



Serious Games in Nightlife Settings Good Practice Standards



Funded by
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These Standards emerged from the Nightlife Empowerment & Well-being Implementation Project, which received European Union funding within the framework of the EU's Health Program.

www.safernightlife.org

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Foreword

The mission of the Nightlife Empowerment & Well-Being Implementation Project (NEWIP) is to promote a safer nightlife, in collaboration with all safer nightlife stakeholders (nightlife professionals, peers, harm-reduction NGOs, public institutions, etc.) by implementing a variety of health promotion, community empowerment and harm/risk reduction strategies.

Some of these strategies were already being implemented in parts of Europe in the 1990s. These early strategies involved peer education interventions and Drug Checking services in nightlife settings (Charlois, 2009). Since then we've seen the development of Safer Nightlife Labels in a number of cities throughout Europe. We are currently seeing the development of very promising and innovative interventions related to emerging media and interactive technologies.

It seems that some of these intervention strategies have gained their own implementation momentum. Many of the early projects found themselves working in isolation. Many of them lacked the appropriate research that could measure their effectiveness. In their infancy, these projects – even when they were well designed – often faced significant challenges in the implementation and evaluation processes.

To ensure and improve the quality of the field work interventions an objective of the NEWIP project was defined as improving and standardizing existing interventions reducing synthetic drugs related harm, facilitating their transferability and implementation.

In the course of developing and implementing the Good Practice Standards, the various partners and participants working on the Standards frequently raised the issue of how best to standardise these interventions. In the course of numerous discussions, standardisation emerged as an essential – but also difficult to implement – aspect of any intervention service. A chief concern is that standardisation will limit local creativity, especially in the area of field interventions in the ever-changing nightlife world. Any standardisation effort should involve the key stakeholders in ensuring flexibility and the ability to adapt to local or specific realities regarding context, culture and environment. This means maintaining a sensitivity to, and respect for, nightlife culture.

NEWIP's Good Practice Standards are the result of developing the already existing European Drug Prevention Quality Standards further by consulting harm reduction experts and using real-life experiences. This document will be useful for anyone interested in establishing or improving Peer Education interventions, Safer Nightlife Labels or Charters, Drug Checking or Emerging Media programs, because it presents a helpful overview of practical and useful interventions.

To ensure their implementation, the Standards should be widely distributed to program staff, peer educators, and partners. Everyone participating in the planning, implementing, and evaluating of the program must be familiar with, and ultimately support, the Standards. Publicising the Standards will show how the program adheres to a set of mutually accepted standards. We believe in being pro-active instead of reacting to a situation where standards are demanded and then developed at the last minute and in a top-down manner. Moreover, having clear and accepted standards will make funding efforts easier in the long run.

Acknowledgements

The original European Drug Prevention Quality Standards (EDPQS) were developed by the Prevention Standards Partnership, led by Harry Sumnall and Angelina Brotherhood at the Centre for Public Health, Liverpool John Moores University, UK (www.prevention-standards.eu). The Good Practice Standards presented in this handbook were developed independently by the NEWIP project based on the EDPQS, without any involvement of the Prevention Standards Partnership.

The standards on new media (serious game) in social intervention are the result of three year of research in the field. During this period many colleagues, friends and associations collaborated with HTLab research group in the iterative tests carried out during nightlife events in Italy and many other EU countries. We would like to thank all NEWIP partners who always supported our work and in particular our coordinator dr. Stephane Leclercq. Beside the NEWIP partners, we would like to mention the people who strongly helped us for the field tests: Chiara Villa, Valeria Monarca and the other from Psychologists Without Borders NGO, Giuseppe Di Pino and the peer operators from Tipsina NGO (Venice), Giuseppe Piroto, Cesare Vara and of course all our players! A group of nightlife professionals and health experts collaborated in the video-game design phases, giving a special contribution with their long-standing expertise: Lucia Baruzzi, Erik Fromberg, Leonardo Montecchi and the J. Bleger Prevention School in Rimini, Roberto Panzacchi and the l'OFICINA Impresa Sociale in Bologna, Edoardo Polidori, Paola Tedeschi, Fabrizio Rivola, Andrea Vendramin. Alessandro Privitera from UNIPD supported a lot on the technical side. A special thanks to the administrative staff of the Department of General Psychology, Dr. Viviana Blandino in particular, who took care of the administrative aspects of the project. A final word of gratitude is for the Health Programme of the European Union, who funded NEWIP and our research.

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1. Introduction

Responding to drug use and related problems in nightlife settings in Europe

In 2013, we celebrated the 25th anniversary of “dance” music in Europe. This fast-growing youth music culture is characterised by its preference for electronic music and dancing. Nightlife is an essential part of personal growth and social development for many people in Europe as well as globally. Nightlife is commonly associated with celebration, festivals and a sense of community. It is a creative outlet for talented people in the music, arts and entertainment fields. Nightlife can also offer opportunities for some to demonstrate their business, management and organisational skills (DC&D, 2007).

This cultural development came with its own set of problems, clubs, festivals and underground raves, which provide the setting for risk taking and experimentation especially regarding the consumption of alcohol and so-called party drugs. The term “party drugs” refers to a variety of substances that are frequently used at raves and dance parties. Surveys confirm that drug use is more prevalent in nightlife settings than in the general population (EMCDDA, 2006).

Drug and alcohol use in nightlife settings are linked to a range of health and social problems. These include: acute health problems (e.g., unconsciousness and unintentional injury); aggressive behaviour and violence; unsafe and unwanted sex; and driving under the influence of alcohol and drugs. There are also long-term risks such as brain damage and addiction. According to the EMCDDA: “The increased mobility of young people and the globalisation of the entertainment industry make it necessary to address these problems in Europe, especially in popular tourist destinations in southern Europe” (EMCDDA, 2012).

The European Union has addressed drug and alcohol use in recreational settings through its [2009–12 EU drugs action plan](#) and, more recently, through the adoption of the [Council Conclusions](#) (Council of the European Union, 2010). The conclusions herein refer in part to an EMCDDA report and mentioned the “acute drug-related health harms and mortality in recreational settings”. The Council, in an effort to address these problems, recommends enhancing the safety of recreational settings by employing a health promotion approach with the participation of the various nightlife stakeholders.

What has been accomplished in Europe thus far

Recreational drug use in nightlife settings has become a common feature in European cities. There have been many interesting responses to this new set of circumstances, problems and needs of the potential consumers of evolving synthetic drugs, especially for those involved in the rave scene.

These responses were initiated in the 1990s by various grassroots peer projects that were emerging in the party scenes. The initial aim of these projects was harm reduction. These organisations served as key figures in defining the needs and problems of the rave scene as they developed strategies to deal with these problems, which often involved providing pleasant and healthy spaces at techno events, clubs and festivals, and by formulating essential risk-reduction messages in an intelligible and straightforward manner. The dialectical exchange between self-organised and state-sponsored projects helped generate an extensive database of knowledge, experience, and goal-directed methods. These self-organised or state-sponsored organisations can be reduced to several common denominators: They all pursue harm or risk reduction strategies and gather valuable data on the needs, problems, and consumption patterns of consumers of new synthetic drugs (Kriener, 2001).

A range of tools are employed to increase the partygoers' awareness of the risks involved in drug use and to promote a safer environment via drug information leaflets, chill out spaces, drug checking, websites, safer dance guidelines, charters and labels ([Charlois, 2009](#)). For an historical overview, check the [SaferNightlife in Europe](#) document.

European Networks Involved in a Safer Nightlife

NEW Net

www.safernightlife.org

The Nightlife Empowerment & Well-being Network (NEW Net) is a European network of community-based NGOs operating in the fields of health promotion and nightlife, as well as nightlife professionals, local and regional authorities and agencies, treatment professionals and scientific researchers.

NEW Net emanates from the Nightlife Empowerment & Well-being Implementation Project (2011-2013) and is based on the alliance of the Basics Network with the Democracy, Cities & Drugs Safer Nightlife Platform and proposes specific responses to the new challenges in the fields of harm reduction and health promotion, using recreational settings as initial outreach locations.

T.E.D.I.

www.tediproject.org

T.E.D.I. (Trans European Drug Information) is a European database system that collects, monitors and analyses the evolution of the various European drug scenes and reports on them on a regular basis. Drug Checking organisations share their data on the T.E.D.I. database, which was originally established in conjunction with projects that worked directly with drug users (first-line projects).

This monitoring and information system aims to help improve public health and intervention programs. It serves as an early warning system and a tool for monitor-

ing the evolution of drug markets in Europe. Moreover, it has become an essential knowledge base in the area of recreational drug use.

The TEDI project also focuses on: 1) standardising the various processes related to Drug Checking; 2) making recommendations to help improve first-line project field interventions; and 3) monitoring the evolution of new substances and new trends throughout Europe.

PARTY +

www.partyplus.eu

PARTY +, the European network for safer party labels, aims to improve nightlife settings and promote health in Europe's cities and regions by implementing and enhancing quality Labels and Charters for nightlife venues.

Club Health Project

www.club-health.eu

The Club Health – Healthy and Safer Nightlife of Youth – project, supports the European Commission in its public health and other related strategies to reduce the social costs and harm associated with risky nightlife youth behaviour. The project gathers experts from around the world to exchange information on the latest research, policy and evidence concerning the protection and promotion of health in nightlife settings.

The Club Health project has published interesting standards, guidelines and reports that support professionals in the implementation of interventions for a safer nightlife. References to these publications and the project itself have been added to the reference section of these Good Practice Standards.

IREFREA

www.irefrea.org

The IREFREA network was founded in 1988 with experts from several European countries and it is one of the oldest professional drug networks. The Spanish group has had the scientific leadership of the different research projects since the group's initiation. The areas covered by IREFREA include alcohol and drug prevention (research, evaluation and programme implementation) covering issues such as risk factors, risky behaviours, related violence and the programs' efficiency, among others. IREFREA has since 1996 been dedicated to the study of recreational nightlife and specifically its relation to alcohol and drug use.

Mix of interventions

The EMCDDA recently published a thematic paper – *Responding to drug use and related problems in recreational settings* (2012) – that was based on the EU Council Conclusions and included details of how to prevent and reduce the health and social risks associated with the use of illicit drugs and alcohol in recreational settings.

The report highlights the need for a balanced mix of prevention, harm reduction and law enforcement interventions to tackle the issue. It also describes how environmental strategies, targeting the economic and physical context of substance use, can be effective (e.g., safe venues, crowd management, chill-out rooms).

The report notes that establishing partnerships between stakeholders (e.g., municipalities, police and health authorities) can aid in the implementation of successful nightlife interventions. Research shows that community-based programs that deliver coordinated measures through multi-agency collaboration are more effective than single interventions.

Development of Guidelines

At the European level, with the support of EU funding programs, city and NGO networks have carried out practice-sharing projects on safer nightlife issues and useful guidelines are currently available to support local initiatives. These guidelines aim to promote a safer environment that deal with issues such as overheating, overcrowding, water availability, etc. ([Club Health, 2011](#)) and training the club and party staffs (mainly the bouncers) (Mendes & Mendes, 2011).

Various practical guidelines on how to implement the interventions have been developed within the NEWIP project. They are complementary to the Standards and all references to developed guidelines will be mentioned within the relevant sections and can be found at www.safernightlife.org.

2. Serious Games

Harm prevention and reduction in night recreational settings: Goals

Communication for harm prevention and reduction in night recreational settings is crucial but, given the recreational aim of these contexts, it can be forgiven, neglected or hidden by music, entertainment and crowd. In addition, the specific nature of the nightlife is such that the recipient's language is often niche language or jargon, geographically connoted, related with the symbolic meaning of the community using it. An effective communication process must then set aside purely medical or welfare approaches and carefully design its language to be comprehensible and credible to the recipients. Finally, information should not only single out the negative aspects of nightlife settings, since negative or scary information can be counterproductive and be perceived as unreliable; instead, the goals and values of the recipient should be acknowledged and the possibility of healthy and safe nightlife behaviour should be emphasized.

Any intervention in a nightlife setting must then:

- > take into account the partygoers' view, needs, values and seek their feedback;
- > be perceived as reliable and credible ;
- > be able to adapt to the specificity of the target;
- > establish an open climate of opinion exchange;
- > derive from a process including also stakeholders;
- > be able to attract the recipient;
- > be appropriate to the physical setting in which the intervention is made;
- > be able to address several people at the same time, since sociability is an important aspect of nightlife.

Under these premises, the main goals to be achieved in harm reduction communication should be:

- > to increase the knowledge about nightlife risks;
- > to increase the awareness about the consequences of specific behaviors and choices;
- > to promote well being habits;
- > to propose safer models of recreational behaviour;
- > to advise about specific nightlife risks connected not only to the abuse of psychoactive substances but also to the context of their use;
- > to make the information easily accessible;
- > to identify the most common psychoactive substances and illustrate their effects.

Why use new media as supporting tool

New media are commonly used by young people, and young adults who are the target of nightlife prevention interventions and campaigns. Technologies with (often under-exploited) potential as supports for nightlife interventions are mobile apps, namely software specifically designed to run on mobile devices, and serious games, namely videogames that, while being fun and attractive, are also designed to convey serious content. Games can also be differentiated according to the support on which they run:

- > QRcode based games: videogames based on a smart phone-readable code (consisting of an array of black and white squares) sending information if taken a picture of with the users' cell-phone camera;
- > PC videogames: videogames played on a personal computer rather than a videogame console;
- > internet videogames: generally hosted on a web site, available only online.
- > Bluetooth/wireless proximity games: videogames that use a localized wireless distribution of contents. Transmissions can be received by individuals once they reach a precise location.

Generally speaking, it's easy to find the similarities among nightlife settings and new media: they mix fun and entertainment, adopt similar aesthetics and languages and facilitate sociability. In addition, new media have several advantages that can be fruitfully exploited by prevention interventions and campaigns:

- > the possibility to adopt the language used by the final users;
- > players' anonymity;
- > adaptability to settings specificities;
- > automatic storing of large amounts of data
- > attractiveness;
- > an interactive and then more effective content fruition;
- > the possibility to trigger social dynamics (competition, collaboration,...);
- > the possibility to be mobile and ubiquitous, allowing the dissemination of the contents at any time and in any place;
- > affinity to the users' taste, jargon and habits.

The social spirit of new media

New technologies and games in particular can be social media, namely they can be explicitly designed to facilitate the creation, exchange and sharing of information between actors. People are likely to approach the intervention in groups (Figure 1). By using an especially designed social media or game, they have the possibility to talk, compare their knowledge, and engage with a learning process merging fun and reflection. The implementation of social dynamics such as competition and collaboration triggers discussions, knowledge sharing and argumentations that will make the information acquired more vivid and accessible for later use. Furthermore, learning within a peer group gives the learning product a shared connotation with implications for their future behaviours.

Another point to be considered is that social media make it possible to deal with topics that in other media could be considered as too sensitive to be discussed about either with friends or with experts. Instead, a social medium or game creates the pretext to approach other people and especially operators with questions; for this reason, the presence of peer operators is recommended in media-facilitated interventions to organize the use of the medium and to answer questions.

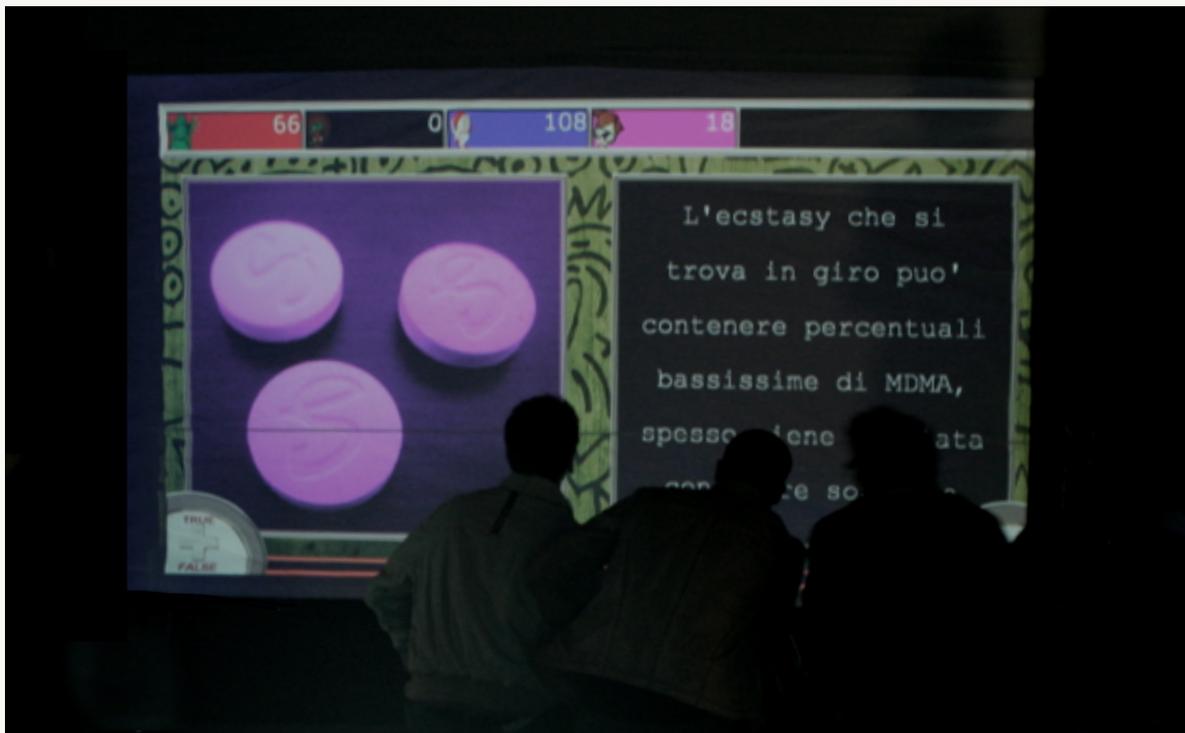


Fig. 1. An image taken during a game-based intervention in a club with NEWIP serious game 'What the Dope!'

The effectiveness of games in education and social interventions is testified in the scientific literature. See for instance:

- > Connolly, T., Boyle, E., MacArthur, E., Hainey, T. & Boyle, J., (2012). *A Systematic Literature Review of Empirical Evidence on Computer Games and Serious Games*. Computers & Education, 59.
- > Stewart J., Bleumers L., All A., Mariën I., Schurmans D., Van Looy Jan, Jacobs A., Willaert K., FDe Grove, Misuraca G., Centeno C. (2012). *The Potential of Digital Games for Empowerment and Social Inclusion of Groups at Risk of Social and Economic Exclusion: Evidence and Opportunity for Policy*. Technical report of the project Digital Games for Empowerment and Inclusion (DGEI).

The design process

In order for the media supporting the intervention to fulfil the requirements listed in the previous paragraph, it is necessary to design the digital media according to a participatory process, namely a process that includes stakeholders and target users since its earlier stage. In this way the needs and values of the target recipient is represented in the media content and structure.

For the design and development of a serious game, in particular, it is recommended to involve:

- > graphic designers, usability and user experience experts, videogame developers and videogame players;
- > experts in consumers' psychology, youth culture, youth language and taste;
- > experts (physicians, chemists, psychologists) in the nature and effects of psychoactive substances;
- > nightlife participants such as first aid operators, harm reduction associations, peer operators, activists, safer nightlife professionals and nightlife stakeholders (club owner, barman, creative artists, DJs).

The methods to include the actors mentioned above consist of:

- > knowledge elicitation: brainstorming, focus groups, photo voice techniques help the designer to collect ideas and contributions starting from users' experience;
- > knowledge organization: affinity diagrams and ranking techniques have the aim to categorize and organize the ideas and contributions produced in the knowledge elicitation phase;
- > cooperative sketching and dramatization techniques: these are strategies to increase the active participation of target users and stakeholders in the direct creation of the game content. This contributes to the social realism of the game and represents also a valuable experience for the users.

The design process is often iterative, unfolding across several cycles of test and refinement. The resulting new medium should be tested in several contexts of use (e.g., clubs and discotheques, outdoor and indoor music festivals, large popular events and street parties, pubs, wine and lounge bars, and rave parties); before that, preliminary pilot tests help find unpredictable mistakes in the protocol or in the game, assess if the resources allocated are adequate, and shows if the medium is approached by target users as expected.

3. Standards

Despite the proliferation of harm-reduction interventions in nightlife settings, many academics have questioned the efficacy of the current models and suggest that projects frequently fail because they fail to properly define in their literature what constitutes “good practice” (Walker and Avis, 1999). For example, Shiner (1999, p. 565) states that “Good practice in relation to peer education involves careful consideration of the extent to which the approach used fits the location and the needs and circumstances of the people involved”.

Standards can provide an important quality-management tool for improving the effectiveness and efficiency of harm-reduction programs and services. The EMCDDA has defined quality standards as “generally accepted principles or sets of rules for the best/most appropriate way to implement an intervention. Frequently they refer to structural (formal) aspects of quality assurance, such as environment and staff composition. However they may also refer to process aspects, such as adequacy of content, process of the intervention or evaluation processes” (<http://www.emcdda.europa.eu/themes/best-practice/standards>). The Best Practice Portal of the EMCDDA is an important resource for professionals, policymakers and researchers in the drugs field. This portal also provides an overview of the available quality standards and guidelines in EU Member States.

Lack of scientific evidence

Harm-reduction programs and services that operate in nightlife settings can often not be evaluated in a controlled research setting or through randomised controlled trials. Calafat et al. (2003) reviewed a sample of 40 prevention programs addressing the recreational context and activities in 10 European countries and found that none of the initiatives were evidence-based. This means they are frequently developed in practice and based on expert opinion.

If harm-reduction programs are developed, implemented and evaluated according to best practice principles, they can result in effective health promotion strategies. To do so, they need clearly defined aims, objectives, interventions, strategies and process and outcome indicators to demonstrate their value.

“Popular types of interventions [such] as providing information or pill testing are not evidence-based. Other interventions [such] as responsible beverage services or designated driver programmes, backed by the industry, are not exactly the most effective, especially if they are not enforced. Others, like community approaches, can be effective but it can be a problem [regarding] how to achieve their continuity. From the present review, what emerges as the best strategy is the combination of training, cooperation and enforcement. ‘Classical’ measures (taxation, reduced BAC limits, minimum legal purchasing age...) are also evidence-based and effective” (Calafat et al., 2009).

The gaps in science should make us cautious, but should also not deter us from taking action.

A proven prevention approach in one area of the world is probably a better candidate for success than one created locally and based only on good will and guesswork. This is certainly the case for interventions and policies that address risks and risky behaviour that are comparable across cultures (e.g., adulterated substances, environmental risks or lack of knowledge).

Prevention practitioners, policymakers and community members involved in Harm reduction and substance-abuse prevention have a responsibility to incorporate the lessons they have learned into their interventions.

What we must rely on to some extent is indications that tell us the right way to proceed. By using this knowledge and building on it with more evaluations and research, we will be able to provide professionals with the information they need to develop interventions that are based on best practice and, if available, scientific research that supports nightlife professionals in different settings and European countries to create positive, healthy and safe bars, clubs and festivals.

The European Drug Prevention Quality Standards

In the development of Good Practice Standards for Peer education, Drug Checking, Safer Nightlife Labels and Charters and Serious Games in Nightlife Settings, we at NEWIP have chosen to work with the standards created by another European project on quality standards that was co-funded by the Executive Agency for Health and Consumers (EAHC), and researched at the Centre for Public Health, John Moores University Liverpool, UK.

The European Drug Prevention Quality Standards were developed in between 2009 and 2011 and published by the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA). These Standards provide the first European framework for the delivery of high-quality drug prevention. The EDPQ Standards were developed by the Prevention Standards Partnership during Phase I of the Prevention Standards project. Available national and international drug prevention standards and guidelines were collated, and documents suitable for review were identified. The different items were rated, focus groups with experts organised and their practical applicability was explored.

This feedback enabled the partnership to produce a final version of the Standards, consisting of basic and expert Standards and detailed guidance on how to use them.

The Standards are available for free to download from the EMCDDA website.

Phase II

This project is currently in so-called Phase II, the objective of which is to develop practical tools and training that will facilitate the integration and implementation of the European Drug Prevention Quality Standards, and also to strengthen a consensus within Europe on what “high-quality drug prevention” actually is. A report is expected in May 2015. Check <http://prevention-standards.eu/phase-2/and> <http://prevention-standards.eu/category/news/> for updates.

The NEWIP Good Practice Standards

The ED PQS Standards, , formed the basis for the development of quality standards within the NEWIP project. Prior to the ED PQS Standards, quality standards for Peer Education in Nightlife settings, Safer Nightlife Labels and Charters, Drug Checking and the use of Serious Games in nightlife settings did not exist.

The development of the NEWIP Standards required the involvement of a wide range of stakeholders from the different interventions to ensure that the four NEWIP Good Practice Standards are practice-based and gain increased support and acceptability.

Quality standards and guidelines should be seen within the context in which they were developed. The Good Practice Standards within the NEWIP project are Standards at the intervention level based on harm (risk) reduction. To supplement the ED PQS Standards with guidance concerning the specific contexts of the safer nightlife interventions, the NEWIP workpackage on 'Standards', that emerged out of a group of nine stakeholders from six different European countries, started by identifying specific questions, searching for, retrieving and assessing available guidelines, and preparing a working draft of the guidelines. The most relevant items regarding a safer nightlife in Europe are provided in the Standards and in the Safer Nightlife digital library.

Serious games (or new media, generally speaking) represent a new kind of social intervention method; therefore, it is clearly difficult to define standards for them, since standards are normally written when a procedure has been adopted for many years in different places, and evidence of good practices converge from several sources. The use of Information and Communication Technology and new Media in social intervention and in the promotion of healthy habits and well-being is a new field and we are more or less pioneering these methods.

Therefore, in accordance with the NEWIP steering committee, UNIPD used the structure of pre-existing standards (European Drug Prevention Quality Standards developed by the Prevention Standards EU funded project). The experience accumulated during the NEWIP project and in particular on the occasions we had within that project to test our approach in different contexts also informed our work on emerging media standards. In particular:

- > the existing scientific literature, which was searched using keywords such as "serious game", "ICT & social intervention", "persuasive technology" and databases such as PsycInfo, Medline and ACM Digital Library. Evidence-based best practices for using media in prevention interventions were sought.
- > a series of focus groups involving different experts, developers and operators.
- > an evaluation of the effect of the adoption of our new-media (the serious game "What the Dope!") on the target population. Results have directed the re-design of the media and have also supported the development of standards. The methods adopted for the evaluation included automatic data collection

(data regarding the usage of the new media), pre-post intervention questionnaires, and on-line follow-up. Large parts of these results have been presented/ submitted inside international scientific journals and conferences in the field of Social Psychology, Cyberpsychology, Human Computer Interaction.

- > Semi-structured interviews accomplished during night events to different stakeholders, offering an additional perspective that also oriented the s final version of the NEWIP standards.

The standard text was edited in its final version by the research group at the University of Padua and was revised with the contribution of some partners, of volunteers who took part in the interventions and of some external experts.

How to use the Good Practice Standards

The NEWIP Good Practice Standards are based on the EDPQS [self-reflection checklist](#) that was developed by the Prevention Standards Partnership together with drug professionals (Brotherhood & Sumnall 2013) . The checklist offers insight into how to support implementation of the European drug prevention quality standards. The NEWIP Standards offer the summary of the basic standards for each component as provided in the original EDPQS checklist. They then provide component notes for the practice of each harm-reduction intervention in a nightlife setting that were developed by the NEWIP project.

How the Standards are used depends on the stage of a particular program – they can be used to design a new program or offer guidance about assessment and quality improvement of an already-existing program. The Standards serve as a useful reference guide to harm-reduction interventions in nightlife settings as they progress through their various stages. It can be read from cover to cover or alternatively referred to when necessary. The standards should be applied with flexibility in mind and be readily adapted to the realities of a program’s context.

The tables in the NEWIP Standards consist of three rows:

Basic Standards (summary)

This section contains the titles of the components and summarises the basic standards in each of these components, as provided in teh original EDPQS checklist (Brotherhood & Sumnall 2013). While considering each component, users should consult the full version of the EDPQS Standards to compare the basic and expert standards in greater detail (Brotherhood & Sumnall 2011).

Notes on Serious Games in Nightlife Settings

Additional information useful in the development or implementation phase of an intervention in Nightlife Settings which according to the findings from the NEWIP project suggested would support achievement of the EDPQS Standards. It also presents challenges, lessons learned, issues to consider, and examples of how the various European programs have addressed these issues.

References

Provides references to specific manuals, guidelines and checklists developed within the NEWIP project and other relevant documents that supports practitioners in the implementation of the Standards. This is not exhaustive reference section but it does attempt to include the most important publications in the field.

References are divided into categories: guidelines, reports, online toolkits, relevant websites and scientific articles. They have been added to the digital library at www.safenightlife.org, which provides a short abstract and a link to the original document. (All links were last accessed on 19.09.2013 unless otherwise noted.)

Additional Guidance

Please note that the original European Drug Prevention Quality Standards provide additional guidance that can be very useful in implementing the Standards: <http://www.emcdda.europa.eu/publications/manuals/prevention-standards>. A list that includes a selection of general resources and links to drug-related policy and legislation on both EU and international levels.

Glossary for Use with the EDPQS

Provides brief explanations of key terms used in the EDPQS Standards.

Quick guide to the EDPQS

Contains an abbreviated version of the Standards; can be used to determine the current achievement level of the EDPQS and to identify areas for future improvement.

Implementation Considerations

Outlines considerations to be taken into account during implementation of the EDPQS Standards in practice. Examples are from countries participating in the Prevention Standards Partnership (Italy, Hungary, Poland, Romania, Spain and UK).

EDPQS Translations

Hungarian: http://www.emcdda.europa.eu/attachements.cfm/att_196135_EN_konyv_vegleges.pdf

Polish: http://www.cinn.gov.pl/portal?id=15&res_id=454227

For additional translations and other materials on the EDPQS, please check www.prevention-standards.eu.

Brotherhood A, Sumnall HR (2013) *European drug prevention quality standards: a quick guide*. Ad hoc publication by the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA). Luxembourg: Publications Office of the European Union. Available from: <http://www.emcdda.europa.eu/publications/adhoc/prevention-standard>

Brotherhood A, Sumnall HR (2011) *European drug prevention quality standards: A manual for prevention professionals*. EMCDDA Manuals No 7. Luxembourg: Publications Office of the European Union. Available from: <http://www.emcdda.europa.eu/publications/manuals/prevention-standard>

4. Cross-cutting considerations

EDPQS Standard A: Sustainability and funding: “The programme promotes a long-term view on drug prevention and is not a fragmented short-term initiative. The programme is coherent in its logic and practical approach. The programme seeks funding from different sources”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.

EDPQS Standard B: Communication and stakeholder involvement: “The multi-service nature of drug prevention is considered. All stakeholders relevant to the programme (e.g. target population, other agencies) are identified, and they are involved as required for a successful programme implementation. The organisation cooperates with other agencies and institutions”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ All stakeholders and target recipients must participate in the design process since its earlier stage:
 - > graphic designers, usability and user experience experts, videogame developers and videogame players;
 - > experts in consumers’ psychology, youth culture, youth language and taste;
 - > experts (physicians, chemists, psychologists) in the nature and effects of psychoactive substances;
 - > nightlife participants such as first aid operators, harm reduction associations, peer operators, activists, safer nightlife professionals and nightlife stakeholders (club owner, barman, creative artists, DJs).

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)

EDPQS Standard C: Staff development: “It is ensured prior to the implementation that staff members have the competencies which are required for a successful programme implementation. If necessary, high-quality training based on a training needs analysis is provided. During implementation, staff members are supported in their work as appropriate”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Serious game use during nightlife interventions is organized, monitored and facilitated by peers who are also available to provide additional information and advice. Therefore even in game-facilitated interventions, staff development and selection are crucial to allow the intervention to be perceived as appropriate, knowledgeable and credible by the target population.

EDPQS Standard D: Ethical drug prevention: “A code of ethics is defined. Participants’ rights are protected. The programme has clear benefits for participants, and will not cause them any harm. Participant data is treated confidentially. The physical safety of participants and staff members is protected”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- The players’ information collected during the game must be only the one necessary to playing the game or – during the project – to test it. It must be collected, stored and processed according to data protection law. It must be in an anonymous format. In case supplementary information is collected (e.g., video-recordings, interviews, ...) the collection has to be conditional upon signature of an informed consent. Information provided during the intervention must be respectful of the recipient.

References

Do you need more information? Check it here:

- 💡 [Website](#)

**Project
stage 1:
Needs
assessment**

EDPQS Standard 1.1 Knowing drug-related policy and legislation: “The knowledge of drug-related policy and legislation is sufficient for the implementation of the programme. The programme supports the objectives of local, regional, national, and/or international priorities, strategies, and policies”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Since the game contains information related to legal effects of drug abuse and other risky behaviors, then its content designers must ensure that this information is updated. Furthermore, the information and the advice provided, as well as the intervention protocol must be checked for compliance with local legislation.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Online Toolkits](#)
- 💡 [Websites](#)



EDPQS Standard 1.2 Assessing drug use and community needs: “The needs of the community (or environment in which the programme will be delivered) are assessed. Detailed and diverse information on drug use is gathered. The study utilises existing epidemiological knowledge as possible, and adheres to principles of ethical research”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Information on drug use and community needs in the different types of events addressed by the game should be gathered. The game must then be design so that the right configuration (content, difficulty, etc) is set for the specific interventions.
- ➔ In addition, information about subcultures, taste, language of the recipient must be collected and taken into account in the game design, to make it credible.
- ➔ The intervention modality must be negotiated with the stakeholders to ensure collaboration and appropriateness.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Online Toolkits](#)
- 💡 [Websites](#)
- 💡 [Scientific articles](#)

EDPQS Standard 1.3 Describing the need – Justifying the intervention: “The need for an intervention is justified. The main needs are described based on the needs assessment, and the potential future development of the situation without an intervention is indicated. Gaps in current service provision are identified”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Preliminarily, the users’ specific needs and the way in which a serious game can address them must be investigated. The added value of a serious game compared with other intervention modalities must be made explicit and exploited in the game design.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Scientific articles](#)

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EDPQS Standard 1.4 Understanding the target population: “A potential target population is chosen in line with the needs assessment. The needs assessment considers the target population’s culture and its perspectives on drug use”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ One cannot fully understand the target population without also involving them in the process.
- ➔ Perspectives to consider when assessing the target population include: self perception, cultural aspects (habits, beliefs, social rules and values), the rituals and rules involved in illegal drug use, attitudes and the “language” of the target population as well as the risks and safety issues involved in drug use.
- ➔ Consider that usually ravers or partygoers who use recreational drugs do not define themselves as “drug users”.
- ➔ Differences between various subgroups within the nightlife scene should be taken into account.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Online Toolkits](#)
- 💡 [Scientific articles](#)

**Project
stage 2:
Resource
assessment**

EDPQS Standard 2.1 Assessing target population and community resources: “Sources of opposition to, and support of, the programme are considered, as well as ways of increasing the level of support. The ability of the target population and other relevant stakeholders to participate in the programme is assessed”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ The resources of the target population in terms of trust, motivation, interest, infrastructure, can be assessed through brainstorming, focus groups and informal conversation, as well as by collecting data and documents about past activity of relevance

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Scientific articles](#)

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EDPQS Standard 2.2 Assessing internal capacities: “Internal resources and capacities are assessed (e.g. human, technological, financial resources). The assessment takes into account their current availability as well as their likely future availability for the programme”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ An accurate planning of the intervention must outline the human and infra-structural resources needed to design and to carry out the game, the protocol and the intervention , and look for them in the local organization responsible for hosting the intervention or for collaborating with its design.

**Project
stage 3:
Programme
formulation**

EDPQS Standard 3.1. Defining the target population:
“The target population(s) of the programme is (are) described. The chosen target population(s) can be reached”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- While defining the target population consider that it is rarely homogeneous, but consists of different subgroups depending on their role in the nightlife, age, sex, as well as on the event.
- A secondary target population is the one involved in the design of the game, since participating in the design is an occasion to reflect on nightlife risky experience and its meaning. The intermediary design process leading to the final functioning prototype must then be carefully organized so as to deliver the right message and bear a positive learning value.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)

EDPQS Standard 3.2 Using a theoretical model: “The program is based on an evidence-based theoretical model that allows an understanding of the specific drug-related needs and shows how the behaviour of the target population can be changed”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ The contents of the game and of its usage protocol should be based on the Peer Education model, and in relation to the structure, the program should be based on state-of-the-art design techniques for interactive technology and serious games, as well as on the scientific evidence and model in the persuasive technology and behaviour change. Design choices must be defended theoretically and empirically.

References

Do you need more information? Check it here:

💡 [Guidelines](#)

💡 [Scientific articles](#)

If working with peer educators we refer to the section on using a theoretical model in the Good Practice Standards on Peer Education in Nightlife Settings.

EDPQS Standard 3.3 Defining aims, goals, and objectives:

“It is clear what is being ‘prevented’ (e.g. what types of drug use?). The programme’s aims, goals, and objectives are clear, logically linked, and informed by the identified needs. They are ethical and ‘useful’ for the target population. Goals and objectives are specific and realistic”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Ensure that all involved have a clear understanding of the aims of the programme.
- ➔ If the programme is targeting drug use, the targeted drug(s) should be specified. For example, does the programme only target illegal drugs, or does it also include alcohol, prescription medicines, and various “legal highs”? If the programme targets a particular range of (risky) behaviours, the types of behaviour should also be defined.
- ➔ Close consultation with members of the target population may increase their sense of ownership and more accurately identify their needs and interests, thereby enhancing the likelihood of success.
- ➔ The aim of the serious game in particular are:
 - > to increase the knowledge about nightlife risks;
 - > to increase the awareness about the consequences of specific behaviors and choices;
 - > to promote well being habits;
 - > to propose safer models of recreational behaviour;
 - > to advise about specific nightlife risks connected not only to the abuse of psychoactive substances but also to the context of their use;
 - > to make the information easily accessible;to identify the most common psychoactive substances and illustrate their effects.

References

Do you need more information? Check it here:

💡 [Guidelines](#)

EDPQS Standard 3.4 Defining the setting: “The setting(s) for the activities is (are) described. It matches the aims, goals, and objectives, available resources, and is likely to produce the desired change. Necessary collaborations for implementation of the programme in this setting are identified”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- The setting is defined as the social and/or physical environment in which the intervention takes place, such as a festival or club. The intervention itself may have to be adapted depending on the setting. If working with a Peer Education programme; Most Peer education programmes do not operate in just one setting; many are available at a variety of locations. Take into account any practical considerations when deciding where the activities will take place.
- The programme’s chief collaborations will be with club owners and event/festival organisers.
- If one is working on-site, be aware of the broad variety of nightlife settings, which includes their own sets of rules and regulations. Also note that the actual location of an event may not be suitable for all types of intervention (think of noise levels, the ability to have a conversation, etc).
- Favourite places for setting up the game are either near the entrance or near the chill-out area (Chai-Shop, Space-Bar). The work-site should be as close and visible to the audience and as quiet as possible.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)

EDPQS Standard 3.5 Referring to evidence of effectiveness: “Scientific literature reviews and/or essential publications on the issues relating to the programme are consulted. The reviewed information is of high quality and relevant to the programme. The main findings are used to inform the programme”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- The design of the game-facilitated intervention must rely on lessons learnt from previous attempts reported in the literature, preferably derived from a well-structured assessment process instead of narrative description of individual experience and anecdotes. It is recommended to seek this evidence from trusted sources, such as scientific database, certified consortia and well-reputed institutions.
- Where scientific evidence of effectiveness is unavailable, professional experiences and stakeholder expertise may be employed to make educated judgements regarding the predictable consequences of certain design choices.
- It is recommended to conduct an outcome evaluation as part of the aim of contributing to the existing database.

References

Do you need more information? Check it here:

- 💡 [Scientific articles](#)

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EDPQS Standard 3.6 Determining the timeline: “The timeline of the programme is realistic, and it is illustrated clearly and coherently. Timing, duration, and frequency of activities are adequate for the programme”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Mandatory phases for developing the game are: participatory design, bug analysis and testing, peers training, content translation/localization, and field test. Do not underestimate the time necessary to contact club owners and organisers and create a sustainable collaborative partnership

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)

**Project
stage 4:
Intervention
design**

EDPQS Standard 4.1 Designing for quality and effectiveness: “The intervention follows evidence-based good practice recommendations; the scientific approach is outlined. The programme builds on positive relationships with participants by acknowledging their experiences and respecting diversity. Programme completion is defined”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- The achievement of each goal of the intervention must be assessed by establishing measurable success indices.
- In case of a game-based intervention effectiveness regards also the ability of the game to function and to be usable, since these are precondition to using them successfully within an intervention.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Scientific articles](#)

If working with peer educators we refer to the section on using a theoretical model in the Good Practice Standards on Peer Education in Nightlife Settings.

EDPQS Standard 4.2 If selecting an existing intervention: “Benefits and disadvantages of existing interventions are considered, as well as the balance between adaptation, fidelity, and feasibility. The interventions’ fit to local circumstances is assessed. The chosen intervention is adapted carefully, and changes are made explicit. Authors of the intervention are acknowledged”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ A serious game maximizes its effect if it is part of a broader intervention in the nightlife settings, including for example distribution of leaflet, presence of peer providing information and explanation, chill-out area. These interventions can be pre-existing ones.
- ➔ The game needs period updates and if based on prior games they need to be adapted to the target population in their content and format

More information on arguments for different models: Kiener, 2001.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Online Toolkits](#)
- 💡 [Scientific articles](#)

EDPQS Standard 4.3 Tailoring the intervention to the target population: “The programme is adequate for the specific circumstances of the programme (e.g. target population characteristics), and tailored to those if required. Elements to tailor include: language; activities; messages; timing; number of participants”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- Tailoring to a target population is done with the active participation of relevant representatives of the target group.
- The content should be tailored as well. It needs to be credible, relevant and appropriate to the experience of the target population.
- Language: Employ the current slang used by the target population such as the street names for a specific drug, which may differ between subcultures.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Scientific articles](#)

EDPQS Standard 4.4 If planning final evaluations: “Evaluation is seen as an integral and important element to ensuring programme quality. It is determined what kind of evaluation is most appropriate for the intervention, and a feasible and useful evaluation is planned. Relevant evaluation indicators are specified, and the data collection process is described”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

➔ In case of the serious game, evaluation is iterative, namely it occurs at intermediary phases with early version of the prototype to allow timely fixation of main bugs and problems and to allow intervention of users since the initial concept phase. The final evaluation is a validation of the game in addition to an assessment of the user experience, while main usability issues have already been fixed in prior phases. The final evaluation can include laboratory tests but must also include a field test in the actual context of use of the game.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Online Toolkits](#)
- 💡 [Scientific articles](#)

**Project
stage 5:
Management
and mobilisation
of resources**

EDPQS Standard 5.1 Planning the programme - Illustrating the project plan: “Time is set aside for systematic programme planning. A written project plan outlines the main programme elements and procedures. Contingency plans are developed”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.

EDPQS Standard 5.2 Planning financial requirements: “A clear and realistic cost estimate for the programme is given. The available budget is specified and adequate for the programme. Costs and available budget are linked. Financial management corresponds to legal requirements”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.



EDPQS Standard 5.3 Setting up the team: “The staff required for successful implementation is defined and (likely to be) available (e.g. type of roles, number of staff). The set-up of the team is appropriate for the programme. Staff selection and management procedures are defined”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ For the design and development of a serious game, in particular, it is recommended to involve:
 - > graphic designers, usability and user experience experts, videogame developers and videogame players;
 - > experts in consumers’ psychology, youth culture, youth language and taste;
 - > experts (physicians, chemists, psychologists) in the nature and effects of psychoactive substances;
 - > nightlife participants such as first aid operators, harm reduction associations, peer operators, activists, safer nightlife professionals and nightlife stakeholders (club owner, barman, creative artists, DJs).

References

Do you need more information? Check it here:

💡 [Guidelines](#)

If working with peer educators we refer to the section on setting the team in the Good Practice Standards on Peer Education in Nightlife Settings.

EDPQS Standard 5.4 Recruiting and retaining participants: “It is clear how participants are drawn from the target population, and what mechanisms are used for recruitment. Specific measures are taken to maximise recruitment and retention of participants”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ During field tests, suitable parties and events represent settings where people volunteer to play the game. The type of events for field tests must be selected so as to cover the variety of different events that the game means to cover. According to the design of the test, there might be some restrictions on the number and characteristics of people using the game (e.g., language, familiarity with games,...). During laboratory tests and research needed to design/assess the game, further restrictions might apply if specific users' profile are sought. Data collected must then be double checked to filter out jokes and mistakes. Inclusion and exclusion criteria needs to be clearly defined based on the goal of the preparatory study/test/intervention.
- ➔ On site recruitment can rely on: flyers (event flyers and own flyers), posters, icons on event map, signposts, banners, posters, and attractiveness of own site desk and material.

References

Do you need more information? Check it here:

💡 [Guidelines](#)

EDPQS Standard 5.5 Preparing programme materials:
“Materials necessary for implementation of the programme are specified. If intervention materials (e.g. manuals) are used, the information provided therein is factual and of high quality”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ A game-based intervention needs the following material:
 - > Game
 - > Protocol
 - > Equipment for running the game (pc, projector, remote controls, plugs, speakers)
 - > Information stand/desk
 - > Project flyers
- ➔ Physically, it needs a dry space and a locked room/van to store the equipment and the data collected during the intervention
- ➔ The game also benefits from promotion through:
 - > Gadgets
 - > Website
 - > Facebook page
 - > Twitter account
 - > Tee shirts
 - > Posters / banners

References

Do you need more information? Check it here:

💡 [Scientific articles](#)

EDPQS Standard 5.6 Providing a programme description: “A written, clear programme description exists and is (at least partly) accessible by relevant groups (e.g. participants). It outlines major elements of the programme, particularly its possible impact on participants”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.

References

Do you need more information? Check it here:

💡 [Guidelines](#)

💡 [Reports](#)

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**Project
stage 6:
Delivery and
monitoring**

EDPQS Standard 6.1 If conducting a pilot intervention:
“A pilot intervention is conducted if necessary. It should be considered, for example, when implementing new or strongly adapted interventions, or if programmes are intended for wide dissemination. The findings from the pilot evaluation are used to inform and improve the proper implementation of the intervention”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- A pilot intervention should be conducted prior to the implementation of a serious game to test the technology, the setting and the staff’s responsibilities.
- Pilot intervention data plus the observations of the involved people (staff and players) can help in the detection of problems and difficulties.
- An initial test for bugs and glitches should be performed in a lab or a simulated environment. An informal staff meeting should analyse the pilot intervention and relevant details and procedures.



EDPQS Standard 6.2 Implementing the programme:
“The programme is implemented according to the written project plan. The implementation is adequately documented, including details on failures and deviations from the original plan”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Take into account the data and observations made during the pilot intervention prior to actual implementation.
- ➔ Organise a meeting with events organisers to assess resources that are available and necessary, location, schedule, shifts during peak hours, collaborations with other groups.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Scientific articles](#)

If working with peer educators we refer to the section on using a theoretical model in the Good Practice Standards on Peer Education in Nightlife Settings.

EDPQS Standard 6.3 Monitoring the implementation:

“Monitoring is seen as an integral part of the implementation phase. Outcome and process data are collected during implementation and reviewed systematically. The project plan, resources, etc. are also reviewed. The purpose of monitoring is to determine if the programme will be successful and to identify any necessary adjustments”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Formal and informal notes are taken during implementation to improve the protocol. Notes should allow to precisely track the problem and its nature.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Scientific articles](#)

EDPQS Standard 6.4 Adjusting the implementation:
“Flexibility is possible if required for a successful implementation. The implementation is adjusted in line with the monitoring findings, where possible. Issues and problems are dealt with in a manner that is appropriate for the programme. Adjustments are well-justified, and reasons for adjustments are documented”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ Adjustments to the game and the game-based intervention protocol should be operated during intermediate testing phases of the game; late adjustments must be rare. Adjustments are operated based on observed and reported issues and rely on a constant communication between testers, designers and developers.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Scientific articles](#)

**Project
stage 7:
Final
evaluations**

EDPQS Standard 7.1 If conducting an outcome evaluation: “The sample size on which the outcome evaluation is based is given, and it is appropriate for the data analysis. An appropriate data analysis is conducted, including all participants. All findings are reported in measurable terms. Possible sources of bias and alternative explanations for findings are considered. The success of the programme is assessed”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ An outcome assessment is conducted in order to validate the game both in the lab and in the field. An explicit connection must be established in advance between data collected during this final assessment, success measures and intervention goals (see 3.3). It should also be noted that some indicators may be very sensitive such as those detailing actual drug use.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Online Toolkits](#)

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EDPQS Standard 7.2 If conducting a process evaluation:
“The implementation of the programme is documented and explained. The following aspects are evaluated: target population involvement; activities; programme delivery; use of financial, human, and material resources”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)
- 💡 [Scientific articles](#)

If working with peer educators we refer to the section on using a theoretical model in the Good Practice Standards on Peer Education in Nightlife Settings.

**Project
stage 8:
Dissemination
& improvement**

EDPQS Standard 8.1 Determining whether the programme should be sustained: “It is determined whether the programme should be continued based on the evidence provided by monitoring and/or final evaluations. If it is to be continued, opportunities for continuation are outlined. The lessons learnt from the implementation are used to inform future activities”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Scientific articles](#)



EDPQS Standard 8.2 Disseminating information about the programme: “Information on the programme is disseminated to relevant target audiences in an appropriate format. To assist replication, details on implementation experiences and unintended outcomes are included. Legal aspects of reporting on the programme are considered (e.g. copyright)”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

- ➔ In addition to period report of project partners, information about main outcomes of the game design, development and testing are disseminated among practitioners and scientists by presenting the work in appropriate physical and on-line venues. Scientific events in the human-Computer Interaction field are especially relevant to this purpose.

References

Do you need more information? Check it here:

- 💡 [Guidelines](#)
- 💡 [Reports](#)

EDPQS Standard 8.3 If producing a final report: “The final report documents all major elements of programme planning, implementation, and (where possible) evaluation in a clear, logical, and easy-to-read way”.

NEWIP Good Practice Standards - Notes on Serious Games in Nightlife Settings

No notes added to the EDPQS by NEWIP.



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- > Stewart J., Bleumers L., All A., Mariën I., Schurmans D., Van Looy Jan, Jacobs A., Willaert K., FDe Grove, Misuraca G., Centeno C. (2012). *The Potential of Digital Games for Empowerment and Social Inclusion of Groups at Risk of Social and Economic Exclusion: Evidence and Opportunity for Policy*. Technical report of the project Digital Games for Empowerment and Inclusion (DGEI).

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B.

Guidelines

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EU directives 95/46/EC and 2002/58/EC on Data Protection

Website

- > The ethical framework in which the NEWIP partners operate is stated at the Safer Nightlife website: www.safernightlife.org

Project stage 1: Needs assessment

1.1

Guidelines

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Project stage 4: Intervention design

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Project stage 8: Dissemination & improvement

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