

discover digital

Discovering
Digital for health
and wellbeing
with the public

Sharing experiences
of Scotland's first
week of public-facing
engagement events
around digital health
and care



Summary
Report

A Health and Social Care Alliance Scotland report



Contents

Foreword	2
----------------	---

'Discover Digital' in a nutshell	3
---	---

Key Outcomes	5
---------------------------	---

Key Recommendations	9
----------------------------------	---

Acknowledgements	14
------------------------	----

About the ALLIANCE	15
--------------------------	----



Foreword

We now live in a world that is increasingly digital, as services and transactions are moving into the online sphere. The transformational impact of this is high on the agenda of both the Scottish Government Technology Enabled Care programme and the Health and Social Care Alliance Scotland. However, we cannot emphasise strongly enough the importance of keeping people at the centre of these developments, especially when they concern our health and wellbeing.

We believe that co-production and open conversations will be instrumental to ensuring that the Scottish Government's Digital Health and Care Strategy is carried out in alignment with its principles of 'enabling, connecting and empowering'. Only through partnerships such as the one demonstrated by the 'Discover Digital' initiative will we be in a position to ensure that the voice of lived experience to be in the driving seat of its implementation.

'Discover Digital' was just one aspect of the work being carried out in support of the Strategy. Through our extensive partnership, we strived to create an environment where experts and project leads from across sectors could meet and cross-pollinate ideas, alongside citizens. We have gained valuable knowledge of what works well (as well as what does not) when trying to engage with the public. We have trialled new outreach methods and we are hereby publishing our learning in this report. Our efforts rewarded through the participation of people with long term conditions, carers, families, children, young and older people and members of BME communities across our 5 events.

We think that 'Discover Digital' should carry on. To maintain momentum, we must keep the links we have forged with partners, collaborators and the general public active and we look forward to our next edition of Discover Digital: tools for self management and care.



Margaret Whoriskey MBE, Head of Technology Enabled Care and Digital Health Care Innovation, Scottish Government

Margaret Whoriskey



Prof. Ian Welsh OBE, Chief Executive, Health and Social Care Alliance Scotland

Ian Welsh

‘Discover Digital’ in a nutshell

We know digital innovations help us to live better and healthier.


Innovation should always be designed with people, for people. Regardless of age, background and ability, we all have the right to live well. And as a consequence, we all have a right to access the technology that can help us live well.

Using technology to help people live better and healthier is high on the agenda of the Scottish Government and Local Government. This is evidenced by the publication of a ‘Digital Health and Social Care Strategy’ in April 2018, as well as the annual ‘Digital Health and Care’ week taking place every year in November. The latter consists of several events for health and care professionals across sectors to share learning.

To widen the conversation even further, the Health and Social Care Alliance Scotland (ALLIANCE) was invited by the Digital Health and Care Week Steering Group to organise ‘Discover Digital: for your health and wellbeing’. We adopted a partnership approach to support and guide our work. We had support from the Scottish Government, Local Government, NHS 24, NHS National Services Scotland, BCS Health and Care Scotland and the Digital Health and Care Institute.

‘Discover Digital’ took place between 21-26 October 2018. It launched with the **Dundee showcase** (a light pop-up exhibition) and then continued in Glasgow with three workshops and another, larger, **showcase**. The workshops explored the subject of technology and wellbeing in more detail:

- **Your health stories and how tech might change them.** A workshop ran by Product Forge to map health stories for their upcoming Digital Health Product Forge.
- **Healthcare and wellbeing data: the art of the possible.** A demonstration from the Digital Health and Care Institute (DHI) that explored how data could look over the next 2-3 years.
- **Does digital work for everyone?** An event led by NHS 24 invited speakers from Age Scotland, Deaf Scotland, SCVO and Scottish Government to discuss the challenges people living in our communities may have with ‘digital’ services.



Medical
Model
Not
Enough

All 'Discover Digital' events were free to attend and wherever possible the ALLIANCE provided additional support to enable participation.

Despite being a highly ambitious project, delivered in a very short timescale, we believe it was a great achievement against its main aims:

➤ **To increase public awareness of what is available in terms of digital health and care services and support:**

Our events reached over 1000 people online and 500 people in person. Moreover, our events invited attendees to consider how technologies not commonly associated with health (virtual reality goggles, smart speakers, miniature cameras, digital games etc) might be used to benefit our wellbeing.

➤ **To allow the public to participate in conversations around new initiatives:**

The workshops allowed participants to share their experiences and thoughts on several health and care related matters. This resulted in the 12 topical themes recorded in this report.

➤ **To enable policy and project leads to hear first-hand what the public think about a range of services:**

All the events created opportunities for people from all walks of life to engage directly with those at the forefront of innovation. Feedback from exhibitors noted that it provided them with a valuable opportunity to trial their innovations and record immediate feedback.

Moving forward, we want to build on this experience and expand our offer to include more opportunities for members of the public to become meaningfully involved. Moreover, we want to make it clearer how people can become active players in this field and become champions for digital to support wellbeing. Based on our experience of running the events in 2018, in 2019 'Discover Digital' will return, bigger and better.

We will organise 'Discover Digital: tools for self management and care', alongside and in partnership with the national 'Self Management' week. This will allow us to reach an even wider audience and move outside the central belt, further into the rural and remote areas of Scotland.

To keep updated, please follow our twitter page [@DHCscot](#) or email us at DHCscot@alliance-scotland.org.uk and let us know you would like to join our mailing list. We will announce the date of 'Discover Digital: tools for self management and care' in April 2019.



Key Outcomes

Engagement:

- > 186 people who booked free tickets through us attended the Dundee event. There was additional footfall through the Dundee Science Centre.
- > The Glasgow event drew 165 people that booked tickets through us, with an additional 100 people walking in from the day's wider Science Centre footfall.

- > These numbers suggest that there is value in engaging people in agenda-free, fun-filled, family-friendly spaces, as well as an interest in digital wellbeing. Exhibitors at the Glasgow Science Centre event estimated they have each engaged with between 60 – 100+ people. Some partners have referred to their interactions as 'mini focus groups', which will help them shape their services and products in the future.

Networking:

- > Over 40 professionals were also present, exhibiting and networking. Some noted that they themselves have learned more about the field and identified opportunities for collaboration and future work.

Benefits to exhibitors:



NHS 24 event: does digital work for everyone?

- NHS 24 took this opportunity to build upon their strategic commitment in relation to stakeholder engagement and person centred approaches, which in turn helped them gather intelligence specifically related to digital issues.
- Attendees noted that the session helped build a sense of solidarity, leaving behind feelings of isolation and disengagement when they realised that they were 'not alone' in facing certain issues.

DHI event: the art of the possible

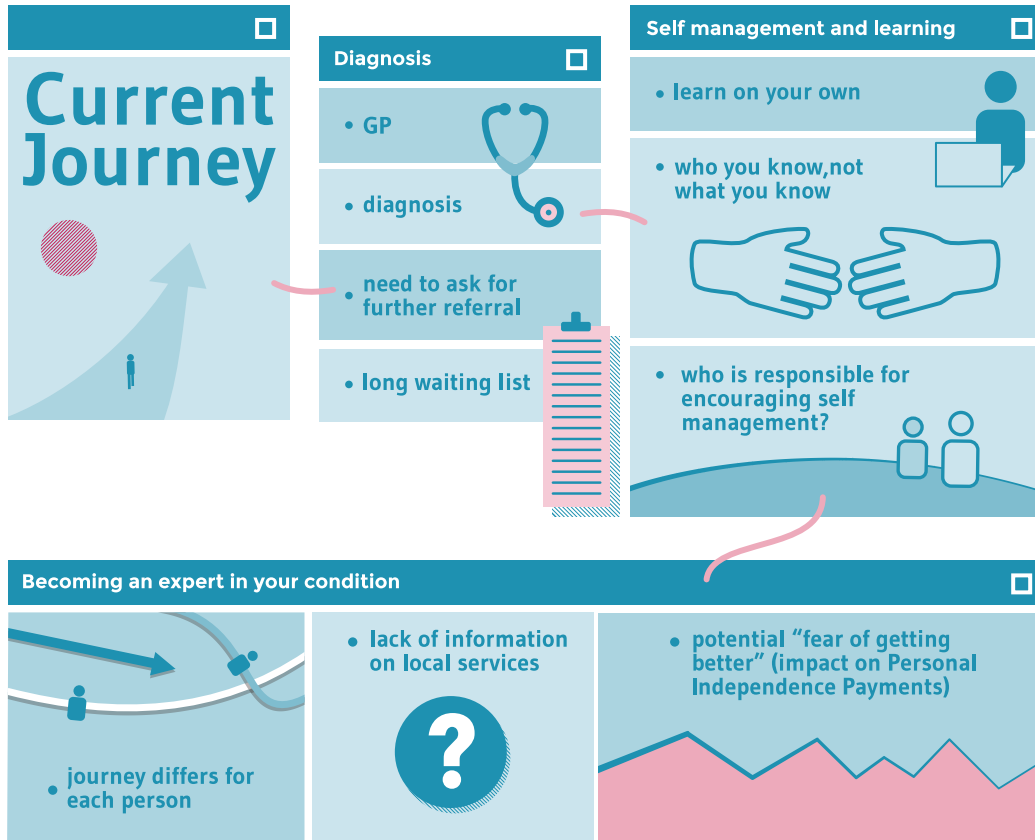
- Participants were educated on the data they already unknowingly share. Some mentioned that they also took away new ideas and inspiration from the session.
- This workshop allowed us to gauge attitudes towards aspects of digital health and care. There was positive feedback on the opportunities that could be enabled by technology, counterbalanced with caution and a greater understanding of issues that need to be addressed.



Your health stories and how tech might change them:

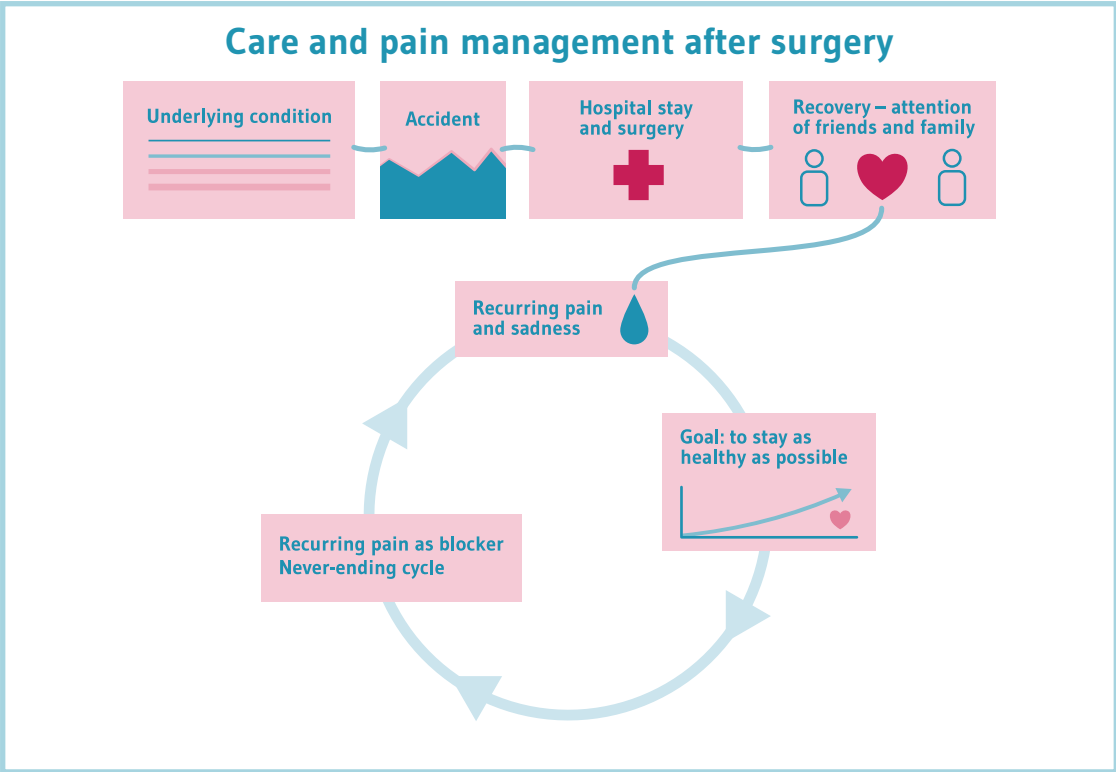
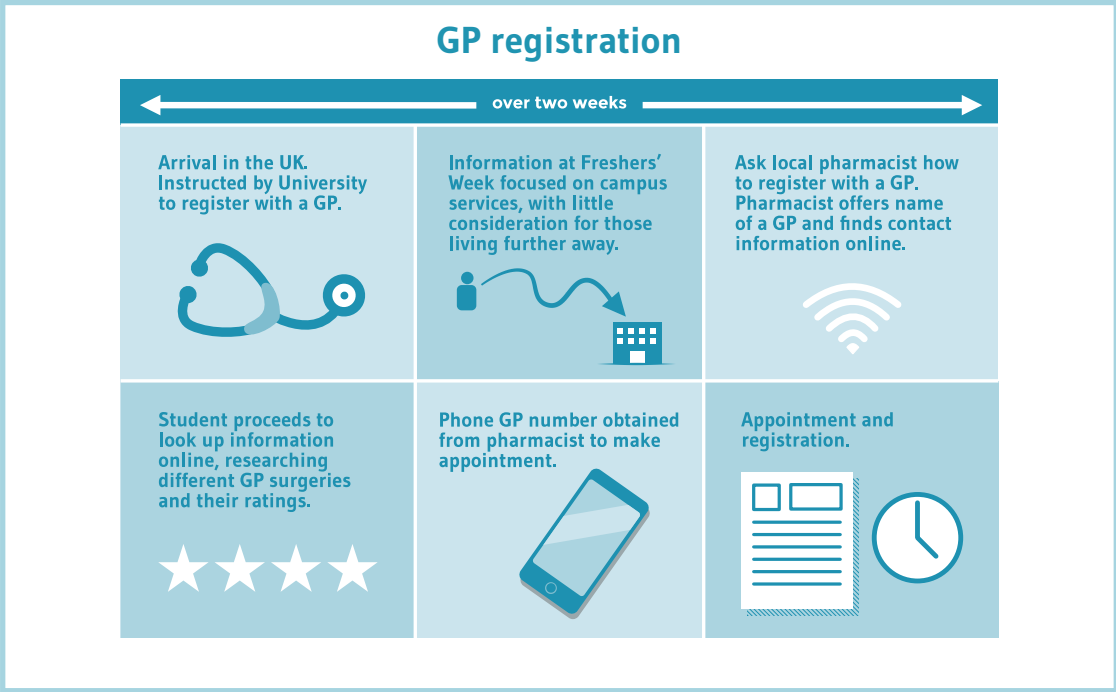
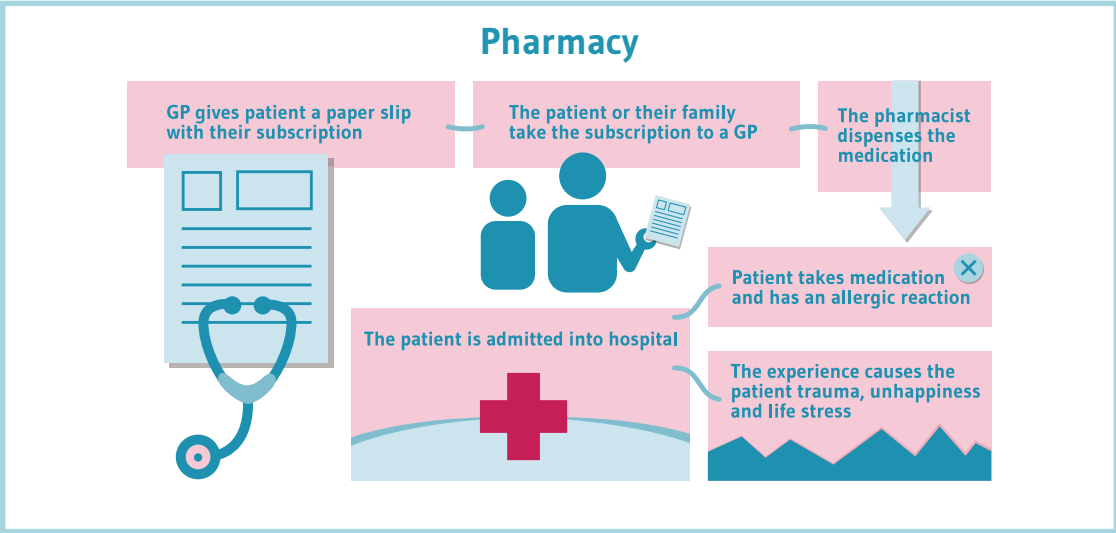
- > The stories mapped out during the workshop and interpreted visually have informed the Digital Health Product Forge event (21 - 24 February 2019).

Self management



Mental health





Key Recommendations

Local connections:

- Organisations planning awareness raising events should consider locations that are outside the central belt and/or rural. If there are no direct links with such remote communities, a partnership approach should be adopted by building strong connections with a local organisation that can act as a mediator. These relationships should be given proper consideration to ensure that all parties are working towards a common vision of what the event will look like. Moreover, responsibilities should be clear to everyone involved and plenty of planning time should be allocated to allow for any slowness in communication.

Communication:

- Attendees' expectations should be managed through a central communication point. It needs to be clear at the point of booking what people are committing their personal time to and who the target group for the event is.

Intersectionality:

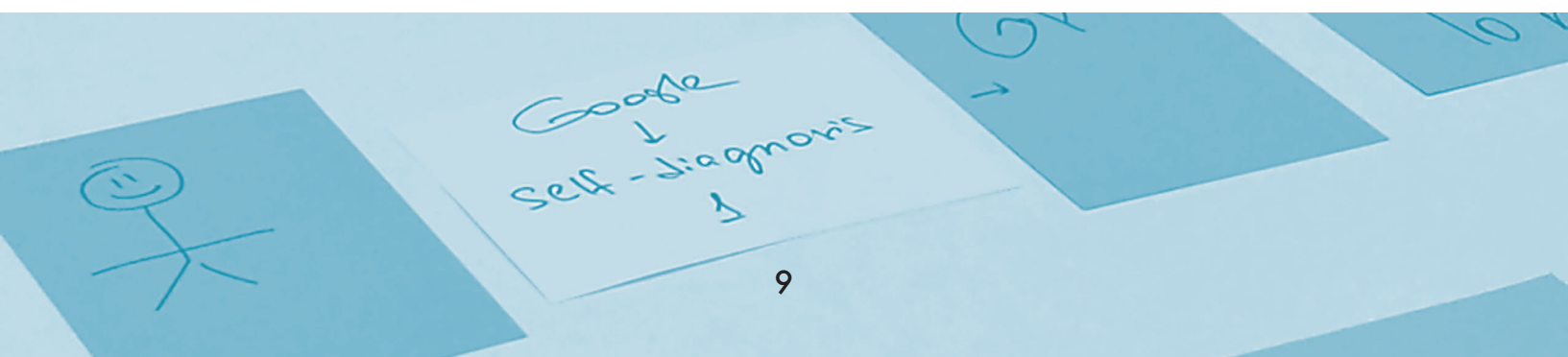
- Events that cut across sectors and bring together different points of view are recommended. These can give the public a larger picture idea of a complex field, as well as present them with different 'hooks' – aspects that will spark their interest and keep them engaged for longer. 'Agenda-free' venues are useful for engaging with new audiences and sparking their curiosity in a new topic.

House keeping:

- While it can be tempting to try and pack as much information and activity as possible in a day, consideration should be given to the comfort of all the people attending an event. Whether they are staff, exhibitors or participants, people are more likely to appreciate a well spaced out event, that allows them to engage on their own terms.

Call to action:

- A successful event will spark long-lasting interest for attendees. Therefore, routes to further engagement should be highlighted for those who might want to learn more or get involved in any upcoming events.



Outreach:

- › Events around topical technical themes are likely to attract stakeholder audiences with an interest in the topic. This can be counterbalanced through a staged approach to promotion (i.e. targeting specific groups) and more focused efforts in using a common language in order to reach and resonate with the general public.

Facilitation:

- › Organisers should attempt to understand the audience's desired outcomes from a session at the beginning. Keeping this in mind, the running order and timings of a workshop can be adjusted to take them into account.

Leadership:

- › For large or multiple events, forming a Steering Group at least nine months in advance will be an advantage. This will allow for responsibilities and task to be allocated clearly and intuitively. A core group of people committed from the start, with varying strengths but following the same values, will help steer any project in a structured way. We also think that it would benefit any public-facing project to be informed by people with lived experience by having them on the group.
- › We believe that establishing from the start a clear ownership of the outputs arising from any activities delivered in a partnership, as well as having initial plans for 'next steps', will aid the vision of any event or project. Of course, a degree of agility is recommended.

Planning:

- › Events outwith normal working hours are great for engaging the general public. Adopting a collaborative approach and allowing for additional time to plan and communicate personally with all parties (contributors, hosts, marketers) will help deliver such events.

Communication and language:

We believe that there are two key areas that can be addressed to ensure effective communication:

- › One core message should be agreed on before any external communications are made. This will ensure that correct and concise information is distributed online from the outset. While details can change, retracing information pathways online to correct mistakes is not an easy task.
- › Messages and communication should be in the language of the target audience. Organisers are encouraged to test and trial different messages within and outwith their networks for clarity.

Incorporating technology:

- Trying out novel and fun ways to engage an audience is worthwhile. However, realistic timelines should be considered, alongside the technical process: who will build the technology? How much input will you have in its implementation? What are the processes for testing and updating the technology?

Outreach and marketing:

- Organisers should ensure that capacity is considered before committing to any specific themes or a certain number of events.
- Ticketing should always be made easy, taking interested individuals through a journey that is either familiar or intuitive.
- Organisers should consider and expect a rather high dropout rate when organising free, public-facing events. It is also worth considering that in this case most of the bookings were made the week before the events, which can affect planning.
- Any social media analysis should be done in the three weeks after the event. After this period of time has passed, most free social media aggregator tools available online will stop returning relevant results.



Your health stories and how tech might change them:

Members of the public with varying levels of knowledge of digital health and care came up with the following ideas for services. Please see full report for our mapping of similar or relevant resources already available.

Self management:

- Digital courses, supported by apps, to teach self management and to shift people's thinking away from the medical model. The apps must be peer reviewed and rated by users to ensure quality and accountability.

Mental health:

- An app to keep track of an individual's appointments, progress and history. This way, the patient is aware of the process step-by-step and can control certain aspects: build a mental health toolbox, a resource library or a support network and share personal information. Another feature was tracking moods through emojis. An alternative solution was to have 'peer reviews of diagnosis online,' an idea founded on the principles of shifting power.

Pharmacy:

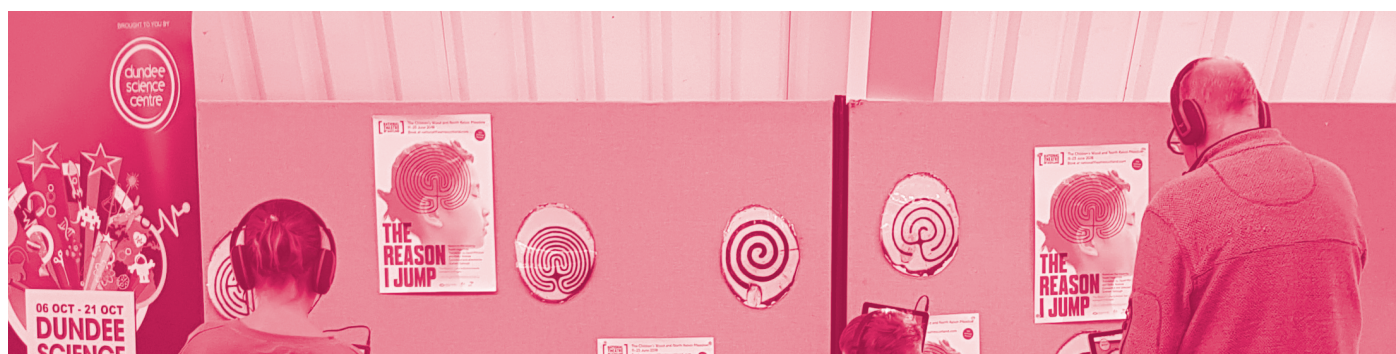
- A smartphone app that people can use to record their allergy information and share it seamlessly with their pharmacist via a barcode. Ideally, this would also be available for international use when people travel outside the UK.

Sharing children's health information:

- Another idea mentioned by this group considered the transition from child and adolescent care to adult care. A product to help young people become literate in their own condition before transitioning to adult care, so that they can advocate for themselves when this happens.

Care and pain management after surgery:

- Portal interactive website that educates about the side effects and aftermath of surgery, with advice on pain management.



NHS 24 event: does digital work for everyone?

The ideas below come from members of the public who face a variety of barriers to accessing digital. They can be seen as recommendations for future services.

Confusion:

- A triage system that knows the identity of the person performing the search and therefore returns relevant information only. Of course, this should include an option for anonymity as well. The system was envisaged as sifting through a central back of quality assured information.

Accessibility:

- Providing computers or assistive technology in supported accommodation sites. It was believed that unless dedicated community hubs of resource are established, or more visibility and access to support funding is facilitated, a lot of useful information could remain unused.
- Moreover, if people are expected to complete tasks or fill in forms online, support should be available. This can take the form of providing support from staff, access to suitable hardware (internet enabled computers) and alternatives where necessary (paper forms).

Skills and development:

- More training courses, engagement opportunities, events to attend that can help people participate in digital and gain confidence. In health and care related issues, it was suggested that nurses and community pharmacists could be trained to teach digital skills.
- Another discussion highlighted the benefits of intergenerational support. Participants admitted to making particular efforts to keep up with technology to communicate with family members. However, we must not forget that having a family member with the time to teach digital skills is not a given. Perhaps a recommendation could be that more intergenerational projects are looked at and started across Scotland.

Alternatives to digital:

There were 4 factors which our participants saw as instrumental in achieving a future where no one is left behind. These were:

- preserving human touchpoints
- allowing for personal choice
- accessible formats
- financial support

Acknowledgements

The ALLIANCE Digital Health and Care team would like to thank the following divisions of the Scottish Government for their essential support: Technology Enabled Care, eHealth and Digital Health and Care Scotland.

This initiative was only possible thanks to the funding support received from the Scottish Government, which allowed us to approach potential partners and secure further sponsorship:

Headline sponsors: NHS 24
 NHS National Services Scotland (NHS NSS)
 BCS Health and Care Scotland.

NHS 24 were also the theme-lead and sponsors for the inclusivity theme.

The Digital Health and Care Institute (DHI) were the data theme-lead and sponsors.

Of course, 'Discover Digital' would not have been successful without the further collaboration and support of individuals from multiple organisations:

- Dundee Science Festival staff, the Dundee Science Centre and Create Converge supported our launch in Dundee
- Product Forge hosted a feeder event for their Digital Health Hackathon, due to take place in February 2019
- Pocket Sized Hands developed a pilot of a creative location-based signposting exercise
- Flourish Marketing supported our marketing and promotion activities
- The Glasgow Science Centre supported our launch in Glasgow

Other organisations without which we could not have reached as wide of an audience include: Young Scot, Sunny Govan Radio, Muslim Women's Resource Centre, Community Led Action & Support Project (CLASP), Loretto Care and many others.

Even with this complex partnership model in place, 'Discover Digital' would have not been the success it has been without the cooperation and participation from members of the public who have helped make this a reality by coming along. We would like to extend our gratitude to everyone who attended a 'Discover Digital' workshop, showcase or demonstration and who took the time to explore the digital possibilities in health, care and wellbeing.

Photography by Bartosz Photography and Nicole Waters from NHS NSS; Report design by Steven McGregor.

Special thanks go to Margaret Whoriskey, Nessa Barry, Arlene Campbell, Dan Harley, Brendan Faulds, Katie McLure, Grant Reilly and Dorothea Higgins for all their invaluable help.



About the ALLIANCE

The national third sector intermediary for a range of health and social care organisations.

The Health and Social Care Alliance Scotland (the ALLIANCE) has over 2,700 members including large, national support providers as well as small, local volunteer-led groups and people who are disabled, living with long term conditions or providing unpaid care.

Many NHS Boards, Health and Social Care Partnerships and Primary/Community Care practices are associate members and many health and social care professionals are Professional Associates. Commercial organisations may also become Corporate Associates.

Our vision is for a Scotland where people of all ages who are disabled or living with long term conditions, and unpaid carers, have a strong voice and enjoy their right to live well, as equal and active citizens, free from discrimination, with support and services that put them at the centre.

The ALLIANCE has three core aims; we seek to:

- Ensure people are at the centre, that their voices, expertise and rights drive policy and sit at the heart of design, delivery and improvement of support and services.
- Support transformational change, towards approaches that work with individual and community assets, helping people to stay well, supporting human rights, self management, co-production and independent living.
- Champion and support the third sector as a vital strategic and delivery partner and foster better cross-sector understanding and partnership.



ALLIANCE
HEALTH AND SOCIAL CARE
ALLIANCE SCOTLAND
people at the centre



Health and Social Care Alliance Scotland
is a company registered by guarantee.
Registered in Scotland No. 307731 Charity
number SC037475



www.alliance-scotland.org.uk
DHCscot@alliance-scotland.org.uk

