

# 2008 Grants List

## Pioneer



Robert Wood Johnson Foundation

### American Enviro-nics

OAKLAND, CA

**\$170,100** — Understanding Americans' evolving views on health privacy: creating new privacy constructs for the American values survey (6 months). ID 64597

### Ashoka

ARLINGTON, VA

**\$2,588,125** — Sponsoring online, open-source idea competitions to identify promising approaches to advancing social change goals: 2008–2010 (32 months). ID 63695

### Beth Israel Deaconess Medical Center Inc.

BOSTON, MA

**\$118,240** — Open Notes: Demonstrating and evaluating transparency in primary care (6 months). ID 64990

### University of California, Los Angeles, Semel Institute for Neuroscience and Human Behavior Center for Community Health

LOS ANGELES, CA

**\$1,998,530** — Creating a network of Family Coaching Clinics using a new model of family-centered preventive behavioral health care (3 years). ID 63958

### University of California, San Francisco, Center for Medical Education and Research

FRESNO, CA

**\$392,615** — Expanding the set of universal navigation symbols for health care facilities and developing best practices for implementation (2 years). ID 56777

### Cogito Inc.

LEXINGTON, MA

**\$120,090** — White paper on reality mining (analyzing data gathered from the use of modern technological devices) to improve public health and medicine (6 months). ID 64642

### Communications Support for the Pioneer Program Area

To provide strategic communications support for the work of RWJF's Pioneer program area and its grantees.

#### ■ Communications Projects

##### MULTIPLE CONTRACTORS

**\$250,000** — Strategic communications support for the Pioneer program area (3 months). ID 65401

**\$50,000** — Consulting and meeting costs for RWJF's Pioneer program area (1 year). ID 65579

### Dartmouth Institute for Health Policy and Clinical Practice

LEBANON, NH

**\$644,290** — Developing Drug Facts Boxes: giving consumers clear, authoritative data to inform their prescription-drug-related decisions (3 years). ID 63533

### Freelancers Union

BROOKLYN, NY

**\$1,250,000** — Demonstrating an affordable and portable health insurance package for independent workers (18 months). ID 63951

### Glide Memorial United Methodist Church

SAN FRANCISCO, CA

**\$50,000** — Using electronic health records to improve clinical health and mental health care and patient safety for San Francisco's homeless population (1 year). ID 65500

### Health Care Without Harm

ARLINGTON, VA

**\$750,000** — Driving systemic improvements in environmental and human health via a green hospital movement (3 years). ID 61431

### Health Games Research: Advancing Effectiveness of Interactive Games for Health

To build the field and advance knowledge about the intersection of video/computer games and health and health care through a national program that emphasizes applied research and convening.

#### Program Sites

#### ■ University of California, San Diego, School of Medicine

LA JOLLA, CA

**\$198,288** — Using Behavioral Choice Theory as a framework for understanding how adolescents choose among exertainment games (2 years). ID 64439

#### ■ University of Central Florida College of Medicine

ORLANDO, FL

**\$200,000** — Designing and testing an interactive health game as an adjunct to standard treatment for alcoholism (2 years). ID 64446

#### ■ Cornell University

ITHACA, NY

**\$164,319** — Investigating the impact of feedback in a mobile phone health game using the Mindless Eating Challenge game (2 years). ID 64440

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- **University of Florida**  
**College of Public Health and Health Professions**  
GAINESVILLE, FL  
**\$99,982** — Investigating the use of an action video game to improve everyday cognitive function in older adults (2 years). ID 64441
- **Indiana University School of Health, Physical Education, and Recreation**  
BLOOMINGTON, IN  
**\$184,743** — Evaluating the efficiency of an ultimate reality game for physical activity and healthy lifestyle behaviors in the college-age population (18 months). ID 64442
- **Maine Medical Center**  
PORTLAND, ME  
**\$200,000** — Studying the effects of family-based video exercise games on families with overweight children (2 years). ID 64436
- **University of North Carolina at Chapel Hill School of Public Health**  
CHAPEL HILL, NC  
**\$99,924** — Study on predicting sensory and control effects of console video games in young adults (18 months). ID 64438
- **University of South Carolina Arnold School of Public Health**  
COLUMBIA, SC  
**\$112,000** — Studying the effects of commercially available interactive video games for individuals with post-stroke chronic mobility and balance deficits (2 years). ID 64450
- **University of Southern California School of Cinematic Arts**  
LOS ANGELES, CA  
**\$199,088** — Effectiveness of social mobile networked games in promoting active lifestyles for wellness (1 year). ID 64448
- **Union College**  
SCHENECTADY, NY  
**\$200,000** — Studying the effect on senior citizens of virtual team cyber-cycling on exercise behavior, neuropsychological function and physiological outcomes (2 years). ID 64449
- **University of Vermont College of Medicine**  
BURLINGTON, VT  
**\$189,772** — Developing and testing a novel respiratory fitness game for children with cystic fibrosis (18 months). ID 64447
- **University of Washington Information School**  
SEATTLE, WA  
**\$200,000** — Study to develop and test video games for dietary behavior change and improved glycemic control among diabetics (1 year). ID 64443
- **University of California, Santa Barbara**  
SANTA BARBARA, CA  
**\$660,397** — Technical assistance and direction for Health Games Research (1 year). ID 64738
- **Communications Project**  
MULTIPLE CONTRACTORS  
**\$375,375** — Administrative support office for Health Games Research (15 months). ID 65144
- **Macro International, Inc.**  
ATLANTA, GA  
**\$36,033** — Evaluation of Health Games Research (1 year). ID 63002
- **Health Technology Center**  
SAN FRANCISCO, CA  
**\$300,000** — Partnering with HealthTech to understand drivers and effects of emerging health care technologies (3 years). ID 64066
- **Institute of Play**  
NEW YORK, NY  
**\$285,000** — Testing online social networking tools within a game-based school curriculum to help children actively design how they learn about health and wellness (18 months). ID 64488
- **Joan Ganz Cooney Center at Sesame Workshop**  
NEW YORK, NY  
**\$55,662** — Advancing children's learning and healthy development by researching educational video games and disseminating the results (5 months). ID 64398
- **Johns Hopkins University School of Medicine**  
BALTIMORE, MD  
**\$217,632** — Applying methods from commercial aviation to improve safety, reliability, efficiency and effectiveness of patient care (2 years). ID 63566
- **Kaiser Foundation Research Institute**  
OAKLAND, CA  
**\$8,563,940** — Expediting the study of the genetic and environmental determinants of health (2 years). ID 64362

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## Lumni USA

SAN FRANCISCO, CA

**\$35,150** — Financing education to enable low-income students to enter the health professions with manageable debt: a demonstration (4 months). ID 64365

## Pacific Vision Foundation

SAN FRANCISCO, CA

**\$194,340** — Creating a self-supporting eye care center that serves paying and non-paying patients equally (6 months). ID 64579

## University of Pennsylvania School of Arts and Sciences

PHILADELPHIA, PA

**\$2,771,990** — Exploring the concept of Positive Health (40 months). ID 63597

## Planned Parenthood of the Columbia/Willamette

PORTLAND, OR

**\$240,000** — Analyzing the business and legal issues for accessing contraception products via the Internet (6 months). ID 63957

## Project HealthDesign: Rethinking the Power and Potential of Personal Health Records

To expand a vision of personal health records and encourage the market to develop products that meet the diverse needs of patients.

### Program Sites

#### ■ University of California, San Francisco

SAN FRANCISCO, CA

**\$50,000** — Transforming the process of care and the way information is used in breast cancer treatment (7 months). ID 64542

#### ■ University of Colorado Health Sciences Center at Fitzsimons

AURORA, CO

**\$50,000** — Developing a personal health record to assist older adults with transitions of chronic care (6 months). ID 64538

#### ■ University of Massachusetts Medical School

WORCESTER, MA

**\$50,000** — Supporting patient and provider management of chronic pain with personal digital assistant applications linked to personal health records (9 months). ID 64536

#### ■ Research Triangle Institute

RESEARCH TRIANGLE PARK, NC

**\$50,000** — Personal health record system for at-risk sedentary adults (9 months). ID 64535

#### ■ Stanford University School of Medicine

STANFORD, CA

**\$50,000** — Living profiles: transmedia personal health record systems for adolescents (9 months). ID 64534

#### ■ T.R.U.E. Research Foundation, Inc.

SAN ANTONIO, TX

**\$50,000** — Personal health application for adult diabetes self-management (5 months). ID 64533

#### ■ Vanderbilt University School of Medicine

NASHVILLE, TN

**\$48,509** — Developing a child-focused personal medication management system (9 months). ID 64537

## Other Program Activities

#### ■ University of Wisconsin–Madison School of Nursing

MADISON, WI

**\$404,861** — Technical assistance and direction for Project HealthDesign (9 months). ID 64437

#### University of Rochester Center for Future Health

ROCHESTER, NY

**\$99,560** — Workshop on how innovative data mining can yield personalized health care and health status signatures, allowing consumers to manage their own health (5 months). ID 65082

#### Sociate

SAN FRANCISCO, CA

**\$25,000** — Producing an event for RWJF's Pioneer grantees, to stimulate collaboration and cross-pollination of ideas (8 months). ID 65152

#### TED MED

BROOKLINE, MA

**\$150,000** — Sponsoring the TEDMED 2009 conference on the future of health and health care (6 months). ID 65550

#### Wireless Philadelphia

PHILADELPHIA, PA

**\$50,000** — Linking vulnerable populations in Philadelphia to health and social services using citywide broadband technology (6 months). ID 63950