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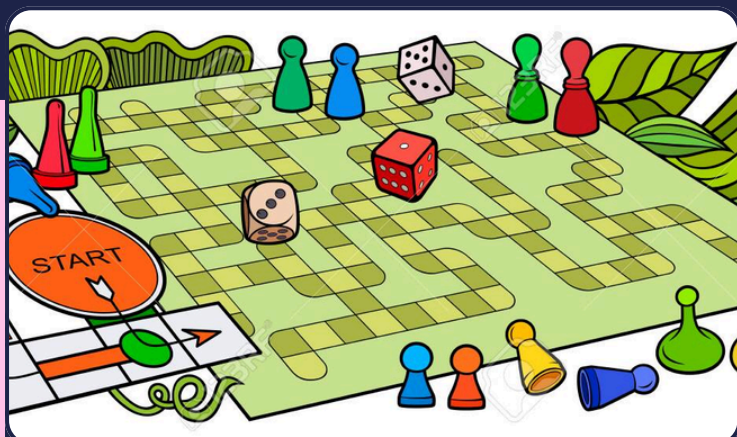
LiA: A Gamified Life Journey Simulation to Raise Breast Cancer Awareness among Young Females

Introduction

- More and more young women under the age of 40 are diagnosed with breast cancer.
- Awareness for breast health and self-examination is not catching up with the surging breast cancer incidence rate in Singapore.
- This project centres on awareness and outreach programme development targeting younger demographics in Singapore.

Project Objectives

- To identify key pillars of raising breast health awareness and improving psychosocial support among young women
- To develop and programme board game prototype to be integrated into BCF information web portal
- To design October outreach roadshow booth with reference to the board game prototype



Theme of Board Game

A life simulation consisting of lifestyle decisions and encounters that could affect breast cancer risk

Method

Problem Identification

Review qualitative research conducted by BCF previously to identify key knowledge gap in young breast cancer patients

Data Collection

- Tile and card content design
- Implementation by computer programming
- Improve game dynamics by adding interactive features and animation

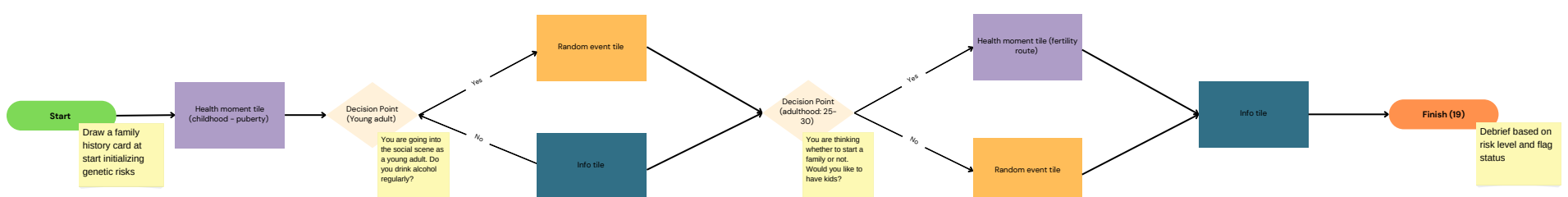
Testing and Review

Report to team leader for testing and evaluation

Prototype Development

The Game of Life: Breast Health Edition (Example Board)

How to play: player rolls dice and land on various tiles to trigger random prompt and make breast health related lifestyle decisions. Depending on the choices made, the player will be given a debrief card to evaluate their lifetime risk of developing breast cancer



Health Moment Tile

Player is prompted to make lifestyle decisions affecting breast cancer risk

Decision Point Tile

Similar to health moment tiles but player will also be directed to different routes depending on choice

Random Event Tile

Chanced encounters of psycho-social experience affecting breast awareness level

Info Tile

Facts and information on breast health, symptoms and self-examination

Challenges Identified

- Content in risk evaluation and suggestion tile has to be worded carefully to avoid conveying the message that following certain lifestyle will 100% prevent breast cancer
- Gameplay may need more dynamics to engage players in a roadshow setting

Recommendations

- Card content should be presented to BCF's medical advisory board for approval or revision
- Further graphics development and pilot testing in both digital and physical setting is required to be integrated into the awareness programme

Future Directions and Evaluation

- This project is expected to be outsourced to external web development company to be integrated into information portal
- Prototype is also expected to be adapted to a roadshow setting to guide visitors through booths while providing an immersive experience

Reflections

- Breast cancer is affecting more and more young females who generally have more considerations when making important life decisions
- My role as a leader is to use my domain specific knowledge to close the information gap and raise awareness effectively

Acknowledgements

I would like to express my gratitude to all BCF members for hosting me and providing all the support necessary to conduct this LiA project