## 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 12 th 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 $41 / 2$ 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.

