

Appendix: Encouragement Intervention in the RCT study for Outcome Evaluation of the mobile game app, Go Nisha Go conducted from March-May 2023

A ten-week encouragement activity was implemented to support girls in adopting and playing the Go Nisha Go mobile game. Program facilitators, distinct from field investigators, were appointed to provide continuous encouragement in the treatment arm of the RCT. These participants received ongoing support and a token of appreciation for engaging with the game consistently and completing it on time. Facilitators, trained to make calls and send WhatsApp creatives, used ten pre-designed call scripts and digital creatives. The initial call established rapport and set a schedule for follow-up calls, followed by a WhatsApp message with the game download link. This process continued weekly for ten weeks to enhance gameplay, replayability, and access to in-game features and the chatbot. A total of 975 participants were recruited for the OE Main RCT study (see Table 2 in Section 5 on Results for city-wise distribution).

Table 1. Encouragement design for a ten-week intervention for GNG evaluation

Week	Content and creatives for encouragement on Phone and WhatsApp	Intended Output
1	<i>Introduction to the game and weblink to download the game from the Google Play Store.</i> https://play.google.com/store/apps/details?id=com.gameofchoicenotchance.gonisha-go&hl=en_IN&gl=US 	- Rapport developed with participants. - Link for downloading and installation of the game. - Encouragement to download the game. - The participants are reminded to always play the game using the same profile.
2	<i>Promoting content of the game – travel, themes, and storyline.</i> <i>INSTALL GO NISHA GO GAME (if required)</i> https://play.google.com/store/apps/details?id=com.gameofchoicenotchance.gonisha-go&hl=en_IN&gl=US	- Encouragement to download and play Level 1. - Download the game (for participants who have not installed the game). - Guidance for technical support and installation if required. - The participants are reminded to always play the game using the same profile.

		
3	<i>Continued promotion of storyline and new characters.</i> 	- Encouragement to complete Level 1 if downloaded. - Download the game for participants who have not installed the game. - Guidance for technical support and installation if required and any other queries or challenges. - The participants are reminded to always play the game using the same profile.
4	<i>Teaser and encouragement for Level 2.</i> 	- Encouragement to complete challenges in Levels 1 and 2. - Guidance for technical support and installation if required and any other queries or challenges. - The participants are reminded to always play the game using the same profile.
5	<i>Promoting DTC in-game links for menstruation hygiene management and in-game chat-bot – Ask Paro</i>	- Encouragement to complete challenges in Level 3. - Promote playing Levels 1 and 2 for those who have not completed previous levels.

		- Players feel confident to explore the chatbot. - Guidance for technical support and installation if required and any other queries or challenges. - The participants are reminded to always play the game using the same profile.
6	<i>Encouragement to play Super Nisha to assess intended learning outcomes and introduction to new characters.</i>  	- Encouragement to complete Level 4 and previous levels if they have not played them. - Players have clicked on in-game linkages to products, services, and information. - Players feel confident to utilize the chatbot. - Guidance for technical support and installation if required and any other queries or challenges. - The participants are reminded to always play the game using the same profile.
7	<i>Encouragement to play Level 5 and introduction to new characters and challenges.</i>  	- Encouragement to complete Level 5 and previous levels if they have not played them. - Players feel confident to explore the chatbot. - Players share the experience and any technical issues to access in-game linkages. - The participants are reminded to always play the game using the same profile.

		
8	<i>Encouragement to complete all levels and replay the game.</i> 	- Encouragement to complete level 5 and previous levels if they have not played them. - Participants have explored various in-game linkages, the chatbot, and played mini-games. - The participants are reminded to always play the game using the same profile.
9	<i>Explore external product linkages for a fertility awareness app and improve their score through replay.</i> 	- Encouragement to complete Level 5 and previous levels if they have not played them. - Participants have explored various in-game linkages, the chatbot, and played mini-games. - The participants are reminded to always play the game using the same profile.

10	<i>Encouragement to play the game and ensure that they have played all levels at least once.</i> 	- Encouragement to complete Level 5 and previous levels if they have not played them. - Participants have explored various in-game linkages, explored the chatbot and played mini-games. - The participants are reminded to always play the game using the same profile.
----	---	--

Over ten weeks, program facilitators continuously engaged participants in the intervention arm. Daily tracking sheets were updated by facilitators and monitored by program coordinators, with data submitted via Google Sheets, allowing real-time sharing with the outcome evaluation team. Weekly calls by study investigators ensured strong monitoring of the digital immersion of the encouragement design. Program facilitators successfully reached 87% of participants in the encouragement arm, demonstrating the effectiveness of continuous support and handholding across all locations.

Table 2. Encouragement outreach

City	Go Nisha Go - Game downloaded	Profile Code	Level-1 Played	Level-2 Played	Level-3 Played	Level-4 Played	Level-5 Played
Delhi	288	229	242	229	218	218	217
Jaipur	237	228	223	204	183	169	162
Patna	325	302	324	320	316	307	302
Grand Total	850	759	789	753	717	694	681