18:49.322 At age 30,

NOTE Confidence: 0.88175815

00:18:49.322 --> 00:18:51.626 based on all the decisions that

NOTE Confidence: 0.88175815

00:18:51.626 --> 00:18:53.929 they've made so far in the game,

NOTE Confidence: 0.88175815

00:18:53.930 --> 00:18:56.730 and so they can sort of see this

NOTE Confidence: 0.88175815

00:18:56.730 --> 00:18:58.960 collage if you will, of where.

NOTE Confidence: 0.88175815

00:18:58.960 --> 00:19:01.445 How did decisions that their player has

NOTE Confidence: 0.88175815

00:19:01.445 --> 00:19:04.368 made in the game has impacted their future?

NOTE Confidence: 0.88175815

00:19:04.370 --> 00:19:07.232 They can then go back in the game and

NOTE Confidence: 0.88175815

00:19:07.232 --> 00:19:09.909 make different decisions or change.

NOTE Confidence: 0.88175815

00:19:09.910 --> 00:19:12.395 The actions they take and if you

NOTE Confidence: 0.88175815

00:19:12.395 --> 00:19:13.460 Fast forward again,

NOTE Confidence: 0.88175815

00:19:13.460 --> 00:19:16.655 that will now be reflected in a new epilogue.

NOTE Confidence: 0.88175815

00:19:16.660 --> 00:19:18.844 So it's a very dynamic sort of

NOTE Confidence: 0.88175815



00:19:18.844 --> 00:19:21.025 situation where you can see the  
NOTE Confidence: 0.88175815

00:19:21.025 --> 00:19:22.204 relationship between decisions  
NOTE Confidence: 0.88175815

00:19:22.204 --> 00:19:24.469 and their impact now and later,  
NOTE Confidence: 0.88175815

00:19:24.470 --> 00:19:26.240 and we've carried that through.  
NOTE Confidence: 0.88175815

00:19:26.240 --> 00:19:26.595 Also,  
NOTE Confidence: 0.88175815

00:19:26.595 --> 00:19:28.725 in some of our other games.  
NOTE Confidence: 0.86747557

00:19:31.890 --> 00:19:34.200 So that game took about 18 months.  
NOTE Confidence: 0.86747557

00:19:34.200 --> 00:19:36.180 That first game played forwards on  
NOTE Confidence: 0.86747557

00:19:36.180 --> 00:19:38.236 city stories, 18 months to develop.  
NOTE Confidence: 0.86747557

00:19:38.236 --> 00:19:39.981 We then conducted a randomized  
NOTE Confidence: 0.86747557

00:19:39.981 --> 00:19:41.763 control trial working with after  
NOTE Confidence: 0.86747557

00:19:41.763 --> 00:19:43.478 school in school based programs  
NOTE Confidence: 0.86747557

00:19:43.478 --> 00:19:45.337 in New Haven and Bridgeport.  
NOTE Confidence: 0.86747557

00:19:45.340 --> 00:19:47.580 We enrolled 333 teens between the ages  
NOTE Confidence: 0.86747557

00:19:47.580 --> 00:19:50.277 of 11 and 14 and we randomize them  
NOTE Confidence: 0.86747557

00:19:50.277 --> 00:19:53.246 either to play forward or to a set of

NOTE Confidence: 0.86747557

00:19:53.246 --> 00:19:55.088 control games games that were sort

NOTE Confidence: 0.86747557

00:19:55.090 --> 00:19:56.720 of entertaining and skill building,

NOTE Confidence: 0.86747557

00:19:56.720 --> 00:19:58.950 but had no relevant content.

NOTE Confidence: 0.86747557

00:19:58.950 --> 00:20:01.818 And we followed those kids for

NOTE Confidence: 0.86747557

00:20:01.818 --> 00:20:04.270 two years and collected data.

NOTE Confidence: 0.86747557

00:20:04.270 --> 00:20:08.170 Different time points on a large

NOTE Confidence: 0.86747557

00:20:08.170 --> 00:20:10.120 array of outcomes.

NOTE Confidence: 0.86747557

00:20:10.120 --> 00:20:12.883 I also collected a lot of game gameplay data,

NOTE Confidence: 0.86747557

00:20:12.890 --> 00:20:14.425 which is essentially data collected

NOTE Confidence: 0.86747557

00:20:14.425 --> 00:20:15.653 through the game software,

NOTE Confidence: 0.86747557

00:20:15.660 --> 00:20:18.092 which tells us a lot about what what

NOTE Confidence: 0.86747557

00:20:18.092 --> 00:20:20.516 the player is done in the game and

NOTE Confidence: 0.86747557

00:20:20.516 --> 00:20:22.698 the actions they took or how long

NOTE Confidence: 0.86747557

00:20:22.698 --> 00:20:24.594 it took them to learn something.

NOTE Confidence: 0.86747557

00:20:24.600 --> 00:20:26.268 So that's that's also very rich

NOTE Confidence: 0.86747557

00:20:26.268 --> 00:20:28.336 data and we were able to demonstrate  
NOTE Confidence: 0.86747557

00:20:28.336 --> 00:20:30.408 we've thus far looked at the 12  
NOTE Confidence: 0.86747557

00:20:30.469 --> 00:20:32.154 month outcomes we started looking  
NOTE Confidence: 0.86747557

00:20:32.154 --> 00:20:34.434 at the 24 month outcomes we've  
NOTE Confidence: 0.86747557

00:20:34.434 --> 00:20:36.810 been able to demonstrate.  
NOTE Confidence: 0.86747557

00:20:36.810 --> 00:20:38.160 Statistically significant and  
NOTE Confidence: 0.86747557

00:20:38.160 --> 00:20:40.410 sustained impact in areas such  
NOTE Confidence: 0.86747557

00:20:40.410 --> 00:20:42.242 as attitudes and knowledge and  
NOTE Confidence: 0.86747557

00:20:42.242 --> 00:20:44.265 are hoping to also be able to  
NOTE Confidence: 0.86747557

00:20:44.336 --> 00:20:46.308 demonstrate that with behaviors.  
NOTE Confidence: 0.85877514

00:20:48.600 --> 00:20:51.018 And so going from there again,  
NOTE Confidence: 0.85877514

00:20:51.020 --> 00:20:53.645 you can hear that you know that  
NOTE Confidence: 0.85877514

00:20:53.645 --> 00:20:55.726 process of development takes an  
NOTE Confidence: 0.85877514

00:20:55.726 --> 00:20:57.893 extraordinary amount of time, effort,  
NOTE Confidence: 0.85877514

00:20:57.893 --> 00:21:01.117 input and so to figure out a system.  
NOTE Confidence: 0.85877514

00:21:01.120 --> 00:21:03.490 Again to build this platform where

NOTE Confidence: 0.85877514

00:21:03.490 --> 00:21:05.879 we could then create other games

NOTE Confidence: 0.85877514

00:21:05.879 --> 00:21:08.441 using the assets from a game that

NOTE Confidence: 0.85877514

00:21:08.441 --> 00:21:11.080 we've created to create what we

NOTE Confidence: 0.85877514

00:21:11.080 --> 00:21:12.836 call these Playford spinoffs.

NOTE Confidence: 0.85877514

00:21:12.840 --> 00:21:15.780 Which is really to take again the

NOTE Confidence: 0.85877514

00:21:15.780 --> 00:21:18.550 framework and build out from there so.

NOTE Confidence: 0.85877514

00:21:18.550 --> 00:21:21.588 The first one we did that with

NOTE Confidence: 0.85877514

00:21:21.588 --> 00:21:23.460 is our gameplay test,

NOTE Confidence: 0.85877514

00:21:23.460 --> 00:21:26.575 which focuses on more on health advocacy,

NOTE Confidence: 0.85877514

00:21:26.580 --> 00:21:29.268 helping older teens really learn how

NOTE Confidence: 0.85877514

00:21:29.268 --> 00:21:32.379 to advocate for their own health care,

NOTE Confidence: 0.85877514

00:21:32.380 --> 00:21:35.050 engage in the health care system,

NOTE Confidence: 0.85877514

00:21:35.050 --> 00:21:37.022 and also specifically promoting

NOTE Confidence: 0.85877514

00:21:37.022 --> 00:21:38.994 HIV and sexually transmitted

NOTE Confidence: 0.85877514

00:21:38.994 --> 00:21:40.999 infection testing and counseling.

NOTE Confidence: 0.85877514

00:21:41.000 --> 00:21:42.672 In partnership with school  
NOTE Confidence: 0.85877514

00:21:42.672 --> 00:21:43.926 based health centers.  
NOTE Confidence: 0.85877514

00:21:43.930 --> 00:21:46.443 So this game was created with funding  
NOTE Confidence: 0.85877514

00:21:46.443 --> 00:21:48.962 again from the National Institute of  
NOTE Confidence: 0.85877514

00:21:48.962 --> 00:21:51.242 Child Health and Human Development  
NOTE Confidence: 0.85877514

00:21:51.242 --> 00:21:53.540 through a phase one anaphase.  
NOTE Confidence: 0.85877514

00:21:53.540 --> 00:21:56.160 Two small small business technology  
NOTE Confidence: 0.85877514

00:21:56.160 --> 00:21:58.256 transfer research grants and  
NOTE Confidence: 0.85877514

00:21:58.256 --> 00:22:01.272 this allowed us again to take the  
NOTE Confidence: 0.85877514

00:22:01.272 --> 00:22:03.586 platform of play forward and now  
NOTE Confidence: 0.85877514

00:22:03.586 --> 00:22:06.074 build it out to have a new target  
NOTE Confidence: 0.85877514

00:22:06.080 --> 00:22:09.006 outcome with in this case an older  
NOTE Confidence: 0.85877514

00:22:09.006 --> 00:22:11.380 older group of adolescents.  
NOTE Confidence: 0.85877514

00:22:11.380 --> 00:22:11.765 Subsequently,  
NOTE Confidence: 0.85877514

00:22:11.765 --> 00:22:14.075 we did similar with our smoke  
NOTE Confidence: 0.85877514

00:22:14.075 --> 00:22:16.161 screen game which focuses on

NOTE Confidence: 0.85877514

00:22:16.161 --> 00:22:17.885 vaping and smoking prevention,

NOTE Confidence: 0.85877514

00:22:17.890 --> 00:22:19.246 again in adolescence,

NOTE Confidence: 0.85877514

00:22:19.246 --> 00:22:21.958 and this game was funding both

NOTE Confidence: 0.85877514

00:22:21.958 --> 00:22:23.996 through the FDA and the NIH,

NOTE Confidence: 0.85877514

00:22:24.000 --> 00:22:25.314 and then subsequently,

NOTE Confidence: 0.85877514

00:22:25.314 --> 00:22:27.942 the CVS Health Foundation allowed us

NOTE Confidence: 0.85877514

00:22:27.942 --> 00:22:30.611 to take components of our other games

NOTE Confidence: 0.85877514

00:22:30.611 --> 00:22:33.758 and build it out for this new focus

NOTE Confidence: 0.85877514

00:22:33.758 --> 00:22:35.798 on vaping and smoking prevention.

NOTE Confidence: 0.85877514

00:22:35.800 --> 00:22:36.208 Again,

NOTE Confidence: 0.85877514

00:22:36.208 --> 00:22:37.840 with each of these,

NOTE Confidence: 0.85877514

00:22:37.840 --> 00:22:39.930 starting with focus groups with

NOTE Confidence: 0.85877514

00:22:39.930 --> 00:22:42.020 teens with collecting their stories.

NOTE Confidence: 0.85877514

00:22:42.020 --> 00:22:44.185 That information new our new

NOTE Confidence: 0.85877514

00:22:44.185 --> 00:22:46.350 voice and then obviously the

NOTE Confidence: 0.85877514

00:22:46.434 --> 00:22:47.802 behavioral scientists building  
NOTE Confidence: 0.85877514

00:22:47.802 --> 00:22:51.510 out what needed to be sort of the  
NOTE Confidence: 0.85877514

00:22:51.510 --> 00:22:54.114 scientific backbone of the new game.  
NOTE Confidence: 0.85877514

00:22:54.120 --> 00:22:57.249 And then finally our play smart game,  
NOTE Confidence: 0.85877514

00:22:57.250 --> 00:22:59.938 which we just finished development on.  
NOTE Confidence: 0.85877514

00:22:59.940 --> 00:23:02.943 This game focuses on both mental health  
NOTE Confidence: 0.85877514

00:23:02.943 --> 00:23:05.222 promotion and opioid misuse prevention  
NOTE Confidence: 0.85877514

00:23:05.222 --> 00:23:08.442 in teens in school based health centers.  
NOTE Confidence: 0.85877514

00:23:08.450 --> 00:23:09.021 Again,  
NOTE Confidence: 0.85877514

00:23:09.021 --> 00:23:12.447 this is part of the national.  
NOTE Confidence: 0.85877514

00:23:12.450 --> 00:23:13.674 NIH Hnyda heal initiative,  
NOTE Confidence: 0.85877514

00:23:13.674 --> 00:23:15.907 which is the helping to end addiction  
NOTE Confidence: 0.85877514

00:23:15.907 --> 00:23:17.911 long term initiative and for this  
NOTE Confidence: 0.85877514

00:23:17.911 --> 00:23:20.188 program we have developed a very  
NOTE Confidence: 0.85877514

00:23:20.188 --> 00:23:21.800 substantial partnership with the  
NOTE Confidence: 0.85877514

00:23:21.800 --> 00:23:23.726 National School based Health Alliance,

NOTE Confidence: 0.85877514

00:23:23.726 --> 00:23:26.232 which has been very fruitful in terms

NOTE Confidence: 0.85877514

00:23:26.232 --> 00:23:28.658 of all the different phases of that

NOTE Confidence: 0.85877514

00:23:28.658 --> 00:23:30.750 project which I will talk about.

NOTE Confidence: 0.85877514

00:23:30.750 --> 00:23:33.422 But this gives you sort of an overview

NOTE Confidence: 0.85877514

00:23:33.422 --> 00:23:36.307 of how these games can sort of build

NOTE Confidence: 0.85877514

00:23:36.307 --> 00:23:38.513 off each other and creating new

NOTE Confidence: 0.85877514

00:23:38.513 --> 00:23:41.305 assets in a new new focus in terms

NOTE Confidence: 0.85877514

00:23:41.310 --> 00:23:43.806 of the health outcome that were.

NOTE Confidence: 0.85877514

00:23:43.810 --> 00:23:44.270 Targeting

NOTE Confidence: 0.8541797

00:23:47.490 --> 00:23:50.570 so briefly, this is play test and you

NOTE Confidence: 0.8541797

00:23:50.570 --> 00:23:54.000 can see that we again using the same

NOTE Confidence: 0.8541797

00:23:54.000 --> 00:23:56.639 kind of framework and structure have

NOTE Confidence: 0.8541797

00:23:56.639 --> 00:23:59.991 a home screen which now has its an

NOTE Confidence: 0.8541797

00:24:00.000 --> 00:24:02.496 older age group that we're targeting.

NOTE Confidence: 0.8541797

00:24:02.500 --> 00:24:05.055 So this is now 9 through 12th

NOTE Confidence: 0.8541797



00:24:05.055 --> 00:24:07.668 graders were focused more on health  
NOTE Confidence: 0.8541797

00:24:07.668 --> 00:24:09.588 promotion than risk prevention.  
NOTE Confidence: 0.8541797

00:24:09.590 --> 00:24:12.509 So instead of having a refusal minigame,  
NOTE Confidence: 0.8541797

00:24:12.510 --> 00:24:14.600 we have a persuasion minigame.  
NOTE Confidence: 0.8541797

00:24:14.600 --> 00:24:17.715 In other words, developing skills how to.  
NOTE Confidence: 0.8541797

00:24:17.720 --> 00:24:20.877 Persuade your peers to do healthy things  
NOTE Confidence: 0.8541797

00:24:20.877 --> 00:24:24.876 and in turn kind of reflect that back on  
NOTE Confidence: 0.8541797

00:24:24.876 --> 00:24:28.024 yourself in terms of learning skills on  
NOTE Confidence: 0.8541797

00:24:28.024 --> 00:24:31.637 how to advocate for your own good health,  
NOTE Confidence: 0.8541797

00:24:31.637 --> 00:24:32.978 creating new artwork,  
NOTE Confidence: 0.8541797

00:24:32.978 --> 00:24:36.617 news stories again to build this new game  
NOTE Confidence: 0.8541797

00:24:36.617 --> 00:24:39.263 playtest has gone through pilot testing,  
NOTE Confidence: 0.8541797

00:24:39.270 --> 00:24:41.525 which was very successful in  
NOTE Confidence: 0.8541797

00:24:41.525 --> 00:24:43.780 terms of demonstrating sort of  
NOTE Confidence: 0.8541797

00:24:43.859 --> 00:24:46.457 the general usability of the game.  
NOTE Confidence: 0.8541797

00:24:46.460 --> 00:24:47.750 We also we.

NOTE Confidence: 0.8541797

00:24:47.750 --> 00:24:50.760 Had enrolled 26 teenagers in the pilot

NOTE Confidence: 0.8541797

00:24:50.851 --> 00:24:53.980 study and followed them for about 6

NOTE Confidence: 0.8541797

00:24:53.980 --> 00:24:57.135 weeks and within that six weeks actually

NOTE Confidence: 0.8541797

00:24:57.135 --> 00:25:00.157 two teens who had not been tested

NOTE Confidence: 0.8541797

00:25:00.157 --> 00:25:03.653 for HIV went and got tested for HIV.

NOTE Confidence: 0.8541797

00:25:03.660 --> 00:25:05.850 So obviously very small numbers,

NOTE Confidence: 0.8541797

00:25:05.850 --> 00:25:08.040 but sort of preliminary impact.

NOTE Confidence: 0.8541797

00:25:08.040 --> 00:25:10.470 We then subsequently just completed

NOTE Confidence: 0.8541797

00:25:10.470 --> 00:25:12.900 a randomized control trial with

NOTE Confidence: 0.8541797

00:25:12.982 --> 00:25:15.814 about 300 teenagers in school based

NOTE Confidence: 0.8541797

00:25:15.814 --> 00:25:18.132 health centers in Connecticut to

NOTE Confidence: 0.8541797

00:25:18.132 --> 00:25:20.250 test the efficacy of play test.

NOTE Confidence: 0.8541797

00:25:20.250 --> 00:25:21.568 And remarkably,

NOTE Confidence: 0.8541797

00:25:21.568 --> 00:25:24.204 despite the pandemic actually

NOTE Confidence: 0.8541797

00:25:24.204 --> 00:25:26.840 were able to complete.

NOTE Confidence: 0.8541797

00:25:26.840 --> 00:25:28.211 Six month outcomes,  
NOTE Confidence: 0.8541797

00:25:28.211 --> 00:25:30.953 which was our target outcome period  
NOTE Confidence: 0.8541797

00:25:30.953 --> 00:25:33.052 and 92% of our participants,  
NOTE Confidence: 0.8541797

00:25:33.052 --> 00:25:36.906 so that was that was a challenge, but.  
NOTE Confidence: 0.8541797

00:25:36.906 --> 00:25:39.890 But we met it.  
NOTE Confidence: 0.8541797

00:25:39.890 --> 00:25:42.188 And then smokescreen as I mentioned,  
NOTE Confidence: 0.8541797

00:25:42.190 --> 00:25:45.018 is the game that we developed with  
NOTE Confidence: 0.8541797

00:25:45.018 --> 00:25:48.024 support from the NIH and from the  
NOTE Confidence: 0.8541797

00:25:48.024 --> 00:25:50.164 CVS Health Foundation that focuses  
NOTE Confidence: 0.8541797

00:25:50.164 --> 00:25:53.048 on vaping and smoking prevention.  
NOTE Confidence: 0.8541797

00:25:53.050 --> 00:25:56.155 All of our games are available on the web.  
NOTE Confidence: 0.8541797

00:25:56.160 --> 00:25:58.414 Smoke screen is also available on both  
NOTE Confidence: 0.8541797

00:25:58.414 --> 00:26:01.224 of the app stores and in part because  
NOTE Confidence: 0.8541797

00:26:01.224 --> 00:26:04.120 of our partnership with CVS Health and also,  
NOTE Confidence: 0.8541797

00:26:04.120 --> 00:26:06.052 I think because of the game  
NOTE Confidence: 0.8541797

00:26:06.052 --> 00:26:07.930 being on the app stores,

NOTE Confidence: 0.8541797

00:26:07.930 --> 00:26:11.906 we have to date reached about 250,000 teams.

NOTE Confidence: 0.8541797

00:26:11.910 --> 00:26:15.160 With smokescreen.

NOTE Confidence: 0.8541797

00:26:15.160 --> 00:26:18.527 And smokescreen is part of CVS Health.

NOTE Confidence: 0.8541797

00:26:18.530 --> 00:26:21.410 Be the first tobacco free generation.

NOTE Confidence: 0.8541797

00:26:21.410 --> 00:26:23.925 Their focus on really providing

NOTE Confidence: 0.8541797

00:26:23.925 --> 00:26:25.434 education and prevention

NOTE Confidence: 0.8541797

00:26:25.434 --> 00:26:27.392 interventions around smoking and

NOTE Confidence: 0.8541797

00:26:27.392 --> 00:26:29.587 then subsequently vaping this game.

NOTE Confidence: 0.8541797

00:26:29.590 --> 00:26:30.624 You know,

NOTE Confidence: 0.8541797

00:26:30.624 --> 00:26:33.726 went through a number of different

NOTE Confidence: 0.8541797

00:26:33.726 --> 00:26:36.898 iterations really just to keep up with

NOTE Confidence: 0.8541797

00:26:36.898 --> 00:26:39.530 the evolving epidemic that E cigarettes

NOTE Confidence: 0.8541797

00:26:39.530 --> 00:26:43.538 and vaping became so we had to continually,

NOTE Confidence: 0.8541797

00:26:43.540 --> 00:26:44.364 you know.

NOTE Confidence: 0.8541797

00:26:44.364 --> 00:26:46.424 Seemed content an update things

NOTE Confidence: 0.8541797

00:26:46.424 --> 00:26:49.328 to just keep keep with what was

NOTE Confidence: 0.8541797

00:26:49.328 --> 00:26:51.710 happening in the world around us.

NOTE Confidence: 0.8654642

00:26:53.980 --> 00:26:56.368 And I focus a lot about,

NOTE Confidence: 0.8654642

00:26:56.370 --> 00:26:59.149 you know on on the development process,

NOTE Confidence: 0.8654642

00:26:59.150 --> 00:27:00.742 which is obviously key

NOTE Confidence: 0.8654642

00:27:00.742 --> 00:27:02.334 and very labor intensive.

NOTE Confidence: 0.8654642

00:27:02.340 --> 00:27:04.325 But we also do evaluate

NOTE Confidence: 0.8654642

00:27:04.325 --> 00:27:05.516 these games rigorously.

NOTE Confidence: 0.8654642

00:27:05.520 --> 00:27:08.184 We've now conducted two large scale

NOTE Confidence: 0.8654642

00:27:08.184 --> 00:27:10.372 randomized control trials as well

NOTE Confidence: 0.8654642

00:27:10.372 --> 00:27:13.092 as a large field study and with the

NOTE Confidence: 0.8654642

00:27:13.092 --> 00:27:15.478 upcoming play Smart Game we will

NOTE Confidence: 0.8654642

00:27:15.478 --> 00:27:17.453 also conduct a randomized control

NOTE Confidence: 0.8654642

00:27:17.460 --> 00:27:20.057 trial so to be able to demonstrate

NOTE Confidence: 0.8654642

00:27:20.057 --> 00:27:23.027 the impact in the areas of attitudes,

NOTE Confidence: 0.8654642

00:27:23.030 --> 00:27:24.335 knowledge, behaviors, intentions.

NOTE Confidence: 0.8654642

00:27:24.335 --> 00:27:26.510 Self efficacy is absolutely critical.

NOTE Confidence: 0.8654642

00:27:26.510 --> 00:27:29.526 Again, the focus of serious games is not

NOTE Confidence: 0.8654642

00:27:29.526 --> 00:27:32.330 only that they are fun and engaging,

NOTE Confidence: 0.8654642

00:27:32.330 --> 00:27:34.270 but that they actually accomplished

NOTE Confidence: 0.8654642

00:27:34.270 --> 00:27:36.988 something, and so we we focus on,

NOTE Confidence: 0.8654642

00:27:36.990 --> 00:27:37.804 you know,

NOTE Confidence: 0.8654642

00:27:37.804 --> 00:27:40.246 evaluating those in you know those

NOTE Confidence: 0.8654642

00:27:40.246 --> 00:27:42.776 outcomes and doing it for a long

NOTE Confidence: 0.8654642

00:27:42.776 --> 00:27:45.354 enough period of time that we can

NOTE Confidence: 0.8654642

00:27:45.354 --> 00:27:47.070 actually capture that impact.

NOTE Confidence: 0.84432197

00:27:50.000 --> 00:27:51.890 The other part of this though,

NOTE Confidence: 0.84432197

00:27:51.890 --> 00:27:54.095 as I mentioned, you know the these.

NOTE Confidence: 0.84432197

00:27:54.100 --> 00:27:56.128 These digital tools need to be

NOTE Confidence: 0.84432197

00:27:56.128 --> 00:27:58.190 engaging and they need to be fun.

NOTE Confidence: 0.84432197

00:27:58.190 --> 00:28:00.206 Is that we also collect a lot of

NOTE Confidence: 0.84432197

00:28:00.206 --> 00:28:02.288 data on the gameplay experience.  
NOTE Confidence: 0.84432197

00:28:02.290 --> 00:28:04.682 We want to make sure that kids in  
NOTE Confidence: 0.84432197

00:28:04.682 --> 00:28:06.317 these studies are playing games  
NOTE Confidence: 0.84432197

00:28:06.317 --> 00:28:08.585 and also find out just what they,  
NOTE Confidence: 0.84432197

00:28:08.590 --> 00:28:10.160 what their experience has been.  
NOTE Confidence: 0.84432197

00:28:10.160 --> 00:28:12.696 So this is data we we pretty much  
NOTE Confidence: 0.84432197

00:28:12.696 --> 00:28:15.199 collect this data on each of our games.  
NOTE Confidence: 0.84432197

00:28:15.200 --> 00:28:17.564 This is data from the first  
NOTE Confidence: 0.84432197

00:28:17.564 --> 00:28:18.746 play forward game.  
NOTE Confidence: 0.84432197

00:28:18.750 --> 00:28:20.736 And you can see they played.  
NOTE Confidence: 0.84432197

00:28:20.740 --> 00:28:23.719 This is over a course of about six weeks,  
NOTE Confidence: 0.84432197

00:28:23.720 --> 00:28:24.710 paid on average,  
NOTE Confidence: 0.84432197

00:28:24.710 --> 00:28:26.690 about 10 hours over 10 sessions.  
NOTE Confidence: 0.84432197

00:28:26.690 --> 00:28:29.122 So about an hour per session an when  
NOTE Confidence: 0.84432197

00:28:29.122 --> 00:28:31.841 we talked to the kids who were in the  
NOTE Confidence: 0.84432197

00:28:31.841 --> 00:28:34.310 play forward arm about their experience.

NOTE Confidence: 0.84432197  
00:28:34.310 --> 00:28:36.278 The majority of them talked with  
NOTE Confidence: 0.84432197  
00:28:36.278 --> 00:28:37.950 their friends about the game.  
NOTE Confidence: 0.84432197  
00:28:37.950 --> 00:28:39.930 The vast majority of of them,  
NOTE Confidence: 0.84432197  
00:28:39.930 --> 00:28:41.916 like the way the game look,  
NOTE Confidence: 0.84432197  
00:28:41.920 --> 00:28:44.032 enjoy playing the game and thought  
NOTE Confidence: 0.84432197  
00:28:44.032 --> 00:28:45.815 it was challenging reported that  
NOTE Confidence: 0.84432197  
00:28:45.815 --> 00:28:47.375 they felt responsible for the  
NOTE Confidence: 0.84432197  
00:28:47.375 --> 00:28:49.200 choices they made in the game,  
NOTE Confidence: 0.84432197  
00:28:49.200 --> 00:28:50.925 which is really critical in  
NOTE Confidence: 0.84432197  
00:28:50.925 --> 00:28:52.650 terms of trying to make.  
NOTE Confidence: 0.84432197  
00:28:52.650 --> 00:28:55.116 That translation between kind of the  
NOTE Confidence: 0.84432197  
00:28:55.116 --> 00:28:57.520 virtual experience and their real world.  
NOTE Confidence: 0.84432197  
00:28:57.520 --> 00:28:59.316 And similarly close to 80% reported  
NOTE Confidence: 0.84432197  
00:28:59.316 --> 00:29:01.528 that they would make decisions in real  
NOTE Confidence: 0.84432197  
00:29:01.528 --> 00:29:04.010 life as they had made them in the game.  
NOTE Confidence: 0.84432197



00:29:04.010 --> 00:29:06.380 Again with this focus on.  
NOTE Confidence: 0.84432197

00:29:06.380 --> 00:29:09.502 We want to see their healthy decision  
NOTE Confidence: 0.84432197

00:29:09.502 --> 00:29:12.000 making move from the game too.  
NOTE Confidence: 0.84432197

00:29:12.000 --> 00:29:13.380 Go to the real world.  
NOTE Confidence: 0.84320915

00:29:17.270 --> 00:29:19.062 We further just looked and this is  
NOTE Confidence: 0.84320915

00:29:19.062 --> 00:29:21.455 this is an area that I think deserves  
NOTE Confidence: 0.84320915

00:29:21.455 --> 00:29:23.604 a huge amount of exploration just to  
NOTE Confidence: 0.84320915

00:29:23.604 --> 00:29:25.700 sort of really drill down a little bit  
NOTE Confidence: 0.84320915

00:29:25.700 --> 00:29:27.612 more on how to tailor these games in  
NOTE Confidence: 0.84320915

00:29:27.612 --> 00:29:29.917 a way that they'll be most effective.  
NOTE Confidence: 0.84320915

00:29:29.920 --> 00:29:31.985 So we looked at some gender differences  
NOTE Confidence: 0.84320915

00:29:31.985 --> 00:29:33.935 and again this was really just sort  
NOTE Confidence: 0.84320915

00:29:33.935 --> 00:29:36.072 of a first pass and again with the  
NOTE Confidence: 0.84320915

00:29:36.072 --> 00:29:37.776 Playford game we found that girls  
NOTE Confidence: 0.84320915

00:29:37.776 --> 00:29:39.474 were more likely to report that  
NOTE Confidence: 0.84320915

00:29:39.474 --> 00:29:41.160 they would play the game again.

NOTE Confidence: 0.84320915

00:29:41.160 --> 00:29:43.204 This is girls versus boys were more

NOTE Confidence: 0.84320915

00:29:43.204 --> 00:29:45.168 likely report that they like the game.

NOTE Confidence: 0.84320915

00:29:45.170 --> 00:29:47.088 And were more likely to report that

NOTE Confidence: 0.84320915

00:29:47.088 --> 00:29:49.200 they tell their friends about the game.

NOTE Confidence: 0.84320915

00:29:49.200 --> 00:29:49.524 Interestingly,

NOTE Confidence: 0.84320915

00:29:49.524 --> 00:29:51.468 boys reported that they felt more

NOTE Confidence: 0.84320915

00:29:51.468 --> 00:29:53.104 connected to the character characters

NOTE Confidence: 0.84320915

00:29:53.104 --> 00:29:54.928 in the game and also reported

NOTE Confidence: 0.84320915

00:29:54.928 --> 00:29:56.769 there were more likely to report

NOTE Confidence: 0.84320915

00:29:56.769 --> 00:29:58.239 being frustrated with the game.

NOTE Confidence: 0.84320915

00:29:58.240 --> 00:30:01.194 So I think it's it's an interesting.

NOTE Confidence: 0.84320915

00:30:01.200 --> 00:30:02.042 There's a.

NOTE Confidence: 0.84320915

00:30:02.042 --> 00:30:05.410 There's a whole area in game design that

NOTE Confidence: 0.84320915

00:30:05.499 --> 00:30:08.817 focuses on games being challenging enough

NOTE Confidence: 0.84320915

00:30:08.817 --> 00:30:12.030 and frustrating enough in a good way.

NOTE Confidence: 0.84320915

00:30:12.030 --> 00:30:14.334 So that but not not too much so,  
NOTE Confidence: 0.84320915

00:30:14.340 --> 00:30:16.080 so that they're not too easy,  
NOTE Confidence: 0.84320915

00:30:16.080 --> 00:30:17.520 and they're not too hard,  
NOTE Confidence: 0.84320915

00:30:17.520 --> 00:30:19.248 so some of this feedback was  
NOTE Confidence: 0.84320915

00:30:19.248 --> 00:30:19.824 really interesting,  
NOTE Confidence: 0.84320915

00:30:19.830 --> 00:30:22.214 and I I found particularly that it was  
NOTE Confidence: 0.84320915

00:30:22.214 --> 00:30:24.663 interesting to see that that the boys felt  
NOTE Confidence: 0.84320915

00:30:24.663 --> 00:30:26.540 more connected with their characters.  
NOTE Confidence: 0.84320915

00:30:26.540 --> 00:30:28.944 And something to potentially  
NOTE Confidence: 0.84320915

00:30:28.944 --> 00:30:31.949 build on in future interventions.  
NOTE Confidence: 0.84320915

00:30:31.950 --> 00:30:34.068 So notably, we as I mentioned,  
NOTE Confidence: 0.84320915

00:30:34.070 --> 00:30:35.075 we, you know,  
NOTE Confidence: 0.84320915

00:30:35.075 --> 00:30:37.860 we really do focus on getting our work  
NOTE Confidence: 0.84320915

00:30:37.860 --> 00:30:40.415 out there and not only the outcomes,  
NOTE Confidence: 0.84320915

00:30:40.420 --> 00:30:41.784 but also the process.  
NOTE Confidence: 0.84320915

00:30:41.784 --> 00:30:43.489 So we have published extensively

NOTE Confidence: 0.84320915

00:30:43.489 --> 00:30:45.331 on our process and extensively

NOTE Confidence: 0.84320915

00:30:45.331 --> 00:30:47.126 on our outcomes to really,

NOTE Confidence: 0.84320915

00:30:47.130 --> 00:30:47.782 you know,

NOTE Confidence: 0.84320915

00:30:47.782 --> 00:30:50.064 be able to describe some of the

NOTE Confidence: 0.84320915

00:30:50.064 --> 00:30:52.261 models that we've created on how

NOTE Confidence: 0.84320915

00:30:52.261 --> 00:30:54.540 to design and develop these games,

NOTE Confidence: 0.84320915

00:30:54.540 --> 00:30:57.004 as well as how to evaluate them.

NOTE Confidence: 0.84320915

00:30:57.010 --> 00:30:59.980 And I feel like that has made a very

NOTE Confidence: 0.84320915

00:30:59.980 --> 00:31:02.746 important contribution to the to the field.

NOTE Confidence: 0.84320915

00:31:02.750 --> 00:31:03.496 That is,

NOTE Confidence: 0.84320915

00:31:03.496 --> 00:31:06.107 you know really been expanding and becoming,

NOTE Confidence: 0.84320915

00:31:06.110 --> 00:31:07.174 you know,

NOTE Confidence: 0.84320915

00:31:07.174 --> 00:31:10.366 much more prominent in the area

NOTE Confidence: 0.84320915

00:31:10.366 --> 00:31:12.150 of serious games.

NOTE Confidence: 0.84320915

00:31:12.150 --> 00:31:14.622 So I'm going to talk a little bit

NOTE Confidence: 0.84320915

00:31:14.622 --> 00:31:16.549 specifically about our most recent game,  
NOTE Confidence: 0.84320915

00:31:16.550 --> 00:31:17.806 which is play smart,  
NOTE Confidence: 0.84320915

00:31:17.806 --> 00:31:19.690 which is funded by night I,  
NOTE Confidence: 0.84320915

00:31:19.690 --> 00:31:21.215 which I mentioned before with  
NOTE Confidence: 0.84320915

00:31:21.215 --> 00:31:23.123 because we were deep in the  
NOTE Confidence: 0.84320915

00:31:23.123 --> 00:31:24.708 throes of this specific game.  
NOTE Confidence: 0.84320915

00:31:24.710 --> 00:31:27.294 I also have to say that you know  
NOTE Confidence: 0.84320915

00:31:27.294 --> 00:31:29.440 I before I started working.  
NOTE Confidence: 0.84320915

00:31:29.440 --> 00:31:30.706 12 years ago,  
NOTE Confidence: 0.84320915

00:31:30.706 --> 00:31:33.238 really focusing my my research on  
NOTE Confidence: 0.84320915

00:31:33.238 --> 00:31:36.219 prevention with a younger population I spent.  
NOTE Confidence: 0.84320915

00:31:36.220 --> 00:31:39.090 A number of years doing  
NOTE Confidence: 0.84320915

00:31:39.090 --> 00:31:41.386 clinical research with adults.  
NOTE Confidence: 0.84320915

00:31:41.390 --> 00:31:43.910 More ranch treatment models and  
NOTE Confidence: 0.84320915

00:31:43.910 --> 00:31:45.422 specifically treatment models  
NOTE Confidence: 0.84320915

00:31:45.422 --> 00:31:47.271 regarding substance use disorders

NOTE Confidence: 0.84320915

00:31:47.271 --> 00:31:49.201 and very specifically opioid use

NOTE Confidence: 0.84320915

00:31:49.201 --> 00:31:51.345 disorder and so to be able to

NOTE Confidence: 0.84320915

00:31:51.345 --> 00:31:53.486 do this work as part of the heel

NOTE Confidence: 0.84320915

00:31:53.486 --> 00:31:55.376 initiative was really quite frankly,

NOTE Confidence: 0.84320915

00:31:55.380 --> 00:31:57.879 a dream come true for me because

NOTE Confidence: 0.84320915

00:31:57.879 --> 00:32:00.985 this is an area that I really wanted

NOTE Confidence: 0.84320915

00:32:00.985 --> 00:32:03.734 to focus on for many, many years.

NOTE Confidence: 0.84320915

00:32:03.734 --> 00:32:06.116 In terms of designing and developing

NOTE Confidence: 0.84320915

00:32:06.116 --> 00:32:07.850 an intervention around preventing

NOTE Confidence: 0.84320915

00:32:07.850 --> 00:32:10.460 opioid misuse in a younger population.

NOTE Confidence: 0.84320915

00:32:10.460 --> 00:32:12.350 So this is play smart.

NOTE Confidence: 0.84320915

00:32:12.350 --> 00:32:14.618 This is our most recent game,

NOTE Confidence: 0.84306973

00:32:14.620 --> 00:32:16.756 again funded through the National Institute

NOTE Confidence: 0.84306973

00:32:16.756 --> 00:32:19.528 on Drug Abuse and their Heal initiative,

NOTE Confidence: 0.84306973

00:32:19.530 --> 00:32:22.010 and this is a five year grant looking

NOTE Confidence: 0.84306973

00:32:22.010 --> 00:32:23.951 at preventing initiation of opioid  
NOTE Confidence: 0.84306973

00:32:23.951 --> 00:32:26.046 misuse in adolescence in conjunction  
NOTE Confidence: 0.84306973

00:32:26.046 --> 00:32:28.230 with school based health centers.  
NOTE Confidence: 0.84306973

00:32:28.230 --> 00:32:29.990 And as you'll see,  
NOTE Confidence: 0.84306973

00:32:29.990 --> 00:32:34.200 it's sort of a multi phase fairly complex.  
NOTE Confidence: 0.84306973

00:32:34.200 --> 00:32:36.708 Proposal and has been going along  
NOTE Confidence: 0.84306973

00:32:36.708 --> 00:32:38.820 actually pretty well to date,  
NOTE Confidence: 0.84306973

00:32:38.820 --> 00:32:42.519 so this is this is play smart and the  
NOTE Confidence: 0.84306973

00:32:42.519 --> 00:32:46.549 game we finished development of the game.  
NOTE Confidence: 0.84306973

00:32:46.550 --> 00:32:49.035 In April and so we are now  
NOTE Confidence: 0.84306973

00:32:49.035 --> 00:32:51.119 moving into the next phase,  
NOTE Confidence: 0.84306973

00:32:51.120 --> 00:32:52.644 which I will discuss,  
NOTE Confidence: 0.84306973

00:32:52.644 --> 00:32:54.926 but again, as I talked about,  
NOTE Confidence: 0.84306973

00:32:54.926 --> 00:32:57.200 we started with the formative work  
NOTE Confidence: 0.84306973

00:32:57.279 --> 00:32:59.499 and this game was no different,  
NOTE Confidence: 0.84306973

00:32:59.500 --> 00:33:02.652 so we had the joy of starting our

NOTE Confidence: 0.84306973

00:33:02.652 --> 00:33:04.838 formative work in the you know,

NOTE Confidence: 0.84306973

00:33:04.840 --> 00:33:07.912 at the beginning and through the height or

NOTE Confidence: 0.84306973

00:33:07.912 --> 00:33:11.658 one of the heights of the COVID-19 pandemic.

NOTE Confidence: 0.84306973

00:33:11.660 --> 00:33:15.796 So this work began in February of 2020.

NOTE Confidence: 0.84306973

00:33:15.800 --> 00:33:18.008 And we ultimately ended up conducting

NOTE Confidence: 0.84306973

00:33:18.008 --> 00:33:20.584 all of the most, if not all,

NOTE Confidence: 0.84306973

00:33:20.584 --> 00:33:25.108 of this work virtually, which is a real.

NOTE Confidence: 0.84306973

00:33:25.110 --> 00:33:28.030 You know a real kudo to my team for being

NOTE Confidence: 0.84306973

00:33:28.108 --> 00:33:31.202 able to complete so much work under

NOTE Confidence: 0.84306973

00:33:31.202 --> 00:33:33.032 obviously such challenging circumstances

NOTE Confidence: 0.84306973

00:33:33.032 --> 00:33:36.028 that we all had to function under.

NOTE Confidence: 0.84306973

00:33:36.030 --> 00:33:38.484 So this formative work was completed

NOTE Confidence: 0.84306973

00:33:38.484 --> 00:33:40.320 between February and June 2,

NOTE Confidence: 0.84306973

00:33:40.320 --> 00:33:40.731 2020.

NOTE Confidence: 0.84306973

00:33:40.731 --> 00:33:42.786 We conducted 16 focus groups

NOTE Confidence: 0.84306973



00:33:42.786 --> 00:33:45.830 with a total of 84 participants.  
NOTE Confidence: 0.84306973

00:33:45.830 --> 00:33:47.630 That included seven focus groups  
NOTE Confidence: 0.84306973

00:33:47.630 --> 00:33:49.070 with adolescents who reported  
NOTE Confidence: 0.84306973

00:33:49.070 --> 00:33:51.018 not having tried opioids before.  
NOTE Confidence: 0.84306973

00:33:51.020 --> 00:33:53.390 1 focus group with prevention specialists  
NOTE Confidence: 0.84306973

00:33:53.390 --> 00:33:56.491 who are folks who were now working in  
NOTE Confidence: 0.84306973

00:33:56.491 --> 00:33:59.072 the prevention field but also many of  
NOTE Confidence: 0.84306973

00:33:59.072 --> 00:34:01.459 them were in recovery by Focus Group  
NOTE Confidence: 0.84306973

00:34:01.459 --> 00:34:03.263 with school based health alliance.  
NOTE Confidence: 0.84306973

00:34:03.263 --> 00:34:04.376 Our national partner,  
NOTE Confidence: 0.84306973

00:34:04.380 --> 00:34:06.920 adult affiliates and three with.  
NOTE Confidence: 0.84306973

00:34:06.920 --> 00:34:09.500 School based Health Alliance youth leaders.  
NOTE Confidence: 0.84306973

00:34:09.500 --> 00:34:12.152 And then we also conducted 6  
NOTE Confidence: 0.84306973

00:34:12.152 --> 00:34:14.455 interviews with providers who were  
NOTE Confidence: 0.84306973

00:34:14.455 --> 00:34:17.155 working with patients who were in  
NOTE Confidence: 0.84306973

00:34:17.155 --> 00:34:19.579 treatment for opioid use disorder.

NOTE Confidence: 0.84306973

00:34:19.580 --> 00:34:23.612 And you know this ended up being a

NOTE Confidence: 0.84306973

00:34:23.612 --> 00:34:26.749 very compelling and rich experience.

NOTE Confidence: 0.84306973

00:34:26.750 --> 00:34:29.326 The idea of sort of talking with

NOTE Confidence: 0.84306973

00:34:29.326 --> 00:34:31.265 adolescents who had not tried

NOTE Confidence: 0.84306973

00:34:31.265 --> 00:34:33.939 opioids and could sort of be looking

NOTE Confidence: 0.84306973

00:34:33.939 --> 00:34:35.950 forward and thinking somewhat.

NOTE Confidence: 0.84306973

00:34:35.950 --> 00:34:37.550 Sort of theoretically about

NOTE Confidence: 0.84306973

00:34:37.550 --> 00:34:39.550 what struggles there might be.

NOTE Confidence: 0.84306973

00:34:39.550 --> 00:34:41.550 But then speaking with prevention

NOTE Confidence: 0.84306973

00:34:41.550 --> 00:34:43.950 specialists who were, you know now,

NOTE Confidence: 0.84306973

00:34:43.950 --> 00:34:46.350 young adults and adults who really,

NOTE Confidence: 0.84306973

00:34:46.350 --> 00:34:48.750 you know where they you know

NOTE Confidence: 0.84306973

00:34:48.750 --> 00:34:49.550 they contributed,

NOTE Confidence: 0.84306973

00:34:49.550 --> 00:34:52.750 was to be able to share with us.

NOTE Confidence: 0.84306973

00:34:52.750 --> 00:34:53.550 You know,

NOTE Confidence: 0.84306973

00:34:53.550 --> 00:34:56.750 their stories an what they had gone through,

NOTE Confidence: 0.84306973

00:34:56.750 --> 00:34:58.334 an what they might.

NOTE Confidence: 0.84306973

00:34:58.334 --> 00:35:01.526 Say to their their former 16 year old

NOTE Confidence: 0.84306973

00:35:01.526 --> 00:35:04.430 self so that we were really sort of

NOTE Confidence: 0.84306973

00:35:04.519 --> 00:35:07.657 able to capture stories going forward.

NOTE Confidence: 0.84306973

00:35:07.660 --> 00:35:08.875 Stories going back,

NOTE Confidence: 0.84306973

00:35:08.875 --> 00:35:10.495 talking to younger folks,

NOTE Confidence: 0.84306973

00:35:10.500 --> 00:35:12.520 older folks, and so this.

NOTE Confidence: 0.84306973

00:35:12.520 --> 00:35:13.735 This provided incredibly

NOTE Confidence: 0.84306973

00:35:13.735 --> 00:35:14.950 valuable formative work,

NOTE Confidence: 0.84306973

00:35:14.950 --> 00:35:18.190 and I'm I'm very grateful to those folks,

NOTE Confidence: 0.84306973

00:35:18.190 --> 00:35:20.905 for you know, for participating

NOTE Confidence: 0.84306973

00:35:20.905 --> 00:35:23.970 and sharing their stories with us.

NOTE Confidence: 0.84306973

00:35:23.970 --> 00:35:26.195 This allowed us to identify

NOTE Confidence: 0.84306973

00:35:26.195 --> 00:35:27.975 these nine salient themes,

NOTE Confidence: 0.84306973

00:35:27.980 --> 00:35:30.200 which included things such as,

NOTE Confidence: 0.84306973

00:35:30.200 --> 00:35:33.590 you know, really helping you know.

NOTE Confidence: 0.84306973

00:35:33.590 --> 00:35:35.858 Kids to be able to identify

NOTE Confidence: 0.84306973

00:35:35.858 --> 00:35:37.815 opioids and what they were

NOTE Confidence: 0.84306973

00:35:37.815 --> 00:35:39.999 what their risk of harm was.

NOTE Confidence: 0.84306973

00:35:40.000 --> 00:35:41.312 What kids believe their

NOTE Confidence: 0.84306973

00:35:41.312 --> 00:35:43.280 risk of harm was a specific

NOTE Confidence: 0.84468246

00:35:43.348 --> 00:35:45.280 focus on prescription opioids.

NOTE Confidence: 0.84468246

00:35:45.280 --> 00:35:47.919 Different modes of learning that might be.

NOTE Confidence: 0.84468246

00:35:47.920 --> 00:35:50.559 You know, most important for for this.

NOTE Confidence: 0.84468246

00:35:50.560 --> 00:35:53.185 For this game the accessibility of opioids.

NOTE Confidence: 0.84468246

00:35:53.190 --> 00:35:55.829 Reasons to miss you to music misuse,

NOTE Confidence: 0.84468246

00:35:55.830 --> 00:35:58.434 opioids issues around mental health and

NOTE Confidence: 0.84468246

00:35:58.434 --> 00:36:01.290 support systems and in place and then.

NOTE Confidence: 0.84468246

00:36:01.290 --> 00:36:03.420 Sort of general ideas around how

NOTE Confidence: 0.84468246

00:36:03.420 --> 00:36:05.850 a video game might address and

NOTE Confidence: 0.84468246

00:36:05.850 --> 00:36:08.190 capture all these different themes.  
NOTE Confidence: 0.8749751

00:36:10.560 --> 00:36:13.220 And so where we landed was obviously  
NOTE Confidence: 0.8749751

00:36:13.220 --> 00:36:16.335 on a on a, you know a dedicated focus  
NOTE Confidence: 0.8749751

00:36:16.335 --> 00:36:18.910 on addiction and and also a very  
NOTE Confidence: 0.8749751

00:36:18.910 --> 00:36:20.890 substantial focus on mental health.  
NOTE Confidence: 0.8749751

00:36:20.890 --> 00:36:23.746 You know as we know these these travel  
NOTE Confidence: 0.8749751

00:36:23.746 --> 00:36:26.675 together and it did not feel like we  
NOTE Confidence: 0.8749751

00:36:26.675 --> 00:36:28.555 could address issues around substance  
NOTE Confidence: 0.8749751

00:36:28.555 --> 00:36:31.579 misuse and an addiction and not have a  
NOTE Confidence: 0.8749751

00:36:31.579 --> 00:36:34.180 heavy focus on mental health as well.  
NOTE Confidence: 0.8749751

00:36:34.180 --> 00:36:37.008 And so play smart again is focused  
NOTE Confidence: 0.8749751

00:36:37.008 --> 00:36:39.156 on preventing opioid misuse in  
NOTE Confidence: 0.8749751

00:36:39.156 --> 00:36:41.306 adolescence and is grounded in.  
NOTE Confidence: 0.8749751

00:36:41.310 --> 00:36:43.078 Theory of planned behavior,  
NOTE Confidence: 0.8749751

00:36:43.078 --> 00:36:44.404 social learning theory,  
NOTE Confidence: 0.8749751

00:36:44.410 --> 00:36:46.630 self efficacy and message framing,

NOTE Confidence: 0.8749751

00:36:46.630 --> 00:36:49.556 and these were the stories and many

NOTE Confidence: 0.8749751

00:36:49.556 --> 00:36:52.573 games that we ended up with based

NOTE Confidence: 0.8749751

00:36:52.573 --> 00:36:55.661 on all of that formative work based

NOTE Confidence: 0.8749751

00:36:55.661 --> 00:36:58.589 on the literature science to date,

NOTE Confidence: 0.8749751

00:36:58.590 --> 00:36:59.919 and the stories.

NOTE Confidence: 0.8749751

00:36:59.919 --> 00:37:03.020 Again, as with all of our games,

NOTE Confidence: 0.8749751

00:37:03.020 --> 00:37:05.230 make up the narrative content,

NOTE Confidence: 0.8749751

00:37:05.230 --> 00:37:08.574 we have a story on sort of discussions

NOTE Confidence: 0.8749751

00:37:08.574 --> 00:37:11.380 with the dentist about paying.

NOTE Confidence: 0.8749751

00:37:11.380 --> 00:37:13.720 Management and wisdom tooth extraction,

NOTE Confidence: 0.8749751

00:37:13.720 --> 00:37:16.905 which is a very common way that

NOTE Confidence: 0.8749751

00:37:16.905 --> 00:37:19.339 kids are introduced to opioids.

NOTE Confidence: 0.8749751

00:37:19.340 --> 00:37:21.472 After a dental procedure.

NOTE Confidence: 0.8749751

00:37:21.472 --> 00:37:25.203 Story on peer to peer relationships and

NOTE Confidence: 0.8749751

00:37:25.203 --> 00:37:28.262 dealing with a friend who is struggling

NOTE Confidence: 0.8749751

00:37:28.262 --> 00:37:32.029 with a possible problem with addiction.

NOTE Confidence: 0.8749751

00:37:32.030 --> 00:37:34.501 Substance use in the setting of a

NOTE Confidence: 0.8749751

00:37:34.501 --> 00:37:36.478 party scene concerns about substance

NOTE Confidence: 0.8749751

00:37:36.478 --> 00:37:39.028 use in a more intimate relationship.

NOTE Confidence: 0.8749751

00:37:39.030 --> 00:37:41.229 A love relationship.

NOTE Confidence: 0.8749751

00:37:41.230 --> 00:37:43.990 Concerns about misuse and overdose

NOTE Confidence: 0.8749751

00:37:43.990 --> 00:37:46.198 specifically around family members,

NOTE Confidence: 0.8749751

00:37:46.200 --> 00:37:49.932 who you know are taking medications

NOTE Confidence: 0.8749751

00:37:49.932 --> 00:37:51.798 for medical reasons.

NOTE Confidence: 0.8749751

00:37:51.800 --> 00:37:55.307 And then a focus on mental health

NOTE Confidence: 0.8749751

00:37:55.307 --> 00:37:56.810 specifically around helping.

NOTE Confidence: 0.8749751

00:37:56.810 --> 00:37:58.530 Uh, sort of helping.

NOTE Confidence: 0.8749751

00:37:58.530 --> 00:38:00.680 Advocating for yourself when you

NOTE Confidence: 0.8749751

00:38:00.680 --> 00:38:03.404 when you need to have some have

NOTE Confidence: 0.8749751

00:38:03.404 --> 00:38:05.705 some mental health help and so

NOTE Confidence: 0.8749751

00:38:05.705 --> 00:38:07.925 those are stories are mini games,

NOTE Confidence: 0.8749751

00:38:07.930 --> 00:38:09.514 which typically are based

NOTE Confidence: 0.8749751

00:38:09.514 --> 00:38:11.098 in powers and senses.

NOTE Confidence: 0.8749751

00:38:11.100 --> 00:38:13.753 Focus on skill development and so we

NOTE Confidence: 0.8749751

00:38:13.753 --> 00:38:16.170 have one that focuses on assessing

NOTE Confidence: 0.8749751

00:38:16.170 --> 00:38:19.440 risk and perception of a risk of harm.

NOTE Confidence: 0.8749751

00:38:19.440 --> 00:38:20.808 One on managing stress,

NOTE Confidence: 0.8749751

00:38:20.808 --> 00:38:22.860 one on knowledge and sort of

NOTE Confidence: 0.8749751

00:38:22.931 --> 00:38:24.775 factual information and interactive

NOTE Confidence: 0.8749751

00:38:24.775 --> 00:38:27.080 game using social media to.

NOTE Confidence: 0.8749751

00:38:27.080 --> 00:38:27.814 Sort of.

NOTE Confidence: 0.8749751

00:38:27.814 --> 00:38:30.383 Help kids learn how to ask and

NOTE Confidence: 0.8749751

00:38:30.383 --> 00:38:32.841 answer questions and also how to do

NOTE Confidence: 0.8749751

00:38:32.841 --> 00:38:35.860 that in a non stigmatising manner.

NOTE Confidence: 0.8749751

00:38:35.860 --> 00:38:36.630 Future sense,

NOTE Confidence: 0.8749751

00:38:36.630 --> 00:38:38.940 which again helps build this sort

NOTE Confidence: 0.8749751



00:38:38.940 --> 00:38:41.109 of sense of future orientation  
NOTE Confidence: 0.8749751

00:38:41.109 --> 00:38:42.877 and then refusal power.  
NOTE Confidence: 0.8749751

00:38:42.880 --> 00:38:43.485 Again,  
NOTE Confidence: 0.8749751

00:38:43.485 --> 00:38:47.115 sort of how to negotiate or  
NOTE Confidence: 0.8749751

00:38:47.115 --> 00:38:48.930 refuse risky situations.  
NOTE Confidence: 0.8749751

00:38:48.930 --> 00:38:51.698 And so this is play smart was went  
NOTE Confidence: 0.8749751

00:38:51.698 --> 00:38:53.678 through development between April 2020.  
NOTE Confidence: 0.8749751

00:38:53.680 --> 00:38:54.718 In March 2021.  
NOTE Confidence: 0.8749751

00:38:54.718 --> 00:38:57.601 Again a huge shout out to my team  
NOTE Confidence: 0.8749751

00:38:57.601 --> 00:38:59.869 who kind of lived and breathed  
NOTE Confidence: 0.8749751

00:38:59.869 --> 00:39:02.503 us for 24/7 for that time period  
NOTE Confidence: 0.8749751

00:39:02.503 --> 00:39:04.983 and and you can see the stories  
NOTE Confidence: 0.8749751

00:39:04.983 --> 00:39:07.101 that circle the character that you  
NOTE Confidence: 0.8749751

00:39:07.101 --> 00:39:09.369 know that the player can create.  
NOTE Confidence: 0.8749751

00:39:09.370 --> 00:39:13.696 And then the skill based mini games.  
NOTE Confidence: 0.8749751

00:39:13.700 --> 00:39:17.011 And so this is sort of the

NOTE Confidence: 0.8749751

00:39:17.011 --> 00:39:19.820 home screen of play smart.

NOTE Confidence: 0.8749751

00:39:19.820 --> 00:39:23.316 So this is where we go from here.

NOTE Confidence: 0.8749751

00:39:23.320 --> 00:39:24.634 As I mentioned,

NOTE Confidence: 0.8749751

00:39:24.634 --> 00:39:27.700 this is a complex and comprehensive project.

NOTE Confidence: 0.8749751

00:39:27.700 --> 00:39:29.420 We finished game development.

NOTE Confidence: 0.8749751

00:39:29.420 --> 00:39:32.520 We conducted a pilot study in April,

NOTE Confidence: 0.8749751

00:39:32.520 --> 00:39:34.896 so last month with 33 adolescents

NOTE Confidence: 0.8749751

00:39:34.896 --> 00:39:37.340 this was actually done nationally,

NOTE Confidence: 0.8749751

00:39:37.340 --> 00:39:39.974 all virtually and we had those

NOTE Confidence: 0.8749751

00:39:39.974 --> 00:39:42.600 in groups pilot test the game,

NOTE Confidence: 0.8749751

00:39:42.600 --> 00:39:43.476 provide feedback.

NOTE Confidence: 0.8749751

00:39:43.476 --> 00:39:45.228 There were nine playtesting

NOTE Confidence: 0.8749751

00:39:45.228 --> 00:39:46.980 groups that were conducted,

NOTE Confidence: 0.84043455

00:39:46.980 --> 00:39:49.830 and rate range in length from.

NOTE Confidence: 0.84043455

00:39:49.830 --> 00:39:52.558 Hour and a half to 4 1/2 hours.

NOTE Confidence: 0.84043455

00:39:52.560 --> 00:39:54.762 So we will then take that  
NOTE Confidence: 0.84043455

00:39:54.762 --> 00:39:56.760 feedback from the pilot study.  
NOTE Confidence: 0.84043455

00:39:56.760 --> 00:39:58.645 We've also received very solid  
NOTE Confidence: 0.84043455

00:39:58.645 --> 00:40:00.153 feedback from partners at  
NOTE Confidence: 0.84043455

00:40:00.153 --> 00:40:02.107 the night of Science Policy.  
NOTE Confidence: 0.84043455

00:40:02.110 --> 00:40:04.396 Branch Ann will package it out.  
NOTE Confidence: 0.84043455

00:40:04.400 --> 00:40:06.656 That feedback to give to Shell  
NOTE Confidence: 0.84043455

00:40:06.656 --> 00:40:08.600 games will modify the game.  
NOTE Confidence: 0.84043455

00:40:08.600 --> 00:40:12.880 Provide us with a final game by July.  
NOTE Confidence: 0.84043455

00:40:12.880 --> 00:40:15.346 And then we'll begin to randomized  
NOTE Confidence: 0.84043455

00:40:15.346 --> 00:40:17.783 control trial in September of this  
NOTE Confidence: 0.84043455

00:40:17.783 --> 00:40:19.961 year where we will enroll 532  
NOTE Confidence: 0.84043455

00:40:19.961 --> 00:40:22.095 adolescents from 10 Connecticut High  
NOTE Confidence: 0.84043455

00:40:22.095 --> 00:40:24.759 School School based health centers to  
NOTE Confidence: 0.84043455

00:40:24.759 --> 00:40:27.265 evaluate the efficacy over two years  
NOTE Confidence: 0.84043455

00:40:27.265 --> 00:40:29.320 through a randomized control trial.

NOTE Confidence: 0.84043455  
00:40:29.320 --> 00:40:30.636 At the same time,  
NOTE Confidence: 0.84043455  
00:40:30.636 --> 00:40:32.610 we are in the process of  
NOTE Confidence: 0.84043455  
00:40:32.692 --> 00:40:35.522 recruiting 15 high school school  
NOTE Confidence: 0.84043455  
00:40:35.522 --> 00:40:37.786 based health centers nationally.  
NOTE Confidence: 0.84043455  
00:40:37.790 --> 00:40:40.466 So and diversely in terms of  
NOTE Confidence: 0.84043455  
00:40:40.466 --> 00:40:42.250 different from different geographical  
NOTE Confidence: 0.84043455  
00:40:42.325 --> 00:40:44.829 locations with different populations.  
NOTE Confidence: 0.84043455  
00:40:44.830 --> 00:40:47.345 Areas that have a different  
NOTE Confidence: 0.84043455  
00:40:47.345 --> 00:40:49.357 experience around the opioid,  
NOTE Confidence: 0.84043455  
00:40:49.360 --> 00:40:52.648 epidemic and will work with those  
NOTE Confidence: 0.84043455  
00:40:52.648 --> 00:40:54.840 partners around implementation strategies  
NOTE Confidence: 0.84043455  
00:40:54.914 --> 00:40:57.910 for implementing the game in their sites.  
NOTE Confidence: 0.84043455  
00:40:57.910 --> 00:41:00.158 Collecting specifically using an  
NOTE Confidence: 0.84043455  
00:41:00.158 --> 00:41:01.844 implementation science framework  
NOTE Confidence: 0.84043455  
00:41:01.844 --> 00:41:04.566 to collect data around successful  
NOTE Confidence: 0.84043455

00:41:04.566 --> 00:41:06.961 implementation strategies and at the  
NOTE Confidence: 0.84043455

00:41:06.961 --> 00:41:10.140 same time will also be collecting cost.  
NOTE Confidence: 0.84043455

00:41:10.140 --> 00:41:12.360 Data to do an economic evaluation.  
NOTE Confidence: 0.84043455

00:41:12.360 --> 00:41:14.523 This is all in conduct conjunction with  
NOTE Confidence: 0.84043455

00:41:14.523 --> 00:41:17.168 the other nine prevention research projects.  
NOTE Confidence: 0.84043455

00:41:17.170 --> 00:41:19.380 Anna Coordinating Center that is  
NOTE Confidence: 0.84043455

00:41:19.380 --> 00:41:21.590 coordinating all of these projects  
NOTE Confidence: 0.84043455

00:41:21.663 --> 00:41:24.087 so we will have a lot of overlapping  
NOTE Confidence: 0.84043455

00:41:24.087 --> 00:41:26.168 data with the other nine programs  
NOTE Confidence: 0.84043455

00:41:26.168 --> 00:41:28.268 and harmonize that data so it  
NOTE Confidence: 0.84043455

00:41:28.270 --> 00:41:30.860 should be a very rich data set.  
NOTE Confidence: 0.83375067

00:41:33.230 --> 00:41:37.163 So this is kind of where we've landed with.  
NOTE Confidence: 0.83375067

00:41:37.170 --> 00:41:38.962 Again with this building.  
NOTE Confidence: 0.83375067

00:41:38.962 --> 00:41:41.650 This play forward prevention platform and.  
NOTE Confidence: 0.83375067

00:41:41.650 --> 00:41:42.784 Creating these games,  
NOTE Confidence: 0.83375067

00:41:42.784 --> 00:41:46.020 building 1 after an off of the one

NOTE Confidence: 0.83375067  
00:41:46.020 --> 00:41:48.056 before with different outcomes,  
NOTE Confidence: 0.83375067  
00:41:48.060 --> 00:41:50.190 different age groups and has,  
NOTE Confidence: 0.83375067  
00:41:50.190 --> 00:41:52.906 you know, allowed us to do this  
NOTE Confidence: 0.83375067  
00:41:52.906 --> 00:41:54.890 somewhat economically and stealthily,  
NOTE Confidence: 0.83375067  
00:41:54.890 --> 00:41:57.392 but also really taking the assets  
NOTE Confidence: 0.83375067  
00:41:57.392 --> 00:41:59.577 from each game and building  
NOTE Confidence: 0.83375067  
00:41:59.577 --> 00:42:01.717 off to create the next.  
NOTE Confidence: 0.83375067  
00:42:01.720 --> 00:42:03.001 And, you know,  
NOTE Confidence: 0.83375067  
00:42:03.001 --> 00:42:04.709 even better game intervention.  
NOTE Confidence: 0.86028033  
00:42:06.860 --> 00:42:07.880 So just to conclude,  
NOTE Confidence: 0.86028033  
00:42:07.880 --> 00:42:10.606 so I think we have found that video games  
NOTE Confidence: 0.86028033  
00:42:10.606 --> 00:42:12.874 are engaging in delivering risk prevention.  
NOTE Confidence: 0.86028033  
00:42:12.880 --> 00:42:14.595 Health promotion meeting teams where  
NOTE Confidence: 0.86028033  
00:42:14.595 --> 00:42:16.998 they are and where they want to be,  
NOTE Confidence: 0.86028033  
00:42:17.000 --> 00:42:19.832 which really has felt like 9/10 of the  
NOTE Confidence: 0.86028033

00:42:19.832 --> 00:42:23.057 battle is to just meet them where they are.

NOTE Confidence: 0.86028033

00:42:23.060 --> 00:42:24.825 The play forward prevention platforms

NOTE Confidence: 0.86028033

00:42:24.825 --> 00:42:27.046 terms is an effective and sustainable

NOTE Confidence: 0.86028033

00:42:27.046 --> 00:42:29.036 program for developing new game

NOTE Confidence: 0.86028033

00:42:29.036 --> 00:42:31.190 interventions to target new outcomes.

NOTE Confidence: 0.86028033

00:42:31.190 --> 00:42:34.240 New populations in new settings.

NOTE Confidence: 0.86028033

00:42:34.240 --> 00:42:35.764 And I think our games uniquely

NOTE Confidence: 0.86028033

00:42:35.764 --> 00:42:37.613 target some of the most critical

NOTE Confidence: 0.86028033

00:42:37.613 --> 00:42:39.169 health outcomes in adolescence.

NOTE Confidence: 0.86028033

00:42:39.170 --> 00:42:41.319 There's obviously many other places to go,

NOTE Confidence: 0.86028033

00:42:41.320 --> 00:42:43.098 which I will also share with you

NOTE Confidence: 0.86028033

00:42:43.098 --> 00:42:45.020 quickly and lend themselves to further

NOTE Confidence: 0.86028033

00:42:45.020 --> 00:42:46.865 modification to address the issues,

NOTE Confidence: 0.86028033

00:42:46.870 --> 00:42:49.354 these issues and others in adolescence

NOTE Confidence: 0.86028033

00:42:49.354 --> 00:42:51.840 in different parts of the country

NOTE Confidence: 0.86028033

00:42:51.840 --> 00:42:54.114 in different parts of the world.

NOTE Confidence: 0.86028033

00:42:54.120 --> 00:42:56.824 And so some of the next steps and

NOTE Confidence: 0.86028033

00:42:56.824 --> 00:42:59.129 again thinking about different areas.

NOTE Confidence: 0.86028033

00:42:59.130 --> 00:43:01.182 So we're looking at focusing on

NOTE Confidence: 0.86028033

00:43:01.182 --> 00:43:03.130 substance use and mental health

NOTE Confidence: 0.86028033

00:43:03.130 --> 00:43:05.194 promotion and specifically around

NOTE Confidence: 0.86028033

00:43:05.194 --> 00:43:07.258 suicide prevention and adolescence.

NOTE Confidence: 0.86028033

00:43:07.260 --> 00:43:09.396 We were looking at the impact

NOTE Confidence: 0.86028033

00:43:09.396 --> 00:43:10.464 of family connectedness,

NOTE Confidence: 0.86028033

00:43:10.470 --> 00:43:10.804 race,

NOTE Confidence: 0.86028033

00:43:10.804 --> 00:43:12.474 ethnicity on adolescent substance use

NOTE Confidence: 0.86028033

00:43:12.474 --> 00:43:14.759 and also sort of interesting Lee.

NOTE Confidence: 0.86028033

00:43:14.760 --> 00:43:16.905 The use of digital biomarkers

NOTE Confidence: 0.86028033

00:43:16.905 --> 00:43:19.050 potentially derived from the gameplay

NOTE Confidence: 0.86028033

00:43:19.114 --> 00:43:21.454 data we collect as a predictive

NOTE Confidence: 0.86028033

00:43:21.454 --> 00:43:23.340 tool for adolescent substance use.

NOTE Confidence: 0.86028033



00:43:23.340 --> 00:43:25.307 We are looking to create a video  
NOTE Confidence: 0.86028033

00:43:25.307 --> 00:43:26.450 game intervention around race,  
NOTE Confidence: 0.86028033

00:43:26.450 --> 00:43:28.270 ethnicity and the impact  
NOTE Confidence: 0.86028033

00:43:28.270 --> 00:43:29.635 on health disparities.  
NOTE Confidence: 0.86028033

00:43:29.640 --> 00:43:32.224 And also looking at the impact of board  
NOTE Confidence: 0.86028033

00:43:32.224 --> 00:43:34.526 games and specifically the most recent  
NOTE Confidence: 0.86028033

00:43:34.526 --> 00:43:37.443 one play smart on stigma around mental  
NOTE Confidence: 0.86028033

00:43:37.443 --> 00:43:39.808 health and addiction in adolescents.  
NOTE Confidence: 0.86028033

00:43:39.810 --> 00:43:42.127 And could these games be really used  
NOTE Confidence: 0.86028033

00:43:42.127 --> 00:43:45.326 as a way to destigmatize some of this  
NOTE Confidence: 0.86028033

00:43:45.326 --> 00:43:48.026 content and these topics with adolescents  
NOTE Confidence: 0.86028033

00:43:48.026 --> 00:43:51.435 an with adults who work with adolescents?  
NOTE Confidence: 0.86028033

00:43:51.440 --> 00:43:54.366 And then finally we are looking to  
NOTE Confidence: 0.86028033

00:43:54.366 --> 00:43:56.598 adopt and implement our smokescreen  
NOTE Confidence: 0.86028033

00:43:56.598 --> 00:43:59.292 game for tobacco use in Kenyon  
NOTE Confidence: 0.86028033

00:43:59.292 --> 00:44:01.200 High School adolescence.

NOTE Confidence: 0.86028033

00:44:01.200 --> 00:44:04.890 So let's do and not enough hours in the day,

NOTE Confidence: 0.86028033

00:44:04.890 --> 00:44:06.882 but just wanted to say thank

NOTE Confidence: 0.86028033

00:44:06.882 --> 00:44:09.320 you to all of our partners.

NOTE Confidence: 0.86028033

00:44:09.320 --> 00:44:09.688 Again,

NOTE Confidence: 0.86028033

00:44:09.688 --> 00:44:11.896 this is a major team effort,

NOTE Confidence: 0.86028033

00:44:11.900 --> 00:44:13.750 could not be done without,

NOTE Confidence: 0.86028033

00:44:13.750 --> 00:44:15.955 and it's been incredibly rewarding

NOTE Confidence: 0.86028033

00:44:15.955 --> 00:44:19.180 and an and fun to do this so.

NOTE Confidence: 0.86028033

00:44:19.180 --> 00:44:21.358 And thank you to all of you for listening.

NOTE Confidence: 0.8946473

00:44:27.070 --> 00:44:29.079 Thank you so much.

NOTE Confidence: 0.8864783

00:44:32.620 --> 00:44:35.599 Would you mind?

NOTE Confidence: 0.8864783

00:44:35.600 --> 00:44:37.976 Would you mind Lynn just stopping

NOTE Confidence: 0.8864783

00:44:37.976 --> 00:44:40.550 your share so that people come?

NOTE Confidence: 0.8864783

00:44:40.550 --> 00:44:43.189 Come on line, if they want I

NOTE Confidence: 0.8864783

00:44:43.189 --> 00:44:45.979 see at least one of your many,

NOTE Confidence: 0.8864783

00:44:45.980 --> 00:44:47.920 many collaborators on the screen.  
NOTE Confidence: 0.8864783

00:44:47.920 --> 00:44:52.617 So maybe that collaborator wants to speak.  
NOTE Confidence: 0.8864783

00:44:52.620 --> 00:44:55.100 Gucci I'm looking at you.  
NOTE Confidence: 0.77159494

00:44:59.450 --> 00:45:00.310 Thank you for putting  
NOTE Confidence: 0.77159494

00:45:00.310 --> 00:45:01.178 me on the spot.  
NOTE Confidence: 0.8292838

00:45:06.500 --> 00:45:09.714 It's been an incredible year, I think.  
NOTE Confidence: 0.8292838

00:45:09.714 --> 00:45:12.666 Working with Lin and trying to  
NOTE Confidence: 0.8292838

00:45:12.666 --> 00:45:15.408 develop research interests and just.  
NOTE Confidence: 0.8292838

00:45:15.410 --> 00:45:17.420 I'm using games as a platform  
NOTE Confidence: 0.8292838

00:45:17.420 --> 00:45:19.438 of meeting kids where they are.  
NOTE Confidence: 0.88125336

00:45:22.500 --> 00:45:24.580 And thinking about this whole  
NOTE Confidence: 0.88125336

00:45:24.580 --> 00:45:27.081 potential of what we can do  
NOTE Confidence: 0.88125336

00:45:27.081 --> 00:45:29.127 with the with the game data,  
NOTE Confidence: 0.88125336

00:45:29.130 --> 00:45:31.180 how can we incorporate the  
NOTE Confidence: 0.88125336

00:45:31.180 --> 00:45:34.410 things that we know are useful in  
NOTE Confidence: 0.88125336

00:45:34.410 --> 00:45:36.598 terms of family relationships?

NOTE Confidence: 0.88125336

00:45:36.600 --> 00:45:38.798 And how can we understand how those

NOTE Confidence: 0.88125336

00:45:38.798 --> 00:45:41.327 can help us with engaging youths and

NOTE Confidence: 0.88125336

00:45:41.327 --> 00:45:43.607 also addressing some of the risk

NOTE Confidence: 0.88125336

00:45:43.682 --> 00:45:45.818 that exists at the family level?

NOTE Confidence: 0.88125336

00:45:45.820 --> 00:45:48.925 So those are some of the things that I

NOTE Confidence: 0.88125336

00:45:48.925 --> 00:45:52.087 will be looking to understand with Lin.

NOTE Confidence: 0.88125336

00:45:52.090 --> 00:45:53.506 Mentoring the other thing that

NOTE Confidence: 0.88125336

00:45:53.506 --> 00:45:55.550 we're thinking about is that you

NOTE Confidence: 0.88125336

00:45:55.550 --> 00:45:58.599 know we get a lot of information.

NOTE Confidence: 0.88125336

00:45:58.600 --> 00:46:01.084 From the way from from kids

NOTE Confidence: 0.88125336

00:46:01.084 --> 00:46:02.740 playing their games and.

NOTE Confidence: 0.88125336

00:46:02.740 --> 00:46:07.180 Can we use that information to think about?

NOTE Confidence: 0.88125336

00:46:07.180 --> 00:46:09.133 When we might be able to like

NOTE Confidence: 0.88125336

00:46:09.133 --> 00:46:10.907 catch kids early and develop

NOTE Confidence: 0.88125336

00:46:10.907 --> 00:46:12.647 and deliver early intervention.

NOTE Confidence: 0.88125336

00:46:12.650 --> 00:46:14.696 So Lynn was talking about the  
NOTE Confidence: 0.8104761

00:46:14.700 --> 00:46:16.068 idea of digital biomarkers.  
NOTE Confidence: 0.82322806

00:46:17.400 --> 00:46:19.902 And how what kids do on  
NOTE Confidence: 0.82322806

00:46:19.902 --> 00:46:21.570 their games might represent?  
NOTE Confidence: 0.8101705

00:46:23.860 --> 00:46:27.140 Cognitive deficits, for example.  
NOTE Confidence: 0.8101705

00:46:27.140 --> 00:46:28.897 And how that might help us to  
NOTE Confidence: 0.8101705

00:46:28.897 --> 00:46:30.498 identify kids who are immediate  
NOTE Confidence: 0.8101705

00:46:30.498 --> 00:46:32.070 risk and deliver intervention.  
NOTE Confidence: 0.8101705

00:46:32.070 --> 00:46:33.910 So it's very exciting and I'm  
NOTE Confidence: 0.8101705

00:46:33.910 --> 00:46:35.760 looking forward to all the things  
NOTE Confidence: 0.8101705

00:46:35.760 --> 00:46:37.918 that we might be able to like.  
NOTE Confidence: 0.8757236

00:46:37.920 --> 00:46:39.148 Learn from this process.  
NOTE Confidence: 0.8634082

00:46:42.620 --> 00:46:45.160 Thank you Jay, and I mean I think one of  
NOTE Confidence: 0.8634082

00:46:45.227 --> 00:46:47.715 the best parts of this work is learning  
NOTE Confidence: 0.8634082

00:46:47.715 --> 00:46:49.867 like Blue Jays taught me so much.  
NOTE Confidence: 0.8634082

00:46:49.870 --> 00:46:52.250 So you know, you gotta keep learning

NOTE Confidence: 0.8634082

00:46:52.250 --> 00:46:55.176 and it's it's just great to be able to

NOTE Confidence: 0.8634082

00:46:55.176 --> 00:46:57.489 work with folks that that teach you.

NOTE Confidence: 0.8634082

00:46:57.490 --> 00:47:00.042 Things that are not your area of expertise

NOTE Confidence: 0.8634082

00:47:00.042 --> 00:47:02.347 on that is a constant experience,

NOTE Confidence: 0.8634082

00:47:02.350 --> 00:47:03.388 which is wonderful.

NOTE Confidence: 0.83232045

00:47:05.680 --> 00:47:07.717 When I I see on the screen,

NOTE Confidence: 0.83232045

00:47:07.720 --> 00:47:09.750 dear friend of the Child Study Center,

NOTE Confidence: 0.83232045

00:47:09.750 --> 00:47:11.210 who we don't see often.

NOTE Confidence: 0.83232045

00:47:11.210 --> 00:47:13.730 She's in the library very studiously.

NOTE Confidence: 0.83232045

00:47:13.730 --> 00:47:15.690 So Hillary, do you want to say

NOTE Confidence: 0.83232045

00:47:15.690 --> 00:47:17.607 something and so great to see you?

NOTE Confidence: 0.87929785

00:47:20.080 --> 00:47:21.580 Well, thanks for the call out.

NOTE Confidence: 0.8511266

00:47:24.200 --> 00:47:26.615 But but that was a great presentation.

NOTE Confidence: 0.8511266

00:47:26.620 --> 00:47:28.846 Len, and it's been really exciting to

NOTE Confidence: 0.8511266

00:47:28.846 --> 00:47:31.676 start to work with you and Claudia around

NOTE Confidence: 0.8511266

00:47:31.676 --> 00:47:33.860 some of the suicide prevention work.  
NOTE Confidence: 0.8511266

00:47:33.860 --> 00:47:35.590 That's something I've you know,  
NOTE Confidence: 0.8511266

00:47:35.590 --> 00:47:37.310 collaborated with Andreas and others  
NOTE Confidence: 0.8511266

00:47:37.310 --> 00:47:40.070 in the Child Study Center on as well.  
NOTE Confidence: 0.8511266

00:47:40.070 --> 00:47:42.485 I don't know if you wanted to  
NOTE Confidence: 0.8511266

00:47:42.490 --> 00:47:45.760 say a word about that or.  
NOTE Confidence: 0.8511266

00:47:45.760 --> 00:47:48.217 Yeah, I mean I think it's it's.  
NOTE Confidence: 0.8511266

00:47:48.220 --> 00:47:51.250 And again I think the the what I found so  
NOTE Confidence: 0.8511266

00:47:51.326 --> 00:47:54.210 rewarding about this work is is really,  
NOTE Confidence: 0.8511266

00:47:54.210 --> 00:47:56.298 you know, is creating this space  
NOTE Confidence: 0.8511266

00:47:56.298 --> 00:47:58.806 where people can bring their areas of  
NOTE Confidence: 0.8511266

00:47:58.806 --> 00:48:01.242 expertise and interest so you know Uche,  
NOTE Confidence: 0.8511266

00:48:01.250 --> 00:48:03.847 you know, bringing sort of her expertise  
NOTE Confidence: 0.8511266

00:48:03.847 --> 00:48:06.180 around family you know and you know.  
NOTE Confidence: 0.8511266

00:48:06.180 --> 00:48:07.890 And then digital biomarkers which  
NOTE Confidence: 0.8511266

00:48:07.890 --> 00:48:10.050 I had not even known about.

NOTE Confidence: 0.8511266

00:48:10.050 --> 00:48:12.921 You know to to to use this platform to

NOTE Confidence: 0.8511266

00:48:12.921 --> 00:48:15.796 explore those things or Claudia, you know.

NOTE Confidence: 0.8511266

00:48:15.796 --> 00:48:16.612 Claudia Fernandez,

NOTE Confidence: 0.8511266

00:48:16.612 --> 00:48:19.571 who's in my lab for the last

NOTE Confidence: 0.8511266

00:48:19.571 --> 00:48:21.267 almost four years now,

NOTE Confidence: 0.8511266

00:48:21.270 --> 00:48:24.280 who is very focused on mental health

NOTE Confidence: 0.8511266

00:48:24.280 --> 00:48:26.783 and suicide prevention and again to

NOTE Confidence: 0.8511266

00:48:26.783 --> 00:48:29.057 bring her expertise to this platform

NOTE Confidence: 0.8511266

00:48:29.057 --> 00:48:31.477 to think about building a game

NOTE Confidence: 0.8511266

00:48:31.477 --> 00:48:33.850 that could really help you know,

NOTE Confidence: 0.8511266

00:48:33.850 --> 00:48:36.250 provide you know information and skill

NOTE Confidence: 0.8511266

00:48:36.250 --> 00:48:39.130 building for younger teens around, you know,

NOTE Confidence: 0.8511266

00:48:39.130 --> 00:48:41.155 you know around suicide prevention,

NOTE Confidence: 0.8511266

00:48:41.160 --> 00:48:42.460 how to you know?

NOTE Confidence: 0.8511266

00:48:42.460 --> 00:48:45.627 You know how to help peers or how to

NOTE Confidence: 0.8511266



00:48:45.627 --> 00:48:48.273 advocate for yourself so so it's really,  
NOTE Confidence: 0.8511266

00:48:48.280 --> 00:48:49.044 you know.  
NOTE Confidence: 0.8511266

00:48:49.044 --> 00:48:51.718 Sort of feels limitless in terms of  
NOTE Confidence: 0.8511266

00:48:51.718 --> 00:48:54.497 where the applications can come from,  
NOTE Confidence: 0.8511266

00:48:54.500 --> 00:48:56.546 but having people who have their  
NOTE Confidence: 0.8511266

00:48:56.546 --> 00:48:57.910 own interests and expertise  
NOTE Confidence: 0.8511266

00:48:57.976 --> 00:48:59.398 is absolutely invaluable,  
NOTE Confidence: 0.8769704

00:48:59.400 --> 00:49:02.416 because with Claudia you know a shout out.  
NOTE Confidence: 0.8769704

00:49:02.420 --> 00:49:06.148 I don't know if she's she's on this call,  
NOTE Confidence: 0.8769704

00:49:06.148 --> 00:49:08.920 but her her experience in education.  
NOTE Confidence: 0.8769704

00:49:08.920 --> 00:49:11.330 It is really I found, really,  
NOTE Confidence: 0.8769704

00:49:11.330 --> 00:49:13.330 you know, remarkably helpful and  
NOTE Confidence: 0.8769704

00:49:13.330 --> 00:49:15.740 informative and really valued in this.  
NOTE Confidence: 0.8575078

00:49:16.340 --> 00:49:18.517 Right, right and again that you know  
NOTE Confidence: 0.8575078

00:49:18.517 --> 00:49:21.070 it comes back to that collective brain.  
NOTE Confidence: 0.8575078

00:49:21.070 --> 00:49:22.760 As you know, I I,

NOTE Confidence: 0.8575078

00:49:22.760 --> 00:49:24.748 I think I've ended up seeing myself

NOTE Confidence: 0.8575078

00:49:24.748 --> 00:49:26.819 as a really fabulous organizer.

NOTE Confidence: 0.8575078

00:49:26.820 --> 00:49:29.095 You know, like I'm really good at

NOTE Confidence: 0.8575078

00:49:29.095 --> 00:49:30.540 nagging and organizing people,

NOTE Confidence: 0.8575078

00:49:30.540 --> 00:49:32.556 but everybody else brings in these,

NOTE Confidence: 0.8575078

00:49:32.560 --> 00:49:35.350 you know these assets that.

NOTE Confidence: 0.8575078

00:49:35.350 --> 00:49:37.108 You know that just make it,

NOTE Confidence: 0.8575078

00:49:37.110 --> 00:49:38.580 you know, make it happen.

NOTE Confidence: 0.8575078

00:49:38.580 --> 00:49:39.576 Honestly, you know,

NOTE Confidence: 0.8575078

00:49:39.576 --> 00:49:41.900 make it happen and happen well so

NOTE Confidence: 0.8575078

00:49:41.972 --> 00:49:44.168 it's been great to be a part of it.

NOTE Confidence: 0.9434486

00:49:46.620 --> 00:49:47.160 Thank you.

NOTE Confidence: 0.9068438

00:49:50.180 --> 00:49:52.580 Other questions. Doctor

NOTE Confidence: 0.84544474

00:49:52.580 --> 00:49:56.210 Cardona you had texted me a question. Do you

NOTE Confidence: 0.84544474

00:49:56.210 --> 00:49:58.601 want to share it? Sure, Lynn.

NOTE Confidence: 0.84544474

00:49:58.601 --> 00:50:01.198 It's just so inspiring to see your  
NOTE Confidence: 0.84544474

00:50:01.198 --> 00:50:03.870 work evolve in just this astronomical,  
NOTE Confidence: 0.84544474

00:50:03.870 --> 00:50:04.674 impactful manner.  
NOTE Confidence: 0.84544474

00:50:04.674 --> 00:50:07.488 In such a short period of time,  
NOTE Confidence: 0.84544474

00:50:07.490 --> 00:50:09.908 it might feel for you like,  
NOTE Confidence: 0.84544474

00:50:09.910 --> 00:50:11.522 well over a decade.  
NOTE Confidence: 0.84544474

00:50:11.522 --> 00:50:13.946 But it feels like a blink  
NOTE Confidence: 0.84544474

00:50:13.946 --> 00:50:15.906 from where where you began,  
NOTE Confidence: 0.84544474

00:50:15.906 --> 00:50:18.240 an and the tremendous mental health  
NOTE Confidence: 0.84544474

00:50:18.308 --> 00:50:20.786 and health impact that you're having,  
NOTE Confidence: 0.84544474

00:50:20.790 --> 00:50:23.709 and particularly impact in terms of health.  
NOTE Confidence: 0.84544474

00:50:23.710 --> 00:50:27.697 Equity, so I want to also let the group  
NOTE Confidence: 0.84544474

00:50:27.697 --> 00:50:31.580 know that your Co director Kim safety,  
NOTE Confidence: 0.84544474

00:50:31.580 --> 00:50:33.056 you know she.  
NOTE Confidence: 0.84544474

00:50:33.056 --> 00:50:35.024 She's also a wonderful,  
NOTE Confidence: 0.84544474

00:50:35.030 --> 00:50:37.976 wonderful partner and collaborator and Xi'an.

NOTE Confidence: 0.84544474

00:50:37.980 --> 00:50:40.656 I an address an Rebecca Kennedy

NOTE Confidence: 0.84544474

00:50:40.656 --> 00:50:43.910 are in the very baby steps of

NOTE Confidence: 0.84544474

00:50:43.910 --> 00:50:46.190 creating a prototype for a

NOTE Confidence: 0.84544474

00:50:46.190 --> 00:50:49.290 game to teach little children,

NOTE Confidence: 0.84544474

00:50:49.290 --> 00:50:52.758 DBT skills and as you might know,

NOTE Confidence: 0.84544474

00:50:52.758 --> 00:50:55.243 DBT is a very inaccessible.

NOTE Confidence: 0.84544474

00:50:55.250 --> 00:50:56.420 Form of treatment.

NOTE Confidence: 0.84544474

00:50:56.420 --> 00:50:59.150 It's a very effective form of treatment,

NOTE Confidence: 0.84544474

00:50:59.150 --> 00:51:01.100 but it's a high intensity,

NOTE Confidence: 0.84544474

00:51:01.100 --> 00:51:02.660 high requirement form of

NOTE Confidence: 0.84544474

00:51:02.660 --> 00:51:04.610 treatment has barriers to access,

NOTE Confidence: 0.84544474

00:51:04.610 --> 00:51:06.578 and so by exploring the gaming

NOTE Confidence: 0.84544474

00:51:06.578 --> 00:51:09.363 format we hope we can really tackle

NOTE Confidence: 0.84544474

00:51:09.363 --> 00:51:11.235 this problem of dissemination,

NOTE Confidence: 0.84544474

00:51:11.240 --> 00:51:13.190 and particularly for little children,

NOTE Confidence: 0.84544474

00:51:13.190 --> 00:51:15.140 DBT was developed for adolescents  
NOTE Confidence: 0.84544474

00:51:15.140 --> 00:51:16.310 an as adults.  
NOTE Confidence: 0.84544474

00:51:16.310 --> 00:51:17.662 As you well know,  
NOTE Confidence: 0.84544474

00:51:17.662 --> 00:51:20.675 and so we're looking to adapt DBT for  
NOTE Confidence: 0.84544474

00:51:20.675 --> 00:51:22.940 little children within our settings,  
NOTE Confidence: 0.84544474

00:51:22.940 --> 00:51:25.740 we're going to try with the most.  
NOTE Confidence: 0.84544474

00:51:25.740 --> 00:51:27.292 Challenging populations that we  
NOTE Confidence: 0.84544474

00:51:27.292 --> 00:51:30.091 hope to pilot on Winnie one and  
NOTE Confidence: 0.84544474

00:51:30.091 --> 00:51:32.116 also our Children's Day hospital.  
NOTE Confidence: 0.84544474

00:51:32.120 --> 00:51:35.368 So we're going to start with the most  
NOTE Confidence: 0.84544474

00:51:35.368 --> 00:51:37.308 challenging children we can imagine,  
NOTE Confidence: 0.84544474

00:51:37.310 --> 00:51:39.704 and we're really excited to partner  
NOTE Confidence: 0.84544474

00:51:39.704 --> 00:51:42.500 with you and Kimberly on this project.  
NOTE Confidence: 0.84544474

00:51:42.500 --> 00:51:45.076 And also a shout out to the Yale  
NOTE Confidence: 0.84544474

00:51:45.076 --> 00:51:47.227 Child Study Center Faculty Development  
NOTE Confidence: 0.84544474

00:51:47.227 --> 00:51:50.083 Fund that has provided some seed

NOTE Confidence: 0.84544474

00:51:50.083 --> 00:51:52.467 money for this project as well.

NOTE Confidence: 0.84544474

00:51:52.470 --> 00:51:55.670 So all good stuff is coming to you,

NOTE Confidence: 0.84544474

00:51:55.670 --> 00:51:56.460 Lyn falleen

NOTE Confidence: 0.8952497

00:51:57.920 --> 00:51:59.798 well and and Full disclosure Laurie

NOTE Confidence: 0.8952497

00:51:59.798 --> 00:52:02.408 and I have been best friends forever,

NOTE Confidence: 0.8952497

00:52:02.410 --> 00:52:05.757 but but no I I agree with you and I think

NOTE Confidence: 0.8952497

00:52:05.757 --> 00:52:08.957 that I mean that is so exciting right?

NOTE Confidence: 0.8952497

00:52:08.960 --> 00:52:10.690 To think about that application.

NOTE Confidence: 0.8952497

00:52:10.690 --> 00:52:13.138 I mean there there really is no limit

NOTE Confidence: 0.8952497

00:52:13.138 --> 00:52:15.901 and and I think the notion of really

NOTE Confidence: 0.8952497

00:52:15.901 --> 00:52:18.467 reaching kids that you know are are

NOTE Confidence: 0.8952497

00:52:18.467 --> 00:52:20.687 really challenged and hard to reach.

NOTE Confidence: 0.8952497

00:52:20.690 --> 00:52:22.420 You know, is I mean,

NOTE Confidence: 0.8952497

00:52:22.420 --> 00:52:24.834 that's that's what we're here for, right?

NOTE Confidence: 0.8952497

00:52:24.834 --> 00:52:26.898 So that is just that's fabulous.

NOTE Confidence: 0.8952497

00:52:26.900 --> 00:52:29.800 And the application is just.  
NOTE Confidence: 0.8952497

00:52:29.800 --> 00:52:32.650 Is so important and I think  
NOTE Confidence: 0.8952497

00:52:32.650 --> 00:52:34.550 has such potential so.  
NOTE Confidence: 0.8952497

00:52:34.550 --> 00:52:36.898 Now think teaching self  
NOTE Confidence: 0.8952497

00:52:36.900 --> 00:52:39.999 regulation through gaming.  
NOTE Confidence: 0.8952497

00:52:40.000 --> 00:52:44.028 Exactly exactly exactly. Hi  
NOTE Confidence: 0.8065975

00:52:44.030 --> 00:52:47.027 Lynn, I want to make a comment and then  
NOTE Confidence: 0.8065975

00:52:47.027 --> 00:52:50.291 I'm on on the batters mount is Ravi Anand  
NOTE Confidence: 0.8065975

00:52:50.291 --> 00:52:53.369 who just wrote a question but he'll turn  
NOTE Confidence: 0.8065975

00:52:53.369 --> 00:52:56.178 his camera on and he'll ask it himself.  
NOTE Confidence: 0.8065975

00:52:56.178 --> 00:52:58.598 But let me just make a comment  
NOTE Confidence: 0.8065975

00:52:58.598 --> 00:53:01.046 following up on what Lori said,  
NOTE Confidence: 0.8065975

00:53:01.050 --> 00:53:03.938 we're doing a lot of work in simulation,  
NOTE Confidence: 0.8065975

00:53:03.940 --> 00:53:06.238 not game simulation but patient human  
NOTE Confidence: 0.8065975

00:53:06.238 --> 00:53:08.664 simulation kind of work and we've  
NOTE Confidence: 0.8065975

00:53:08.664 --> 00:53:10.729 started also dreaming together with.

NOTE Confidence: 0.8065975

00:53:10.730 --> 00:53:13.266 Kim and we were talking before we started

NOTE Confidence: 0.8065975

00:53:13.266 --> 00:53:15.198 with Bernice Escolhido in Indiana,

NOTE Confidence: 0.8065975

00:53:15.200 --> 00:53:17.432 who's a major player in the area of

NOTE Confidence: 0.8065975

00:53:17.432 --> 00:53:19.044 stigma and with other colleagues

NOTE Confidence: 0.8065975

00:53:19.044 --> 00:53:21.340 about how to bring the work that

NOTE Confidence: 0.8065975

00:53:21.407 --> 00:53:23.921 we're doing in simulation and large

NOTE Confidence: 0.8065975

00:53:23.921 --> 00:53:25.178 randomized control trials.

NOTE Confidence: 0.8065975

00:53:25.180 --> 00:53:26.209 Together with gamification,

NOTE Confidence: 0.8065975

00:53:26.209 --> 00:53:28.267 I haven't quite figured the equation,

NOTE Confidence: 0.8065975

00:53:28.270 --> 00:53:31.054 but I know that there's a lot there

NOTE Confidence: 0.8065975

00:53:31.054 --> 00:53:33.923 because we know that kids get so into

NOTE Confidence: 0.8065975

00:53:33.923 --> 00:53:37.218 these games and the way that we can make it.

NOTE Confidence: 0.8065975

00:53:37.220 --> 00:53:38.940 And if I had time,

NOTE Confidence: 0.8065975

00:53:38.940 --> 00:53:41.796 I would ask you, but I'll just.

NOTE Confidence: 0.8065975

00:53:41.800 --> 00:53:43.998 Plug it in your in your ear.

NOTE Confidence: 0.8065975



00:53:44.000 --> 00:53:45.890 You know I was delighted to  
NOTE Confidence: 0.8065975

00:53:45.890 --> 00:53:47.450 see your partnership with CVS.  
NOTE Confidence: 0.8065975

00:53:47.450 --> 00:53:49.562 I've always wondered about what about  
NOTE Confidence: 0.8065975

00:53:49.562 --> 00:53:51.562 partnering with the guys who really  
NOTE Confidence: 0.8065975

00:53:51.562 --> 00:53:53.417 have the big bucks to do games.  
NOTE Confidence: 0.8065975

00:53:53.420 --> 00:53:54.362 What about with?  
NOTE Confidence: 0.8065975

00:53:54.362 --> 00:53:54.990 You know,  
NOTE Confidence: 0.8065975

00:53:54.990 --> 00:53:57.174 I'm not hip enough to know what's  
NOTE Confidence: 0.8065975

00:53:57.174 --> 00:53:58.440 the game right now,  
NOTE Confidence: 0.8065975

00:53:58.440 --> 00:54:00.246 but what about those guys who  
NOTE Confidence: 0.8065975

00:54:00.246 --> 00:54:02.124 have infinite money and then bring  
NOTE Confidence: 0.8065975

00:54:02.124 --> 00:54:03.659 this mental health component so  
NOTE Confidence: 0.8065975

00:54:03.659 --> 00:54:05.660 it might be my little question  
NOTE Confidence: 0.8523255

00:54:05.660 --> 00:54:09.120 if I may? Yeah, no. And I I may. I may,  
NOTE Confidence: 0.8523255

00:54:09.120 --> 00:54:12.144 I may shift you to a slightly different.  
NOTE Confidence: 0.8523255

00:54:12.150 --> 00:54:14.100 Approach to that and it's it's.

NOTE Confidence: 0.8523255

00:54:14.100 --> 00:54:16.375 It's funny 'cause I actually was speaking

NOTE Confidence: 0.8523255

00:54:16.375 --> 00:54:18.740 to her, a writer from The Washington

NOTE Confidence: 0.8523255

00:54:18.740 --> 00:54:21.120 Post this morning about all of this

NOTE Confidence: 0.8523255

00:54:21.120 --> 00:54:23.220 and he asked the question which I've

NOTE Confidence: 0.8523255

00:54:23.220 --> 00:54:25.478 been asked a number of times before.

NOTE Confidence: 0.8523255

00:54:25.480 --> 00:54:26.964 Which is, you know,

NOTE Confidence: 0.8523255

00:54:26.964 --> 00:54:29.190 could you just take this content

NOTE Confidence: 0.8523255

00:54:29.261 --> 00:54:31.830 and this approach to sort of health?

NOTE Confidence: 0.8523255

00:54:31.830 --> 00:54:33.514 An you know health,

NOTE Confidence: 0.8523255

00:54:33.514 --> 00:54:36.621 education and and build it to one

NOTE Confidence: 0.8523255

00:54:36.621 --> 00:54:39.056 of these wildly popular games.

NOTE Confidence: 0.8523255

00:54:39.060 --> 00:54:43.890 You know, like Fortnite, or you know.

NOTE Confidence: 0.8523255

00:54:43.890 --> 00:54:45.660 Grand Theft Auto or whatever,

NOTE Confidence: 0.8523255

00:54:45.660 --> 00:54:48.236 so actually sort of take, you know,

NOTE Confidence: 0.8523255

00:54:48.236 --> 00:54:51.920 take the vehicle of a very popular game and.

NOTE Confidence: 0.8523255

00:54:51.920 --> 00:54:53.546 You know, embedded it almost subliminally.

NOTE Confidence: 0.8523255

00:54:53.550 --> 00:54:54.910 Some of these you know,

NOTE Confidence: 0.8523255

00:54:54.910 --> 00:54:55.726 positive health components,

NOTE Confidence: 0.8523255

00:54:55.726 --> 00:54:56.814 and so you know.

NOTE Confidence: 0.8523255

00:54:56.820 --> 00:54:58.452 I actually got off that call

NOTE Confidence: 0.8523255

00:54:58.452 --> 00:54:59.540 with him this morning,

NOTE Confidence: 0.8523255

00:54:59.540 --> 00:55:01.172 and I was saying my nephew

NOTE Confidence: 0.8523255

00:55:01.172 --> 00:55:02.260 works for Epic Games,

NOTE Confidence: 0.8523255

00:55:02.260 --> 00:55:04.164 which is a one of those big

NOTE Confidence: 0.8523255

00:55:04.164 --> 00:55:05.252 game companies thinking, well,

NOTE Confidence: 0.8523255

00:55:05.252 --> 00:55:06.340 maybe I could get.

NOTE Confidence: 0.8523255

00:55:06.340 --> 00:55:08.508 Maybe I can get him to do that,

NOTE Confidence: 0.8523255

00:55:08.510 --> 00:55:10.706 but I think what you're saying is sort of

NOTE Confidence: 0.8523255

00:55:10.706 --> 00:55:12.802 so that's one way where you'd actually

NOTE Confidence: 0.8523255

00:55:12.802 --> 00:55:15.101 take their game is kind of a delivery

NOTE Confidence: 0.8523255

00:55:15.101 --> 00:55:17.486 vehicle for what you want to get out there,

NOTE Confidence: 0.8523255

00:55:17.486 --> 00:55:19.390 but the flip side is sort of,

NOTE Confidence: 0.8523255

00:55:19.390 --> 00:55:19.960 you know,

NOTE Confidence: 0.8523255

00:55:19.960 --> 00:55:21.955 with those with those types of companies.

NOTE Confidence: 0.8523255

00:55:21.960 --> 00:55:24.636 Be interested in and putting funding

NOTE Confidence: 0.8523255

00:55:24.636 --> 00:55:26.897 and effort towards actually some

NOTE Confidence: 0.8523255

00:55:26.897 --> 00:55:28.927 of this game development work.

NOTE Confidence: 0.8523255

00:55:28.930 --> 00:55:30.082 And it's you know,

NOTE Confidence: 0.8523255

00:55:30.082 --> 00:55:31.234 it's hard to know.

NOTE Confidence: 0.8523255

00:55:31.240 --> 00:55:33.733 I think part one of the challenges is that

NOTE Confidence: 0.8523255

00:55:33.733 --> 00:55:36.055 those games really do take can take years

NOTE Confidence: 0.8523255

00:55:36.055 --> 00:55:38.466 and years and years to develop and cost,

NOTE Confidence: 0.8523255

00:55:38.470 --> 00:55:39.046 you know,

NOTE Confidence: 0.8523255

00:55:39.046 --> 00:55:41.062 10s of 20s of millions of dollars.

NOTE Confidence: 0.8523255

00:55:41.070 --> 00:55:43.226 But I think there is, you know,

NOTE Confidence: 0.8523255

00:55:43.226 --> 00:55:45.016 I think there's room for

NOTE Confidence: 0.8523255

00:55:45.016 --> 00:55:47.240 that type of collaboration.  
NOTE Confidence: 0.8523255

00:55:47.240 --> 00:55:48.400 So more to come.  
NOTE Confidence: 0.8523255

00:55:48.400 --> 00:55:49.270 Thank you I.  
NOTE Confidence: 0.8334161

00:55:49.270 --> 00:55:50.720 I think that our final  
NOTE Confidence: 0.8334161

00:55:50.720 --> 00:55:52.170 question comes from Ravi and,  
NOTE Confidence: 0.8334161

00:55:52.170 --> 00:55:53.910 and so Robbie take it away.  
NOTE Confidence: 0.8334161

00:55:53.910 --> 00:55:55.070 Thank you so much  
NOTE Confidence: 0.8334161

00:55:55.070 --> 00:55:57.100 for that. That was such a great  
NOTE Confidence: 0.8334161

00:55:57.100 --> 00:55:58.550 presentation and it's an area  
NOTE Confidence: 0.8334161

00:55:58.550 --> 00:55:59.710 that I'm going for  
NOTE Confidence: 0.8334161

00:55:59.710 --> 00:56:01.160 then I it. Seems like  
NOTE Confidence: 0.8334161

00:56:01.160 --> 00:56:02.900 you guys have really succeeded at  
NOTE Confidence: 0.8334161

00:56:02.900 --> 00:56:04.350 making these games fun to  
NOTE Confidence: 0.8334161

00:56:04.350 --> 00:56:06.090 play, which I think that's incredible,  
NOTE Confidence: 0.8334161

00:56:06.090 --> 00:56:06.960 because if I  
NOTE Confidence: 0.8334161

00:56:06.960 --> 00:56:08.410 think back to my adolescence,

NOTE Confidence: 0.8334161

00:56:08.410 --> 00:56:10.440 in teen years, I would be automatically

NOTE Confidence: 0.8334161

00:56:10.440 --> 00:56:13.390 suspect of anything that was.

NOTE Confidence: 0.8334161

00:56:13.390 --> 00:56:14.748 Love me by authority, figures,

NOTE Confidence: 0.8334161

00:56:14.748 --> 00:56:16.108 and especially that you know,

NOTE Confidence: 0.8334161

00:56:16.110 --> 00:56:18.028 dealt with anything that you know we're

NOTE Confidence: 0.8334161

00:56:18.028 --> 00:56:20.489 trying to teach me a lesson about how to

NOTE Confidence: 0.8334161

00:56:20.489 --> 00:56:22.096 live differently that would, you know.

NOTE Confidence: 0.8334161

00:56:22.096 --> 00:56:23.725 I wouldn't want to have anything

NOTE Confidence: 0.8334161

00:56:23.725 --> 00:56:25.631 to do with it, so obviously you

NOTE Confidence: 0.8334161

00:56:25.631 --> 00:56:26.986 guys have really succeeded there,

NOTE Confidence: 0.8334161

00:56:26.990 --> 00:56:27.809 and I, you

NOTE Confidence: 0.8520676

00:56:27.810 --> 00:56:28.890 know, I think we've

NOTE Confidence: 0.8520676

00:56:28.890 --> 00:56:30.796 we've had good insight into all you've

NOTE Confidence: 0.8520676

00:56:30.796 --> 00:56:32.700 done with the aesthetics, etc. You know,

NOTE Confidence: 0.8520676

00:56:32.700 --> 00:56:34.606 to kind of appeal to that group,

NOTE Confidence: 0.8520676

00:56:34.606 --> 00:56:36.790 but I wonder if kind of  
NOTE Confidence: 0.8520676

00:56:36.790 --> 00:56:38.700 like you alluded to the.  
NOTE Confidence: 0.8520676

00:56:38.700 --> 00:56:40.290 Frustration to ease ratio like  
NOTE Confidence: 0.8520676

00:56:40.290 --> 00:56:42.163 what other things have you done  
NOTE Confidence: 0.8520676

00:56:42.163 --> 00:56:43.820 to make these like fun for  
NOTE Confidence: 0.8520676

00:56:43.820 --> 00:56:45.620 kids to just engage with in  
NOTE Confidence: 0.85484946

00:56:45.620 --> 00:56:46.828 the moment you know?  
NOTE Confidence: 0.88359135

00:56:47.930 --> 00:56:51.178 Yeah, yeah, and so that's that's a great  
NOTE Confidence: 0.88359135

00:56:51.178 --> 00:56:54.041 question and I think that that is why  
NOTE Confidence: 0.88359135

00:56:54.041 --> 00:56:56.968 you know we really have partnered with,  
NOTE Confidence: 0.88359135

00:56:56.970 --> 00:56:59.346 you know, a company like Shell Games who  
NOTE Confidence: 0.88359135

00:56:59.346 --> 00:57:01.936 is a commercial game developer who's  
NOTE Confidence: 0.88359135

00:57:01.936 --> 00:57:04.828 developed games for Microsoft for Disney.  
NOTE Confidence: 0.88359135

00:57:04.830 --> 00:57:08.151 And because I I sort of defer to them  
NOTE Confidence: 0.88359135

00:57:08.151 --> 00:57:11.893 for those those parts of things right is  
NOTE Confidence: 0.88359135

00:57:11.893 --> 00:57:15.556 really the game design and so that they.

NOTE Confidence: 0.88359135

00:57:15.560 --> 00:57:17.674 They do know the the strategies to

NOTE Confidence: 0.88359135

00:57:17.674 --> 00:57:20.011 make it fun and engaging an and

NOTE Confidence: 0.88359135

00:57:20.011 --> 00:57:22.443 bringing kids you know kids want to

NOTE Confidence: 0.88359135

00:57:22.443 --> 00:57:24.963 keep playing and want to come back and

NOTE Confidence: 0.88359135

00:57:24.963 --> 00:57:27.062 that's that's really a major role that

NOTE Confidence: 0.88359135

00:57:27.062 --> 00:57:29.490 they play is the mechanics you know.

NOTE Confidence: 0.88359135

00:57:29.490 --> 00:57:31.434 And they they have crafted mechanics

NOTE Confidence: 0.88359135

00:57:31.434 --> 00:57:32.730 that accomplished just that.

NOTE Confidence: 0.88359135

00:57:32.730 --> 00:57:34.680 So that's sort of I think,

NOTE Confidence: 0.88359135

00:57:34.680 --> 00:57:36.864 the most you know and in part

NOTE Confidence: 0.88359135

00:57:36.864 --> 00:57:38.888 also you know along the way.

NOTE Confidence: 0.88359135

00:57:38.890 --> 00:57:41.030 Playtesting with kids and have

NOTE Confidence: 0.88359135

00:57:41.030 --> 00:57:43.514 having kids give that feedback to

NOTE Confidence: 0.88359135

00:57:43.514 --> 00:57:45.634 sort of be able to say Oh well.

NOTE Confidence: 0.88359135

00:57:45.640 --> 00:57:47.218 You know this doesn't really work.

NOTE Confidence: 0.88359135



00:57:47.220 --> 00:57:49.360 They really are. Co designers,  
NOTE Confidence: 0.88359135

00:57:49.360 --> 00:57:52.376 so between Shell games and input from teams.  
NOTE Confidence: 0.88359135

00:57:52.380 --> 00:57:55.516 I think they sort of are the ones  
NOTE Confidence: 0.88359135

00:57:55.516 --> 00:57:58.257 who really keep that covered so.  
NOTE Confidence: 0.88359135

00:57:58.260 --> 00:57:59.772 Does that answer?  
NOTE Confidence: 0.88359135

00:57:59.772 --> 00:58:01.126 Question, yeah, it's.  
NOTE Confidence: 0.88359135

00:58:01.126 --> 00:58:02.858 It's just really it is.  
NOTE Confidence: 0.88359135

00:58:02.860 --> 00:58:04.495 It is challenging to figure  
NOTE Confidence: 0.88359135

00:58:04.495 --> 00:58:06.660 out how to marry those things,  
NOTE Confidence: 0.88359135

00:58:06.660 --> 00:58:08.044 especially when they're serious.  
NOTE Confidence: 0.88359135

00:58:08.044 --> 00:58:10.470 You know, somewhat sobering, so to speak.  
NOTE Confidence: 0.88359135

00:58:10.470 --> 00:58:11.854 Topics you know that.  
NOTE Confidence: 0.88359135

00:58:11.854 --> 00:58:14.394 I mean, in our current game,  
NOTE Confidence: 0.88359135

00:58:14.394 --> 00:58:16.699 we have an overdose scene.  
NOTE Confidence: 0.88359135

00:58:16.700 --> 00:58:19.184 And you have to figure out how to make  
NOTE Confidence: 0.88359135

00:58:19.184 --> 00:58:21.577 that you know it can't be gratuitous.

NOTE Confidence: 0.88359135  
00:58:21.580 --> 00:58:23.410 It can't be over the top.  
NOTE Confidence: 0.88359135  
00:58:23.410 --> 00:58:24.940 It has to be sensitive,  
NOTE Confidence: 0.88359135  
00:58:24.940 --> 00:58:27.676 but it also has to drive home the message.  
NOTE Confidence: 0.88359135  
00:58:27.680 --> 00:58:29.210 So it's it's a very.  
NOTE Confidence: 0.88359135  
00:58:29.210 --> 00:58:31.288 It's a very fine balance, so.  
NOTE Confidence: 0.88359135  
00:58:31.288 --> 00:58:31.846 Uhm,  
NOTE Confidence: 0.88359135  
00:58:31.846 --> 00:58:35.194 and to disclose if anyone wants  
NOTE Confidence: 0.88359135  
00:58:35.194 --> 00:58:38.879 to play any other games just.  
NOTE Confidence: 0.88359135  
00:58:38.880 --> 00:58:40.890 Just reach out 'cause we can.  
NOTE Confidence: 0.88359135  
00:58:40.890 --> 00:58:42.900 We can give access very easily,  
NOTE Confidence: 0.88359135  
00:58:42.900 --> 00:58:46.212 you know through logins and are happy to  
NOTE Confidence: 0.88359135  
00:58:46.212 --> 00:58:49.316 share that so very proud of our gains.  
NOTE Confidence: 0.88359135  
00:58:49.320 --> 00:58:49.700 As  
NOTE Confidence: 0.8589102  
00:58:49.700 --> 00:58:51.950 you should be, thank you so  
NOTE Confidence: 0.8589102  
00:58:51.950 --> 00:58:53.858 much Linda. In a pleasure.