

Digital Inclusion:

Equity in Health and Wellbeing

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Good Things
Foundation Australia



**Our vision is a
world where
everyone benefits
from digital**

4 million+ people

supported globally since 2010

Our digital inclusion model



Engagement:

Holistic needs

In their local community



Digital Inclusion:

Able, Equal & Safe



Better lives:

Happier

Healthier

Better off

The NHS Widening Digital Participation Programme



388,000 people reached
222,000 people trained
8,140 Digital Mentors
trained

Phase One
2013 - 2016

Phase Two
2017 - 2020

£6m / 1 yr
Channel shift

the NHS Widening Digital Participation Programme



166,162 people made aware of digital health through Good Things' network of community partners



53,173 people improved their digital health literacy through 'Learn My Way'



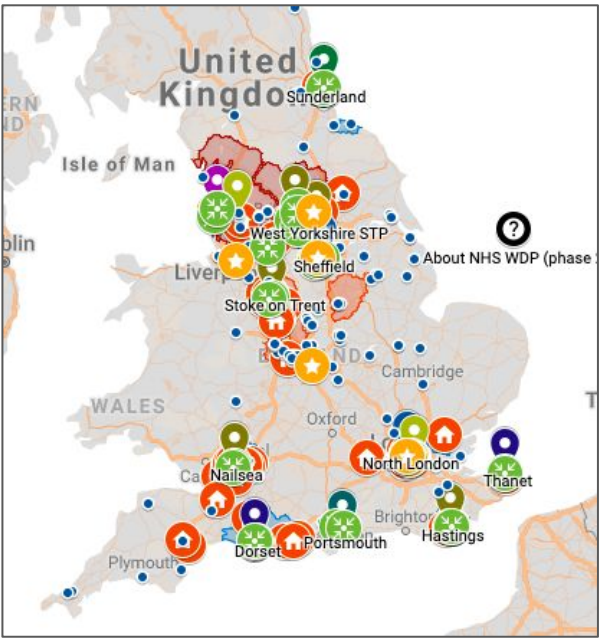
21,178 people supported, including 824 people in co-design and 1,350 digital champions



23 locally-led pathfinders including digital health literacy, dementia, cancer, refugee health, social care



5 pathfinders and 22 mini pathfinders evolved a model of community-led local digital health hubs



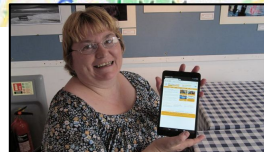
Digital Health Hubs



- Bonding & Bridging
- Trusted support
- Peer Support
- Community of Practice



Learn My Way



Digital Inclusion in Health and Care:

Lessons learned from the NHS Widening Digital Participation Programme (2017-2020)

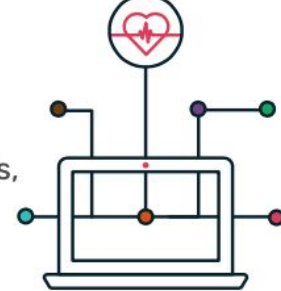
By Dr. Emma Stone,
Peter Nuckley and Robert Shapiro
September 2020

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Strategies to improve health literacy have been identified as important for **reducing health inequalities**



Digital (access, skills, confidence) has become **a social determinant of health**



Wider Social Benefits





17%

of over 65 years old said they lacked a suitable device to download a COVID-19 contact tracing app (Health Foundation 2020)



66%

of all adults had never used the internet or apps to manage their health before the COVID-19 pandemic (Lloyds 2020)



19%

of people booked GP appointments online in 2020 (GP Patient Survey 2020)

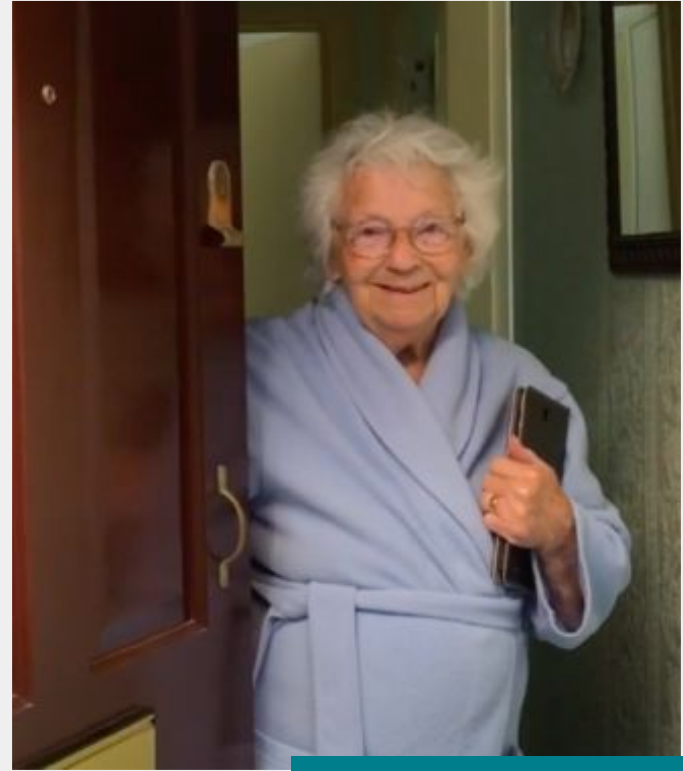
Digital exclusion & health inequalities

Briefing paper
Dr. Emma Stone
August 2021

Digital exclusion in a digital world is a health inequality challenge: it reflects, creates and compounds health and wider inequalities. There is no single or silver bullet solution.



Annette's Story



Mable's Story



Good Things
Foundation Australia

Our vision is a world where everyone benefits from digital.

We work hard to ensure that all people in Australia have the skills and confidence they need to use technology that benefits their lives, so they can be happier, healthier and better off.

We do this by:

Working in partnership with, and building capacity in, community organisations

Creating co-designed resources and programs that support digital inclusion

Advocating for change by raising awareness of the digital divide, the impacts it has on people's lives and solutions that can fix it

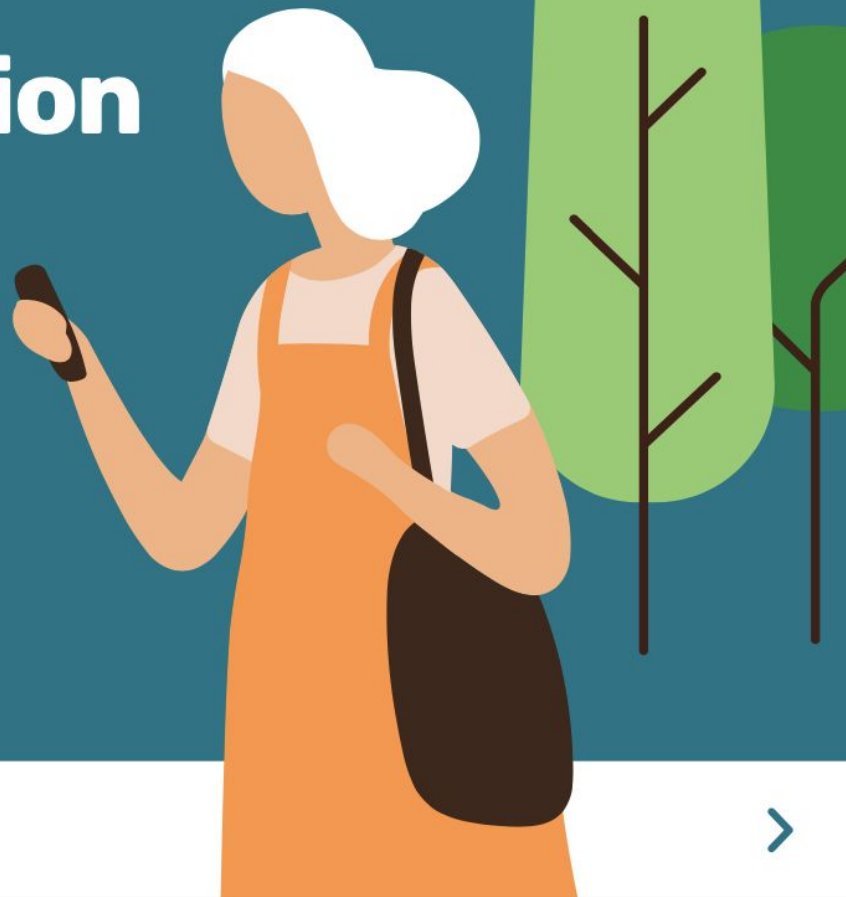




**Everyone in Australia
deserves the right to
have access to
affordable digital
technology and the
skills and confidence
to use it.**

Digital Nation Australia

2021



DIGITAL NATION AUSTRALIA 2021

The pandemic has seen life, learning and work rapidly digitise in Australia. Digital inclusion is slowly improving in our nation, but some people are still being left behind.

Less than 40% of Australians are confident they can keep up with tech⁴⁴

1% of people are completely offline, down from 10%¹²

87% of jobs require digital skills¹⁶⁵

77% of adults used apps to connect with others in 2020¹⁶²

61% lack confidence identifying misinformation online⁵⁷

MOST AT RISK OF DIGITAL EXCLUSION

People with disabilities

are lower users of digital and social media¹⁶⁶



People with mobile-only connection

1/3 are low-income families with school-aged children²⁴



First Nations people

30% of people in remote First Nations communities have no household internet or phone¹¹



People living in rural and remote areas

Only 1/3 of Australian land area has mobile connectivity¹¹



Women

seek more support around online safety¹¹⁰



New migrants and refugees

Low skills and access are a barrier to accessing services during the pandemic¹¹



People aged over 65 years

80% find it difficult to keep up with tech changes⁶⁵



People with low levels of education

44% have no media literacy support¹¹



Low income households

Half had difficulty paying for home internet⁶⁸



People not in the labour force

Confidence in digital skills decreases as length of retirement increases⁶⁴



THE DIGITAL DIVIDE

AFFORDABILITY



ABILITY



ACCESS



MOST DIGITALLY INCLUDED

People living in capital cities



High income households (over \$150,000)¹¹



The ADII score of Australia is 63 in 2020, up from 61.9 in 2019⁷

People who are tertiary educated



Younger People (14 - 49 years)¹¹



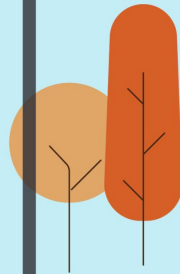
IMPACT OF THE PANDEMIC

1% of Australians are completely offline, down from 10%



10 years of growth in data consumption brought forward by COVID

40% of people concerned learning new digital skills during the pandemic was a big challenge

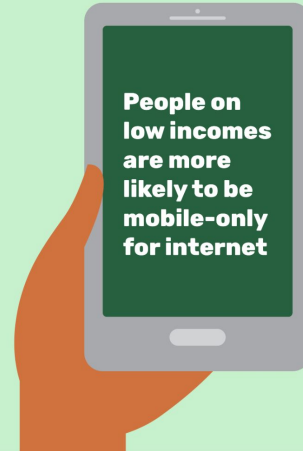


AFFORDABILITY & ACCESS ARE KEY PRIORITIES

Half of low-income households with home internet had difficulty paying for it



People on low incomes are more likely to be mobile-only for internet



Mobile-only users score 19.3 points lower than national average for digital inclusion



NOT EVERYONE HAS ALL THE DIGITAL SKILLS THEY NEED

Less than 40% are confident they can keep up with tech



61% lack confidence in identifying misinformation online

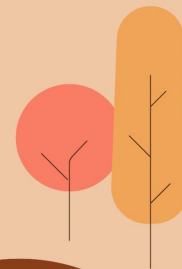


1 in 2 are very concerned about their online safety



IMPACTS OF DIGITAL EXCLUSION

21% First Nations school children without internet access at home



People with disabilities are more likely to experience cyberbullying and digital abuse¹⁰⁷

Only 55% of over 65s used apps to communicate in the first half of 2020, compared to 88% of 18-34 year olds⁹⁹



Covid exposed the digital divide



Connection to
other people



Information
Access to
services
Education & Skills



Better health
outcomes
Accessing
health services



Shopping online
Saving money
Looking for work



**Good Things Foundation
and our Network of
community partners,
working together in the
UK and Australia.**

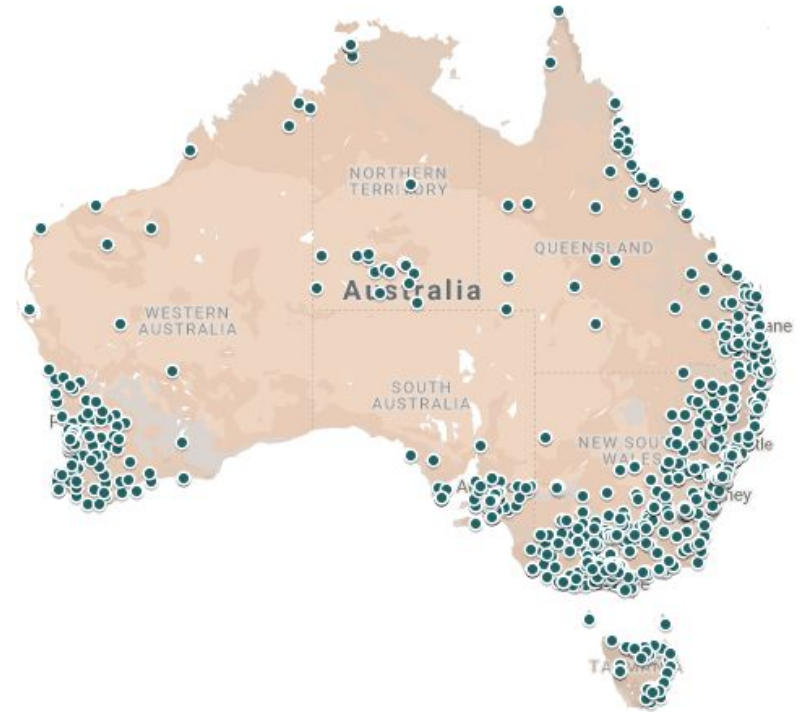
**Fixing the digital divide
for individuals, at scale.**

Good Things Foundation - the Networked approach

The Network is made up of **3500+** partners who are delivering support to people to build confidence and skills to engage in the digital world. These organisations are made up of:

- Library 23%
- Community/Neighbourhood Centres 20%
- Aged Care/Retirement Villages 18%
- Training Provider/Community College 8%
- Disability/Carers/Health 7%
- Ethnic Support Groups - 4%
- Other smaller groups and organisations - 20%

To help community organisations embed digital literacy in their everyday work, Good Things provides support through regular phone calls, new training resource development, training opportunities face-to-face and online, a Facebook Group, developing a peer support model.



Impact of our work - Be Connected

To date Be Connected has supported **900,000+** people to learn digital skills.

Swinburne University undertook a [Social Impact Evaluation on the Be Connected program](#) which showed that people who participated in the program had:



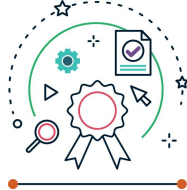
Increased their **digital skills**



Increased **confidence** using the internet



Increased **social connection**



Increased **online safety**

Created a social return on investment of **\$4.01** for every **\$1** invested

Consumer Digital Health Literacy - Health My Way

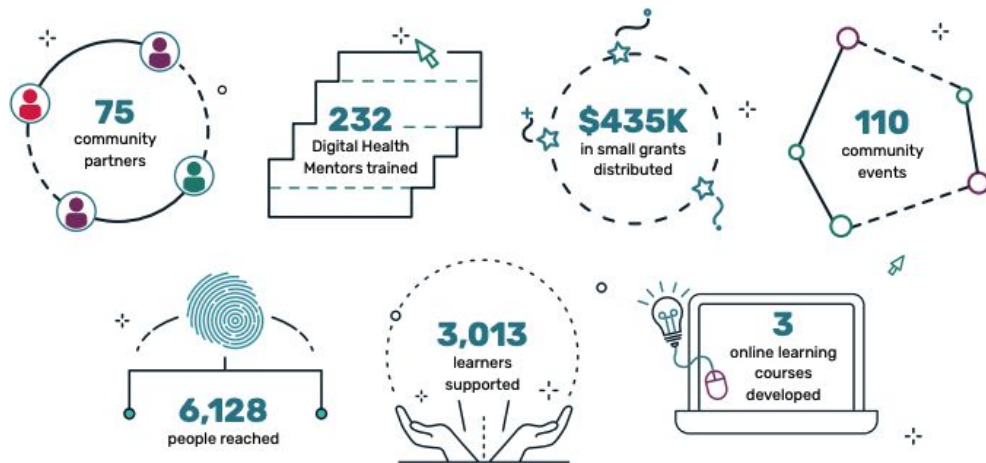
In 2019, we established a digital health literacy program funded by the Australian Digital Health Agency to support communities learn how to better manage their health using digital tools

What we did

- Recruited and trained 232 digital mentors in 75 locations
- Created learning materials to support people to search for reliable health information online, use health apps, understand and use My Health Record.

What were the outcomes

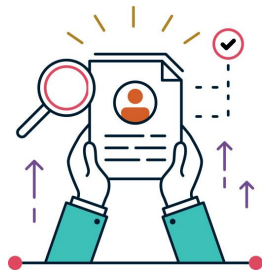
Our digital health literacy program has engaged more than 6000 people across the country and had a positive social impact by improving digital health skills, confidence and understanding, as well as improving social connection.



Our Health My Way program has increased digital health skills and confidence



92% increased their awareness of digital health resources and apps



79% have greater access to digital health literacy support



Increased knowledge and confidence in My Health Record



92% increased their social connection

Health My Way - Digital Health Literacy Program



"With everything that was going on in the world with the uncertainty of Coronavirus, Health My Way was a great way to touch base with our community," Kirstie said. "It was a good way for us to be able to connect with them and show them good, reliable resources and how easy it is to access, and take the time out to do something for themselves."

Community art studio **Artworks Inc** are helping boost digital health literacy through workshops that unite art and digital skills.

Building Digital Health Literacy

There is growing evidence that the digital divide has exacerbated the social and economic factors which create barriers to health care delivery and well-being.

The key recommendations that arose from our [Expanding Digital Health](#) series:

- Patients and consumers need targeted support and education to develop the skills and confidence to use different forms of health technology.
- Reliable and affordable technology and connectivity must be provided to ensure equitable access to digital health services.
- Health care providers need assistance and upskilling on using digital health technologies, such as telehealth.

