



The Story of Coded

Their Journey through Our Innovation Pipeline



the incubator hub by
Healthy Teen Network





OUR INNOVATION JOURNEY



Coded

This is the story of our innovation journey through the Healthy Teen Network Incubator Hub pipeline.

September 2024
- June 2025



INTRODUCING...



Maisy An-
derson

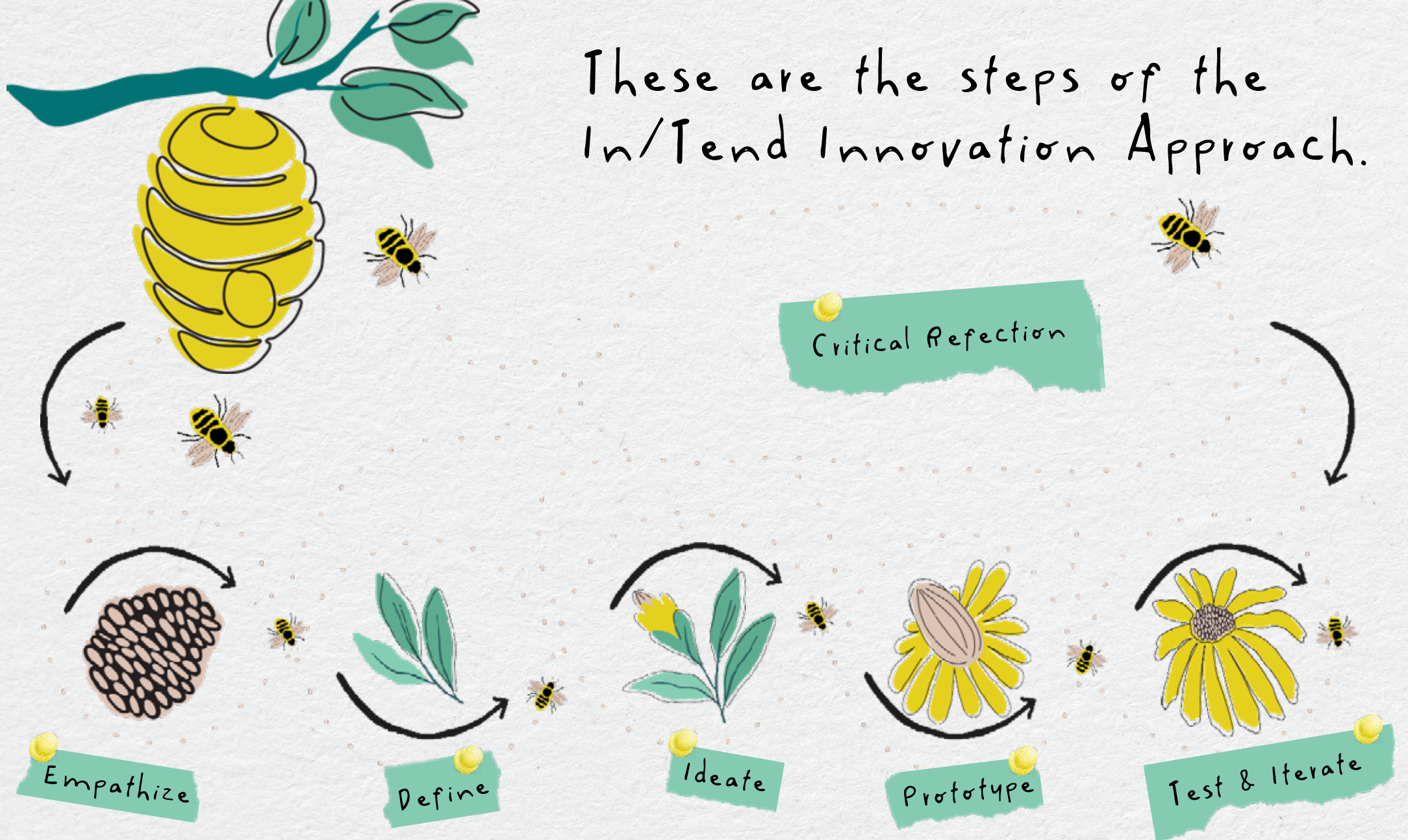
Morgan
Peterson



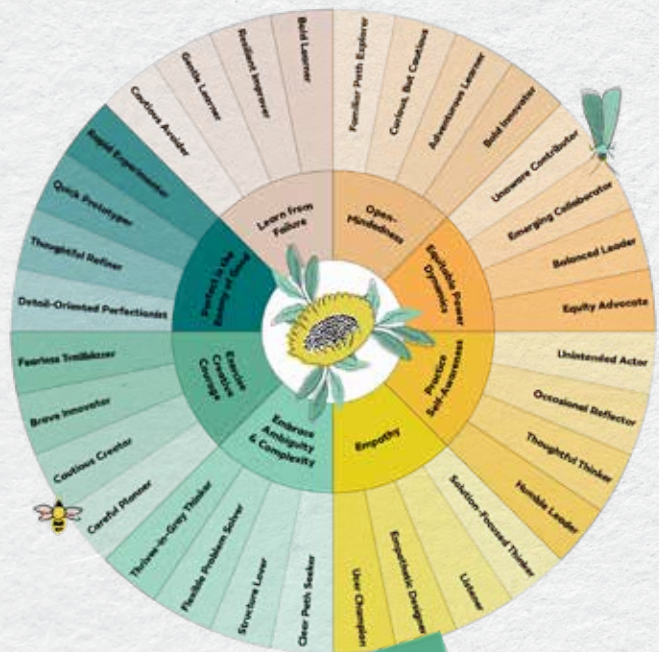
Sam
Wakefield



These are the steps of the In/Tend Innovation Approach.



We assessed our team's innovation capacity.

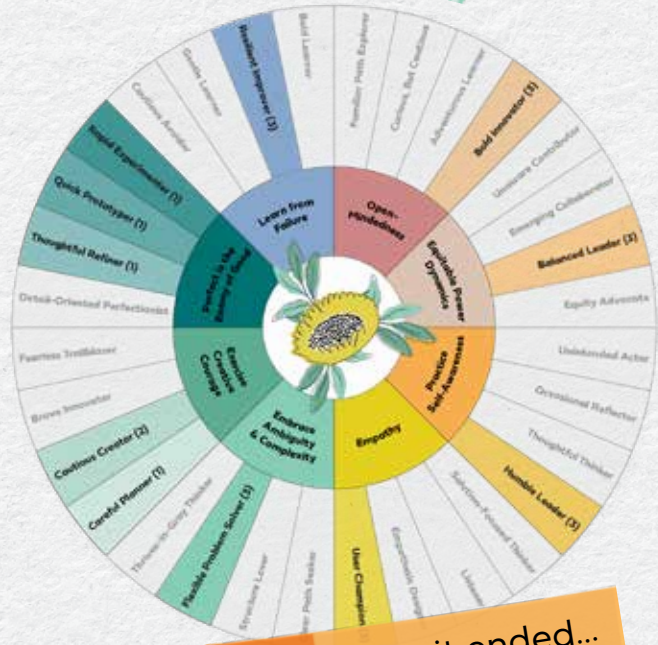


How it started...

We unpacked our underlying perspectives, unspoken norms, and structural influences.



Critical Reflection



How it ended...



Initially, our challenge was...

How might we empower 15 to 17-year-olds to minimize internalized stigma and encourage identity exploration so that it is inclusive to queer youth in rural South Dakota?

Empathize

1

Experience

We conducted analogous, or similar, experiences to gain insights.



Blanton Museum of Art, Austin, TX



We found inspiration and fresh ideas in different contexts and situations.



We went to the Blanton Museum of Art and explored temporary exhibitions and permanent collection galleries, as well as alternate spaces (e.g., craft section) and rest areas.



Our end users are...



RURAL TRUSTED ADULTS

"Mom did not talk about sex anything until she was 80 and in book club reading Genderqueer."

"The older child does not really ask any questions about body or relationships. The younger child will ask anything."

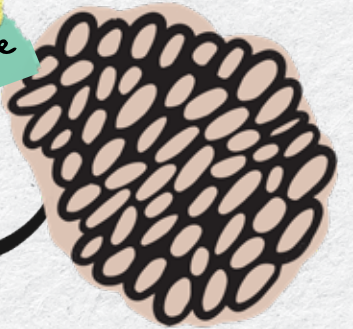
"Most kids naturally find bodies embarrassing around puberty."

We also interviewed beneficiaries and experts (they bring valuable perspectives), such as:

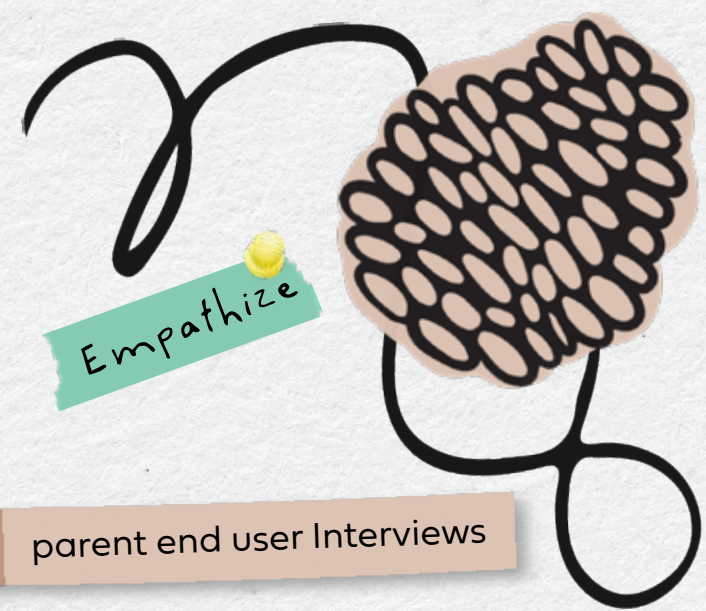
- rural young people
- educators and school staff
- future generations
- policy advocates and changemakers

We learned more about our end users.

Empathize



By talking with people, we learned more about our **end users' needs**.

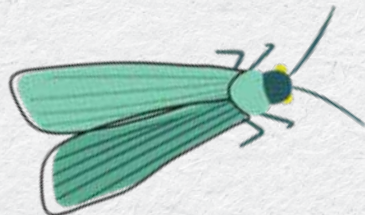


3 youth beneficiary interviews

3 parent end user Interviews

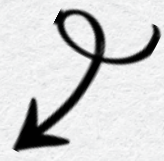
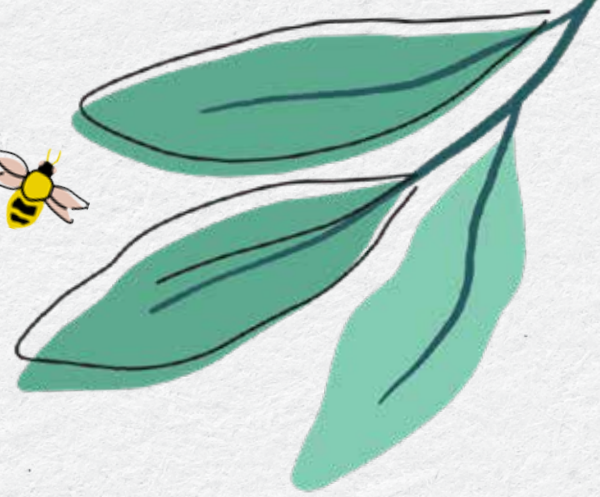
1 stakeholder interview

1 parent survey with 16 responses



We took the stories, mixed in some data, and uncovered the learnings that **mattered most to form our insights.**

Define

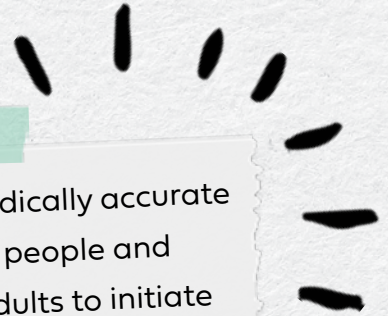
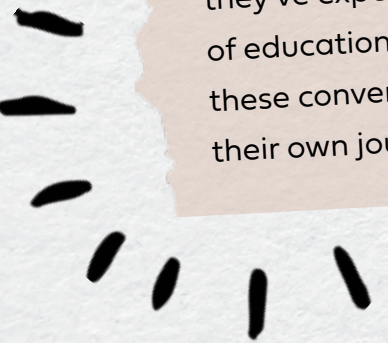


Parents want to have open conversations about sex with their kids because they want to ensure they are safe and well informed, but when their kids reach puberty, parents experience new embarrassment around these subjects. Parents find it hard to broach the subject while respecting their child's boundaries and comfort.

Parents with conservative/traditional upbringing are often motivated to do better for their kids because they've experienced the negative repercussions of lack of education, but they don't have a framework for what these conversations should look like. They must go on their own journeys of self-discovery with their kids.

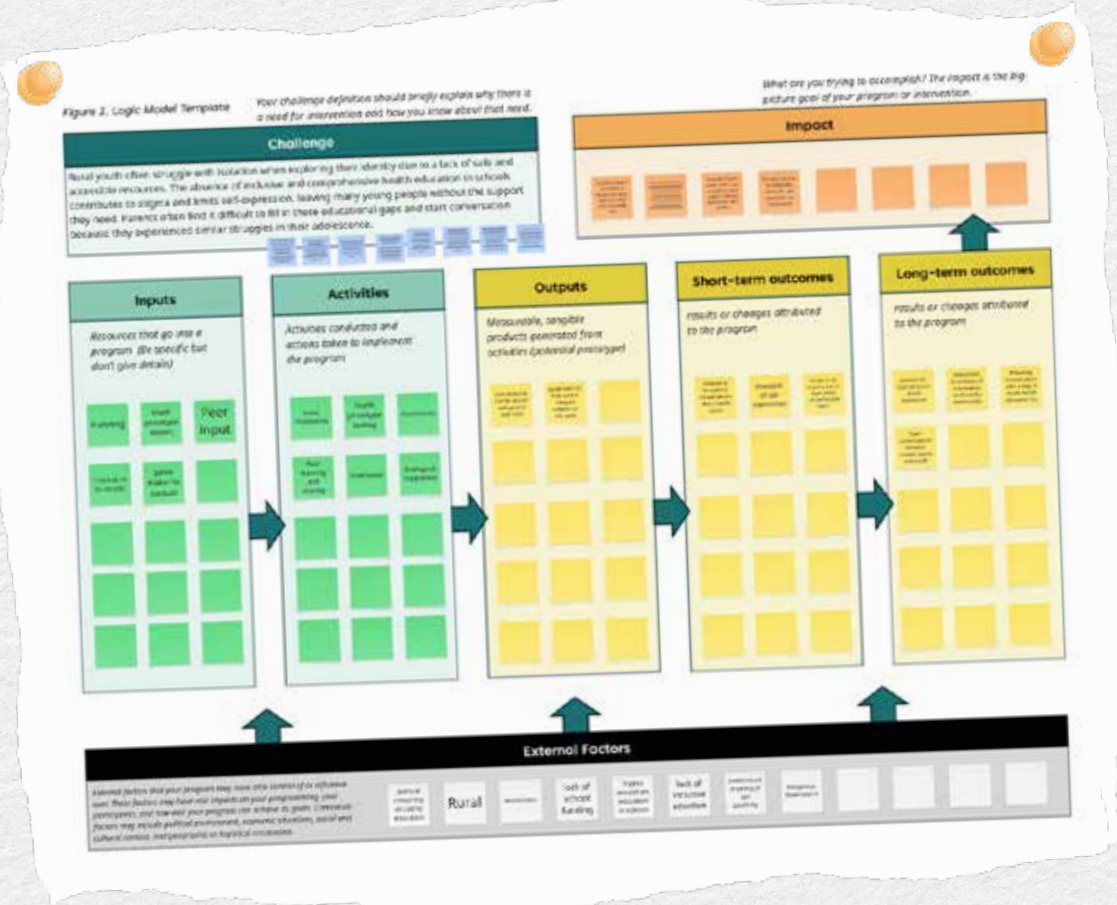
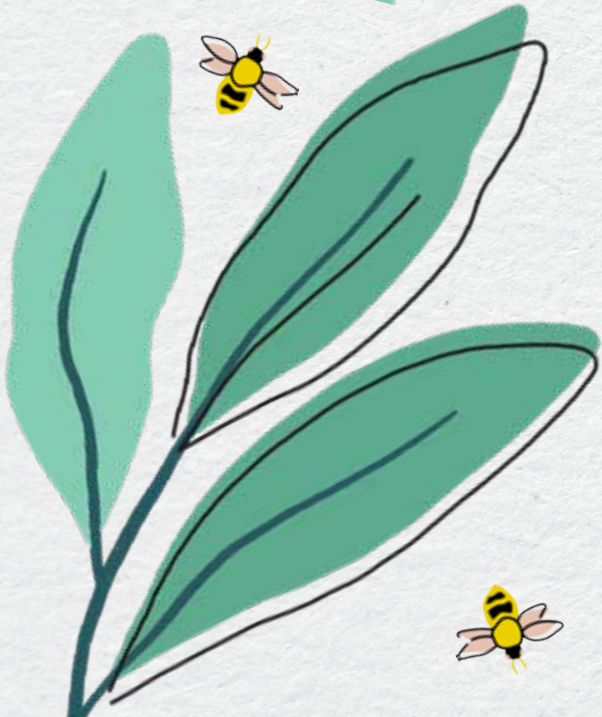
Based on what we learned, we **refined our challenge**, which is summarized by our question:

How might we spark open, medically accurate conversations between young people and trusted adults by equipping adults to initiate youth development topics in ways that help young people navigate comprehensive health education, so they feel supported rather than isolated in their self-exploration?



We drafted an initial logic model, identifying our goal, inputs, outputs, and activities.

Define



We generated many ideas.

Ideate



86

Ideas

Card game that can be played in the car (responsibly), or in any comfortable space, between a trusted adult and young person, where players gain knowledge on health education topics through character building and challenges faced

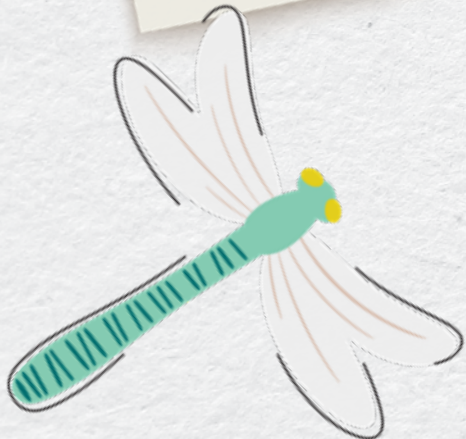
Board game to tackle complex topics such as identity exploration, with parts for players to build their character, which would add to their identity and abilities in the game

We selected ideas to test.

card game

board game

card game for car



We brought our ideas to life.

5



prototypes created

Petals & Pedals Instructions

🌸 Petals & Pedals Guide
Quick Overview
This is a prototype of "Petals & Pedals", a storytelling game designed to help parents and youth explore sexual health topics in a light, playful way with role playing in the car. You'll take turns pretending to be two characters and telling them fictional stories based on a feeling and topic prompt.

🌸 What You Have
• 4 Character Cards
• 4 Feeling Cards
• 4 Topic Cards
• 1 Story Starter (below)
You'll use different combinations of ideas to create short stories and explore how the game flows.

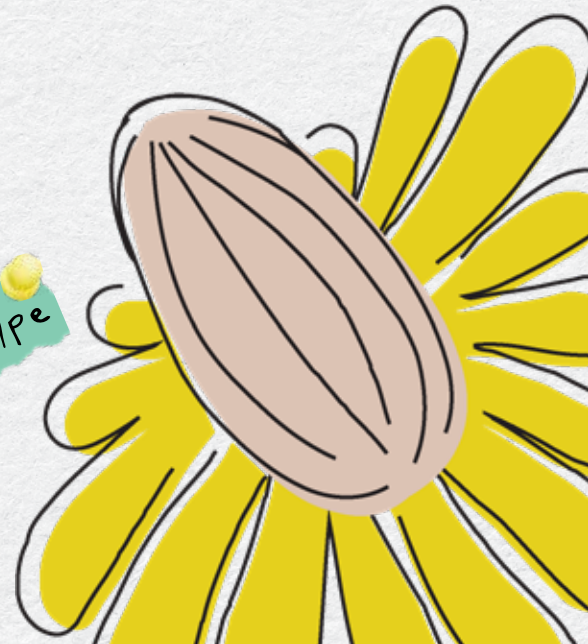
🌸 How to Play
• Each person picks 1 **C** Character Card and gives them a name.
• Each person picks 1 **F** Feeling Card.
• Pick 1 **T** Topic Card for the team.
• Use the Story Starter to begin: "Did I ever tell you about the time I had [feeling] about [topic] when...?"
• Tell a short, silly, sad, or surprising story through your character.
• The other person can guess and ask a real question or ask about something that came up.
• Switch roles and let player 2 use the Story Starter with their cards!

🌸 Try to Explore
• Ask many different variations of character/feeling/topic as time allows.
• Stories that are funny, emotional, weird, or realistic.
• Switching who leads the story.
• Letting the story naturally turn into a real conversation.

C Moth transformative and moral, possibly positive	T Consent	F JOY
C Beast sly and untrustworthy, but strong	T Puberty	F HEAVEN
C Wasp struggle with crossing boundaries but good at defending themselves.	T Setting Boundaries	F EMBARRASSED
C Ant Good at teamwork but forgets their own strength	T Gender Identity	F ANGRY



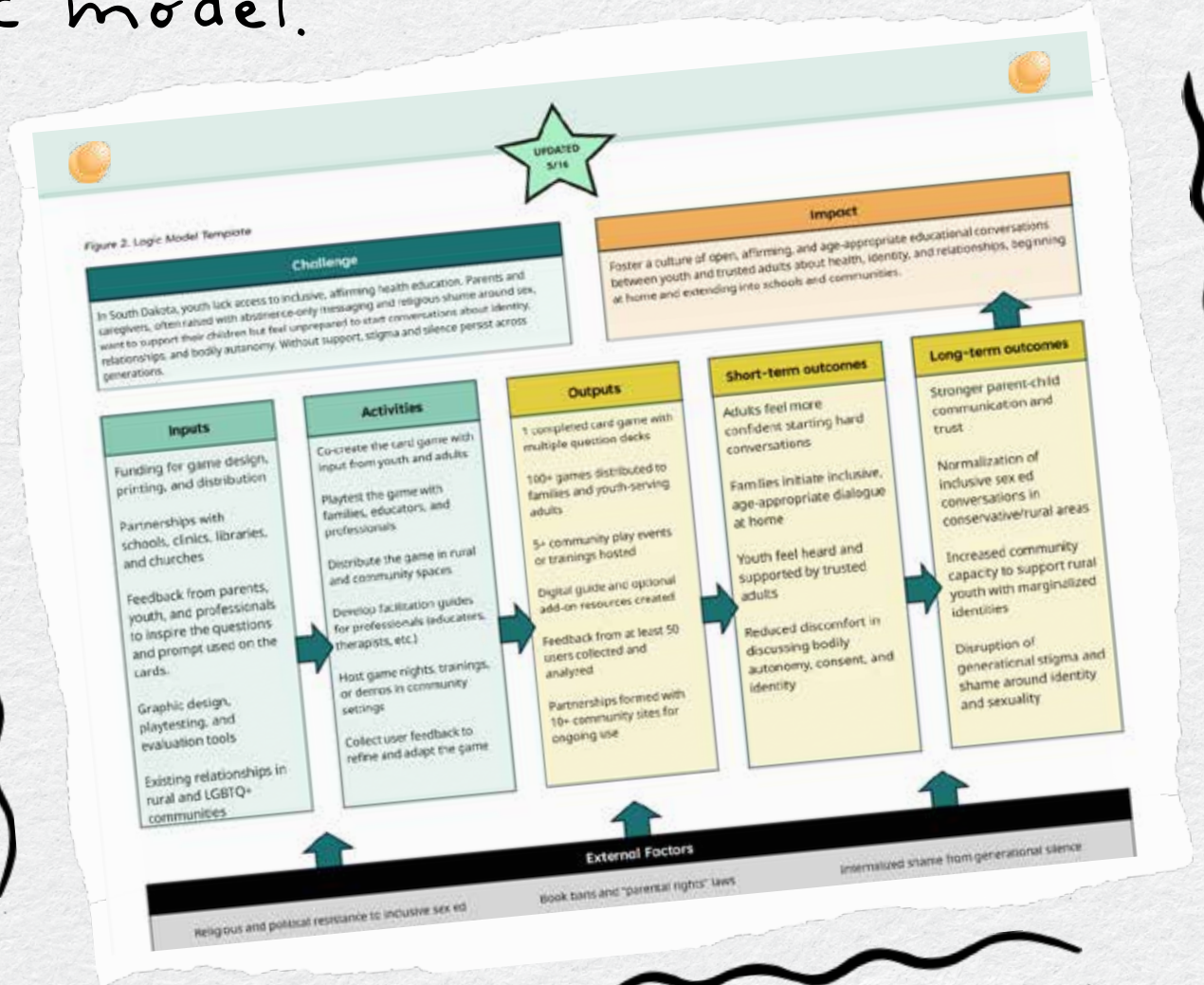
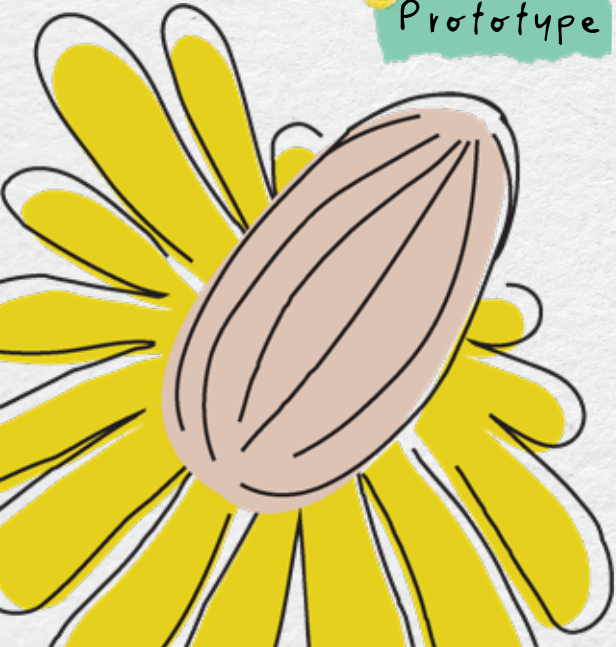
Prototype



Based on our journey so far,
we revised our logic model.

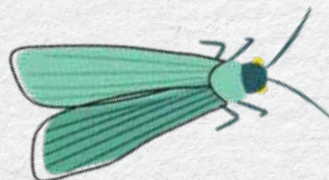
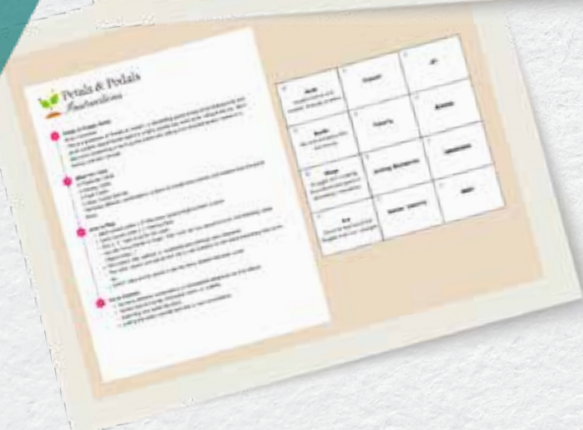


Prototype



We tested the prototypes with 8 end users and learned what worked and what needed tweaking.

Test & Iterate



We learned some key takeaways from user testing.

Our card game was more of an imagination exercise than a game. Maybe we need to call it something other than a game?


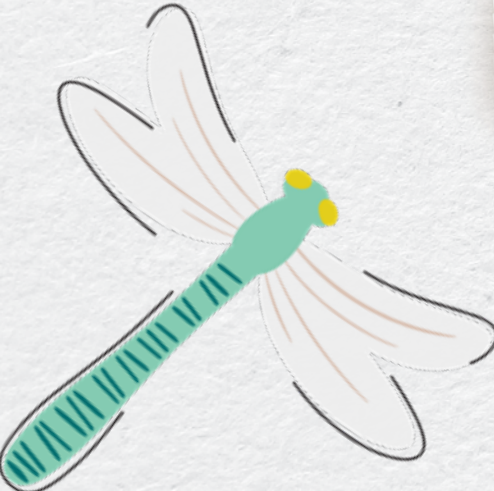
Incentives and goals are needed to make it more like a game.

Parents want something that is easy to pick up and put down and could be used in the car.

Test & Iterate



We **defined success** for our innovation journey as...



Promoting the normalization of sex ed conversations in conservative/rural areas

Actively gaining insights from end users to create a usable product that is informative and fun

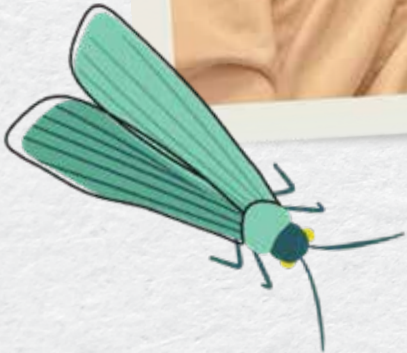
We're excited for our next steps!




Give the same prototype to different testers and call it an activity or exercise rather than a game


Find support to continue testing and building our innovation

More prototyping and testing





The Healthy Teen Network In/Tend Incubator Hub is supported by the Office of Population Affairs (OPA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,886,783 with 100 percent funded by OPA/OASH/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, OPA/OASH/HHS, or the U.S. Government. For more information, please visit opa.hhs.gov.



In/Tend is a vibrant ecosystem of dreamers, doers, and change-makers who push the boundaries of imagination in adolescent health.