NHS Widening Participation

PETE NUCKLEY / GOOD THINGS FOUNDATION / @pic_in_clouds
WHAT IS #NHSWDP
OUR BRIEF...
HOW CAN WE EMBED DIGITAL INCLUSION IN HEALTHCARE TO REACH THE FURTHEST FIRST?
OUR RESPONSE...
20 PATHFINDERS
3 YEARS
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Sheffield - Social Prescribing
Islington - Young People and mental health
Stoke - Long Term Conditions
Nailsea - Health hub on the high street
Bradford - Young people and the people they care for
Hastings - Homelessness
West Yorkshire - People with sensory impairments
Sunderland - Isolated elderly people leaving hospital
Thanet - Over 55 in social housing
Dorset - New and expectant parents
Blackpool - A&E attendance
Tower Hamlet - BAME community
Nursing
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Or keep up to date here.....
https://digital-health-lab.org/

104,300 people engaged by the NHS Widening Digital Participation programme

...so far.

#nhswdp
A COUPLE OF EXAMPLES
SHEFFIELD
Birthday review for LTC’s. Goals jointly agreed. Referred to online centre.

Online centre uses digital to show what’s about.

Patient activation increases and digital enables change.
Digital Champion offers digital skills in the waiting room

Patients see value and then engage further with digital skills

Patient activation increases and digital enables change

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SEAVIEW CENTRE
4AM HASTINGS PIER
Service users chat about their health and are taken through NHS Choices. Trusted info means they look to change behaviour or re-engage with NHS. Better health outcomes.
Service users are wounded and seen by outreach

Picture taken and shown to St Johns Ambulance

Act accordingly

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People with A/F (and others) join a closed Facebook group ran by nurse.

They get peer support and can access nurse easier.

Initial reports are it's saving the nurse 30% of her time. Patients feeling better supported.
UNDERSTAND

TRUST

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USE THE RIGHT LANGUAGE
UNDERSTAND
BARRIERS
AND
CONTEXT
THANK YOU
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#NHSWDP
https://digital-health-lab.org/