

Deep Dive: Holly-Graham

Implemented

Overview



- **Program Objective:** Empower MHS beneficiaries to learn about tobacco cessation, health promotion, and available health resources
- **Point of Contact:** Mark Hamilton
- **Total Force Fitness Domains:** Behavioral, Psychological, Nutritional

Program Description



The “Holly-Graham” Virtual Assistant goes beyond brochures and traditional push communications by using holographic, three dimensional, life size projections to communicate public health messages. The technology creates the effect of a live person that can talk and interact with MHS beneficiaries in the life space.

The Holly-Graham will show MHS beneficiaries the effects of tobacco use and obesity through graphic computer imagery. It will also help viewers adopt healthier behaviors. Viewers will be able to scan QR codes which lead to health promotion websites. The technology will be placed in high traffic areas, and content will be customized depending on service or health issue.

Implementation Progress



- Holly-Graham is being piloted at the following five installations:
 - Quantico : on site
 - Fort Meade: on site
 - Fort Sill: on site
 - Mountain Home : on site
 - New London: on site

Performance Measures



- Number of activations
- Number of QR code scans
- Number of times touch screen button was pressed

Additional Information

- Unveiled at Quantico on July 14, 2014,
- Unveiled at Fort Meade on August 14, 2014
- Unveiled at Fort Sill, September 15 2014
- Unveiled at Mountain Home, September 17, 2014
- Unveiled at New London, September 19, 2014

