



## Game of Choice, Not Chance Theory of Change:

A Strategic Pathway to  
Empower Girls' Choices  
through Digital Media



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**METAMERSIVE**  
APPLIED GAMING PLATFORM

**VIHARA**  
INNOVATION NETWORK



**cycle**  
TECHNOLOGIES



jubi.



**RESTLESS  
DEVELOPMENT**



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# Sustainable innovations that improve lives

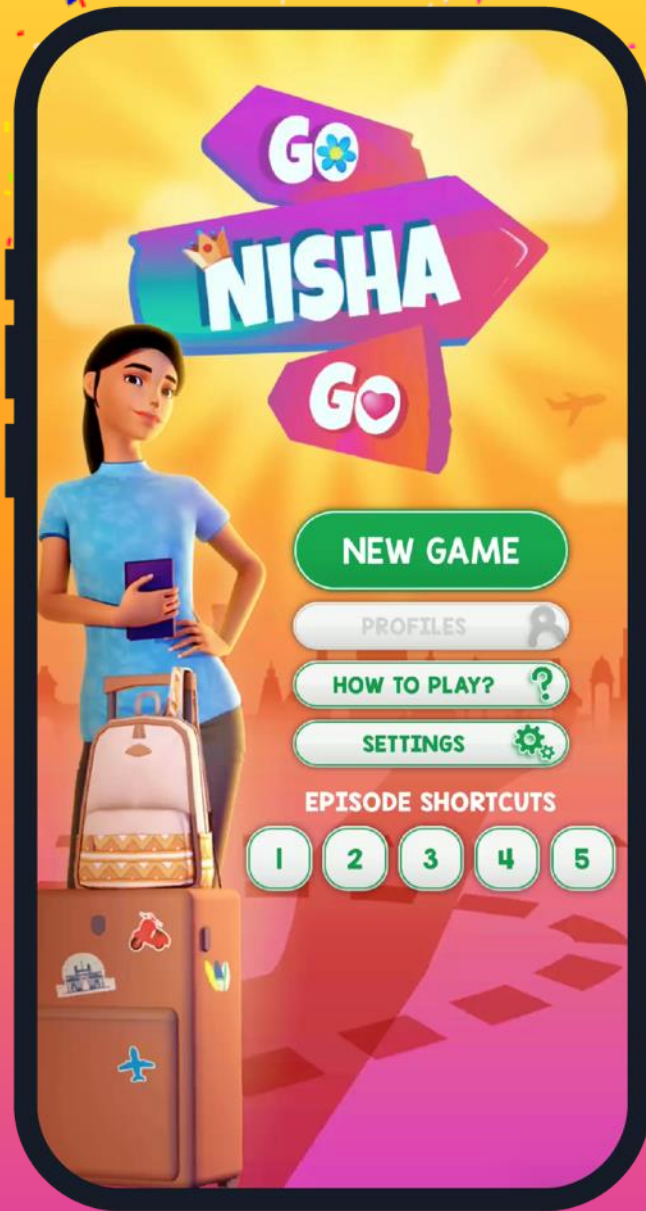
HOWARD DELAFIELD INTERNATIONAL

Behavioral Insights Consultancy



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INTERNATIONAL





LAUNCHED IN INDIA  
SUMMER 2022!

100,000+  
downloads



GO NISHA GO

Using play to  
support girls  
as empowered  
choice-makers



WHY CHOICE?



# Girls' decisions matter.



Girls lack confidence to negotiate relationships



Few reproductive health resources are available to girls



Lower priority given to girls' education and career opportunities



Early marriage and adolescent pregnancy remain challenges





# MEET NISHA.

In her world,  
girls experience  
the power of  
their choices



# Our if...then (a.k.a. Theory of Change)

## 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

## THEN

the girl will learn to make  
informed decisions about  
Sexual Reproductive  
Health that will positively  
impact the course of  
her life.





# Our expected outcomes

IMPROVE KNOWLEDGE



EXPAND ACCESS



IMPROVE AGENCY



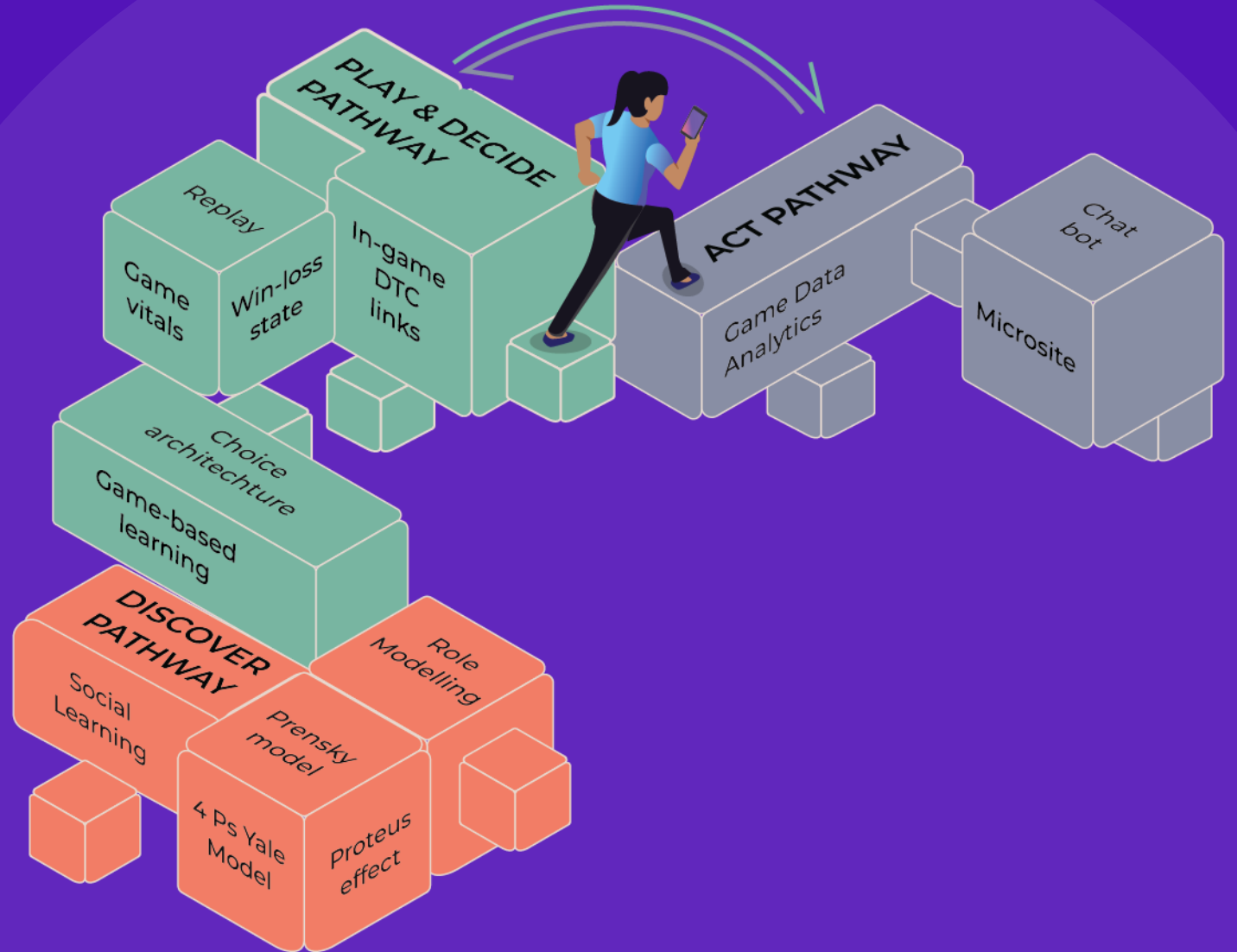
CONTRIBUTE LEARNING



OUR THEORY OF CHANGE

# Four pathways:

Discover  
Play  
Decide  
Act

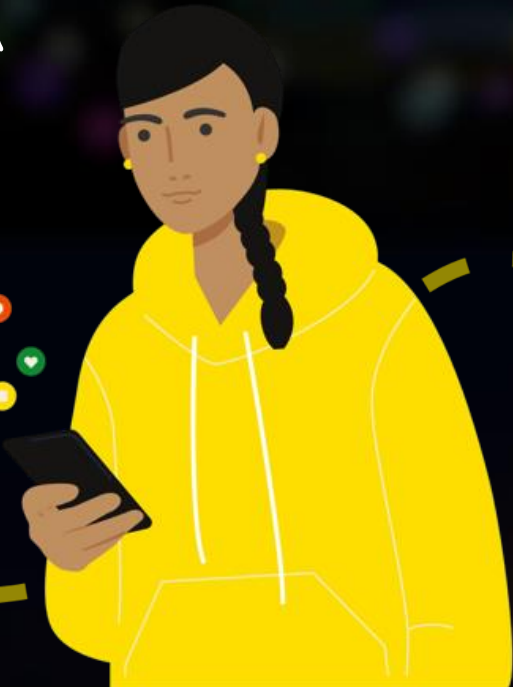




HOW IT WORKS

# Discover

GAME  
PLAYER



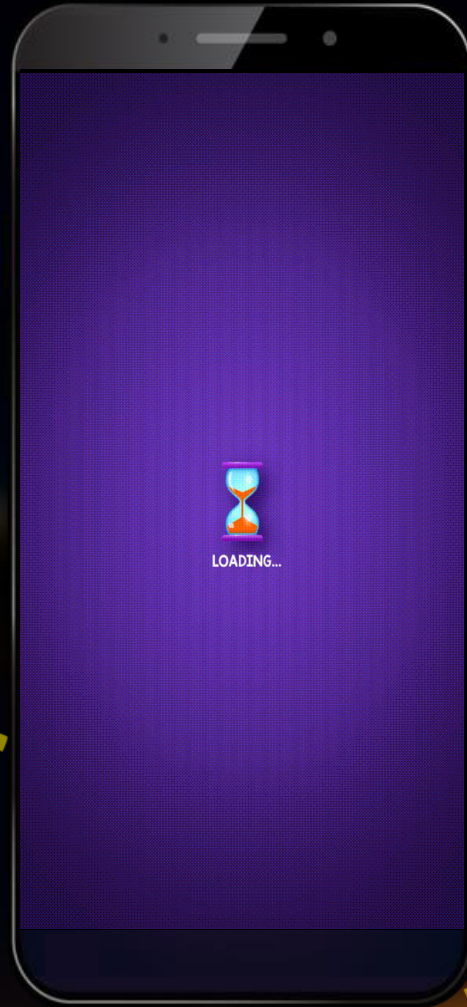
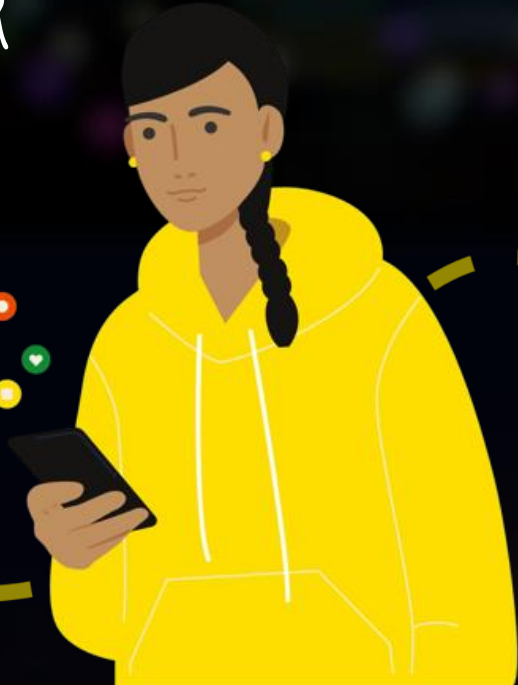
In the **DISCOVER** pathway, the Proteus Effect theorizes that experiencing outcomes of choices made for an avatar, resembling the players themselves, promotes emulation of avatar behavior, and consequently, real-life agency.



# HOW IT WORKS

## Discover

GAME  
PLAYER



Proteus Effect



4-P Yale Model  
Person, Possibility,  
Process, Persuasion



Role Modeling



HOW IT WORKS

Discover

Play



In the **PLAY** pathway, game-based learning theory is applied to engage, challenge, and entertain the player.



HOW IT WORKS  
**Discover**  
**Play**



HOW IT WORKS

Discover

Play

Decide



The **DECISION-MAKING** pathway is rooted in social learning and motivation theory of role modelling, which ‘nudges’ the players to make informed choices through vital scores that lead to win-loss states with respect to their **health, relationships, and confidence** level.



HOW IT WORKS

# Discover

# Play

# Decide



HOW IT WORKS

Discover

Play

Decide

Act

The **ACT** pathway integrates behavioral economics, psychology, and marketing to enable the players' direct access to information, products, and services within the game, through strategic partnerships with the private sector.



HOW IT WORKS

Discover

Play

Decide

Act



Information  
Products  
Services





## THE END GAME

Together, these interrelated, non-linear pathways create an experience that engages, empowers, and educates adolescents.



## EVALUATION

# What we aim to learn



**We have a  
three-pronged  
strategy to measure  
our outcomes:**

1. In-game metrics to directly measure within game changes
2. Outcome evaluation
3. Predictive analytics



## INDICATORS

# Metrics of interest

## Indicators and Protocol

1. Improved knowledge of and ability to manage menstruation
2. Improved attitudes, confidence, and decision support for managing her self-care, negotiating consensual sex and contraceptive use, and accessing/using information, products, and care
3. Correlation between outcome evaluation findings with in-game metrics and predictive analytics

**Protocol:** Encouragement design/RCT- longitudinal study and follow-up of girls



# From impact to scale and sustainability

Seeking resources to expand content and episodes



Co-creating a game with boys in India



Expanding regionally in India and Nepal





# Possibility, powered by play

[GoNishaGo.com](http://GoNishaGo.com)

[Go Nisha Go: My Life My Choice](#)  
in Google Play

[gameofchoicenotchance.com](http://gameofchoicenotchance.com)



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