

My Jorley: *serious gaming* for healthy sexual behaviour, in Ghana and beyond

	Impact Youth apply healthy sexual behaviour in the game and in daily life.	Impact indicators < teenage pregnancies < unintended pregnancies among girls and young women < STDs among youth < GBV > sex with consent > girls and young women having the power to claim their sexual rights > boys and young men taking responsibility on their own and their partner's sexual health and rights
	Outcomes <ul style="list-style-type: none"> • Ghanaian youth know their SRHR-choices and consequences these have. Moreover, they know where to find health (prevention and treatment), legal and psychological services and support. • My Jorley is used and promoted by SRH-service providers in Ghana (governmental and ngos) and beyond. 	
	Outputs <ul style="list-style-type: none"> • The <i>My Jorley</i> game is developed, available and played. • Complementary short soap-opera-like films and comics that elaborate the storyline of the game, informs about SRHR issues and attracts youth to play are developed, available and watched/read. • A proven concept (technical code and working method) on how to develop serious games worldwide that supports healthy sexual behaviour among youth, in different contexts and for different target groups. • A business model has started to develop around the game. 	Process indicators <i>Qualitative and quantitative data on behavioural change toward health sexual behaviour of the players. (e.g. youth makes informed decisions on their sexual behaviour)</i>
	Strategies <ol style="list-style-type: none"> 1. Advancing attitudinal and behavioural change by <i>serious gaming</i>, which includes: <ul style="list-style-type: none"> ○ Open, fair and correct SRHR-knowledge on sexuality (i.e. safe sex, pregnancy, safe abortion, consent and transactional sex). The game is available throughout the country on all Android-devices (by far most popular in Ghana) as a download or shared from a modem or from one phone to another. ○ Realistic intervention scenarios in which players can choose for different options, oversee the consequences of each action, and practice various behaviours, within a safe environment. ○ Attractive design, language and music that players identify with and represents their daily lives. ○ Exiting competitive skill games with various levels and earned badges – one can share at social media – which stimulates re-play and thus repetitive exercise and reflection to new behaviours. ○ Moreover, the technology allows for referral links to health-care providers and real-time impact monitoring. 2. Developing My Jorley in co-creation with youth and service providers, right from the start. This participatory community-based research and development involves: youth to gather data and information for the development of the game and develop the story (e.g. in filmmaking, comics, music). 3. Addressing gender equality: The game focuses on the perspective of a young man (Kwesi) for male players to reflect on their role and responsibilities in SRHR-issues. Gender equality and transforming gender norms – needed for girls to be able to claim their sexual rights – can only be when both sexes are involved. 	Actor analysis <i>(partners in governmental org, market and/or civil society?; antagonists in governmental org, market and/or civil society?; which organisations are there in the same topic, what is your added value?)</i>



Problems

Ghanaian youth miss open/easily accessible, fair and correct SRHR-information to be able to make informed decisions.

Ghanaian youth, (public) service providers, SRHR-professionals and community stakeholders mentioned unsafe sex, teenage pregnancies, abortion, sexual violence and transactional sex as the main problems on SRHR in Ghana:

- **SRHR-knowledge:** Around 70% of young people in Ghana have poor knowledge on SRHR issues, because of misconceptions around sex, usually fuelled by a low literacy rate, taboos and religious bias. Issues on sexuality are rarely discussed equally between children and their parents. Moreover, most SRH-services don't provide youth-friendly SRHR-services that offer confidentiality.
- **Unsafe sex:** Use of condom during sexual intercourse with a new partner is low (23%). (NB: The overall use of contraceptives was high (>60%).)
- **Teenage pregnancies:** [10,000 cases of teenage pregnancy were recorded nationwide in 2015.](#)
- **Sexual violence:** 27% of women have been sexually assaulted in their lifetime. Experience of sexual violence increase risk of abortion ($p = 0.018$). Studies indicate that women are most at risk of sexual violence, in all its forms, between the ages of 10-18 years. A recent study in Ghana reveals that 39.5% of perpetrators of sexual abuse are neighbours, 12.8% relatives and 13.7% male adults in the community. (Gender Centre Ghana)
- **Transactional sex:** The most reported practice of sexual exploitation is sex for grades, usually involving a male member of staff and a girl student. Poverty is seen as root cause for these practices. Poor girls may engage in transactional sex with teachers, school staff or other adults to financially support their education or family. Transactional sex [among university students] link to a higher incidence of condom use (48%) and higher hiv/aids prevalence.
- 55.4% of Ghanaian women have a previous history of **abortion**, mostly using services of a registered clinic (68.5%).
- **The abstinence-only approach** (e.g. promoted by conservative and religious actors) puts a taboo on sexually active youth and thus on ways to perform healthy sexual behaviours, it has a negative impact on youth' willingness to use contraception, including condoms, and does not prepare for healthy adult relationships.
- **The role of men:** The preliminary field-research showed that Ghanaian men and women tend to put the responsibility for SRHR-related issues, like gender-based violence or unintended pregnancies with women.

Scientific references / from experience

- [NCBI \(2015\)](#)
- [Research Rutgers and Simavi in Ghana \(2016\)](#)
- [Summary of research Rutgers and Simavi \(2016\)](#)
- [Summary research Rutgers on SRHR service providers in Ghana \(2016\)](#)
- Ghanaian youth and SRHR professionals
- [Abortion in Ghana](#)
- [Transactional Sex](#)
- Initial desk research
- Evaluation research 2016
- Article on best practices if serious gaming in Proce

NB: This Theory of Change serves as the basis for programmatic use (Planning, M&E, proposal development and writing etc). In addition, I want to make a short and clear version for communication use which is nicely designed!