**SESSION F1 GROUPWORK SUMMARY**

BACKGROUND: Our aim is to ensure that as many people as possible engage with the quiz using the online version of it. However, the option of using the online mobile version to interactively engage in the quiz is given through a QR code linked to the quiz. Thus, visiting the quiz relies on individuals’ interest/ initative – there is no explicit incentive for them to do so beyond this. We would like your input on the following questions, please be as specific as possible with your answers:

QUESTIONS

a) How can we attract visitors to play the quiz online?

b) If you propose incentives to entice people to play the quiz, what kinds of incentives can you think of?

GROUP WORK SUMMARY OF NOTES:

* Re-define the target audience specify the SDG topic or groups of topics (What’s the rationale)?
* What is the purpose of the quiz?
* Go through the questions again and make sure that they are understandable for the target audience.
* Add other languages.
* Work on the design, e.g. add photos, more colors, gamification
* To link the quiz linking to an existing quizzes and initiatives
* Be able to see how many people actually took the quiz

BACKGROUND: The SSPH+ quiz has been designed with long term use in mind. Specifically, it is sustainable through its strong online component of the quiz and because the onsite version may be adapted to different contexts. We would like to ensure that the quiz can be relevant for time to come and can be profited from by many more audiences and app users in the future, especially here in Switzerland. We would like your input to the following questions, please be as specific as possible with your answers:

QUESTION:

1. Do you have any ideas about who could benefit from this quiz?
2. Do you have any suggestions for specific contexts that the quiz could feature in?
3. How do we make sure that the quiz and its contents stay relevant for time to come?

GROUP WORK SUMMARY OF NOTES:

* To move forward we may need to focus on particular groups
* Should present a teaser video to encourage people to take the quiz
* If you would like to make it more effective then: start with target group analysis, intervention planning
* Add a fun factor and reward, e.g. congratulating people on their achievements
* What is the linkage between SDGs and the quiz? Make it obvious for people,
* make it more evident on the website
* Who is the quiz of interest:
* members of parliament
* depends on the marketing
* attract students in open university days who already have some interest in public health

BACKGROUND: The SSPH+ lecture series is made up of 30-minute lectures that cover topicson public health related to Sustainable Development Goals (SDG’s) and contemporary health issues from PhD students and faculty of SSPH+ partner institutions, as well as funding partners. All lectures were professionally video recorded from the Swiss Pavilion in Dubai are available on YouTube. Please consider the following questions and please be as specific as possible with your answers:

QUESTIONS:

a) How could we use the video recordings of these lecture series? i.e. where could these be shown and in what context?

b) For who would these lecture’s be of interest?

GROUP WORK SUMMARY OF NOTES:

* Make the lectures visible, easy to find
* 30 minutes is a big time to make interesting for public health
* Make SSPH+ visible as a whole, including on social media
* Introduce podcasts
* Create Tweeter and possible delegate to younger students to manage it