

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



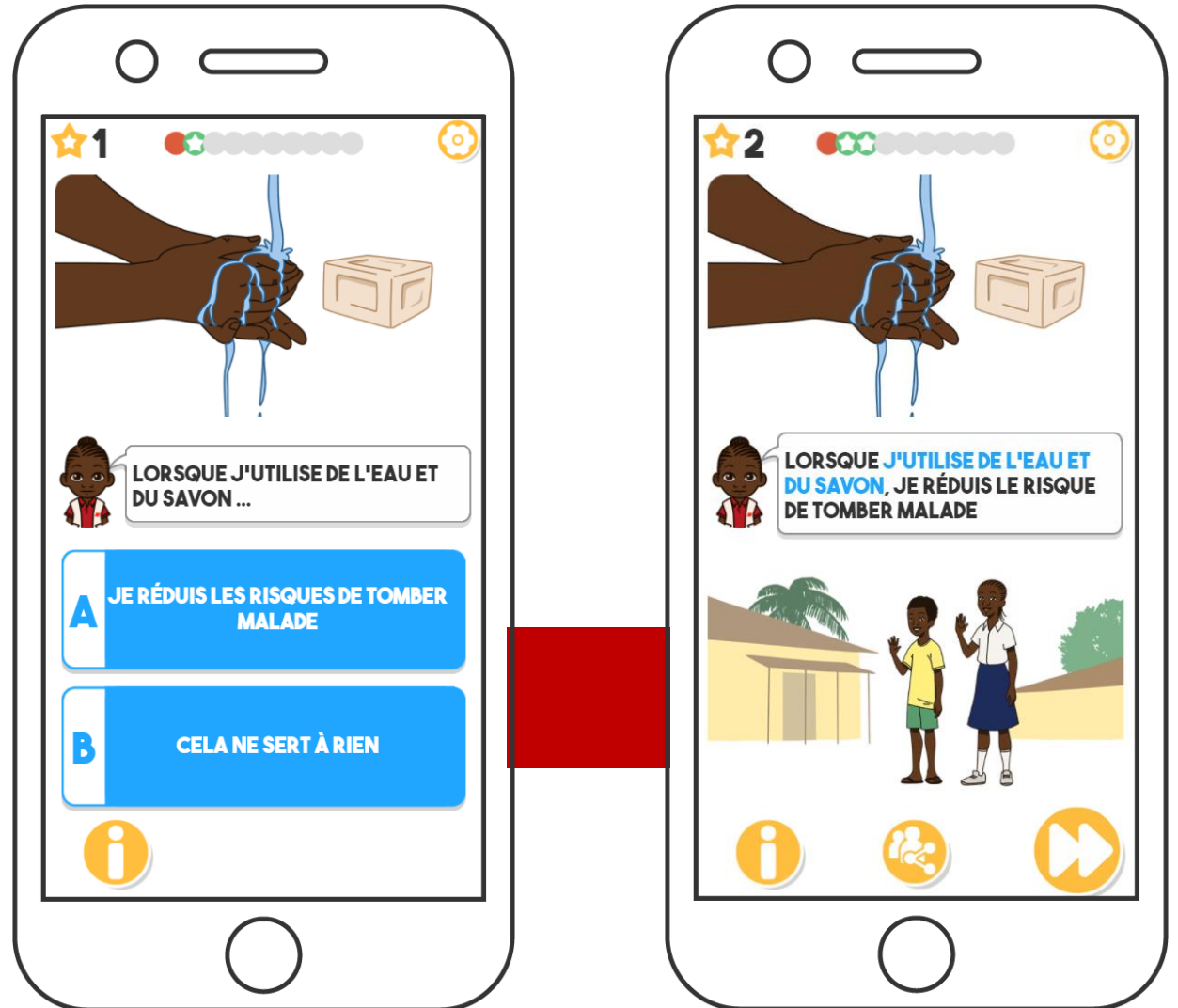
Available on Google Store and on web browser

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



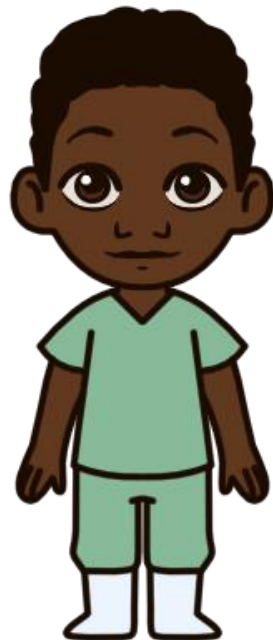
THE GAME - QUESTIONS

- 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



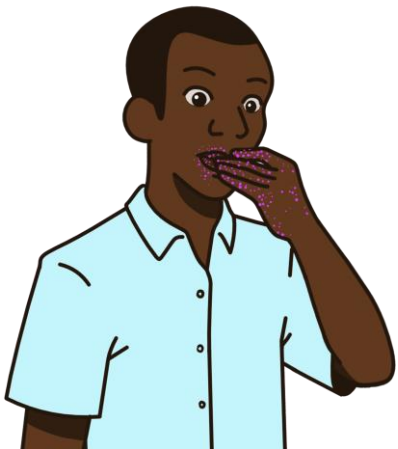
THE GAME – MORE

- 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 :

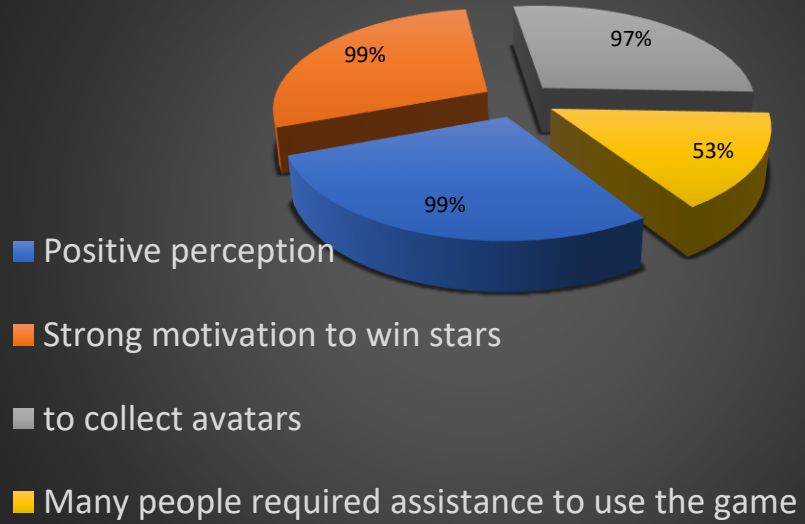
75 individual interviews conducted

- User experience
- Understanding
- App perception

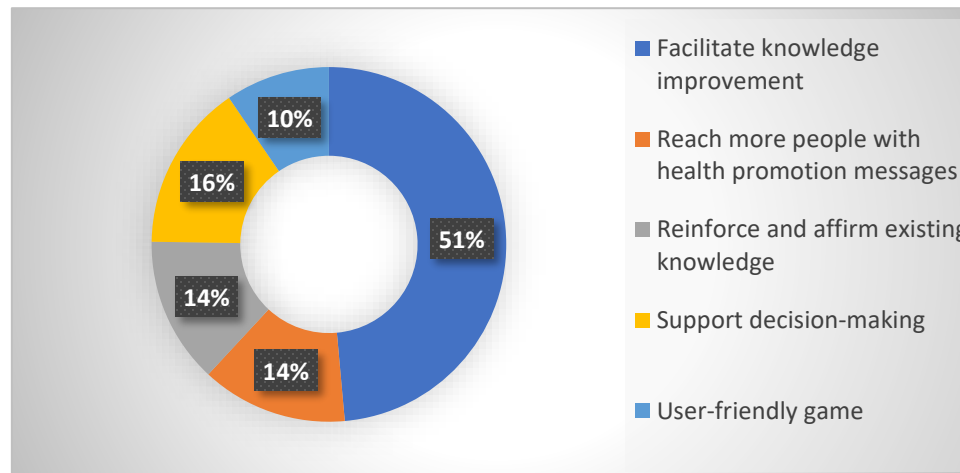


RESULTS

Result of field testing, RDC, 2019



Unanimous agreement on the utility to fight Ebola with



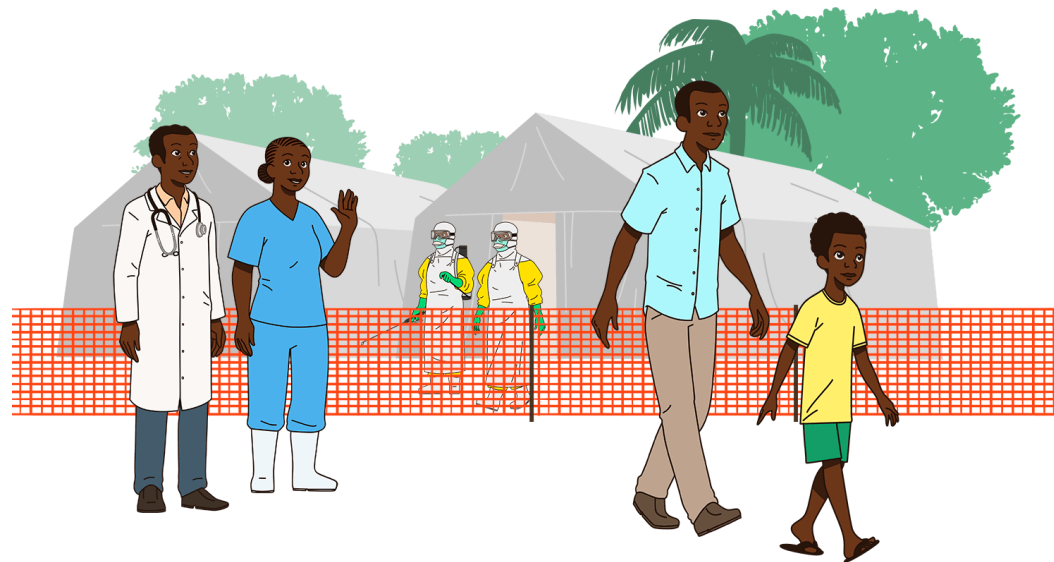
DISCUSSION

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

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



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