

Leaving nobody behind: building online skills to ensure the digital revolution does not increase health inequalities

Bob Gann

Programme Director – Widening Digital Participation
NHS England

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Our digital ambition

“One of the greatest opportunities of the 21st century is the potential to safely harness the power of the technology revolution, which has transformed our society, to meet the challenges of improving health and providing better, safer, sustainable care for all ...

a health and care system where technology can help tackle inequalities and improve access to services for the vulnerable”.

**Personalised Health
and Care 2020**

Using Data and Technology to Transform
Outcomes for Patients and Citizens

A Framework for Action

England's digital divide



6m people have never used the internet
10m people lack basic digital skills

- 53% are over 65
- 44% are social class DE
- 31% have a disability

BBC Media Literacy & Office of National Statistics Q1 2015

Digital inclusion & skills in Europe

Most of European population (62%) uses the internet every day – but one in five Europeans have never been online

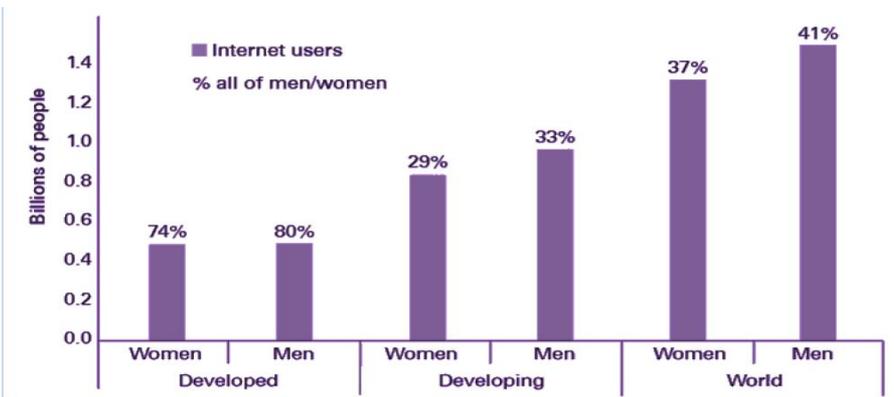
There is wide variation between countries: 90% of Nordic population use internet every day but in Bulgaria and Romania it's less than half.

Many of those who are online lack basic digital skills to make the most of technology. 47% of European population lack basic digital skills – and 65% of disadvantaged populations



Barriers to digital health literacy in developing countries

- Lack of network infrastructure
- Affordability
- Lack of digital skills
- Lack of relevant content in appropriate languages
- Gender gap – 200m fewer women online than men



Source: ITU

The collage consists of four distinct panels:

- Top Left:** A computer monitor icon with a mouse cursor pointing at the letter 'A'. Below it, text reads "55% of websites use English as the primary language". Source: Web Technology Survey - 11/2012 by TechSource/Research.com, LanguageV1.
- Top Right:** A laptop icon with a question mark on the screen. Text below reads "African individuals stated the top reason they do not access the internet is lack of digital skills". Source: PwC and Comcast.
- Bottom Left:** An eye icon with a diagonal slash through it. Text below reads "69% of respondents in India cited lack of awareness as the main reason for not using the internet". Source: McKinsey and Company.
- Bottom Right:** A photograph of a man in a blue shirt looking at his smartphone. Below the photo is the text "Digital Inclusion 2014".

Below the collage is a screenshot of a BBC News website page. The page title is "Internet used by 3.2 billion people in 2015". The date is "28 May 2015" and the category is "Technology". Below the text is a photograph of a woman with red hair sitting on the grass with a laptop open in front of her.

Nearly half of the global population will be using the internet by the end of this year, according to a new report.

Digital literacy, health literacy & inequality

- Those who are least likely to be online are those who most need health & care services
- Information & services are increasingly digital - digital skills are increasingly essential to health literacy
- Low health literacy closely linked to poorer health outcomes & mortality

Bostock & Steptoe, Association between low functional health literacy & mortality in older adults. British Medical Journal 2012; 344

What we've done to combat digital inequality

- Partnership with social enterprise – Tinder Foundation
- Working through network of 5,000 UK Online Centres in community settings
- Online training modules to introduce health information & transactions
- Engaged with 220,000 digitally excluded people
- Trained 140,000 in digital skills for health

The screenshot displays the NHS Choices website. At the top left is the 'my way' logo with the tagline 'making online learning easy'. Below it is a 'What next?' menu with options: 'Being healthy' (highlighted), 'History', 'Home and Garden', 'More Maths and English', 'Sport and leisure', 'Develop yourself', 'More computer skills', and 'Get online at home'. A callout box asks 'Having trouble getting online at home?' and offers a 'Get setup' button. Below the menu is the text 'Find the perfect'. On the right, the 'Being healthy' section is titled 'How can the internet help me stay healthy?' and includes a 'Take the Digital Health survey' button. Further down, there are two green callout boxes: 'Start Staying healthy with NHS Choices' and 'Start Using GP services online'. The main content area includes text about the NHS Choices website and 'Online GP services'.



Delivering benefits

- 82% of people trained were **socially disadvantaged** and likely to be experiencing health inequalities
- 85% say they now feel **more confident** managing their health using online tools
- 18% say they feel more self reliant and have reduced their use of the NHS for **minor ailments**
- 48% say they are now **eating** more healthily
- 30% say they are doing more **physical activity**
- 38% say they have **saved time** by doing something online
- 72% say they have **saved money** (eg avoiding travel costs)



Transforming lives



From being homeless and excluded from NHS services, Ron now manages his health online – and teaches others too

Thank you

bob.gann@nhs.net
@Bob_Gann