

2007 Call for Proposals

Proposal Deadline

January 29, 2008



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.

Up to \$2 million is available in this round of funding to support outstanding research projects examining interactive games that increase players' physical activity and/or games that improve their self-care.

Eligibility Criteria

- Applicants must be organizations such as universities, nonprofit organizations, 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).
- Applicant organizations must be based in the United States or its 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.
- For-profit organizations may participate as subcontractors or consultants on the project team, but the applicant organization must be a university, nonprofit organization, government agency or other entity, and the principal investigator must be employed there more than 50-percent time.

Selection Criteria

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

Proposals will be reviewed and evaluated by an interdisciplinary national advisory committee (NAC) of experts, with additional participation by national program office (NPO) staff, RWJF staff and other expert 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 social, emotional and/or cognitive processing of game experiences.
- Investigation of health promotion principles that are based on well-established theory and research evidence presented clearly within the context of relevant current literature. The research must discover and validate new health promotion strategies to use in interactive health games, or must validate new ways to deliver existing strategies in a game environment.
- Originality of the research concept is essential, and replications of prior research will not be funded.

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Key Dates and Deadlines

- **December 7, 2007 (3 p.m. ET)**
December 13, 2007 (4 p.m. ET)
Optional Web conference calls for potential applicants. To register visit www.healthgamesresearch.org.
- **January 29, 2008 (3 p.m. ET)**
Deadline for receipt of proposals.
- **May 1, 2008**
Grant start date.
- **May 6–7, 2008**
Annual program meeting, Baltimore, Md.
- **May 8–9, 2008**
Games for Health Conference, Baltimore, Md.

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

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/healthgamesresearch.

For more information about funding opportunities from the Robert Wood Johnson Foundation visit Grant Applications at www.rwjf.org.

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.



- Specificity and justification of project goals, hypotheses, methods and outcomes.
- 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 appropriate expertise of team members, team advisers and subcontractors, as relevant.
- Clear focus on one or more target populations and an approach that is ultimately designed to meet each group's needs, abilities and preferences.
- A study of one or more games delivered or supported by technology and software that are easy-to-use and have features that 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

- Up to \$2 million will be available in this first round of funding.
- Up to 15 grants between \$50,000 and \$200,000 each will be awarded to projects lasting up to two years.

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, go to <http://grantmaking.rwjf.org/gfb>.

Optional Web conference calls will be held on December 7 (3 p.m. ET) and December 13 (4 p.m. ET) to provide information and to answer questions for potential applicants. Registration is required. For complete details and to register, visit www.healthgamesresearch.org.

Please direct questions about the *Health Games Research* program and its proposal requirements to HealthGamesResearch@rwjf.org.

www.healthgamesresearch.org