

VITO

A Serious Game on Preventive Health

Participants

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Problem description:

Our increasingly ageing society needs a strategy for sustainable health. One vision is P4-medicine: a plan to radically improve the quality of human life through a more Participatory, Preventive, Predictive and Personalized approach. This strategy makes use of the intrinsic biological characteristics of each individual in relation with their lifestyle and the environmental factors. Self-awareness of the own disease predispositions will translate in more conscious lifestyle choices in the population, eventually leading to a sustainable health system.

Approach: Raise awareness by playing a serious game.

Healthify addresses the importance of preventive health in a serious game that represents real life. The choices made through the game influence the health status of the player. The players have the chance of testing and screening themselves in order to get information about their genetic background and disease predisposition. This information will help them know their risk factors and make the right choices throughout the game. The players learn how their choices strongly interact with their genetic predisposition. Additionally, unexpected life-events occur that are not under the control of the players. The game conveys the message that despite this sudden life-events, making the right choices with the right knowledge is in their own hands.

Promising solution(s)

Healthify will help bring across the importance of preventive health. The players will get a clear idea of the added value of understanding the genetic background in order to apply the best life-strategy for their own situation. The game contains scientific information in the shape of “fun-facts” and a take-home message at the end of the game regarding the costs of the given chronic disease. In a playful way the players can understand the relation between their genetic predisposition and their life style.

Conclusion

Healthify is the result of intense brain-storming sessions and a marked team-work effort. The ideas developed through the week to achieve a final prototype of the game. The week concludes yielding a playable demo with many ideas to implement in the final game version.