Thank you for joining us.
The webinar will begin shortly.
Use the chat box to make comments / share your experience during the presentation.

Use Q&A to ask a question – these will be reviewed and answered after the presentation.

#E4GDH  https://www.ifla.org/e4gdh

GDPR compliant webinar
Zoom’s privacy policy and ToS | IFLA’s privacy policy | professionalsupport@ifla.org
Welcome

Anne Brice
E4GDH SIG convenor
Combating digital health inequality in the time of coronavirus

Bob Gann
Digital Inclusion Specialist
National Health Service
United Kingdom

Evidence for Global and Disaster Health
IFLA Health and Biosciences Libraries
Webinar 23 April 2020

@Bob_Gann #E4GDH
Presenting from my kitchen

In the medieval cathedral city of Salisbury in South West England
Combating digital health inequality in the time of coronavirus

Welcome to colleagues from…

Argentina  Bangladesh  Brazil  Bulgaria  Cambodia  Canada  China  Colombia  Croatia

England  Finland  Germany  Italy  India  Japan  Jordan  Lebanon  Luxembourg  Mexico

Moldova  New Zealand  Norway  Panama  Peru  Poland  Romania  Scotland  South Africa  Spain

Sri Lanka  Surinam  Switzerland  Trinidad  Uganda  UAE  USA  Wales
When we are online we can…

• Shop for food and essential supplies
• Keep in touch with friends and family
• Work from home
• Take part in online classes
• Apply for benefits and financial support
• Manage our own health
• Access reliable health information
40% of the world is not online

4.5 billion people are active internet users

4 billion unique mobile users

But 40% of the world is not online

Global digital population 2020. Statista

Mozilla Internet Health Report 2019
22% of population of the UK do not have essential digital skills needed for everyday life

8% of the population are not online at all

Those who are digitally excluded are more likely to be older, have lower income, and be less educated

*UK Consumer Digital Index 2019*
Why are people digitally excluded?

• Access (including broadband connectivity & affordability)

• Skills (both basic digital skills and information literacy)

• Communication (language, disabilities)

• Lack of interest, trust & motivation

Thanks to HIFA Healthcare Information for All Forum

UK Consumer Digital Index 2018
Health information is increasingly digital

- Over 80% of internet users have searched for health information (Amante, 2015)
- One in twenty Google searches are for health information (Gibbs, 2015)
- There are over 300,000 health related apps (Pohl, 2017)
- Over a million people a day visit the NHS website (NHS.uk analytics)
Digital health literacy

“Digital health literacy: the ability to seek, find, understand and appraise health information from electronic sources and to apply the knowledge gained to addressing or solving a health problem”

Includes:
- traditional literacy
- health literacy
- computer literacy
- information literacy
- scientific literacy
- media literacy

Kickbusch, I et al (2013)
Health literacy: the solid facts. WHO
Digital health literate organisations as well as individuals

“A health literate organisation makes it easier for people to navigate, understand & use information and services to take care of their health” (Brach et al, 2012)

- Support patients & carers to build their digital skills & confidence
- Provides a digital infrastructure (eg free public wi-fi) which makes it easy to access online information & services
- Co-produces digital information & services which are relevant and accessible to users
- Takes the risk of digital exclusion into account when planning services
- Develops the digital skills of its workforce
- Has knowledgeable & committed digital leadership

Digital health inequality

People with lower health literacy less likely to use preventative services or access treatment, have more hospitalisation & higher rates of treatment errors.

As health information & services are increasingly delivered digitally we risk widening health inequalities even further.

A new digital inverse care law?

**THE INVERSE CARE LAW**

**JULIAN TUDOR HART**

Glyncorrwg Health Centre, Port Talbot, Glamorgan, Wales

**Summary**

The availability of good medical care tends to vary inversely with the need for it in the population served. This inverse care law operates more completely where medical care is most exposed to market forces, and less so where such exposure is reduced. The market distribution of medical care is a primitive and historically outdated social form, and any return to it would further exaggerate the maldistribution of medical resources.

*Tudor Hart, J. Lancet, 1971*
“Overall roll out of broadband Internet in the UK may be high but many poorer and more vulnerable households are offline”.

“Digital assistance has been outsourced to public libraries and civil society organisations, at a time when budgets have been severely cut”.

Philip Alston, UN Special Rapporteur on Extreme Poverty and Human Rights 2019
Online Centres in UK

- 5000 online centres in grassroots community settings
- Half of these are libraries
- Co-ordinated by Good Things Foundation
- Provide safe, supported environments where people can access technology and learn digital skills
Digital skills training
Building basic digital skills & digital health literacy

For users…

…and for digital champions
NHS Widening Digital Participation: Evaluation

• 82% of people trained were socially disadvantaged and likely to be experiencing health inequalities

• 27% say they feel more self reliant and have reduced their use of the NHS for minor ailments

• 52% say they feel less lonely and isolated

• 48% say they have saved time by doing something online

• 32% say they have saved money (eg avoiding travel costs)

500,000 people engaged in national programme to improve digital health literacy skills
NHS Widening Digital Participation: Pathfinders

Pilot projects in areas of social deprivation & health inequality

Gaining better understanding of the barriers to digital health literacy

Co-creating solutions – including social prescribing & high street health hubs

Set of tools & guides available. Final report in June

https://digital-health-lab.org
Action in a time of coronavirus

1. Tackling fake news and misinformation
2. Mobilising creativity in communities
3. Enabling safe remote care
4. Supporting the most vulnerable
1. Tackling fake news and misinformation

How dangerous 5G coronavirus conspiracy theories grew and spread online

Social media and outraged celebrities have been spreading 5G misinformation

Arsonists attack phone mast serving NHS Nightingale hospital

Vodafone boss hits out at 'deluded' 5G conspiracy theorists after incident in Birmingham

Influencers among 'key distributors' of coronavirus misinformation

Study suggests mainstream news outlets struggling to compete with celebrities' and politicians' reach
- Coronavirus - latest updates
- See all our coronavirus coverage

Coronavirus: Man dies after drinking fish tank cleaner to prevent virus
Trusted sources for quality health information

WHO Myth busters

Formulary of evaluated health apps

IFLA tips on fake news

PHE Knowledge & Library Services emerging evidence, including for public

Health Education England Library & Knowledge Services
Trusted source: NHS website www.nhs.uk
2. Mobilising community resources

Businesses donating devices for 1.9m households who are not connected

750,000 volunteers signed up using GoodSAM app

Rapid funding for digital innovation
Creative transformation across industries

Libraries in lockdown are 3D printing personal protective equipment

From vacuum cleaners to ventilators – can Dyson make the leap?

The firm has no medical expertise but it does have some relevant experience
- Coronavirus - latest updates
- See all our coronavirus coverage

French alcohol, perfume producers lend a hand in coronavirus fight

FabLab Devon step up to the PPE challenge

Posted on 01 Apr 2020

FabLab Devon, which is part of independent charity Libraries Unlimited, has answered the call for urgently needed Personal Protective Equipment (PPE) required by all NHS frontline staff.

The first batch of visor attachments have been collected today and are being dispatched to NHS staff in the local area. FabLab Devon is working alongside a team of local volunteers to 3D print PPE visors.

Marcus Brown, FabLab Exeter Digital Making Tutor, said “It’s been a very busy weekend. Our base at Exeter Library is currently closed so I collected the 3D printers on Friday in order to set up a home production unit. I have printed non-stop since Friday including printing overnight.”
Reading during social isolation

Coronavirus: Libraries see surge in e-book borrowing during lockdown

Libraries across England have reported a surge in online borrowing during the coronavirus lockdown as the nation seeks escapism and comfort in e-books.

Loans of online e-books, e-magazines and audiobooks were up an average of 83% in March compared with last year.

And 120,000 people joined libraries in the three weeks after lockdown began, Libraries Connected said.

YouTube channel with recommendations from librarians

Libraries are part of new national initiative to combat loneliness
3. Enabling safe remote care

- Before coronavirus, online & video consultations becoming more common
- Patients spared cost, stress, time and inconvenience of travel
- In Wales, rapid roll out of video consulting service using Attend Anywhere platform
- Digital Communities Wales providing digital devices

1000 extra digital devices will enable the rapid expansion of digital health services in Wales

The Wales Co-operative Centre is about to distribute the devices to care homes and hospital wards to help people in care access vital health services and stay connected, writes Derek Walker.
Evidence based guides to video consultation

Evidence on what works in video consultation turned rapidly into practical guides for patients and clinicians.

Barts NHS Trust

Prof Trisha Greenhalgh, University of Oxford
4. Supporting the most vulnerable

- People in care homes are some of the most vulnerable and isolated
- Voice activated devices including Amazon Echo (Alexa) & Google Home
- People who lack digital skills or have sight or dexterity problems can use voice recognition
- Set up spoken reminders for medication, appointments etc
- Access websites, apps and social communication
- NHS website content available via Alexa
Virtual reality helping people connect with a positive world

- Digital Heroes programme in Wales
- Intergenerational mentoring between schoolchildren & care home residents
- Reduction in anti-psychotic medication and falls
- Ambulance call-outs reduced by 28%

*Digital Communities Wales*
Case study: 100% Digital Leeds responds to COVID-19

- Administering COVID-19 Fund grants to voluntary organisations for digital equipment, data & connectivity
- Distributing iPads from biggest tablet lending scheme in country
- Reconfiguring Digital Champions training via video conferencing
- Signposting to digital tools and resources including free online training
- Facilitating adoption of NHS self management tools, including MyCOPD app
- Auditing digital access across city to see where help can be provided

www.digitalinclusionleeds.com

100% Digital Leeds is led by Leeds Libraries, with combined budget from a range of agencies
Thank you

More information:


Resource list for this webinar

Email: bob.gann@nhs.net
Twitter: Bob_Gann

Practical how to guides for England & Wales
Questions and Answers
Thank you for joining us today... and look out for the next joint webinar in this series. The recording will be added to E4GDH webpages, alongside a resource list.