

## Public Health | ACTIVITY HABITS

# ZOMBIES, RUN!: PARENT IMPACT GUIDE

Age 13+ | 1-3 sessions, about 30+ mins per session

"Never been an athletic person but bought the 'Zombies, Run!' app last night and ran 3 miles outside today.... That's a lot for me..."

--Grace, Player, *Zombies, Run!*



## ABOUT ZOMBIES, RUN!

"Get fit. Escape Zombies. Become a Hero" is the slogan for *Zombies, Run!*, an immersive alternate-reality game that brings the idea of a zombie apocalypse to the player's phone as a set of audio missions mixed with a city-building mini-game. Join 800,000+ runners on an epic adventure that motivates the player to run faster and further than ever before. It does not matter if the player is a beginner or an experienced runner, *Zombies, Run!* allows anyone to join in!

## THEME FOR THIS GUIDE: Activity Habits

*Zombies, Run!* is an immersive running (or walking) game that puts players directly into a world where he or she must run to survive marauding hordes of zombies. The helicopter taking the player to the Abel Township survivor station crashes, landing him or her in the middle of a "small army" of zombies and forces the player to take off on foot to make it the rest of the way. This game focuses on the theme of activity habits, which is the ability to make a physically energetic lifestyle a constant practice.

<b>HOW TO USE THIS GUIDE</b>	Challenge your child to play the mobile game <i>Zombies, Run!</i> as a starting point for increasing physical activity or developing a new workout habit. How can using an alternate reality scenario help motivate players to stick to a new workout program? Did you develop a new, healthy habit through playing this game? Use this guide and the Player Impact Guide to become familiar with <i>Zombies, Run!</i>
<b>DISCUSS THE GAME</b>	<p>... <i>the gameplay</i></p> <ul style="list-style-type: none"> <li>• What do you like about <i>Zombies, Run!</i>? How has it affected your frequency of walking or running? [+1]</li> <li>• How are you building Abel Township? What is most important to build and why? [+2]</li> <li>• What are your statistics in the game and how does that relate to the habits you're forming? [+3]</li> </ul> <p>... <i>the game's impact</i></p> <ul style="list-style-type: none"> <li>• What have you learned about how you can establish habits from playing this game? [+1]</li> <li>• Why is physical wellness important? What are the consequences of not maintaining your health and fitness? [+2]</li> </ul>
<b>INTERACT WITH THE GAME</b>	<ul style="list-style-type: none"> <li>• Have your child pick two game achievements and describe how they were earned and what they mean. [+1]</li> <li>• Have your child setup two challenges, and watch as they complete them. [+2]</li> <li>• Play the game yourself, and complete the "Game Basics" section of the player Impact Guide. [+2]</li> <li>• Solve one challenge that your child sets up for you to complete with their help. [+2]</li> </ul>
<b>SHARE THE GAME</b>	<ul style="list-style-type: none"> <li>• Post a positive reflection on the CGI Facebook page: <a href="http://facebook.com/gamesandimpact">http://facebook.com/gamesandimpact</a> [+2]</li> <li>• Engage in conversations with other parents about your experience using the guide and playing the game. [+2]</li> <li>• Host a "Game Slam" event, using these and other challenge questions you create. [+3]</li> </ul>

**Family Challenge:** Challenge yourself and your child to use the "Airdrop" Mission to create a supply walk or run in your very own neighborhood. Let your child choose where to drop the pin (outside of the red circle on the map) and embark on this mission together. Double the supply pick up by making this a "round trip", rather than one-way mission! Post it to YouTube, and share the link on the Center for Games & Impact Facebook page at <http://facebook.com/gamesandimpact>.