PROMOTING PHYSICAL ACTIVITY
This pilot study took one small, yet valuable, step towards responding to contemporary challenges in society relating to schoolchildren: growing ill-health, decreasing academic achievement, and increased screen time leading to a sedentary lifestyle. Physical activity is associated with a substantial number of health and academic benefits and the recommendation for children’s physical activity is to be physically active for at least 60 minutes daily.

PROMOTING LEARNING
Integration of physical activity interventions in schools may promote both health and learning, thus closing the ‘health gap’ can help closing the ‘achievement gap’.

GAMIFICATION AND SERIOUS GAMES
Research also recognizes that gamification and serious games offer a great potential for school children’s motivation and learning. However, there is a need to explore game design patterns and learning outcomes when using gamification and serious games.

THE AIM
The overall aim of the pilot study was therefore to consult schoolchildren in the development of an intervention ‘a slice of the win-win game’ to increase physical activity using gamification and serious games in school.

EMPOWERMENT INSPIRED METHOD
The method was inspired by empowerment consulting schoolchildren in the development of an intervention ‘a slice of the win-win game’ to increase physical activity using gamification in school. During a two-month period the schoolchildren in one school class participated in workshops to create game ideas that would motivate them to be physically active.

FINDINGS
The study resulted in five game ideas to increase physical activity, which the schoolchildren exemplified in film presentations. Their ideas included elements of virtual reality (VR), leveling, measuring devices for positioning and accelerometers to detect movement. In addition, their game ideas highlighted cooperation skills, the enjoyment factor, and how these games can be integrated in school subjects, for example Mathematics, Biology and English. Based on the schoolchildren’s ideas we suggest opportunities for using gamification and serious games to increase health and learning in school.