Engaging citizens in digital health and wellbeing technologies and services. Lessons learned from European Health Systems

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ENGAGING CITIZENS IN DIGITAL HEALTH AND WELLBEING TECHNOLOGIES AND SERVICES:
LESSONS LEARNED FROM EUROPEAN HEALTH SYSTEMS

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THE CHALLENGE

◆ Engaging citizens in digital health and wellbeing technologies and services is essential to improve European health systems.
◆ Barriers exist throughout the process of engaging users in eHealth (Hardiker & Grant, 2010).
◆ Current literature is typically based on small-scale pilot/feasibility studies or randomised controlled trials.
◆ Scaling up and implementing eHealth initiatives in complex real-world health systems could lead to additional barriers to engagement.

AIM

1. To examine barriers which hindered citizen engagement in the Delivering Assisted Living Lifestyles at Scale (dallas) programme across the United Kingdom. https://connect.innovateuk.org/web/dallas
2. To discuss the recruitment strategies that were implemented to address these barriers to engagement.

RESULTS

◆ A number of socio-technical barriers affected citizen engagement at each step in the recruitment process.
◆ A number of novel approaches were implemented to address these.

SOLUTION

◆ Rebrand & realign digital products with trusted healthcare organisations
◆ Novel engagement methods: physical, virtual & mobile

LESSONS LEARNED

◆ Implementing citizen engagement strategies in large-scale digital health and wellbeing initiatives is complex and challenging.
◆ Different barriers and facilitators occur throughout this process which can be addressed with a mix of tailored recruitment approaches combining traditional and innovative methods.
◆ Frameworks such as the Normalization Process Theory could be used to map this journey and address barriers to implementation before they occur.

REFERENCES