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## FOR IMMEDIATE RELEASE

### INITIATIVE TO STUDY TECHNOLOGY'S ROLE IN THE FIGHT AGAINST CHILDHOOD OBESITY

**BOSTON, MA, Oct. 31, 2005** – The Robert Wood Johnson Foundation® (RWJF) is teaming up with its Health e-Technologies Initiative at Brigham and Women's Hospital in Boston to determine the role eHealth applications can play in reducing the incidence and prevalence of childhood obesity. RWJF has awarded a \$200,000 grant to the hospital in support of the project.

The Health e-Technologies Initiative – a national program of RWJF – was created to provide the evidence base and knowledge required to build better eHealth programs. The number of health care consumers and providers using the Internet to seek health information and communicate with others is rapidly increasing. In addition, other technologies that can be used to improve health and health care services include interactive TV, interactive voice response systems, kiosks, personal digital assistants (PDAs), CD-ROMs, and DVD-ROMs.

“We believe eHealth holds tremendous potential to prevent childhood obesity for at-risk children and families, especially those from low-income and culturally diverse neighborhoods and communities,” said Dr. David K. Ahern, Ph.D., director of the Health e-Technologies Initiative.

The Health e-Technologies Initiative will conduct a literature review and convene a panel of experts to explore and leverage current knowledge about content, technology, methodology, access, implementation, literacy, cultural relevance and quality. The goal is to produce a report regarding how technology can be used to prevent childhood obesity.

More information about this project, as well as a resource and communication center of tools and materials to help translate the research into practice is available at [www.hetinitiative.org](http://www.hetinitiative.org).

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