

# Gamification in Diabetes

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# Gamification - What and Why?

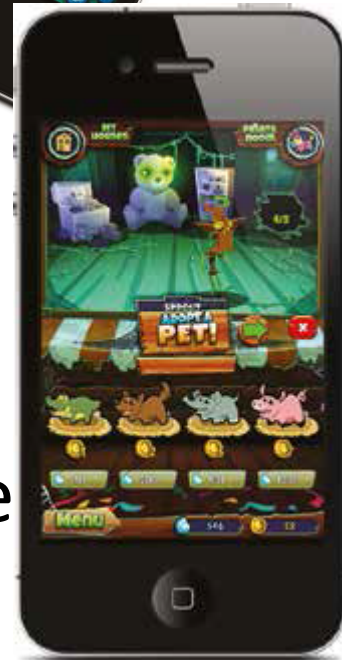
- The use of 'gaming' elements to motivate and engage people in non-game contexts e.g. health
- Encourage users to act in a certain way or change behaviour through playing a game
- Rise in smartphone and tablet prevalence has lead to an explosion of health-related apps (>600 for diabetes alone)
- Can include rewards, peer support, interactive features

# Gamification in Type 1 Diabetes

- Having type 1 diabetes is relentless, requiring constant engagement and day to day adherence
- Children who are carb counting are asked to measure BG 4-6 x day
- Often dislike testing more than injecting
- Source of conflict in families
- Monster Manor applies gamification to this problem

# What is Monster Manor?

- A free iPhone/Android game
- Aimed at children with T1D age 5-10
- The action takes place in a series of “houses”
- Children earn gold to build monsters and buy them furniture and pets
- Logging a blood sugar reading in the game results in a reward, enabling progress in the game



# The Monster Manor partnership

- Game developed by Ayogo – a Canadian health app company
- UK development supported by Sanofi Diabetes
- Initial family testing through Diabetes UK
- Evaluation by the Oxford AHSN



# Monster Manor & the Oxford AHSN

- Encourage uptake of the game in local hospitals
- Questionnaire to users before and 1-2 months after downloading game
- Baseline demographics and testing behaviours
- Evaluate duration of game play, opinion of game and effect on BG testing



# Progress October - February

- Downloads: 775
- Monthly active users: 133
- BG reading logged: 4568
- 15% logged >28 tests
- Initial survey: 67
- Follow-up survey: 16
- 25% played for > 1 month
- 19% said playing affected frequency of BG testing



Locations of those completing survey