



# GAMES FOR EMOTIONAL & MENTAL HEALTH

TRANSFORMING THE WAY MENTAL HEALTH INTERVENTIONS ARE DESIGNED, DELIVERED AND EXPERIENCED

## THE PROBLEM

1 in 4 people worldwide will develop anxiety or depression by the time they reach adulthood.



The best evidence-based prevention and treatment approaches help only about 50% of those who seek help. These school and clinical programs are perceived by the young people as didactic, boring and disconnected from their daily lives and the emotional struggles they face.



80% of young people who need mental health care never seek treatment because of stigma.



## MORE THAN AN E-HEALTH APPROACH...

Young people are seeking effective mental health tools that don't bore or talk down to them.

GEMH Lab games align with their emotional aspirations, delighting them and inspiring them to learn resilience skills that help them become the best versions of themselves.

## OUR SOLUTION

Games, when designed properly, can be powerful mental health tools.

The GEMH Lab takes therapy and training out of clinics and schools and **empower youth** to choose the best gaming tools for their emotional and mental health needs.

Through play, we help youth gain the confidence to confront and overcome emotional challenges.

Our unique social mechanics embolden youth to share games that work for them and **build supportive friendships**, on- and offline.

## SCIENTIFIC RIGOUR

All our games are tested with the most scientifically rigorous RCT designs.

Controlled experiments test how our games work, for whom they work best, and how to boost effects over time.

All data are published and public, regardless of outcomes.

## DESIGN THINKING

Iterative development invites young people to contribute to ideation, evaluation, and shaping the final prototype.

Lab includes veteran game designers with decades of commercial experience.

UX and UI testing ensure unprecedented scaling potential.

[www.gemhlab.com](http://www.gemhlab.com)



RESEARCH



TRANSFORMATIVE TOOLKIT



EFFECTIVE GAMES



IMPACT