

Pilot evaluation of Digital MindSKILLZ in Lagos, Nigeria: an interactive voice response game to improve mental wellbeing of adolescents

Grassroot Soccer

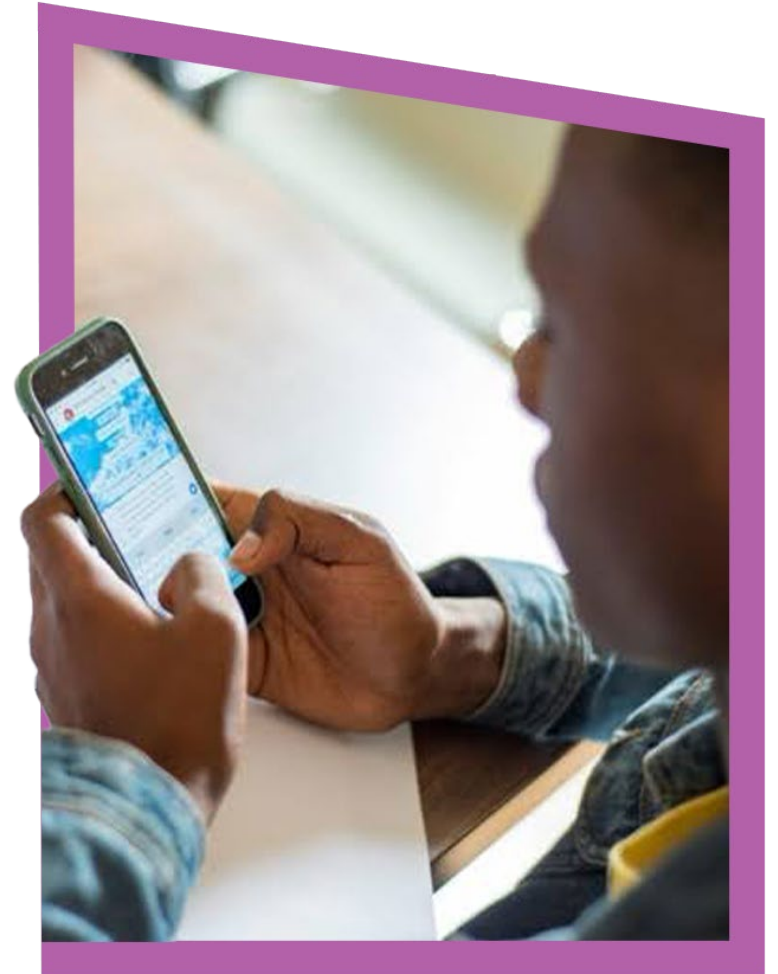
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Background

- Interactive voice response (IVR) is a technology that can reach users with access to any phone, not only smart phones
- It prompts users to listen to recordings and choose response options using the phone number keys
- Viamo's 3-2-1 platform is operational in 25 countries, reaching over 40 million people annually with content on a variety of topics in the form of dramas, games/quizzes and gamified content.

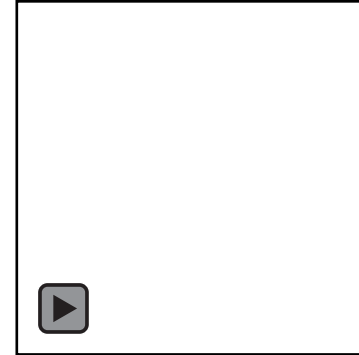
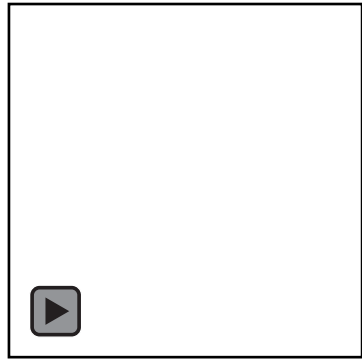


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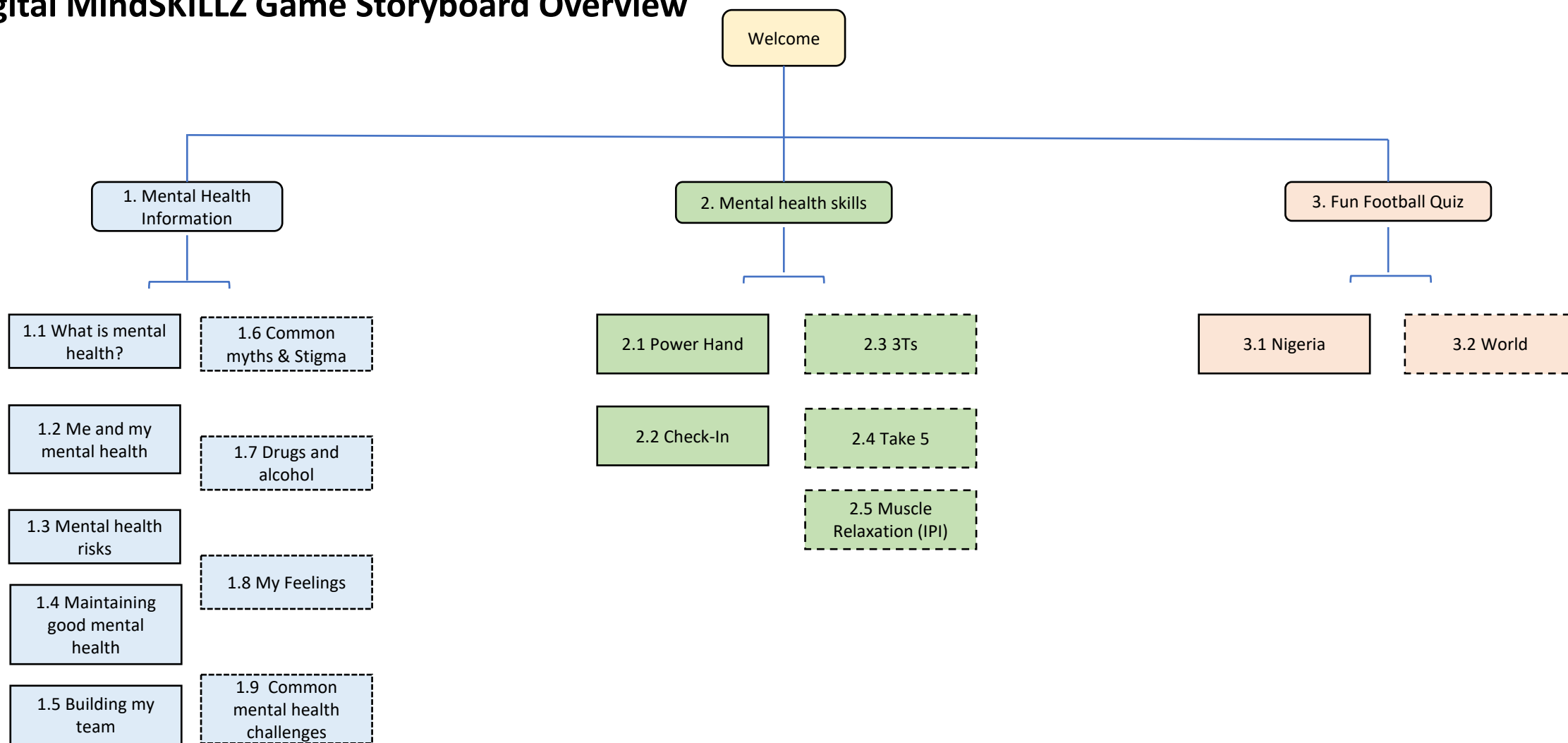
- Grassroot Soccer (GRS) is an adolescent health organization that uses trained near-peer mentor Coaches to deliver sport-based programming to adolescents, using soccer language and activities to convey key health information
- GRS partnered with Viamo to develop and evaluate the **Digital MindSKILLZ** IVR game, which aims to deliver mental health information and introduce positive coping skills to young people in an engaging, accessible way.

The Digital MindSKILLZ IVR game

- Voice actors guide participants through mental health, football knowledge, and coping skills content in the game, as participants respond to questions and navigate through the game.



Digital MindSKILLZ Game Storyboard Overview



[Dashed border] = New topics

Methods

- GRS conducted a pilot evaluation to examine **acceptability, feasibility, and preliminary effectiveness** of the Digital MindSKILLZ game as a platform for young people aged 15-24 in Lagos, Nigeria to access mental health information.
- The evaluation used the following methods to collect data from participants:
 - Short pre-game survey (n=25)
 - Focus group discussions (n=3 groups)
 - Follow-up survey after 8 weeks (n=22)

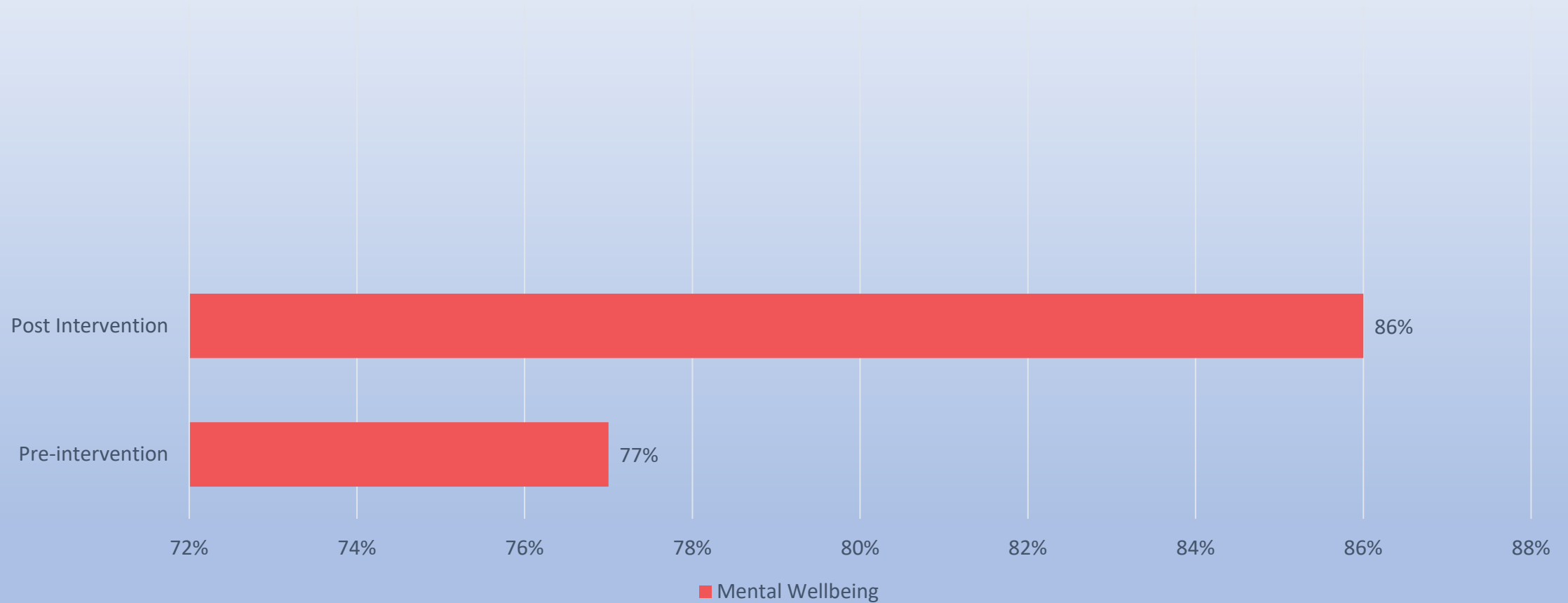
Results

- Digital MindSKILLZ was highly acceptable to participants:
 - 92% reported that they liked the game 'a lot'
 - 84% reported that it was easy to understand
 - 96% would recommend the game to others
- Participants also reported via FGDs that they found the game to be fun, interesting, motivating, and explanatory.



Results

Mental Well Being Pre and Post Intervention



Results

- Participants reported improved understanding of mental health after the game, and that they enjoyed learning coping skills (mindful breathing), finding them clear and useful.
- Connectivity via phone call remained challenging, and some participants recommended improving the navigation through the game.
- Participants provided several recommendations for improvement, including connecting the game to services and providing a Q&A function.

*“It said the fact that you are happy does not mean you don’t have mental health issues. Sometimes I find myself happy and all that but if little thing just happens, I will have some aggression suddenly like that that makes me to believe that the fact that you are happy does not mean that you don’t mental health issues. I now have better understanding of that fact.”
(19 YEARS, FEMALE)*

Conclusion

- The Digital MindSKILLZ game shows the potential for the IVR platform to enhance reach to a wider population of adolescents with critical lifesaving health information in other disease areas and geographies.
- With the success of this pilot, Grassroot Soccer is expanding to 10 more countries with its Digital MindSKILLZ game
- Furthermore, GRS is exploring the use of generative AI technology for Digital MindSKILLZ