

Reach!™

Pilot Overview - First Draft Jan 9, 2020

Introduction

Reach!TM is a social game designed to enhance the physical, cognitive and social-emotional wellbeing of people in later years. In doing so, it fits the scope and objectives of Zinc Mission 3: adding five more high-quality years to later life.

Reach! ultimately aims at building communities and lifting people out of isolation, boredom, hopelessness and low self-esteem. Playing Reach! helps players with weaving new ties, restoring agency and confidence, feeling good about themselves and building resilience while ensconced in a positive environment. Through Reach!, players become the authors of their own bespoke path to wellbeing. The game can be played in several ways:

- In a “board game style” with predetermined activities of short duration. Co-designed with an award-winning care home, this variation could be used in schools, hospices, as well as care homes to increase cohesion among members of a community and as a novel form of holistic Social Prescribing.
- Via an online supported “core educational curriculum” version (to be developed at a later phase).
- As a “freestyle version” where teams can determine and negotiate their own activities (to be developed at a later phase).

The pilots detailed in this document will focus predominantly on measuring the effectiveness of Reach! in a care home setting and in communities with pilots designed to meeting residents’ needs and increase their emotional and cognitive wellbeing.

Meeting residents’ needs is a crucial obligation among the 15,000+ Care Homes registered in England. This Key Line of Enquiry (KLOE) is known as “Responsiveness” in the Quality Care Commission framework.

Failing to get a positive rating in “Responsiveness”, together with other essential KLOE ratings, may eventually result in a care home losing their license to operate with severe financial implication for the operators. Keeping ratings in good standing is not only a moral obligation to residents and staff: it’s a business imperative.

Pilot Overview

The proposed pilot/s is/are designed to validate the efficacy of Reach!

These first pilot programs are currently in the process of being set up to ascertain short- and long-term benefits related to playing Reach! Based on the observation of trial plays, the following benefits were empirically observed: Reach! fosters engagement, builds confidence, trains residents in communicating clearly, and strengthens a sense of belonging in the community.

ENGAGEMENT AND ENJOYMENT

1. Having something to periodically look forward to.
2. Re-discovering activities they love doing.
3. Feeling ensconced by warmth and having a captive audience when sharing treasured memories.
4. Having a light-hearted laugh, sharing a smile and feeling happy together.
5. Getting to know people better through play.

CONFIDENCE

1. Feeling valued and developing self-worth at any age through appropriate challenges.
2. Having others' support in celebrating achievements.
3. Having people seeing you with new eyes and renewed respect.
4. Connecting with people they know at a different level and strengthening relationships.
5. Providing sparks for conversations and reasons to reach beyond one's comfort zone.

COMMUNICATION

1. Getting players to practice speaking a language that is specific and actionable, and making it more natural to assert one's wishes and desire.
2. Practicing asking and requesting as well as doing tasks as required.
3. Actively helping people in feeling like "empowered patients" who find easy to voice their concerns and ask for the help they need.
4. Learning about residents' likes and dislikes in an organic non-confrontational way.
5. Combining entertainment and education, and learning through play and roleplaying.

BELONGING

1. Helping people practice communicating with each other with clarity.
2. Making people focus on what they have in common instead of what divides them.
3. Making people known for what they can do rather than what they are no longer able to do.
4. Creating camaraderie, lightness and playfulness, and increasing sociability.
5. Strengthening bonds between residents and staff

With the creation of **formal observation sheets and pre- and post-play assessment**, we aim to measure players' greater sense of well-being and report at the end of the pilot/s.

Reach!, the prototype

The Reach! prototype consists of a series of 80 conversations starters (topics) which will be available in digital format by January 15, 2020, for both PC, Mac and iPad. A copy in PowerPoint or Keynote will be made available to the facilitators together with facilitator notes, observations sheets, pre- and post-assessments and topic tracking cards [here](#) as soon as the final set of topics has been reviewed.

The set was constructed by Ilaria Vilkelis, MBA, a Mission 3 Zinc Founder who is an executive coach with over 20 years of experience in personal development, communication and leadership. Her work was also reviewed by care specialists Jo Butler, Dani Dunn and Andy Green of Ravenhurst, a Sanctuary Care Home, and by Mission 3 colleague Anu Dhir, former Commissioner GP.

In the pilot phase we will still be testing and tweaking the topics. At a later stage, a physical version of the game may be constructed to test participant interaction with the physical media.

Distribution channel

Facilitators will be able to download the Digital Version of the game in their preferred version of PowerPoint or Keynote via a privately shared link. As not every location has stable internet access, it was decided to create a self-contained version of the game instead of an online version.

Key dates

- The first pilot is due to start at Ravenhurst **the week of January 20** with an initial time frame of 6 weeks.
- The pilot is due to complete on **the week ending March 6** with a potential second phase based on the first pilot results.

I am currently in the process of setting up more pilots with the objective to run at least six pilots: three in care homes, including one care home in London, and three in community settings to start evaluating also the effectiveness of Reach! as potential Social Prescribing tool. It must also be noted that the Home Manager at Ravenhurst is also piloting Reach! as a tool for training staff. More to follow.

Branding & Communication

The game has a brand and a logo, however these are subject to change after the testing phase. It is also possible that different versions of the game will eventually be known and marketed with different names.

I have received verbal consent by everyone who has advised and helped so far that the intellectual property and copyright of Reach! belongs to Ilaria Vilkelis. Hence, the game, as per the founder's agreement, belongs to Zinc and no claim will be made on the attribution of the game.

No active marketing is expected during the pilot phase.

Funding

The costs so far are mostly train fares and could potentially increase with by manufacturing a physical version of the game. As I am looking to establish as many pilots as possible, a small travel funding provision of approximately £1200 would prove helpful.

Designated contacts

Please note this section will be updated as new information becomes available. Currently, we have not established a formal communication plan and communicate via email, phone and text on an as-needed basis.

Pilot 1: Ravenhurst Residents

Main contact: Danielle Dunn - Ravenhurst Activity Leader

Pilot 2: Norbury Hall Residents (tbd)

Current Contact: Anu Dhir

Pilot 3: Ducale 2 Care home - Modena - Italy (tbd)

Current Contact: Elisabetta Barbolini

Pilot 4: Independent Living Community Chichester (tbd)

Current Contact: Joanna Butler

Pilot 5: Ravenhurst Staff

Main contact: Andrew Green - Ravenhurst Home Manager

I am currently researching other avenues to run more pilots, especially in homes with Requires Improvement ratings in Responsiveness, where a greater difference could be made. I am also interested in running pilots as a Social Prescribing tool.

I will update the document as soon as I hear back from the people who promised to provide me with relevant contacts. I am seeking more contact in London, especially in easy to reach areas such as Camden, Westminster and Islington.

Pre-pilot

Design interactive prototype. (completed)

Refine topics and integrate facilitators feedback. (ongoing)

Refine observation sheets and wellbeing scales to make sure we measure the game effectiveness. with the help of product designers, medical doctors and behavioural scientists. (ongoing)

Play with Zinc R&D Team. (scheduled)

Post-pilot

Evaluate findings.

Tweak topics that were deemed too difficult or out of line with the aim of the game.

Evaluate residents' engagement and their level of wellbeing.

Roadmap

Initial contact to be completed via email, phone.

Set up and agree timeline.

All pilots to be completed by March 30th with potential ongoing phase 2s.