

# **Gamification strategy for underage empowerment and alcohol consumption prevention**

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Underage alcohol consumption is associated to health harmful consequences. School campaigns focused in alcohol consumption prevention have demonstrated to be effective, although of small effect. News information and communication technologies would be useful to improve prevention of alcohol consumption, because they are easily adopted by youth. During the last decade, a new trend which combines behavior psychology and new technologies has been developed: gamification. It consists of implementation of game elements in non-game contexts to improve people behaviours.

In Spain, a web-based videogame which uses gamification techniques to prevent substance abuse among adolescent through social skills training has been developed: Aislados®, although it has not been validated.

Objectives: To improve prevention of underage alcohol consumption through gamification. A gamified web-app focused in prevention of alcohol consumption with social features will be developed to complement general preventive contents of Aislados® software. Then, a quasi-randomized school intervention trial will be carried out in pupils of Spanish school aged 12-13 years for 10 weeks within four groups: the first group will receive a traditional health school campaign based in the standard local methods, the second group will receive the intervention of Aislados®, the third group will receive the traditional health school campaign and the complementary tool focused in alcohol consumption, and the fourth group will receive Aislados® and the complementary tool focused in alcohol consumption, the second group will receive only Aislados®, and the third group will be received a traditional health school campaign based in the standard regional methods.

Before and after the intervention, participants will be asked about their opinions, knowledge and behaviors about alcohol consumption. To evaluate change in these variables, non-conditional logistic regression models will be fitted. Opinion of game-features of the intervention programs will be asked to participants of the intervention groups.