

Appendix 1 – Additional Information - Public Health Digital Inclusion Approach

Access:

Investment in a digitally inclusive Derbyshire will level up the opportunity to access; support, products, advice, information, employment and services that are increasingly reliant on digital technology. Currently some of our most vulnerable groups and individuals struggle to use the internet or lack the basic digital skills required to get online. The pandemic has escalated its importance as services and communities have harnessed digital for help and support throughout the pandemic and yet for those in most need this platform often remains inaccessible. For example:

- People in the poorest households are at least four times more likely to be digitally excluded (Ofcom adults media use, 2020)
- 23% of children from the poorest households don't have access to broadband and a laptop, desktop or tablet (Ofcom, 2019)
- Those unable to access the internet pay on average £348 more per year in utility bills (Lloyds Bank UK Consumer Digital Index, 2020)
- Workers in manual jobs with high digital engagement earn on average £180 more per month than those in the same job but with low digital engagement
- Nearly half of those claiming benefits lack essential digital life skills (Lloyds Bank UK Consumer Digital Index, 2020)
- The majority of those with low digital engagement would not use the internet to manage their health (Lloyd Bank Consumer Index 2020). This is significant as in March 2020 alone online medical consultations doubled Bibby and Leavey, 2020, Learning from Lockdown)

The qualitative study by Healthwatch Derbyshire (2020) strengthens the findings above concluding that virtual appointments didn't work for many of our most vulnerable residents. In fact, those from cohorts vulnerable to digital exclusion and facing barriers of any sort in accessing virtual healthcare were very likely to report a negative experience of the consultation/process. Full report available at:

<https://healthwatchderbyshire.co.uk/2020/10/virtual-appointments-are-they-right-for-me/>

Evidence of Effectiveness:

The proposal is based on the successful model adopted by the 100% Digital Leeds programme. More information available at www.digitalinclusionleeds.com.

Over a 2-year period the project:

- Appointed Social Change Charity with digital expertise to provide strategic support, and to build the digital inclusion network, embed sustainability and evidence return on investment
- Secured additional funding from Business Rates, CCG, Digital and Information service, Local Integrated Better Care Fund, Leeds Housing, NHS Digital, Public Health, Covid-19 fund and Smart Leeds to develop interventions
- Established a tablet lending scheme of 400 4G iPads lent to organisations working with the most digitally excluded
- Expanded council Wi-Fi to 20 community buildings
- Awarded £200,000 in grants to community organisations
- Established a dementia pathfinder project

- Established and developed a digital champions network to support digital inclusion activities and advocate for the benefits of digital
- Helped organisations to support their service users
- Set up networks and partnerships to share best practice and improve signposting

Additionally, there are multiple studies on the improved health outcomes and reduced social isolation that come from being online (Pluye, Sherif, Granikov, 2019; Good Things Foundation Digital Inclusion in Health and Care (2017-2020).

Monitoring and Evaluation

Within Derbyshire there is already a recognition of the need to collaborate across the whole system to maximise health and wellbeing gains. Efforts have begun to align work and develop a system wide approach to support this agenda. Joint working across the health system is facilitated by Joined up Care Derbyshire, whose plan recognises the contribution of the wider determinants of health, health inequalities and population health to improving health outcomes. It is therefore proposed that governance arrangements for the project will be through the Derbyshire Health and Wellbeing Board, and Derbyshire's Digital Board - which is a subgroup of Joined Up Care Derbyshire. These forums provide excellent opportunities to innovate and share learning.

We would expect all monitoring and evaluation of the new service to be developed by the successful service provider overseeing the project in the first 18 months. They will be expected to develop a system to capture return on investment and positive social impact in the longer term such as:

- Progression to further learning, formal or informal
- Progression to positive employment outcomes both in work and into work
- Improvements in health and wellbeing (from using digital health skills to self-manage conditions)
- Increased social connection and reduced isolation

as well as project outcomes including:

- Number of professionals trained to deliver digital skills training to individuals within their area of expertise
- How many digital champions are trained in the first year
- Additional funding secured
- Number of networks/partnerships established