

# GAME OF CHOICE, NOT CHANCE™

## Theory of Change

Multiple pathways to impact in a mobile game app for adolescents

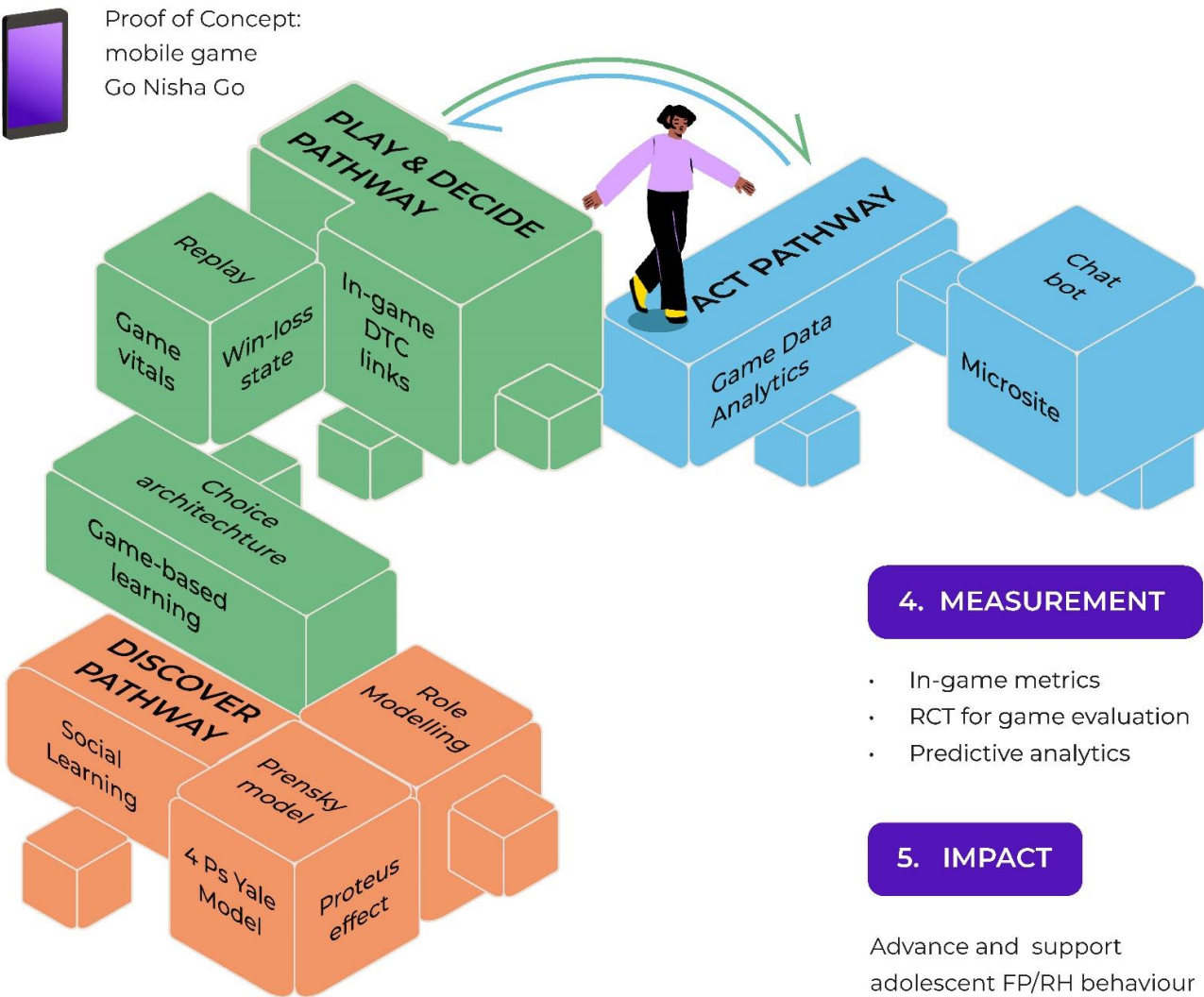
### 1. PROBLEM STATEMENT

Early marriage and pregnancy limits agency among girls

### 2. HYPOTHESIS FOR PROOF OF CONCEPT

If a girl experiences the simulated outcome of her avatar's choices on her health, relationships, and confidence, through a game that offers elements of immersive engagement, challenge, fun, and 'nudges' her to access information, relevant products, and appropriate services directly then the girl will learn to make informed decisions about SRH that will positively impact the course of her life.

### 3. MULTIPLE PATHWAYS



### 4. MEASUREMENT

- In-game metrics
- RCT for game evaluation
- Predictive analytics

### 5. IMPACT

Advance and support adolescent FP/RH behaviour