EAHIL 2016

Biblioteca Virtual
del Sistema Sanitario Público de Andalucía

eHealth

Knowledge, Research, Innovation ...

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Combating digital health inequality: libraries on the front line

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Our digital life in 2025

NHS England

" Experts predict that in ten years the internet will be readily available, everywhere, at low cost – embedded in people's lives for good & ill"

" The greatest impact will be on personal health. Health care will become self administered. We will detect, monitor, diagnose, get advice & treatment, through mobile, wearable & implanted network devices"

" But…we risk a dangerous divide between the digital haves & have-nots. Networked transactions may benefit smaller & smaller segments of the global population"

Digital life in 2025. Pew Research
Views of 2,500 experts & members of public

Today many of us can….

Self check our symptoms
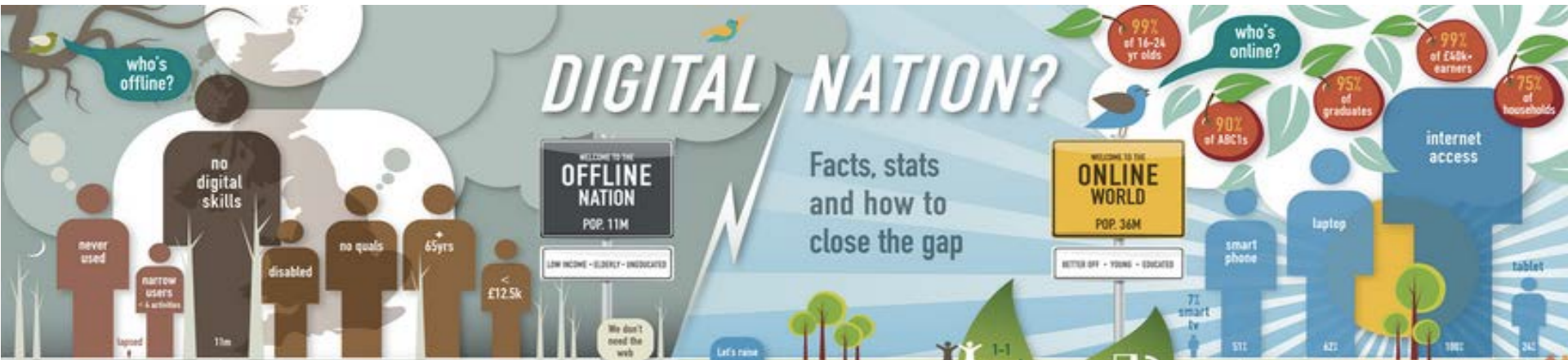
Carry out online transactions

Compare & choose services

Give consumer feedback

Monitor health with wearables

Join online communities

.. but many of us can't

UK's digital divide

6m people (11% of population) have never used the internet
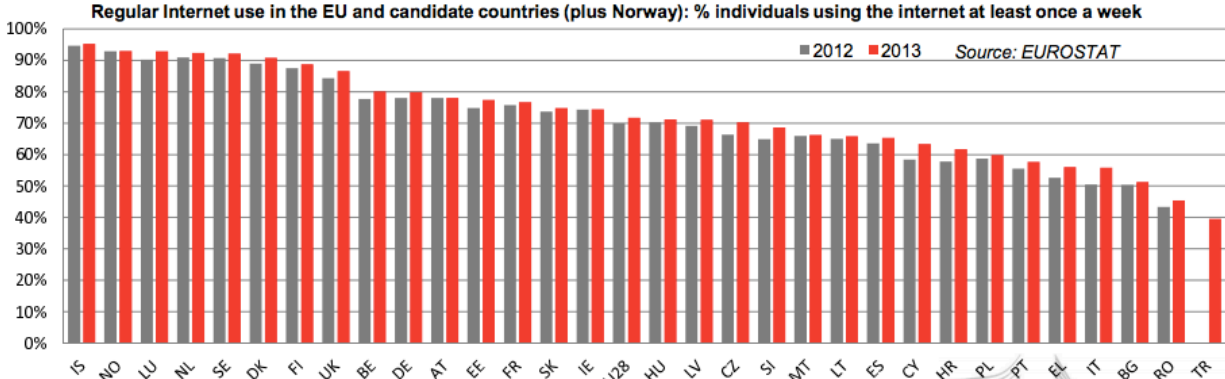10m people lack basic digital skills

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

BBC Media Literacy & Office of National Statistics 2015

Digital inequality in Europe

NHS England

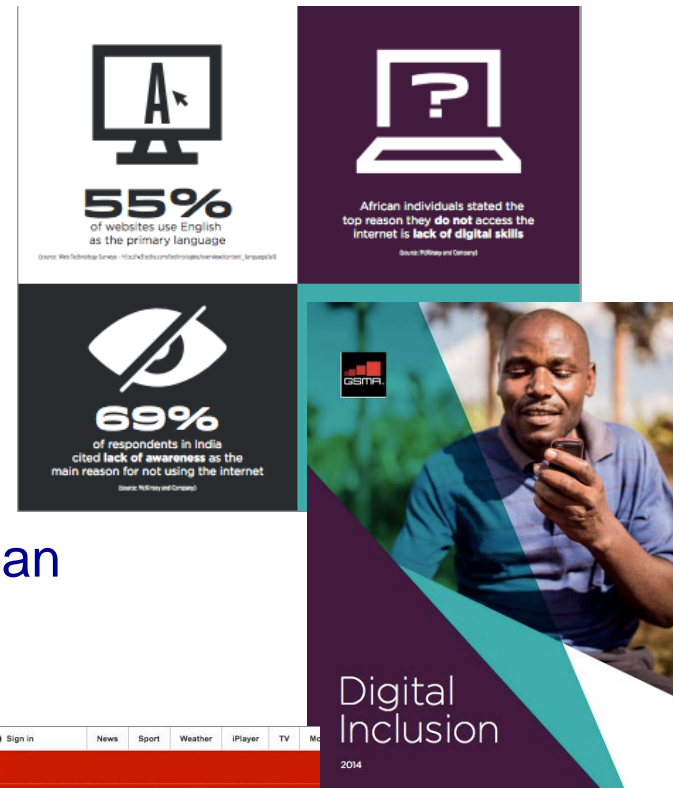Most of European population (62%) uses the internet every day – but one in five Europeans have never been online

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

Regular Internet use in the EU and candidate countries (plus Norway): % individuals using the internet at least once a week

2012   2013   Source: EUROSTAT

IS NO LU NL SE DK FI UK BE DE AT EE FR SK IE EU28 HU LV CZ SI MT LT ES CY HR PL PT EL IT BG RO TR

Digital Agenda Scoreboard 2014 – Digital Inclusion and Skills
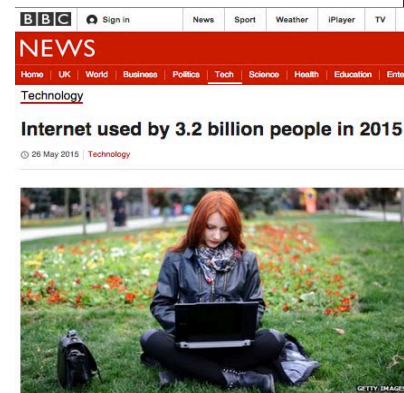
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European Commission

Barriers to digital health literacy in developing countries

- Lack of network infrastructure
- Affordability
- Lack of digital skills

- Lack of relevant content in appropriate languages
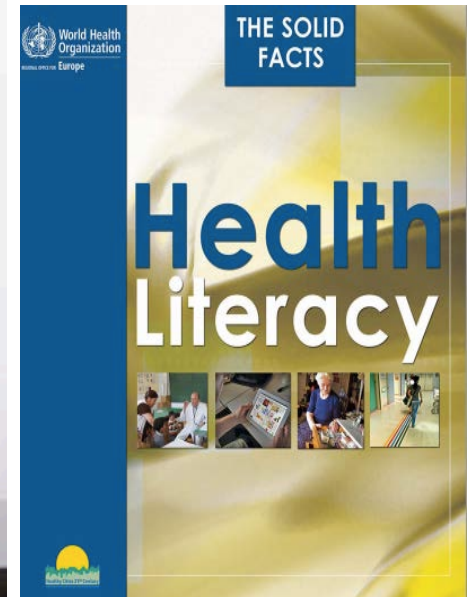- Gender gap – 200m fewer women online than men

Digital 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

Leaving no-one behind

Build the capacity of all citizens to access information.

Develop training to support digital literacy, especially for most disadvantaged

Develop partnerships with the voluntary sector and industry to support digital inclusion

Collaboration with non-profit third sector and business

Ensure that the digital opportunity is inclusive.

Build better insight into the barriers to digital inclusion

Equality of men and women in the information society

What we're doing in England to combat digital inequality

Partnership between National Health Service and not-for-profit organisation – Tinder Foundation

Mobilised network of 5,000 UK Online Centres in libraries (and other community locations including housing schemes, health centres, homeless shelters, pubs etc)

Worked with over 350,000 digitally excluded people to provide supported online access and training to use digital health resources

Widening Digital Participation

Why libraries?

Trusted institutions

Safe, non-judgemental space

Assisted online access

Expert staff

Involvement in local public health activities

Society of Chief Librarians. Universal Health Offer

Universal Health Offer

This is a strategy which expresses the public library contribution to the positive health and well-being of local communities.

Health offer

New national strategy expressing public library contribution to the health and well-being of local communities

- Books on Prescription
- Provides a network of local hubs offering non-clinical community space
- Community outreach supporting vulnerable people
- Expert staff with local knowledge
- Assisted online access
- Public health promotion activity

Impact on people & NHS

- 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

- 34% say they feel more self reliant and have reduced their use of the NHS for **minor ailments**

- 63% say they have **improved their diet**

- 11% say they have provided **feedback** on a health service

- 38% say they have **saved time** by doing something online

- 72% say they have **saved money** (eg avoiding travel costs)

- **Saving NHS £6 for every £1 invested**

http://nhs.tinderfoundation.org/
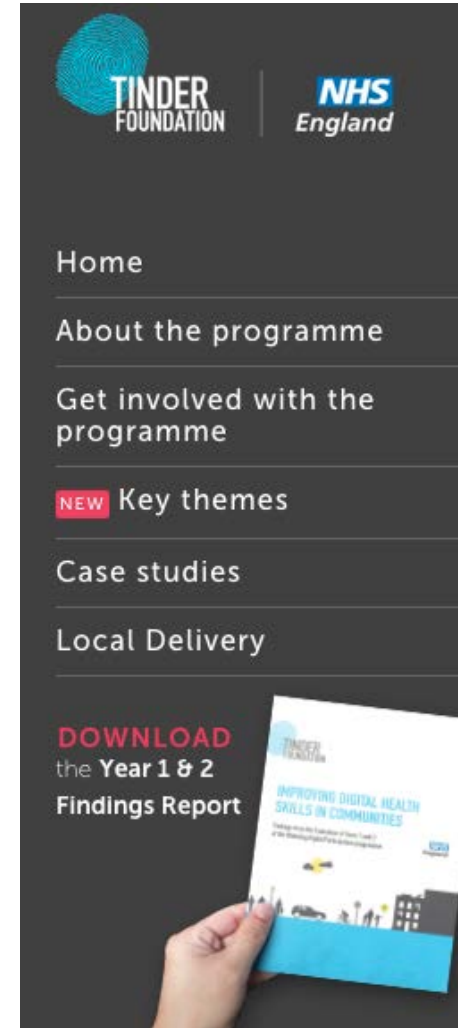
Building blocks for the digital revolution

Infrastructure
- Universal free access to wi-fi in NHS premises and libraries

Exclusion
- Prioritise reaching the furthest first

Skills & attitudes
- Enable health workers to engage patients with digital

Recommendations to NHS from Baroness Martha Lane Fox Dec 2015

Going digital transforms lives

From being homeless and excluded from healthcare services, Ron now manages his health online

www.tinderfoundation.org/our-thinking/blog/homeless-man-finds-shelter-and-online-skills-improve-his-health

Libraries on the front line

Universal access to digital health tools and information, with the skills to use them, will be one of the great public health advances of the twenty-first century.

Those who lack access to the public utility of the internet will, like those who lacked access to the public utility of clean water and sanitation in the nineteenth century, be at risk of increasing inequality and poorer health status.

Libraries are bridging the gap between the digital haves & the digital have-nots – on the front line in the fight against health inequality

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