

IC-Health: Improving digital health literacy in Europe

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13th June 2017



Outline

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About IC-Health

IC-Health is a project to develop a series of **Massive Open Online Courses** (MOOCs) to help improve digital health literacy of European citizens.

Countries involved in the pilot are: Spain, Italy, Belgium, United Kingdom, Netherlands, Sweden, Germany and Denmark.

The project will bring together representatives from five specific population groups to co-create tailored MOOCs:

- **children** (aged from 6 to 11 years)
- **adolescents** (aged from 12 to 18 years)
- **pregnant and lactating women** (PLW)
- **elderly** (aged over 60)
- **citizens affected or susceptible to be affected by diabetes** (type 1 and 2)

Digital Health Literacy

Digital health literacy refers to the “ability to seek, find, understand and appraise health-related information from electronic resources and to apply the knowledge gained to making appropriate health decisions in order to address or solve a health problem”.

(Flash Eurobarometer Report No 404 on European citizens’ digital health literacy)

Today’s connected world, digital aspect of health literacy (DHL) constitutes an important cornerstone for improving the health of EU citizens.

Health literate citizens are empowered to play a more active role in their health self-management towards better health outcomes, prevention and lifestyle.

However, citizens often do not have the necessary skills, frameworks or systems to successfully identify, understand and appraise online health information to make informed decisions on their health.

IC-Health intends to improve digital health literacy of the population cohorts that will be involved in its activities and to reduce health inequalities in the EU.

Partnership

The IC-Health consortium consists of **14 partners** from seven different countries around Europe (Belgium, Denmark, Estonia, Italy, Spain, United Kingdom, Sweden).

Specifically, the consortium counts 7 universities and research centres, 1 public authority, 2 SMEs, 1 hospital, 1 NGO and 2 European networks.



Our objectives



Achieving
IT Literacy



Achieving
Health Literacy

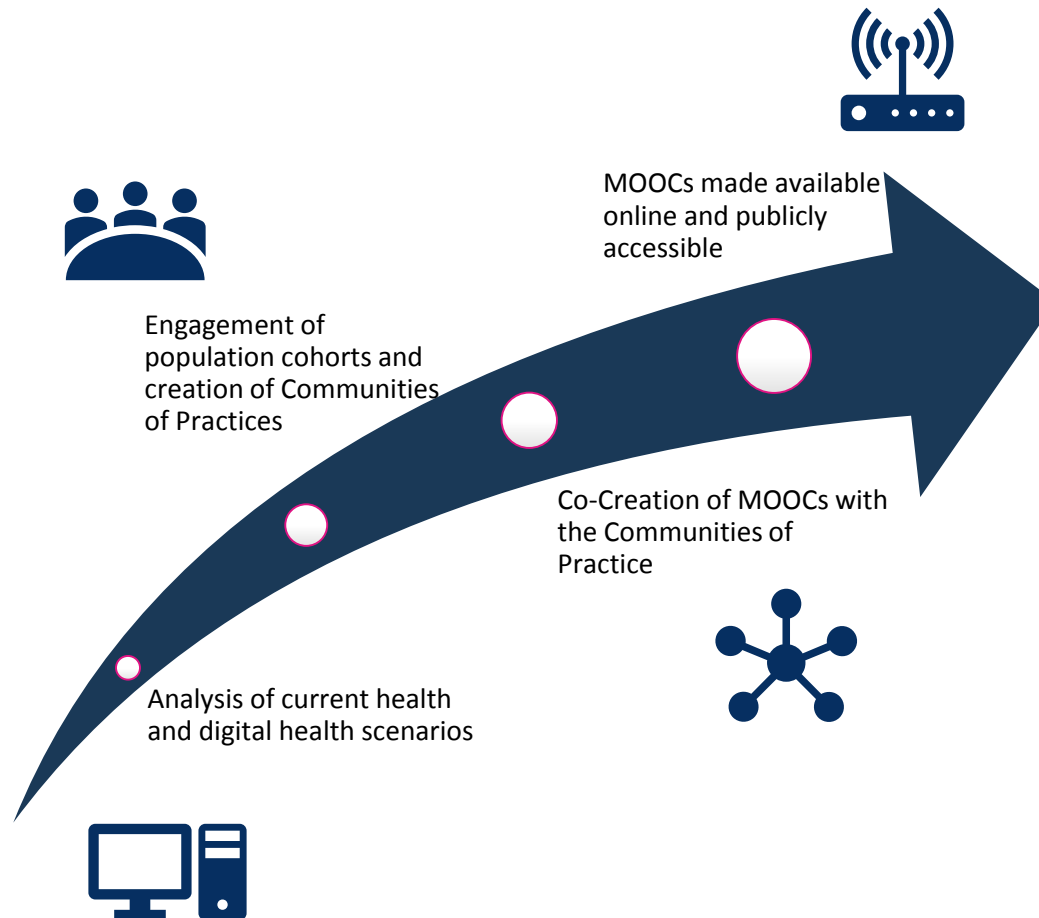


Appraising
Online Health
Information



Applying online
health information for
health management
in everyday life

Our Approach



IC-Health Survey on DHL

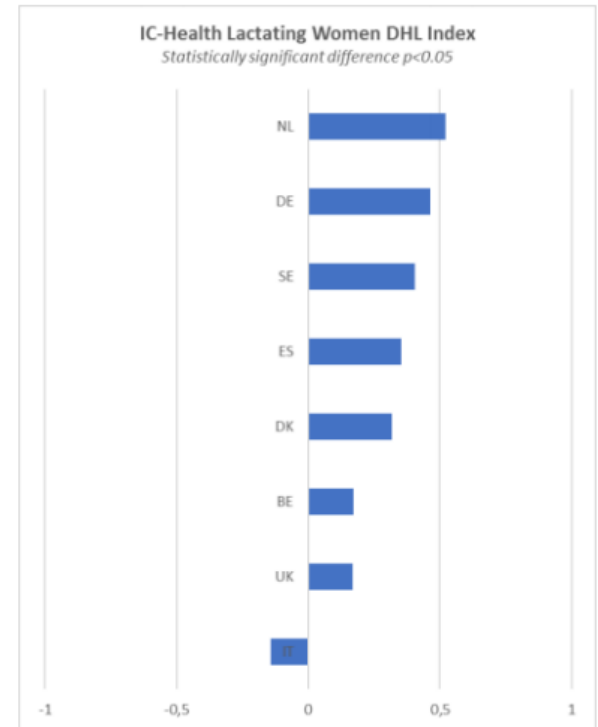
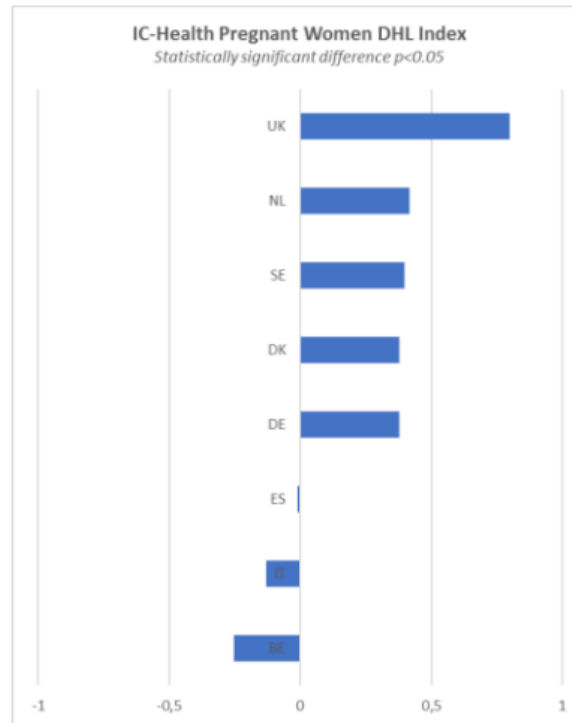
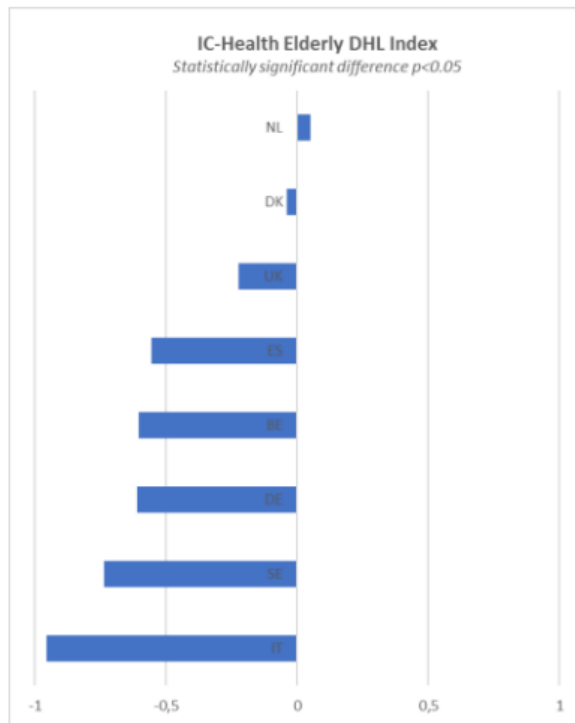
Children, adolescents, pregnant and lactating women, elderly, and finally people with type 1 and 2 diabetes were asked to answer questions to **understand how they search for online health information**, in relation to which topics, and how they apply it in their health management practices



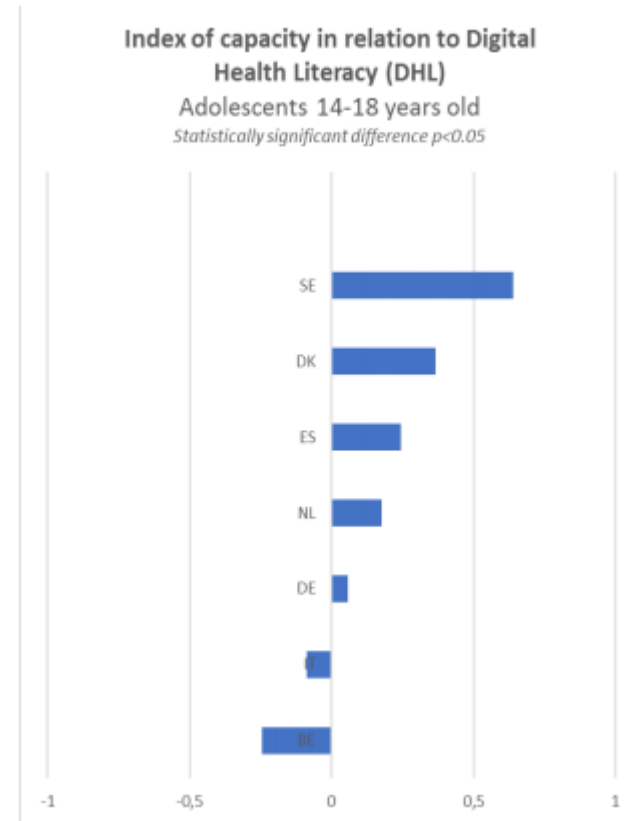
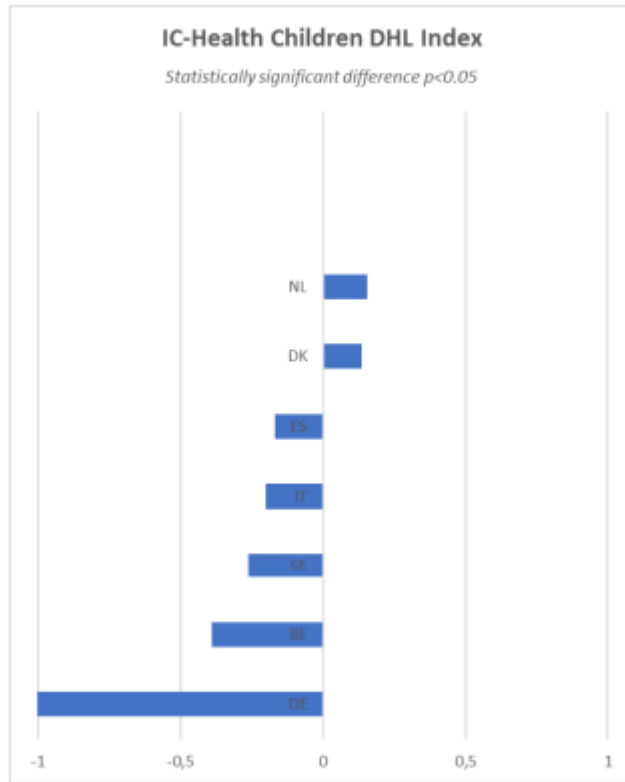
The survey was conducted in the eight participating countries to explore the behaviours of the targeted population groups and to add on previous knowledge on DHL.

The results allowed to develop an **index of digital health literacy competences** showing which countries and cohorts perform the best in the survey sample. The index goes from -1 (poor DHL skills) to +1 (good DHL skills).

IC-Health Index – Adult cohorts



IC-Health Index – Children and teens cohorts



Next Steps

What's next?

Co-creation, the key work of IC-Health

Co-creation is understood as a participatory design process where all of the participants have an equal standing on deciding the importance of design issues and where different parties are brought together in order to jointly come out with a mutually valued output.

In the IC-Health project co-creation will happen both offline and online through:

- offline Communities of Practice established in project countries
- online Communities working on a dedicated web-based platform

IC-Health population cohorts will work alongside researchers, healthcare professionals and web designers to co-create MOOCs.

Communities of Practice

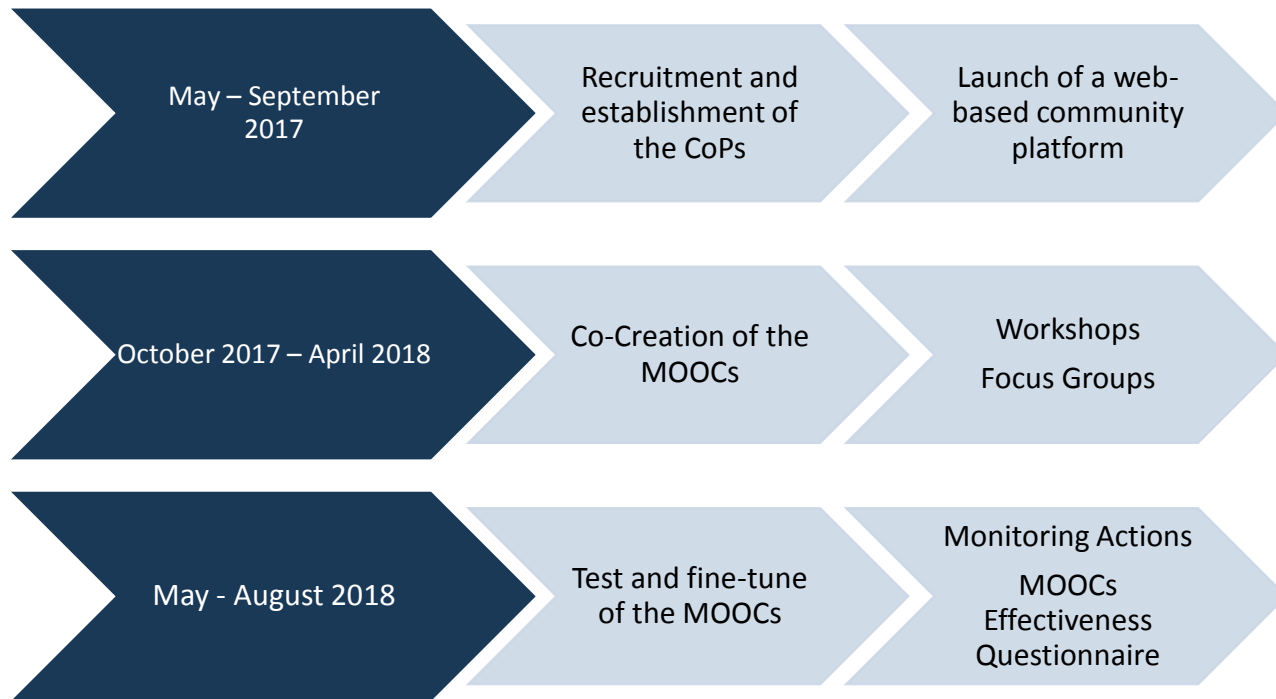
IC-Health target groups will be mobilised into **35 Communities of Practices (CoPs) to co-create 35 MOOCs on digital health literacy**.

Under IC-Health CoPs will have several offline meeting opportunities: meetings will take different forms (**workshops, round tables, working groups**) and cover several aspects.

What is a Community of Practice?

- CoPs are a spontaneous phenomenon among people who share common interests and passion and who meet to learn from each other.
- CoPs are characterised by mutual engagement on a shared domain of interest, development of joint activities and sharing of a repertoire of resources.
- CoPs are different from workshops because of their continuity and from social network that has open boundaries and does not necessarily aim at learning.

CoP activities



MOOCs

The MOOCs are **free web-based distance learning courses**.

- No prior knowledge needed
- Free and easy access
- Available in eight EU languages (English, Spanish, Italian, French, Swedish, German, Dutch and Danish)
- Hosted on different platforms and accessible through a mobile application

Call for Collaboration and Participants

EHMA is looking for volunteers that would be interested in being part of the CoPs or in participating in the co-creation process via the online platform.

Participants must be from the projects population cohorts, which are:

- **children** (aged from 6 to 11 years)
- **adolescents** (aged from 12 to 18 years)
- **pregnant and lactating women (PLW)**
- **elderly** (aged over 60)

If you are interested, do not hesitate to come and talk to us!

Contact Info

Be part of the process, help us improve digital health literacy in Europe!



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www.ichealth.eu



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