

A DIGITAL TOOL FOR HEALTH PROMOTION

# CHAMPIONS CONTRE EBOLA



Conflict of Interest  
The author has declared no conflict of interest.

MSF UK Scientific and Innovation day 2020

# CONTEXT



- Ebola in DRC 2018/2019
- 3432 cases, 2203 deaths, 1158 cured, 71 NA (1/08/18→16/2/20)
- 9th Ebola outbreak
- Armed conflict zone
- Isolated populations



# OBJECTIVES

- Develop innovative HP method
- Player is an active participant in HP
- Proactive learning and sharing
- Rapid dissemination via the community





# PARTNERSHIP



- Medical department and Innovation unit in MSF
- Between PIXEL IMPACT NGO and MSF





# DEVELOPMENT OF THE GAME

- Gamification
- Reiterative
- Low connectivity
- Tutorial
- Market assessment for the existing tools



Available on Google Store and on web browser

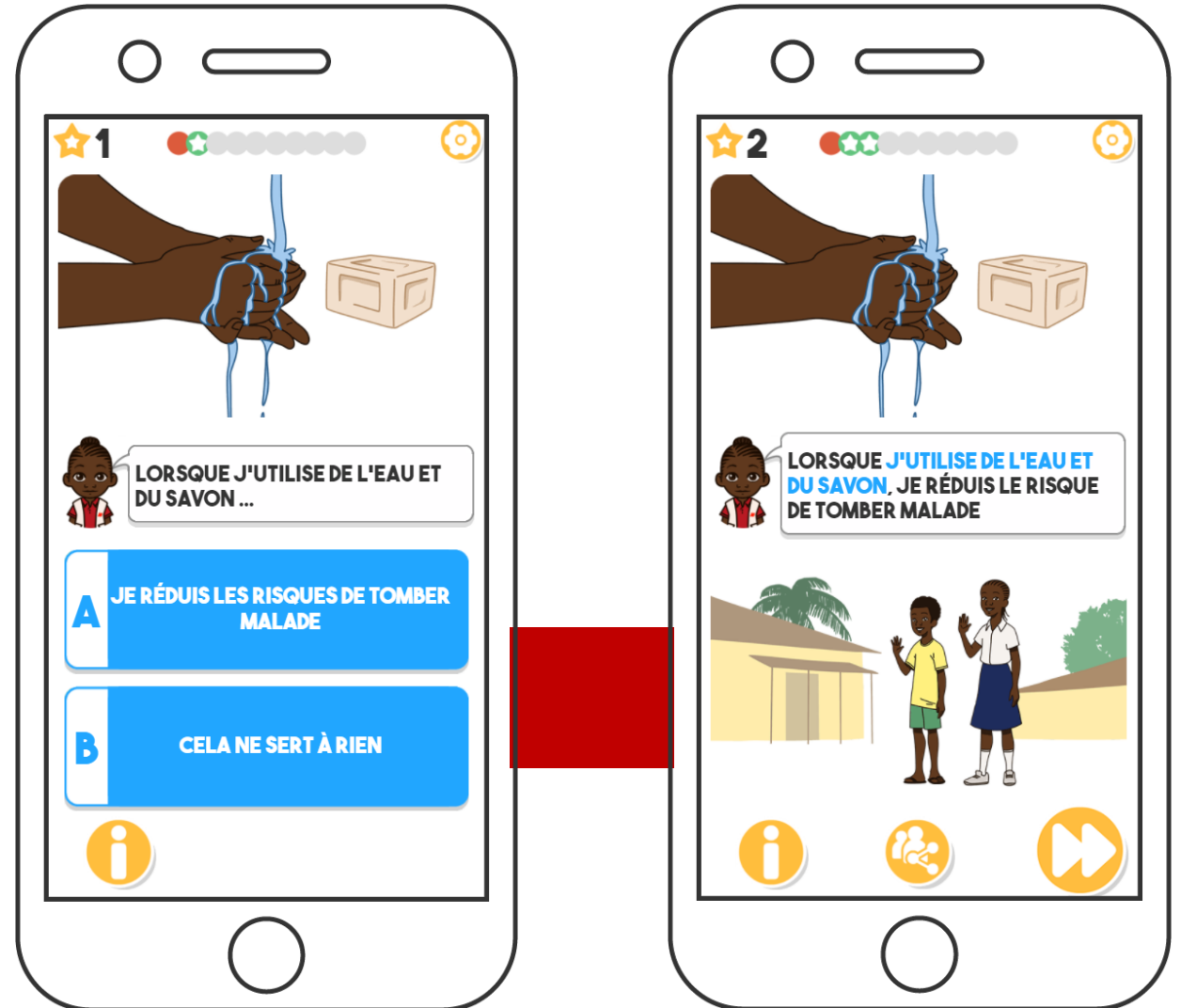
<https://pixelimpact.org/ebola/>





# THE GAME - QUESTIONS

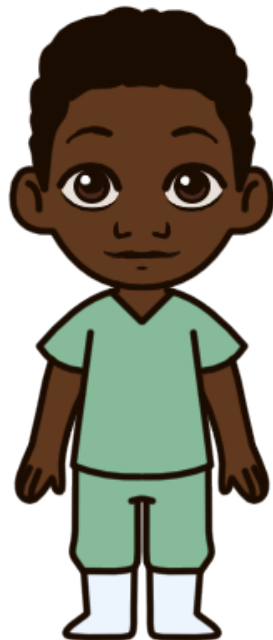
- 100 questions
- 3 languages: FR, EN, SW
- Practical situation
- Adapted language
- One "context" illustration
- One "sensitization" illustration





# THE GAME - AVATARS

- 6 avatars
- Represent different actors in the Ebola response
- Unlocked by winning stars





# THE GAME – SHARING & MORE

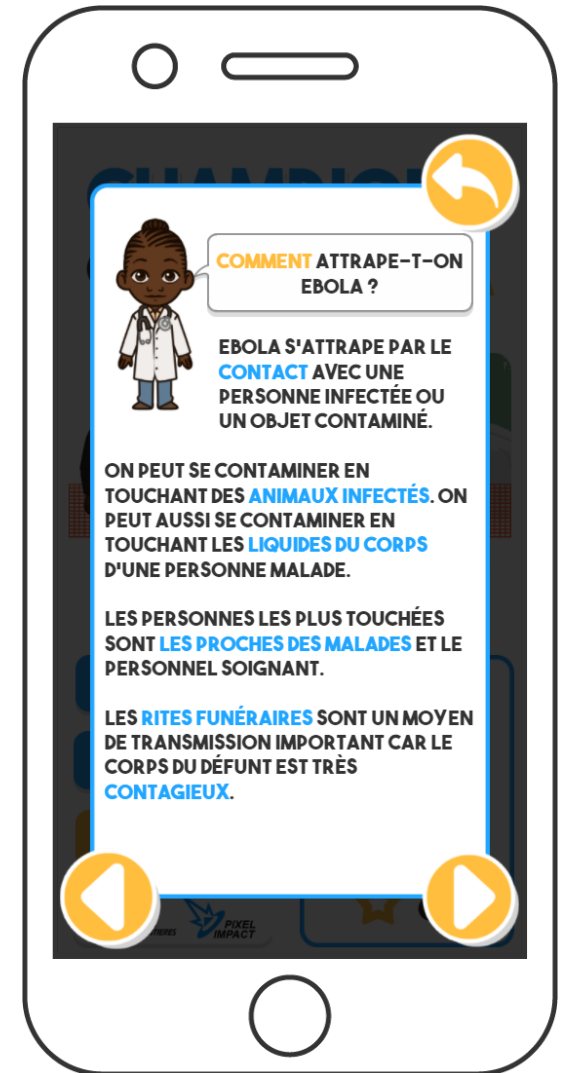
- Ambassador certificate
- Share key messages on social networks
- Share Ambassador certificate





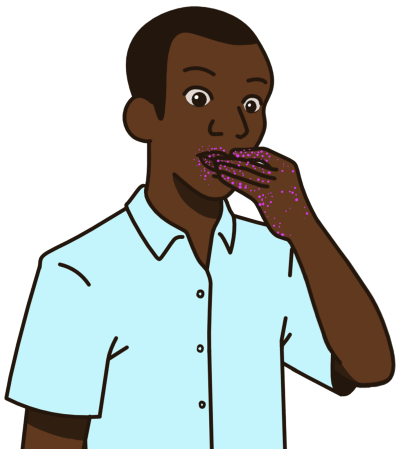
# THE GAME – MORE

- Further information on Ebola
- Easy to access and accessible to all
- Complementary information for each question
- Integrated audio



# IMAGE TOOLBOX

- > 300 images available
- For additional communication and education tools
- Other diseases such as cholera, malaria, COVID-19 etc.





# METHOD – FIELD TEST

**Design** Use on going HP activities

**Setting** Bunia town and rural, RDC, oct 2019,  
HP MSF team

**Participants** diverse age groups

**Intervention** : 8 different places, over 10 -  
day period, 11 sessions, + 300 participants

**Collection of data on :**

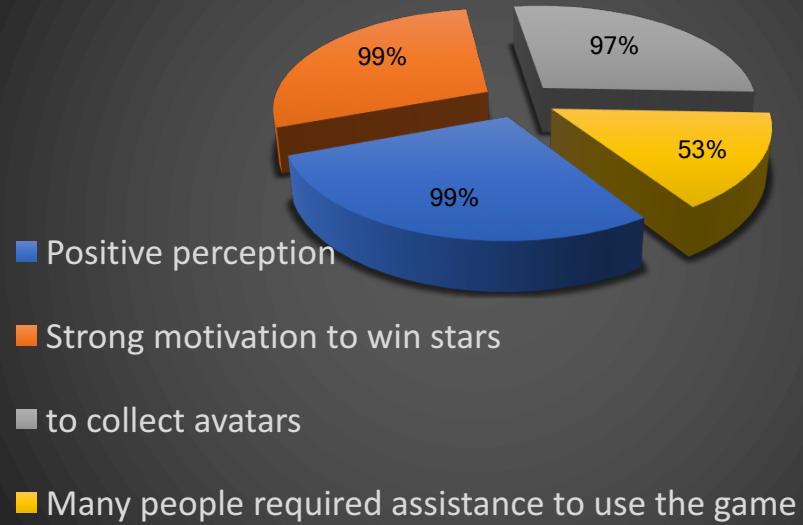
75 individual interviews conducted

- User experience
- Understanding
- App perception

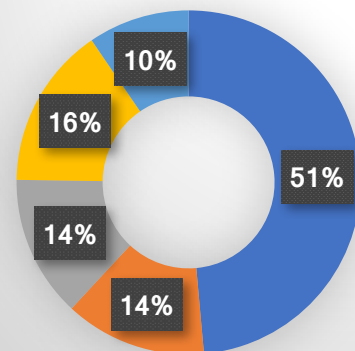


# RESULTS

Result of field testing, RDC, 2019



Unanimous agreement on the utility to fight Ebola with



- Facilitate knowledge improvement
- Reach more people with health promotion messages
- Reinforce and affirm existing knowledge
- Support decision-making
- User-friendly game





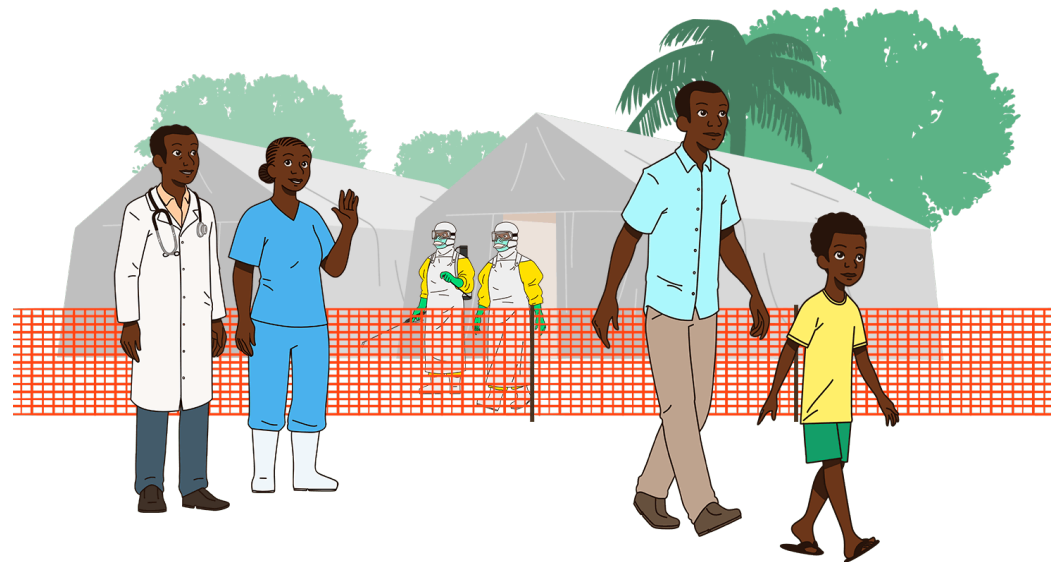
# DISCUSSION

- Better integration in the MSF health promotion activities
  - Gamification has great potential for innovative actions
  - Use during and outside outbreaks
- 



# PERSPECTIVES

- Promotion of the app on the field
- Knowledge really integrated
- Cover other diseases (e.g. Covid-19)





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