

# Connected Voice Health Equity

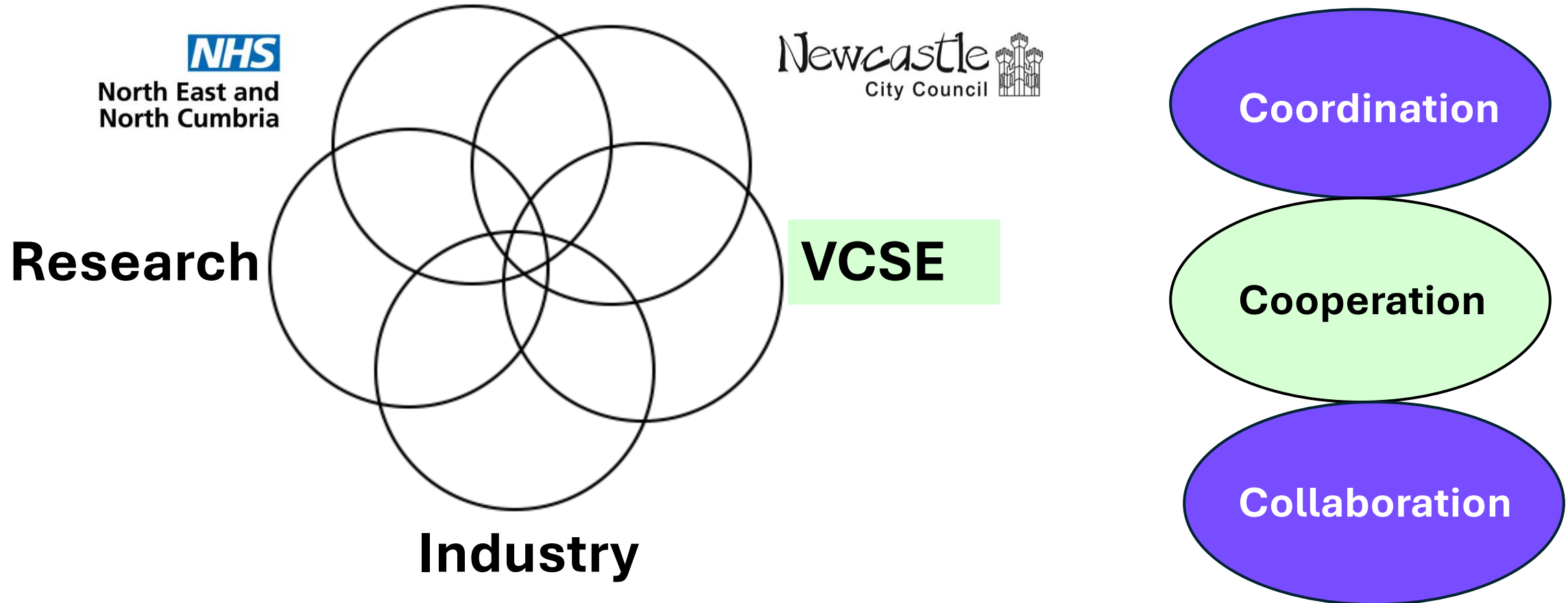
**Stella Simbo**

Newcastle Digital Inclusion in Health and Social Care Project Manager

# What is Digital Inclusion?

*"...being able to access the internet and engage online - **safely** and **confidently** - when you **need** and **want** to."*

# Working Together to Improve Digital Inclusion



# What is Digital Exclusion?

*"... when a person, household, group or community experiences one or more **barriers** to accessing the internet and engaging online."*

# Targeting Support

**Older People**

**Socio-economic disadvantage**

**Disabled people/Multiple  
or Complex Health  
Conditions**

**Socially excluded**

**Non-fluent in English**

**Areas of inadequate broadband  
or mobile connection**

# Barriers to Digital Inclusion



**Devices and Data (affordability)**



**Digital Skills**



**Support**

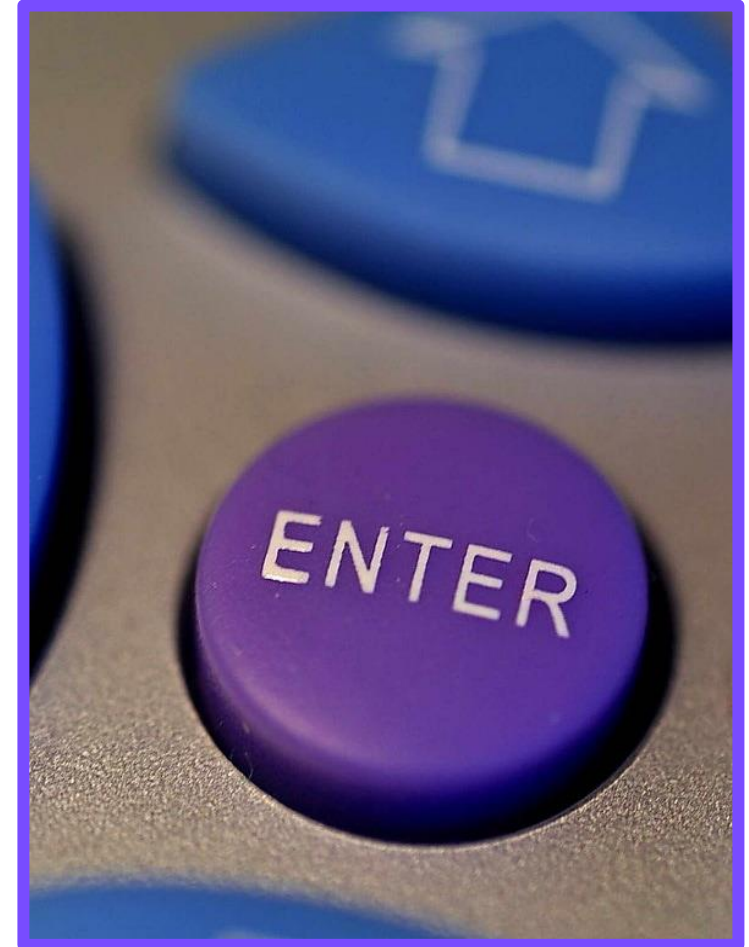


**Accessibility**

Motivation

Confidence

Trust



# Living in a digital world

Digital exclusion can prevent and limit access to **opportunities** and access to **public services...**

## Periodic Table of Internet Elements

Me Medical	Ho Housing	Fn Finances	Et Employment/ Training	Gv Government services	Cl Civil	Ed Education	Et Entertainment	Cm Community	Cr Creativity	Sc Social connection	Mo Mobility/ access
Te Test results	Sh Social housing application	Pc Price comparison	Jh Job hunting	Wc Work communities	Oa Online action	Se Search engine	Vi Video streaming	Og Organising	Se Self expression	Ff Friends & family	Na Navigation and maps
Pr Prescriptions	Ha Housing assistance portal	Fi Financial information	Ap Applications	Be Benefits administration	Pe Petitions and protest	Cl Classroom learning	Ga Gaming and e-sports	Cg Community groups	Re Review tools	Vc Video chat	Ac Assistive technologies
Ph Public health information	Hh Homes hunting	De Data advice	Ne Networking	Im Immigration services	Nw News	Ol Online learning	Gm Gaming	Su Support groups	Bl Blogging	Sm Social media	Vo Voice activated assistance
Mh Mental health	Mm Mental management	In Online housing	It Interviews	Uc Universal credit updates	De Democratic debate	Hw Homework submissions	Eb E-books	Vo Volunteering	Pl Politics	Em Email	Db Databases
Gp Consultations	Mn Mental health	On Online shopping	Wk Working and learning	Co Council services	Mp MP email	Li Online library	Mu Music streaming	Oc Online communities	Mc Music creation	Im Instant messaging	DI Diabetes
Hs Hospital appointments	Bl Budgets like	Ob Online banking	Tx Tax forms	Me Free school meal	EI Electoral register for consults	Kn Online knowledge	Mv Motivation	Vp Virtual patients	Vr Virtual reality	Ev Events	Sm Smart systems
Sg Student debates	Ct Council tax	En Energy bills	Sh Side hustle			St Student finance	Ra Radio podcasts		Ar Art	Od Online dating	Pm Password Manager

Kat Dixon, 2022



# Improving Digital Inclusion: Holistic and Whole-system

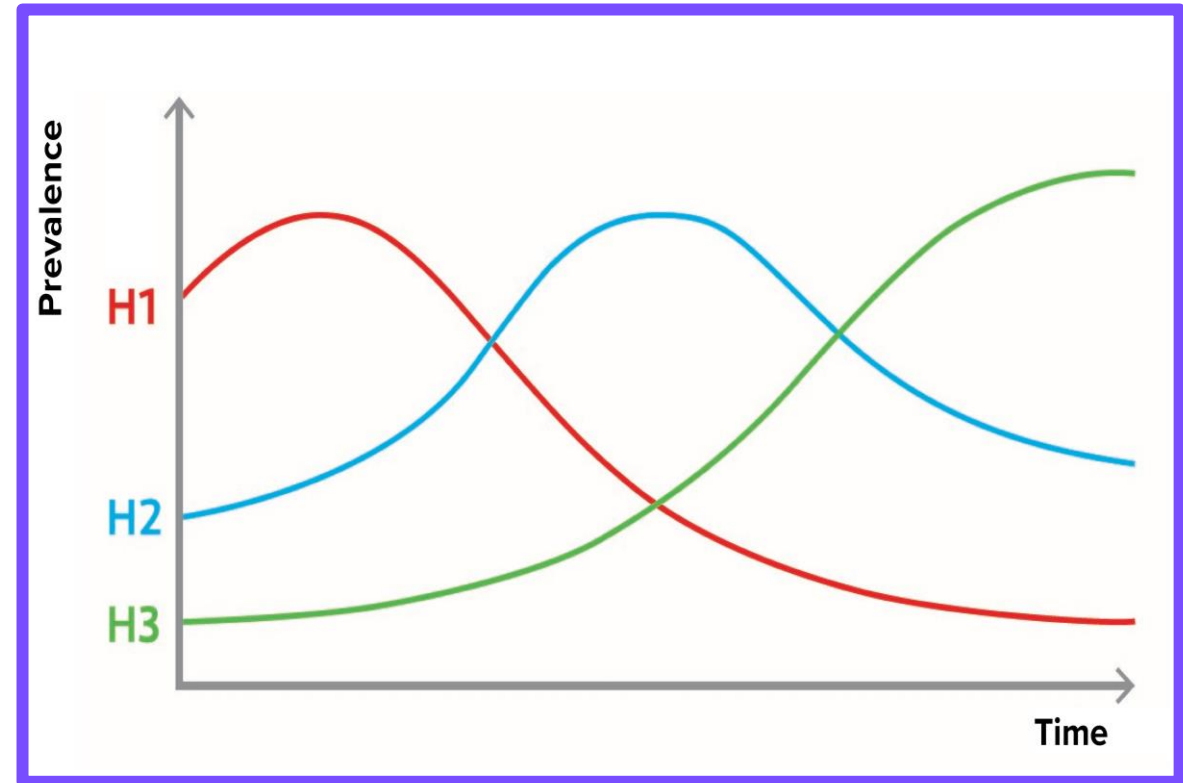


Source: Printerval



# Three Horizons of Digital Inclusion

- **Horizon 1** – The current situation, 'business as usual', digital exclusion prevalent
- **Horizon 2** – The stepping stones – the emerging ideas, behaviours, disruptive innovations – which can help move towards a more digitally inclusive future
- **Horizon 3** – Everyone is digitally included ("Yes, the internet is for me and/but,...") and there's a safety net around those who chose not to go online.



Source: [IFF](#)

Source: [Towards solving data poverty](#). Dr. Emma Stone, Good Things' Director of Evidence and Engagement

# DIGITAL NATION UK 2024

FACTS & STATS TO FIX THE DIGITAL DIVIDE FOR GOOD

## SCALE OF THE DIGITAL DIVIDE

**3.7m**  
FAMILIES ARE BELOW  
THE MINIMUM DIGITAL  
LIVING STANDARD

**8.5m**  
LACK BASIC  
DIGITAL SKILLS

**2.4m**  
HOUSEHOLDS CAN'T  
AFFORD THEIR MOBILE  
PHONE CONTRACT

**7.5m**  
WORKING AGE ADULTS  
LACK BASIC DIGITAL  
SKILLS FOR WORK

**0.6m**  
YOUNG PEOPLE LACK  
HOME INTERNET OR  
A SUITABLE DEVICE

**1.5m**  
DON'T HAVE  
A SMARTPHONE  
TABLET OR LAPTOP

**5000**  
COMMUNITY ACCESS POINTS  
THE NATIONAL DIGITAL INCLUSION NETWORK

## OUR CHANGING DIGITAL WORLD

### Health

**33%**  
of those offline say  
it's difficult to interact  
with NHS services

**39%**  
of UK adult  
population not  
registered on  
NHS App

### Money

Banking takes  
**1.5 hrs**  
longer without  
an internet  
connection

**50%**  
higher food  
costs without  
internet access

**4m+**  
older people are  
not managing their  
money online

### Work

**92%**  
of UK businesses  
say there is a  
digital skills gap

**40%**  
of jobs will be  
affected by AI,  
worldwide

### Internet

**33%**  
unaware of local  
access point for device  
access or internet  
connection

**8%**  
of eligible  
households signed  
up for social tariff

## DEVICES

## NATIONAL DEVICE BANK

## CONNECTIVITY

**46k**  
devices  
collected to  
date

**CO<sub>2</sub>**  
saved  
equivalent to  
328k trees

## DIGITAL INCLUSION BENEFITS as a result of support

**£13.7 billion**  
BENEFIT TO  
THE ECONOMY

## PEOPLE LEFT BEHIND lack basic digital skills

**24%**  
of those  
not working

**25%**  
of those with  
a disability or  
health condition

**48%**  
of those with  
no formal  
qualifications

**37%**  
of those  
over 65

## CAPABILITY

## CONFIDENCE

## WHAT THE PUBLIC THINK

**64%**  
believe there's  
NOT ENOUGH SUPPORT  
for people who can't  
get online

**92%**  
think most  
ESSENTIAL SERVICES  
require internet access

**76%** want  
GOVT INVESTMENT  
in digital skills  
training

## TRUST

## NATIONAL DIGITAL INCLUSION NETWORK

Good Things

**I'm happier**  
76% say the internet  
helps them connect  
with family and  
friends

**I'm healthier**  
68% can use online  
tools to help them  
manage their health

**I'm better off**  
People with high digital  
engagement save  
££££

**I'm more  
employable**  
68% saw a work or  
skills related benefit



# Where We Are & Coming Up

- Mapping
- Digital Inclusion Steering Group
- Digital Inclusion Network



## Horizon 2:

- **Creating conditions - building awareness and will**
- Building the evidence base
- **Involving people with experience of digital exclusion**
- Inclusive design or technical solutions
- Evolution of business models in digital, data and communications industries
- **A shared responsibility**

Source: [\*Towards solving data poverty\*](#). Dr. Emma Stone, Good Things' Director of Evidence and Engagement

# How you can get involved

- Voices and experiences...and best practice
- Increased awareness of services - InformationNow – and needs
- National Digital Inclusion Network
- Digital Inclusion in policy/service design & delivery/CSR/ESG
- Fund initiatives – sustainably
- M.E.C.C – Start the conversation
- Each one teach one





# Digital Inclusion Network

CONNECT:LEARN:EMPOWER



Join our Digital Inclusion Network to gain insights, share best practice, and gain tools to help bridge the digital divide—one hour at a time.

Virtual 'Lunch and Learn' sessions on the first Tuesday of the month, 12am-1pm.

Scan the QR code below or email: [stella.simbo@connectedvoice.org.uk](mailto:stella.simbo@connectedvoice.org.uk) to sign up.

**Connected**  
**Voice** Health Equity



<https://forms.office.com/e/CAjAiiQnvit>





**We amplify voices.**

**We champion equality.**

**We inspire change.**

**We support action.**

**We connect people.**

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