

# uscreates

Studio 4.2.2  
The Leathermarket  
11/13 Weston Street  
London Bridge  
London SE1 3ER  
+44 (0) 2031426686  
us@uscreates.com  
www.uscreates.com



## DIY Happiness Game Summary Report

South London  
and Maudsley  
NHS Foundation Trust



<b>Contents</b>	<b>Page</b>
<b>1. Overview</b> .....	<b>3</b>
<b>2. Methodology</b> .....	<b>4</b>
2.1 Review .....	<b>4</b>
2.2 Observation .....	<b>4</b>
2.3 Co-Design Event .....	<b>4</b>
2.4 Prototyping and Piloting .....	<b>4</b>
2.5 Tips Collection .....	<b>5</b>
2.6 Dissemination Blueprint .....	<b>5</b>
2.7 Production and Set Up .....	<b>5</b>
<b>3. Game Structure</b> .....	<b>6</b>
3.1 About the Game .....	<b>6</b>
3.2 How to Play .....	<b>6</b>
3.3 How to end the Game .....	<b>6</b>
<b>4. Social Media Platforms</b> .....	<b>7</b>
<b>5. Game Impacts</b> .....	<b>8</b>
5.1 Touring Game Locations .....	<b>8</b>
5.2 Players' Feedback .....	<b>9</b>
5.3 Social Media Interactions .....	<b>10</b>
5.4 Participants' Tips Database .....	<b>13</b>
5.5 Peer Interest in the Game .....	<b>14</b>
5.6 Press Coverage .....	<b>15</b>
5.7 Competition Entries .....	<b>15</b>
<b>6. Appendices</b> .....	<b>DVD</b>
6.1 DIY Happiness Game Artwork .....	<b>DVD</b>
6.2 Touring Game Photographs and Films .....	<b>DVD</b>
6.3 Participants Tips Database .....	<b>DVD</b>
6.4 Participants Contact Details .....	<b>DVD</b>
6.5 Interested Peers Contact Details .....	<b>DVD</b>

## Data Protection

Many people have kindly participated in the research leading up to the DIY Happiness Game, as well as in playing the game. All people have agreed for their tips and pictures to be shared in relation to furthering the project.

However, neither the identity nor the contacts of the people who appear in this report and its appendices may be used for purposes beyond this project or by any organisation other than Uscreates and South London and Maudsley NHS Foundation Trust.



## 1. Overview

As part of the Lottery Funded Well London<sup>1</sup> programme, South London and Maudsley NHS Foundation Trust commissioned Uscreates to develop the DIY Happiness Game.

The game is a continuation to the DIY Happiness workshop aimed at promoting the five ways to well-being messages developed as part of the Foresight Report in mental capital and well-being<sup>2</sup>.

*“DIY Happiness works with groups of local women to design innovative ways to improve well-being in local Well London neighbourhoods. The project consists of a series of 8 weekly well-being workshops based on the latest research available from the field of Positive Psychology. The workshops are ‘hands-on’ – women learn together by ‘doing’ together – and work on a whole range of activities that introduce practical, evidence-based ways to deal with the stress and improve well-being. Throughout the workshops, the groups are ‘dared-to-dream’ – to imagine the ways that they could help their local neighbourhoods promote mental health and well-being more actively. We know new ideas need money to put them into practice so each woman who attends all 8 workshops earns £500 for her local community. That means if 10 women attend all 8 workshops, they earn £5,000 for their neighbourhood. The money can be used locally to continue an existing well-being initiative – or to start something completely new.”*

South London and Maudsley NHS Foundation Trust

Uscreates worked with South London and Maudsley NHS Foundation Trust and some of the women who have attended the programme, to develop DIY Happiness Kits, based on the learnings from the project, to make them accessible to a wider community of Londoners.

The aim of the DIY Happiness kits are:

- Promote and spread the 5 ways to wellbeing
- Provide a legacy for the DIY Happiness project
- Create tools for the public to use DIY Happiness
- Create meaning for DIY Happiness beyond the workshops



1. <http://www.london.gov.uk/welllondon>

2. <http://www.neweconomics.org/projects/five-ways-well-being>

## 2. Methodology

Uscreates worked on the following methodology to ensure effective and meaningful outcomes.

### 2.1 Review

We reviewed existing DIY Happiness workshop materials and resources to build an understanding of the framework and key messages that the kits need to promote.

### 2.2 Observation

We observed one of the DIY Happiness workshop in action, met some of the participants, and saw hands on how the workshop content transformed and inspired the women.



### 2.3 Co-Design Event

We hosted a co-design event at the Big Picture Event in December 2010. The event brought together participants of previous DIY Happiness workshops as well as other Well London stakeholders. Activities at the co-design event encouraged participants to share their own tips for happiness, to come up with ideas for the best DIY Happiness kit, and to vote on each others' ideas.

### 2.4 Prototyping and Piloting

The dominant idea that emerged from the co-design event, with the highest votes, was a game allowing players to win happiness tips while playing. Different formats and rules were prototyped for the game, using dice, cards, post-it notes, etc. The games were piloted with four groups of Londoners and improved based on their collective feedback.





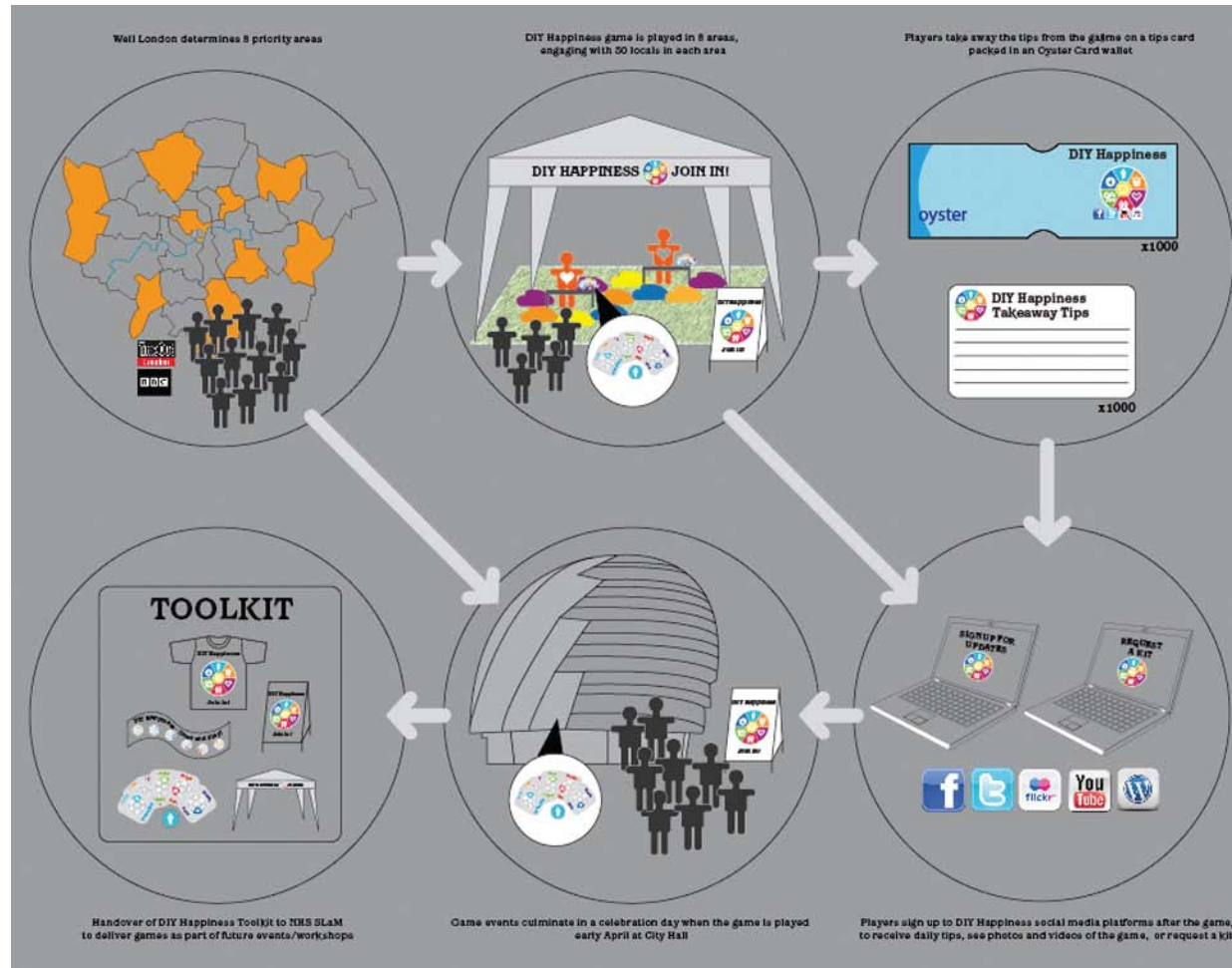
## 2. Methodology

### 2.5 Tips Collection

We set up two methods for collecting happiness tips from Londoners to integrate onto the DIY Happiness game cards. The first method was viral postcards that were distributed to friends, family and neighbours asking them for their happiness tip for each of the six themes: body, mind, spirit, people, place and planet. The second method was an online blog featuring e-postcards inviting visitors to leave their tips in the comments boxes.

### 2.6 Dissemination Blueprint

In considering how the DIY Happiness game will be disseminated across London, Uscreates mapped a number of blueprints exploring outreach and distribution methods. The blueprint that was selected to be most effective was a touring pop-up game that links players to social media platforms to provide a continuing experience.



### 2.7 Production and Set Up

A wide range of materials were designed and produced to support the pop-up games such as bunting, a pop-up banner, gazebos, tables and chairs, facilitator Tshirts, Oyster Card wallets, as well as the blog, Facebook page, Twitter feed, and text messaging service.

A team of four facilitators were trained to deliver the DIY Happiness game. At least two facilitators needed to be present at each game, one to facilitate the game, and the second to recruit players and help them sign up to social media platforms.

### 3. Game Structure

#### 3.1 About the Game

The DIY Happiness pop-up game can be set up in half an hour by two facilitators. It tours community events and public spaces and invites passersby to join in. The game is designed to offer ideas and encouragement on how to be a little happier. It gives players a few tips colour-coded into 6 theme areas: Body, Mind, Spirit, People, Place and Planet, to create a circle of happiness.

The pop-up games provide a relaxed format and simplify the complexity of the information and research behind the issue, encourage players to value the happiness tips they are winning because they have 'earned' them, and provide an opportunity for players to have a conversation about tips and lifestyles.



#### 3.2 How to play

The aim of the game is to collect one card from each of the 6 theme areas. The facilitator divides the cards into their themes and places them tip side down along with the dice and the blank cards.

On each turn, the player can either (1) throw the dice or (2) swap a card with another player. (1) If the player throws the dice, he/she can either pick up a card from that set, or ask another player to write him/her a tip about the set on a blank card. The player then keeps the card and chooses to either try the tip later, or there and then using materials from the Props Box. (2) This option only works after the first round when players have acquired cards. A player may choose to swap a card with any other player to get a set he/she needs, or a tip he/she would like to try.

If a player picks up an undercover card he/she shares what is written on it with other players and returns it to the bottom of the deck.

#### 3.3 How to end the game

A player who gathers 6 unique cards leaves the game with the cards in a DIY Happiness Wallet. A player may choose to leave in the middle of the game with however many cards he/she has collected.

Before the players leave, the facilitator should ensure:

- (1) Tips written on blank cards are transcribed on the New Tips sheet, to contribute to a growing bank of tips going out from Londoners to their fellow Londoners through the social media platforms.
- (2) Players are encouraged to tick the pledge boxes on the cards to try the tips in the future.
- (3) Players are encouraged to sign up to DIY Happiness social media platforms and/or leave their mobile numbers to receive ongoing DIY Happiness tips.



## 4. Social Media Platforms

The DIY Happiness Game is supported by:

A blog  
[www.diyhappiness.co.uk](http://www.diyhappiness.co.uk)

A Facebook page  
[www.facebook.com/diyhappiness](http://www.facebook.com/diyhappiness)

A Twitter account  
[www.twitter.com/diyhappiness](http://www.twitter.com/diyhappiness)

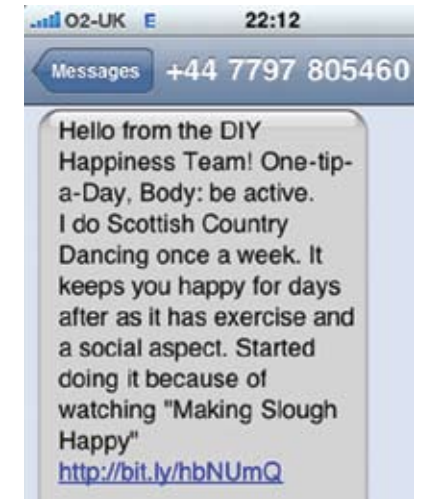
An Email address  
[hello@diyhappiness.co.uk](mailto:hello@diyhappiness.co.uk)

A text messaging service  
[www.textmagic.com](http://www.textmagic.com)  
username: diyhappiness



Social media platforms serve a number of functions:

- Shared tips added through playing the game to the tips bank are then circulated via social media platforms daily as posts on the blog, status updated on Facebook, tweets on Twitter, email through email subscriptions, and weekly text message through mobile subscriptions.
- A social media hub is present during games, and players are encouraged to sign up to their favourite platform to receive daily or weekly tips beyond the scope of the game. This acts as an ongoing trigger encouraging players to act on the messages he/she would have learned during the game.
- The social media platforms are always inviting subscribers to share their own tips and add to the happiness tips bank.
- Social media allows the DIY Happiness message to spread virally not just to those who have physically and actively played the game, but also virtually to their social networks, thus expanding exposure.



## 5. Game Impacts

### 5.1 Touring Game Locations

Location	Date	Number of Players
Ascott Hall, Newham	25.02.2011	10
Lansbury Lodge, Tower Hamlets	08.03.2011	14
Platform 51, Barking & Dagenham	18.03.2011	23
Barnfield Estate, Greenwich	19.03.2011	47
Cossall Estate TRA Hall, Southwark	19.03.2011	12
Trinity House Garden, Waltham Forest	27.03.2011	22
Jerwood Hall, Islington	12.04.11	50
Christ Church, Croydon	13.04.2011	31
Christ Church, Lewisham	14.05.2011	23
Croydon (to be confirmed)	?	?
Croydon (to be confirmed)	?	?
Thames River boat ride (to be confirmed)	23.06.2011	?



Game toured

**9**  
London boroughs

**232**  
Londoners played the game



## 5. Game Impacts

### 5.2 Players' Feedback

**“I found it very interesting as a way of sparking conversations and having memories and telling stories.”**

Lewisham Player



**“I am lucky because I didn't know the game before, and it gave me so much new information.”**

**“All the tips are very interesting.”**

**“I thoroughly enjoyed this game.”**

**“It was great fun.”**

**“It made me laugh.”**

**“I liked it when I got to write my own tips.”**

**“I liked the colours.”**

**“It's enjoyable, it's a game you can learn from.”**

Barking & Dagenham Players

**“Lot's of good tips about being happy, I feel happier already!”**

**“I will try to do my tips today.”**

**“I enjoyed it absolutely. I learned some great tips about being happy, and it's put me in a better mood already!”**

Tower Hamlets Players

**“I have to share that with my 'mind: keep learning' card I chose to be taught mail merge on Microsoft Word (which after 25 years of admin I've never mastered). Another player/colleague picked a 'spirit: give' card and she offered her time to teach me. It's changed my life, as I've had to mail all 320 people in the last month!! The game rocks!!”**

**“It was fun, I did enjoy it a lot.”**

**“The card advice was very well suiting my needs (even hugs which I don't like that much).”**

**“Thanks for the game, we had fun, and left very happy!”**

Players who helped pilot the game

## 5. Game Impacts

### 5.3 Social Media Interactions

Blog  
(From January to May 2011)

Months and Years													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	628	515	952	2,245	1111								5,279

Average per Day													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2011	38	16	31	75	40								41

Recent Weeks									
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Average	Change
Apr 11	Apr 18	Apr 25	Apr 22	Apr 29	Apr 30	Apr 28	365	52	
121	92	87	18	38	10	31	368	52	
Apr 23	Apr 26	Apr 27	Apr 28	Apr 29	Apr 30	May 1	348	38	-32.80%
44	48	47	42	14	26	27	248	38	
May 1	May 2	May 8	May 3	May 8	May 1	May 8	347	60	+41.38%
32	80	79	100	40	31	18	347	60	
May 9	May 16	May 22	May 25	May 29	May 28	May 29	281	40	-19.02%
43	18	73	54	20	34	39	281	40	
May 31	May 27	May 28	May 28	May 29	May 29	May 29	247	35	-12.10%
78	52	48	11	32	17	9	247	35	
May 31	May 24						27	27	-23.48%
27	0						27	27	

**DIY Happiness**

HOME ABOUT DIY HAPPINESS TIPS ARCHIVE POP-UP GAMES GALLERY LIBRARY NEWS

Well London LOTTERY FUNDED

Body . Mind . Spirit . People . Place . Planet

**One-Tip-a-Day**

Sunday 22.05.2011

Make a friend (or many friends) a summer mixtape of music that makes you smile.

Tip by Kath from Bristol

Filed under one-Tip-a-Day Leave a Comment

Search

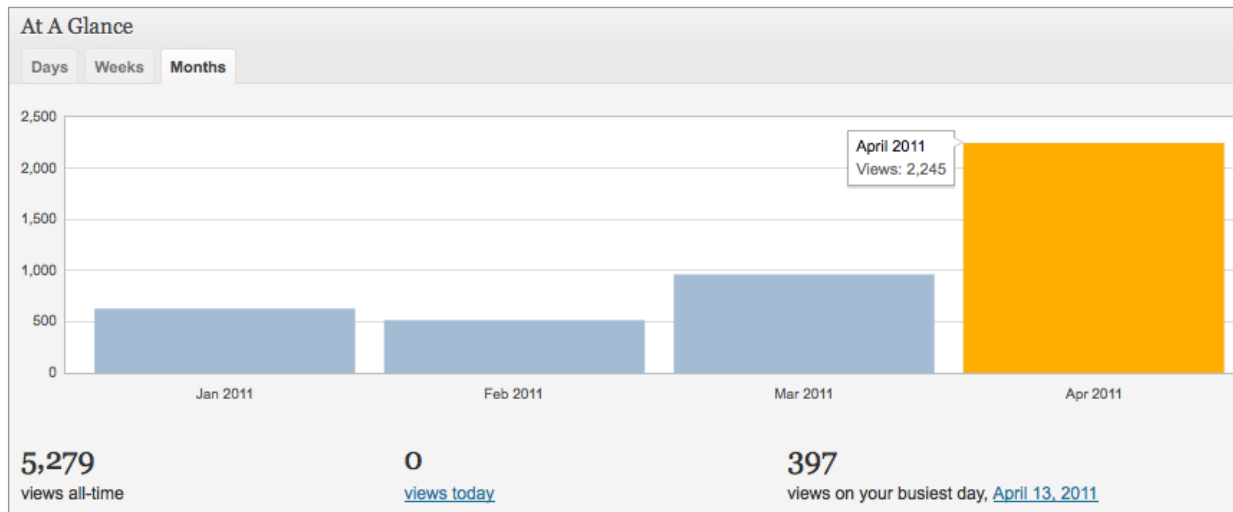
Share Tips with Others

- One Tip-a-Day
- Share Body Tip
- Share Mind Tip
- Share Spirit Tip
- Share People Tip
- Share Place Tip
- Share Planet Tip

Read Tips from Others

Like the Facebook Page

Tips on Twitter



**5279** all-time blog views

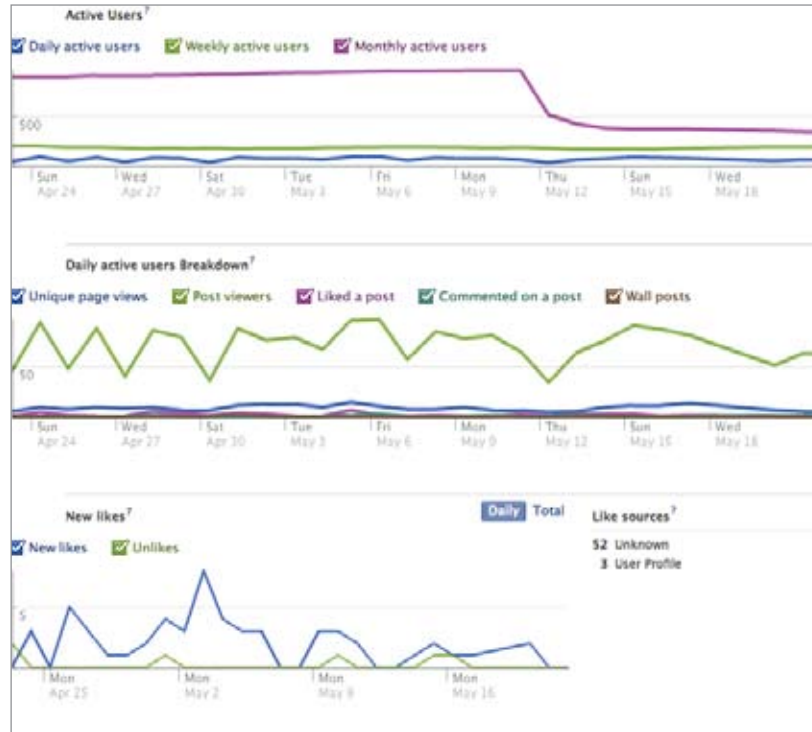
**30** blog subscribers



## 5. Game Impacts

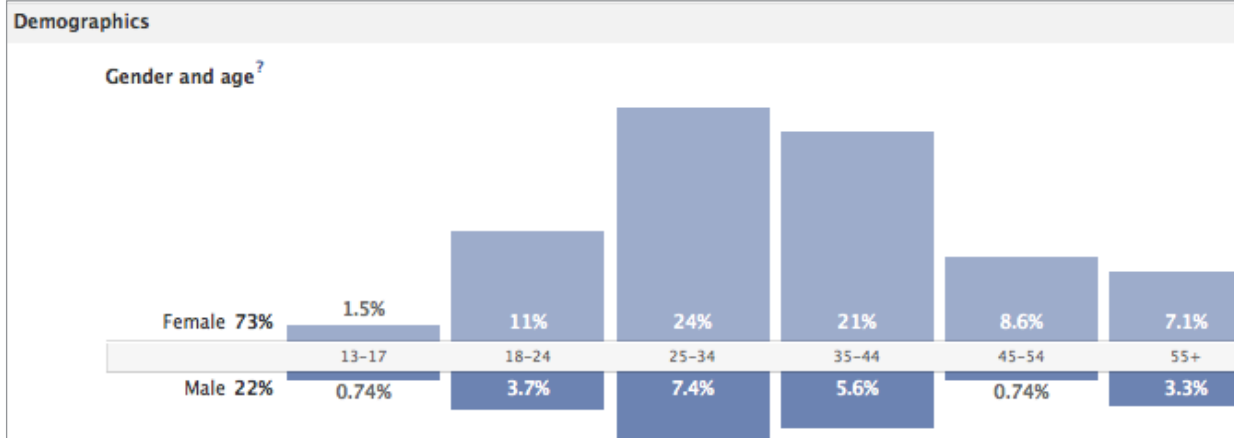
### 5.3 Social Media Interactions

Facebook  
(From February to May 2011)



Up to  
**969**  
monthly  
active  
Facebook  
users

**272**  
Facebook  
fans

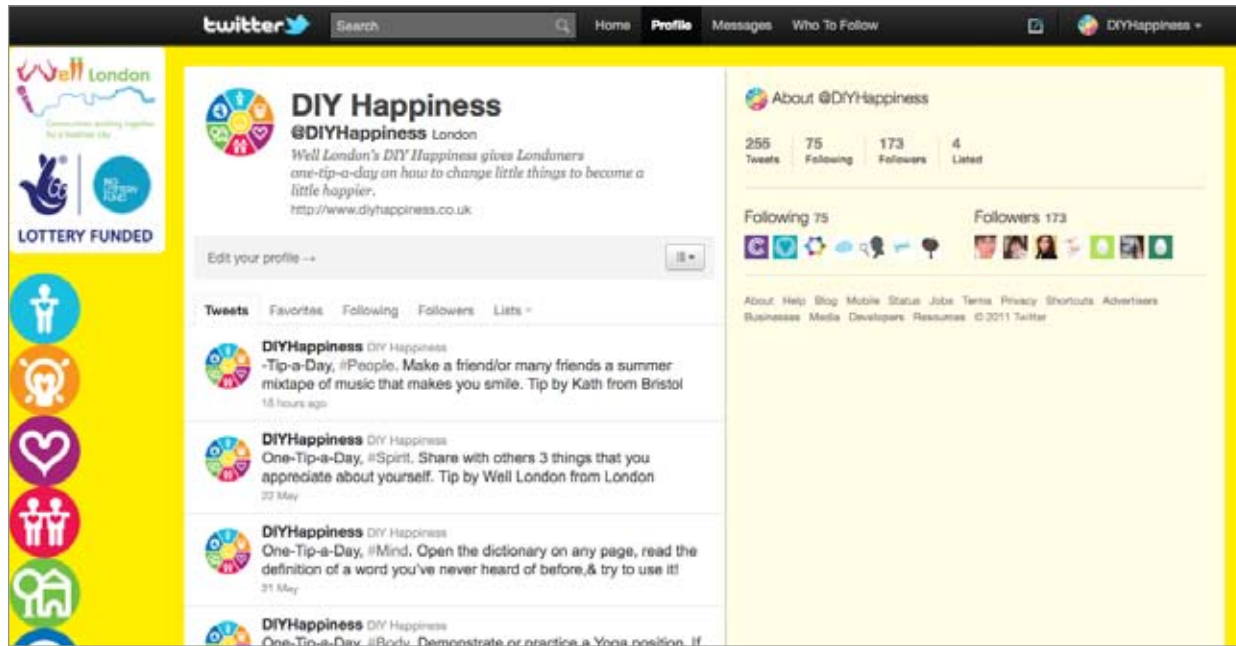


## 5. Game Impacts

### 5.3 Social Media Interactions

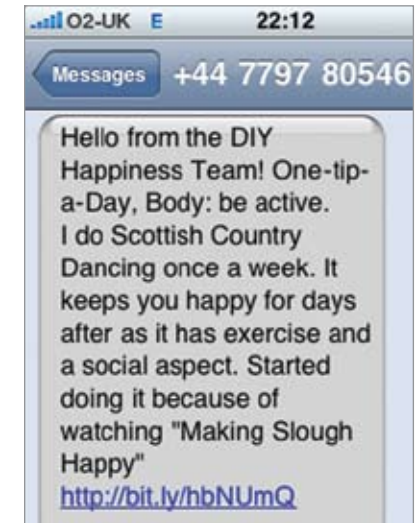
Twitter

(From February to May 2011)



Text Messaging

(From February to May 2011)



Over  
**173** Twitter followers  
**100** mentions replies & retweets  
**55** SMS subscribers



## 5. Game Impacts

### 5.4 Participants' Tips Database

“Take time to use your senses, try blocking off some of them, i.e. closing your eyes, pinching your nose, putting your hands over your ears... what do you notice?”

Tip by David from Islington

Saturday 21.05.2011. **Spirit: give.** Share with others 3 things that you appreciate about yourself. Tip by Well London from London

Friday 20.05.2011. **Mind: keep learning.** Open the dictionary on any page, read the definition of a word you've never heard of before, and try to use it in a sentence. Tip by David from Islington

Thursday 19.05.2011. **Body: be active.** Demonstrate or practice a Yoga position. If you don't know ask others for help! Tip by Alvie from Lambeth

Wednesday 18.05.2011. **Planet: care.** Think about where you're going tomorrow and how you could travel greener. Tip by Joanna from Southwark

Tuesday 17.05.2011. **Place: take notice.** Get a map of your local area, highlight all the nearby streets you have not walked through before, and go explore them! Tip by John from Southwark



55

body tips



42

mind tips



40

spirit tips



48

people tips



37

place tips



44

planet tips

## 5. Game Impacts

### 5.5 Peer Interest in Game

A number of psychological, academic and mental wellbeing organisations made contact with the DIY Happiness Game team with an interest in applying the game with their groups.

**“I love what you’re doing for London! Any plans to roll it out in other cities?”**

Life Clubs

**“I read an article by Jill Lawless in our daily newspaper about Action for Happiness. What a great idea! Also mentioned in the article was your DIY Happiness card game. Is it or will it be making its way over to America? (We need all the help we can get becoming truly happy here!).”**

Jerily Bramson from Wisconsin, USA

**“I live in the US but follow your tweets and am intrigued by the DIY Happiness game. I would love to know more about the game and if instructions will be available for producing your own copy.”**

Beth Blair, Happiness YOUniversity

**“The interactive games that I have seen displayed on your website look like the type of thing we are looking to have on our stall, to draw people in and spread knowledge of promoting a healthy wellbeing and mind.”**

Clair Chamberlain, Health Professions Diploma, Walsall College

**“Would it be possible for anyone from DIY Happiness to come along and help plan a happiness and wellbeing activities day, or better still even take part?”**

Adam Wilby, Assistant Head Teacher, The City of Leicester College



## 5. Game Impacts

### 5.6 Press Coverage

DIY Happiness received substantial local, national and international press coverage, especially after its exposure at the Action for Happiness Launch event in at Jerwood Hall on the 12th of April 2011.

Below is an archive of some of these press appearances:

Date	News Agency	Title	Link
06.04.2011	Guardian	The Pursuit of Happiness	<a href="http://www.guardian.co.uk/mind-matters/wellbeing-well-london-pursuit-of-happiness">http://www.guardian.co.uk/mind-matters/wellbeing-well-london-pursuit-of-happiness</a>
12.04.2011	BBC News	Group Dedicated to Happiness Launched in UK	<a href="http://www.bbc.co.uk/news/uk-13052639">http://www.bbc.co.uk/news/uk-13052639</a>
12.04.2011	BBC News	BBC News at 6:00	
12.04.2011	BBC News	Action for Happiness Movement Launches	<a href="http://www.bbc.co.uk/news/uk-13046148">http://www.bbc.co.uk/news/uk-13046148</a>
12.04.2011	ITV National News	Spreading Happiness	<a href="http://www.itv.com/news/spreading-happiness50011/">http://www.itv.com/news/spreading-happiness50011/</a>
12.04.2011	Yahoo News	Movement for Happiness Launches in Britain	<a href="http://news.yahoo.com/s/ap/20110412/ap_on_re_eu/eu_britain_happiness">http://news.yahoo.com/s/ap/20110412/ap_on_re_eu/eu_britain_happiness</a>
12.04.2011	Seattle PI	Movement for Happiness Launches in Britain	
13.04.2011	BBC One Breakfast Show	Action for Happiness	

guardian.co.uk



YAHOO! NEWS



### 5.7 Competition Entries

The DIY Happiness Game has been entered in two competitions:

- IPA Best of Health Awards 2011
- Third Sector Excellence Awards 2011



Best of Health

**ThirdSector**  
Excellence Awards

