Sessie 32

Actief met activity trackers

Slim is het
nieuwe sterk.

ISB
Congres
2017

22 & 23 maart
Kortrijk Xpo

#ISBcongres

Pieter Van Gorp

@pvgorp, @GameBusApp

Bart Van Dijck

http://forum.isbvzw.be/profile/BartVanDijck

Corporate Health: Stop Sitting!

Waarom zitten het nieuwe roken is

Studies wijzen op risico's van ons zittend bestaan

08 maart 2015 10:22 Peter De Groote

Steeds meer wetenschappers waarschuwen dat zitten ongezond is. 'Belgen zitten gemiddeld 55 procent van de tijd die ze wakker zijn. Dat is veel te veel.'

nina NIEUWS REGIO SPORT SHOWBIZZ NINA TERUG NAAR HLNBE

FIT & GEZOND

'Zitten is het nieuwe roken', maar hoe kicken we dan af?

Aanbevelen 258 Delen Tweet G+1 3

Door: Nina Dillen
1/06/16 - 09u07

BEWAAR ARTIKEL

© thinkstock.

INTERVIEW 10.000 stappen per dag, 3 keer per week sporten, of elke dag een halfuurtje bewegen? We weten niet hoe het bij jullie zit, maar wij zien stilaan door de bomen het bos niet meer. Fitness-specialist Yves Devos *to the rescue*, auteur van 'Fitness als medicijn'. Hij legt ons kraakhelder uit hoeveel en welke beweging we nu echt nodig hebben om gezond te blijven, en waarom "zitten het nieuwe roken" is.

GERELATEERD NIEUWS

Elke extra uur zitten per dag verhoogt kans op diabetes

Zo zit je minder op je achterste

"Wandelen is het nieuwe joggen": al fluitend fit op je wandelschoenen

Meer over Fit & Gezond , Sport en Fitness , Gezondheid

MEER VAN HLN

Nicki Minaj met één blote borst naar Fashion Week

NINA tipt: achter de schermen bij een bevalling

Ed Sheeran slaat Justin Bieber met golfclub

Mainstream Approach: Steps Challenges

Mission

To let people **perform** the **activities** they **enjoy** truly as an **individual** in such a way that they are part of an integrated **social** interaction.

GameBus: **integrated** health gamification!

GameBus: **integrated** health gamification!

Connect your Family, Colleagues, Neighbours, …

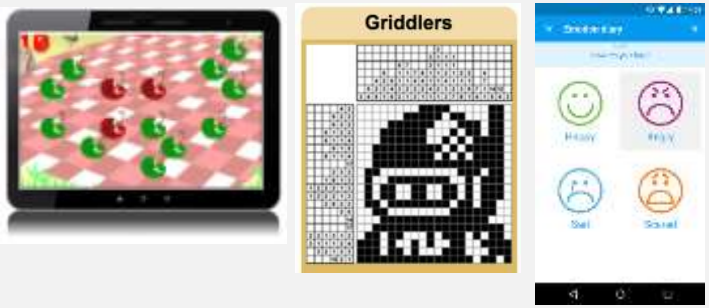
Connected Health Activities

Physical Activities:

- Running, Biking
- Walking, Location Visits
- Comply to Diet
- Measuring BP, …

Available properties

Duration
Distance
Avg Heartrate
…



Cognitive Activities :

- Red Cherry picking
- Memory
- Sudoku variants
- Mood Logging

Available properties

Time to Solve
Errors made
Mood score
…

Social Activities :

- Visiting Relatives
- Citizen Feedback
- Colleague Feedback
- Selfies
- Charity Donations

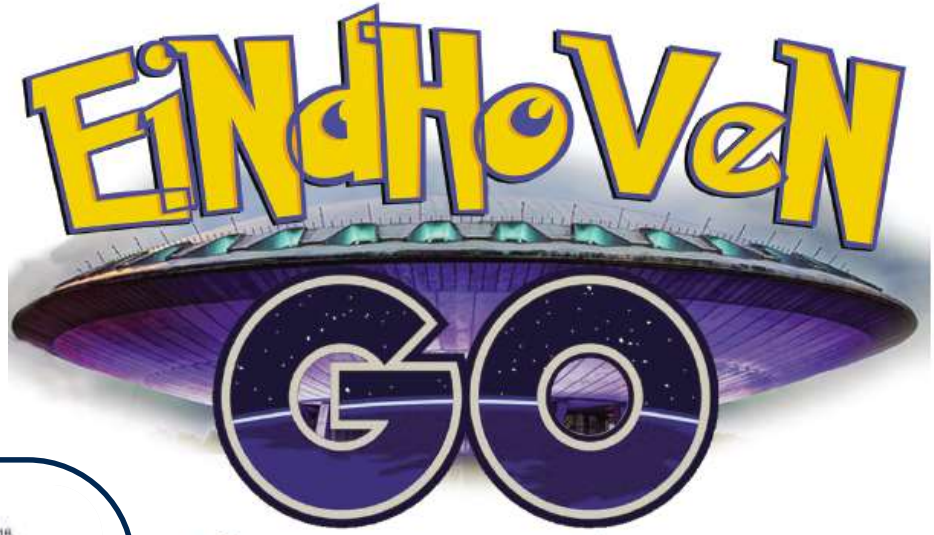
Available properties

Location
Duration
Amount Pledged
…

GAMEBUS

Social health games for the entire family

A customizable variant of ”Pokémon GO”…

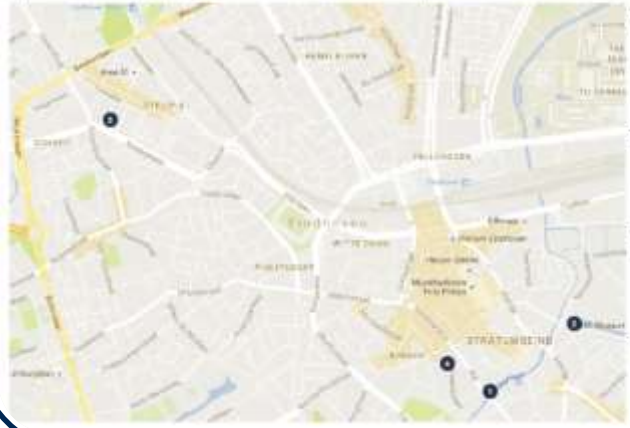


Check in with GameBus

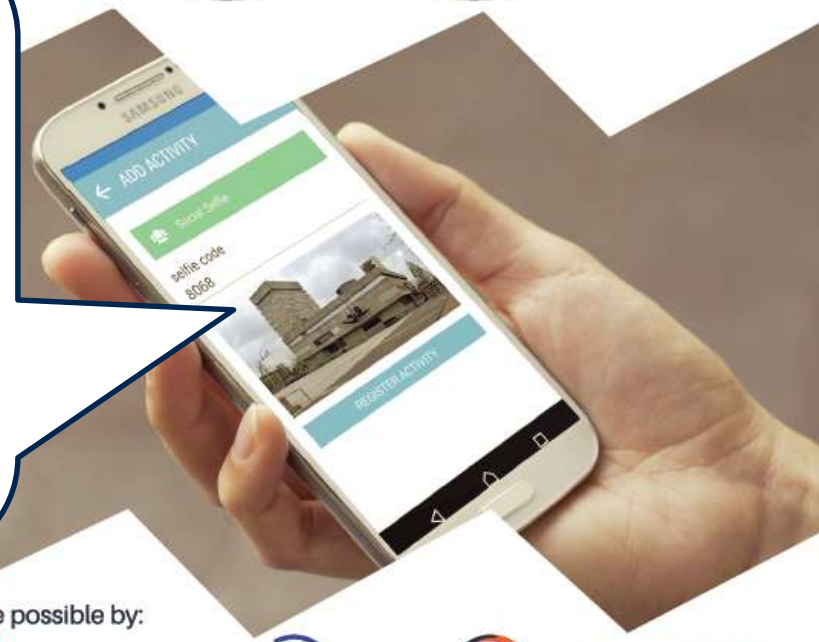
GameBus offers many online challenges that reward you for the healthy activities that you track with family, colleagues and friends. Among others, you can win sports equipment when connecting your Runkeeper account to GameBus. For the Dutch Design Week 2016, Gemeente Eindhoven sponsors a GameBus challenge which rewards you for visiting DDW locations related to healthy urbanization.

Join the ***Eindhoven GO*** challenge in GameBus, register a "Social Selfie" with a picture and the "secret" codes displayed at the four Eindhoven GO spots.

To get you started, the below map points you towards the locations where you can earn points. In case you need support on the use of the GameBus app or the specific way to get points for DDW then come and visit our Helpdesk at Stadhuis Eindhoven (daily, 13:00-16:00). ***Have fun on the GO!***



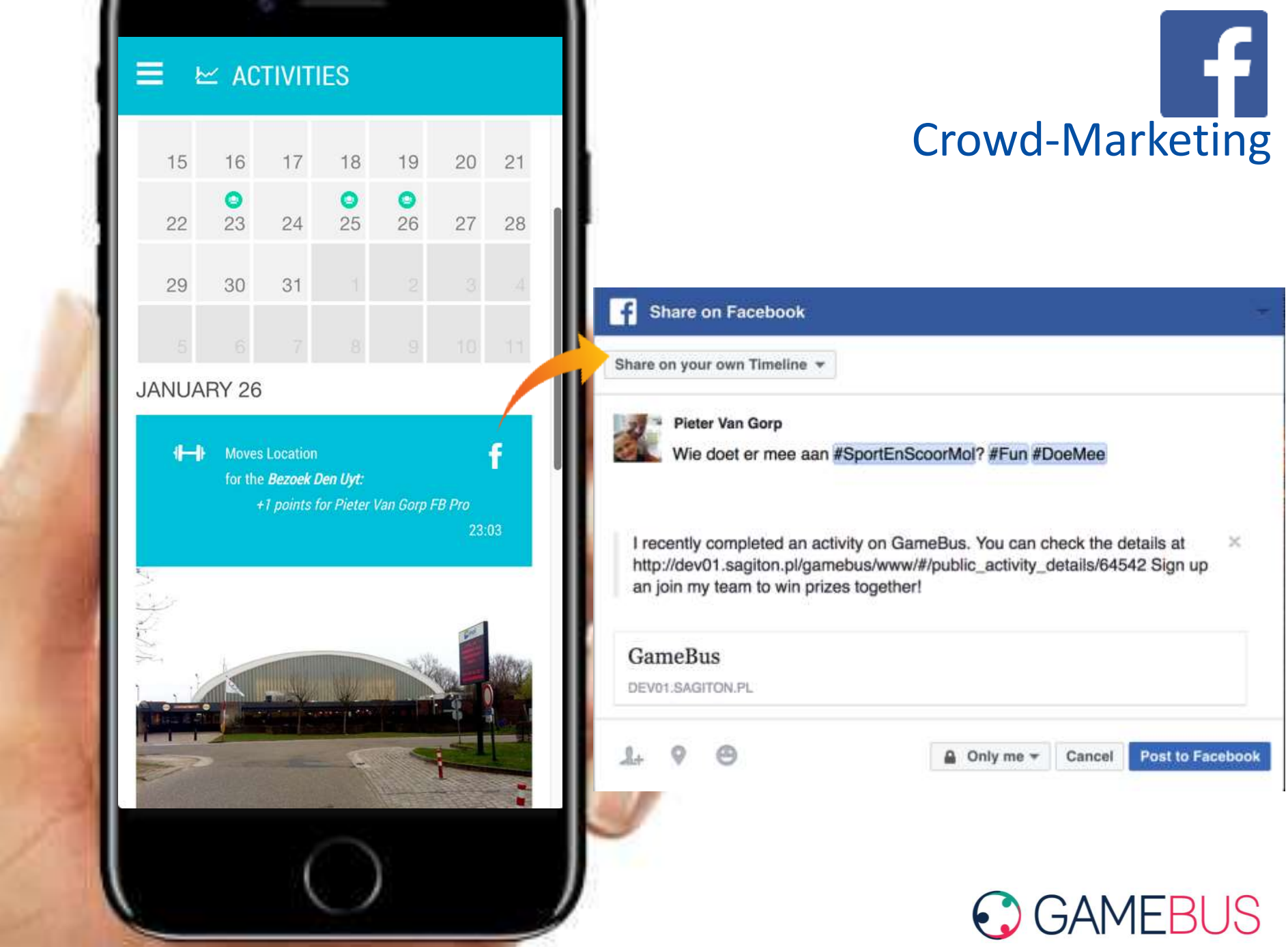
1. **Eindhoof je mee?**
   shows what is happening in the field of the green environment, public space, exercise and fresh air and invites you to participate.
   Where? **Stadhuis, Stadhuisplein 1**
   When? **11:00-18:00 (daily)**
2. **Erfgoedhuis**
   provides information on health and habitat in the past.
   Where? Gasfabriek, NRE-terrein
   When? **10:00-18:00 (weekends)**
   10:00-17:00 (work days)
3. **Provincie Noord-Brabant**
   Brabant Living Lab shows developments around the topics of climate change, nutrition and public transport.
   Where? **Ketelhuisplein, Strijp-S**
   When? **11:00-18:00 (daily)**
4. **The Social Design Street**
   shows creative solutions for neighborhood issues such as safety, durability and ageing.
   Where? **Woonbedrijf, Wal 2**
   When? **11:00-17:00 (weekends)**
   09:00-17:00 (work days)



Made possible by:

EINDHOVEN eit Digital GAMEBUS

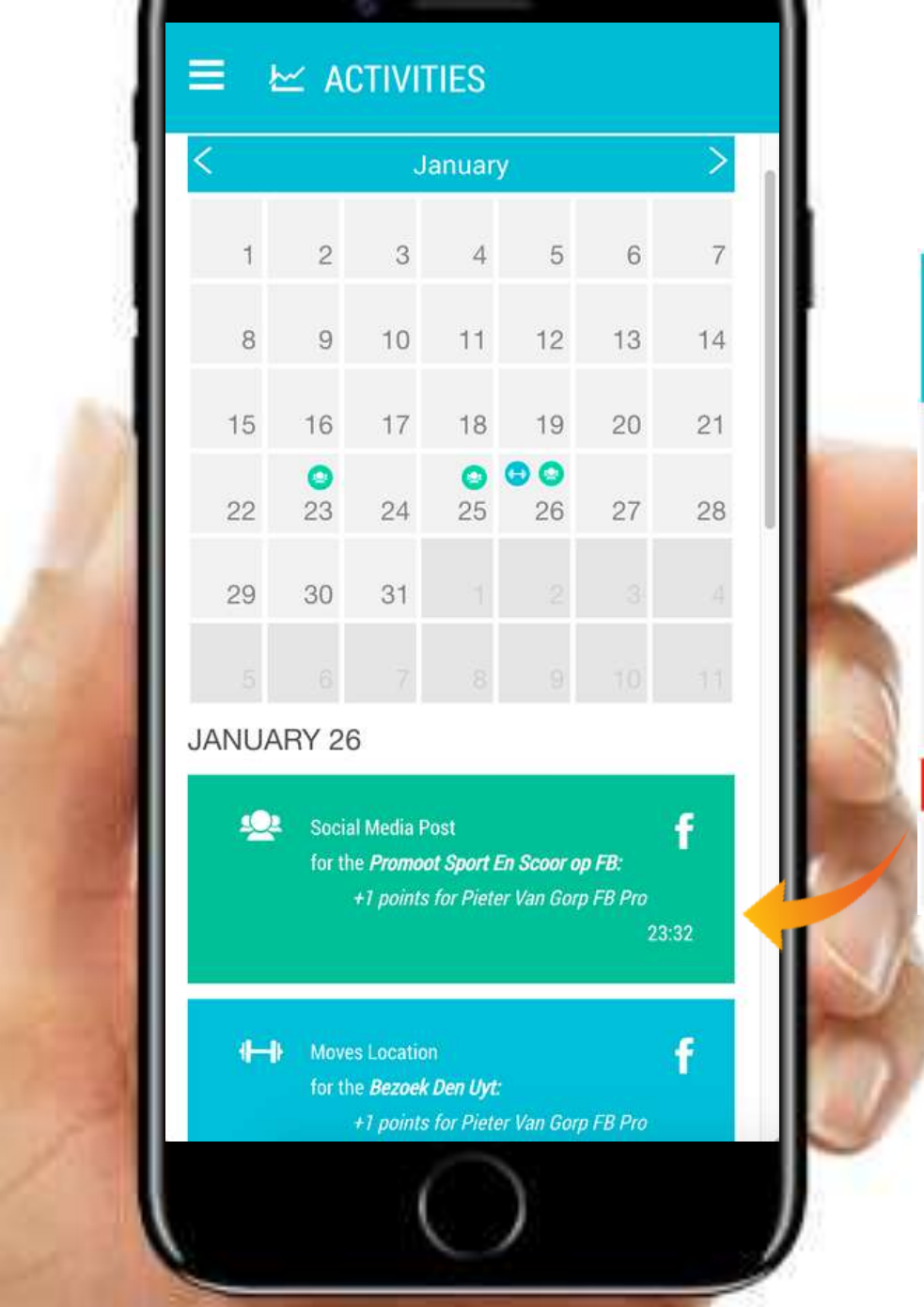
Crowd-Marketing

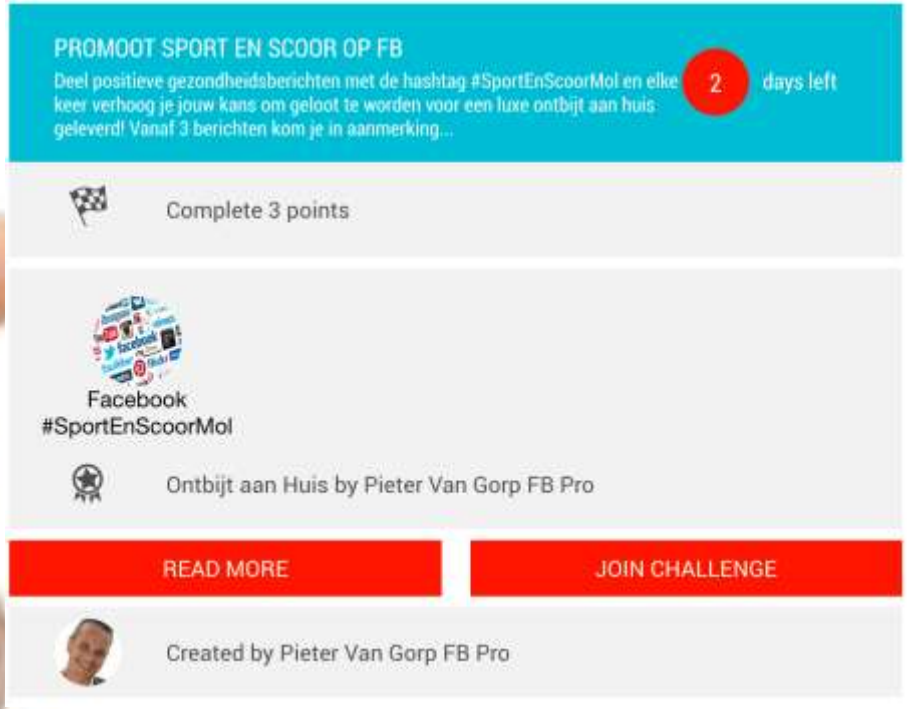


GAMEBUS

Social health games for the entire family

...and rewarding that again!





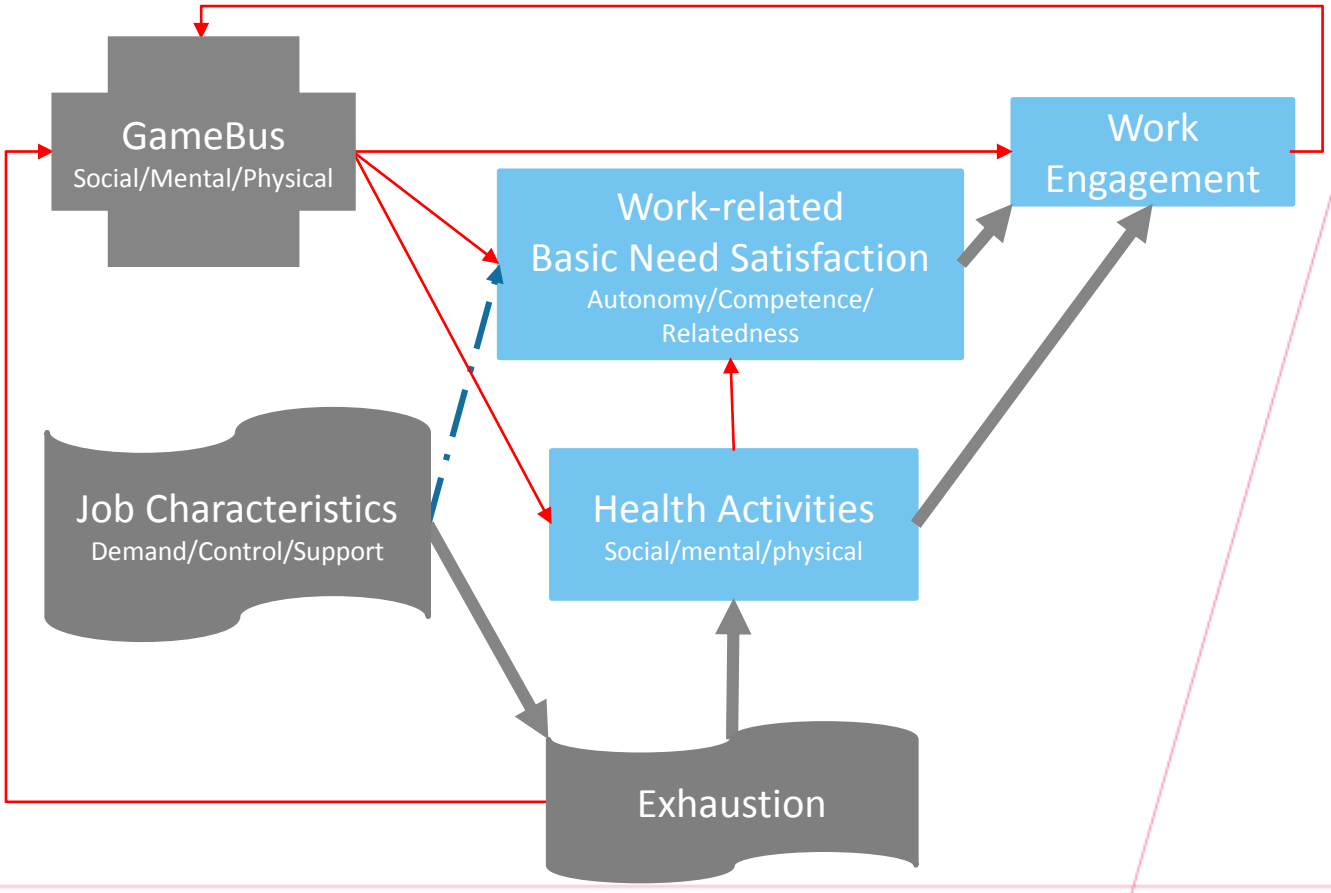
GAMEBUS
Social health games for the entire family

Praktijk Casus: Gemeente Mol

Dec. 2016, 3 voorgestelde scenario's
(elk met 6 maanden doorlooptijd):

- Molse burgers, via sportclubs en scholen als "early adopters" / "ambassadeurs"
- Mols Gemeentebestuur + OCMW
- Molse bedrijven, met een focus op het personeel dat een (veel) te zittende levensstijl heeft.

The Science Behind GameBus



Health activities → work engagement

(1 pilot, at TU/e, during end of semester period…)

Variable	Direction	Significant
Work Engagement	+	X
WBNS	-	
WBNS Competence	-	
WBNS Autonomy	+	
WBNS Relatedness	-	
Health activities (HA)	-	
Physical HA	+	X
Mental HA	-	
Social HA	-	
Social HA with Colleagues	-	X
Social HA with Friends	+	
Social HA with family	+	

But…

Healthier workers are those not made sick by their job

The basis for wellness schemes is that illness affects work but ignores that the reverse can be true

ft.com

LIKES
2

6:54 AM - 1 Mar 2016 from North Brabant, The Netherlands

2

Reply to @GameBusApp @SomaAnalytics @FinancialTimes

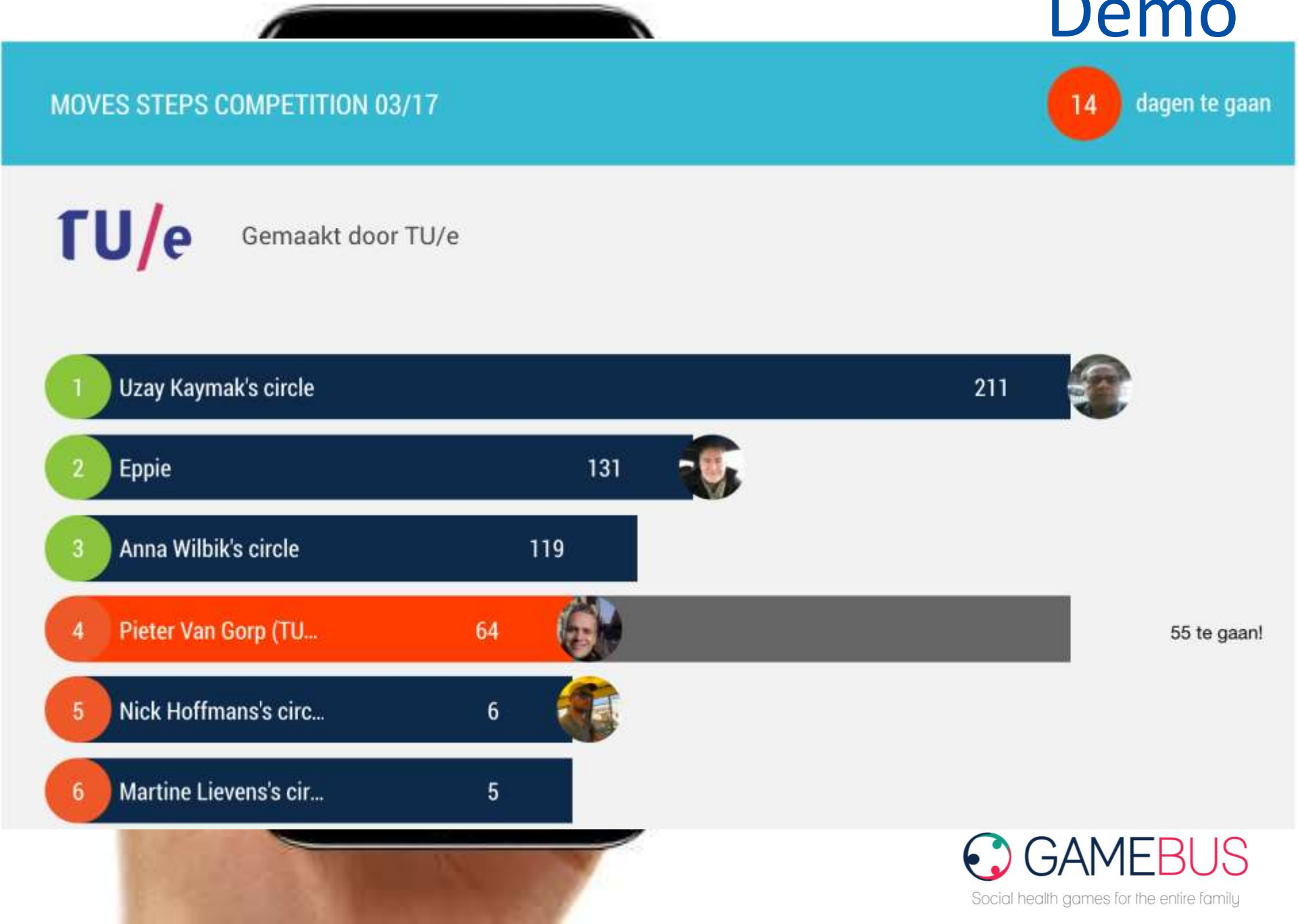
https://twitter.com/GameBusApp/status/704605793014976512

So how can we really stimulate health and work engagement as an employer?

SAMSUNG
PROGRESS
10:02
WEEK 1
WEEK 2
WEEK 3
WEEK 4
Physical Activity
Cognitive Activity
754
Social Activity
95
0

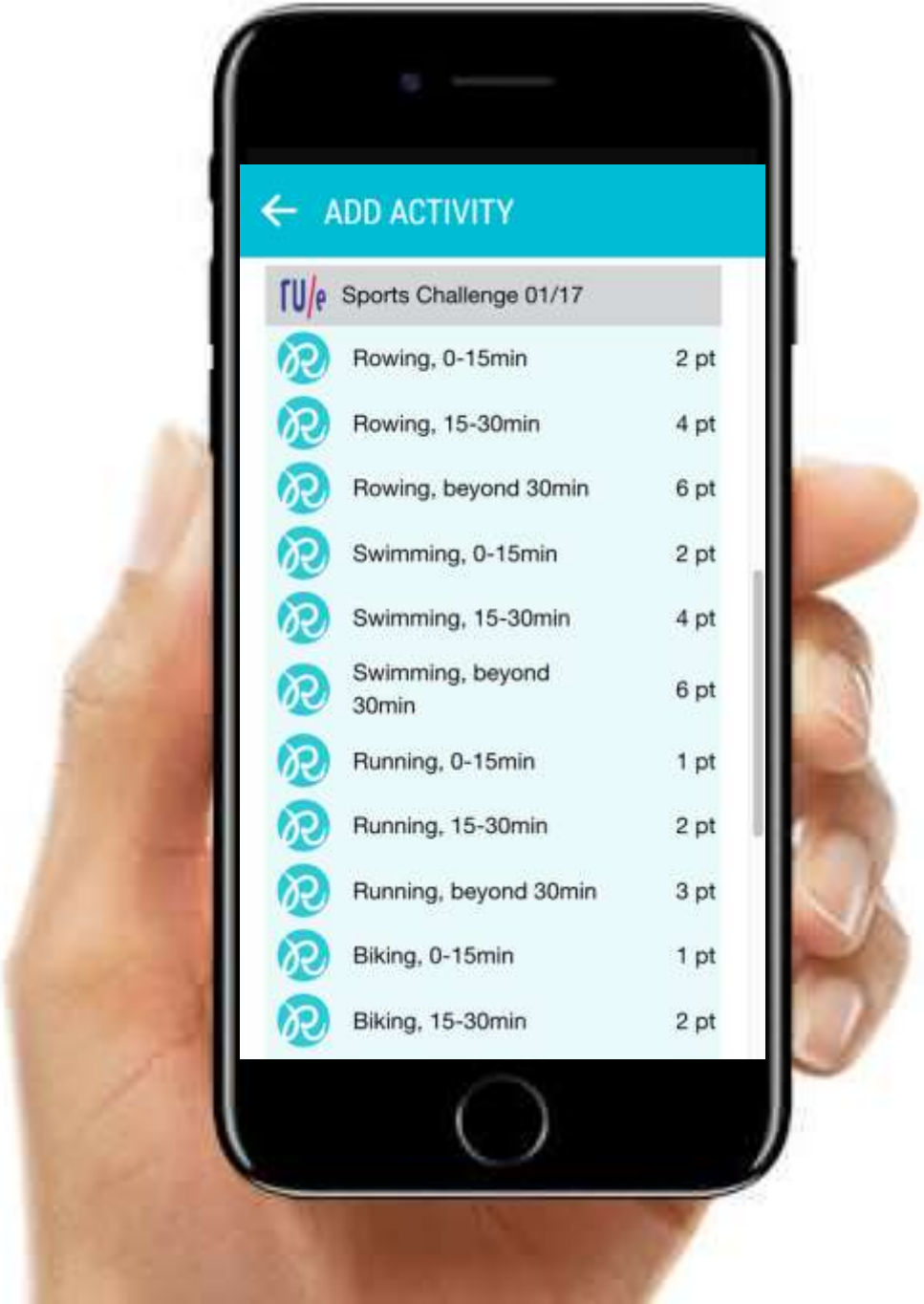
CHALLENGES
WATER DRINK CHALLENGE
20
READ MORE

Demo



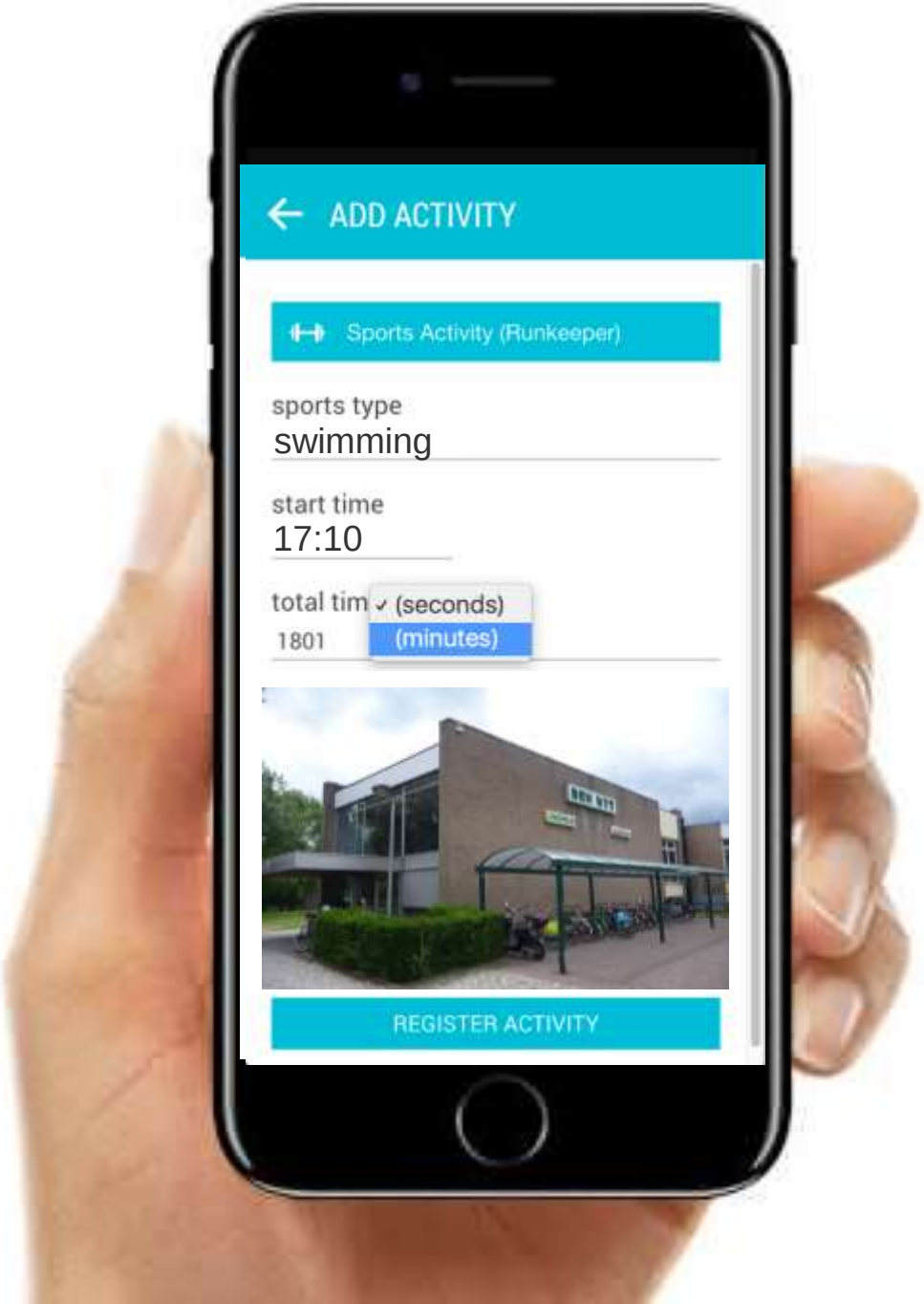
GAMEBUS
Social health games for the entire family

Demo



GAMEBUS
Social health games for the entire family

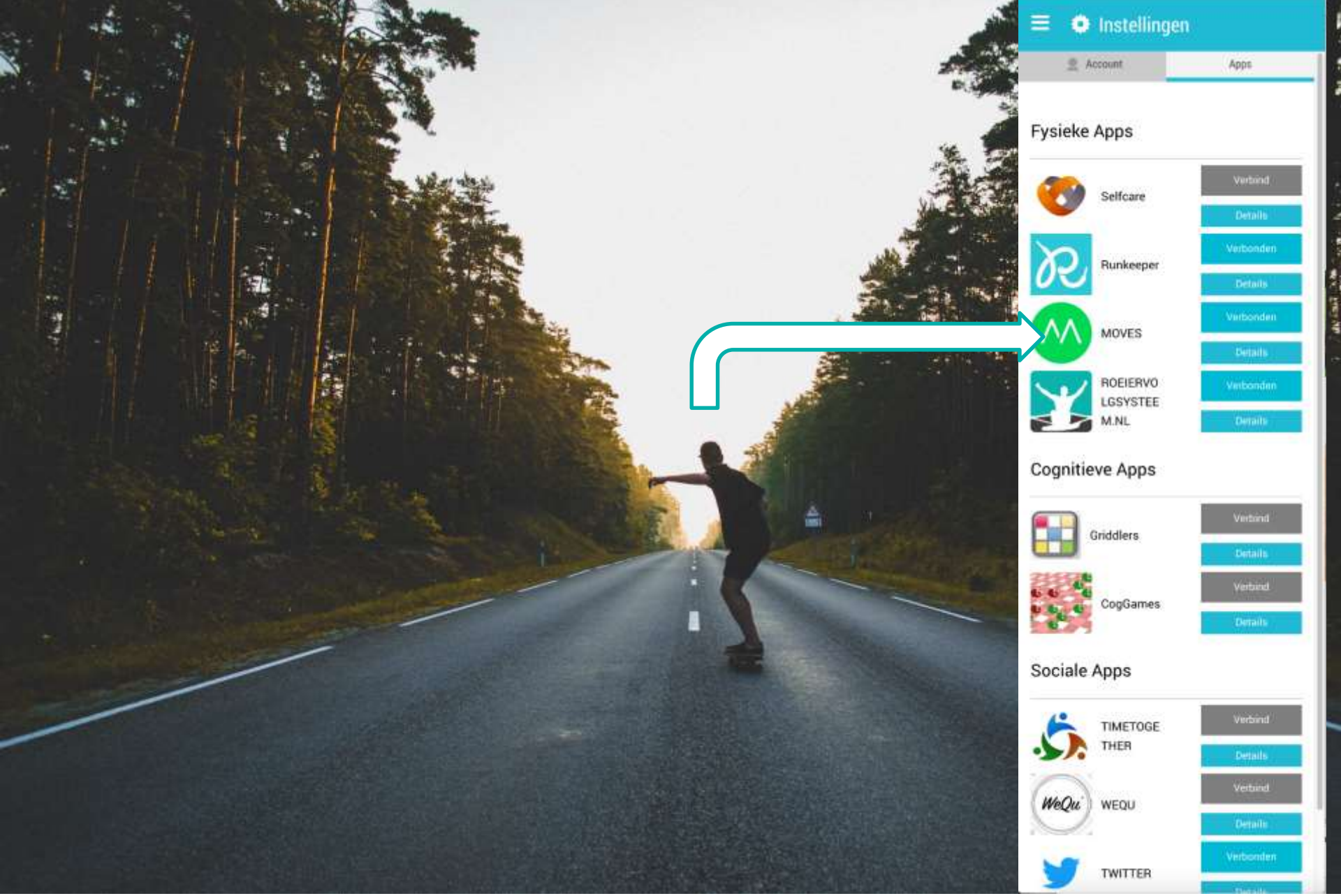
Demo



GAMEBUS
Social health games for the entire family

Desk Bikes: Automatic Data Sync

Desk Bikes: Automatic Data Sync



“Hands-Free” Health Games…

Locatie 1

Locatie 2

Andere Sportactiviteiten

- Elke GPS geregistreerde beweegsport
- Elke sport op de 2 locaties
  - Moves Locatie (“hands free”), of
  - Manuele foto upload in GameBus

Privacy and Security by Design

Jeugdzorg stelt te dikke kinderen onder toezicht

Bureau Jeugdzorg heeft begin dit jaar drie kinderen onder toezicht gesteld, omdat ze veel te dik zijn. Het gaat om een jongetje van 13 jaar oud dat 51 kilo te zwaar is en een meisje van 6 met meer dan 17 kilo overgewicht.

Baas mag werknemer met slimme armband niet volgen

Werkgever stuurt werknemer aan via wearable

Mag de smartwatch worden ingezet voor controleren van personeel?

Mag de baas wearables inzetten om zijn personeel "aan te sturen"? Een Amerikaans bedrijf vindt van wel en heeft onder meer smartwatches met gps in de aanbieding.

http://bit.ly/GameBusItunes
http://bit.ly/GameBusPlay
https://app.gamebus.eu/

Available on the App Store

ANDROID APP ON Google play

*"The App that **rewards** you for the activities you **enjoy truly** as an individual, while being part of an **integrated social interaction**"*

TU/e

Scientific GameBus Services: Platform Tuning, Project Management, Data Analysis

eit Digital