

Serious Game Development: Case Study of the 2013 CDC Games for Health Game Jam



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Why Jam?

- Communitarian
- Support Creativity and Learning
- Allow All to Contribute
- Prototype Ideas
 - Crowdsource Based Upon Theme
 - Best/Innovative Ideas Rise to Top

2013 Fall Game Jam

- Pre-event (1 week prior)
 - Introduce concepts via SMEs
- 300+ participants
- 32 games created
- 5 finalists moved on to Round 2
- Post-event (2 weeks later)
- One team selected
 - Mentored by CDC SMEs
 - \$9k prize



SME Involvement

Lightning Talks...

- 11:00 Foodborne disease – Winnable Battles
- 11:20 Strategic National Stockpile – Vaccines
- 11:40 Teen Pregnancy – Winnable Battles
- 12:00 Diabetes translation
- 12:20 Tobacco Control/Winnable Battles
- 12:40 Asthma
- 1:30 HIV/STDs – Winnable Battles
- 1:50 HIV Prophylaxis – Winnable Battles
- 2:10 Travelers health - Global migration & quarantine

“Winning” Game



Commercialization...



Expanding Into Other Areas

JENNIFER ANN'S GROUP GAME JAM 2014



Helen of Troy



Hosted by



School of CSE
games.spsu.edu

ТЕПЛИЦА СОЦИАЛЬНЫХ
ТЕХНОЛОГИЙ

June 20-22, 2014

Latest Work

September 2014
300+ participants

- Focused on HIV Awareness and Prevention
- 15+ SMEs from HHS (DC) and CDC (Atlanta)
- 41 Games created
- 16 Selected for Round 2
- 5 Selected for Round 3



CONTINUE

Item Shop

POINTS AVAILABLE: 500 P

B-0
COST

Preview

BOSS: Contaminated Needle

Shared needle contaminated by someone carrying HIV.
Spawns Foreign Particles.
Weak against AR Type I / Emtricitabine (Yellow)

Roadmap to Success

- Publish subject content early (pre-event)
- Clear judging criteria (especially if \$)
- Multi-phase screening
- Risk-management
- Remain flexible



Lessons Learned

- Focus on single topic
- Involve SMEs and require milestones
- Select more teams to “win”
- Some participants reject serious constraint
 - In contrast with GGJ intentional constraints
- **Amazing results are possible**



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We're Hiring
2 Assistant Professors

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GAMES.SPSU.EDU