



**GAMES FOR HEALTH EUROPE
2025**

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for presentations at the

GAMES FOR HEALTH EUROPE 2025 CONFERENCE

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DE HAAGSE HOGESCHOOL

The Influencer game

Empowering Prevocational Students to Counter Health Misinformation through Serious Gaming

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THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

**Two years from
now**



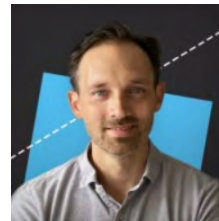
Our team



Louis Bolk Instituut
Marieke Battjes-Fries



Game Tailors
Bowie Derwort



De Haagse Hogeschool
Wendy Scholtes-Bos
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Sanne de Vries
Diana Eijgermans



Background information



First some numbers - primary school vs secondary school

Fruit consumption



Breakfast consumption



Vegetable consumption

Background information



First some numbers - primary school vs secondary school

Fruit consumption ↓ (42% vs 31%)



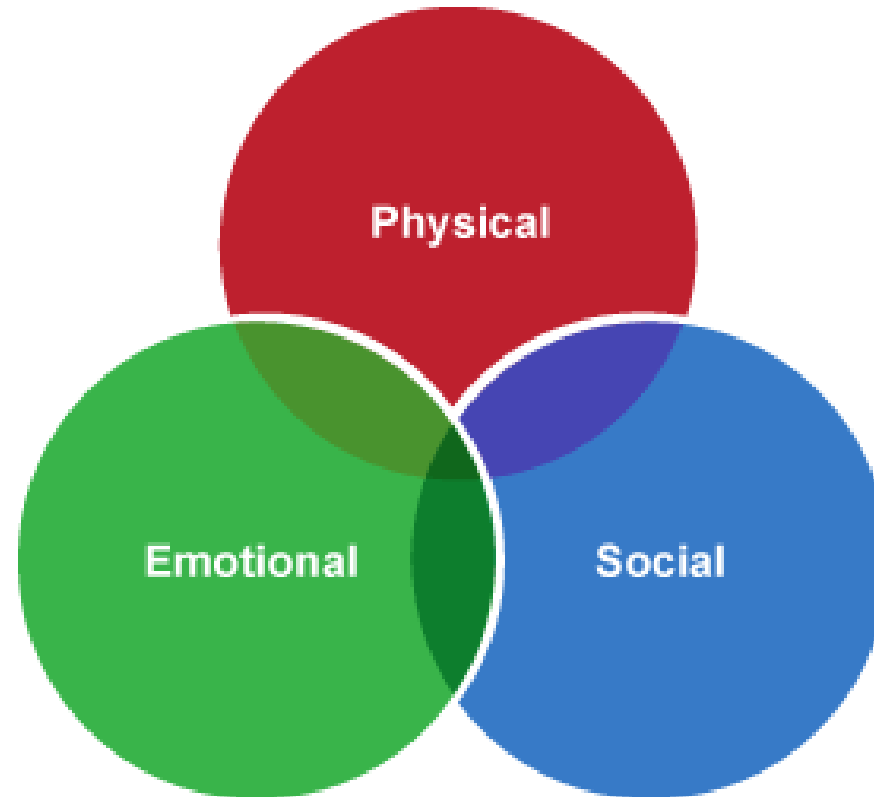
Breakfast consumption ↓ (85% vs 68%)



Vegetable consumption ↑ (41% vs 44%)

Background information

Consequences →



Challenge

Prevocational students are vulnerable to misinformation due to high social media exposure and limited digital literacy, impacting their lifestyle choices and leading to unhealthy habits.



High social media exposure

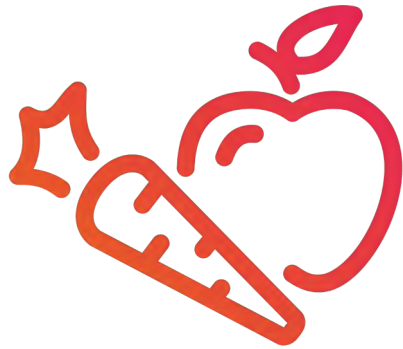


Peer pressure



Health literacy

Previous studies



Food Boost Challenge

Via the FBC, we've learned that children want to learn via:

- Competition
- Interaction
- Cooperation

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Student projects

Via more than 20 student projects, we've gained information on:

- Content
- Usability
- User experience

Target group



1st and 2nd year of pre-vocational
secondary school
= 12-14 year old students

- Aim is to tailor it to different age categories / educational levels

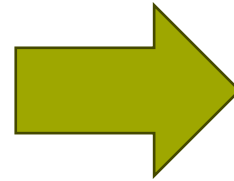
Aims



Aims



Aims



Health literacy

&

Media literacy

What is the Influencergame?

- Health (mis)information from fictional influencers
 - Verify claims using reliable sources
 - Develop critical thinking and digital literacy
 - Make informed health and lifestyle choices
-
- Played on a computer screen in class
 - Duration: 10 minutes



Overview and current status

Modules:

**Physical activity
Guidelines**

Sustainability

Drinking water

Sleep

Smoking/vaping

Nutrition

Hypes/trends

Start game on
fact checking

*Everything in bold has
been developed or is in
development.*

Linked to learning material





What are its core strengths?

New way of learning that aligns with students' preferences of learning.

Focus on earning likes and popularity (closer to intrinsic motivation),
not on scores or badges (extrinsic motivation)

- More real-life situation

Focus on media and health literacy instead of knowledge

- Long term behaviour change
- Focus on sustainable, health-conscious decisions in an increasingly complex digital landscape

Developed using co-creation and iterative design processes, ensuring user involvement.

Flexibility in content to address current hypes and trends.

Opportunities for collaboration

To help us to achieve our dream

- Ideas for game
 - Budget for one mini game
- Ideas for implementation – schools
- Ideas for collaboration
- Sharing lessons learned



Want to try it out?

You can test it out at the stand of Game Tailors at the Foyer



Want to continue this conversation?

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Our team –

The Hague University of Applied Sciences



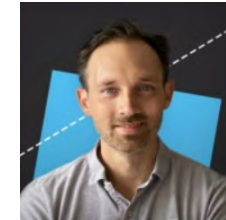
Wendy Astrid Sanne Diana

Louis Bolk Instituut



Marieke

Game Tailors



Bowie

For more information on the project:

Try it out at the stand of Game Tailors Or →

<https://www.dehaagsehogeschool.nl/onderzoek/centres-expertise/influencergame>







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