

## 2009 Call for Proposals—Round 2

### Proposal Deadline

April 8, 2009



Robert Wood Johnson Foundation

# Health Games Research

## Advancing Effectiveness of Interactive Games for Health

### Purpose

*Health Games Research: Advancing Effectiveness of Interactive Games for Health* is a national program of the Robert Wood Johnson Foundation (RWJF) that funds research to enhance the quality and impact of interactive games that are used to improve health. The goal of the program is to advance the innovation, design and effectiveness of health games and game technologies so that they help people improve their health-related behaviors and, as a result, achieve significantly better health outcomes. In this round of funding, approximately \$2 million will be available to support outstanding research projects that study one or more games designed to increase physical activity and/or improve self-care.

### Eligibility Criteria

- Applicants must be nonprofit organizations such as universities, medical centers, government agencies and other entities that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations as defined under Section 509(a).
- For-profit organizations may participate as subcontractors or consultants on a project team but may not be the applicant organization.
- Applicant organizations must be based in the U.S. or U.S. territories.
- The focus of this program is the United States. Studies to be conducted in other countries will be considered only if they have the potential to improve the health of U.S. citizens.
- The principal investigator must be employed at the applicant organization at more than 50-percent time.

### Selection Criteria

Proposals must present a well-designed research plan that will lead to better understanding of the way people experience, process and respond to specific features of health games. Proposals must also demonstrate that study findings will help improve the state of knowledge and practice related to health game design and implementation.

Proposals will be reviewed and evaluated by an interdisciplinary national advisory committee of experts, with additional participation by RWJF staff and other reviewers. Proposals will be evaluated according to the following quality standards:

- An innovative approach to improving the effectiveness of interactive health games, through theory-based research focusing on cognitive, emotional, physiological and/or social processing of game experiences.
- Implementation of well-established behavior change principles, presented clearly within the context of relevant research literature. The proposed research must investigate new behavior change strategies to use in interactive health games, or must investigate new ways to deliver existing strategies in a game environment. Originality of research is essential, and straightforward replications of prior research will not be funded.
- Specificity and justification of project goals, hypotheses, methods and outcome measures.
- Use of a clear theory-based framework, conceptual model or rationale.
- Scientific rigor of proposed research and analytic methods, including quality of measurements and data.
- Research qualifications and experience of investigator(s) and relevant expertise of team members, team advisers and subcontractors.

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### Key Dates and Deadlines

- **February 11, 2009 (3 p.m. ET) and February 19, 2009 (4 p.m. ET)**  
Optional Web conference calls for potential applicants. For complete details and to register, visit [www.healthgamesresearch.org](http://www.healthgamesresearch.org).
- **April 8, 2009 (3 p.m. ET)**  
Deadline for receipt of proposals.
- **July 2009**  
Notification of finalists.
- **September 1, 2009**  
Grant start date.
- **October 15–16, 2009**  
Health Games Research Annual Program Meeting.

### Inquiries

For information on the program, eligibility criteria and proposal process please contact:

Jennifer Dobossy, *program associate*  
Phone: (888) 635-7433  
E-mail: [healthgamesresearch@rwjf.org](mailto:healthgamesresearch@rwjf.org)

[www.healthgamesresearch.org](http://www.healthgamesresearch.org)

We encourage all applicants to read the complete details about the program found in the full call for proposals brochure at [www.rwjf.org/cfp/hgr](http://www.rwjf.org/cfp/hgr).

For more information about funding opportunities from the Robert Wood Johnson Foundation visit Grants at [www.rwjf.org](http://www.rwjf.org).

Sign up to receive Funding Alerts on upcoming calls for proposals at [www.rwjf.org/services](http://www.rwjf.org/services).



- Clear focus on one or more target populations and a research approach that tests study participants appropriately according to their ability to play certain games and their ability to respond to research measures and questions.
- A study of one or more games delivered or supported by software or technologies that are easy to use and are currently, or soon-to-be, widely available.
- A feasible technical approach, if a game prototype will be developed for the study.
- Potential impact on the design of health games and on the field of health games research.

### **Total Awards**

- Health Games Research will award up to \$2 million in this second round of funding.
- Up to 15 research grants of between \$100,000 and \$300,000 will be awarded for projects lasting one to two years.

### **Use of Grant Funds**

Grant funds may be used for project staff salaries, consultant fees, data collection and analysis, meetings, supplies, project-related travel and other direct expenses, including a limited amount of equipment essential to the project. In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, or as a substitute for funds currently being used to support similar activities.

### **How to Apply**

All proposals for this program must be submitted only through the RWJF Grantmaking Online system. For detailed instructions and to submit a proposal, please visit <http://grantmaking.rwjf.org/gfh2>.

Optional Web conference calls will be held on Wednesday, February 11, 2009 (3 p.m. ET) and Thursday, February 19, 2009 (4 p.m. ET), to provide potential applicants with further information and to answer their questions. Registration is required. For complete details and to register, visit [www.healthgamesresearch.org](http://www.healthgamesresearch.org).

Please e-mail your questions about the Health Games Research national program and its proposal requirements to [healthgamesresearch@rwjf.org](mailto:healthgamesresearch@rwjf.org).

**[www.healthgamesresearch.org](http://www.healthgamesresearch.org)**