Widening Digital Participation

NEED WIFI SIGNAL
Digital inclusion is good
- Helps people to find information online, increasing their ability to manage their own health & care
- Reduces inequalities by opening up access to information and services to everyone
- Cuts healthcare costs by steering patients towards cheaper digital alternatives
- Helps people to find work and education opportunities as well as reducing loneliness and isolation
The challenge is…

- Over 11.5m people lack basic digital skills & 5m people have never been online
- Those not online tend to be regular users of NHS services & generally not health literate
- Close link between digital exclusion & health inequalities – pathfinder heatmap
The challenge is

- Barriers to digital inclusion are varied and complex – not just skills
- There is no one solution
- Finding sustainable solutions
- Progress has been slow
Where have we gone wrong?

• Made assumptions on needs – it's not always about skills
• Not enough research and talking to patients and the people that know them
• Not designing in a user-centred way has led to poor user experiences
Where have we gone wrong?

- Lack of standards of digital health design
- Lack of awareness & motivation for people to use health tech
- Staff lacking the skills and training needed to promote and use digital health tech themselves
- Not scaling what works - no investment
Widening Digital Participation?

As more and more information and services move online no one should get left behind.
How WDP is facing the challenge

- Investing in research on the needs of the furthest and hardest to reach
- Working partnership – going to where they go and working with the people they see everyday
- Developing and testing new approaches that are tailored to needs
- Promoting the benefits of digital health tools
How WDP is facing the challenge

• Developing a digital inclusion guide & toolkit to support digital health & care teams
• Promoting patient-centred design
• Working with teams across NHSD to develop a set of digital health design standards
• Developing a scaling and implementation plan
• Sharing everything
The good news

- Lots of great digital inclusion projects already out there
- We know lots more about needs
- Digital health service manual & standards coming soon
- Digital health products are much better
- People are starting to understand the value of investing in digital inclusion
- Cross-government collaboration & investment
Social prescribing at Bromley-by-Bow

Play video
More information

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