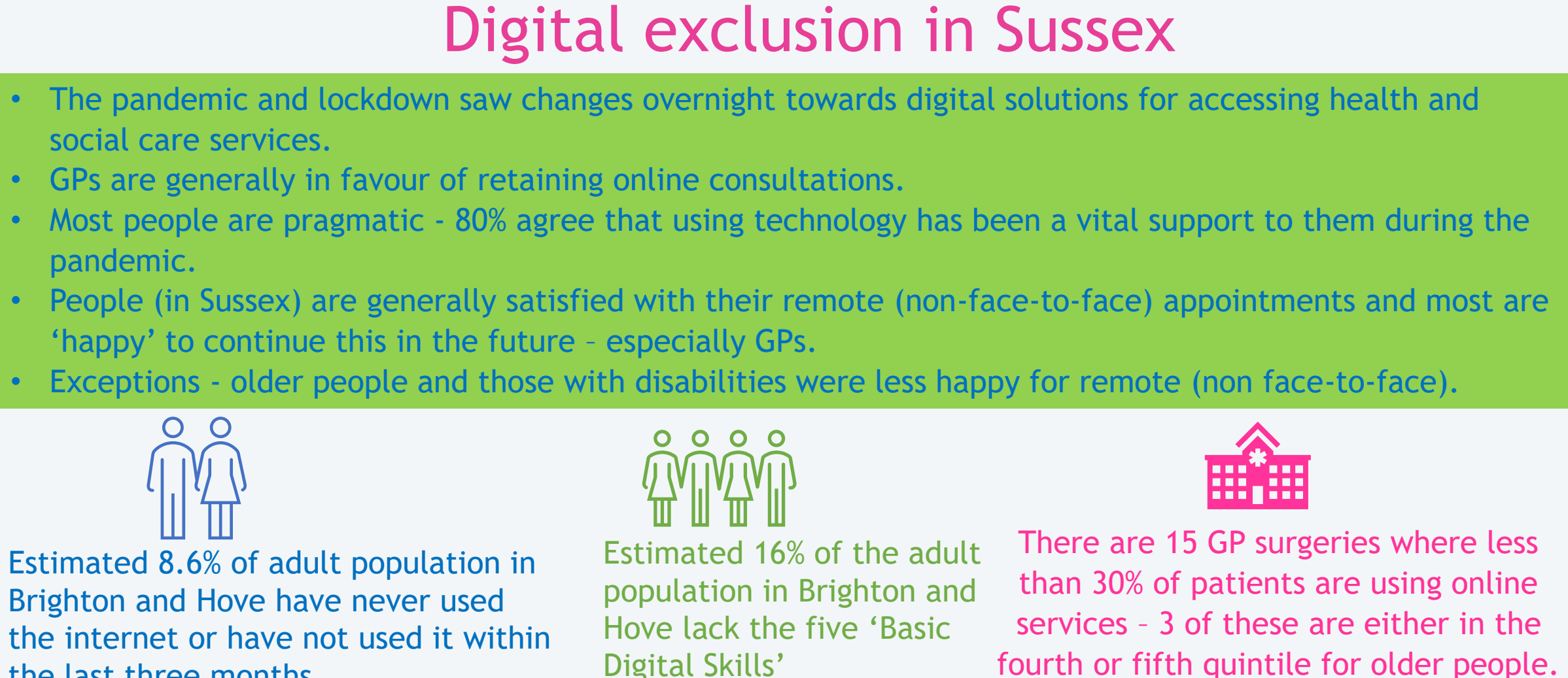
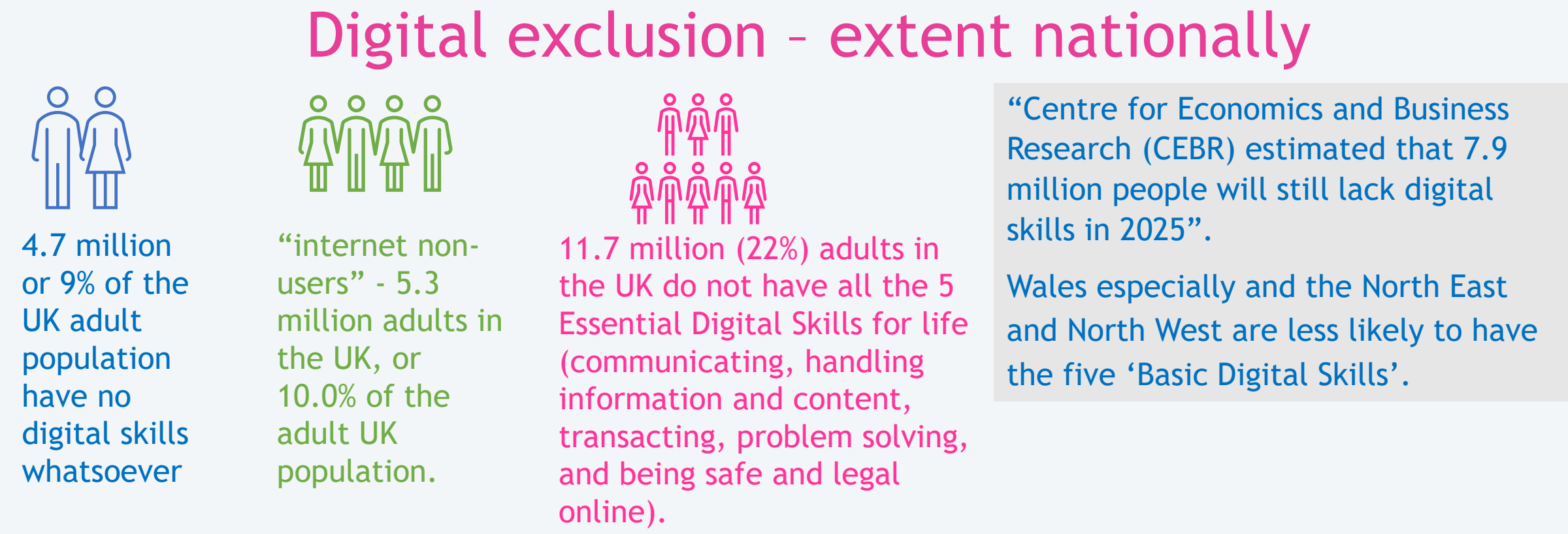
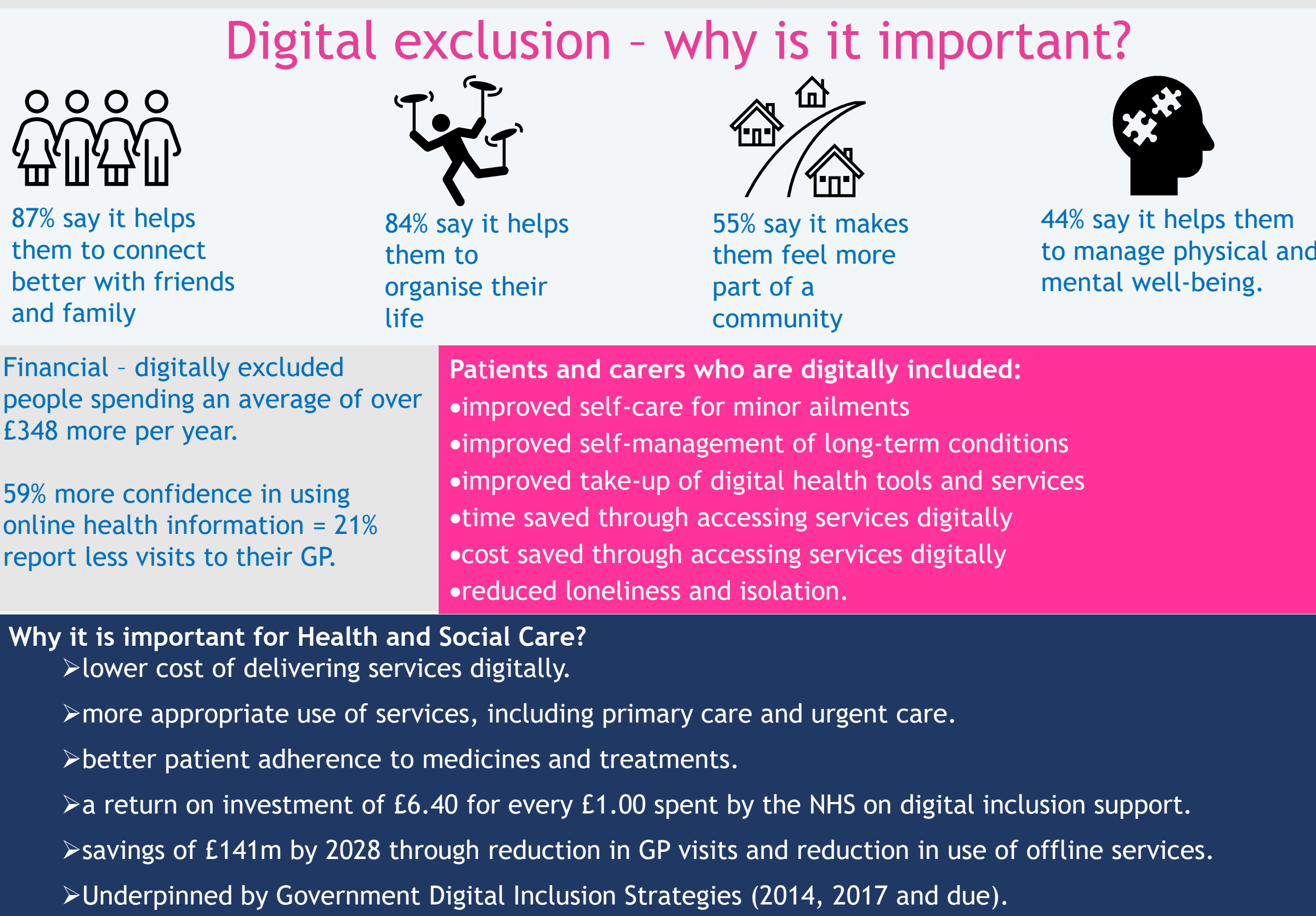
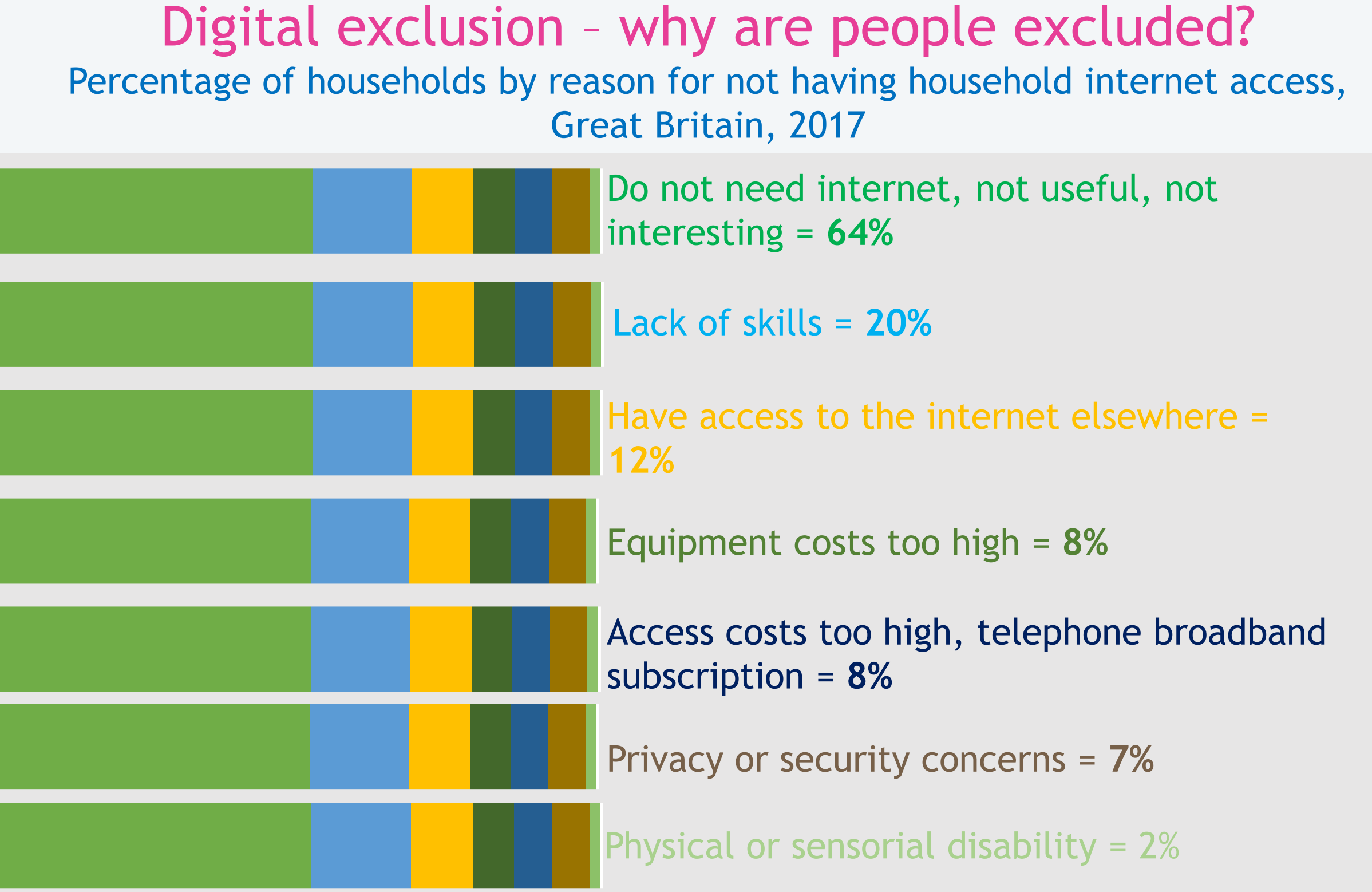


Digital Exclusion operates over a spectrum of motivation, access, skills and ability.

Includes:

- Those digitally excluded due to lack of motivation;
- Those motivated but with no digital skills;
- Those excluded due to only having limited skills.

Digital exclusion can be measured by the ‘Essential Digital Skills for life’ - 29 abilities within: communicating, handling information and content, transacting, problem-solving, being safe and legal online.



- ### Digital exclusion - local Sussex initiatives
- Citizen’s Online and its ‘Digital Brighton and Hove’ initiative.
 - Free courses available from the Good Things Foundation.
 - Volunteering Matters ‘Brighton Lifelines’ project.
 - Digital Ambassadors Pilot for staff within primary care and being extended to patients through three Primary care Networks.
 - Ageing Well telephone support to help people get online.
 - Age UK West Sussex and Brighton and Hove telephone based digital support
 - Southdown Housing - ‘Supporting people to get online & stay online’.
- Mental Health Sector Connector forum identifying services such as the ‘check in and chat’ befriending service which provides telephone support to carers with grants for digital.
 - Scheme for schools developed by Digital Awareness UK.
 - Accredited Digital Skills Course currently being piloted at East Sussex College.
 - Barclays Digital Eagles (with a local centre in Brighton) that support digital skills development for home care staff and health care professionals.
 - + numerous local and unknown community initiatives.

- ### Digital exclusion - recommendations
- Understand that digital exclusion occurs across different levels - both initial skills and skills enhancement.
 - Understand importance of motivation - stress the potential benefits of digital inclusion.
 - Understanding ‘what worked’ from retrospective learners.
 - Join-up learning from the initiatives in B&H/Sussex.
 - Create a directory of the various initiatives within Brighton and Hove.
 - Increase resources to support organisations and the training of frontline staff (e.g. GPs, GP Receptionists, Pharmacists).
 - Provide free wi-fi to rural areas and other sites like Seniors Housing.
 - Invest in peer support involving friends, families, carers, intergenerational initiatives, and Social Prescribers.
 - Provide resources for technological equipment (including voice activated systems such as Amazon Echo [Alexa]).
 - Establish a central evaluation portal to see whether digital skills affects health outcomes.

Main data sources: Lloyd’s Bank Consumer Digital Index; Office for National Statistics; NHS Digital; Centre for Economics and Business Research; Healthwatch in Sussex; and Citizen’s Online.

For research or data clarification please contact Dr Lester Coleman, Evidence and Insight Manager.
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