



RWJF's Pioneer Portfolio: A Quest for Innovation



- **Focus on the future**
- **Quest for breakthroughs**
- **Seek visionaries: Design, Economics, Games**



In Search of Unconventional Ideas



- Look for ideas outside the mainstream.
- Innovators who do not accept current “givens;” ask “what if?”
- RWJF breaking the frame in its work as a philanthropy
- New models offer great promise.



Tapping the Power of Video Games

- **Video games hold great promise for health and health care and are so much more than entertainment.**
- **Pioneer approaching this area in two ways:**
 - **Games for Health**
 - **Health Games Research**

Games for Health



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STEPHEN POND





Dance Dance Revolution

- West VA study found improved blood pressure, fitness scores, and endothelial function (arteries' ability to deliver oxygen)
- West Virginia, Hawaii, LA Unified School District now use DDR in their school PE programs
- Many more schools and districts are obtaining grants to put DDR into PE





Re-Mission – video game



- Produced by HopeLab <http://www.hopelab.org>
- PC video game for teens and young adults who have cancer
- To improve cancer-related knowledge, self-efficacy, and adherence





Health Games Research





Interactive games – Powerful environments for health behavior change

- Fun and engaging
- Experiential, applied
- Motivate learning and skill development
- Challenging
- Rewarding
- Private... and social





Health Games Research: 2008 Grantees

- **Practicing Relapse Prevention in Artificial-Reality Environments [PREPARE]: A game-based therapy maintenance tool**
- **Interactive video games for individuals with chronic mobility and balance deficits post-stroke**
- **Mindless Eating Challenge**



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Games for health media coverage



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The Philadelphia Inquirer



Vim and vigor videos

They call it exer-gaming: Kids are trading La-Z-Boy lounging for screen shimmying, burning real calories with virtual workouts.

Newsweek

This Is Your Brain on a Videogame

ModernHealthcare.com

The games patients play

Whether it's for treatment, prevention or even provider education, healthcare is becoming more and more interactive



Wii-habilitation, health games get \$2 million study grant



Morning Edition

The arcade is in your living room



Health Tip Of The Week

Gaming's Health Benefits

DISCOVER

Science, Technology, and The Future

Can Video Games Be Good for Your Health?





Pioneering Ideas ▾

A discussion about breakthrough ideas in health and health care from the Pioneer Portfolio of the Robert Wood Johnson Foundation

« [Web Radio/Podcast to Feature Games' Ben Sawyer](#) | [Main](#) | [Crowdsourced blogs for Council on Foundations annual meeting](#) »

May 03, 2008

The "Second Life" of NY Times Magazine Cover Feature, CeaseFire

Posted by Susan Promislo on May 3, 2008

This weekend's *New York Times Magazine* [cover story](#) profiles [CeaseFire](#), a violence prevention program built on a public health model that attacks the spread of violence much like epidemiologists attack the spread of infectious diseases. The charge it issues in its ads and print materials is clear-cut: **Stop. Shooting. People.** CeaseFire is supported by RWJF's [Vulnerable Populations](#) portfolio, and its innovative "violence interruption" strategies are making a real difference on the streets of Chicago and increasingly, as the article notes, in other urban centers plagued by gun crimes and deaths.

CeaseFire Island





A New and Different ROI

- **Return on Innovation – see different returns from conventional grantmaking.**
- **Video games refresh our thinking about how to engage and motivate people to live healthier lives.**
- **We are exploring how to blend the best aspects of interactive games to offer new avenues to advance change in health and health care.**



FOR MORE INFORMATION

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