www.breakawaygame.com

BREAKAWAY

When the Game is Your Life, Will You BREAKAWAY?

What is BREAKAWAY?

BREAKAWAY is a free, narrative-driven online football (soccer) game endorsed by world-famous football star, Samuel Eto'o. Aimed at boys age 8-15, this project tackles violence against women and girls through a fun and interactive football game. *BREAKAWAY* supports the United Nation's Millennium Goals to end poverty and violence.

How does BREAKAWAY Work?

Electronic games model behavior and encourage change by allowing boys to think critically about their actions and reasoning. Empowered by a preventative approach to end violence against women and girls, *BREAKAWAY* combines the educational capabilities of game-play with the intense passion for football shared by boys throughout the world.

Where has BREAKAWAY Reached?

BREAKAWAY launched in June, 2010, during the FIFA World Cup in South Africa. Since launch, individuals in over **167 countries** have visited *BREAKAWAY*'s website and the game has been played online and via CDs in over **128 countries.**

Help boys BREAKAWAY

Packaged with a facilitator's guide, *BREAKAWAY* will distribute CDs to youth organizations, football clubs and schools. *BREAKAWAY* is also in the process of mobile integration.

For more information about the project:
http://www.populationmedia.org/where/worldwide

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Emergent Media Center
At Champlain College

UNFPA

POPULATION MEDIA CENTER
Acting For Change

UNiTE to END VIOLENCE AGAINST WOMEN

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BREAKAWAY

"We can become champions on the pitch, as well as in life"

-Samuel Eto'o

Samuel Eto'o, International Football Star

Samuel Eto'o is a striker for the Football Club Internazionale Milano and the Cameroon national team, Les Lions Indomptables (The Indomitable Lions). A player in the FIFA 2010 World Cup, Samuel Eto'o is the most decorated African player of all time. Did you know Eto'o is the top goal-scorer in the history of the national team of Cameroon with 36 goals? His accomplishments off the pitch are just as impressive.

In addition to volunteering his time to support *BREAKAWAY*, Eto'o is actively involved with his own private foundation which provides assistance to young people from Cameroon who need it most. From orphanages and education, to medical care, food assistance, and HIV/AIDS prevention, Samuel Eto'o gives back and raises awareness around the globe.

"Millions of boys and young men look up to you," said Leyla Sharafi, a technical specialist with the Gender, Human Rights and Culture branch of the UNFPA at the Milan meeting with Eto'o. "It is such a critical age where boys' ideas about manhood, parenthood and being a partner are shaped. You have a chance to impress them with the positive values and behaviors, so that they grow up respecting their mothers, sisters, wives and daughters."

When members of the *BREAKAWAY* development team met Samuel Eto'o, he said, "I always remember that this is the most important, to extend a hand to someone else." Eto'o is a true champion – on the pitch and in life.

Samuel Eto'o in action

First render of Samuel Eto'o for in game play

Leyla Sharafi (R), Technical Specialist of the United Nations Population Fund, and Ann DeMarle (L), Director of the Emergent Media Center at Champlain College, with Samuel Eto'o

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BREAKAWAY

Electronic Games are a Unique Vehicle for Reaching Boys and Young Men

The Game Environment

BREAKAWAY addresses violence against women using narrative scenarios to bring awareness about the issue, and *BREAKAWAY* creates an environment where the player is encouraged to change his attitudes and behavior by engaging with *BREAKAWAY's* interactive football-play. Boys learn to become champions on and off the pitch by reinforcing the value of positive choices and the consequences of negative ones.

Screen shot of the BREAKAWAY game interface while the player is in a match

Hanna, Zak, and Tal, three main characters that structure the decision-based environment in BREAKAWAY

Screen shot of the BREAKAWAY game, where players can see their progress

Will, a character in BREAKAWAY, takes a shot at the goal in this screen shot.

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BREAKAWAY

A Game Created for YOUTH by YOUTH

Developing the BREAKAWAY Game

What do young boys across the globe want to play? ***FOOTBALL!*** Can a game convey a message that would lead to positive behavioral change in the player? ***YES!*** These are the core questions that led to the development of *BREAKAWAY*. This unique project was created by college students for youth under the guidance of United Nations Population Fund (UNFPA), Population Media Center (PMC) and faculty at Champlain College and the Emergent Media Center (EMC).

A student at the Emergent Media Center structuring the digital render of Samuel Eto'o

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Tackling violence against women in the game

Finding a Balance Between the Issue and the Game

BREAKAWAY balances the need for immersive narrative, game-play and developing a sense of team membership, with messages that denounce violence against women and girls. Reflective narrative is reinforced throughout skill based football-play. This strategy is based on the Sabido methodology, which in *BREAKAWAY* combines play, role modeling and narrative to produce positive behavioral change.

Violence Against Women in BREAKAWAY

Violence against women enters the narrative at key points, following a pattern of escalation: from verbally taunting the game's female characters, to damaging their personal property, to mild physical violence (e.g., shoving, tripping), to a final climactic act. In each situation, the player must choose his response to these events, with these decisions affecting both the player's ability levels—as programmed into the game mechanics—and how the player is regarded by other game characters—as specified in the narrative design.

Students playing BREAKAWAY in South Africa

BREAKAWAY is designed to be played by children all over the world

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About the Partners

EMERGENT MEDIA CENTER

Champlain's Emergent Media Center, works directly with industry, public institutions and non-profit organizations to provide a laboratory/studio environment for discovering concepts, processes and applications in new media and electronic games. It allows students to experience learning and become leaders in the areas of technology and media in real-life work situations.

www.champlain.edu/emc

CHAMPLAIN COLLEGE

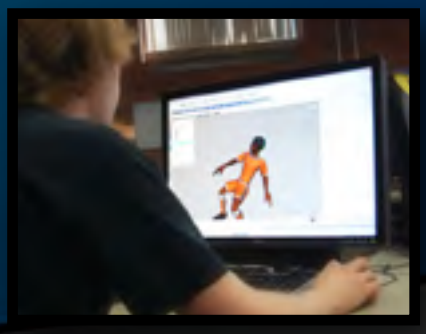
Champlain College, a private, residential college in Burlington, Vt., founded in 1878, has a long tradition of educating professionals for leadership roles by providing a high-quality, career-oriented education. Champlain's distinctive educational approach embodies the notion that true learning only occurs when information and experience come together to create knowledge. Champlain was named a "Top-Up-and-Coming School" by U.S. News & World Report's America's Best Colleges 2010.

www.champlain.edu

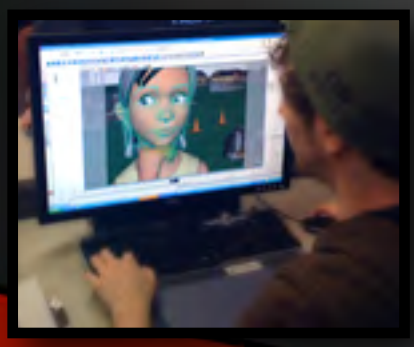
POPULATION MEDIA CENTER (PMC)

Population Media Center (PMC) is a nonprofit, international nongovernmental organization, which strives to improve the health and well-being of people around the world through the use of entertainment-education strategies, like serialized dramas on radio and television, in which characters evolve into role models for the audience for positive behavior change. Founded in 1998, PMC has over a decade of field experience using the Sabido methodology of behavior change communications. PMC has produced and broadcast programs in 25 countries around the world.

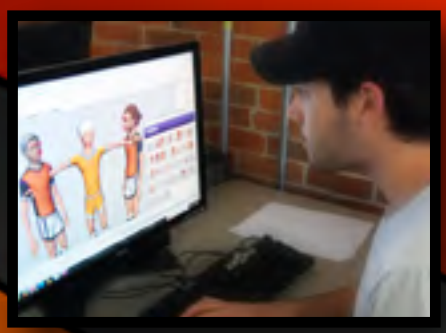
www.populationmedia.org



A student at the Emergent Media Center (EMC) creating a character for BREAKAWAY



A student at the Emergent Media Center (EMC) creating a female model for BREAKAWAY



Character models are posed for a scene by a student at the Emergent Media Center

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About the Partners (Continued)

UNITED NATIONS POPULATION FUND (UNFPA)

UNFPA, the United Nations Population Fund, is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. UNFPA supports countries in using population data for policies and programs to reduce poverty and to ensure that every pregnancy is wanted, every birth is safe, every young person is free of HIV/AIDS, and every girl and woman is treated with dignity and respect. UNFPA - because everyone counts.

www.unfpa.org

UNiTE to End Violence Against Women (UNiTE)

United Nations Secretary-General Ban Ki-moon's UNiTE to End Violence against Women campaign designates *BREAKAWAY* as a key tool in the effort to end violence against women and girls.

www.un.org/en/women/endviolence/

A student at the Emergent Media Center (EMC) discusses a story board during the development of BREAKAWAY

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