

“Gamify” Parks

Call for Community Collaborators

Micky Fokken, Director Care Innovation Lab

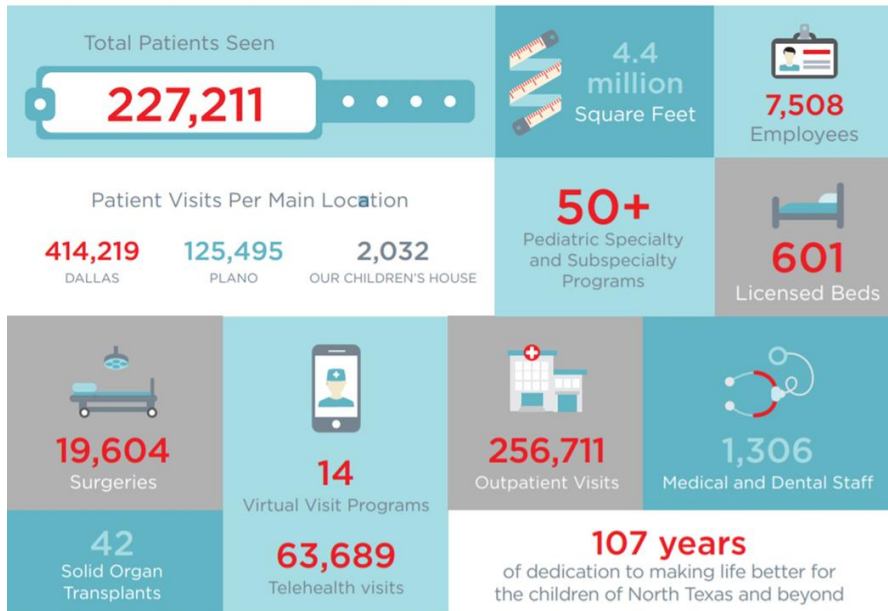
Cristal Retana, Director Community & Government Relations

Children's Health
1935 Medical District Drive, Dallas, TX 75235
www.childrens.com

About Children's Health

2020 KEY METRICS

Note: Data reflects totals from 2020, ending Dec. 31, 2020, unless otherwise noted. Volume counts for 2020 include re-occurring visit types, unlike previous years' fact sheets. Therefore, volume counts from earlier fact sheets should not be compared to the 2020 counts published here.





- The State of Childhood Obesity reports that **20.3%** of youth in Texas, ages 10-17 have obesity. The National Library of Medicine lists Texas as 6th among states in rates of childhood obesity
- According to the CDC, **1 in 5 children** and adolescents in the United States are affected by obesity. Compared to other children with healthy weight, children with obesity at a higher risk for asthma, type 2 diabetes and heart disease.
- In Dallas, **33.3%** of children are either overweight or have obesity.
- Many children and parents are not motivated to learn ways to stay healthy. Additionally, video games and electronics in the home compete for a child's time, compared to going outside and playing.

Get Up & Go Weight Management Program

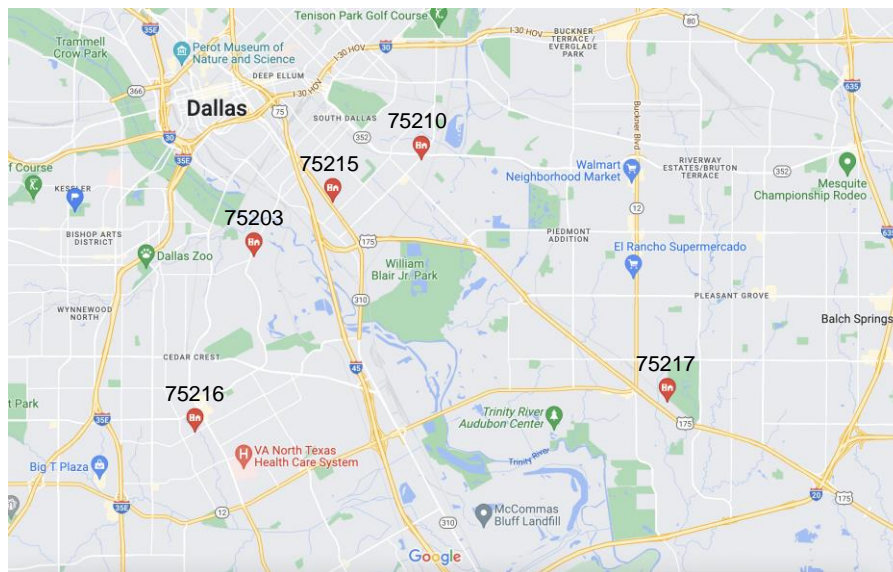
- Stats from the program:
 - **76% decrease in BMI**
 - **75% increase in stamina**
 - **86% of parents reporting eating and physical activity behavior change in child**
- 10-week provider-referred program
- Family-based, multi-component program
 - Nutrition education
 - Physical activity
 - Behavior change techniques
- Assists children who are sedentary and are overweight or have obesity

Children's Health: Areas Served

More than 90 percent of Children's Health patients are from the institution's primary service regions near the Dallas and Plano hospital campuses:

- **Dallas (49%)**
- **Collin (14%)**
- **Denton (7%)**
- Additional Counties: Cooke, Delta, Ellis, Fannin, Grayson, Henderson, Hopkins, Hunt, Kaufman, Navarro, Rains, Rockwall, Tarrant, and Van Zandt

The top 5 zip codes served by Children's Health

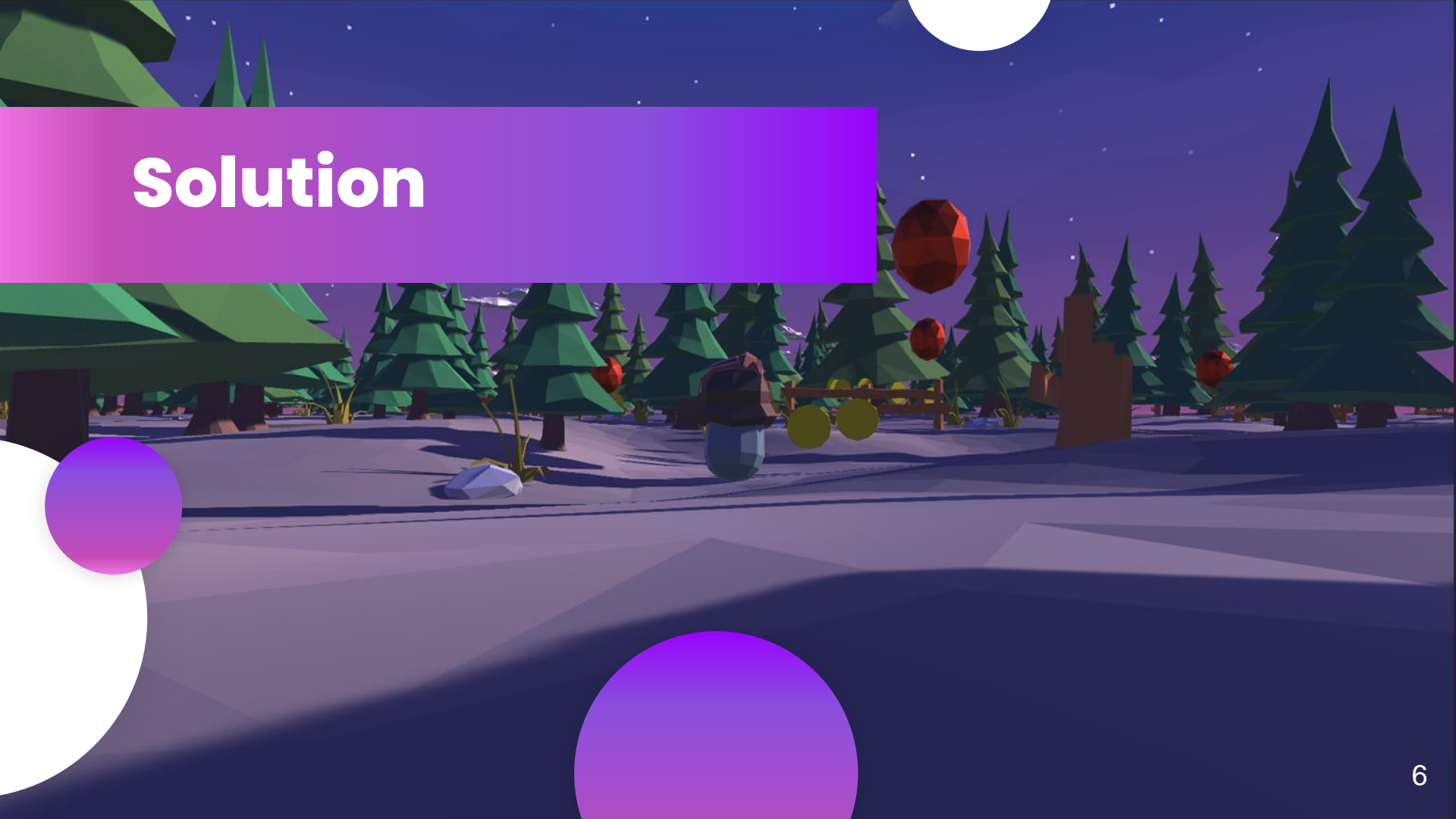


Get Up & Go: Areas Served

Service area for Get Up & Go

- Get Up & Go is offered in multiple counties:
 - McKinney, Plano , Coppel, Garland, Irving, Grand Prairie, Mesquite, White Rock, Park South, Lake highlands and Oak Cliff
- Top 3 zip codes are 75217, 75243, 75044
- **Over 3,000 graduates**

Solution



Gamify Parks App & Program

- Increase **physical activity** for kids in Dallas Fort-Worth and beyond
- Recognize and practice key **healthy eating** and **exercise** concepts
- Provide an opportunity to **(re)experience** the park in a **fun and digitally immersive experience**

Added Benefits for Parks and Local Communities:

- Informs kids and families of local **programs, classes, and events** focused on nutrition, health, and nature (future beta version)
- Incorporate learning about **local history and park points of interest**, in addition to core health and wellness (future beta version)

**Scale to parks
across DFW, Texas,
and beyond!!!**



Completed Milestones

01

Phase 1

Researching and establishing requirements

02

Phase 2

Prototyping with UTD Students in Fall 2021 and testing the prototype

03

Phase 3

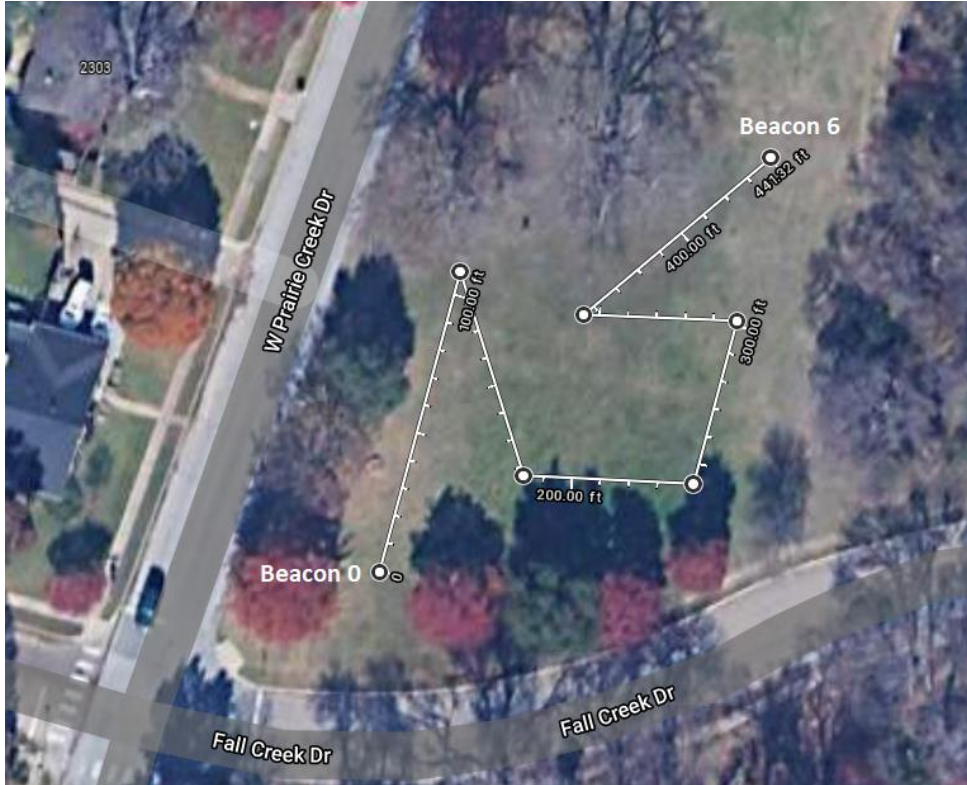
Designing graphic elements and refining navigation components

04

Phase 4

Update current Alpha v0.01 to public-facing Beta v0.1

Fall 2021: "PlayTest" day



Measurements

- What are we going to measure
 - Steps taken (proxy estimates)
 - Time played (proxy estimates)
- How will we know if the pilot programs are successful?
 - Increase in activity
 - Increase in health knowledge
- Engagement goals?
 - To increase app engagement volumes **summer/fall** vs. **spring/summer**

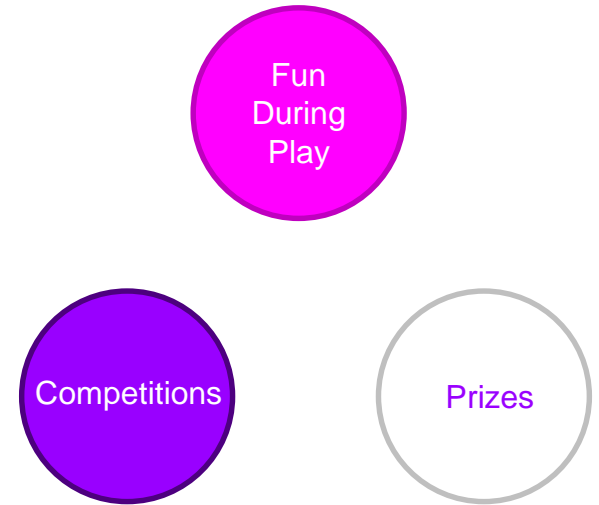
Sponsorship Concept

Designing a donor model to help fund Beta app updates

- Donor recognition in app and signs (ex: “made possibly by”, no advertisements allows)

Increase player engagement by rewarding players for achieving health and wellness milestones within Gamify Parks

- Coupons to local businesses for healthy foods and events
- Example: **Grilled chicken taco kids meal** or **one free ticket to a Dallas museum**
- Once designed, requires Children’s Health Legal and Compliance review



Spring Updates!!



Safety warnings per industry standards



Game 1: Food Finder

Search and capture healthy foods using phone camera.

Do it quickly for the fastest time!



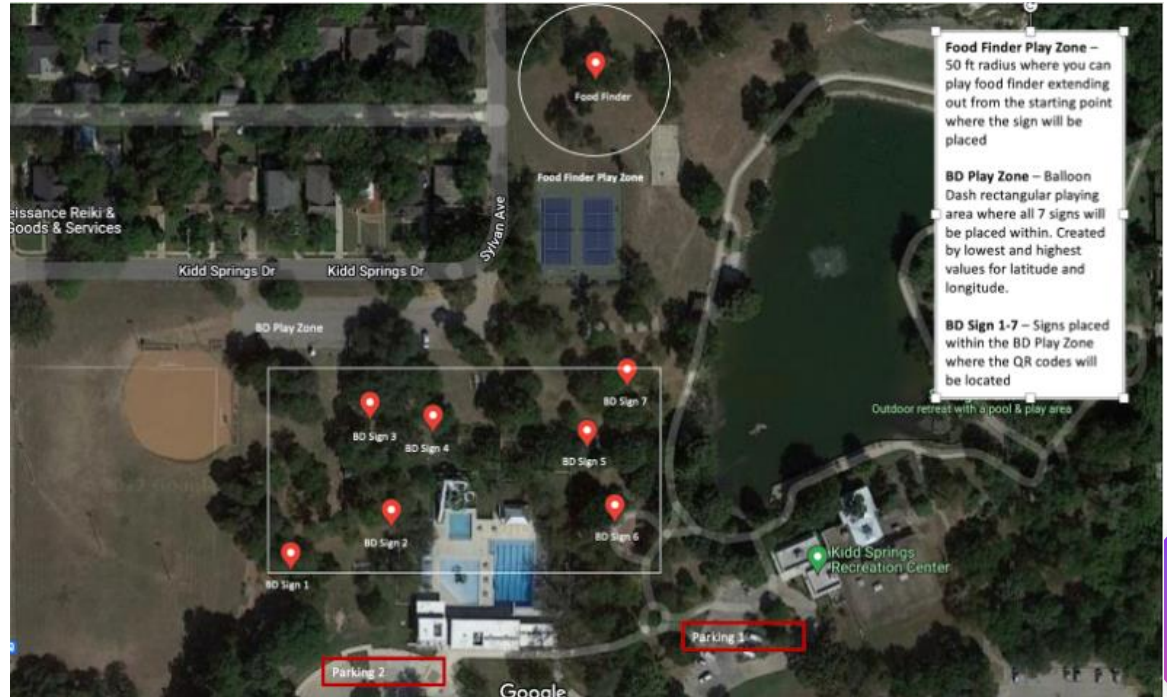
Game 2: Balloon Dash

Scan the sign, answer trivia Q's, and run to the next sign.

Capture all signs for the fastest time!



Park Example Balloon Dash



Future Beta Features

- Individual and **School vs. School Leaderboards**
- Achievement Badges and Prizes
- Spanish support
- Progress saving across phones
- Parent consent for under 13
- Additional Mini-games (via volunteer student programmers)

Next steps...

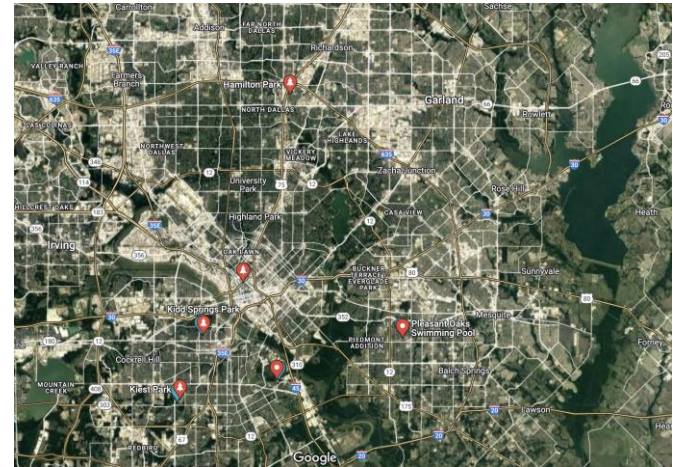


Program Plan

The Pilot will span June 2022 to August 2023, and Children's Health will manage app updates, tech support, and user feedback data collection.

Pilot at 6 local parks, **starting June 3rd, 2022 at Kidd Springs Park's "Dallas Symphony at the Parks" event.**

- Kidd Springs Park
- Kiest Park
- Hamilton Park
- JC Phelps Park
- Pleasant Oaks Park
- Klyde Warren Park



Proposed Roles and Responsibilities

Children's Health

- Coordinate program launch and kick off experience
- Design and purchase signs; provide repairs when necessary
 - List sites (prepare to share selection criteria)
- Promote app during specific events, collect user feedback
- Provide outcomes reports

Dallas Park and Recreation

- Identify 5 pilot sites (complete); based on community health status and park usage
- Promote digital park experience with participants via websites and other platforms
- Approve locations and determine sign installation plan; report damage or repair needs
- Incorporate play experience with youth programs
- Maintain parks in a manner to promote safe and open play

Next Steps



\$50k

Seeking funding for student programmers, graphic designers, program management, and sign costs

Beta 0.1

Kick-off at 6 local parks
(June - July)

Beta 0.2

Use Beta 0.1 feedback to plan Beta 0.2 development, adding more mini-games

Thank you!

