

The Evolution of Digital Inclusion

Tim Brazier

November 2023



Thrive by Design

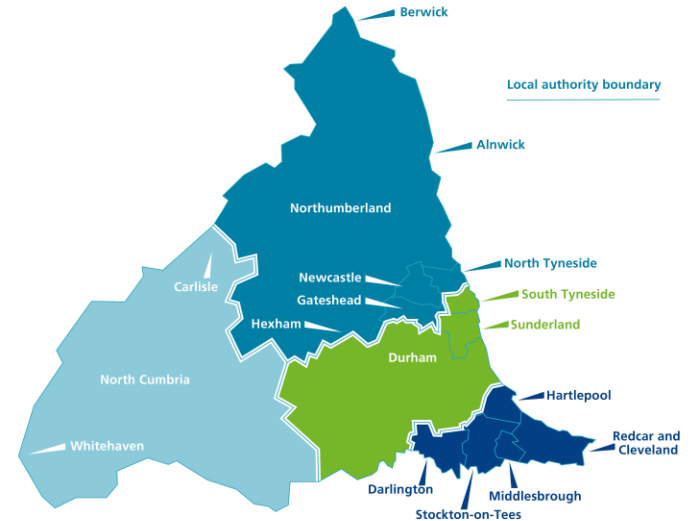
- Thrive by Design is an innovative service design team.
- Our mission is to design equitable access to health and care services.
- We design with and for the people who are impacted by the design and delivery of services and products.
- In nine years, we have delivered 200+ projects/ programmes with partners across sectors and the UK.
- In 2020 we launched the Inclusive Digital Transformation Programme.



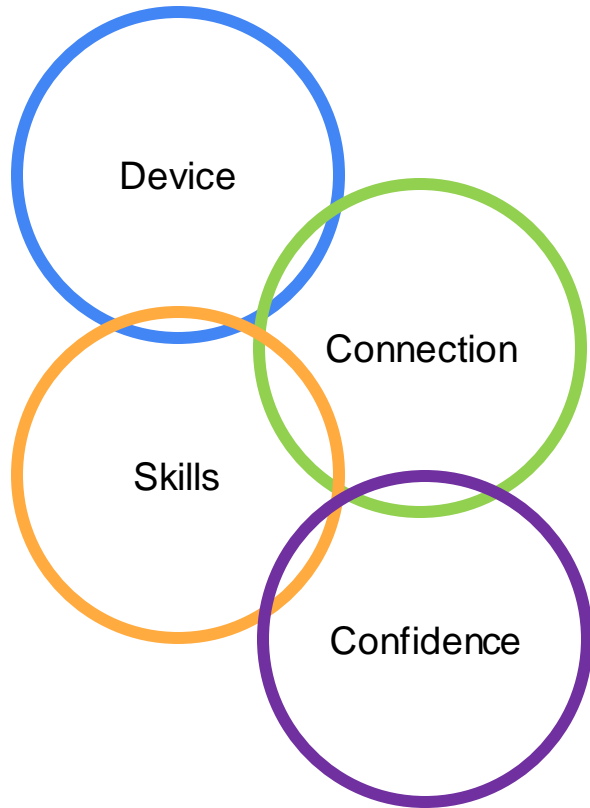
Our work in the North East and North Cumbria

We're working with North East and North Cumbria ICS (NENC) to develop a digital inclusion strategy and strategic plan. Our work will:

- Make sure the strategy is based on the lived and living experiences of people across the North East and North Cumbria.
- Identify who is impacted.
- Identify places to start.
- Develop knowledge, tools and approaches that others can use across the region.



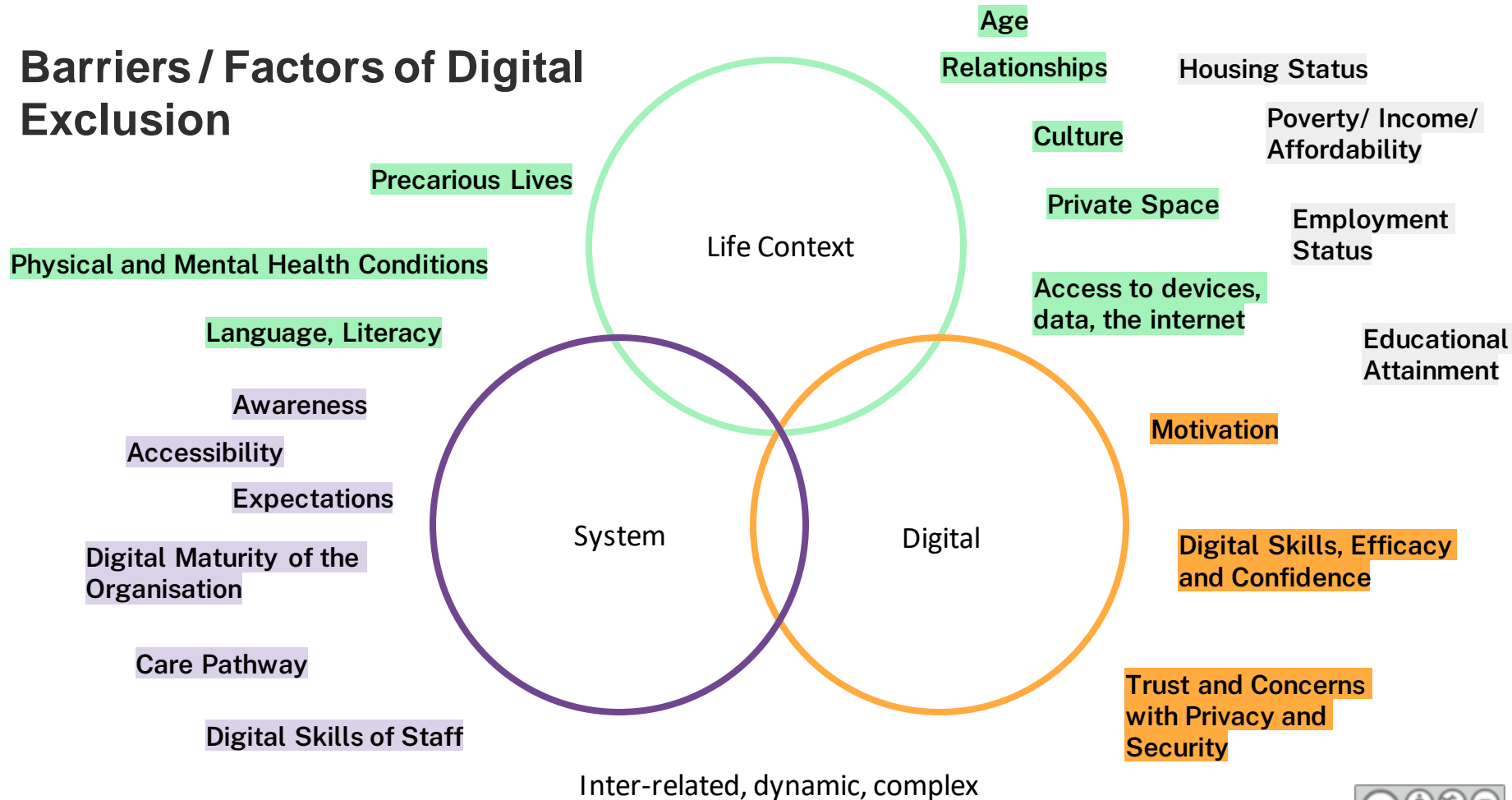
My experience of Digital Inclusion



HM Prison &
Probation Service



Barriers / Factors of Digital Exclusion



**Digital Inclusion is only as
good as the thing we're
including people into.**

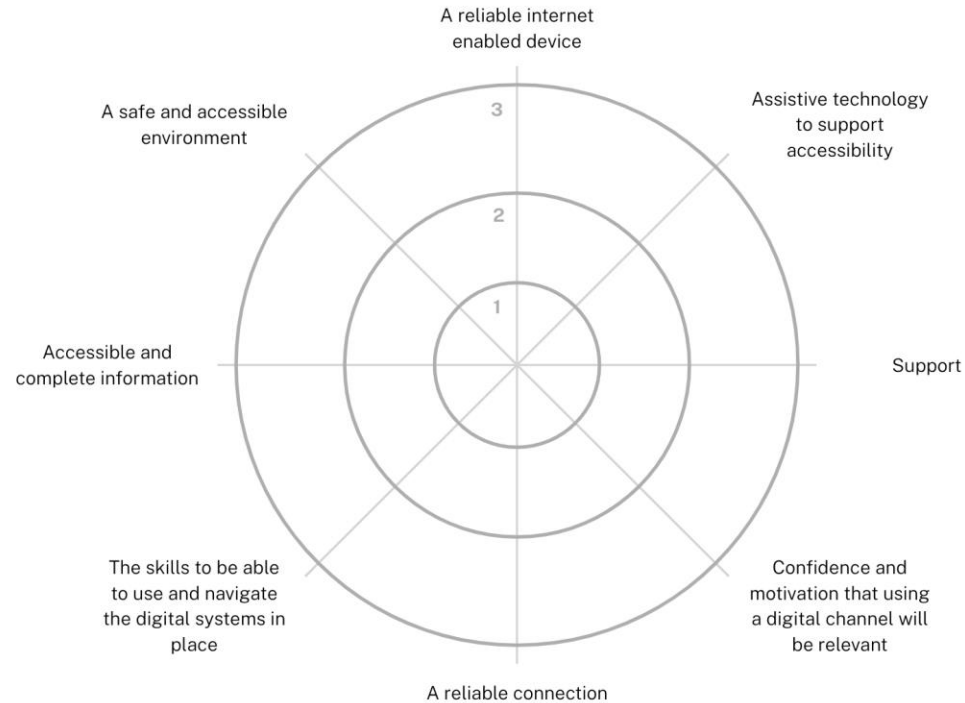


~~Fixing the person~~

Fixing the system



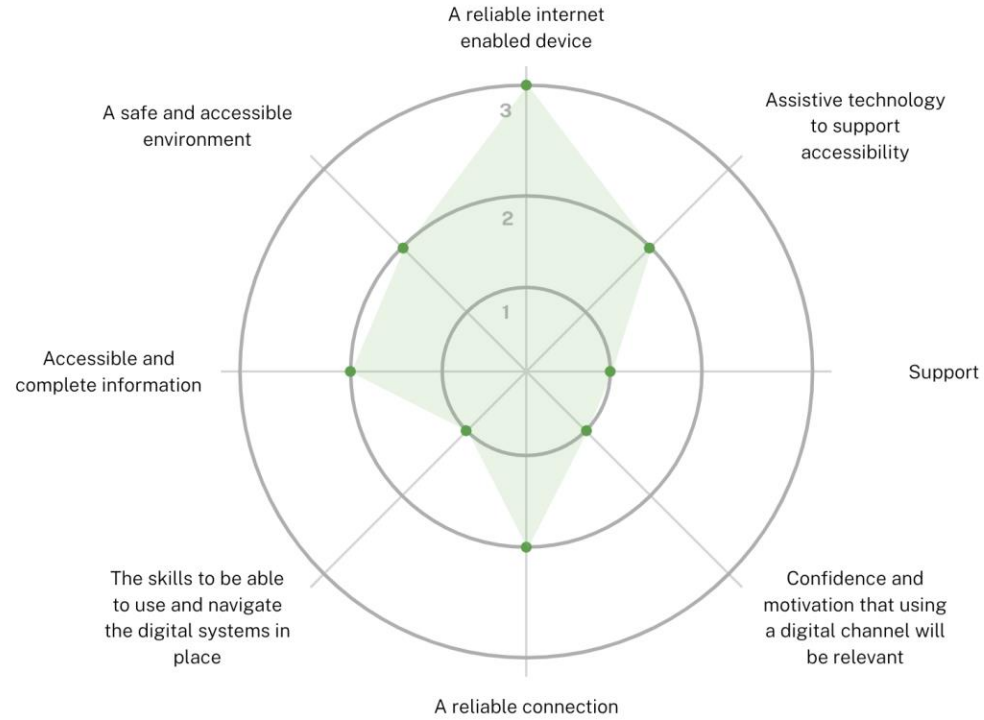
The resources needed to be able to access and engage with a health and care service where digital plays a role



1: Fully accessible 2: Accessible at a cost or with support 3: Inaccessible



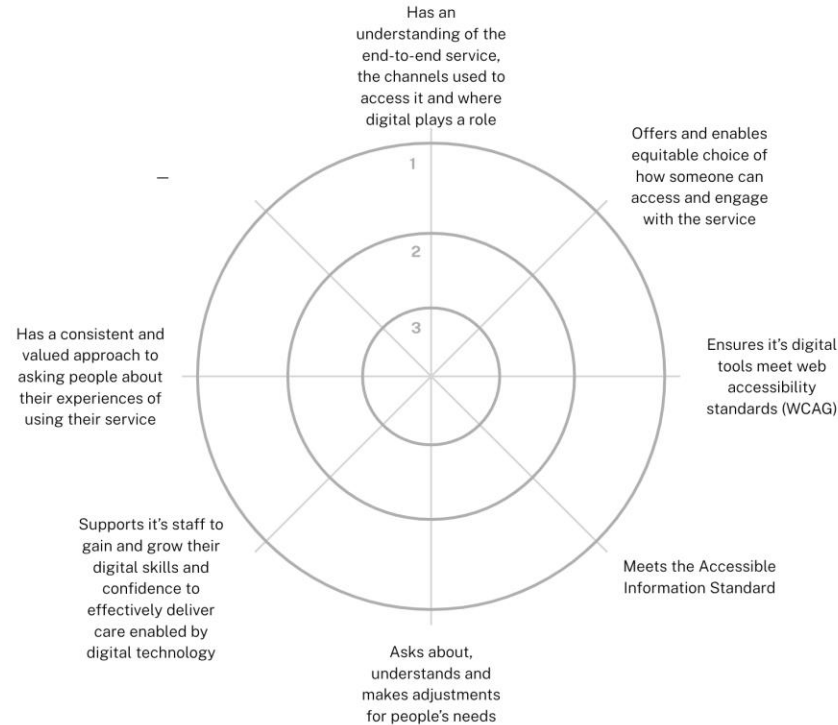
The resources needed to be able to access and engage with a health and care service where digital plays a role



1: Fully accessible 2: Accessible at a cost or with support 3: Inaccessible



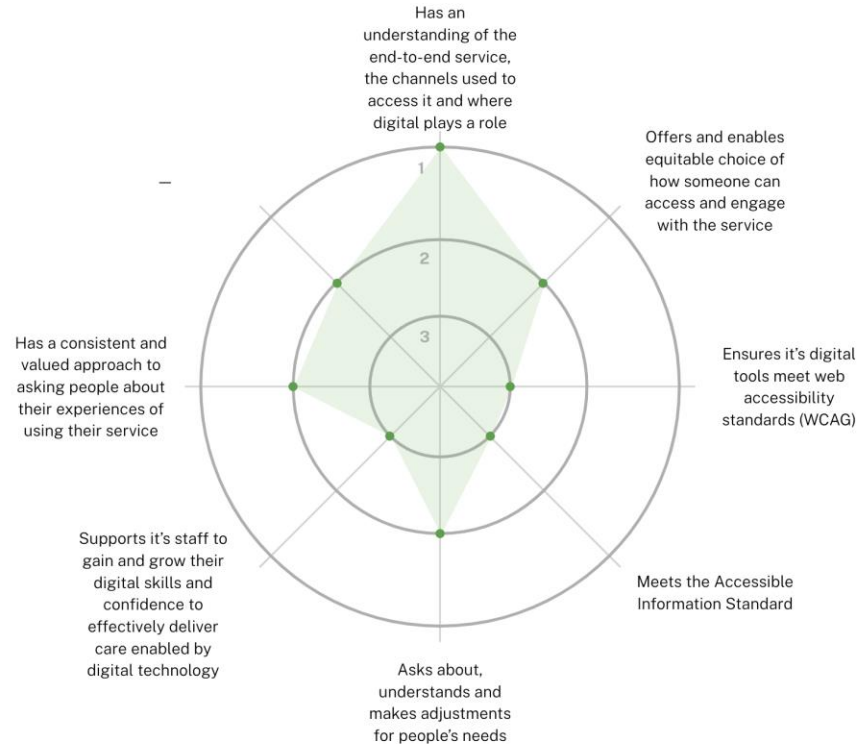
How do we design health and care services to enable informed, safe and equitable access for people where digital plays a role?



1: Fully compliant 2: Partially compliant 3: Non-compliant



How do we design health and care services to enable informed, safe and equitable access for people where digital plays a role?



1: Fully compliant 2: Partially compliant 3: Non-compliant



Thank you.

If you would like to chat more about anything in this presentation, you can get in touch with us at:

tim@thrivebydesign.org.uk

www.thrivebydesign.org.uk

www.twitter.com/tweetsbythrive

