Game It

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How do we inform adolescents about the realities of substance abuse?

Where is the main place kids go to smoke at school?

Our Idea

Chance to win $300

Scan code to play game and be entered into a monthly lottery

The Game

Myth Busting!

- Answer questions correctly to earn points to level up
- At the end of the game, players will be notified that their names have been entered in a raffle to earn the prize
- Players names can be entered multiple times depending on the level they are on (eg. twice for level 2, three times for level 3)

The Game

Every month new facet of substance abuse addressed

E.g.

- Amount of kids using
- Health effects
- About marajuana industry
- Comparing vaping to smoking
    - Contrasting different kinds of substance abuse

Utilizing Information from Game

Most popularly chosen myths can inform us about the most common misconceptions of marajuana use

Nudging Principles

Prompting : catching kids when they are bored

Salience : posters at eye level & brightly colored

Incentives : players are inserted into a lottery with chance to win $300 @ end of each month

Thank you!