

# HEALTH ENTERTAINMENT

## A BETTER WAY TO scale healing

The best health engagement tools change behaviors, improving health outcomes. Yet many health engagement tools focus on raising awareness or changing a patient's attitude to a particular health subject. Still, health engagement remains a challenge, with many health engagement interventions unable to change a patient's behavior. Rather than focusing on technological innovations, WellPlay is creating new narrative for health that increases engagement and results in behavior change.

Take a look at the current forms of health engagement and see how they improve the healthcare narrative.

### HEALTH ENTERTAINMENT

- Entertainment experience that improves health outcomes
- Participatory, co-creative activity.
- Players make their own choices, crafting their own narrative.
- Behavior change is a side effect of entertainment.



'Pokemon Go has able to improve physical activity across men and women of all ages, weight status, and prior activity levels showing this form of game leads to increases in physical activity with significant implications for public health.' <sup>(1)</sup>

### HEALTH STORIES

- Features relatable characters navigating health.
- Audiences tend to be viewers and observe the health stories, rather than craft their own.
- Improve attitudes and raise awareness towards health, such as the popular TV show Grey's Anatomy . <sup>(2)</sup>
- Health information is contextualized in a character driven narrative, making it more compelling and easy to understand for the audience.

**GREY'S ANATOMY**

### HEALTH INFORMATION

- Communicates relevant health data to audiences.
- Health information lacks the meaning and context in order for individuals to engage with the information and use it to change their behaviors.
- Tends to be communicated to audiences with limited health literacy, leaving audiences disempowered and unmotivated.
- Many health organizations that are physician led use health information as their main tool for health engagement.



### HEALTH DATA

- Captures facts and details regarding one's health such as oxygen levels.
- Health data is rarely useful unless it is contextualized.
- It is hard to turn health data into actions for behavior change unless an individual understands the significance of the health data.
- Does little to improve health engagement.



**WellPlay**   
A New Narrative For Health

(1) Tim Althoff et al (2016)  
Influence of Pokemon Go on Physical Activity: Study and Implications, Journal of Medical Internet Research 18(12):e15, DOI: 10.2196/jmir.6759

(2) Hether, H.J., Huang, G., Beck, V., Murphy, S.T. & Valente, T.W.(2008, December). Entertainment-education in a media-saturated environment: examining the impact of single and multiple exposures to breast cancer storylines on two popular medical dramas. Journal of Health Communication, 13, 8, 808-823.