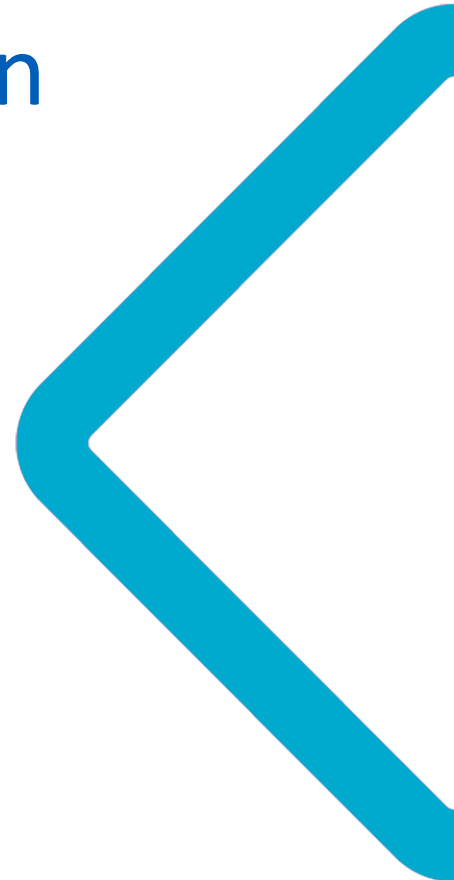


NHS Cheshire and Merseyside Digital Inclusion Launch Event

28th April 2023, 1pm – 3pm



Welcome and Housekeeping



The session will start at 1pm and finish at 3pm, and resources, including the session recording, will be shared afterwards



There will be specific opportunities to ask questions so please make a note of them rather than raising hands



Use the chat function to ask questions/give any feedback



Please introduce yourself in the chat at the beginning of the session if you have not been able to register via the Eventbrite page

Agenda

Time	Session	Speaker
1:00 – 1:05	Welcome	Jen Mason
1:05 – 1:15	Why Digital Inclusion?	Rowan Pritchard Jones
1:15 – 1:25	NHS Cheshire and Merseyside's Digital and Data Strategy	John Llewellyn
1:25 – 1:35	Introduction to the Digital Inclusion Workstream	Sarah Barr
1:35 – 2:05	NHS Cheshire and Merseyside's Digital Inclusion Best Practice Toolkit (incl. Heatmap demo and Digital Inclusion Impact Assessment)	Jen Mason
2:05 – 2:10	Comfort Break	
2:10 – 2:25	Research Report (Part of the Toolkit)	Jen Mason
2:25 – 2:35	Liverpool City Region Combined Authority Digital Inclusion Alliance	Rob Benson/Christy Ryder
2:35 – 2:45	Future Work	Jen Mason
2:45 – 3:00	Recap and Closing Comments	Sarah Barr

Quiz Time!

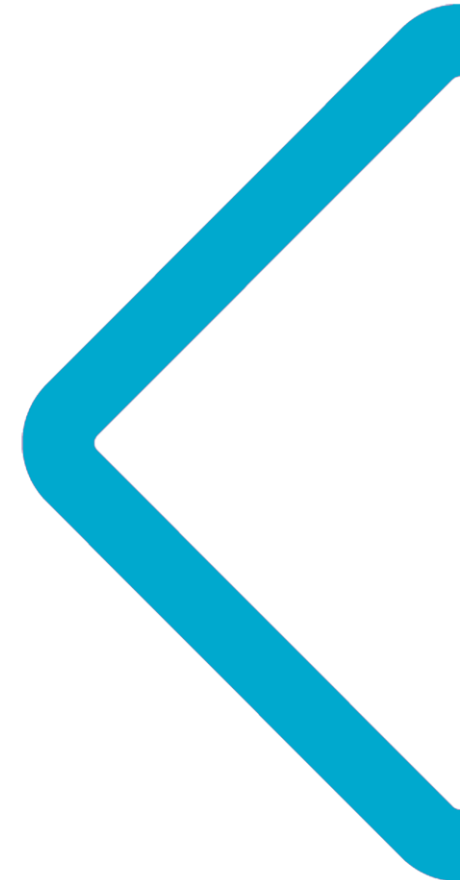
Q1: According to Citizens Advice, how many people in the UK are estimated to have fallen behind with their broadband bills during the cost of living crisis?



A) 500,000 people

B) 1.7 million people

C) 2.5 million people



Quiz Time!

Q1: According to Citizens Advice, how many people in the UK are estimated to have fallen behind with their broadband bills during the cost of living crisis?



A) 500,000 people

B) 1.7 million people

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Why Digital Inclusion?

Speaker: Rowan Pritchard Jones, Medical Director



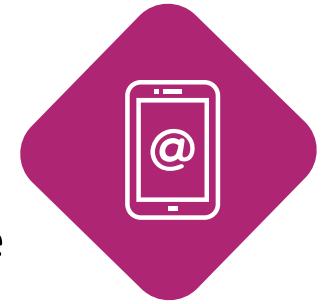
Our people,
including our
workforce

Key drivers: NHS long term
plan, core 20plus5, NHS
Planning Guidance 23/24,
WGLL, Digital
Transformation Agenda,
Plan for digital health and
social care



Digital does not
increase exclusion
or health
inequalities
Badly designed
services do!

Health Tech and services
that are useful within
Health and Care: NHS
App, Orcha, Patient
Portals, Online
consultations, Self service
and Self Management for
health conditions



There should
always be an
alternative to
digital to ensure
health equity



Quiz Time!



Q2: In a survey in 2022, what percentage of adults in the UK stated that they had never used the internet or an app to manage their health prior to the Covid-19 pandemic?

A) 56%

B) 66%

C) 76%



Quiz Time!

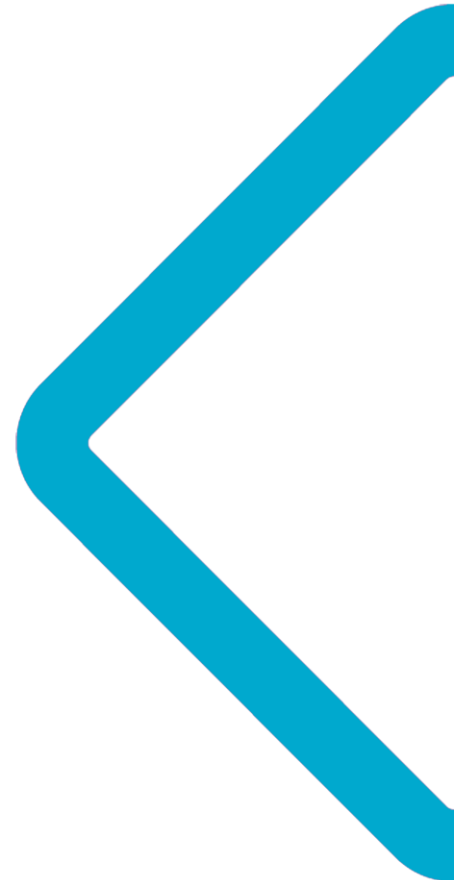


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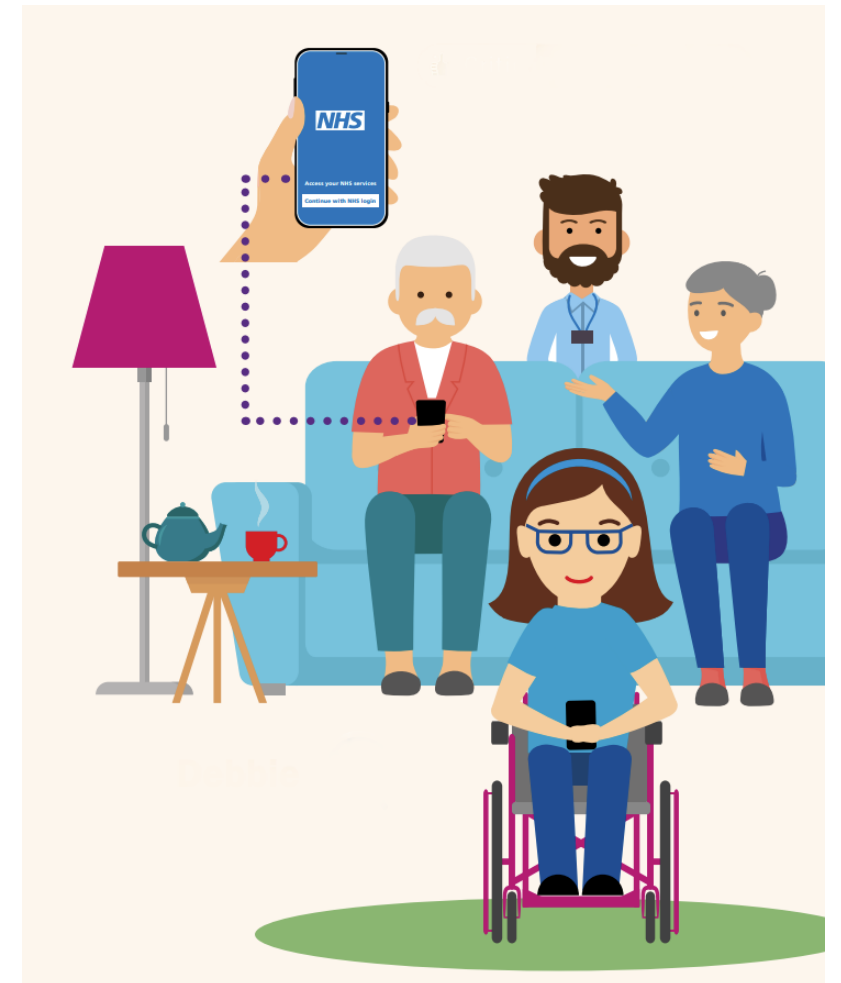
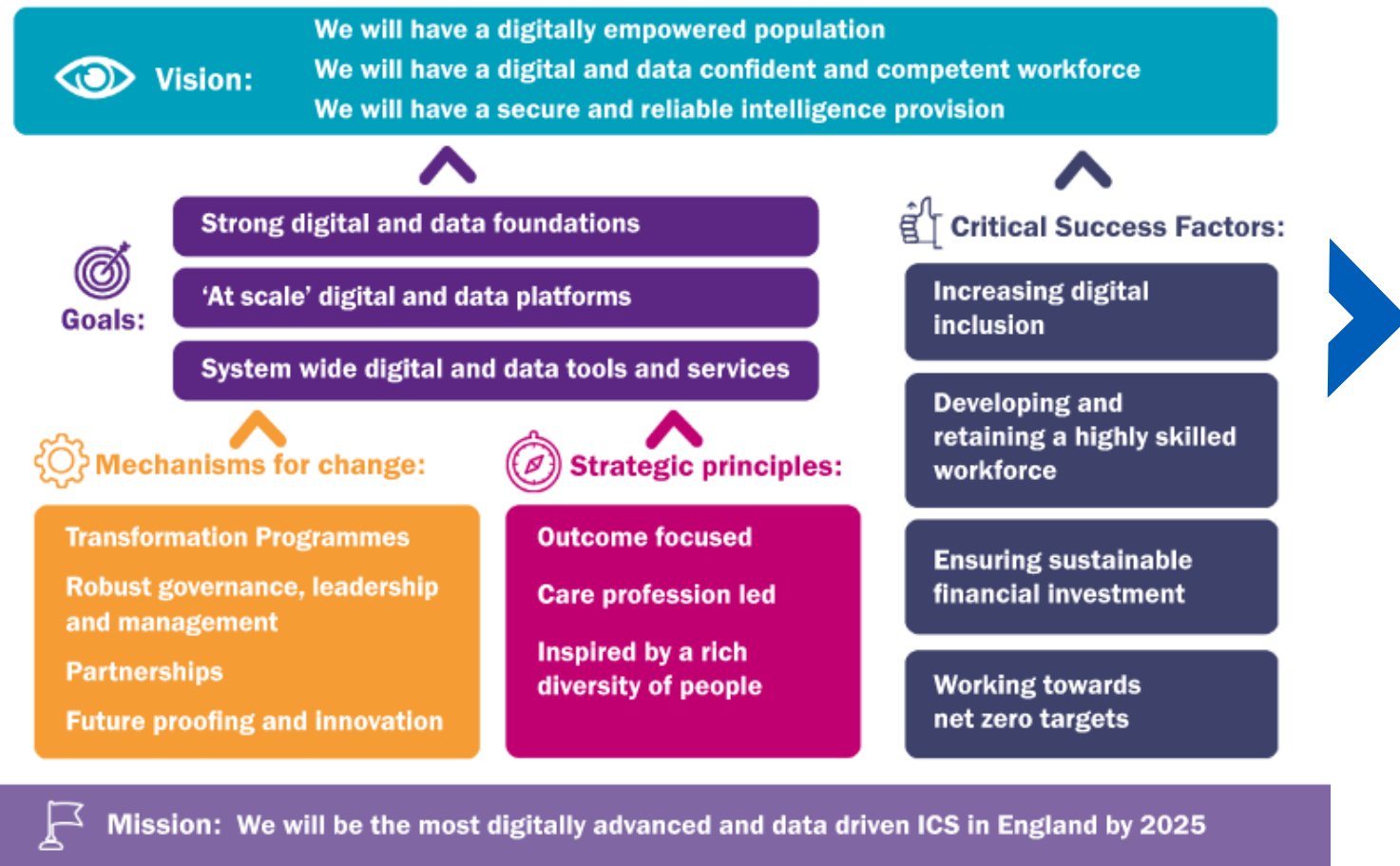
B) 66%

C) 76%



Digital and Data Strategy

Speaker: John Llewellyn, Chief Digital Chief and Information Officer



Quiz Time!

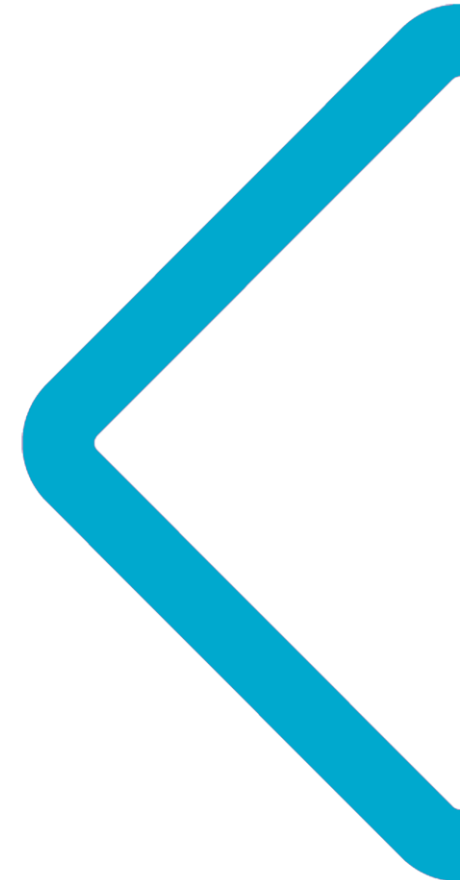
Q3: In 2021, approximately how many adults in the UK lacked the basic digital skills needed for our digital world? (Lloyds bank)



A) 2 million people

B) 7 million people

C) 10 million people



Quiz Time!

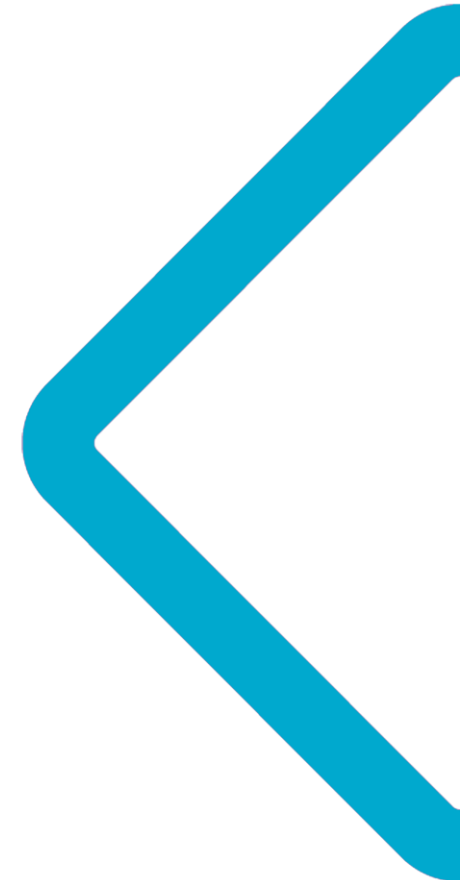
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C) 10 million people



Introduction to the Digital Inclusion Workstream

Speaker: Sarah Barr, Senior Responsible Officer



Digital Inclusion: Ensuring that everyone who can or wants to has the opportunity to access and engage with digital technologies or services as far as possible



Digital Exclusion: Barriers to being able to access digital technologies including, but not limited to; kit, connectivity, skills, affordability, motivation, trust, system design, confidence and awareness



Digital Exclusion is a major issue for people in C&M that's been exacerbated by the increased use of digital technology

Introduction to the Digital Inclusion Workstream

Speaker: Sarah Barr, Senior Responsible Officer



Starting point

2020 saw lots of separate pieces of digital inclusion work emerging across the 9 places of C&M without a joined-up approach. A project manager was appointed to review and better coordinate this work at a system level



Digital Inclusion Group

In November 2020, the Cheshire and Merseyside Digital Inclusion Group was formed. Made up of digital inclusion leads from Trust Organisations, Primary Care, Local Authority and Third Sector Organisations



Kit Recycling project

The Furniture Resource Centre supported with a Kit recycling project. 150 recycled PC's were distributed on a fair-share basis across all 9 places. They were given to residents of C&M who did not have the technology to support their health need/s

Quiz Time!

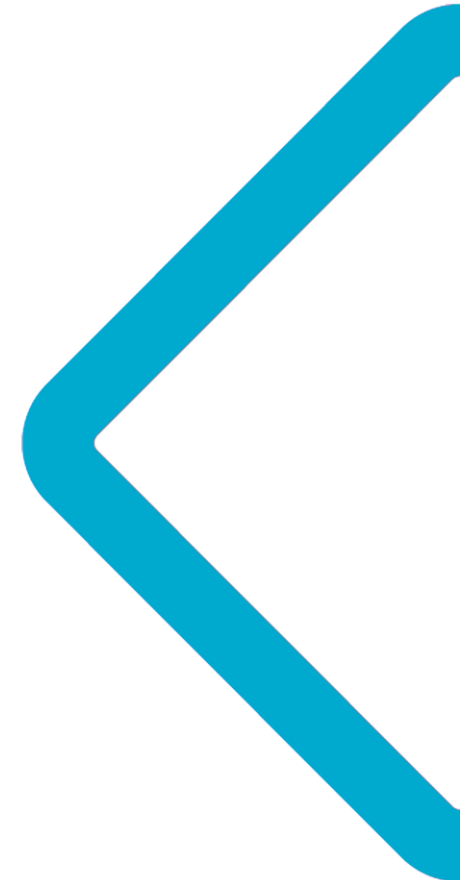


Q4: Since 2021, how have the number of households who struggle with affordability of communication services (telephone and internet) changed?

A) The number has stayed the same

B) The number has risen by 20%

C) The number has doubled



Quiz Time!

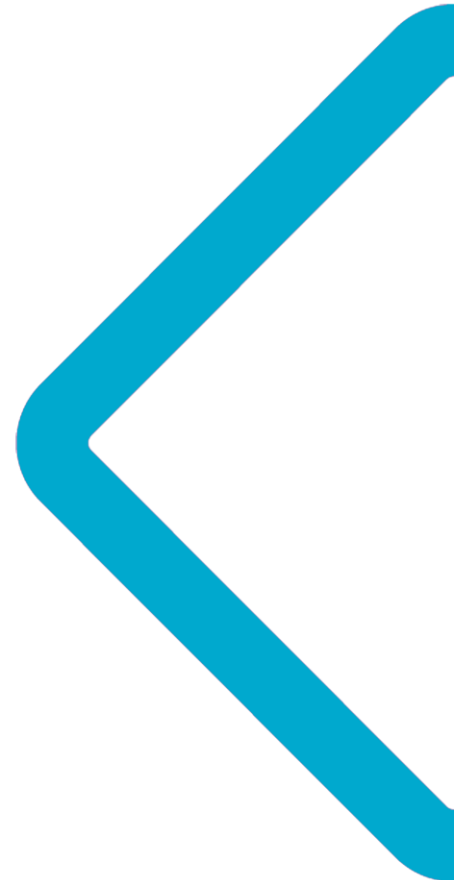


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The Cheshire and Merseyside Approach to Digital Inclusion

Speaker: Jenny Mason, Digital Inclusion Lead



The Cheshire and Merseyside Approach to Digital Inclusion

Speaker: Jenny Mason, Digital Inclusion Lead



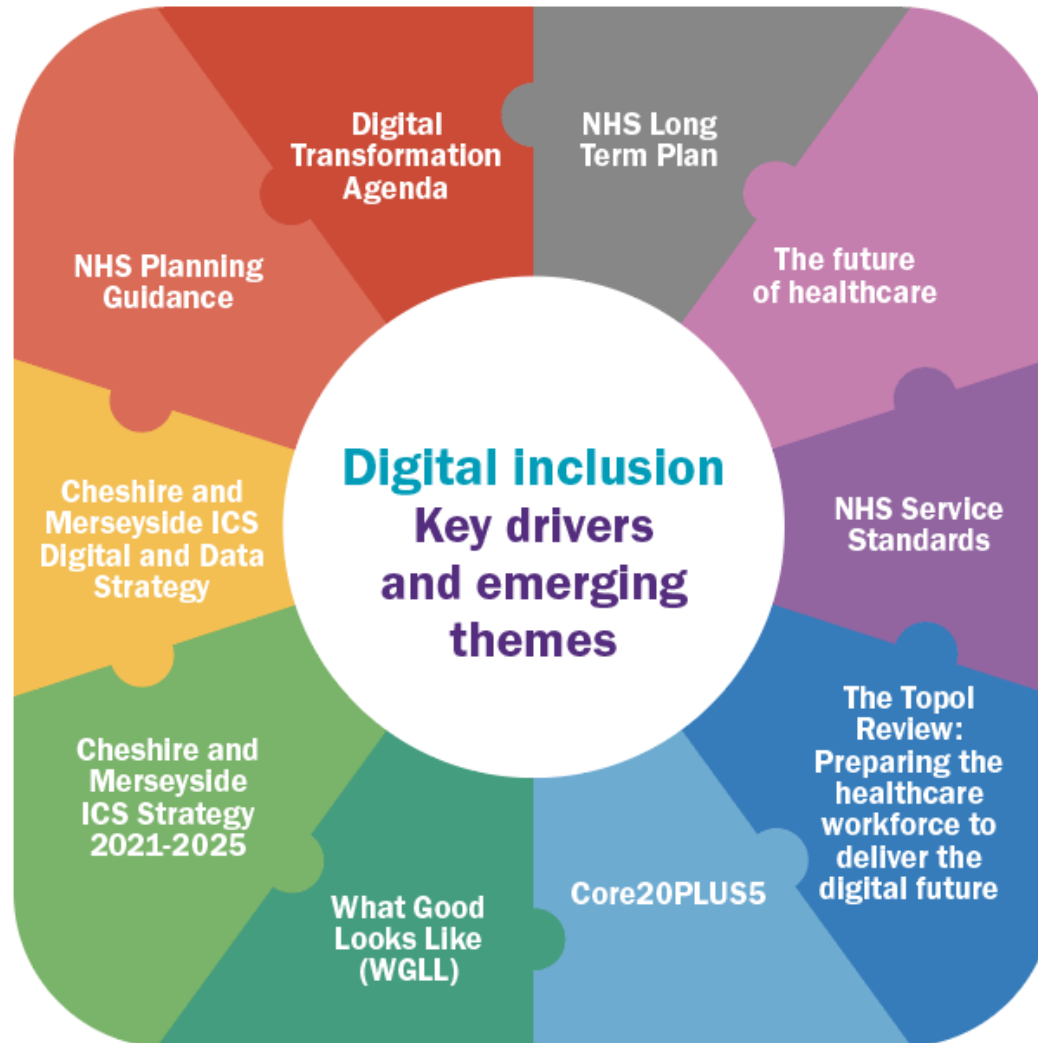
The Cheshire and Merseyside Approach to Digital Inclusion

Empowerment

Enabling our population to take a more active role in their health and care and providing our professionals with the information they need to make timely and informed decisions.

Equity

Ensuring health and care services are accessible by all and enhanced by the use of digital technology to support joined up and timely care.



Transformation

Improving patient outcomes and the experience of care using digital technology and data.



Sustainability

Enhancing efficiency and achieving cost savings by delivering services digitally and reducing our carbon footprint.



The C&M Digital Exclusion Heatmap

Speaker: Jenny Mason, Digital Inclusion Lead

- Co-designed with partner organisation Thrive By Design and representatives from all organisations in Cheshire and Merseyside
- This tool can be used to look at the likelihood of digital exclusion by location in our system
- The initial idea was to use this at the start or during a review of a project/programme/system that has a public facing digital aspect.



Quiz Time!

Q5: In 2013, 29% of people over the age of 75 were 'recent internet users'. What did this rise to in 2022? (ONS 2020)



A) 32%

B) 43%

C) 54%



Quiz Time!

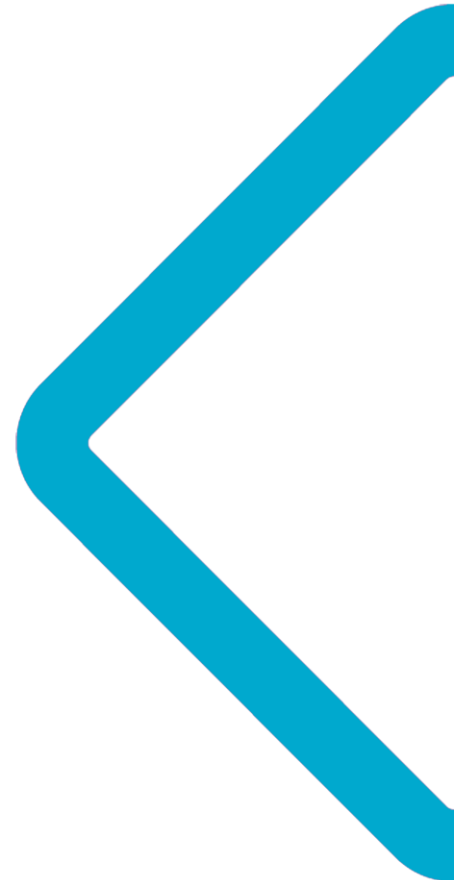
Q5: In 2013, 29% of people over the age of 75 were 'recent internet users'. What did this rise to in 2022? (ONS 2020)



A) 32%

B) 43%

C) 54%



Digital Inclusion Impact Assessment

- Start up of a new project, programme or system
- Pre or post implementation
- Existing project, programme or system review
- Support the identification of potential issues and barriers and then ensuring that we take this into account
- Support equal and consistent access for all
- Enables wider thinking of issues and barriers that may not have been thought through.

Digital Inclusion Impact Assessment

INSERT PROJECT/PROGRAMME NAME

Date of <u>assessment</u> :-	
Programme/Project/Service/System <u>Start Date</u> :	
ICB Digital Inclusion Service (Digital Programmes Team) Signature and Date:	
Project/Programme Finish Date:	
Authorising Signature, Role and Date	
Impact Assessment Review date (<i>recommendation 6/12 monthly review</i>) <u>:-</u>	



Programme/Project/Service/System Details	
Name of transformation Programme/Project/Service/System <u>being assessed</u>	Title of the Programme/Project/Service/System being assessed
Summary of aims and objectives	Describe the project/programme including: - Scope - Objectives and strategy - Stakeholders Digital Technology being deployed
Who is affected by the transformation Programme/Project/Service/System? (public/patient/workforce)	Outline the main stakeholders and those affected by the digital transformation work. A detailed stakeholder/involved persons map should be completed
What involvement and engagement has been done in relation to this Programme/Project/Service/System? <u>?</u> (e.g. with relevant groups and stakeholders)	Describe the engagement and involvement of stakeholders in this work; specifically ensuring that all relevant considerations have been made

Digital Inclusion Impact Assessment

- Consider both positive and negative impacts on Digital Inclusion
- To be used alongside an Equality Impact Assessment and other vital project documentation and assessments
- Enables wider thinking of issues and barriers that may not have been thought through
- Consideration of support or options for delivery of the service : materials and tech required, access, environment, skills (both workforce and public), protected characteristics, safety.

Cheshire and Merseyside

What are the arrangements for monitoring and reviewing the actual digital inclusion impact of the Programme/Project/Service/System?	Outline the frameworks and arrangements for ongoing monitoring of digital inclusion. This should be completed in line with all assurance and monitoring timelines
Impact on Digital Inclusion	
Please outline any way this Programme/Project/Service/System positively impacts or supports Digital Inclusion	
Please outline any way that this Programme/Project/Service/System negatively impacts people that may be at risk of digital exclusion	<p>Please include workforce as well as people – anyone that would be considered an ‘end user’ of the Programme/Project/Service/System</p> <p>Please list and number who and how</p> <p>Include reference to the digital inclusion toolkit – heatmap and research (under development)</p>
Mitigations or considerations to overcome any potential barriers to digital inclusion	Please give details here and risk summary in the Risk table below
Protected Characteristics	
Has an Equality Impact Assessment been completed? <small>(this form does not replace the need for an EIA)</small>	<p>Yes/no</p> <p>Date completed</p>
Have considerations regarding the Public Sector Equality Duty been made?	As Above
Is it possible the proposed work could discriminate or unfairly disadvantage people?	Include a brief explanation and justification followed by mitigating actions. – full details to be included in the EIA
Specific Criteria to review	
Materials & Technology	<p>What materials and technology will be used?</p> <p>Who will provide/own the kit?</p> <p>Affordability?</p>

Digital Inclusion Impact Assessment

- Overall assessment and a risk assessment
- Green – good to go
- Amber – barriers identified but adaptations and options can be offered so the project can go ahead
- Red – there are definite exclusions however other options are available and the project can still go ahead
- Risks, blockers, trends and mitigation strategy then described

Overall Assessment of Digital Inclusion		
Assessment	Tick appropriate box	Justification and Explanation Full justification must be given as to approach
No barriers identified at time of assessment and activity may proceed, however you can decide to stop the project at some point because upon review, the data shows bias towards one or more groups	<input type="checkbox"/>	
You have identified barriers to digital <u>inclusion</u> , however, you can adapt or change the project in a way which you think will eliminate the bias	<input type="checkbox"/>	
You have identified barriers to digital inclusion, however the impact is identified, mitigated or accepted. All available options have been considered carefully and there appear to be no other proportionate ways to achieve the aim of the project. Therefore, you are going to proceed with caution with this project knowing that it may favour some people less than others, providing justification for this decision and a <u>non digital</u> alternative where appropriate	<input type="checkbox"/>	

Questions



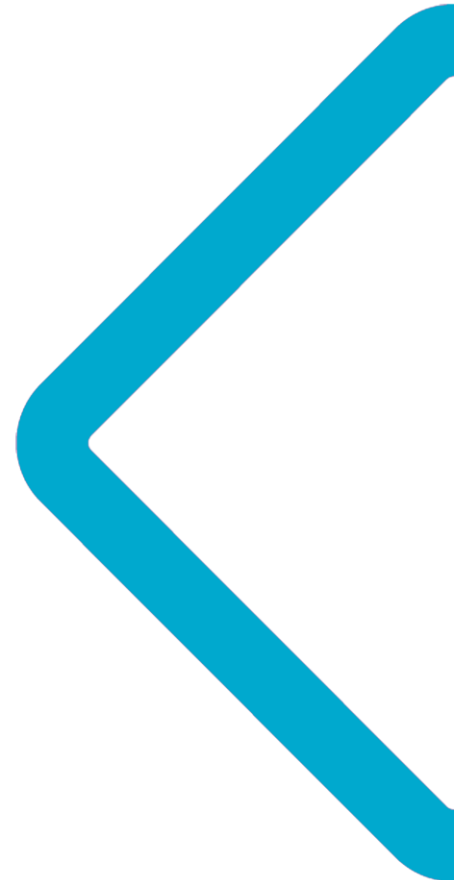
Type in the Teams Chat Box

OR



Raise a Virtual Hand

Comfort Break



Research Report

- Cheshire and Merseyside commissioned Influential to support us with this research alongside a project team that consisted of Digital, Primary Care, Secondary Care and Local Authority colleagues
- We listened to over 2000 of our Cheshire and Merseyside people both online and face to face.



Research Report



An **online survey** of 1,015 digitally enabled people to capture the drivers for, and barriers against, accessing NHS services online.



A **street survey** of 275 digitally excluded people to capture the drivers for, and barriers against, accessing NHS services online.



18 in-depth interviews were conducted with NHS staff and organisations delivering care and support to disadvantaged communities and hard to reach groups to better understand the drivers for, and barriers against, accessing NHS services online.



Focus group sessions and interviews

were held with digitally enabled and digitally excluded people to explore the drivers and barriers to accessing NHS services online in greater detail.

Research Report Findings

Online survey (digitally enabled)

- Confidence in using online services is high but the majority of people receive a little help.
- There is strong appetite for NHS services online.
- Key barriers to using NHS services online are ambivalence and desire to do things in person.
- There are four attitudinal segments towards accessing NHS services online.
- Use of the NHS App could be higher and a significant number have lapsed.
- Future take up of the NHS App is likely to be weak without a compelling set of benefits.
- Promoting the range of features and building trust in security are key messages to encourage uptake of the NHS App.

Street survey (digitally excluded)

- There are strong barriers to overcome about the Internet before the digitally excluded will consider using NHS services online.
- The digitally excluded have limited knowledge or experience about NHS services online.
- The digitally excluded have very limited appetite for accessing NHS services online.
- Appetite for online services increases if help is available to set up and use it.

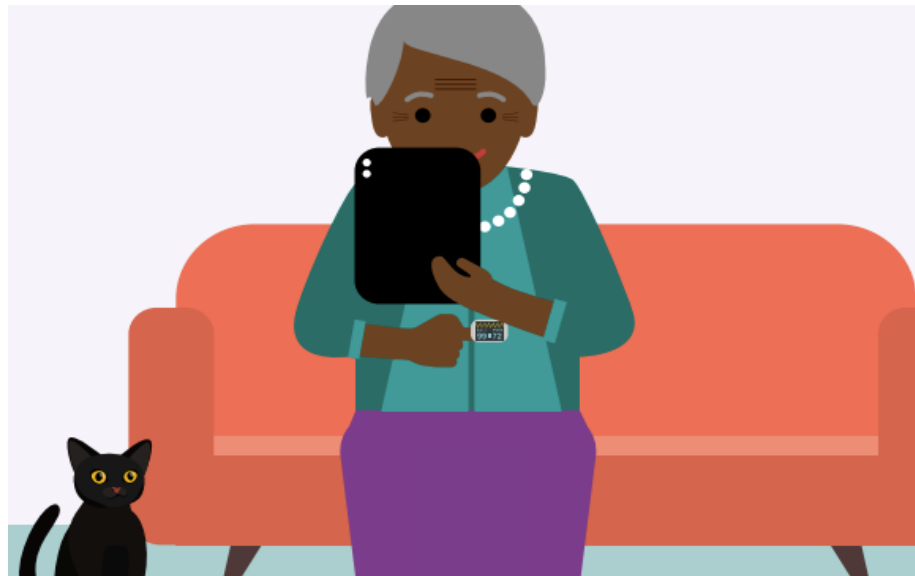


Research Report Findings

Stakeholder research

There are **3 groups of people**:

1. People who can access online services on their own.
2. People who can access online services with help.
3. People who need access to online services provided for them.



There are **3 areas requiring focus**:

1. **NHS App** – improvements in design, features and functionality.
2. **Access to shared records** across health and care services.
3. **The support of the health and care workforce** is key to promoting the use of online services.

There are **several barriers** to using NHS services online:

- **Lack of trust** due to data privacy and security concerns.
- **Lack of digital skill** or confidence.
- **Lack of digital kit** or connectivity to the Internet.
- **Lack of will** due to not being aware of the benefits.

Research Report Findings

Focus group and interview feedback

Digitally enabled

- The societal move to online services is thought to be inevitable.
- There is an undercurrent of dissatisfaction with the NHS post COVID.
- There are strong concerns about the move towards NHS services being online and face-to-face interactions are seen to be vital in healthcare.
- NHS services online are positively viewed if they meet a need.
- The NHS App currently has a weak market offer and requires improvements to design and functionality.
- Data security concerns are not a barrier to using NHS services online, with most trusting the NHS.
- The role of carers is too complex to be completely online.
- When English is not a first language, face-to-face interactions are more important.



Digitally excluded

- Supplying digital kit to those who don't have it is unlikely to encourage use of online services.
- Offering training or support could help only a small minority.
- Communications are unlikely to encourage the digitally excluded but messages around data security work slightly better.
- Despite access to a variety of interventions interest in using NHS services online was weak.

Our Recommendations



We need to follow a **two-tiered strategy for the digitally excluded** to provide non-digital alternatives for those who don't want to or are unable to access online services, whilst providing training and support for those who might.



We need to promote the personal benefits of using NHS services online to the public and our health and care system.



We need to **make improvements to the design and functionality of the NHS App** to encourage uptake.



We need to **address the issues raised about existing NHS services online** such as online consultations.

Our Target Audiences



Digitally Activated

People who can use the Internet and online services confidently and see the benefits.



Digitally Uninspired

People who can use the Internet and online services but don't understand the benefits or lack the motivation.



Digitally Doubtful

People who have genuine concerns about the use of the Internet and online services, such as fears about information security, or a lack of trust in the organisation or service itself.



Digitally Interested

People who are interested in the use of the Internet and online services but don't know how to use it or need support.



Digitally Unable

People who can't or do not wish to access the Internet or online services.

Quiz Time!



Q6: What percentage of GP appointments were booked online in 2021? (GP Patient Survey)?

A) 14%

B) 24%

C) 34%



Quiz Time!



Q6: What percentage of GP appointments were booked online in 2021? (GP Patient Survey)?

A) 14%

B) 24%

C) 34%



Quiz Time!

Q7: In 2021 the 14% of GP appointments were booked online ... how much do you think this has increased in 2022? (GP Patient Survey)



A) 1%

B) 2%

C) 3%

Quiz Time!

Q7: In 2021 the 14% of GP appointments were booked online ... how much do you think this has increased in 2022? (GP Patient Survey)



A) 1%

B) 2%

C) 3%



METROMAYOR
LIVERPOOL CITY REGION

NHS
Cheshire and Merseyside Digital Inclusion

Liverpool City Region Combined Authority Digital Inclusion Programme



METROMAYOR
LIVERPOOL CITY REGION



Sefton Council



ST HELENS
BOROUGH COUNCIL



WIRRAL

and Merseyside

Who are we?

The Combined Authority is the Devolved Body which covers the six local authorities across Liverpool City Region – Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

We are led by our Metro Mayor, Steve Rotheram.



Our Team:

Christy Ryder, Programme Manager

christy.ryder@liverpoolcityregion-ca.gov.uk

Rob Benson, Project Manager

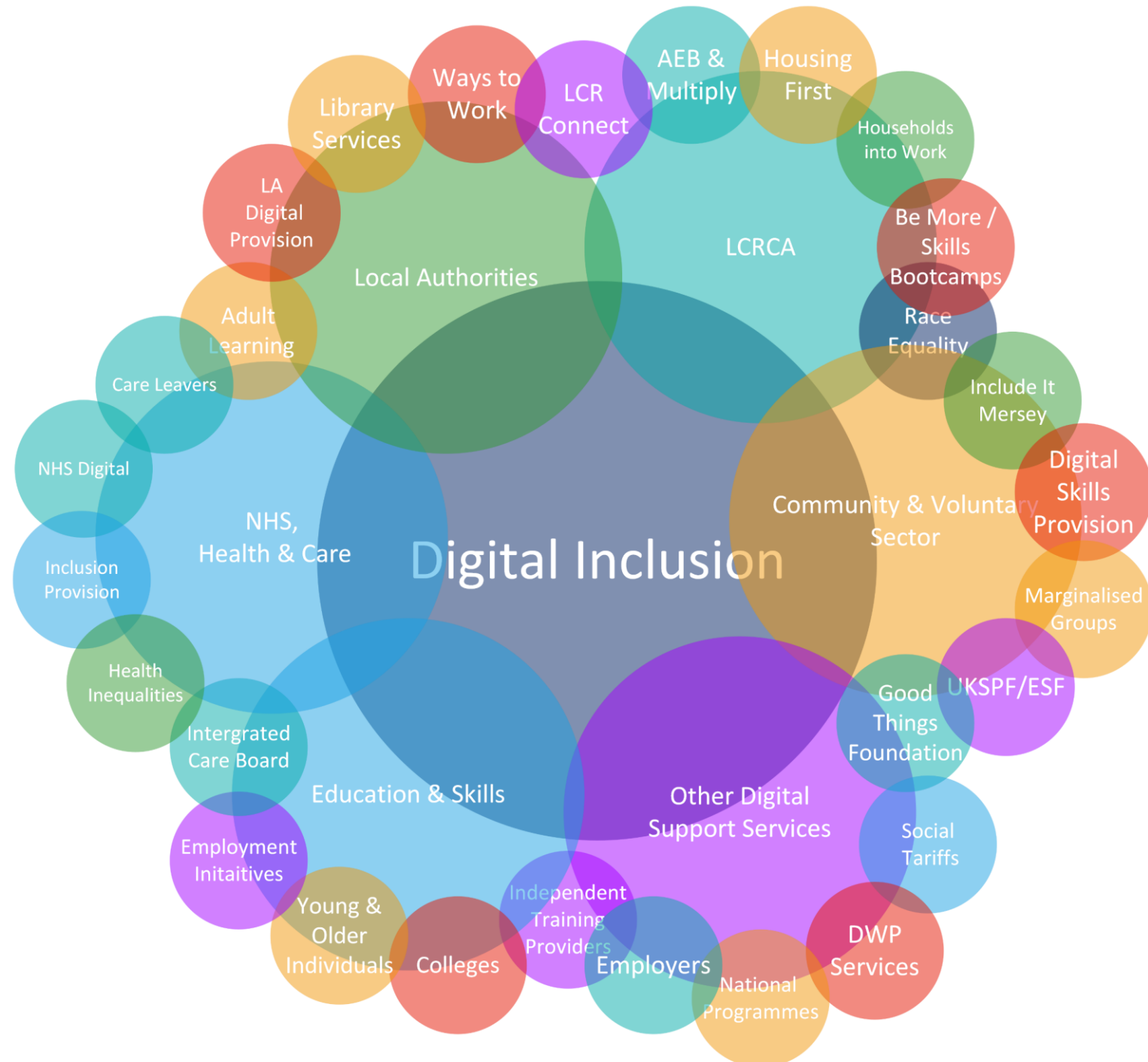
rob.benson@liverpoolcityregion-ca.gov.uk

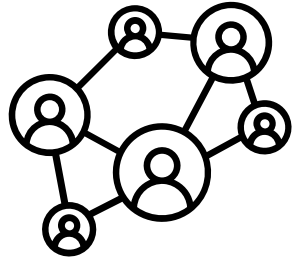
Tara Jussa, Junior Project Manager

tara.jussa@liverpoolcityregion-ca.gov.uk



Digital Inclusion Ecosystem is increasingly complex (*and this is only a snapshot!*) – with great provision provided by so many partners and services, who are under immense pressure both through the volume of individuals but also financially too.

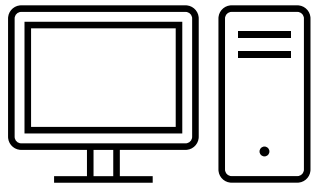




Provide an avenue to build a co-ordinated and connected forum to better tackle the digital exclusion agenda across LCR.



Help increase the awareness and understanding of existing activity.



Support organisations to continue delivering their incredible work.

- Digital Inclusion Taskforce setup in January 2023
- Meets bi-monthly
- Wide range of organisations attended, including CVS, businesses, local authorities
- Crossover engagement to NHS C&M Digital Inclusion Group
- Our 3 workstreams are co-developed with stakeholders



Digital Inclusion Network

- **Creating a digitally inclusive Liverpool City Region where no one is left behind.**
 - Build a coordinated and connected digital inclusion ecosystem across Liverpool City Region.
 - Support organisations across the city region to deliver digital inclusion activities in a sustainable way.
 - Increase awareness and understanding of the digital inclusion agenda and help influence system-level change across the city region.



METROMAYOR
LIVERPOOL CITY REGION



Digital Inclusion Network Communications

Cheshire and Merseyside

LIVERPOOL CITY REGION DIGITAL INCLUSION NETWORK

Helping *you* online.

Helping
Amina

get access to a PC so that she can apply for jobs online after leaving education.

Helping
Patrick

improve his laptop skills so that he can facetime his newborn grandson in Australia for the first time.

Helping
Helen

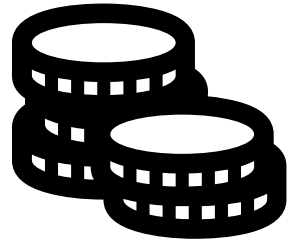
boost her online confidence using mobile banking apps now that her local branch has closed.

LCR Digital Inclusion Pledge

- Supporting digital inclusion activities in LCR
- Share best practice to other network members
- Support their staff to learn essential digital skills
- Support others needing help to get online
- Donate any retired digital kit where appropriate

Pilots & Interventions

- Examining existing delivery initiatives and provision.
- Need to provide combination of kit, connectivity and skills – rather than just one strand in isolation.
- Ideas around potential **place based change** approaches for pilots – given the limited resources, but also to focus in on specific cohorts or areas – utilising data from the NHS C&M Heatmap
- Recycling kit programmes being examined



Digital Champions & Digital Skills

- Understanding existing Digital Champion Programmes
- Bringing together digital skills support across LCR
- Raising awareness to the public and practitioners
- Building upon existing practice – CA provided support to volunteers from organisations who have been identified as ‘digital champions’

Register Your Interest in the Free Digital Inclusion Network

- Expected launch over the coming months
- Register your interest today by agreeing to the Network's proposed aims, vision and digital inclusion pledge:
Please Visit www.bit.ly/inclusion-network
- Upload your organisational logo – and you'll be listed on our upcoming website as members
- Join future LCR Digital Inclusion Network meetings as the Taskforce transitions

Quiz Time!



Q8: According to OFCOM 2022, what percentage of internet users only use a smart phone to access it?

A) 5%

B) 21%

C) 42%



Quiz Time!



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Future work

Digital Inclusion Group and workstream

- Cheshire and Merseyside Digital Buddies eLearning platform
- Campaign into increasing digital adoption
- Digital Inclusion Group Terms of Reference
- Governance and reporting for this workstream

Round Up



Closing Questions

AND



Closing Comments

Thank You – Any Questions?

Please contact Jen Mason for any further info or feedback
Jenny.mason@cheshireandmerseyside.nhs.uk

