



Robert Wood Johnson Foundation

## **Health Games Research:**

Advancing effectiveness of  
interactive games for health

**Web Conference, Orientation**



# Orientation agenda

- **Health Games Research program**
- **Application process**
- **Get more information**
  - Question & Answer session – at end of this Web conference
  - Frequently Asked Questions – on Web site
  - Conference call recording – on Web site
  - Contact us by e-mail or phone any time
- Web site: [www.healthgamesresearch.org](http://www.healthgamesresearch.org)
- E-mail: [healthgamesresearch@rwjf.org](mailto:healthgamesresearch@rwjf.org)
- Phone: 888-635-7433



# Program leadership



**Debra Lieberman, Ph.D.**

National Program Director

University of California, Santa Barbara



**Paul Tarini, M.A.**

Senior Program Officer

Team Director, Pioneer Portfolio

Robert Wood Johnson Foundation



# Operational issues

- **Session being recorded for replay**
- **Ask questions any time by typing into the Q&A panel (see next slide)**
- **Ask only general interest questions**
- **For technical assistance during the conference, call WebEx at 1-866-229-3239 Option 1**

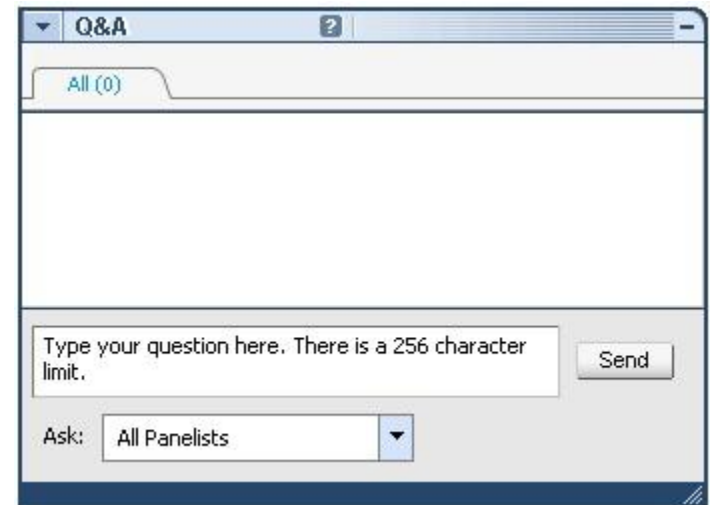


# Submitting questions—Q&A box

- Click the Question Mark icon (?) on the toolbar while in full-screen view
- This opens Q&A window on your system only
- Type your question into dialog box and click the Send button



Q&A  
icon





# RWJF Pioneer Portfolio

- **Strategic objective: Support innovative projects that may significantly accelerate critical breakthroughs in health and health care**
- **Games for Health**
- **Health Games Research**
- **For more on Pioneer Portfolio, please visit <http://www.rwjf.org/pioneer>**



# Health Games Research program

- **Goal: advance the innovation, design and effectiveness of health games and game technologies**
- **Improve health behaviors and outcomes**
- **Physical activity games or self-care games**
- **Three targeted areas of interest:**
  1. **Theory-based design principles**
  2. **Comparative analysis of game(s) versus other health intervention method(s)**
  3. **Meeting the needs of specific target populations**



# Health Games Research program

- **Research grants: \$2M in 2008 and \$2M in 2009**
- **Provide technical support to grantees**
- **Conduct studies, develop research tools**
- **Share information about research, health games, experts, organizations, and other resources**
- **Reach out to decision-makers in health care, game publishing, academe, education, government, policy-making, technology industries, etc.**
- **Disseminate the program's research findings**
- **Contribute to conferences and meetings**



# Grant application basics

- **Up to 15 grants will be awarded in 2009**
- **Eligible: universities, nonprofit organizations, government agencies and other 501(c)(3) tax-exempt agencies based in U.S. or its territories**
- **Awards between \$100,000 and \$300,000, lasting up to two years**
- **Submission deadline: April 8, 2009 (3p.m. ET)**
- **Start date: September 1, 2009**
- **Program annual meeting: October 15-16, 2009**



# Selection criteria

- **Outstanding study design and scientific rigor**
- **Potential impact on the effectiveness of health games and on future research**
- **Innovative, theory-based research**
- **Investigation of health promotion principles**
- **Clear focus on target populations**
- **Qualifications, experience, and expertise of investigator and team**
- **Technical feasibility**



# Review process

- **Proposals will be peer-reviewed**
- **Final selection**
  - National Advisory Committee reviews proposals and makes recommendations
  - RWJF makes the final decision
- **No feedback on individual proposals due to high volume**



# Pre-award technical assistance

- **Frequently Asked Questions on our Web site:**
  - **<http://www.healthgamesresearch.org>**
- **Specific questions**
  - E-mail inquiries preferred:  
**[healthgamesresearch@rwjf.org](mailto:healthgamesresearch@rwjf.org)**



# Post-award technical assistance

- **Information sharing with grantees**
- **Community of practice**
  - Peer-to-peer forums for sharing knowledge, e.g. Games for Health annual conference
  - In-person meetings, such as the program's annual meeting
  - Ongoing communication, online and in conference calls
- **Best practices**
  - Collaborate to solve common problems
  - Document solutions
- **Program evaluation**



# General Q&A

- **Will you consider international proposals?**



# General Q&A

- **Can you provide a list of past grants and the award amounts?**



# General Q&A

- **Can you explain what is meant by "design principles?"**



# General Q&A

- **Will 501(c)(4) non-profits be eligible for funding?**



# General Q&A

- **What is the definition of “self-care” games for this round of funding?**



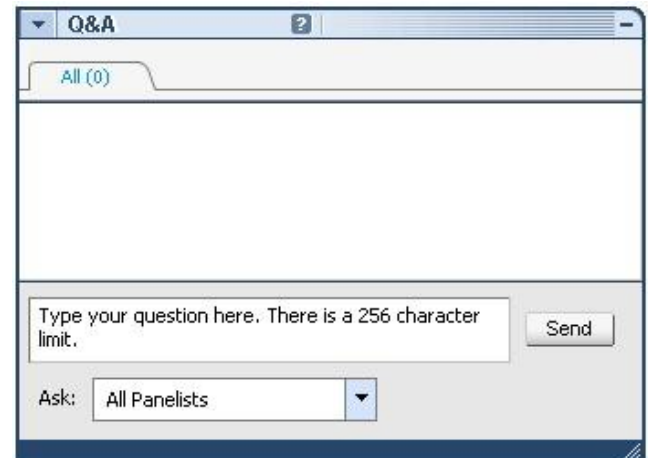
# Live Participant Questions

## During today's call

- Click on the Question Mark icon (?) on the toolbar while in full-screen view
- This opens Q&A window on your system only
- Type your question into dialog box and click the Send button



Q&A  
icon





**Thank you!**

**Contact:**

**<http://www.healthgamesresearch.org>**

**[healthgamesresearch@rwjf.org](mailto:healthgamesresearch@rwjf.org)**