

We are Martinsville

Kathy Wibberly, Ph.d, Mona El Khafif, Ph.d, Elgin Cleckley, MA, Marcus Divers B.S.,

Background

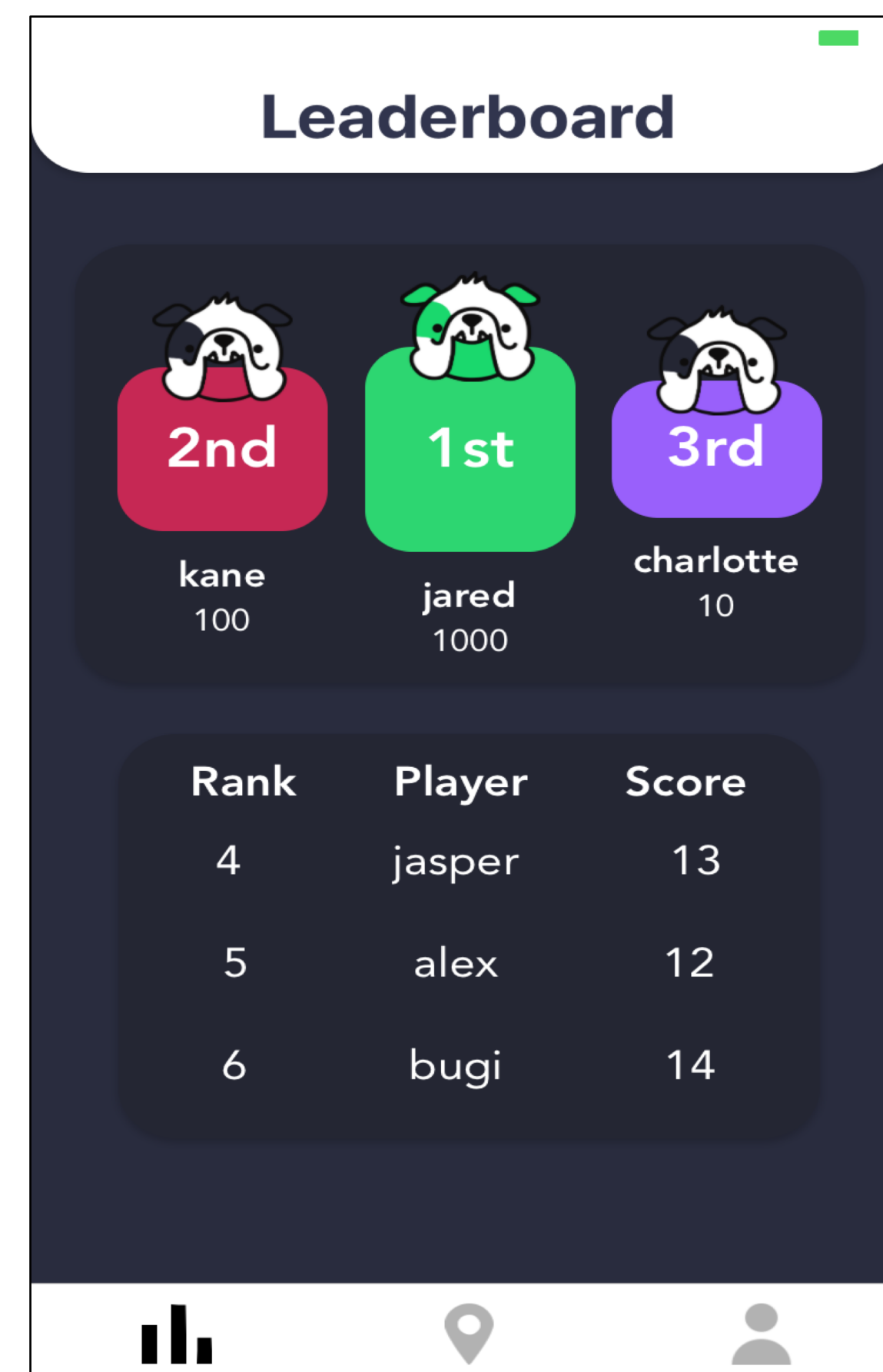
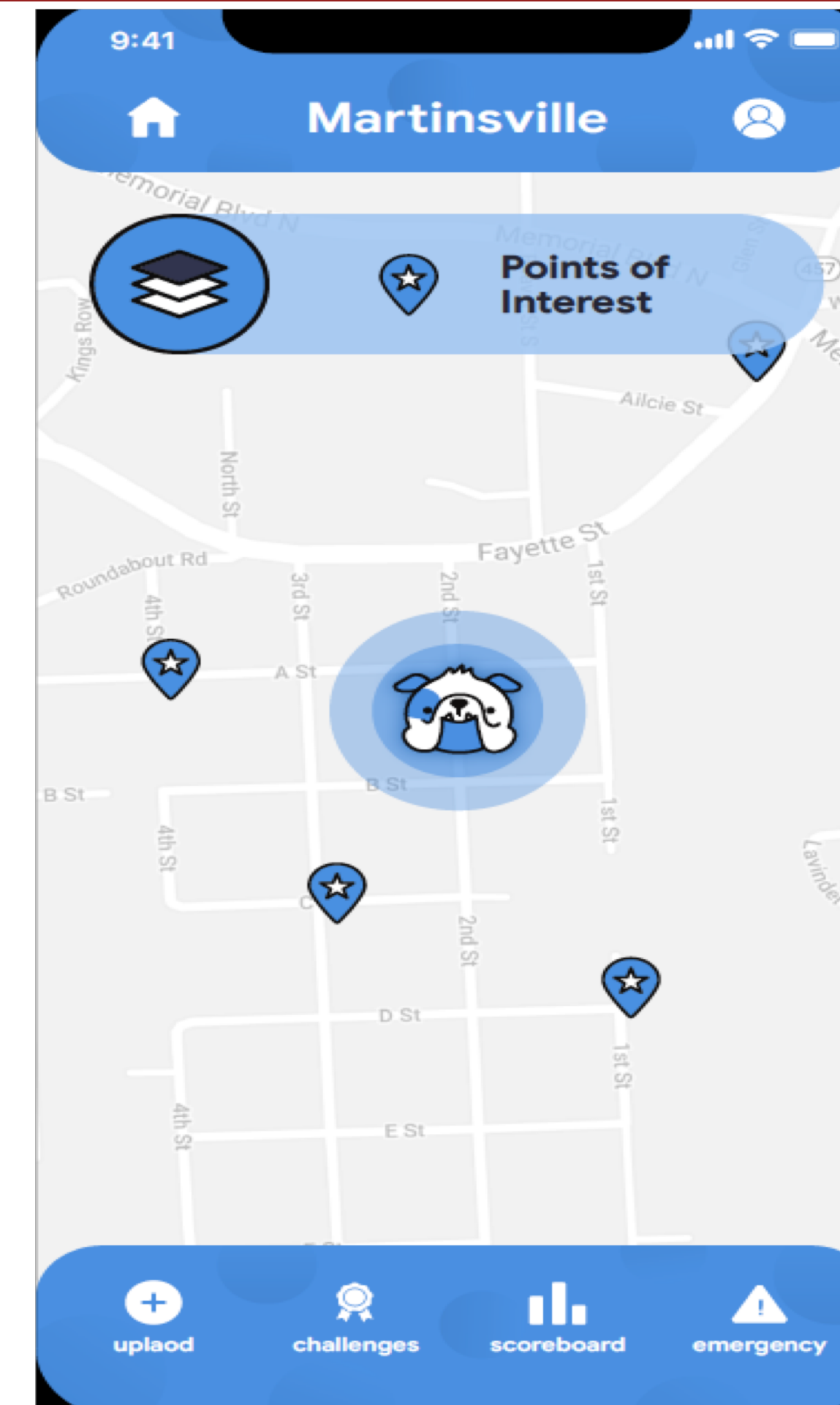
We are Martinsville (WAM) is a public health initiative that utilizes creative place making and the concepts of gamification to encourage community engagement and healthy behavior changes. WAM was developed between a collaboration of University of Virginia's School of Architecture, School of Engineering, The Karen Rheuban Center for Telehealth and several key stakeholders in the city of Martinsville, Virginia. The idea was first thought of as a public health addition to the HRSA funded e-BACKPAC program based in south-west Virginia and the initial target group is middle school students. Planning for the game development started by looking at the existing public health projects like Beat the Street in the UK as well as mobile applications like Pokémon Go and Project Noah.



Design

WAM was designed with creative placemaking and design thinking strategies to put the community at the center of the game. The Design team conducted two design thinking workshops in Martinsville to gain feedback for the community

1. Students from the boys and girls club at Martinsville took place in a workshop providing knowledge of how they view their community and what interest them
2. Community members from law enforcement and parents to representatives from community outreach organization gave input in the design and provided local knowledge for game development



Gameplay

Players will score points by participating in the different categories of gameplay, Points of interest (POI), Point of Person (POP), and Points of Health (POH).

1. **POI-** Players are asked to visit and explore areas of Martinsville's that have been identified by the team at UVA and the community. Players will game points by checking in to sites and taking short location based quizzes
2. **POP-** Players will contribute photos and comments of their own community. This incorporates elements of creative placemaking where players are asked to give feedback about their community with hopes of using this to shape their community in the future.
3. **POH-** Players steps and distance travel will be tracked by the app and players will gain points by meeting weekly activity goals. Players will also be able to gain points by eating healthy food at local restaurants and uploading photo with comments on healthy dishes.



BOYS & GIRLS CLUBS
 OF SOUTHWEST VIRGINIA

Next Steps

- We plan to model our rollout similar the Beat the Street and have a timed game period where players will have several weeks to gain points before announcing winners
- We are continuing to update the app and gameplay before launching in Summer of 2019 with Martinsville Middle School students.
- We are in the process of searching others communities who are open to piloting the game their community and school system as well as expanding use cases for the program

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