

Digital inclusion

Leaving Nobody Behind

Digital exclusion & inequalities

One in five people lack basic digital skills (57% of over 65s, 49% of people with disability)

One in ten people have never been online

Those who are least likely to be online are those who most need health & care services



What have we done?

Widening Digital Participation: three year NHS England programme 2013-16

Worked with social enterprise, Good Things Foundation, to deliver national digital skills programme

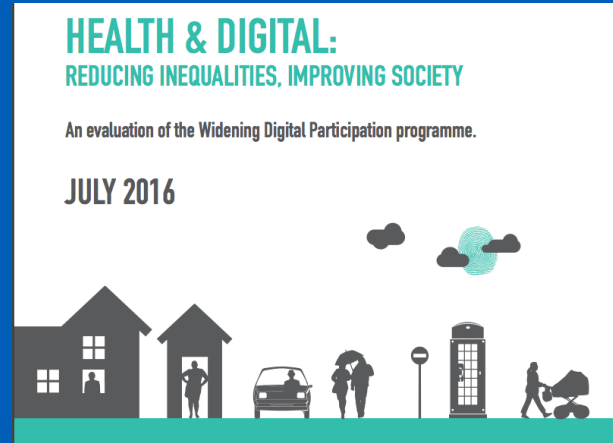
Supported 380,000 digitally excluded people through local UK Online Centres in deprived communities

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



What next?

Next phase of Widening Digital Participation programme

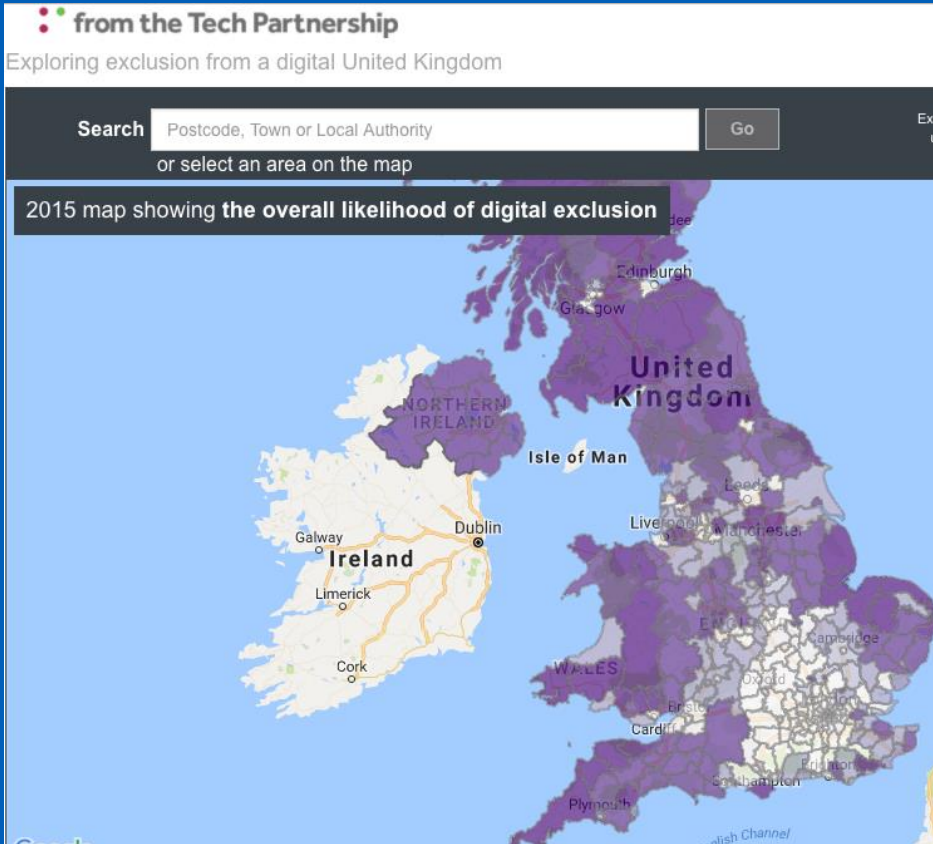
Good Things Foundation selected as delivery partner

Focusing our efforts on areas of greatest need

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

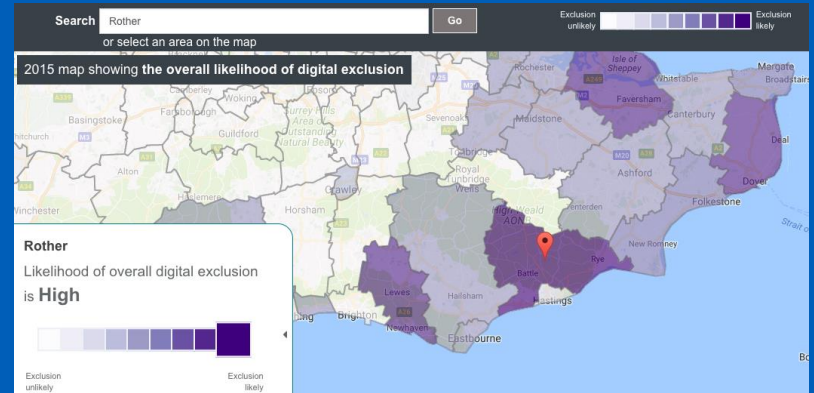


Mapping digital exclusion



Tech Partnership Digital Exclusion Heatmap

Exclusion mapped using data on access (broadband & 4G), digital skills, & social indicators (age, income, education)



Areas with high digital exclusion don't always match those with health inequalities

For example:

- London has health inequality challenges but digital inclusion is generally good (younger population, good connectivity – 4G & broadband)
- Rural South West has digital exclusion challenges (older population, poor rural broadband) but generally healthier population

But in some parts of the country there is a strong match eg deprived coastal towns

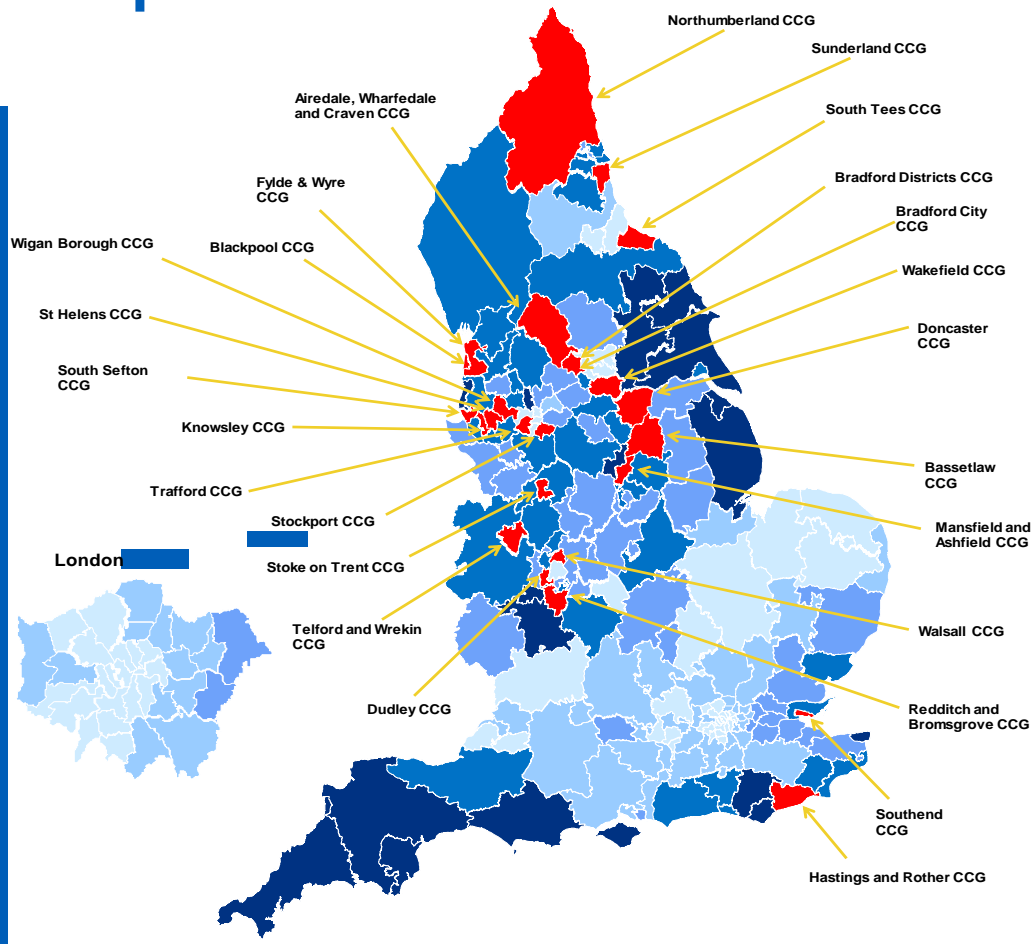


Digital exclusion & health inequalities

Areas of digital exclusion often map to areas of social deprivation & health inequality...but not always

We've used data to show 25 CCGs where there is the strongest match

We particularly want to work with STPs & CCGs in these areas to pilot ways of combating digital exclusion



Widening digital participation pathfinders

20 local pathfinders funded over next 3 years
Piloting innovative approaches to tackling digital exclusion & digital health inequalities

2017-18 Pathfinders

North Central London – young people with mental health issues

Sheffield – social prescribing

North Somerset – community healthy living shop

Stoke – people with long term conditions

Bradford – young people as carers

Wakefield – hearing & visually impaired people

Hastings – homeless & insecurely housed people

NHS Digital extends scheme to boost digital health skills

Written by PublicTechnology on 21 March 2017 in News

NHS Digital is to run 20 local projects funding to help people improve their digital health skills as part of its widening digital participation scheme.



Pathfinder with Seaview, St Leonards



Shadowing Outreach Team

Co-design workshops with professionals & service users

Potential initiatives include peer to peer support with digital skills, and availability of devices loaded with health apps

Moving digital inclusion from margins to the mainstream

NHS

Digital transformation blog

Moving digital inclusion from the margins to the mainstream

Bob Gann, September 7th 2017

“There is only so much that can be achieved by a top-down national initiative. If we are going to make a meaningful impact on digital exclusion and digital inequality we need the local health and care system (in particular commissioners) to understand and take ownership of digital inclusion”

Digital inclusion in STP Plans & Local Digital Roadmaps

We reviewed all 65 Local Digital Roadmaps (LDRs) and STP Plans to assess visibility of digital inclusion - and commitment to improve digital access & uptake

Guidance for developing Local Digital Roadmaps says:

Local health & care systems should pay due attention to the key enablers of the vision including digital inclusion and the digital literacy of the workforce and of patients and carers

So have they....?

Almost half (30 out of 65) do not address digital exclusion at all – although there are great examples of some that do

There is differing ability to access & take advantage of technologies due to low health & IT literacy across NCL.
Citizens will be supported by a network of digital champions to ensure those who are less comfortable with using digital technologies are not disadvantaged
North Central London LDR

We need to concentrate on improving digital literacy so that interventions help to bridge, not exacerbate, the digital divide & health inequalities
Bassetlaw LDR

Delivering a Digital Inclusion Strategy to ensure exclusion can be minimised through access to the internet & public wi-fi & one stop information points
Doncaster LDR

We will support digital inclusion so that digital opportunities are available to all who could benefit
We will ensure increased digital skills for workforce & citizens
50 digital hubs for free internet access & volunteer digital champions to train those wishing to access the internet
Merseyside LDR

Sustainability & Transformation Plan

A larger than average elderly population, combined with rural areas & variable transport links makes a significant challenge.

Digital priorities include:

Shared digital records

Prevention & self care technologies

E-consultations

Urgent care technology as part of NHS111

Sussex & East Surrey Digital Roadmap

Citizen is one of 5 Digital Roadmap Domains

Digital transformation will support care centred on citizens, providing immediate access to relevant information, whilst enabling individuals to view & contribute to their own record & care plan

We'd love to know from you...

- Is digital exclusion recognised as an issue locally?
- If so who cares about it: where does ownership and interest in digital inclusion tend to sit within the local health & care system?
- What agendas have a strong dependency on digital inclusion (eg self care, prevention, long term condition management)?
- Are there any initiatives to support digital inclusion & digital literacy locally?
- What might create the best conditions for sustainable support for digital inclusion (eg. benefits, levers, incentives, best practice)?
- Would a guide to digital inclusion for local health & care organisations be useful?

Bob Gann
Widening Digital Participation Programme
NHS Digital

bob.gann@nhs.net
Bob_Gann