Digital Health Information Handbook

Sections

"Technology has the power to changes lives - but it can be most effective when it's put to us in communities, inspiring people to come together and bring about change."

Lord Knight of Weymouth
Chairman, Tinder Foundation

1. Hello and welcome

Tinder Foundation is a not-for-profit social enterprise that makes good things happen with digital technology. Established as a staff-owned mutual, our ever-growing team supports a network of over 5,000 local community partners and works with hundreds of national organisations.

We support thousands of community partners to be smarter in how they use digital technology through our Community How To website, and through our management of the UK Online Centres Network, we've helped more than one million people gain the skills they need to use computers and the internet confidently.

Passionate about Digital Healthcare

At Tinder, we understand how important it is to be able to access digital resources. We're proud to be working in partnership with NHS England. Together we aim to reduce health inequalities by extending our network to hard to reach and vulnerable people. We're keen to see people use digital technology to reduce isolation by enabling support via digital health communities. We want to ensure that each and every person is given access to a wide range of online health services and digital communities so they can manage their health and the health of others they care for.

By equipping people with the tools, skills and confidence they need, together we can make sure that digital health services, advice and access to online support are within everyone's reach. This is one of the most exciting and rewarding projects that Tinder Foundation have delivered, we've been able to change the lives of so many people. Through this handbook,

we'll be sharing hints and tips, best practices and 'tried and tested' great ideas.

It's our hope that this handbook will enable you to start your own Digital Journey within your place of work, family and community.

2. Guidelines for Use

You will find this handbook informative, jargon-free and easy to navigate.

All of the findings have been submitted by partners in our network and the examples we use have been selected because of their innovation, impact or just because they're a great idea that can be easily replicated.

To help you get started, we'll be using the following icons.

Look out for our Top Tips and ideas to help you get your own project started. These include practical examples of 'how to' and at times, 'why not to'.

Feel free to use our templates for writing letters or producing leaflets and flyers for your events or get-togethers.

Need to make a big shout about your project or event but don't know where to start? We offer advice and ideas for who to speak to and how to navigate your way around social media.

We've produced this handbook with the support and input of our NHS Flagship Projects, their contribution has been invaluable - thank you!

3. Tinder Foundation and NHS Partnership

Last year, we were successful in our bid to manage NHS England's Widening Participation Programme. This meant that we would be working in partnership with NHS England to deliver a sequence of projects to promote and encourage the use of Digital Health Services.

We asked our Network of UK Online Centres and our partners to be involved by telling us what they would do if we supported them. We received a great response from projects all over the country, all giving us a taste of their proposed project for enabling people to access Digital Health services.

Of the applications we received, we selected 14 projects to join us in our partnership with NHS England. These were chosen based on their innovation and their ability to provide practical and sustainable change to their learners and their community. These 14 projects were to become our 'Flagship' projects, and it's their stories, goals and outcomes that are covered in this handbook.

We are pleased to introduce the Flagship projects to you.

Breezie, London & Sheffield

Breezie is a simplified, personalised user interface for tablets that helps older people get online. As a flagship project, Breezie was used at two partner sites: a care home in Ealing run by A2 Dominion, a social housing provider; and PC for You with the

Woodhouse Tenants and Residents Association in Sheffield. The groups of Breezie users at both sites were supported to get online and met regularly as groups, adding a valuable social dimension to their digital inclusion.

Breezie also developed an NHS Health application to feature on the device, helping users to access relevant resources within NHS Choices.

Bromley by Bow Centre, London

[The Bromley by Bow Centre](#) is a Healthy Living Centre in east London that offers support of all kinds to the local community.

They have embedded digital health learning into their existing digital inclusion services and ESOL classes, highlighting a flexible delivery model that's responsive to learner needs, and a well-staffed drop-in IT suite allowing learners to learn at their own pace, as keys to success.

Citizens' Advice Bureau, Manchester

[Manchester CAB](#) have teamed up with the local [Manchester Healthwatch](#) to support people across the city to access health information online.

Manchester Healthwatch trained a team of volunteers and worked with partners across Manchester to deliver 19 digital health training sessions to service users of various voluntary sector organisations, using tablets purchased with WDP funding to demonstrate NHS Choices and provide 1:1 training on the use of online health resources.

FinerDay, London & Derby

[FinerDay](#) partnered with [Avery Healthcare](#) at the Avery Lodge care home in Leicester, to develop a digital exemplar for residents, their families, care staff and the community.

They have built the Finerday platform into regular activities with residents, making digital health information more accessible through the development of 'buttons'

Heeley Development Trust, Sheffield

Heeley Development Trust's UK online centre engaged a range of partners to enable the delivery of digital health information and training to the local community.

They have formed a strong partnership with a local GP surgery, where they have been holding a weekly 'digital surgery' to support patients to use online resources to manage their health conditions.

Inspire Communities, Hull

Inspire Communities has set up a number of innovative and strategic partnerships with local health agencies, charities, a school and the local library.

New laptops and mobile wi-fi devices funded by the project have enabled a considerable amount of outreach work with these partners, engaging people in places they visit for other support or learning.

Leeds and Partners, Leeds

Leeds and Partners are heading up the Leeds Innovation Health Hub initiative, leading to them partnering with the York Street Health Practice to create this flagship project.

York Street Health Practice and their partner organisations routinely help some of the most vulnerable and hardest to reach groups in the city. Teaming up for the WDP project, these organisations have used tablets and other mobile technology in various outreach locations to engage refugees and asylum seekers, sex workers, and

people who are homeless, with health services and digital health information.

Mayfair Community Centre, Church Stretton

This flagship is led by Mayfair Community Centre, partnering closely with several local organisations to widen digital health participation across rural Shropshire and Herefordshire.

By building strong partnerships, tapping into existing client bases, and using mobile technology, this flagship project was able to exceed its target reach across a dispersed population. Digital health is also now firmly embedded in the provision of several of the organisations involved.

Midland Heart & Tyze, Birmingham

[Tyze personal networks](#) is a web-based solution to establish and maintain an online community around someone with special care or support needs. Tyze have been piloting the system with [Midland Heart](#), a Birmingham-based housing & care organisation.

Midland Heart have also been working across their organisation to get residents online and engaged with online health resources.

Society of Chief Librarians, Brighton & Hove

The [Society of Chief Librarians](#) have been offering support to citizens interested in accessing digital health information and services across three public library authorities: Brighton & Hove, East Sussex and Kent.

They are also working on a tool that will consolidate health information held by local authorities, national service providers and NHS Choices into one postcode-searchable database, to enable library users to find reliable resources and services that are local to them.

Staffordshire Libraries & Arts, Stafford

Staffordshire Libraries have been engaging less confident IT users with online resources for managing and supporting their health needs.

This has included embedding digital health and the Learn my Way health course into their existing IT classes, and reaching an audience that includes many people who face added barriers to getting online, such as visual impairments, mobility issues, and other accessibility needs.

Transform & Walsall Council, Walsall

Walsall Council have worked in partnership with Walsall College and Walsall Housing Group to leverage the aims of the Digital First initiative.

They engaged Transform UK to conduct user-needs research to better understand the key health and wellbeing needs of Walsall Housing Group residents, and generate ideas for innovative, patient-centred health and personal healthcare interventions.

The Cooke eLearning Foundation

The Cooke eLearning Foundation works to bridge the digital divide by helping people in Leicester's more deprived areas become confident internet users.

As a flagship project, they have embedded digital health information in their work, helping people to improve their health literacy by accessing sites such NHS Choices. They have also partnered with a local housing estate, schools and pharmacies, and run sessions at various locations to encourage more people to access online health resources.

4. Partnerships

If there's one recurring theme that we've come across when talking to centres about what's made their projects a success, it's partnerships. Every organisation has its limits. Whether it's staff, budget, availability of venues or expertise there are all kinds of areas where you might find that you don't have the resources needed to deliver what you want. That's why working with other organisations is essential; together you can fill the gaps in one another's resources to deliver the project you want.

Some centres have set up referral relationships with local GPs, although others have tried unsuccessfully to do so. Buy-in and awareness from staff, both clinical and reception, have been identified as key to making such a partnership work.

If you're thinking of starting your own project to promote health, here are some methods and techniques that have consistently shown results superior to those achieved with other means. We would like to share these with you.

Must haves for effective partnerships:

- Buy-in and awareness from staff
- Clarity on the benefits of the partnership to each organisation
- Open communication from all parties
- A clear understanding of roles and responsibilities

Potential obstacles for good partnerships:

- Poor communication
- Staff changes
- Overestimating the capacity of the other partner

York Street Practice

Based in Leeds, York Street Practice are a doctor's surgery with a difference. They work with some of the hardest-to-reach groups in the city, including those suffering from

homelessness, sex workers, refugees and drug and alcohol users. To accommodate the complex needs of the individuals that they help, the surgery has a large suite of counselling rooms as well as the usual examination rooms and offices you would expect to find. To their patients, they're more than just a surgery. York Street is the place they go when they are at their lowest ebb and need someone to turn to.

But there were barriers that could sometimes make it difficult for patients to access the service, namely the appointment booking and registration system. Patients would often be dissuaded from booking appointments - or even registering in the first place - because of having to queue in the cold first thing in the morning to get one.

When they became one of our NHS Flagships it meant that they could afford to create an online registration and appointment system, making it quicker and easier for their service users to access the services they so desperately need. However, many of the groups York Street deal with also have trouble accessing the internet and so more work was needed to enable them to use the new booking system, which is where their partnerships became essential.

Although York Street could provide a small amount of workshops at the practice to teach their service users how to use the website, and give them the access to do so, the constraints of their building and the day to day running of the practice meant time and resources were tight. To tackle this they partnered with several charities throughout the city who deal with the same specialist groups as them. They provided the charities with the equipment of their choice (either tablets or laptops), created a training manual explaining how to use the equipment, and ran training sessions with the charities on how to use the appointment booking system.

The provision of training and equipment to the charities by York Street had clear benefits for their service users. One charity they worked with was Genesis, an organisation that works with indoor and street based sex workers. One of Genesis' service users, Sally, had been a sex worker for two decades but had become housebound due to a disability. Genesis introduced Sally to the internet, and with it came numerous benefits. She was able to keep in touch with friends and family via social media, look at her benefit entitlement and find a dentist who could work with her disability through NHS Choices. Not only that, but Sally can now book appointments at York Street Practice.

So, why have York Street's partnerships been so successful?

- York Street ensured that staff at their partner organisations **bought in** to and were **aware** of the project through training.
- The **mutual benefits** of the partnership were clear. The charities helped York Street's service users become more digitally included and thus able to use the practice's services more easily. The charities received equipment and free training which they can continue to use with their clients.
- It was clear what each organisation's **responsibilities** were. York Street managed the project, while the charities undertook the delivery.

So we've got an idea of what makes a successful partnership tick. But before you can start making partnerships work, you're going to need the partners themselves. The type of organisations who can help you deliver digital health information will vary from area to area.

Working with committed, enthusiastic partners in the health and community sectors

This is a powerful way to maximise reach and engage deeply with learners.
below are some of the many types of voluntary and community sector partner organisations involved with the UK online centres and flagship projects as part of the Programme:

Cancer support services (e.g. Macmillan)	**Local churches and temples**
Care homes	**Local colleges and schools**
Carers networks	**Mental health support groups (e.g.**
Community centres	**MIND)**
Homelessness support organisations	**Pharmacies**
Housing Associations	**Refugee support organisations**
Job Centres	**Royal Voluntary Service**
Libraries	**Sex worker support organisations**
Live-at-home support schemes	**Support groups for specific health**
Local Age UK offices	**conditions**

5. Delivery & Engagement

One of the key groups targeted during the Widening Participation Programme was the hard to reach and at-risk people. Many of the people who are offline are a part of this group.

The Programme set out to reach digitally excluded people nationwide, recognising the substantial overlap between digitally excluded populations and the people most at risk of poor health. Some of the flagship projects were chosen because of their existing work with especially hard to reach groups, the broader network of Digital Health centres target and reach a wide range of people, often in deprived communities, and the Health Event Grants were put to use in a variety of ways, targeting the community at large as well as specific subgroups.

144 Health Event Grants funded 115 UK online centres to hold at least three health events each. The average number of people reached with messages about digital health across each centre's events was 134. Some centres reported reaching as many as 500 people.

The flagship projects often had particular groups with which they engaged, and in many cases they were selected to allow an examination of delivery models with especially hard to reach groups.

- Leeds and Partners with York St Practice built partnerships with local community organisations to engage **sex workers, asylum seekers and the homeless** with digital health resources.

- Bromley by Bow and Cooke eLearning are based in predominantly **BME communities**, in which they have deep reach and substantial presence.

- Several projects worked with **long-term unemployed** people to get online and discover digital health resources, or partnered with housing associations to reach digitally excluded people in **social housing**.

- Other projects had health-specific target audiences for some of their work, for example Southampton Library, who developed online resources for **cancer patients** and people with **mild mental health** concerns and then supported their use through the training of volunteers.

- Manchester Healthwatch, Heeley Development Trust and Inspire Communities conducted digital health training sessions in partnership with various **community health** and **support organisations.**

- Finerday, Breezie and Midland Heart worked with **care homes** and **housing associations** to introduce **older people** and people with particular health needs to the internet and to digital health resources using specific platforms and simplified interfaces.

Based all across the country and often in deprived communities, the other centres in the wider Digital Health Network reached large numbers of digitally excluded people from a range of demographics. This case study describes the work of a centre working predominantly with older people.

If you're already working with a hard to reach group or would like to start a project that aims to support people who may be at risk, here are some methods for engagement.

Tablets and other mobile technologies
This create opportunities to engage with older people and hard-to-reach populations. A great example of this is our Flagship project delivered by Breezie and A2 Dominion, read our blog about this project here.

Events provide new opportunities to engage people.
Many people prefer a hands-on approach to engaging in new things, an event is an excellent way to let people to see and touch new technology and learn about ways to improve their health.

6. Blogs and Social Media

Throughout the life of the Flagship projects, we have been keen for everyone involved to spread the good word. We love social media, it's a great way to share ideas and information and it's free.
Using social media to promote your project or event is a great way to generate interest. Writing a blog to reflect your journey is another way to keep people informed of your progress.

Why not use Twitter to check relevant hashtags? There may be people in your area who would be able to help or who would want to work in partnership with you.

"**When tweeting, remember to add only your 'need to know' information. Always add hashtags (#) to locations, topics and any other interesting nouns. We love adding photos too!**"

Baz Kanabar, Centre Manager
Cooke eLearning Foundation

Time Vs Social Media

Whilst social media may be a very effective tool, we don't always have the time to make the most of it. Many of our centres and partners have told us that during their project, they weren't able to make full use of such tools due to one shared hurdle: time.

There are applications to save time when using social media. If you'd like to maximise your output via social media sites like Facebook and Twitter but don't have the time to be glued to your screen, here are some tried and tested sites that may help. There is a little work required to set up but once that's done, keeping track of your various social media accounts and networks should become easier.

www.hootsuite.com

Hootsuite is a social media dashboard that can help you to manage variety of social networks. You can manage your Twitter, Facebook, Google+ and LinkedIn profiles together with one single login.

Another time savvy feature is the Auto-Scheduler, this allows you to schedule lots of posts at once or let HootSuite pinpoint the best times for you to tweet. Hootsuite provides both free and paid for services, which offer varying features.

Google Analytics

www.google.co.uk/analytics

Google Analytics is a powerful tool that enables you to see what is happening on your website or social media platforms.
You can easily create reports to find out how many people are using your site what they are looking at and where they are coming from.

divShare
You Publish, You Control

www.divshare.com

DivShare is a media sharing site that helps you to share photos, videos, MP3 music and documents all using the same site.

Blogs

A blog is a great way to get your message out there, especially if you have a lot to say about a particular subject or project. Typically blogs are displayed in reverse chronological order. Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and professionally edited.

A growing number of blogs are interactive, allowing visitors to leave comments and even message each other, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers.

Blogger

www.blogger.com

With Blogger, you control who can read and write to your blog — let just a few friends or the entire world see what you have to say!

Mohamed from Southern Housing Group talks about how they have used Blogger.

Read more

WORDPRESS

www.wordpress.com

WordPress has lots of features that will help you either start a free blog or even build your own free non-profit website!

New Era Trust tell us how WordPress is one digital tool they

simply couldn't do without.

Dashboard

It's a good idea to set up a dashboard for your project and it's very easy to do. Here's the dashboard we've been using for keeping track of the NHS Widening Participation Programme. Alternatively, a static copy of the dashboard is shown below.

We've added data-groups such as 'people reached' and 'people trained' to ours, but you can add anything you like to yours!

Once you've created your board, share the link with anyone involved with your project.

Be sure to update it regularly so the data is accurate.

It's a great motivational tool and it's easy to use and free!

Why not head over to www.ducksboard.com and make your own.
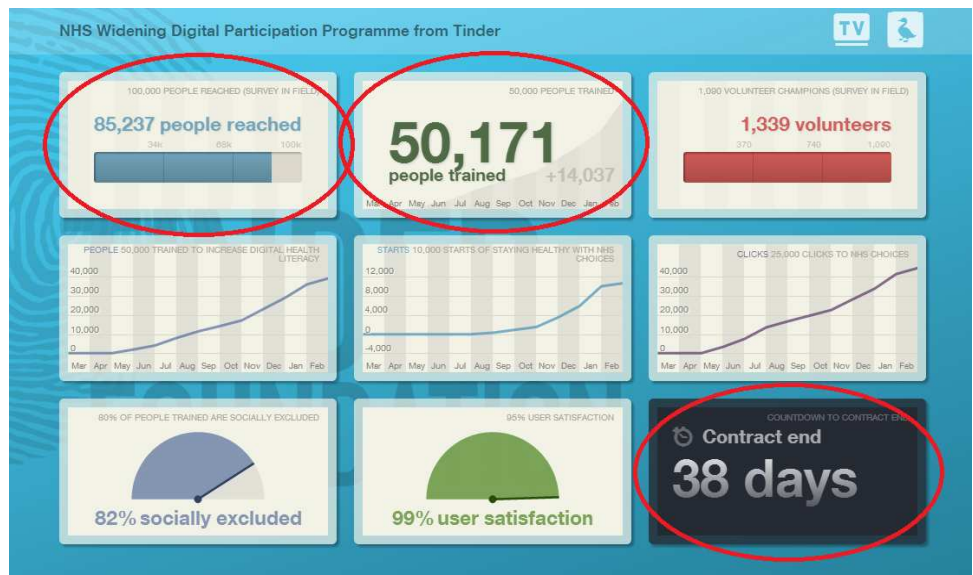
8. Evaluation

One of the most valuable outputs of the projects has been the data captured in the evaluation. In fact, it has been the evaluation process that has provided much of the advice in this handbook. Throughout the lifetime of the flagships, our researcher has been working with the project teams and their learners to delve into their delivery methods.

Our flagships have given us the following advice and recommendations for ensuring successful delivery.

● Effective delivery often involved embedding digital health learning into an existing activity of the centre or organisation. For example, making DHI part of a job club induction, or support work with socially isolated community members.

● Make sure you adopt a flexible delivery model, including being responsive to learner needs and interests, is important for helping learners to recognise and realise the benefits of using online health resources.

● Health can be a good hook for getting people online - even if the learner doesn't have a health problem or concern, most of us want to be healthy, live longer and would be interested in finding out more about this.

Examples of successful delivery models

● Incorporating the [Learn My Way health course](), health landing page, [NHS Choices]()or other online health tools into existing IT classes. Most centres report that this approach work worked very well.

"Health is something we found our learners to be particularly interested in, therefore when we incorporate it into Learn My Way sessions it is very popular."

"Many older people have little confidence in information online, and incorporating the digital health resources into our usual IT sessions, and using the Learn My Way health landing page to demonstrate the range of different health and healthy living information available online, was very successful in increasing their confidence in what was available, and their own ability to locate it"

- If a centre delivered services other than IT classes, this provided opportunities to also embed digital health into other activity. Some examples:
    - using online health resources in ESOL classes
    - adding an introduction to online health resources into induction of new referrals to a job club
    - targeting attendees of regular exercise class or other health/wellbeing-related activities the centre offers and introducing specific types of online health resources most relevant to them

"We targeted people coming to our exercise class. Knowing they already had an interest in health were able to show them the pages such as Couch to 5K on the NHS Choices site."

- Incorporating online health resources into broader health-focused events. For example, by arranging talks from health professionals or health trainer on topics such as nutrition or smoking cessation, blood pressure checks with a nurse, exercise classes and other activities, backed up by demonstrations of NHS Choices and support to learn how to use online health resources.

- Providing digital health learning in a small group or 1:1 setting, with plenty of support especially for older learners and people with health conditions

Here are some effective delivery tips, there are many great (and free) health resources out there, why not incorporate them into you your delivery?

- NHS Choices is a great example website for helping people practice various generic (and basic) digital skills; navigating large websites, creating accounts, using search engines embedded in sites, watching videos online, posting comments, etc.

- Ask your learners to complete the NHS Choices Quiz provided by UK Online Centres, or the healthy eating self-assessment tool on NHS Choices as an activity (click here to view, download and print samples of the health toolkit). Quizzes are interactive and are sure to get people talking, as well as thinking practically about their own health and lifestyle. The quiz in the UK Online Centres health toolkit requires people to explore the NHS Choices website for answers, so can be a good way to introduce people to the site. It could be done as a group activity or a tutor demonstration.

- Recruit volunteers from your learner base - if they have benefited from getting online and using online health resources, they can both inspire and support others to do the same.

  "We have started to recruit volunteers from our learners as they can lead by example and are an inspiration to those who are unsure or less confident."
  - DHIN centre staff member

- Introduce learners to the facilities on NHS Choices where users can read reviews of local GPs and rate their own GP (this has been a popular feature for many UK Online Centre learners)

"When you introduce someone to the internet you tend to ask them what they're interested in, and it might be their favourite football team, or they've heard of ebay or something. I hadn't really thought about using health resources or getting them to feedback on their local health services or book appointments online, It hadn't really occurred to me that that might be a useful hook and something that would be of interest to people from the beginning. So it's made me think that's a good way in, especially for older people, who tend to have a lot of health conditions. It's not just about leisure interests, it's something a bit more practical, and not as scary as online shopping, which can freak people out."

- Flagship project partner

Some common problems and possible solutions

Using NHS Choices with ESOL learners can be challenging because of the level of detail in the content, and because the quality of some of the translated content isn't always as good as it might be.
Read this [case study](#) about using a translation tool.

NHS Choices can also be challenging when working with people who need content to be targeted at a lower comprehension level.
This is a tool recommended by UK Online Centres St Loye's Foundation: [Easy Health](#)

9. Templates

We've put together some great digital resources to help you run health events in your centre or out in the local community.

You can download editable leaflets and posters [here](#), so you can pop in details of your own events. There's also a handy booklet to help you use some great health resources.

You can also try out [these great session plans](#) which should give you some ideas on the kind of tools you can be using in your centre.

10. Learn My Way and Health Courses

Learn My Way is a website of free online courses for beginners, helping you develop digital skills to make the most of the online world.

- [Get started](#) - Learn basic online skills - find out how to use a mouse, keyboard and learn how to use email
- [Learn more](#) - Once you've grasped the basics, go even further and learn how to bank online, how to shop online, stay healthy, or explore skills and careers
- [Health course](#) - You can complete our course on NHS Choices, this is a great way to familiarise yourself with the NHS site.
- [What Next?](#) - If you're ready to move on, we'll point you in the right direction for even more things you can do and learn online.

Learn My Way is owned by Tinder Foundation - it's just one of the many things we do to promote digital skills for everyone in the UK.

UK online centres use the Learn My Way online courses to support and teach computer beginners. Over 5000 centres are based all around the country, providing friendly, expert guidance for those who need help with computers.

Find your nearest UK online centre [here](#).