

Whyville

AALAS Foundation
DigitalNow 2009
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Whyville is Seriously Fun!

What is the AALAS Foundation?

The AALAS Foundation supports educational outreach on the essential role of responsible laboratory animal care and use in science to advance human and animal health.

Founded in 1999, the Foundation develops educational materials, web-based public information resources, and training to help educate the public, students, and government officials about the importance of quality laboratory animal care, research, and medicine.



Why Whyville?

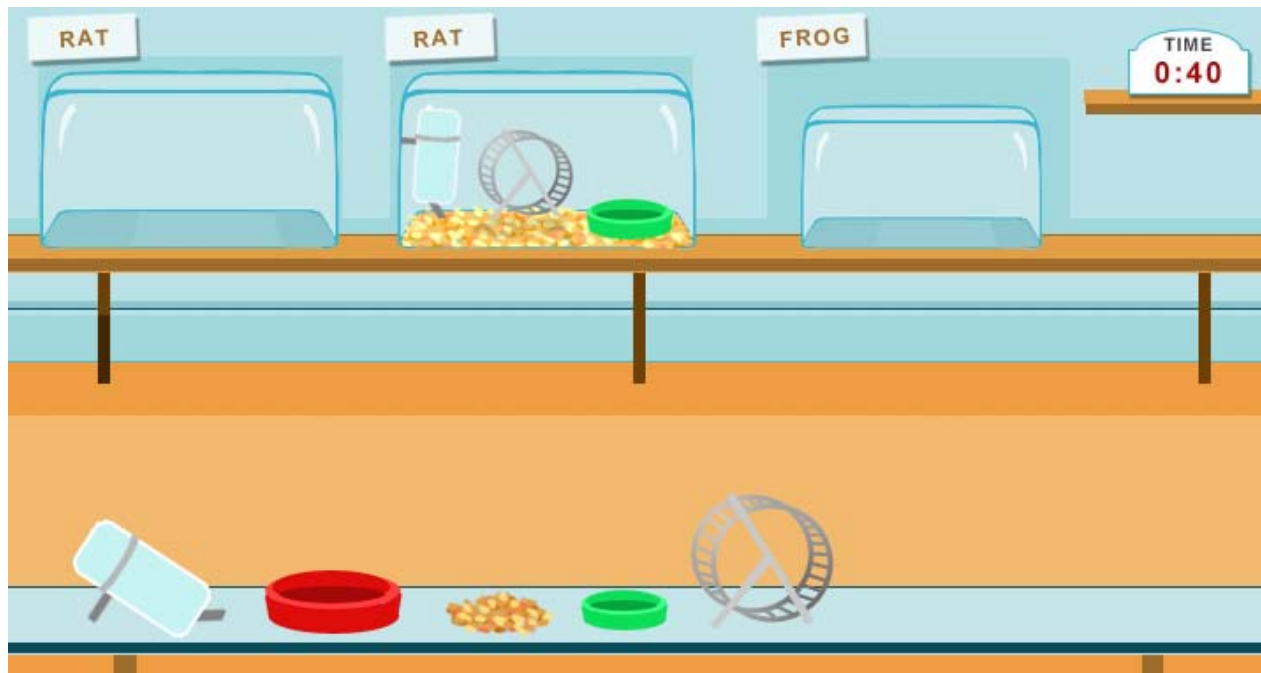
- Whyville represents a truly unique delivery mechanism for educational outreach
- The hands-on, inquiry-based nature of the site enables the AALAS Foundation to teach kids about the benefits of biomedical research in a creative, fun way
- Whyville's customized interactive activities allow the Foundation to expand beyond traditional outreach efforts like posters and brochures
- Whyville provides the Foundation with immediate access to a concentrated population of over 4.2 million registered users

“Whyville has managed to do the impossible – generate massive interest in science among adolescent girls.”
–Christian Science Monitor



Habitat Preparation Fast Action Game

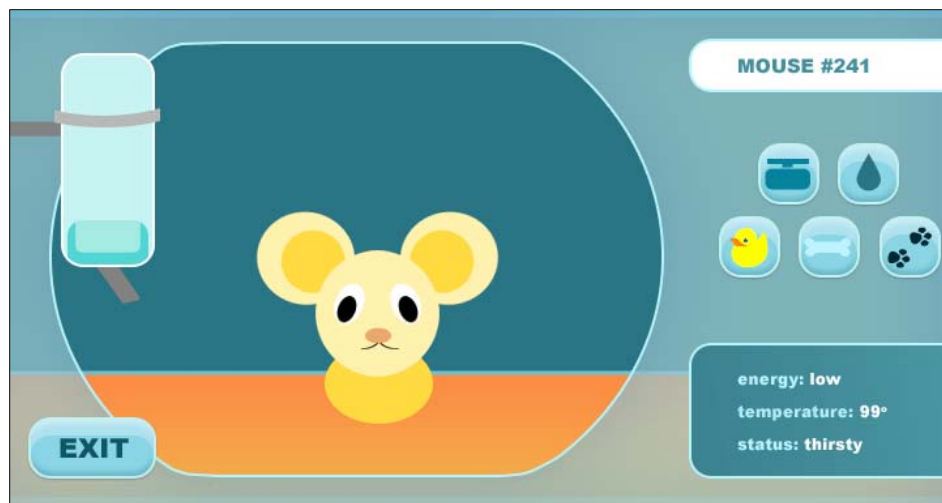
- Citizens build habitats for common laboratory animals
- Goal is to create as many habitats in the time allotted to earn “clams”



A fun introduction to the topic of animal care

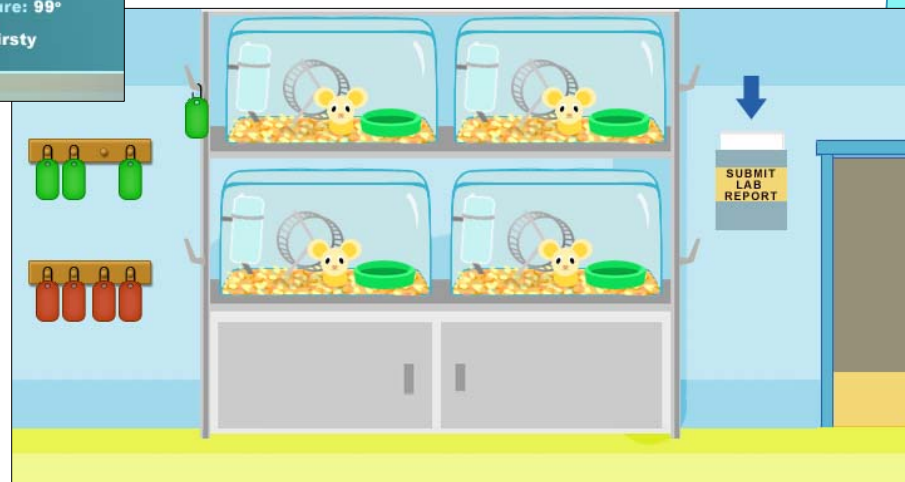
Caring for Animals Game

- Citizens take on role of animal caretakers in a research facility, earn “clams” for keeping animals healthy
- Illustrates that laboratory animals are carefully cared for every day



Sick animals are sent to a veterinarian for care

Kids are responsible for feeding, cleaning, weighing and evaluating the health of laboratory animals.



Research Card Matching Game

- Citizens match a series of cards to link biomedical research to treatments and cures developed for life-threatening ailments

The game interface displays several cards and buttons:

- Vehicle Card:** Green header, test tube icon, "In Vitro" text, and a green checkmark icon.
- Drop Cards:** Two light blue buttons labeled "DROP CARD".
- Study Card:** Yellow header "study: DIABETES", text "Test: Can Protein XYZ block offspring from inheriting diabetes?".
- Round 3:** Blue header "ROUND 3", "SUBMIT" button, and "20 CLAMS WON SO FAR".
- Draw Card:** Dark purple button labeled "DRAW CARD".
- Discard Card:** Light blue button labeled "DISCARD".
- Definition Card:** Blue header "Definition", text "disease where sugar and insulin levels are not able to be regulated normally ...".
- Vehicle Card:** Green header "Vehicle", fish icon, "Animal Testing (Fish)" text.
- Draw Card:** Light blue button labeled "DRAW CARD".
- Impact Card 1:** Red header "Impact", text "NO CURE 100 million affected", "+ World wide", "+ Hereditary/ Environmental".
- Impact Card 2:** Red header "Impact", text "NO CURE 10 thousand affected", "+ Worldwide", "+ Contagious".
- Completed Proposals:** A bar at the bottom showing "LYMPHOMA" and "A. L. S.".

Kids match the definition of a disease, its health and financial impact and the research vehicle used to develop treatments and cures

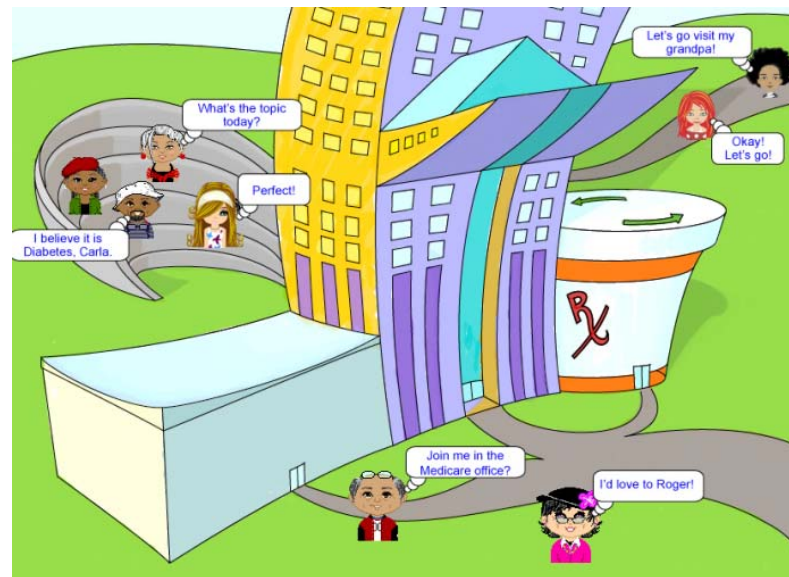
Promote public understanding, respect, and support for the life sciences

- Help students understand the role of animals in biomedical research
- Teach children that laboratory animals are cared for responsibly
- Enhance understanding of the scientific method

Ensure the future of biomedical research

- Educate kids about the wealth of careers in laboratory animal science
- Inspire today's students to become tomorrow's laboratory science professionals

AALAS is leveraging the power of Whyville to develop a series of fun, educational activities in a virtual laboratory



- **2006:** ASAE Fellows Retreat: Program on Gaming
- **2006 – 2007:** AALAS Staff Generate Ideas for Public Outreach Gaming
- **Spring 2008:** AALAS/Whyville Connect
- **August 2008:** Whyville Presentation to AALAS Staff
- **October 2008:** Whyville Demonstration to AALAS Foundation Board
- **November 2008:** Decision to Fund Whyville
- **February 2009:** First Game Development Teleconference
- **Summer 2009:** Games and Activities Publicly Launched

The AALAS Foundation and Whyville staff regularly hold teleconferences to share ideas on the development of the Foundation's sponsored educational activities



For More Information



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