



Infection Protection:

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

Authors: Roberts M, Kerry K
Sexual Health and Blood-borne Virus Program



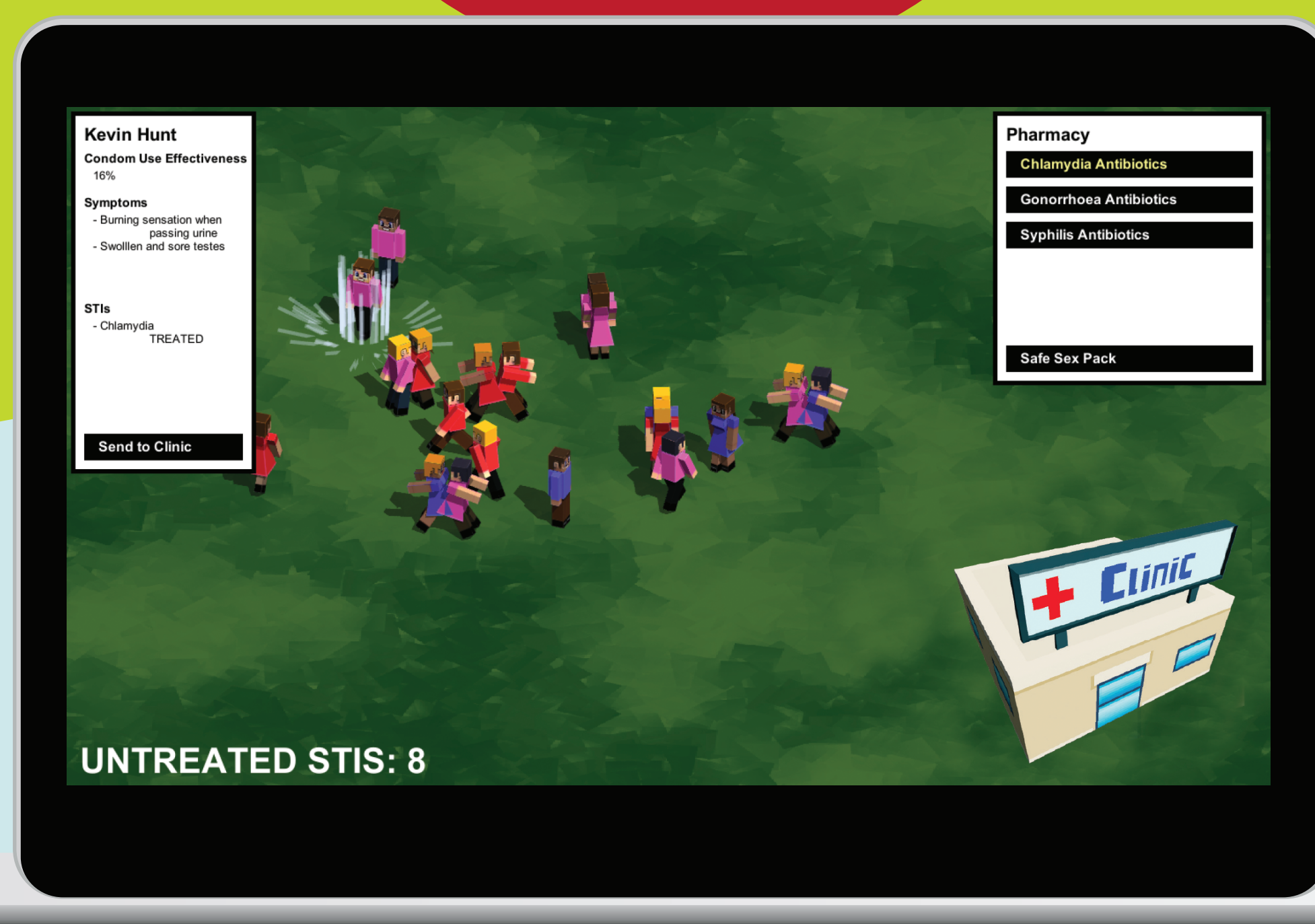
1. Game design competition opens

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

Get the Facts website provides information on sexual health and relationships to young people aged 13-17 years

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.

