Infection Protection: The development of an interactive, online game to educate young people about sexual health and relationships

1. Game design competition opens
2. Game ideas are received
3. A two day game jam is held. Infection Protection is winning concept
4. Infection Protection is developed
5. Game launches online

Play the game at getthefacts.health.wa.gov.au

- 3,230 page views on the game home screen in 14 weeks
- 63% of all page views were from Australia, 30.6% were from Western Australia
- Short burst of online advertising and promotional wallet cards developed
- Four weeks of analytics showed 124 clicks on the play button & an average session duration over 3 minutes

Lessons learnt:
- Using games for learning is an innovative and engaging method of communicating information to young people.
- Liaising with gaming IT support is essential throughout game development to ensure a technically robust product.
- Establishing contacts within the gaming community will help ensure the game is relevant and engaging.

Play the game to eliminate all STIs from the village! Do this by:
- checking the characters STI status
- distributing safe sex packs
- sending characters to the clinic for testing and treatment.

For more info email: meagan.roberts@health.wa.gov.au