

# **Digital Inclusion Forum**

## **Monday 13<sup>th</sup> November 2023**

# House Keeping

- Please make sure you have mute on
- The session will be recorded to circulate after the event
- CC captions can be turned on at the bottom of the screen
- Please use the chat function to ask any questions as we go and Leanne will monitor

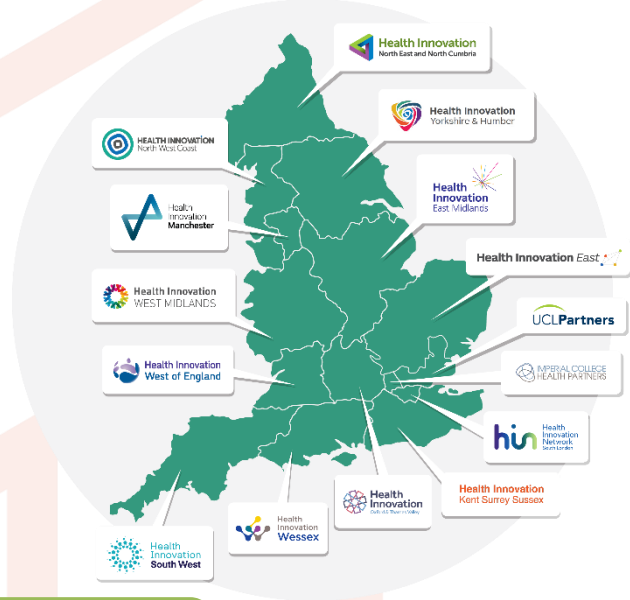
# The Health Innovation Network

- **15** regional Health Innovations, established by NHS England in **2013** to spread innovation at pace and scale
- Connecting – academia, NHS, innovators, local authorities, 3rd sector, policy, regulators, funders, investors, international partners
- 3 core objectives

1. Transform patient safety

2. Improve population health

3. Generate Economic growth



# DIGITAL NATION UK 2023

FACTS & STATS TO FIX THE DIGITAL DIVIDE FOR GOOD

**UK**  
DIGITALLY EXCLUDED

**10.2m**  
LACK THE MOST BASIC  
DIGITAL SKILLS

**5.8m**  
People digitally  
excluded in 2032  
without action

**1 in 14**

UK households  
have no home  
internet access

**2.5m**  
UK households  
struggle to  
afford fixed  
broadband

**UK**  
DIGITALLY INCLUDED

**32.6m**  
HIGHLY ENGAGED  
USERS

**£9.48 ROI**  
FROM BASIC DIGITAL  
SKILLS SUPPORT

**30m**  
NHS APP USERS



Compared to EXTENSIVE USERS

## NON-USERS ARE:

2 x more likely to have a disability or health condition

12 x more likely to be over-65

46% non-users asked someone to go online for them

## REASONS PEOPLE ARE NOT ONLINE

20% it's too complicated

20% it costs too much

70% I'm not interested

## LIMITED USERS ARE:

5 x more likely from low income households

6 x more likely to be over-65

74% mixed ethnicity and Black internet users faced potential online harm in the last 4 weeks

20% unemployed people can't do any essential workplace digital tasks

essentials can cost 25% more without internet access

## MOTIVATION

27% low-income adults only go online by smartphone

68% community hubs need more devices for digitally excluded people

## TRUST

1m lose broadband access in cost of living crisis

77% believe internet access is now an essential need

2.3m young people rely on mobile data for internet access

5% of households on Universal Credit took a social tariff

## SKILLS

76% support Government investment in digital skills training to address digital exclusion

## CONFIDENCE

Better for business  
41% of UK workforce can do all 20 essential workplace digital tasks.

## BENEFITS OF BEING ONLINE

I'm happier  
77% say the internet helps them connect with family and friends.

I'm better off  
Manual workers with high digital engagement earn £5K more a year.

I'm saving  
People with high digital engagement save £659 more a year.

I'm healthier  
78% say they use the internet to support their wellbeing.

## BENEFITS OF GOOD THINGS

94% felt their digital skills improved

86% felt more able to stay safe online

Learn My Way

Better for the planet  
90% of CO<sub>2</sub> emissions could be saved by reusing smartphones.

Better for the UK  
£13.7bn benefit to the economy for fixing the digital divide.



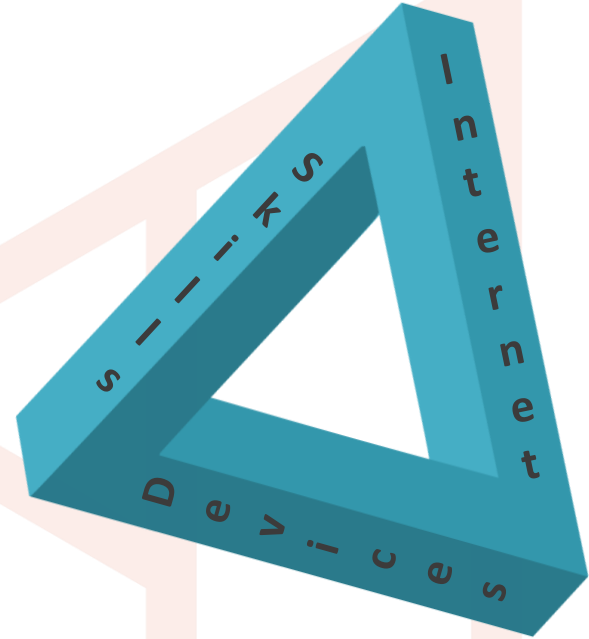
Good Things Foundation

#FixTheDigitalDivide

© Good Things Foundation - October 2023  
Key data sources include:  
Ofcom 2023, Lloyds Bank UK Consumer Digital Index 2022, Citizen's Advice 2023,  
Good Things Foundation 2023, Nonnet Digital Youth Index 2023, Cmr 2022,  
Full sources and accessible explainer at:  
[www.goodthingsfoundation.org/insights/building-a-digital-nation](http://www.goodthingsfoundation.org/insights/building-a-digital-nation)

# What is digital inclusion?

- Digital literacy
- Equitable access
- Information and communication
- Social and economic life
- Increasing confidence
- Being able to access essential services
- Access to the internet



# Meet today's presenters

Tim Brazier – Managing Director, Thrive by Design



Adam Parnaby – Doctoral Trainee, Open Lab, Newcastle University



# Best practice share



# Digital Champions Programme in Primary Care



Health Innovation North East and North Cumbria

3,344 followers  
3w • 🌐

🔔 Do you work in primary care and have an enthusiasm for digital technology?

Applications are now open for places on the new Digital Champions educ...see more



Academic Health  
Science Network  
North East and North Cumbria

## Digital Champions education programme



Sign up to our next course on  
one of the following dates:

- 19th September 2023
- 4th October 2023
- 9th November 2023
- 5th December 2023



Health Innovation North East and North Cumbria

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In this video, Rob a Digital Champion who works with two primary care networks, talks about working with practices to improve their digital needs 📺

<https://bit.ly/4560Xfc>

...see more



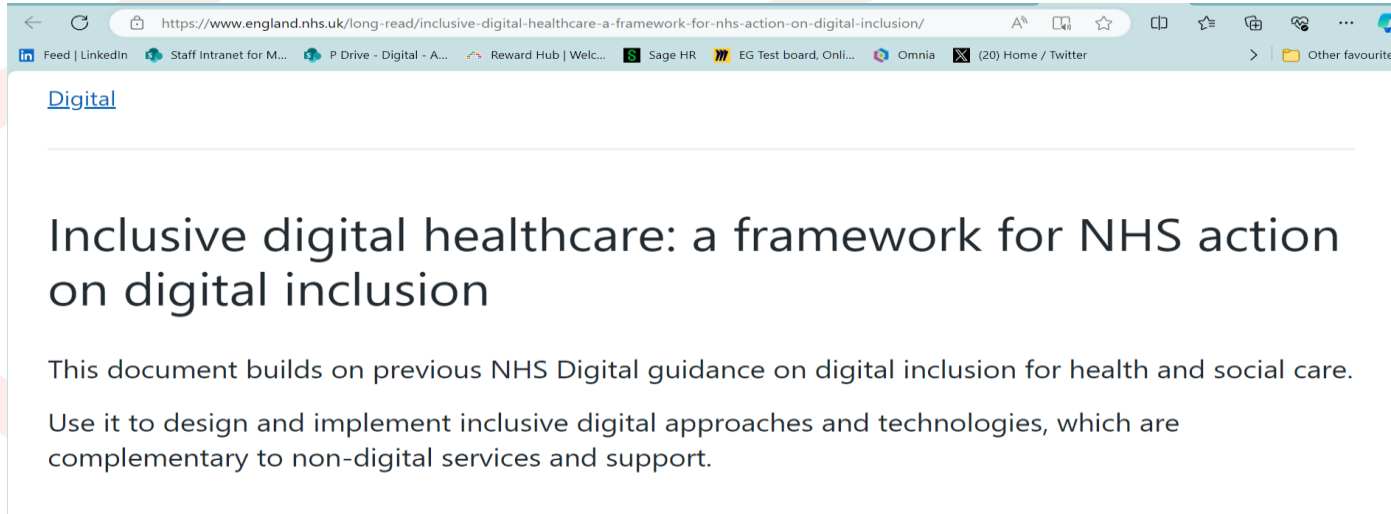
Health Innovation  
North East and North Cumbria



# Supporting digital inclusion in general practice: 10 top tips

- Demographics
- Co design
- Usable and accessible
- Multiple communication routes
- Always provide choice
- Offer support
- Strengthen partnerships with VCSE
- Provide devices and connectivity
- Give staff time to support patients
- Appoint and train digital inclusion champions





Webinar – 20<sup>th</sup> November 2023

# In the workplace

Accessible

Supportive/training

Make adjustments

Communicate

Provide the right tools

ISO 30071-1  
Digital Accessibility  
Standard

# Digital Inclusion useful website

**Citizens Online**

# What's your pledge



My name is ..... and I pledge to .....

.....  
.....  
.....

This shows that I am digitally inclusive in my work area which

is.....

and my job title is ..... (images used from google images)

Quote "Diversity is the mix, Inclusion is making the mix work" - *Andres Tapia*





goodbye  
thankyou  
regards  
farewell  
cheerio  
ciao  
sayonara  
cheers  
adieu  
see ya  
toodle-oo  
Arrivederci  
so long  
culmination  
adios  
godspeed  
envoi  
conclusion  
leave-taking  
Auf-wiedersehen  
Au-revoir  
bye-bye  
coda

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