



# BATTLE STORM

## CASE STUDY

 Knight Foundation | [area/code](#)

Evaluation conducted by: Cause Communications, Network Impact

# Games as a Tool for Engagement





# Macon Money

Connecting  
residents  
and spurring  
economic  
growth



# Battlestorm – The Game

**Goal:** Engaging youth and their families  
in hurricane preparedness






# The Mississippi Gulf Coast

Battlestorm: Engaging youth and community partners in hurricane preparedness.





# Multiple Stakeholders & Partners

-  Boys & Girls Club of Gulf Coast
-  United Way
-  American Red Cross
-  Save the Children
-  Harrison County Emergency Management  
Preparedness Agency

## Big Vision, Big Questions

- ▶ What can be learned about potential uses of real world social games?
- ▶ How did the game design process operate as a tool for community engagement?



# A New Sport

- ▶ Town vs Storm
- ▶ **493** players total in 5 communities on Gulf Coast
- ▶ **10 - 14** year-old boys and girls, after school at BGC
- ▶ March – May, 2011



# Pitch Process

- ▶ Three Ideas
- ▶ Knowing the Audience

# Community Platform







# Iterations

- ▶ Multiple partners
- ▶ Maintaining Balance

# Player Authority

- ▶ Innovating game strategies
- ▶ Control of the game's visual identity



The Big Event



# Challenges

- ▶ Submit Your Kit
- ▶ Media
- ▶ Momentum

# Wins

- ▶ Physical Sport
- ▶ The Hurricane
- ▶ Balance
- ▶ Strong Engagement

# The Role of Assessment





# Key Findings

- Game played unique catalytic role
- Youth as messengers spur conversations
- Conversations are cathartic, lessened anxiety
- Families more prepared at home after game
- Strategy game elements linked to learning

# Best Practices in Game Implementation

- ▶ Games require significant local staff (time and talent)
- ▶ Evaluators can play important role in mid-course corrections; monitoring is critical
- ▶ Strategic communications can be key to engaging players, partners, and community in game and Big Event

# Questions?

