Digital Connectivity for Older People

- Digital Inclusion
- Sus-IT Community Hubs
- Digital Unite
- Internet of Things
- IOT Set top box
- Emerging Technologies
- Innovation
- Smart Homes
- Dementia Friendly
- Dementia Friendly Technology
- Demenshare
- What Works
- Cognitive Science
- Customer Led Transformation
- New Dynamics of Ageing
Joining up the Grey Cells

William Barker, 3 June 2014 — learning from others, new people

William talked about this project at the OPM Sprint event on 19 May. He was 1 of 7 presenters from exemplar departments we asked to present on how they are using open approaches. Check out the Storify linked from the Sprint post to see his slides.

Open Policy Making is:

broadening the range of people we engage with, using the latest analytical techniques, and taking an agile, iterative approach to implementation.

Find out more.

Tools and techniques
What others are doing

Categories

Select Category

Tweets

UK Civil Service
@UKCivilService

Great welcoming JFK quote from Liverpool mayor @joeforLiverpool “conformity is the
What does research contribute?

Knowledge and understanding

Learning & engagement strategies

Technical design, HCI

Awareness education & support

Nagging question - how to link-up with Policy Makers and Practitioners?
Understanding the age-related threats to ICT use

- **Physical changes**, e.g. eyesight, hand dexterity, mobility

- **Psychological and cognitive changes**, e.g. confidence, memory

- **Social changes**, e.g. family members moving away

**COMMON MYTHS - Once people are online, they stay online**

- Older people are not supposedly interested in computers!
- There is a silver bullet yet to be found/developed which will get older people on-line.
- The digital skills sought by older people are the same as those needed in the workplace.
- Older people don’t want to be involved in design.
- Computers are too complicated for older people.
- One-size fits all’ in delivery of ICT skills i.e. there is one best way to learn digital skills.
What’s the research base telling us?

informed by 1000plus older people

- Many older people are enthusiastic and successful users of ICTs/the internet but sustained digital engagement can be hampered/halted, by **physical, cognitive, personal/social changes** that occur as we age and by technological change.

- Older ICT users want **readily available, trusted and sustained support** (including ‘troubleshooting’), embedded in social activities / personal interests, free of time pressure and assessments, impartial advice and ‘try before you buy’ of ICT devices including telecare/self-care products.

- **Appropriate design and ICT learning and support in the community** to meet these needs can extend successful use of ICTs to prolong independence and autonomy

- Older people can be **empowered to shape design of ICTs, make decisions and enhance their quality of life** within an ethical framework which ensures respect for lived experience, nurtures and safeguards older people, and uses appropriate methods

- There is an **ICT learning and support void** to fill beyond the workplace
Practitioner’s views as to issues and barriers

- **Cost** - Perceived and actual purchase and ongoing broadband costs

- **Motivation** - Includes lack of confidence/perceived lack of relevance.

- **Fear** - Breaking it, making a mistake - Scare stories in the media of scams

- **Skills** - Stop talking technology start talking what people do

- **Not understanding benefits** - Not just savings, social & well being but the need to overcome why need to self serve
Practitioners views as to issues and barriers

In home need for tech/broadband

- Centres are ok but have to get IT & Broadband into people’s homes
- Care homes and residential settings (Library for those who can access)

Trusted and sustained help

- Where to go (Grass roots community based support)
- Who to trust. (Ongoing one to one support required)

Inaccessible Technology

- Bad user design
- Not inclusive for all, especially disabled and elderly
- Need to engage users from the start
Digital Connectivity for Older People

Pre-conditions identified at the roundtable

WHAT WORKS

- Address user needs holistically
- Sustain participation
- Exploit the evidence base
- Building Trust through inclusion
- User-focused Commissioning
- Understand the pace of technological change

SUPPORTING TRANSFORMATION

- Develop Common standards and principles
- Learn from users to improve design and outcomes
- Understand the opportunities and limitations of technology
- Improve co-ordination and use of technology tools
- Define the key steps to underpin real change
- Establish priorities for early development

Overview Paper of Joint GO-Science/DCLG Roundtable: 16th July 2014

Steps that could help with establishing a **What Works** approach were seen as:

- Address user needs holistically
- Sustain participation
- Exploit the evidence base
- Build Trust through inclusion
- User-focused Commissioning
- Understand the pace of technological change
Steps that could help with supporting longer term Service Transformation were seen as:

- Develop Common standards and principles
- Learning from users to improve design and outcomes
- Understand the opportunities and limitations of technology
- Improve co-ordination around the use of technology tools
- Define the key steps to underpin real change
- Establish priorities for early development
Digital Connectivity for Older People “Grey Cells” model

**Pre-conditions**

- **WHAT WORKS**
  - Address user needs holistically
  - Sustain participation
  - Exploit the evidence base
  - Building Trust through inclusion
  - User-focused Commissioning
  - Understand the pace of technological change

**Supporting Transformation**

- Develop Common standards and principles
- Learn from users to improve design and outcomes
- Understand the opportunities and limitations of technology
- Improve co-ordination and use of technology tools
- Define the key steps to underpin real change
- Establish priorities for early development

**Foundation Criteria**

- **Accessibility for all**
  - Societies should ensure the full participation of all their members, by embedding accessibility to digital technology for all people with disabilities throughout their institutions, processes, and public awareness efforts

- **Availability and affordability**
  - People and communities need reliable and affordable access to broadband technology infrastructure in order to be fully engaged and sustainable in today’s digital world.

**Public access**

- In the connected digital world, all people, regardless of income, status, or intellectual ability, need access to information and communication technologies in order to be fully engaged members of civil society, both economically and socially.

**Common ethics and standards**

- Individuals and institutions — both need accurate, unbiased information to understand the technology options available to them, including how to buy and maintain equipment and how to safely navigate the digital world.

**Sustaining digital literacy**

- Beyond having access to technologies, people need to understand digital technologies and how to use them effectively to achieve their educational, economic, and social goals.

**Delivery Criteria**

- **Supporting Knowledge and learning**
  - Academic and training bodies’ institutions should ensure that students have the digital skills to fulfill their roles in civil society, participate and contribute to the world of work, and access the potential rewards of lifelong digital learning.

- **Supporting Economic and working choices**
  - Digital technology should be harnessed as a powerful engine of innovation and economic growth in order for individuals and businesses to succeed in this environment, society need to champion the mastery of digital skills for all and encourage the use of technology for economic development.

- **Civic participation**
  - People should be easily able to interact electronically with community institutions, government agencies, and one another, to allow them to participate actively in civic affairs.

- **Health and Wellbeing**
  - People should have the digital technologies necessary to support their health and wellbeing needs, especially in areas with limited health care facilities, to afford that all members of society have access to the best possible health care.

**Covering areas such as**

- Health and Wellbeing, Skills/Knowledge
- Employability, Volunteering, Independence
- Social Interaction, Economic Public Services & Efficiency

Adapted from: Building Digitally Inclusive Communities

DCLG Technology Strategy & Digital Futures

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