

An IFLA Webinar
hosted by



IFLA Special Interest Group
Evidence for Global and
Disaster Health



IFLA Section
Health and
Biosciences Libraries

IFLA.org

Combating digital health inequality in the time of coronavirus

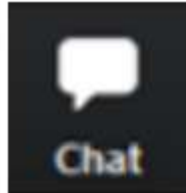
with Bob Gann

Digital Inclusion Specialist,
UK National Health Service

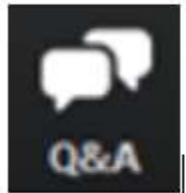
23 April 2020

Thank you for joining us.
The webinar will begin shortly.

Save the date!



Use the chat box to make comments / share your experience during the presentation.



Use Q&A to ask a question – these will be reviewed and answered after the presentation.

#E4GDH

<https://www.ifla.org/e4gdh>



GDPR compliant webinar

Zoom's [privacy policy and ToS](#) | IFLA's [privacy policy](#) | professionalsupport@ifla.org



IFLA Special Interest Group
**Evidence for Global and
Disaster Health**

Welcome

Anne Brice
E4GDH SIG convenor

*Evidence for Global and Disaster Health
IFLA Health and Biosciences Libraries
Webinar 23 April 2020*

Combating digital health inequality in the time of coronavirus

Bob Gann
Digital Inclusion Specialist
National Health Service
United Kingdom

@Bob_Gann #E4GDH



Presenting from my kitchen

In the medieval cathedral city of Salisbury in South West England



Combating digital health inequality in the time of coronavirus

Welcome to colleagues from...

Argentina	England	Moldova	Sri Lanka
Bangladesh	Finland	New Zealand	Surinam
Brazil	Germany	Norway	Switzerland
Bulgaria	Italy	Panama	Trinidad
Cambodia	India	Peru	Uganda
Canada	Japan	Poland	UAE
China	Jordan	Romania	USA
Colombia	Lebanon	Scotland	Wales
Croatia	Luxembourg	South Africa	
	Mexico	Spain	

When we are online we can...

- Shop for food and essential supplies
- Keep in touch with friends and family
- Work from home
- Take part in online classes
- Apply for benefits and financial support
- Manage our own health
- Access reliable health information

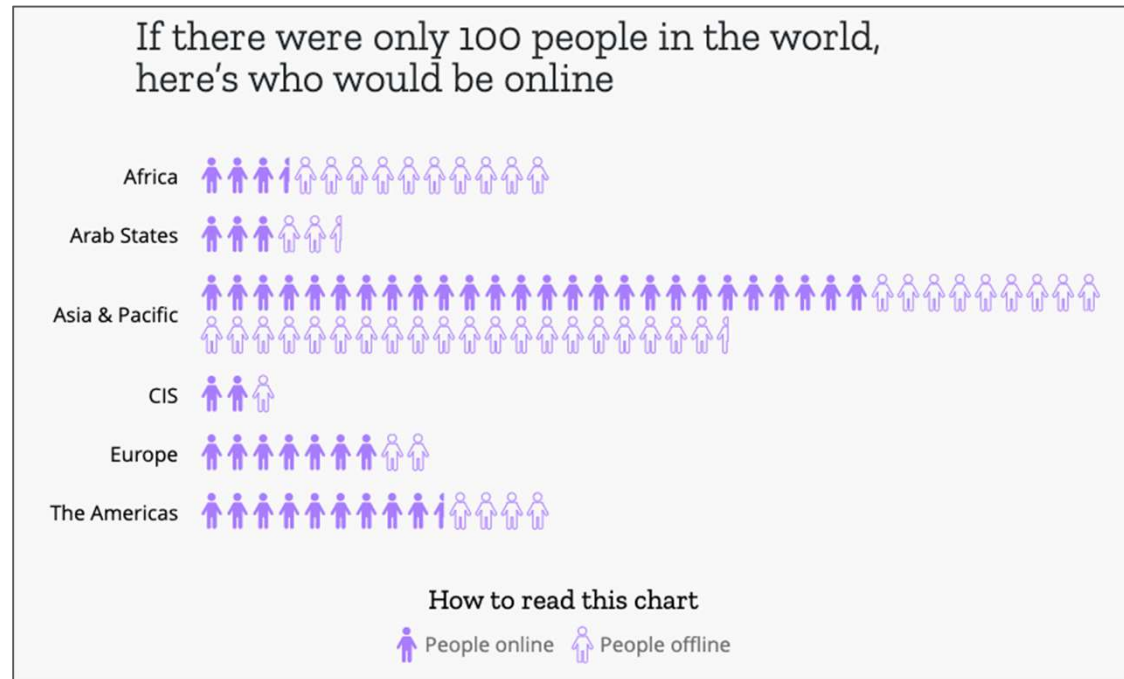


40% of the world is not online

4.5 billion people are active internet users

4 billion unique mobile users

But 40% of the world is not online



Global digital population 2020.
Statista

Mozilla Internet Health Report 2019

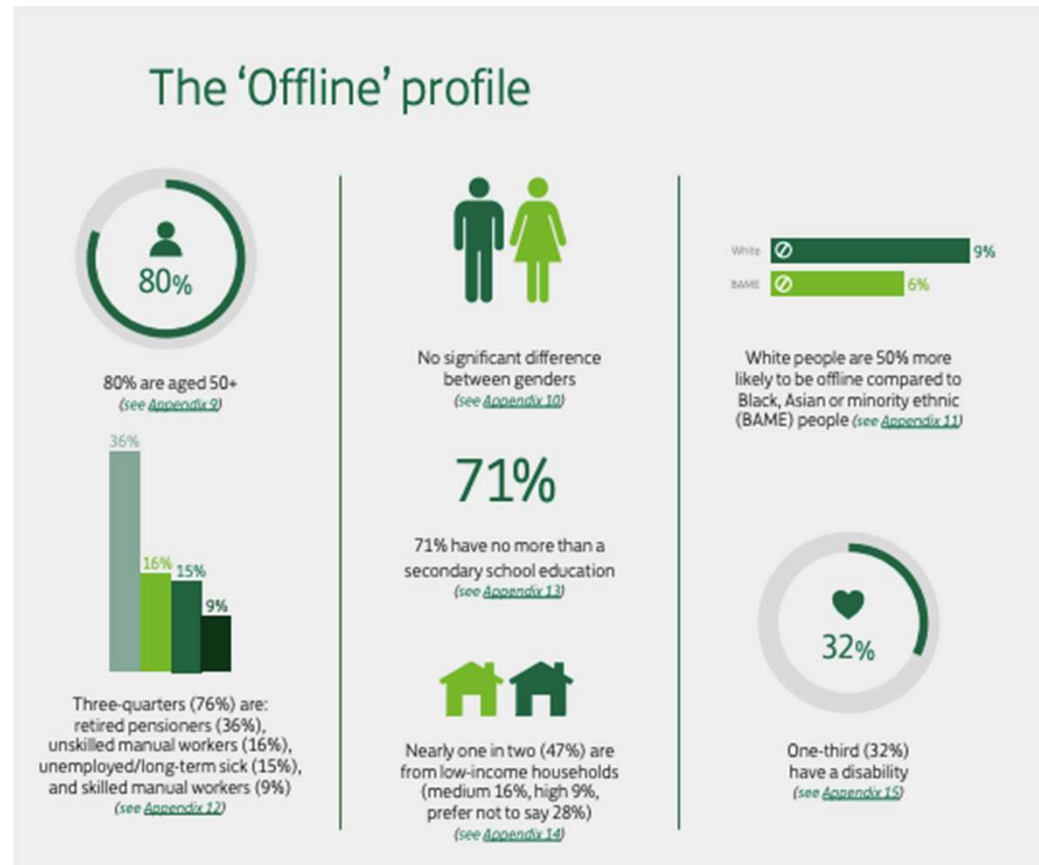
Digital exclusion in the UK

22% of population of the UK do not have essential digital skills needed for everyday life

8% of the population are not online at all

Those who are digitally excluded are more likely to be older, have lower income, and be less educated

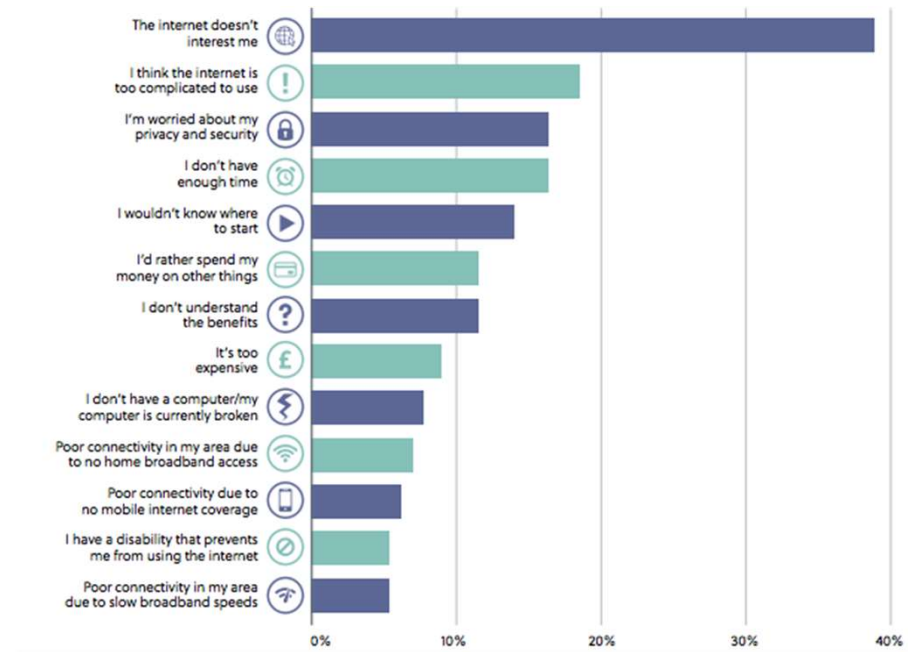
UK Consumer Digital Index 2019



Why are people digitally excluded?

- Access (including broadband connectivity & affordability)
- Skills (both basic digital skills and information literacy)
- Communication (language, disabilities)
- Lack of interest, trust & motivation

Thanks to HIFA Healthcare Information for All Forum

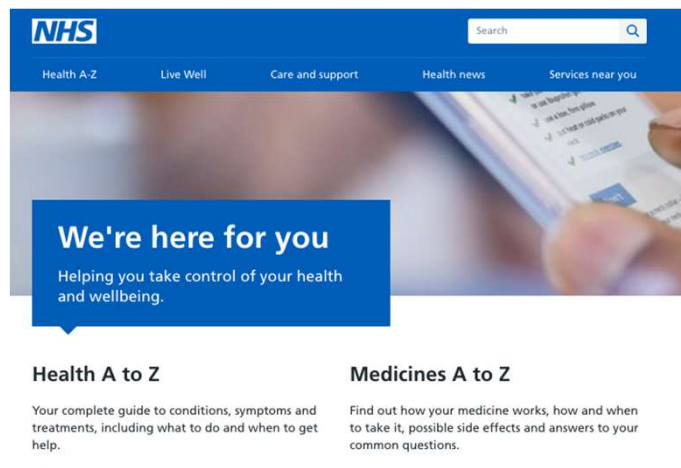


UK Consumer Digital Index 2018



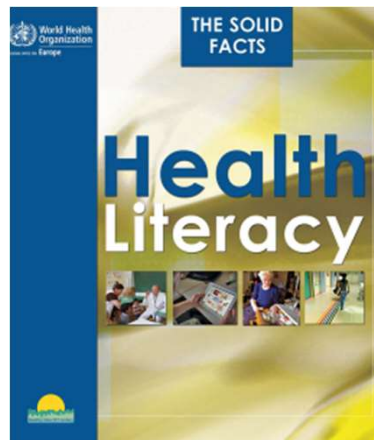
Health information is increasingly digital

- Over 80% of internet users have searched for health information (Amante, 2015)
- One in twenty Google searches are for health information (Gibbs, 2015)
- There are over 300,000 health related apps (Pohl, 2017)
- Over a million people a day visit the NHS website (NHS.uk analytics)



Digital health literacy

“Digital health literacy: the ability to seek, find, understand and appraise health information from electronic sources and to apply the knowledge gained to addressing or solving a health problem”



Includes:

- traditional literacy
- health literacy
- computer literacy
- information literacy
- scientific literacy
- media literacy

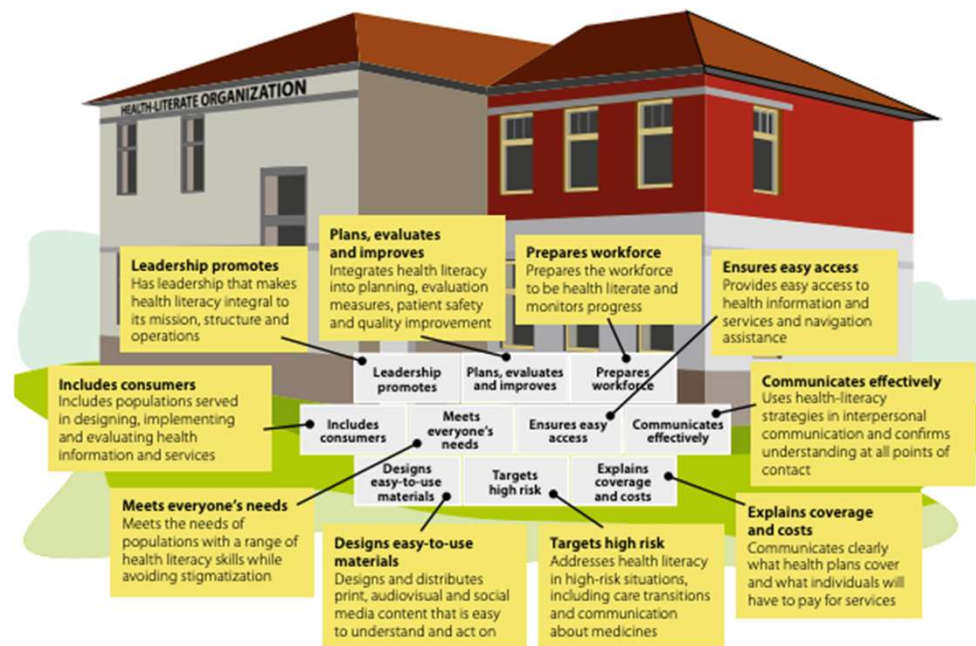
Kickbusch, I et al (2013)

Health literacy: the solid facts. WHO

Digital health literate organisations as well as individuals

“A health literate organisation makes it easier for people to navigate, understand & use information and services to take care of their health” (Brach et al, 2012)

- Support patients & carers to build their digital skills & confidence
- Provides a digital infrastructure (eg free public wi-fi) which makes it easy to access online information & services
- Co-produces digital information & services which are relevant and accessible to users
- Takes the risk of digital exclusion into account when planning services
- Develops the digital skills of its workforce
- Has knowledgeable & committed digital leadership



Source: adapted from: Brach C et al. *Attributes of a health literate organization*. Washington, DC, Institute of Medicine, 2012 (http://www.iom.edu/~media/Files/Perspectives-Files/2012/Discussion-Papers/BPH_HLit_Attributes.pdf, accessed 15 May 2013).

Digital health inequality

People with lower health literacy less likely to use preventative services or access treatment, have more hospitalisation & higher rates of treatment errors

As health information & services are increasingly delivered digitally we risk widening health inequalities even further

A new digital inverse care law?

THE INVERSE CARE LAW

JULIAN TUDOR HART

Glyncorrwg Health Centre, Port Talbot, Glamorgan, Wales

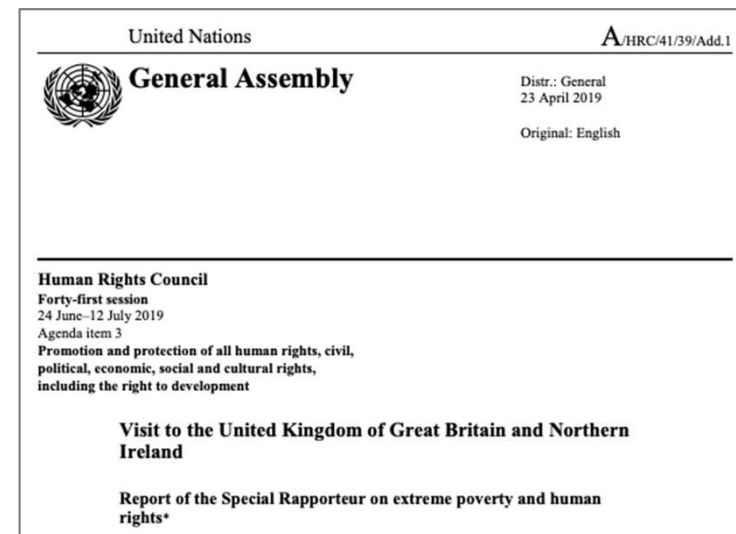
Summary The availability of good medical care tends to vary inversely with the need for it in the population served. This inverse care law operates more completely where medical care is most exposed to market forces, and less so where such exposure is reduced. The market distribution of medical care is a primitive and historically outdated social form, and any return to it would further exaggerate the maldistribution of medical resources.

Tudor Hart, J. Lancet, 1971

Being online, poverty and human rights

“Overall roll out of broadband Internet in the UK may be high but many poorer and more vulnerable households are offline”.

“Digital assistance has been outsourced to public libraries and civil society organisations, at a time when budgets have been severely cut”.



Philip Alston, UN Special Rapporteur on
Extreme Poverty and Human Rights
2019

Online Centres in UK

The screenshot shows the homepage of the Online Centres Network. At the top left is the logo, a green fingerprint icon next to the text 'Online Centres Network'. To the right of the logo is a navigation menu with links: 'OUR NETWORK', 'NEWS', 'FUNDING', 'RESOURCES', 'TRAINING', and 'CONTACT US'. The main banner has a purple-to-green gradient background with the text 'A SOCIAL MOVEMENT WITH A SHARED VISION' in white. Below this, a paragraph states: 'Brought together by Good Things Foundation, the Online Centres Network is made up of over 5,000 grassroots organisations, all working to tackle digital and social exclusion by providing people with the skills and confidence they need to access digital technology.' At the bottom of the banner are two white buttons: 'Find a centre' with a magnifying glass icon and 'Join the network' with a plus icon. Below the banner are three news/resource cards. The first card is titled 'Funding: Coronavirus resilience grants for Online Centres' with a date of '08 APR 2020' and a photo of a person at a computer. The second card is titled 'DevicesDotNow' with a date of '02 APR 2020' and an icon of a computer monitor with a gear and a person. The third card is titled 'Coronavirus: support for you and your learners' with a date of '03 APR 2020' and an icon of a person at a computer with a gear.

Online Centres Network

OUR NETWORK NEWS FUNDING RESOURCES TRAINING CONTACT US

A SOCIAL MOVEMENT WITH A SHARED VISION

Brought together by Good Things Foundation, the Online Centres Network is made up of over 5,000 grassroots organisations, all working to tackle digital and social exclusion by providing people with the skills and confidence they need to access digital technology.

Find a centre 🔍

Join the network ➕

NEWS 08 APR 2020

[Funding: Coronavirus resilience grants for Online Centres](#)

We're launching the Response and Resilience Fund, to provide short-term support for Online Centres at risk of closure due to the Coronavirus crisis.

NEWS 02 APR 2020

[DevicesDotNow](#)

We're proud to be working with FutureDotNow on their exciting new initiative DevicesDotNow targeting 1.7m households who don't have internet access.

RESOURCE 03 APR 2020

[Coronavirus: support for you and your learners](#)

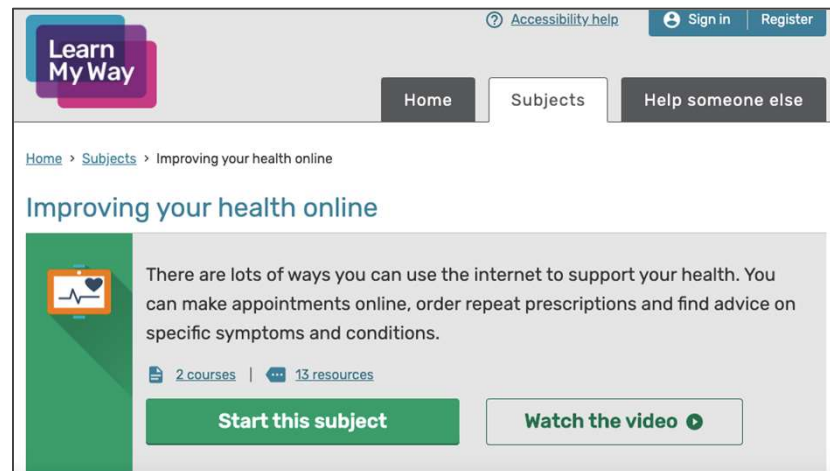
We've been working away on collating some useful resources and other valuable information to help you and your learners find the latest support and advice online.

- 5000 online centres in grass roots community settings
- Half of these are libraries
- Co-ordinated by Good Things Foundation
- Provide safe, supported environments where people can access technology and learn digital skills

Digital skills training

Building basic digital skills & digital health literacy

For users...



The screenshot shows the 'Learn My Way' website interface. At the top, there is a navigation bar with 'Learn My Way' logo, 'Accessibility help', 'Sign in', and 'Register' buttons. Below this is a secondary navigation bar with 'Home', 'Subjects', and 'Help someone else' tabs. The main content area shows a breadcrumb trail: 'Home > Subjects > Improving your health online'. The title 'Improving your health online' is displayed in blue. Below the title is a green box containing a heart icon and a text paragraph: 'There are lots of ways you can use the internet to support your health. You can make appointments online, order repeat prescriptions and find advice on specific symptoms and conditions.' Below the text, it says '2 courses | 13 resources'. At the bottom of the green box are two buttons: 'Start this subject' and 'Watch the video'.

...and for digital champions

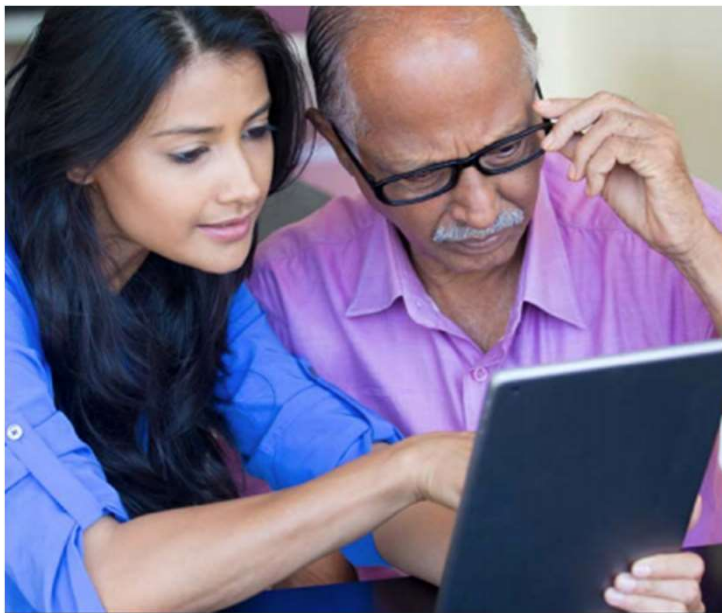


The screenshot shows the 'The Digital Health Champions Network' landing page. At the top, there is a title 'The Digital Health Champions Network' and a 'Share' button with icons for email, LinkedIn, Twitter, and Facebook. Below the title is a paragraph: 'Train your staff and volunteers the easy way! Introducing the Digital Health Champions Network: a new online training platform for Digital Health Champions, developed in partnership with NHS Digital.' The NHS logo is visible on the right. The main content area features a large heading 'The importance of Digital Health Champions' above three images: a man and a woman talking, a hand pointing at a colorful digital interface, and a woman in a blue uniform smiling.



NHS Widening Digital Participation: Evaluation

500,000 people engaged in national programme to improve digital health literacy skills



- 82% of people trained were **socially disadvantaged** and likely to be experiencing health inequalities
- 27% say they feel more self reliant and have reduced their use of the NHS for **minor ailments**
- 52% say they feel less **lonely and isolated**
- 48% say they have **saved time** by doing something online
- 32% say they have **saved money** (eg avoiding travel costs)

NHS Widening Digital Participation: Pathfinders

Pilot projects in areas of social deprivation & health inequality

Gaining better understanding of the barriers to digital health literacy

Co-creating solutions – including social prescribing & high street health hubs

Set of tools & guides available. Final report in June

<https://digital-health-lab.org>



Action in a time of coronavirus

1. Tackling fake news and misinformation
2. Mobilising creativity in communities
3. Enabling safe remote care
4. Supporting the most vulnerable

1. Tackling fake news and misinformation

How dangerous 5g coronavirus conspiracy theories grew and spread online

Social media and outraged celebrities have been spreading 5G misinformation



M News • US News • Coronavirus

Coronavirus: Man dies after drinking fish tank cleaner to prevent virus

Arsonists attack phone mast serving NHS Nightingale hospital

Vodafone boss hits out at 'deluded' 5G conspiracy theorists after incident in Birmingham

Influencers among 'key distributors' of coronavirus misinformation

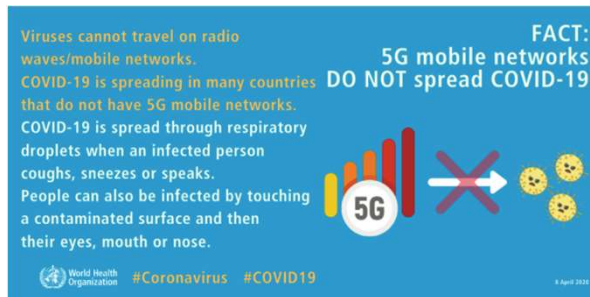
Study suggests mainstream news outlets struggling to compete with celebrities' and politicians' reach

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



NHS

Trusted sources for quality health information



WHO Myth busters



Formulary of evaluated health apps



IFLA tips on fake news



PHE Knowledge & Library Services emerging evidence, including for public




Health Education England Library & Knowledge Services



Trusted source: NHS website www.nhs.uk

COVID-19

NHS.uk



Usual average
30,000,000
visits per month
to the NHS website

NHS
Digital

GIF



COVID-19

NHS.uk




March 2020
61,311,711
total visits to
the NHS website

NHS
Digital

GIF

COVID-19

NHS.uk



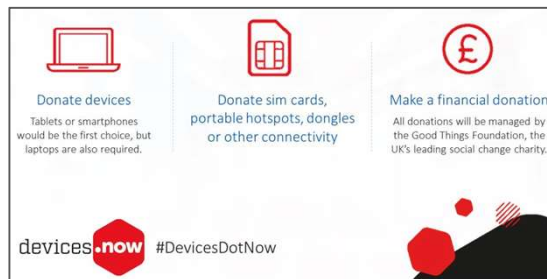
Over **28.2m**
visits in March to
#Covid19 content

NHS
Digital

GIF



2. Mobilising community resources



Businesses donating devices for 1.9m households who are not connected



750,000 volunteers signed up using GoodSAM app



Rapid funding for digital innovation



Creative transformation across industries

Burberry is making gowns and masks for the NHS in its trench coat factory

View 3 comments

Lizzie Thomson Monday 30 Mar 2020 4:48 pm



So you can stay stylish in self

From vacuum cleaners to ventilators - can Dyson make the leap?

The firm has no medical expertise but it does have some relevant experience

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)

French alcohol, perfume producers lend a hand in coronavirus fight

252 shares

Issued on 18/03/2020 - 16:05 Modified 18/03/2020 - 16:05



FabLab Devon step up to the PPE challenge

Posted on 01 Apr 2020



FabLab Devon, which is part of independent charity Libraries Unlimited, has answered the call for urgently needed Personal Protective Equipment (PPE) required by all NHS frontline staff.

The first batch of visor attachments have been collected today and are being dispatched to NHS staff in the local area. FabLab Devon is working alongside a team of local volunteers to 3D print PPE visors.

Marcus Brown, FabLab Exeter Digital Making Tutor, said "It's been a very busy weekend. Our base at Exeter Library is currently closed so I collected the 3D printers on Friday in order to set up a home production unit. I have printed non-stop since Friday including printing overnight."

Digital Team Gateshead Libraries @GHDDigiteam · 3h
Nearly 200 3D printed PPE visors sent out to Key Workers so far, massive thanks to our volunteers for their contribution! We have started laser cutting PPE visors today too, thanks to @TGP_Landscape @Kitronik for the extra materials #TheBigPrint #PPE



Libraries in lockdown are 3D printing personal protective equipment



Reading during social isolation

Coronavirus: Libraries see surge in e-book borrowing during lockdown

22 April 2020 | England



In Lincolnshire, e-book loans were up by 81% in March compared to last year.

Libraries across England have reported a surge in online borrowing during the coronavirus lockdown as the nation seeks escapism and comfort in e-books.

Loans of online e-books, e-magazines and audiobooks were up an average of 63% in March compared with last year.

And 120,000 people joined libraries in the three weeks after lockdown began, **Libraries Connected** said.



#DrBook

Ask a librarian for book recommendations this World Book Night



YouTube channel with recommendations from librarians



Libraries are part of new national initiative to combat loneliness



3. Enabling safe remote care



1000 extra digital devices will enable the rapid expansion of digital health services in Wales

The Wales Co-operative Centre is about to distribute the devices to care homes and hospital wards to help people in care access vital health services and stay connected, writes Derek Walker.

- Before coronavirus, online & video consultations becoming more common
- Patients spared cost, stress, time and inconvenience of travel
- In Wales, rapid roll out of video consulting service using Attend Anywhere platform
- Digital Communities Wales providing digital devices

Evidence based guides to video consultation

Video consulting with your NHS

A quick guide for patients



Why choose it?

- You can still have NHS appointments if you are social distancing or isolating
- Your doctor or nurse can see how you are
- It can save you stress, time and money
- Calls are safe and secure

What you need

- A charged up computer, tablet or smartphone with a built in camera and microphone
- A quiet, well-lit place where you won't be disturbed
- A good internet connection

Please turn over



Setting up

- We will email you or send you a letter with your appointment time and any information you need
- We will send you a text message reminder
- Make sure you're familiar with the software before your appointment
- Make a list of questions or issues before the call to help you get the most from your consultation

Starting the video call

- Start the video call program a few minutes before your appointment, you may have been given a link to click on
- You may be asked to confirm your date of birth and a phone number so we can call you if you get out of touch
- Your doctor or nurse will join you or call you when they are ready
- Say hello or wave to your doctor or nurse

The consultation

- Look at your doctor or nurse's face while you're talking
- If all goes well, the call will feel like a face to face appointment
- If you want to show us something you can try to use the screen camera
- If something goes wrong we'll call you instead

Ending the video call

- Ask us any questions you like before you go
- We'll arrange your next video appointment, prescription or a face to face visit
- We'll say goodbye before we go
- You can leave your feedback to help us make future consultations better

Evidence on what works in video consultation turned rapidly into practical guides for patients and clinicians.

Barts NHS Trust

Prof Trisha Greenhalgh, University of Oxford



4. Supporting the most vulnerable



92-year-old Pat uses Amazon Echo and iPad to boost her wellbeing

RNIB 'Technology for Life' service helps blind and partially sighted people. This builds on partnership work between Digital Communities Wales and RNIB Cymru.

- People in care homes are some of the most vulnerable and isolated
- Voice activated devices including Amazon Echo (Alexa) & Google Home
- People who lack digital skills or have sight or dexterity problems can use voice recognition
- Set up spoken reminders for medication, appointments etc
- Access websites, apps and social communication
- NHS website content available via Alexa

Virtual reality helping people connect with a positive world



- Digital Heroes programme in Wales
- Intergenerational mentoring between schoolchildren & care home residents
- Reduction in anti-psychotic medication and falls
- Ambulance call-outs reduced by 28%

Digital Communities Wales



Case study: 100% Digital Leeds responds to COVID-19

- Administering COVID-19 Fund grants to voluntary organisations for digital equipment, data & connectivity
- Distributing iPads from biggest tablet lending scheme in country
- Reconfiguring Digital Champions training via video conferencing
- Signposting to digital tools and resources including free online training
- Facilitating adoption of NHS self management tools, including MyCOPD app
- Auditing digital access across city to see where help can be provided

www.digitalinclusionleeds.com

100% Digital Leeds is led by Leeds Libraries, with combined budget from a range of agencies



**SUPPORTING
DIGITAL
INCLUSION IN THE
FACE OF COVID-19**



Thank you

More information:

Gann, B. (2019) Transforming lives: combating digital health inequality *IFLA Journal* 45(3): 189-97

Resource list for this webinar

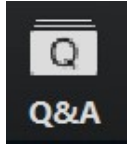
Email: bob.gann@nhs.net

Twitter: Bob_Gann



Practical how to guides for England & Wales





Questions and Answers

A black and white photograph of a man with a shaved head, wearing a collared shirt and trousers, sitting cross-legged on a dark couch. He is smiling and looking at a silver laptop in his lap. The background shows a kitchen area with shelves and a window.

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Combating digital health inequality in the time of coronavirus

***Thank you for joining us today**
... and look out for the next joint
webinar in this series

- the recording will be added to E4GDH
webpages, alongside a resource list