



M-POHL

Health literacy in a digital world

IDEAHL: a European Strategy for Digital Health Literacy

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20 February 2025

The project: "Improving Digital Empowerment for Active Healthy Living" (IDEAHL) has received funding by the Horizon Europe Framework Programme under GA 101057477



Funded by
the European Union



Presentation



- FRAMEWORK – Marta María Pisano González
- CO-CREATION – Inés Rey Hidalgo
- STRUCTURE – Cristina Fernández García



Presentation



IDEAHL
Improving Digital Empowerment for Active Healthy Living

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Key Facts



Project Name

Improving Digital Empowerment for Active Healthy Living

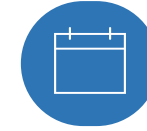
Acronym: IDEAHL



Consortium

14 Partners, 10 Countries from Belgium, Germany, France, Finland, Italy, Portugal, Ireland, Denmark, Sweden and Spain

Coordinator: CSPA-SESPA-FICYT (Asturias. Spain)



Duration

01/05/2022 –
30/04/2024

24 Months



Funding

2 700 000 € from the European Commission

Horizon Europe – Coordination and Support Action



Topic

IDEAHL

Improving Digital Empowerment for Active Healthy Living



Premises



- European citizens are **educated, motivated and empowered** to use digital tools
- European citizens monitoring and **management their own physical, mental and social health and well-being**
- European citizens **are more outonomous** and active and participate more in social life





Lack of infrastructures



Provide better access to healthcare services and info



Receive clear information



Low education on the topic of (d)HL



Empowering citizens



Be provided with guidelines on dHL.



Lack of communication between institutions.



Enhance cooperation between citizens and institutions



Provide patients and health professionals adequate skills

Why IDEAHL?



Main Objective

Objectives



Developing and testing new models and approaches of digital health literacy (dHL) intervention development and application through the co-creation of a comprehensive and inclusive EU **dHL Strategy**.



Strategy Objectives

Objetives



- Involve the formulation of (d)HL-promoting policies, the recommendation and testing (d)HL-strengthening interventions, and the monitoring of valid (d)HL indicators.
- The **target audiences** are both at the professional level as well as the public level.
- The **activities** will develop the core competencies required to achieve good (d)HL.

Key Facts



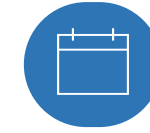
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Coordinator: CSPA.SESPA.FICYT

Asturias. Spain

-  Royal Melbourne Institute of Technology Spain (RMIT)
-  Consulta Europa Projects and Innovation (CE)
-  ADIPER-Socio-sanitary services (ADIPER)
-  E-SENIORS (E-SENIORS)
-  Central European Initiative (CEI)
-  Institute for older care and sheltered house services (ISRAA)
-  University College of Northern Denmark (UCN)
-  Malardalen University (MDH)
-  European Institute of Women Health (EIWH)
-  Cáritas Coimbra (CDC)
-  All Digital-Digital Skills Across Europe (All Digital)
-  Seinajoki University of Applied Sciences (SeAMK)
-  Ministry of Labour, Health, Social, Family Affairs and Integration of the Free and Hanseatic City of Hamburg (MLHSA)
-  Royal Melbourne Institute of Technology (RMIT)

Key Facts



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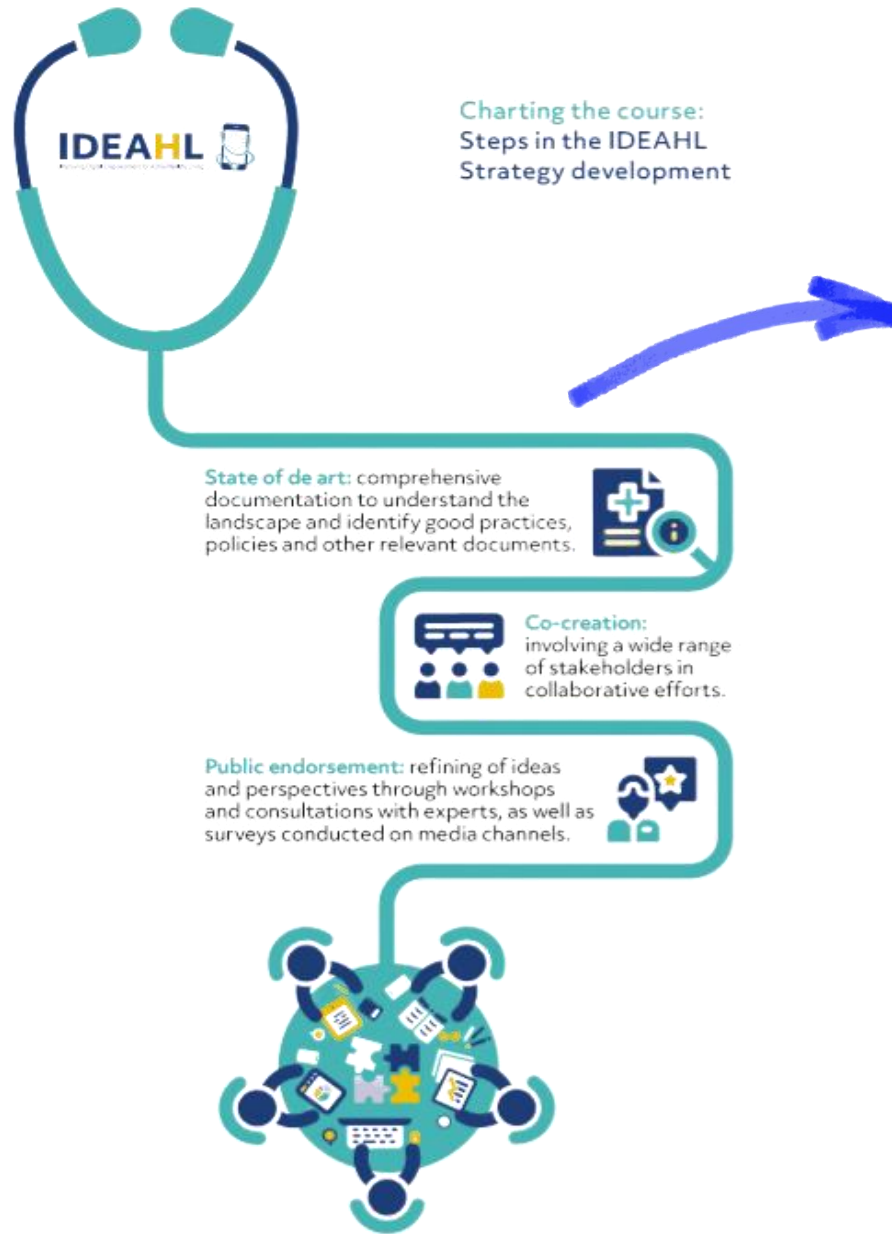




dHL: digital Health Literacy

dHL is the ability to seek, find, understand, and appraise health information from electronic sources and apply the knowledge gained to addressing or solving a health problem.

First Step



State of the art

Comprehensive documentation to understand the current landscape and identify best practice policies and other relevant documents.



Second Step



Charting the course:
Steps in the IDEAHL
Strategy development

State of the art
Comprehensive documentation to
understand the current landscape
and identify best practice policies
and other relevant documents.

Cocreation

Involve a broad range of
stakeholders in
collaborative efforts

State of de art: comprehensive
documentation to understand the
landscape and identify good practices,
policies and other relevant documents.

Co-creation:
involving a wide range
of stakeholders in
collaborative efforts.

Public endorsement: refining of ideas
and perspectives through workshops
and consultations with experts, as well as
surveys conducted on media channels.



Third Step



Charting the course:
Steps in the IDEAHL
Strategy development

State of the art
Comprehensive documentation to understand the current landscape and identify best practice policies and other relevant documents.

Cocreation
Involve a broad range of stakeholders in collaborative efforts

State of de art: comprehensive documentation to understand the landscape and identify good practices, policies and other relevant documents.



Co-creation: involving a wide range of stakeholders in collaborative efforts.



Public endorsement: refining of ideas and perspectives through workshops and consultations with experts, as well as surveys conducted on media channels.

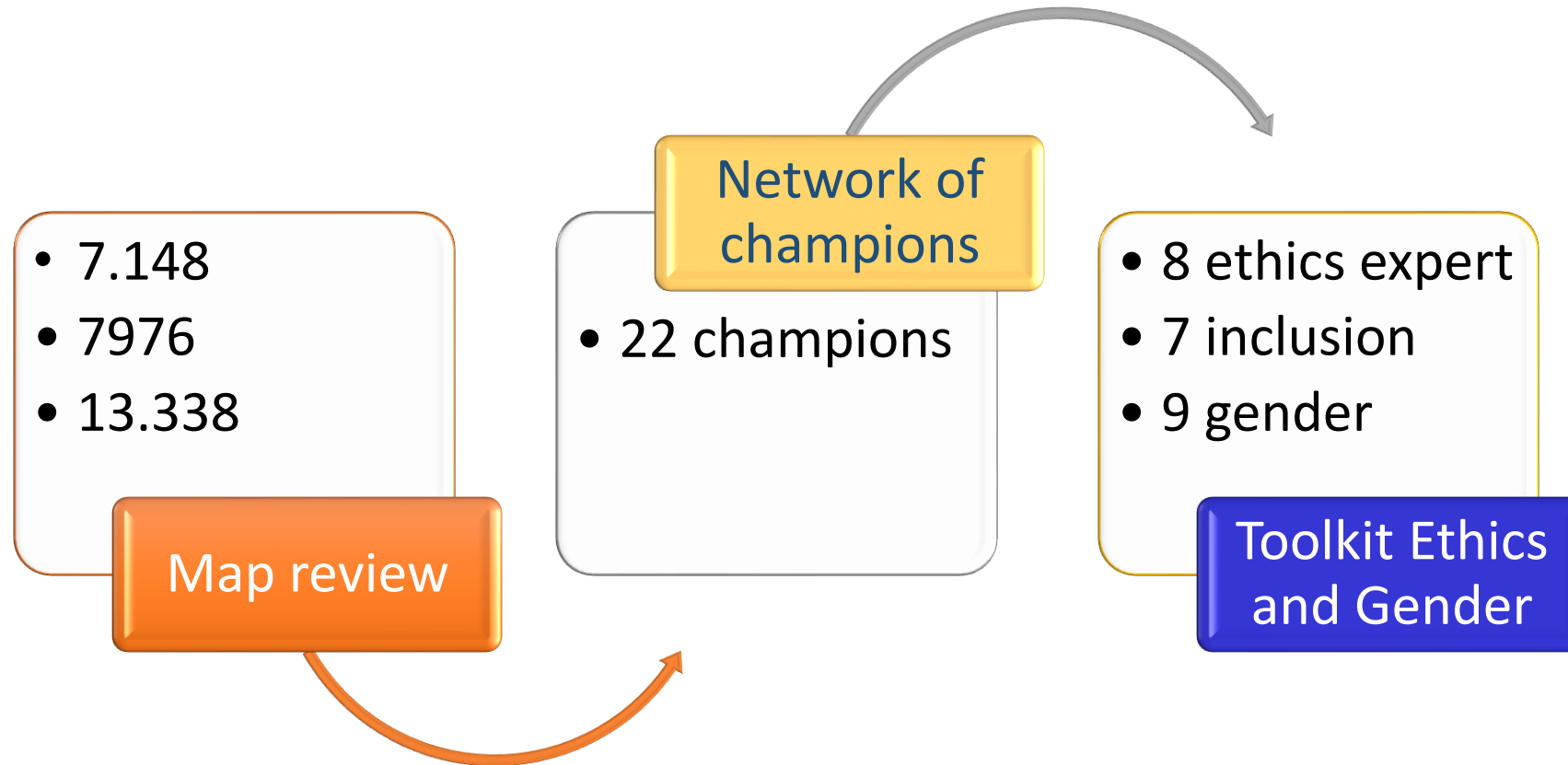


Public consultation

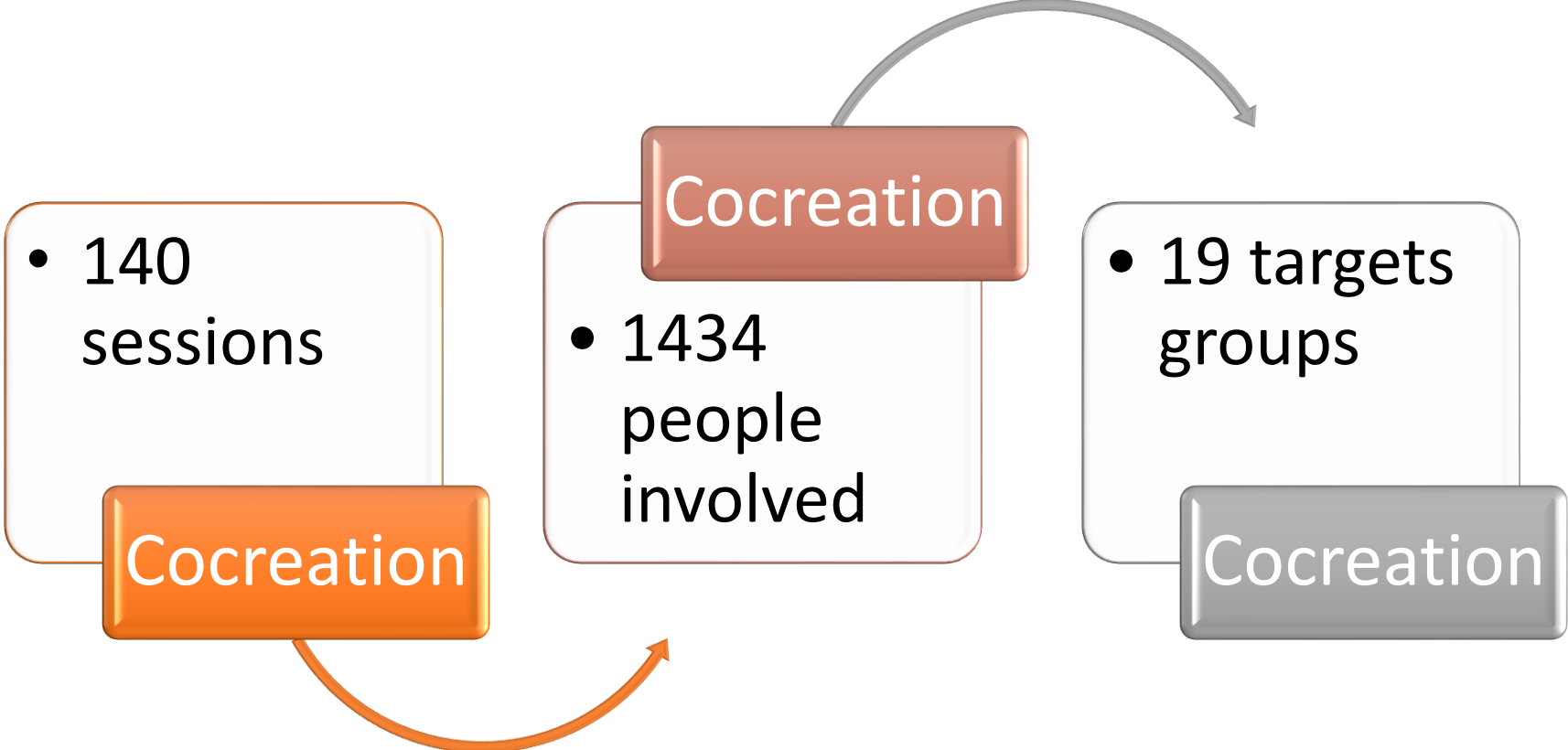
Refining ideas and perspectives through workshops and consultations with experts, as well as media surveys.



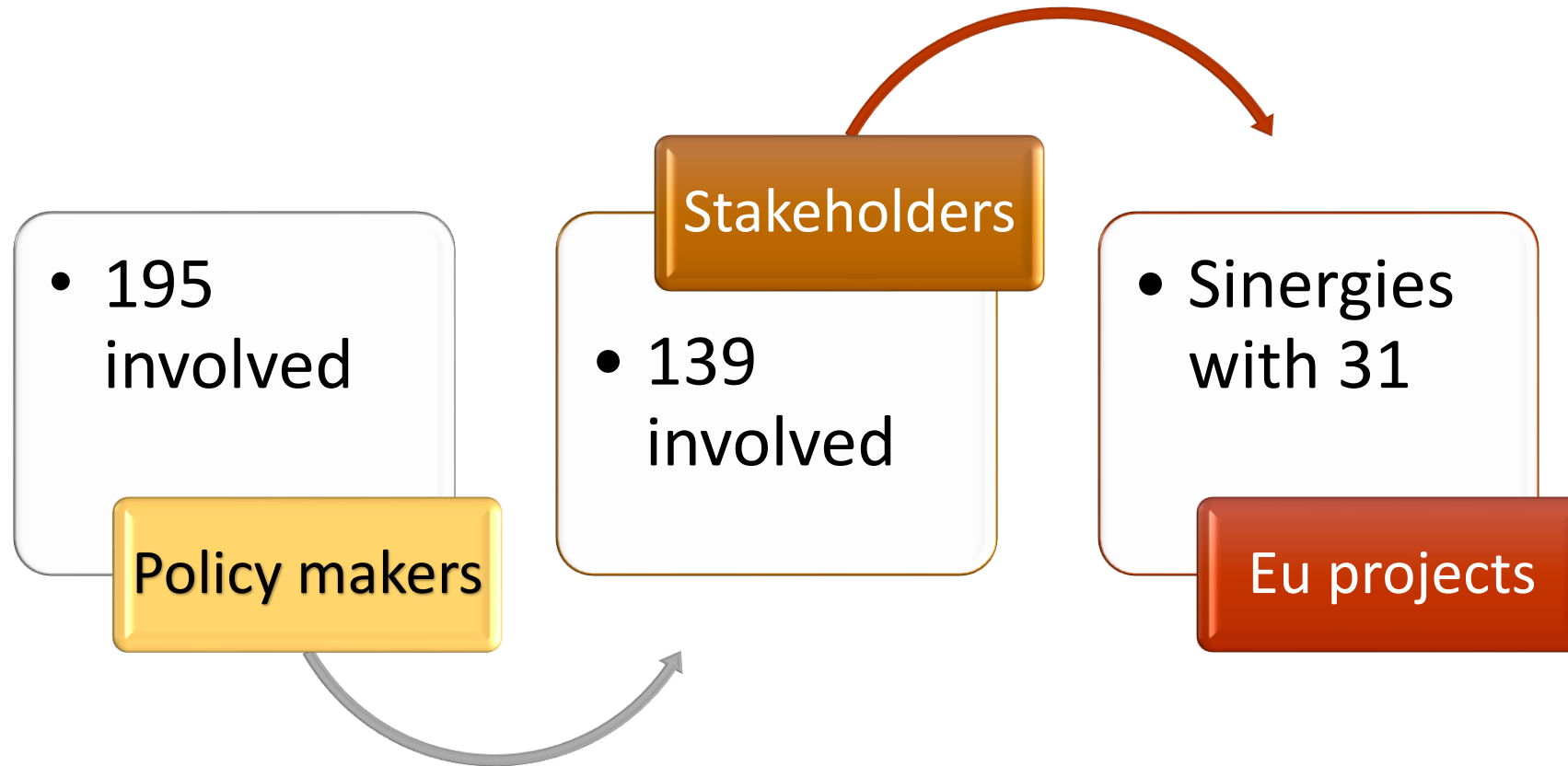
First versión Strategy. September 2023



Second versión Strategy. September 2023



Final versión Strategy. October 2023





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IDEAHL

Improving Digital Empowerment for Active Healthy Living



CO-CREATION ACTIVITIES... IN NUMBERS

19 target groups
140 co-creation sessions

IDEAHL

Improving Digital Empowerment for Active Healthy Living



1434

Participants
involved in the project
co-creation



EXPERTS

Digital literacy and digital health experts, healthcare degrees' lecturers.



CAREGIVERS

Both formal and informal.



CITIZENS WITH LOW
INCOME OR
LOW ACCESS TO
DIGITAL TOOLS



HEALTHCARE
STUDENTS



OLDER ADULTS

Autonomous older adults, people in fragile conditions and people with minor impairments linked to ageing.



WOMEN

Young women and pregnant women.



HEALTH PROFESSIONALS

Nurses, health practitioners, pharmacists, healthcare professionals and social workers.



PRISONERS



MIGRANTS



POLICY MAKERS



CHILDREN



PEOPLE WITH
DISABILITIES AND
THEIR FAMILIES.



10 countries: Spain (Coordinator), Belgium, Denmark, Finland, Germany, Ireland, Italy, France, Portugal, Sweden.



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IDEAHL METHODOLOGY FOR CO-CREATION

Phase 1
M5-M9
**Preparation for
co-creation**

Sept 22 – Jan 23

Phase 2
M10-M15
**Implementation of
co-creation**

Feb 23 – Jul 23

Phase 3
M14-M17
**Monitoring and
reporting**

Jun 23 – Sep 23

PHASE 1: PREPARATION FOR CO-CREATION

- Identify population group(s) / number / techniques / themes
- Facilitators
- Recruitment strategies / Multipliers
- Ethical aspects
- Materials and venue for activities
- Timing of sessions
- Preparation of the chosen methodology
- Selection of questions for the sessions



PHASE 2: IMPLEMENTATION OF CO-CREATION

Phase 1. Introduction

- Standard personal introductions
- Name games
- Pair introduction interviews / "speed dating" game
- The ball of string
- People bing
- Mural ice-braker games
- Conceptboard ice-braker games

Phase 2. Core Co-creation

- Brainstorming
- World Café
- Role-playing
- Conceptual mapping
- Philipps66
- Problem tree
- Storytelling
- Go round
- Ideastorms
- Map-it
- Online brainstorming

Phase 3. Evaluation

- Two dimension axis
- Predefined number of stickers or dots
- Voting system using Likert scale
- Ranking
- Plus-minus implications



PHASE 3: MONITORING AND REPORTING

- Reports – Qualitative analysis of the information collected – Scientific publications
- Satisfaction questionnaires of participants

Policy makers



Young women



Children



Seniors



Healthcare professionals



Migrants



IMPROVEMENT OF THE STRATEGY: PUBLIC CONSULTATION

- Two international workshops with 24 experts in gender, inclusion, equity and privacy issues and the members of the Advisory Board of the IDEAHL project.
- EU survey launched to retrieve additional feedback from experts and practitioners.
- Workshop with 7 other EU funded projects related to digital health literacy.
- Delivery to Europarliamentarians in the field of Health.
- Feedback from the implementation of the 12 actions piloted during the IDEAHL project.



MAIN FINDINGS

Preparation well in advance is essential, mainly for a large sample size.

Facilitators and Multipliers are key in the co-creation process.

Co-creation is a powerful tool for policy makers and healthcare managers.

The development of effective health prevention policies and strategies requires knowledge of the needs of those who will be the end-users.

Participants' feedback on the experience were significantly positive.

Analysis of needs, barriers and opportunities

NEEDS:

- Tools to identify reliable websites.
- Simple messages adapted to the diversity of the society.
- Improvement of health literacy.

BARRIERS:

- Language.
- Cost of certain online health resources.

OPPORTUNITIES:

- Involvement of community stakeholders: sociocultural mediators.
- Youtube - great platform for immigrant population.



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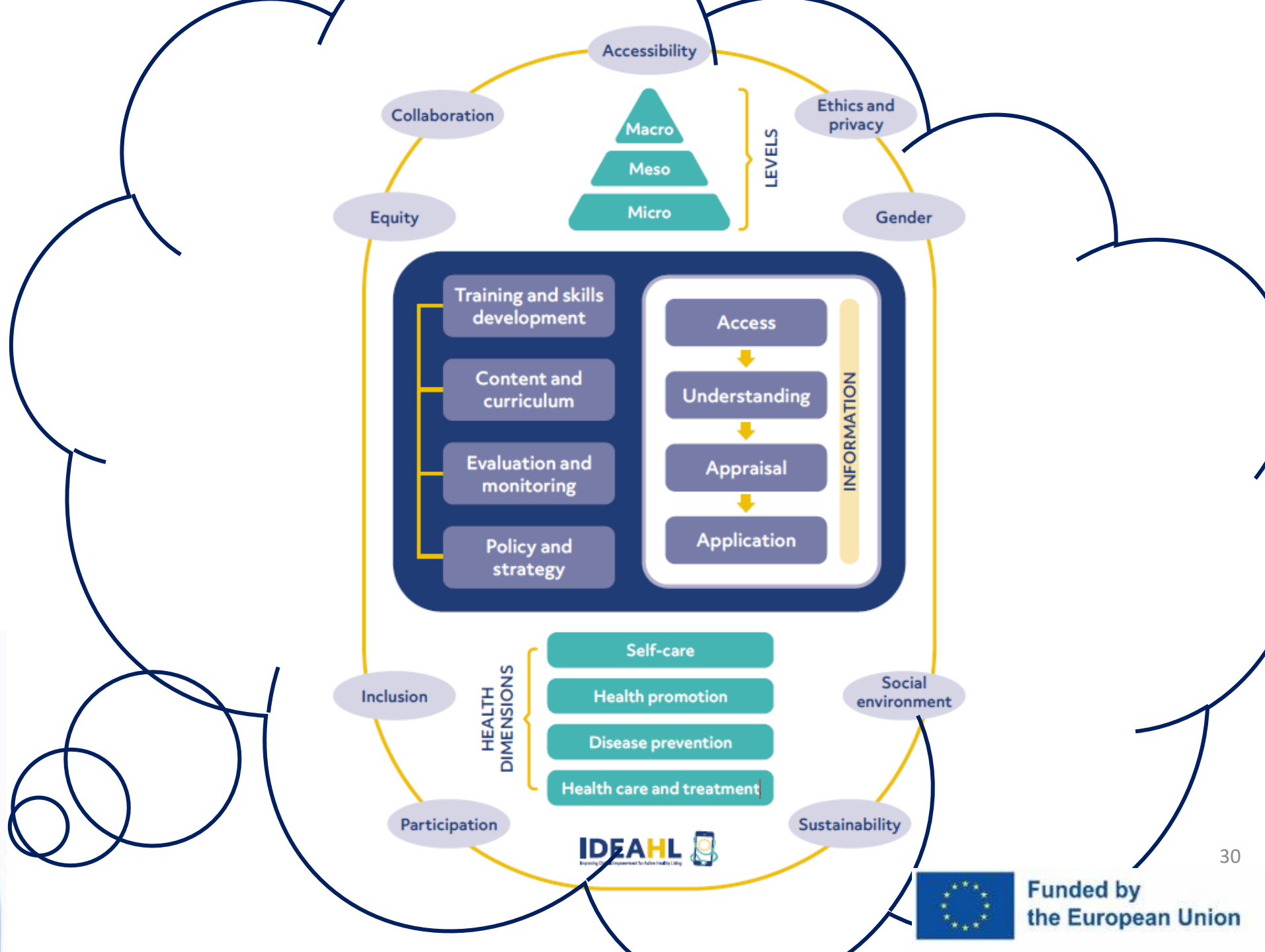
IDEAHL European Digital Health Literacy Strategy



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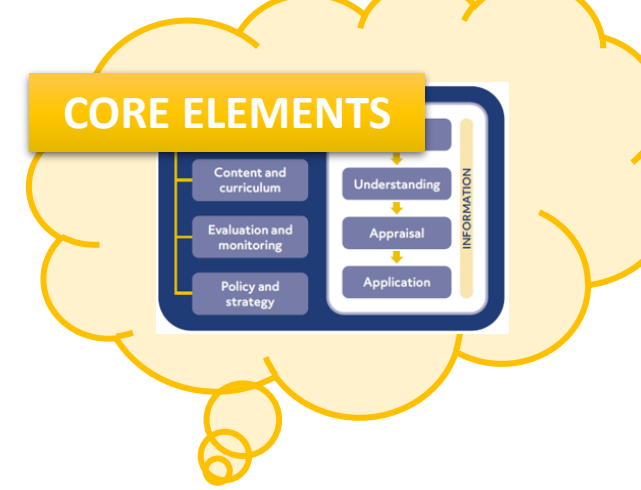
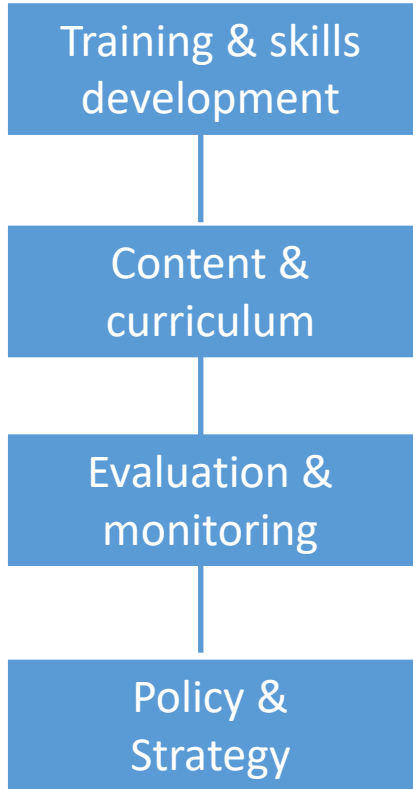


EU dHL Strategy



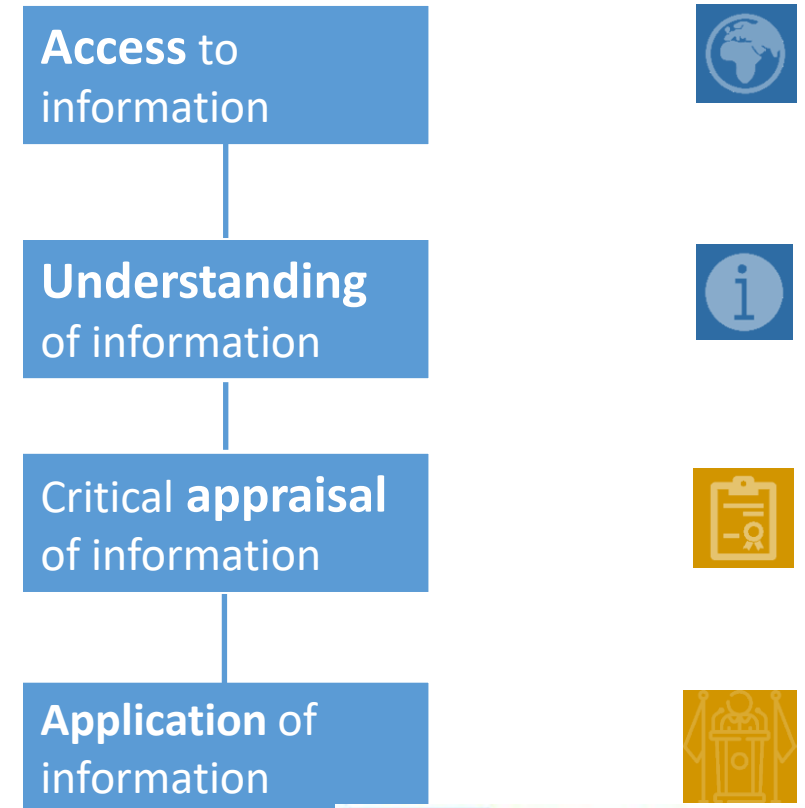
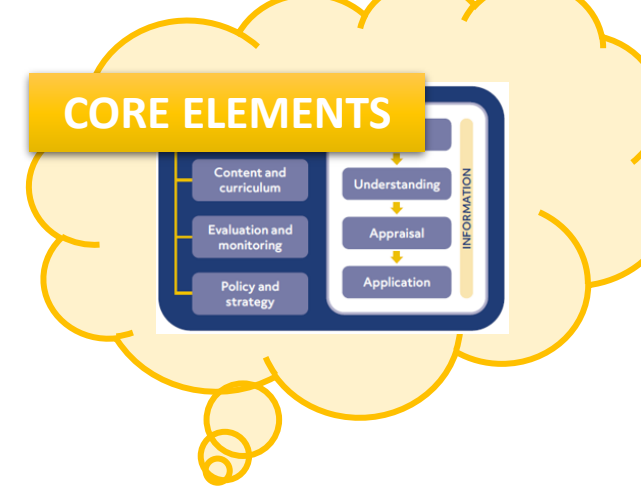
Digital components

International Telecommunication Union



Health components

World Health Organisation



ACCESSIBILITY

SOCIAL ENVIRONMENT

TRANSVERSAL ELEMENTS

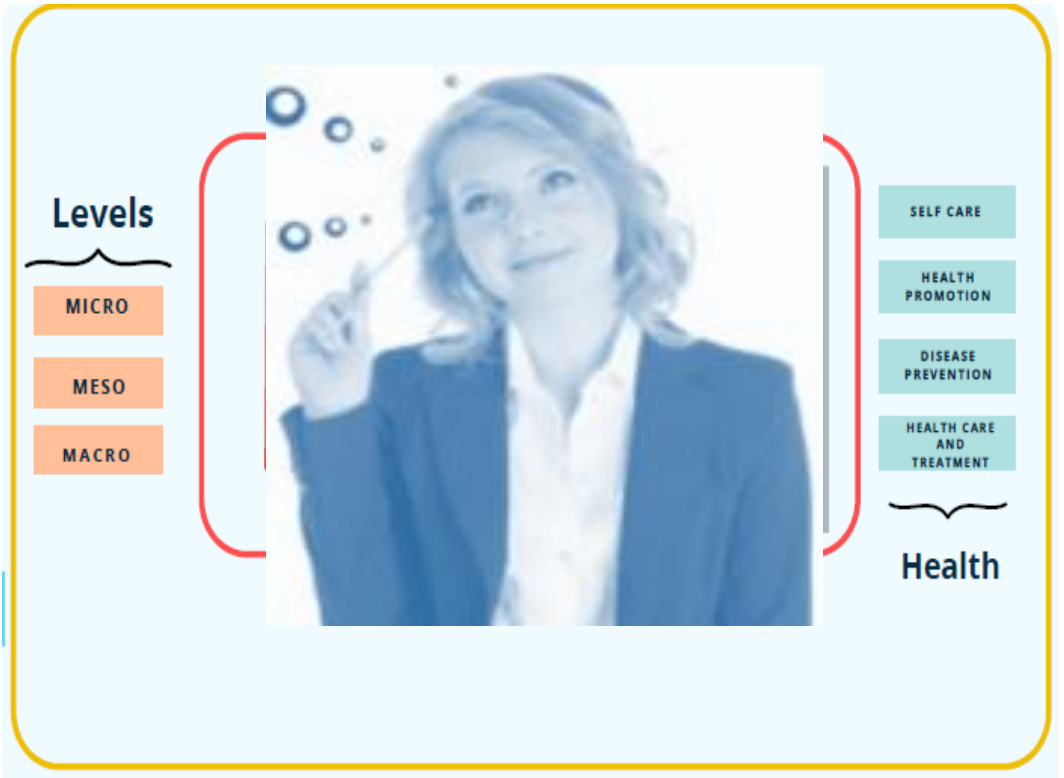
PARTICIPATION

ETHICS & PRIVACY

INCLUSION

SUSTAINABILITY

GENDER



EQUITY

COLLABORATION

IDEAHL dHL Strategy Toolkit

18 recommendations on TRANSVERSAL ELEMENTS

Collaboration


Accessibility


Equity

20 recommendations on DIGITAL COMPONENTS


20 recommendations on HEALTH INFORMATION COMPONENTS


Sustainability

 Training and Skills development


 Access to the information

Ethics and Privacy

 Content and curriculum


 Understanding the information

Social environment

 Evaluation and monitoring

 Critical appraisal of the information

Gender

 Policy and strategy

 Application of the information

 **Click on the core and transversal elements to know more**

Participation

Inclusion

Other recommendations

[Go to index](#)

Monitoring and evaluation (M&E) of the Strategy

Interventions, actions, projects, programmes or policies at local, regional, or national level must be in line with the EU dHL Strategy.

Use the Theory of Change (ToC)

Use SMART indicators

Data management and processing

Results



Indicators are fundamental measures that help to track and assess the progress and performance of an intervention. To be effective they should be **Specific, Measurable, Achievable, Relevant** and **Time-bound (SMART)** features that provide information on the inputs, activities, outputs, outcomes, and impacts of the intervention.

[See set of indicators & definitions](#)

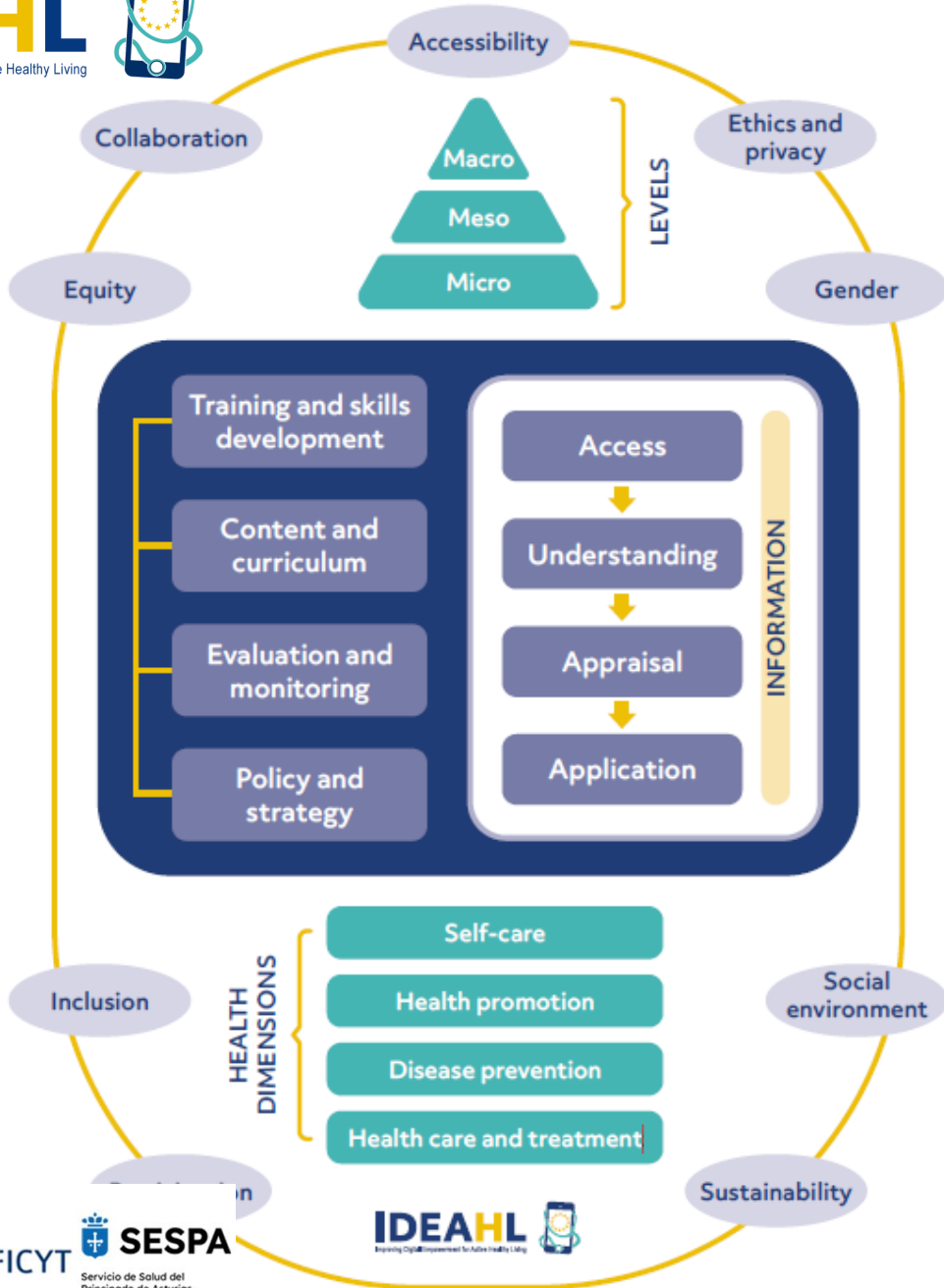
[Know how to define an indicator](#)

EVALUATION TOOLKIT

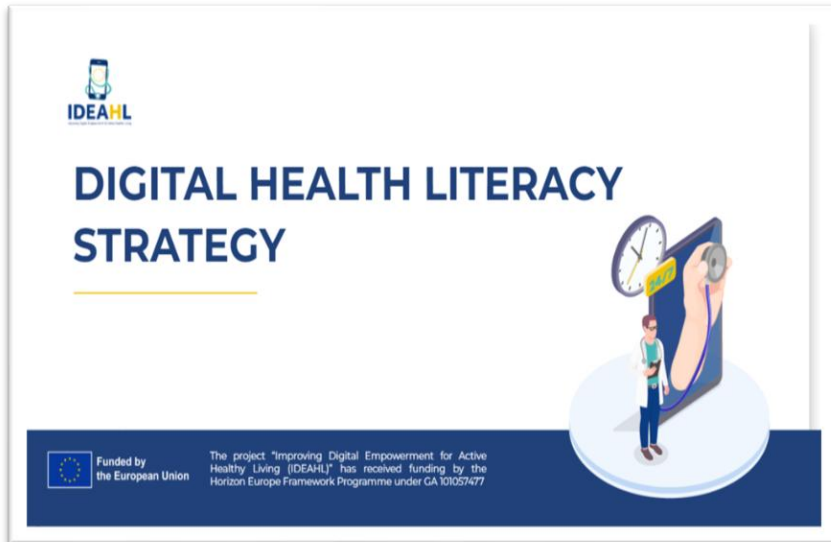
| | | |
|---|--|--|
|  Tailored Analysis Profiles |  Algorithmic Responsibility |  Integration of Gender and Inclusion |
|  Responsible and Secure Data Practices |  Data-Driven Decision-Making |  Consider Intersectionality |
|  Thoughtful Data Element Selection |  Resource Optimisation |  Gender Perspective for Evidence and Equality |
|  Inclusive Evaluation Approach |  Unified Measurement and Baselines |  Practical Steps for Gender and Inclusion |
|  Data Privacy and Transparency |  Health Professional Communication Skills |  click on each box to know more |

14 recommendations

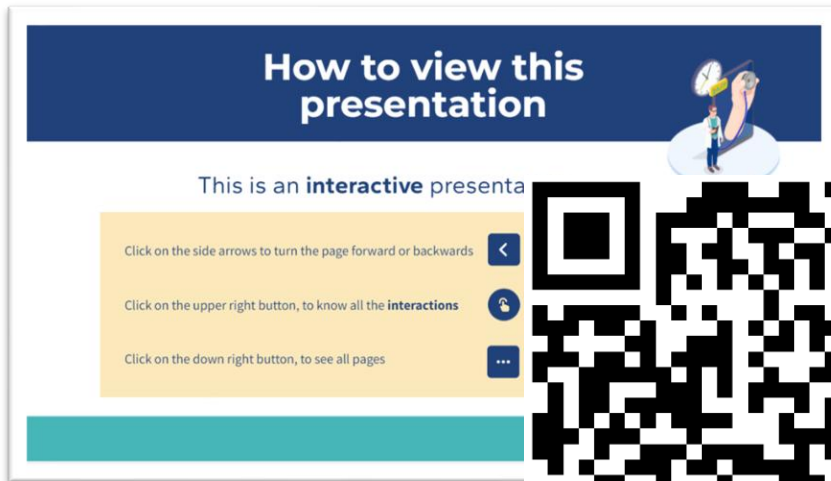
12 (d)HL pilot actions in 10 countries
3 replicators



IDEAHL Strategy: interactive presentation



IDEAHL Strategy: full text





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SMART • SOCIAL • SUSTAINABLE



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THANKS



zenodo

www.ideahl.eu



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