

International Network of
Hhealth
Promoting
Hospitals & Health Services



Co-producing solutions for digital health literacy

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Digital health revolution?

NHS choices Your health, your choices


Enter a search term

Health A-Z ▾ Live Well ▾ Care and support ▾ Health news ▾ Services near you ▾

Home ▾ Live Well


Live Well

Advice, tips and tools to help you make the best choices about your health and wellbeing




Eat well

All you need to know about the major food groups and a healthy, balanced diet



Healthy weight

Check your BMI using our healthy weight calculator and find out if you're a healthy weight




Exercise

Programmes, workouts and tips to get you moving and improve your fitness and wellbeing



Apps for Health


Experience an entirely new approach to wellness where your fitness apps can talk to your doctors, track your doctor can be automatically notified of updates to your health data, and great apps work together for a healthier you. This handpicked collection brings together the best fitness, nutrition, and medical apps customised for iOS & Android.




Private Personal Trainer - iOS & Android




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Handy patients enterprise edition

File Edit View Help

David (9 month and 10 days)
Male (12 years and 10 months)
Mother: Teacher
Father: Personal advisor
Partner: Married

Last: Anderson
First: David
Boy
Birth: 5 January 2009
Age: 9 month and 10 days
Patient no: 123

Forms
Milestones (David)
2-4 (David) (David)
Accidents
Billing
Reports
Statistics

Diagnosis
General
Social

Meetings
2 month checkup
1 month checkup
Respiratory problem
10 days checkup
Cerebral for return at home
Birth

Diagnosis
General
Social

Notes
Father ask many questions, add 10 minutes to consultation

Digestive

Thursday, 22 Jan 2009

Digestive inspection
Normal

Digestive auscultation
Normal abdomen noises

Digestive palpation
Little pain on the right lower area

Liver
No hepatomegaly

Rectal

Page 1/1
Draw
Print
Color
Size

The global digital divide

The majority of the world's population is not online

3.5bn people in the world are now online (48%) – but 52% aren't



80% of people in Europe are online – but only 22% in Africa

In UK one in ten people have never been online – and one in five lack basic digital skills

The toxic triad



WHO Digital Health Resolution



World Health
Organization

SEVENTY-FIRST WORLD HEALTH ASSEMBLY
Agenda item 12.4

A71/A/CONF./1
21 May 2018

Digital health

Draft resolution proposed by Algeria, Australia, Brazil, Estonia, Ethiopia, Germany, India, Indonesia, Israel, Italy, Luxembourg, Mauritius, Morocco, Panama, Philippines and South Africa

(9) to improve the digital skills of all citizens, including through working with civil society to build public trust and support for digital health solutions, and to promote the application of digital health technology in the provision of, and access to, everyday health services;

What have we done?

Widening Digital Participation:
National Health Service programme
in England since 2013

Worked with not-for-profit, Good
Things Foundation, to deliver
national digital health literacy
programme

Supported 400,000 digitally
excluded people through local
centres in deprived communities

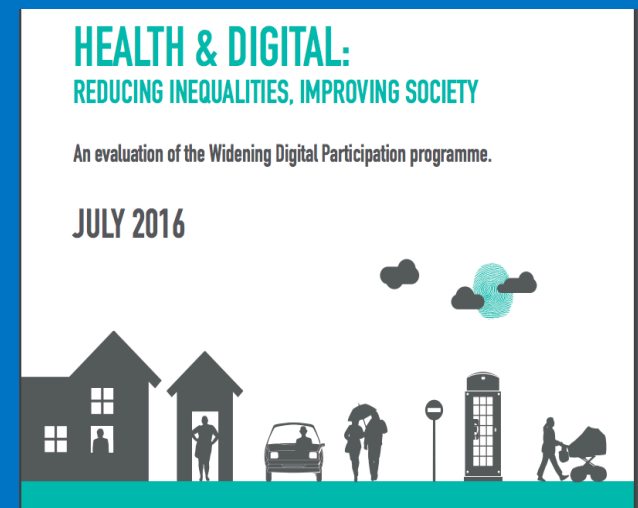
Provided supported access to
technology in trusted places with
digital skills training



Having learned digital skills...

- 60% felt more confident in using digital health tools
- 48% have saved time by using health services online
- 32% have saved money by using health services online
- 27% have increased self care & reduced use of primary & urgent care
- 52% say they feel less lonely & isolated

Preliminary results reported at HPH conferences in Barcelona (2014) and Oslo (2015)
Published at <https://nhs.goodthingsfoundation.org/>



But its not just about digital skills...

People aren't online because of...

Lack of digital skills

Infrastructure – mobile connectivity, broadband, wi-fi

Affordability – devices, contracts

Lack of relevant, usable content

Motivation and trust

Figure 3: Key Reasons for Lack of Connectedness to the Internet



Source: "Working Together to Connect the World by 2020 – Reinforcing Connectivity Initiatives for Universal and Affordable Access", available from: www.broadbandcommission.org.

What now?

Focus our efforts on areas of greatest need

Increase understanding of barriers to digital inclusion – access, skills, motivation, trust

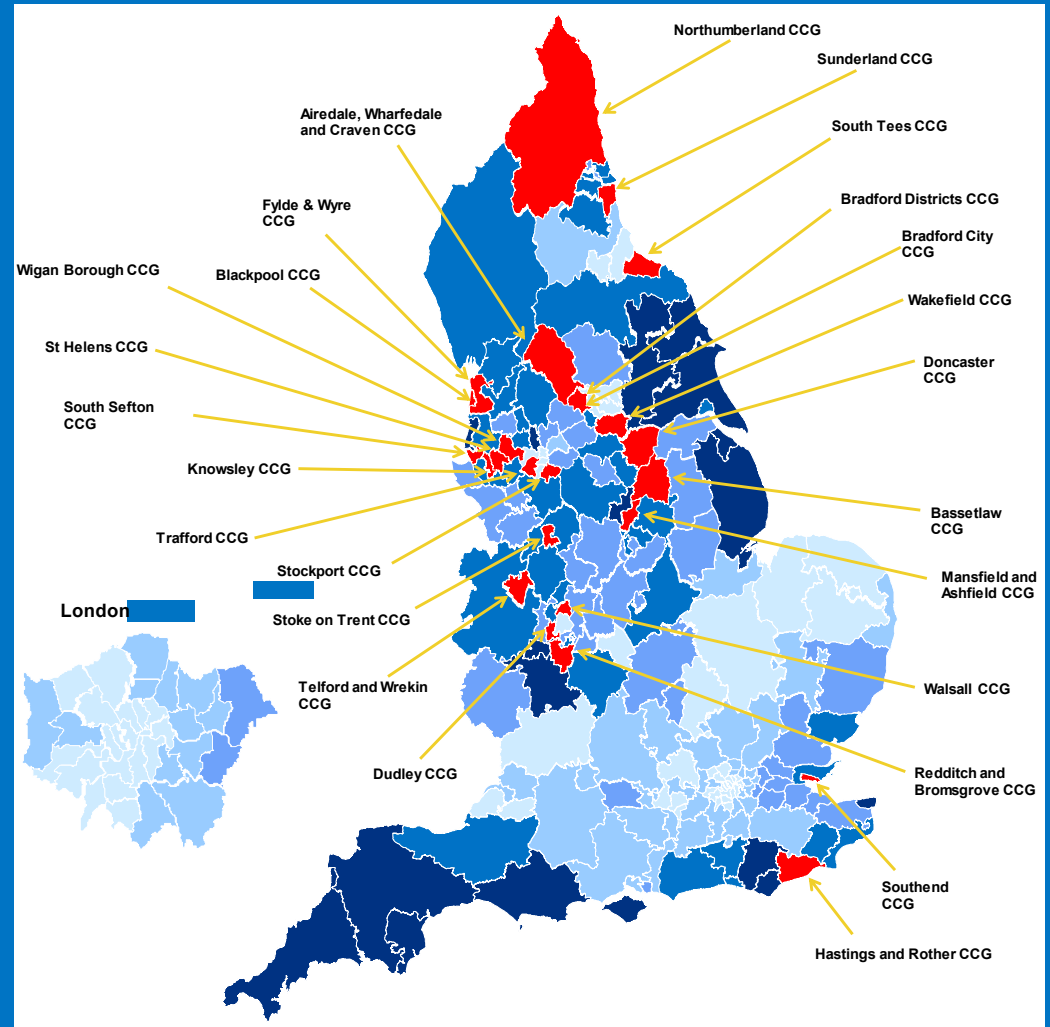
Work with local people and communities to co-produce solutions relevant to them

Using population data to prioritise local action

Mapping areas of digital exclusion to areas of health inequality

Areas of digital exclusion often map to areas of social deprivation & health inequality

...but not always



Local pathfinders

North London – young people with mental health issues

Sheffield – social prescribing

North Somerset – high street healthy living hub

Stoke – people with long term conditions

Bradford – young people as carers

Wakefield – hearing & visually impaired people

Hastings – homeless & insecurely housed people

Sunderland – isolated older people

Dorset – maternity care for travellers

Co-production methods

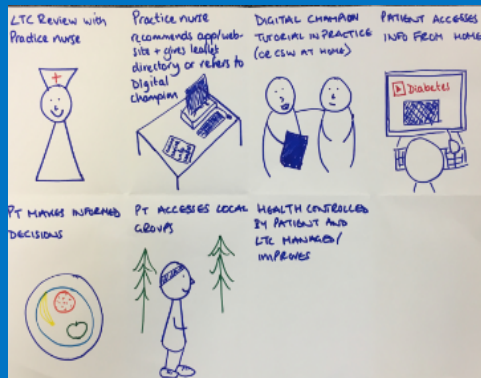
Go to where people are



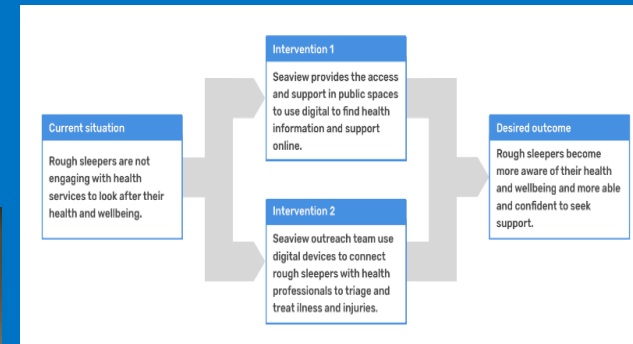
Engage with local stakeholders & service users



Develop personas and user journeys



Test theory of change



Co-design solutions



New health and digital support service to launch in October

PUBLISHED: 07:00 01 September 2017 | Vicky Angear

Co-production has challenged our assumptions

What we thought was the problem wasn't always the most important issue for patients and citizens

Here are just four examples

Young people



The advertisement features the NHS logo in the top right corner. The main headline reads "Aged 16-24? Questions about your health?". Below this, a row of six emojis illustrates various health concerns: a person with a thermometer in their mouth, a person with a bandage on their head, a person with a wide-eyed expression, a person thinking, a thought bubble, and a hand pointing. To the right of the emojis is a smartphone icon. Below the emojis, the text "Download NHS Go" is displayed. At the bottom left, it states "NHS Go is brought to you by Healthy London Partnership. It is free to download on iOS and Android." followed by the website "www.NHSGo.uk", the hashtag "#NHSGo", and the Twitter handle "@HealthyLDN". On the bottom right, there are two circular badges: one with the "go" logo and the text "Designed by young people, for young people", and another with the text "Download Free @ Google play" and "Available on the App Store".

NHS

Aged 16-24? Questions about your health?

Download NHS Go

NHS Go is brought to you by Healthy London Partnership.
It is free to download on iOS and Android.

www.NHSGo.uk #NHSGo @HealthyLDN

Designed by young people, for young people

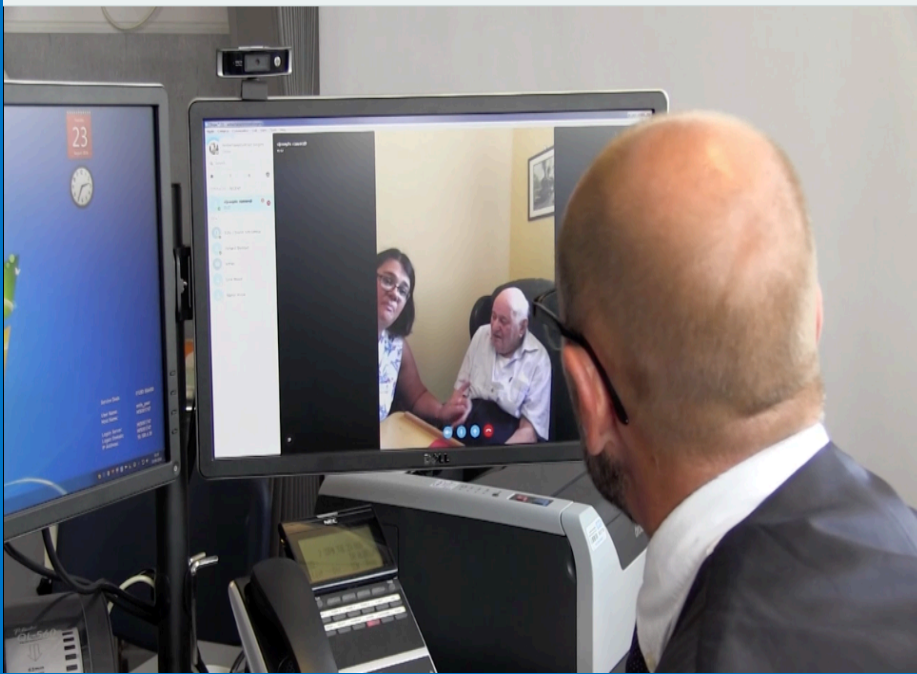
Download Free @ Google play
Available on the App Store

Take away learning:

Young people are digitally engaged

– but often not for their health unless content & tools meaningful to them

Older people



Take away learning:

Older people are increasingly using everyday technology (Facebook, Skype etc) and are prepared to use for their own health

Homeless people



Take away learning:
Provide basic infrastructure – safe, dry places with free
wi-fi

High street hub



Take away learning:
Involve local people to integrate digital with everyday health

Sharing what we've done



Digital inclusion guide for health and social care



Online ideas bank
Practical tools
Case studies
Videos
Design principles
Evaluation

Page contents

- How can we find out levels of digital exclusion locally?
- Practical steps to help with digital inclusion
- How can we commission digital inclusion support?
- How can we evaluate digital inclusion support initiatives?
- Providing accessible online services
- Design principles for digital inclusion
- Draft NHS design principles
- Widening Digital Inclusion Pathfinders
- Supporting digital inclusion – step by step
- Further Information

4. How can we support digital inclusion locally?

How can we find out levels of digital exclusion locally?

Use the [digital exclusion heatmap](#) to check levels of digital exclusion locally. The Heatmap shows overall likelihood of digital exclusion by local authority. It does this by combining indicators including infrastructure (broadband and 4G), access (percentage of adults online), basic digital skills, and social indicators (age, education, income and health).

The [One Digital Toolkit](#) includes a useful guide from Citizens Online on [mapping data for digital inclusion activity](#). The guide covers data sources relevant to mapping, and an introduction to mapping using available software.

Click on the map to see the likelihood of digital exclusion in your area.



Practical steps to help with digital inclusion

Several practical steps can be taken to support digital inclusion locally. Here are some examples of ways in which we can create the best environment for successful digital inclusion support.

Social prescribing

In Stockport, GPs at the [Alvanley Family Practice](#) are prescribing to non-medical support including gardening and cooking. In this video [staff at the practice talk about their approach to social prescribing](#). One of the interventions prescribed is digital skills training provided by [Starting Point Community Learning Partnership](#).

In Sheffield, GPs at [Sloan Medical Centre](#) are referring patients to digital skills training provided by [Healey Development Trust](#). In this video, GP Dr Ollie Hart talks about the partnership.



Free public wi-fi

Access to free wi-fi on NHS premises makes it easier for patients to use information and services when they most need them. Free wi-fi in all GP practices will be available by early 2018, with all hospital trusts providing free wi-fi by the end of 2018.



These [case studies](#) show how free wi-fi has improved communication with patients and their families.

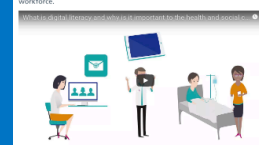
Bury CCC were early adopters of the NHS wi-fi Programme. Here they describe [benefits for the NHS and patients of providing free wi-fi](#).

Supporting digital skills of staff

Health and care staff do not always have knowledge and confidence in using digital health resources themselves. This means that they are unlikely to act as digital champions and recommend digital tools to their patients. This can be one of the biggest barriers to digital inclusion.

Health Education England is leading work on digital literacy for health and care staff, as part of the [Building a Digital Ready Workforce programme](#).

This video explains why digital literacy is important to the health and care workforce.



Health Education England's digital capabilities

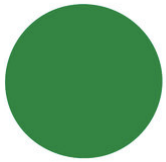


Health Education England's definitions of digital literacy apply equally to patients, carers and service users as they do to health and care staff.

How can we commission digital inclusion support?

A [Digital Training and Support Framework agreement](#) is available for use by public sector organisations (including clinical commissioning groups and local authorities). The framework includes over 50 companies, social enterprises and voluntary sector organisations that specialise in providing

<https://digital.nhs.uk/digital-inclusion-guide>



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Widening Digital Participation Programme

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