

# OUR GAMES



HIT-N-RUN: PLAYERS ARE INCENTIVIZED TO REPLACE THEIR SMOKING URGES WITH GAME TIME

MADE BY GEMH LAB & CLOCKWORK PLAN SOFTWARE DEVELOPMENT.

## ABOUT THE GAME

Several causal factors serve as potential key targets for an intervention amongst addiction in adolescents. The Smoking Cessation project wanted to focus on impulsivity through inhibitory control, the valuation of stimuli, and the influence of social networks.

A Go/NoGo task is commonly used to measure the degree of inhibitory control - press a button when a Go stimuli is shown and withhold that response when a NoGo stimulus is presented.

Hit-n-Run aimed to test and encourage alternative behavior practices among adolescents before they developed habitual smoking habits. The design specification required the game to be used in a one month intervention study, with a three month follow up evaluation.

## TRAILER

[Hit-n-Run Trailer](#)

## FEEDBACK

As part of a larger intervention, this game was able to significantly decrease weekly smoking rates over time, with higher doses of gameplay leading to better outcomes.

THE SCIENCE: [Designing and Testing a Game Intervention to Help Youth Quit Smoking](#)

