

# Curriculum Vitae Monique Simons

## Personal details

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Name: Simons  
First name: Monique  
Address: Prins Bernardlaan 34  
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The Netherlands  
Telephone number: 0625075643  
E-mail: m.simons@uu.nl  
Date and place of birth: 15-05-1981 Breda  
Marital status: Unmarried  
Nationality: Dutch

## Education

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- 2007-2015    Advanced master program **Epidemiology** (EpidM).
- Epidemiological research: design and interpretation
  - Principles of epidemiological data analyses
  - Regression techniques
  - Multilevel analyses
  - Longitudinal analyses
  - Epidemiology of diseases
- 1999-2005    VU University Amsterdam, **Human Movement Science**  
Specialization track: **Healthcare** (graduated)
- 1993-1999    Stedelijk Gymnasium Breda, **Gymnasium** (graduated)

## Short bio and major tasks

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### *Short bio*

Monique has a background in Human Movement Science and a long-standing interest and research experience on promoting health via digital (game)technologies. She conducted her PhD at the VU University in Amsterdam on active video games as a tool to promote physical activity and reduce sedentary behavior. Currently, she is working on diverse research projects on digital (game)technologies for health promotion in close collaboration with policy, industry and the end-users. This quadruple helix approach is a distinctive feature of her research, as she strongly believes that involving all stakeholders during the whole research process (from identifying and articulating research questions to implementing research findings) is crucial for creating societal impact. Next, she is passionate about sharing knowledge with students and is involved in diverse teaching activities such as supervising bachelor and master students, contributing to summer schools and hackathons, giving lectures and seminars.

### Major tasks (last ten years)

- Acquiring and setting up research projects in the field of health and (game)technologies: identifying and articulating research questions, contacting research partners, writing grant proposals
- Conducting and managing inter- and trans-disciplinary research projects
- Valorization of research findings: writing scientific and professional publications, presentations on scientific and professional conferences
- Coordinating and managing a coalition on health games for elderly care
- Consultant cross-over 'Creative Industry' and 'Health'
- Teaching courses for several Bachelor and Master programs: Health Promotion, Medicine, Game Research, Human Geography
- Supervising junior researchers and PhD students
- Supervising bachelor and master theses

### Work experience

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Jan 2017-  
current      **Senior researcher digital (game) technologies for healthy urban living:** Municipality of Utrecht (Public Health)

Setting up multi- and transdisciplinary collaborations for developing and implementing knowledge on digital (game)technologies for health.

April 2015-  
current      **Postdoctoral researcher:** Utrecht University, Faculty of Geoscience, department of Social Geography and Spatial Planning. Interdisciplinary research program Healthy Urban Living.

- Research
  - Developing and strengthening research line '*Serious games and new technology for Healthy Urban Living*'
  - Veni proposal '*Gamification of physical activity behavior change*' (interview round)
  - For research projects see '*Overview acquired research projects, scholarships and prizes*' below.
  - For an overview of my publications see '*Publications*' below.
- Teaching:
  - Taken the course BKO/Teaching in higher education
  - Supervision of bachelor and master theses
  - Health geography

May –Sept  
2015      **Health innovator and project manager:** Vital Innovators.

Managing and coordinating the coalition Applied Gaming for Healthy Aging. The purpose of this coalition was to connect game designers with health care and implement scientific knowledge on games for healthy aging in the health care practice.

- July 2014-  
April 2015      **Postdoctoral researcher:** Tilburg University, Tranzo, Tilburg School of Social and Behavioral Sciences.
- Research project: Move your Neighborhood. Evaluation of changes in physical activity in children over a period of 6 years and the association with changes in the built and social environment.
    - Project leaders: Prof. Dr. Ir. Jantine Schuit, Prof. Dr. Ing. Hans van Oers
- May 2006-  
2015      **Researcher/ Consultant:** TNO, Expertise Centre Life Style and Research Centre Body@Work TNO- VU University/ VU medical centre.
- Research: acquiring, setting up, conducting, analyzing, report, publish within the theme *Physical Activity and Health*
    - Effect- and process evaluations of interventions, development of interventions, observational studies, literature studies, surveys, focus groups, accelerometers, indirect calorimetry
  - Consultant: Expert cross-over Creative Industry and Health
  - Areas of expertise
    - Innovative technologies (e.g. gamification, serious games, apps) for a healthy lifestyle
    - Health behavior change
    - Physical activity promotion
- Dec 2008-  
June 2014      **PhD student:** VU University Amsterdam, Department of Health science, EMGO Institute for Health and Care Research, Faculty Earth- and life science.
- Title research project: Active video games: an effective way to prevent overweight in a family setting?
    - Promotors: Prof. Dr. Jaap Seidell, Prof. Dr. Ir. Hans Brug
    - Co-promotors: Dr. Emely de Vet, Prof. Dr. Mai Chin A Paw
  - Research: focus groups, interviews, observational research, 24-hour-recall diary study, randomized controlled trial
  - Teaching: supervision of bachelor and master theses and teaching for the courses:
    - Behavior and health
    - Prevention
    - Health and policy
    - Health promotion and disease prevention
    - Health Psychology
    - Prevention and Public Health
  - Other: international network on Games for health, organizing theme meeting for junior researchers.
- May 2011-  
Aug 2011      **Visiting researcher:** Children's Nutrition Research Center, Department of Pediatrics, Baylor College of Medicine, Houston, Texas. Funded by awarded travel grant of EMGO+ Institute for Health and Care Research.
- Research: Collaborated with prof Tom Baranowski (leading researcher on Games for Health) on serious games for health.

- 2006 **Junior epidemiologist:** Netherlands Cancer Institute - Antoni van Leeuwenhoek hospital (NKI-AVL).
- Research: evaluation of long term effects of DES hormone in daughters of DES hormone users.
- Coordination and processing data collection
  - Communication hospitals and DES Foundation
- 2005 **Research employee:** Body@Work TNO-VUmc; a randomized controlled trial evaluating physical activity and work style counseling on recovery of repetitive strain injuries (RSI) in computer workers (RSI@Work).
- Research:
    - Coordination of study
    - Organization and coordination data collection
    - Conducting measurements (observations and questionnaires)
    - Supervision of research assistants
    - Communication study participants
    - Data-analyses
    - Reporting
  - Teaching:
    - Supervision of bachelor and master students
    - Teaching in Medicine courses
- 2004-2005 Body@Work TNO-VUmc; **consultant/research assistant:** a randomized controlled trial evaluating physical activity and work style counseling on recovery of repetitive strain injuries (RSI) in computer workers (RSI@Work).
- Activities: Organizing group training and individual counseling sessions on active and healthy lifestyles and work style.
- 2003-2005 H&C Health Promotion; **health promoter**
- Activities: Giving individual posture and movement advice to office workers

### Overview acquired research projects, scholarships and prizes

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\* *Involvement of Universities of Applied Sciences*

\*\* *Involvement of stakeholders*

Type	Amount in euros	Utrecht University	Year of award
<b>Contract research</b>			
** Evjeklinikken Norway: Technologies for obesity patients	50,000	50,000	2017
** Development and evaluation of a serious game for healthy	50,000	50,000	2016

diet and physical activity (Grendel Games)			
** Exergames to increase physical activity in older adults (Vital Innovators, VitaValley)	14,898	14,898	2015
** Active video games in a school setting. Kandinsky college	19,000	19,000	2010
<i>Subtotal</i>	133,898	133,898	
<b>Grants</b>			
** ZonMw Create Health. Ronde: Kennisbasis eHealth om gezond en actief oud te worden: Gamification for Overweight prevention and Active Lifestyle (GOAL)	246,452	-	2017
*/ ** NWO-FAPESP Data-driven research on Sports & Healthy Living: Playful Data-driven Active Urban Living (PAUL)	565,218	220,000	2016
** EU-ErasmusPlus: PreHealth - Promoting Education and Jobs to enhance the Use of Urban Blue and Green Infrastructure for Health and Fitness	392,000	80,000	2016
** Active video games for social inclusion of refugees (Seed money Sport and Society UU)	19,500	19,500	2016
Exploring the possibilities of intergenerational digital game design. (Seed money Game Research)	6,936	6,936	2015
<i>Subtotal (euro's)</i>	1,230,106	326,436	
<b>Prizes/ scholarships</b>			
PhD thesis prize Association of Human Movement Science (second prize)	100	100	2015

Nominee for EMGO+ Societal Impact Award 2014 <a href="http://www.emgo.nl/news-and-events/news/539/team-twentyfive-winner-of-the-emgo-societal-impact-award-2014/">http://www.emgo.nl/news-and-events/news/539/team-twentyfive-winner-of-the-emgo-societal-impact-award-2014/</a>			2014
EMGO+ Travel grant ( <a href="http://www.emgo.nl">www.emgo.nl</a> )	5,000	5,000	2010
<i>Subtotal (euro's)</i>	<i>5,100</i>	<i>5,100</i>	
<b><i>Total (euro's)</i></b>	<b><i>1,122,652</i></b>	<b><i>465,434</i></b>	

## Review activities

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International scientific journals: Journal of Medical Internet research, International Journal for Behavioral Nutrition and Physical Activity, Preventive Medicine, Games for Health Journal, Journal of Media Psychology, Appetite, Journal of Rural Health, Journal of Sports and Health Science, Journal of Science and Medicine in Sport.

## Other relevant experience

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- Courses
  - Women leadership for talented researchers in Geoscience (March 2016)
  - Explore Program Entrepreneurship (ACE Venture lab) (2014)
  - Project management IPMA-D (2013)
  - Writing a scientific article (Taalcentrum-VU, 2012)
  - Dutch course: Succesvol promoveren en persoonlijke effectiviteit (Centrum voor loopbaan en ontwikkeling VU, 2009)
  - Dutch course: TNO opleiding Resultaatgerichte Zelfsturing (Winner Talent Development B.V.)
  - Dutch course TNO opleiding Klantgericht Handelen (Boertien en Partners, Training en Advies)
  - Health Promoter (H&C Health Promotion)
  - First aid (Het Oranje Kruis)
  - Firefighting and evacuation (Nederlands Instituut voor Bedrijfs hulpverlening)
- Professional memberships
  - Taskforce International Olympic Committee (IOC), Youth Strategy: *How can video games encourage young people to be physically active while still having fun*
  - International Society for Behavioral Nutrition and Physical Activity (ISBNPA)
  - Special Interest Group e- & mHealth of ISBNPA
  - Dutch Society of Human Movement Science. Special interest group Physical activity and Health (main activity: organizing scientific meetings)
  - *Faces of Science* The Royal Netherlands Academy of Arts

- Other
  - Computer experience: SPSS, Excel, Access, PowerPoint, Windows, Word, Outlook
  - Languages: Dutch and English excellent
  - Driver license-B

## Publications

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### *International peer-reviewed journals*

1. de la Hera T, Loos E.F, **Simons M**, & Blom J. Benefits and Factors Influencing the Design of Intergenerational Digital Games: A Systematic Literature Review. *Societies* 2017 7(3), [18]. doi:10.3390/soc7030018
2. Baranowski T, Blumberg F, Buday R, DeSmet A, Fiellin LE, Green CS, Kato PM, Lu AS, Maloney AE, Mellecker R, Morrill BA, Peng W, Shegog R, **Simons M**, Staiano AE, Thompson D, Young K. Games for Health for Children-Current Status and Needed Research. *Games Health J*. 2016 Feb;5(1):1-12. doi: 10.1089/g4h.2015.0026.
3. **Simons M**, Brug J, Chinapaw MJM, de Boer M, Seidell J, de Vet E. Replacing Non-Active Video Gaming by Active Video Gaming to Prevent Excessive Weight Gain in Adolescents. *PLoS One*. 2015 Jul 8;10(7):e0126023. doi: 10.1371/journal.pone.0126023.
4. **Simons M**, Chinapaw MJM, Brug J, Seidell J, de Vet E. Associations between adolescents' active gaming behaviour and other energy-balance related behaviours. *Int J Behav Nutr Phys Act*. 2015 Mar 5;12:32. doi: 10.1186/s12966-015-0192-6.
5. Straker LM, Fenner A, Howie EK, Feltz DL, Gray CM, Lu AS, Mueller F, **Simons M**, and Barnett LM. Efficient and Effective Change Principles in Active Videogames. *Games for Health Journal*. Online Ahead of Print: November 3, 2014. doi:10.1089/g4h.2014.0077.
6. **Simons M**, de Vet E, Chinapaw MJM, de Boer M, Seidell JC, Brug J. Personal, Social, and Game-Related Correlates of Active and Non-Active Gaming Among Dutch Gaming Adolescents: survey based Multivariable, Multilevel Logistic Regression Analyses. *JMIR Serious Games* 2014;2(1):e4. URL: <http://games.jmir.org/2014/1/e4/>. DOI:10.2196/games.3092
7. **Simons M**, Chinapaw MJ, van de Bovenkamp M, de Boer MR, Seidell JC, Brug J, de Vet E. Active video games as a tool to prevent excessive weight gain in adolescents: rationale, design and methods of a randomized controlled trial. *BMC Public Health* 2014 Mar 24;14(1):275. DOI: 10.1186/1471-2458-14-275.
8. Baranowski T, Maddison R, Maloney A, Medina E, **Simons M**. Building a Better Mousetrap (Exergame) to Increase Youth Physical Activity. *Games for Health Journal: Research, Development, and Clinical Applications* 2014; 3 (2):72-78. DOI:10.1089/g4h.2014.0018.
9. **Simons M**, de Vet E, Brug J, Seidell J, Chinapaw M: Active and non-active video gaming among Dutch adolescents: who plays and how much? *Journal of Science and Medicine in Sport* 2014; 17(6):597-601. DOI 10.1016/j.jsams.2013.10.250.
10. **Simons M**, Baranowski J, Thompson, D, Buday R, Abdelsamad D, Baranowski T. Child Goal Setting of Dietary and Physical Activity in a Serious Videogame. *Games Health J* 2013; 3(2): 150-157
11. **Simons M**, Opdam L, van Empelen P. Feasibility of an Active Game Program in a Dutch Pre-Vocational High School Setting. *Games Health J* 2013.;6(2):332-340.
12. Maddison R, Straker L, Palmeira A, **Simons M**, Witherspoon L, Thin AG. Active video games – an opportunity for enhanced learning and positive health effects? *The International Journal Cognitive Technology* 18 (1) 2013; 6-13
13. Baranowski T, Adamo KB, PhD, Hingle M, Maddison R, Maloney A, **Simons M**, Staiano A. Gaming, Adiposity, and Obesogenic Behaviors Among Children: a Roundtable Discussion. *Games for Health Journal* 2013;3 (2):119-126

14. **Simons, M.**, Bernaards, C., Slinger, J. Active gaming in Dutch adolescents: a descriptive study. *International Journal of Behavioural Nutrition and Physical Activity* 2012, 9:118. DOI: 10.1186/1479-5868-9-118.
15. **Simons, M.**, de Vet, E., Hoornstra, S., Brug, J., Seidell, J.C., Chinapaw, M. Adolescents' Views on Active and Non-Active Videogames: A Focus Group Study. *Games for Health Journal* 2012, 1 (3): 211-218.
16. De Vet, E., **Simons, M.**, Wesselman, M. Dutch children and parents' views on active and non-active video gaming. *Health Promotion International* 2014 Jun;29(2):235-43. DOI: 10.1093/heapro/das064.
17. Hendriksen IJM, **Simons M**, Garre FG, Hildebrandt VH. The association between commuter cycling and sickness absence. *Preventive Medicine* 2010;51:132-135.
18. **Simons M**, Es E van, Hendriksen IJM. Electrically assisted cycling: a new mode for meeting physical activity guidelines? *Medicine & Science in Sports & Exercise* 2009 Nov;41(11):2097-102.
19. Bernaards CM, Ariens GAM, **Simons M**, Knol DL, Hildebrandt VH. Improving Work Style Behavior in Computer Workers with Neck and Upper Limb Symptoms. *Journal of Occupational Rehabilitation* 2008; 18:87–101.
20. **Simons M**, Vries SI de, Jongert MWA. Energy expenditure of three public and three home based active computer games in children. *Computers in Entertainment* 2013; Volume 11 Issue 1, March 2013

*Under review, submitted or in preparation for international peer-reviewed journals*

- **Simons M**, Hendriksen IJM. (under review). Promising results of electrically assisted bicycle use among Dutch commuters: a descriptive study on daily use.
- **Simons M**, Aarts MJ, Habraken J, van Stralen M, van Oers HAM, Schuit J. (under review). Changes in 4-12 year olds' outdoor play between 2008 and 2013: are they associated with changes in the built environment and local policy actions in the neighbourhood?
- Groot M, **Simons M**, de Vet E (submitted). Energy intake during active and non-active gaming and watching TV.
- **Simons M**, Aarts MJ, Habraken J, van Stralen M, van Oers HAM, Schuit J. (in preparation) Changes in school policy regarding physical activity over a period of six years.
- **Simons M**, DeSmet A, Empelen P. (in preparation). A conceptual Framework (version 1.0) for Serious games aimed at promoting a healthy lifestyle: based on behavioral change and game design theories for health promotion.

*Peer-reviewed national*

- **Simons M**, Boer A de, Jans MP, Hendriksen IJM. Het effect van omgevingsverandering op het lunchwandergedrag van werknemers. *Tijdschrift voor Gezondheidswetenschappen*. 2009; 87: 182- 187.

*Selection of reports and popular publications*

- Dijstelbloem F, **Simons M**, van Bree L. Serious gaming als versneller. *VVM Milieu Special De Gezonde Stad* 2016-7.
- **Simons M**, Hildebrandt VH. *Bedrijven in Beweging*. Arbo 2013.
- **Simons M**, Empelen P. Evaluatie interventie 'Beweeggames'. Leiden: TNO Kwaliteit van Leven rapport, maart 2012.
- **Simons M**, Bernaards C, Hildebrandt VH. *Minder bedrijven organiseren bewegingsprogramma*. Preventie 2011.
- **Simons M**, Jongert MWA. *Bewegen met computer games: een evaluatie van een beweegprogramma met beweeggames op een VMBO school*. Leiden: TNO Kwaliteit van Leven rapport, april 2010.



- Wesselman M, **Simons M**, de Boer MR, de Vet E. Kinderen en games: Voorspellers van spelen en aanschaffen van (actieve) games. VU Amsterdam, maart 2010.
- **Simons M**, Verheijden MW. Schooldiëtist. TNO, 2009.
- **Simons M**, Hendriksen I, Sauerborn-Ribbens M. Maatregelen voor lunchwandelen passen in uw preventiebeleid: Ganzenpas Mars! Arbo Rendement 3-2009.
- Schermers P, **Simons M**, Vries SI de, Bakker I, Jongert MWA. Evaluatie Scoren voor gezondheid. Leiden: TNO, 2008. KvL/P&Z 2008.707.
- **Simons M**, Jans M, Bolten L, Hoogland L. 'Ga je mee lunchwandelen?' De invloed van een aanjager op de frequentie van het lunchwandelen. Leiden: TNO, 2008. KvL/B&G 2008.006.
- Vries de SI, Overbeek van K, Jongert MWA, **Simons M**, Chorus AMJ, Bakker I. Het beweeg- en voedingsgedrag van VMBO-leerlingen uit Rotterdam. Leiden: TNO Kwaliteit van Leven, 2007. Publ.nr. 07.116.

## Selection of presentations

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### *Invited international presentations*

- **Simons M** (Sept 2017). European Commission ICT & Health. Serious games for promoting health behaviors. Brussels, Belgium.
- **Simons M** (May 2017). Conducting focus groups. Evje Norway.
- **Simons M** (Febr 2017). Mobile games for healthy urban living. Dag van de Publieke Ruimte. Mechelen
- **Simons, M.** (Nov/Dec 2015). Active video games: can they contribute to the prevention of overweight in gaming adolescents? *Serious health games and apps conference*. Ghent, Belgium.
- **Simons M**, Brug J, Chinapaw MJM, de Boer M, Seidell J, de Vet E. (Sept 2015). Active video games: Game on or Game over? *International symposium Serious Games and mHealth Applications for Healthy Lives*. Wageningen, The Netherlands
- **Simons, M.** (October 2014). Let's Play: using video games to promote physical activity in older adults. *Connect for Impact (international conference about breakthrough innovations in Health and Care)*. Ede, The Netherlands
- **Simons M**, Brug J, Chinapaw MJM, de Boer M, Seidell J, de Vet E. (May 2014). Adverse or Unanticipated Effects of Exergames: Effects on Anthropometrics, Opportunity Costs, Injuries from active gaming, Snacking While Playing. *ISBNPA 2014 Pre-Conference Symposium Games for Increasing Physical Activity: Mechanisms for Change*. Houston, Texas, US.

### *Other*

- **Simons M**, de Vet E, Chinapaw M, de Boer M, Seidell J, Brug J. Active games for a healthy body weight? A randomized controlled trial. Annual Meeting of The International Society For Behavioral Nutrition and Physical Activity 2014, San Diego, CA, US. Poster.
- **Simons M**, de Vet E, Brug J, Seidell J, Chinapaw M. Active and non-active video gaming among Dutch adolescents: who plays and how much. Annual Meeting of The International Society For Behavioral Nutrition and Physical Activity 2013, Ghent, Belgium.
- **Simons M**, de Vet E, Chinapaw M, Seidell J, Brug J. Active video games: a tool to promote physical activity? TAFISA World congress 2013.
- **Simons M**, de Vet E, Brug J, Seidell J, Chinapaw MJM. Actief versus zittend gamen: tijdsbesteding en demografische kenmerken. Binnen symposium: *Op weg naar een gezonder leven met behulp van de moderne technologie*. NCVGZ 2013.

- **Simons M**, de Vet E, Brug J, Seidell J, Chinapaw MJM. Active and non-active video gaming among Dutch adolescents: who plays and how much? International Union for Health Promotion and Education (IUHPE) Conference 2013.
- **Simons M**, de Vet E, de Groot, M. Snacking during active video game play. Annual Meeting of The International Society For Behavioral Nutrition and Physical Activity 2012, Austin, Texas, VS.
- **Simons M**. Gaming als gezondheidsinterventie. Geriatriedagen 2012, Den Bosch.
- **Simons M**. Serious gaming: Computergames voor een gezonde leefstijl. Opleidingsdag Jeugdarts KNMG 2011.
- **Simons M**, Bernaards C, Slinger J. Active gaming in Dutch adolescents. Health Enhancing Physical Activity 2011, Amsterdam
- **Simons M**. Social and psychological correlates of purchasing and playing behaviour of both sedentary and active video games. Annual Meeting of The International Society For Behavioral Nutrition and Physical Activity, 2010, Minneapolis.
- **Simons M**. Computerspelletjes: Inactiviteit of bijdrage aan de beweegnorm? Invited speaker voor het Landelijk Congres 2009 "Iedereen een Gezond Gewicht".
- **Simons M**. Active gaming op het werk. Invited speaker voor de Fysieke Dag van VvBN en de Nederlandse vereniging voor Ergonomie.
- **Simons M**, Hendriksen IJM, Hildebrandt VH. Environmental changes to increase stair use at work. Annual Meeting of The International Society For Behavioral Nutrition and Physical Activity 2008, Banff, Canada.
- **Simons M**, Vries SI de, Bakker I, Jongert MWA. Energy Expenditure, Occupation And Enjoyment Of Active Computer Games Among Children. Annual Meeting of The International Society For Behavioral Nutrition and Physical Activity, 2008, Banff, Canada.
- **Simons M**, Boer de A, Jans MP and Hendriksen IJM. Lunch to go. 2nd International Congress on Physical Activity and Public Health 2008, Amsterdam.

## Referees

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*On request*