

# The Story of Safe GameCOCKS

Our Journey through the Innovation Pipeline



the incubator hub by  
Healthy Teen Network





# OUR INNOVATION JOURNEY



## Safe GameCOCKS

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

September 2024  
- June 2025



# INTRODUCING...



Allison  
Parsons

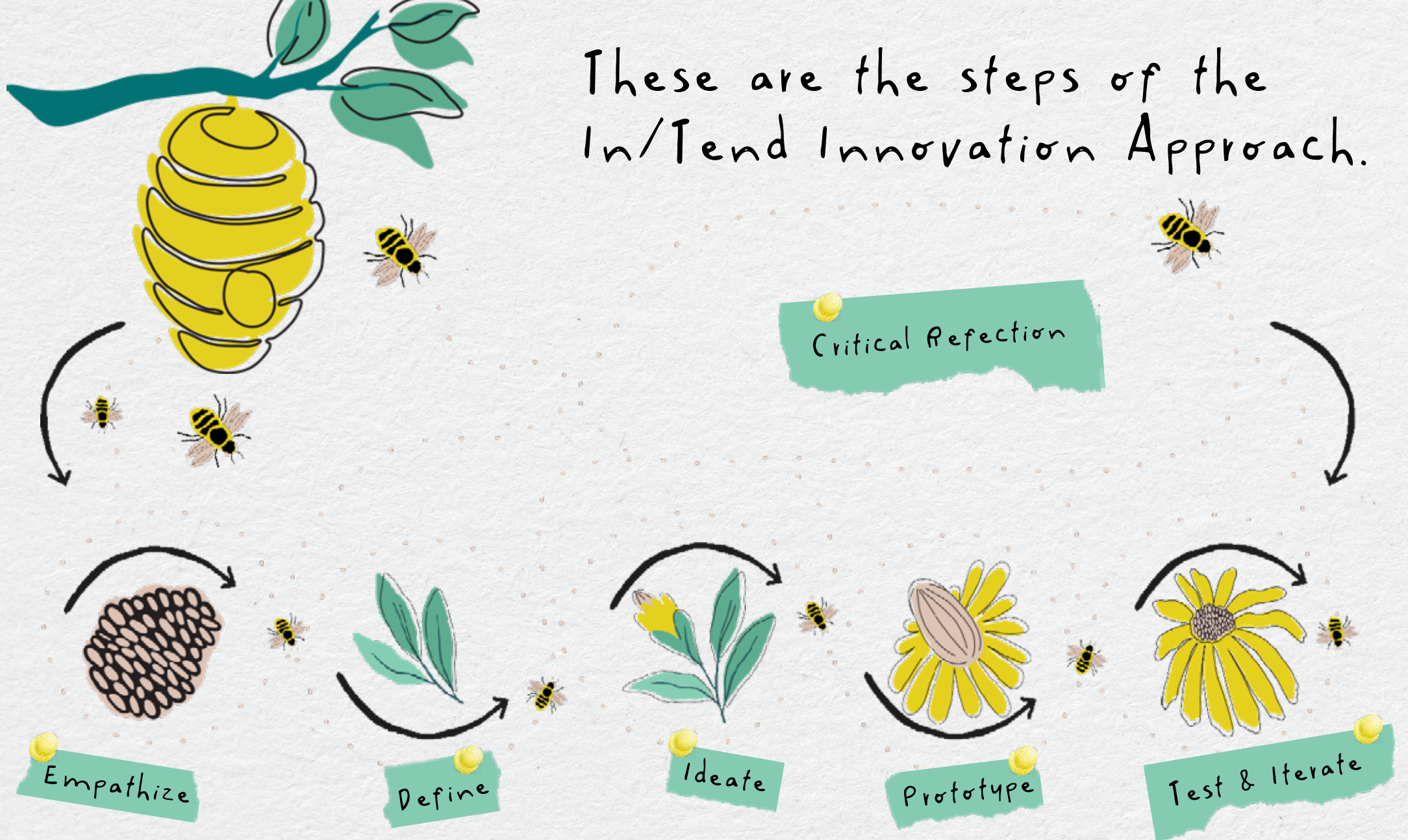
Dawnyéa  
Jackson



Lesley  
Archabal



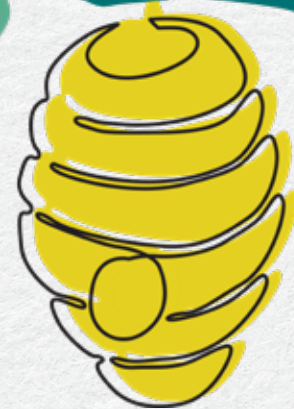
These are the steps of the In/Tend Innovation Approach.



We assessed our team's innovation capacity.



Critical Reflection



How it started...

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



How it ended...



# Initially, our challenge was...

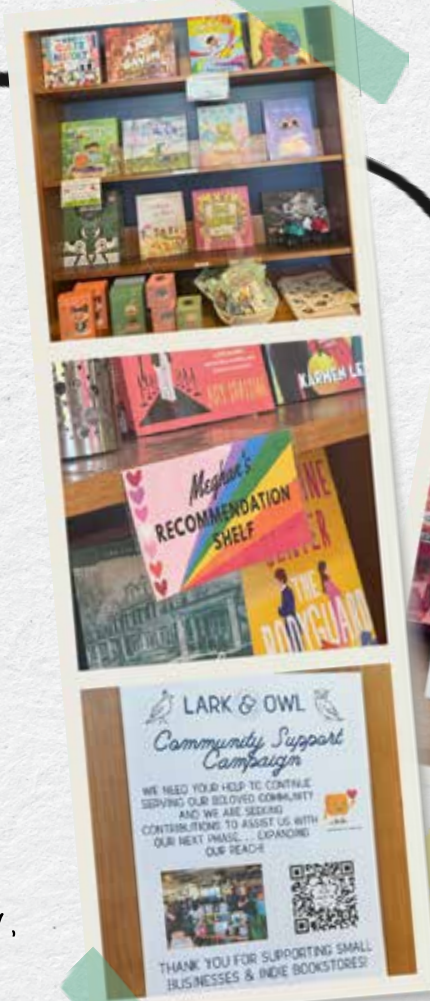
Lack of integration between mental health and sexual and reproductive health

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

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Experience

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



Lark & Owl Booksellers,  
Georgetown, TX

Empathize

Lark & Owl is a bookshop in a small conservative town that seeks to create a safe space for those who need it most. We wanted to learn about how they communicated that they were a safe space and how they appealed to young adults.



Our end users are...

# YOUNG ADULTS



"... there's a lot of stigma in the world around sexual health, and also not a lot of education."

"Yeah, when I'm in a far positive mood, I'm more likely to engage in sexual activities. But also, I feel like sometimes it can be a little bit risky, because I'm not necessarily taking all the precautions that I should in that situation."

"Mood 100% impacts decision making."

"Conversations about sex are fearful because of potential for judgement."

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

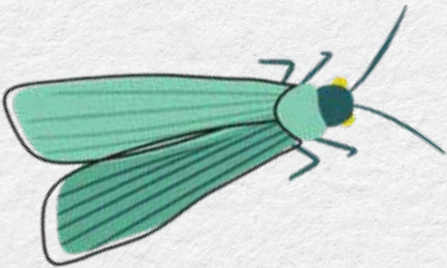
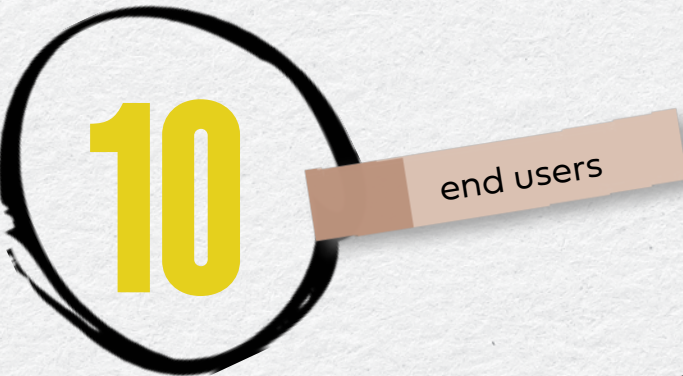
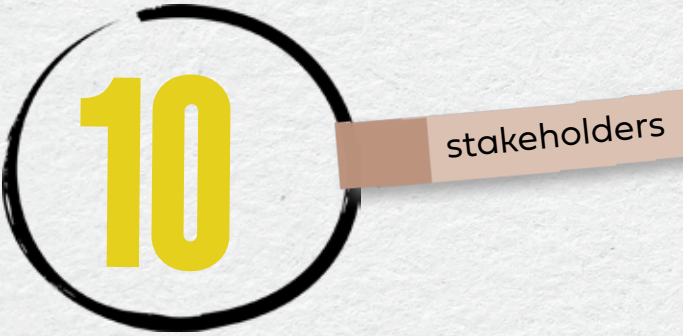
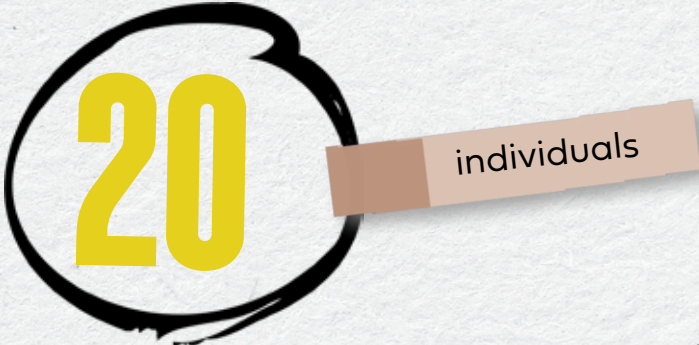
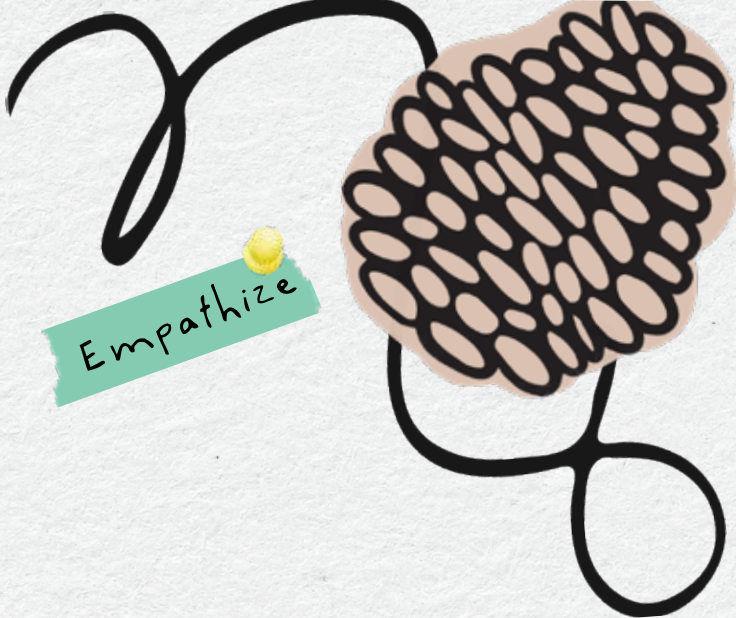
- young adults
- trusted older adults (parents, teachers)
- healthcare providers
- faith leaders

We learned more about our end users.

Empathize



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



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

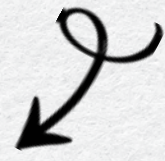
Young adults want to confidently make informed sexual health decisions, but they recognize the variable influence of mood.

Young adults believe in the importance of talking about sexual health, but their ability to have informed conversations is limited by a lack of sex education and the stigma.

Define

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

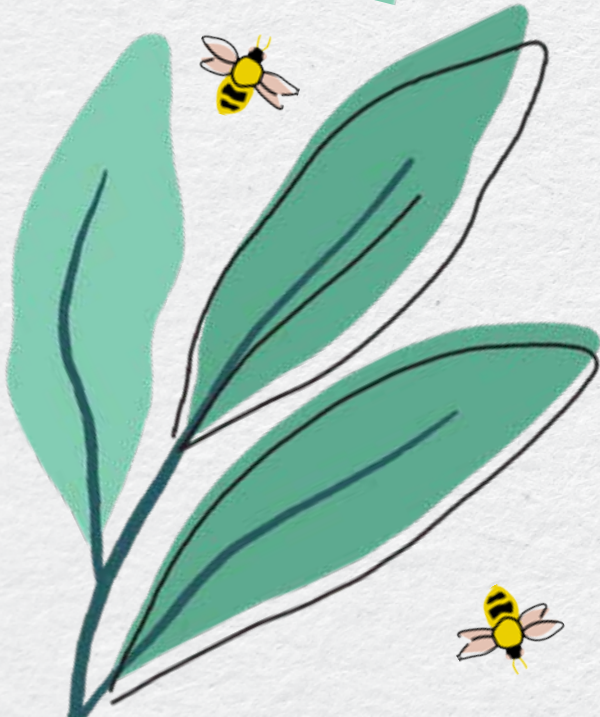
**How might we** account for variability in mood when providing sexual health information to young adults, so they have more confidence in their sexual health decision making?



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

Define

Resources/Inputs	Activities	Short-Term Outcomes	Medium-Term Outcomes	Long-Term Impact
<ul style="list-style-type: none"><li>AI-powered mood recognition system</li><li>Trained sexual health experts ("sexperts")</li><li>Peer-generated content and moderation tools</li><li>Partnerships with health clinics &amp; crisis hotlines</li><li>Safety and anonymity protocols</li><li>Reporting mechanisms for misinformation and inappropriate content</li></ul>	<ul style="list-style-type: none"><li>Users input their mood via emoji, keywords, or quiz</li><li>AI tailors responses based on emotional state</li><li>Immediate reassurance and guidance on STI testing &amp; confidentiality</li><li>Trained sexperts provide empathetic, mood-sensitive support</li><li>Peer-generated, mood-tagged content fosters relatability</li><li>Reporting system flags misinformation &amp; inappropriate responses</li><li>Strong anonymity measures protect user privacy</li></ul>	<ul style="list-style-type: none"><li>Increased access to emotionally attuned sexual health information</li><li>Higher engagement with peer-generated supportive content</li><li>More Young Adults utilizing local clinics and hotlines when needed</li><li>Active moderation reducing misinformation and harmful content</li><li>Safe and confidential user experience</li></ul>	<ul style="list-style-type: none"><li>Reduced anxiety related to sexual health concerns</li><li>Increased confidence in seeking health services</li><li>Improved access to factual information with emotional context</li><li>Higher levels of peer support and validation</li></ul>	<ul style="list-style-type: none"><li>Improved sexual and mental health literacy among Young Adults</li><li>Reduction in stigma around discussing sexual health concerns</li><li>Increased proactive decision-making and self-care behaviors</li><li>Strengthened culture of support and emotional well-being</li></ul>



We generated many ideas.

Ideate



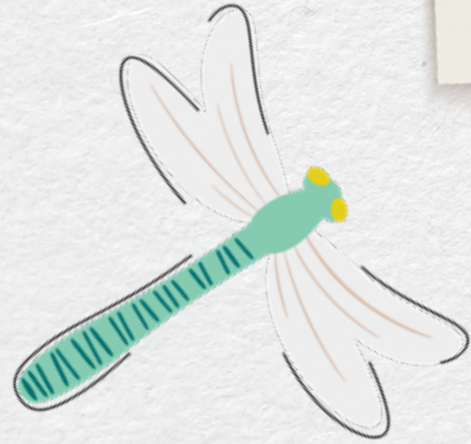
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Ideas

Web-based opinion forum where people post sexual health questions/ dilemmas and peers respond and sexperts provide insight into how mood would impact those responses

We selected an idea to test.

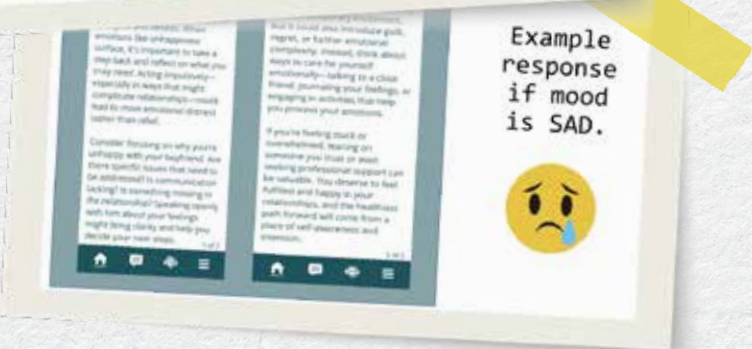
web-based opinion forum



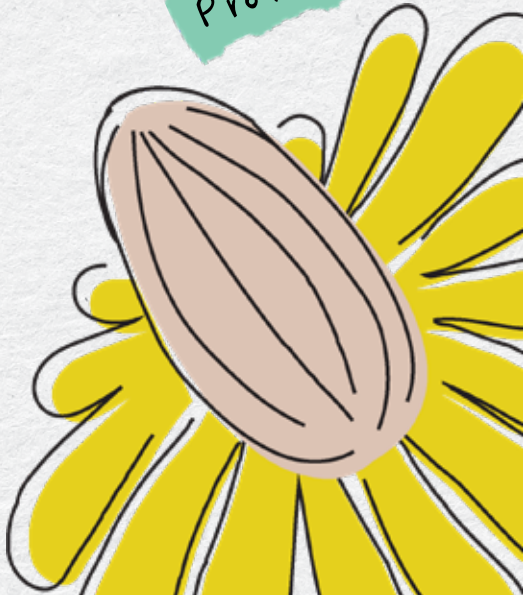
# We brought our ideas to life.

prototypes created

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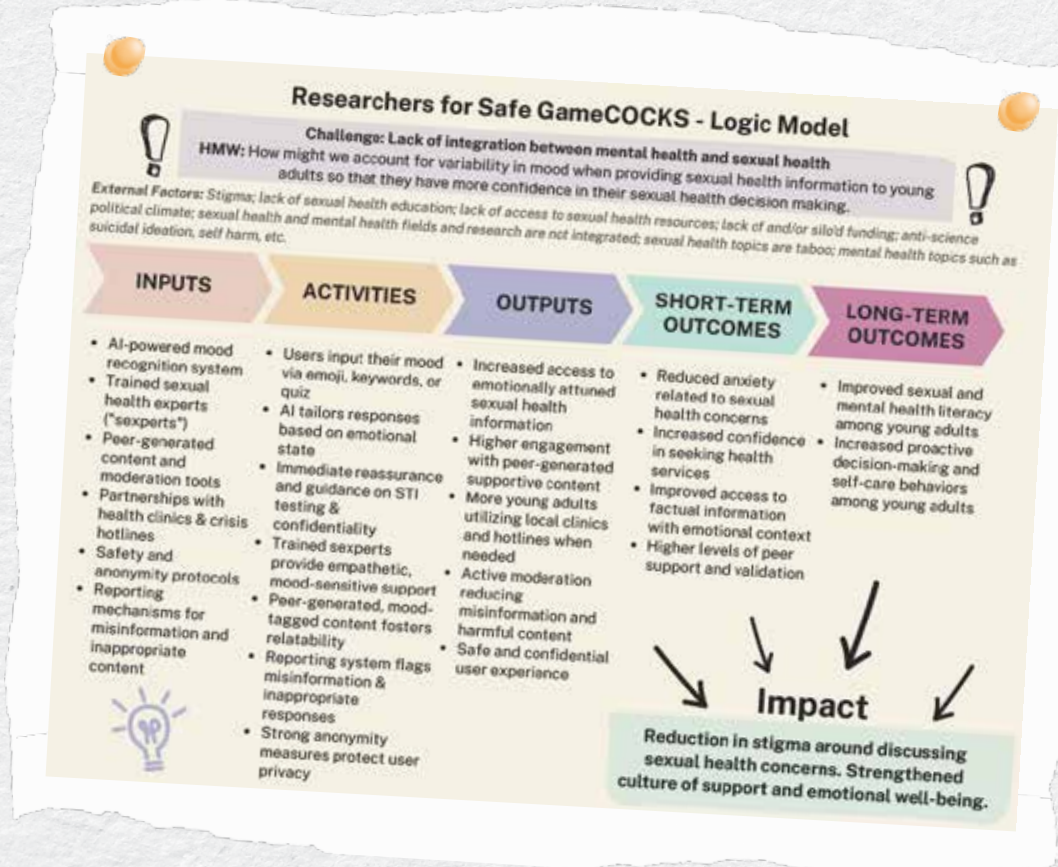
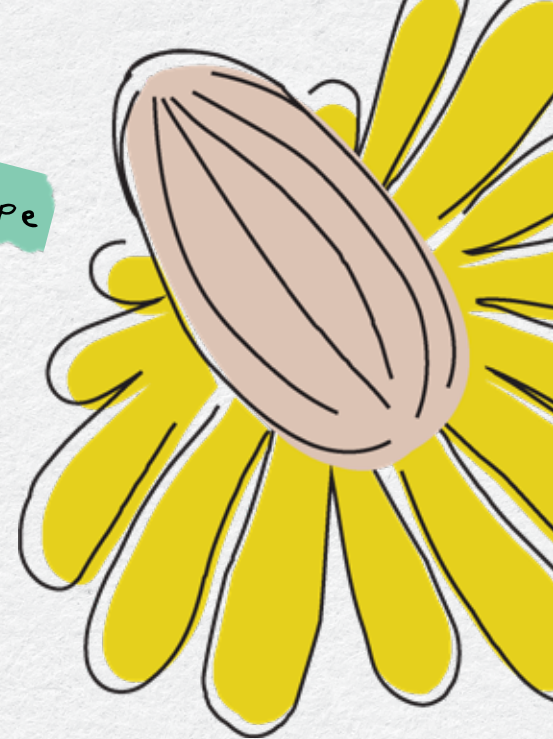


Prototype



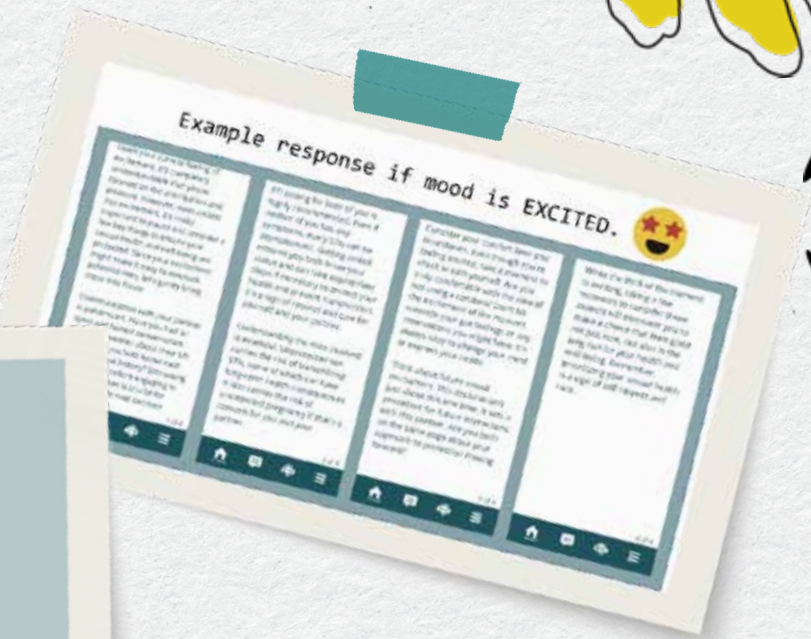
Based on our journey so far,  
we revised our logic model.

Prototype



We tested the prototypes with 10 end users and learned what worked and what needed tweaking.

Test & Iterate



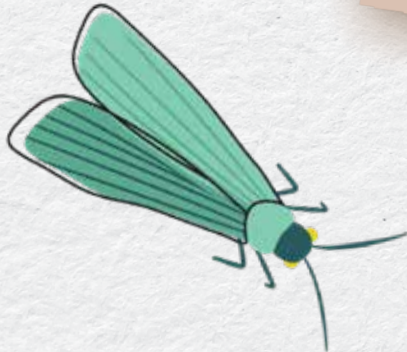
We learned some key takeaways from user testing.

Crowdsourcing and connection to mood/emotions are the differentiators for this tool in comparison to like models in the field.



Will everyone understand emojis in the same way if we use those for mood?

What types of questions are appropriate for this type of tool?


Test & Iterate




We defined success for our innovation journey as...



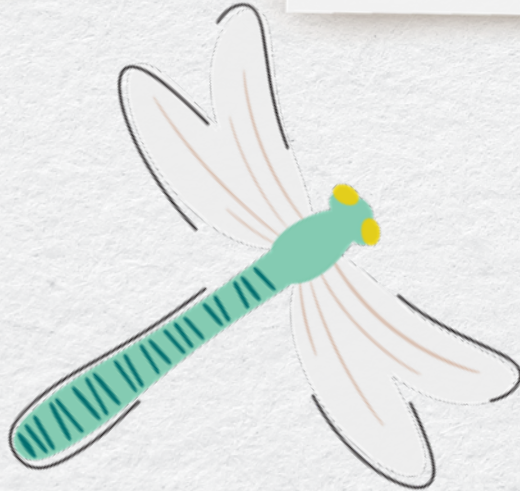
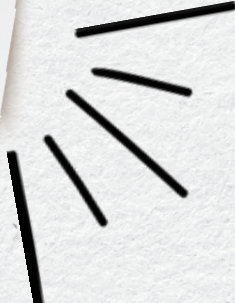
Develop and evaluate an app



Find that the app effectively provides a safe and trusted space for young adults to answer sexual health questions



Collaborate with other sexual and mental health organizations to expand offerings on the app




We're excited for our next steps!




We've applied for funding through an accelerator hub and are excited to move forward with building the AI portion of our tool and testing both usability and feasibility.





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](https://opa.hhs.gov).



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