



IDEAHL
Improving Digital Empowerment for Active Healthy Living

Newsletter n. 1

Get to know IDEAHL!

1. Welcome to the IDEAHL project!

IDEAHL in a Nutshell

The Improving Digital Empowerment for Active Healthy Living (IDEAHL) initiative, funded by the EU Horizon Healthy Citizens 2.0 framework, puts (d)HL (digital Health Literacy) at the center of the EU health strategy, bringing together 14 research and practitioner organisations from 10 European countries.

Together with over 1,300 stakeholders from public health and social services, technology branch representatives, civil society organisations and citizens, IDEAHL will create, test, and evaluate an inclusive and comprehensive strategy on (d)HL at European level, which can be implemented at national and regional levels.

READ our **project leaflet** and the IDEAHL White Paper on our dedicated [repository](#)!

IDEAHL Kick-off Meeting in Oviedo, Spain

On 24 and 25 May 2022 the Regional Ministry of Health of Asturias (Spain) hosted the **Kick-off Meeting of the IDEAHL project**.

During the working days in Oviedo, Spain, representatives from all the partners involved met to lay the foundations and establish the tasks to be carried out during the first six months of the project's development.

It was also a great and enjoyable opportunity to meet in-person and get to know each other!

Useful documents and meeting presentations are available [HERE](#).



Family photo of members participating in the Kick Off meeting in Oviedo held on 24 and 25 May, 2022.

2. Let's dive into the project activities!

Main outcomes of first work package and online interactive Atlas

Within the framework of the IDEAHL project, RMIT Europe and RMIT University are contributing to Work Package 1 with the development of the Global Atlas for Literacies in Health (GALH). In the context of WP1 activities, RMIT is responsible for the preparation of the deliverable the first phase of which – integrating the key information generated from the research works on health and (d)HL literacy and the mapping tools on (d)HL in Europe and beyond – has been completed. The GALH aims

at combining WP1 IDEAHL data in an interactive platform to guide policymakers and health practitioners in assessing (d)HL levels when approaching (d)HL policies' formulation/ implementation.

How do we include the entire EU in one single strategy?

The foundation for an EU digital health literacy (d)HL strategy has now been laid – nearly. Inspired by co-creation methodology, all 14 partners have contributed to three comprehensive literature mappings, that are now forming the recommendations for the future work in IDEAHL.

The mappings highlight the need for (d)HL interventions, aiming at changing determinants at different socioecological levels to improve the chance of successful and sustainable outcomes. Simultaneously, demographic, social, cultural and gender aspects should guide the development of interventions to target the most vulnerable groups.

Yet, it is a challenge to capture all the EU in one single strategy. Workshops with representatives from practice have highlighted great diversity in the understanding of (d)HL across fields, illustrating the heterogeneity related to the term. Similarly, the mappings have highlighted great variation in the evidence base across countries and huge contextual differences across the continent.

Another finding shows how vulnerable groups regarding (d)HL might differ from one country to another. Thus, literature has revealed the need for context dependent interventions, which is also supported by representatives from practice. So how do we manage to capture these contextual differences in a shared EU (d)HL strategy? Hopefully, the coming co-creation workshops in IDEAHL will help us get closer the development of the strategy.

3. IDEAHL workshops: main findings and lessons learnt

Health Literacy through the ethics lens

On 23 November 2022, the IDEAHL consortium held an online **workshop “Health Literacy through the ethics lens”**. It was attended by 49 participants, including experts, members of the Advisory Board and IDEAHL project partners.

During the event, the most relevant ethical issues to consider when implementing (d)HL strategies were discussed. Participation took place interactively through online discussion and brainstorming on the Jamboard tool, a digital whiteboard for real-time collaboration. To fuel the debate, stakeholders were asked to submit their written responses in advance to bring great ideas to the event.

As a result, needs, strengths, ways forward, preferences, policy, and implementation issues for health and care professionals (HCPs), vulnerable people and policymakers were discussed and identified.

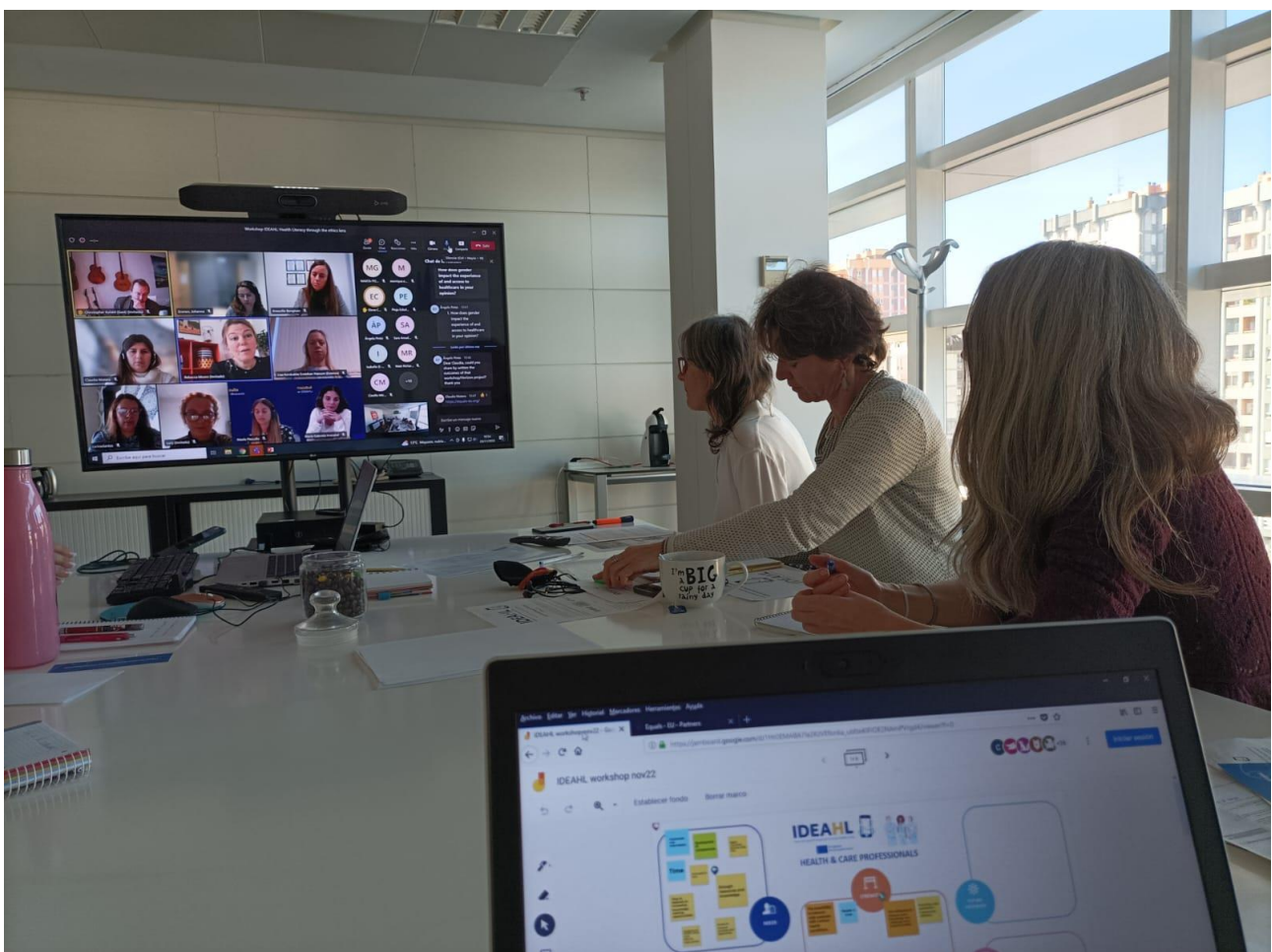
Among the emerging ideas:

- sharing data is fundamental for science, just as privacy is fundamental as a right;
- data belongs to people, so HCPs must respect people's right to do what they want with their data;
- information and education could ensure both (d)HL and the right to privacy.

In addition, experts proposed actions to mitigate ethical and privacy barriers, i.e. complexity of guidelines and regulations, such as policymakers starting to promote data collection and harmonisation mechanisms, HCPs including themselves in the design of healthcare software, citizens opening their minds and trusting both HCPs and policymakers, among many others.

Are you interested in the ethics of health literacy and want to give us your expert opinion?

Take part in our 2nd workshop in October 2023!



Ethics experts and members of the IDEAHL coordinating team following the online interventions of the experts in the online workshop "Health Literacy through an Ethical Lens".

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IDEAHL Network of Champions

On 27 January 2023, a workshop to validate the results from the first work package (WP1) was held with the **identified network of champions**, chosen from experts of research activities within WP1 which were identified to be describing best practices on HL and (d)HL. Also, the partners in the IDEAHL consortium were asked to identify national champions to join the workshop. Altogether 41 persons participated in the event and results and findings from the following topics were presented:

1) Initiatives and actions promoting (d)HL, 2) best practices to support (d)HL, 3) tools for measuring (d)HL levels in the EU, and 4) levels of (d)HL in the EU.

The champions agreed that interventions should always be culturally tailored. The need for education and training of citizens was emphasised, as HL tools are easier to use for highly educated people rather than for vulnerable groups. The champions highlighted that different tools suit different settings. The best (d)HL tool is the one that matches the purpose and has the strongest evidence base. Still, sometimes the choice of a tool is made according to whether it is available in the needed language. The champions argued that (d)HL levels should be measured for EU populations in general, as it is important to be able to compare (d)HL levels of specific groups to those of the general population.

4. High Level Policy Making event in Brussels

“BUILDING AN IDEAHL EUROPE” High-Level Event to Develop a European (Digital) Health Literacy Strategy

On 7 March, 2023, at the European Parliament in Brussels, the IDEAHL Consortium presented the preliminary findings from the project activities along with its roadmap for the co-creation of the Strategy on (d)HL together with stakeholders and citizens from the 10 partner countries. The aim was to ensure policy making support for the Strategy’s development and its long-term sustainability.

The event was jointly organised with the WHO Office for Europe which has recently launched **the Regional digital health action plan for the WHO European Region 2023–2030**. Digital Health Literacy is a strategic objective of the action plan, with a clear reference also in the resolution that urges Member States to “measuring the digital health literacy of health workers and citizens and enhancing their skills through digital health literacy programmes”.

Get to know more, visit our [website](https://www.ideahl.com)!



Policymakers and IDEAHL project partners attending the High-Level Event at the European Parliament in Brussels on 7 March, 2023.

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5. Co-creation sessions: how to build a Strategy on (d)HL at European level

The IDEAHL project plans to co-develop its EU (d)HL Strategy by taking into account feedback and opinions from interested parties and groups of citizens. This feedback will be gathered through an interactive and multi-step process of co-creation that will involve over 1,300 different stakeholders, including citizens and patients, healthcare and social service providers, policy makers, non-health sectors, and academia. The collected feedback will allow the development of an inclusive Strategy to improve (d)HL for the benefit of all citizens focusing on health promotion, disease prevention, treatment and self-care as well as on monitoring its impact on wellbeing, productivity, and the economy.

Co-creation sessions in IDEAHL started in February and will take place until July 2023, both offline and online. They are guided by facilitators who pose research questions that must be answered in the context of the co-design process. Traditional activities are implemented in all project countries, taking different forms depending on the target group. This may include potential focus groups, workshops, role-playing exercises and other activities proposed in the co-creation methodology applied on a case-by-case basis by the facilitator. Co-creation will also be tailored to policy makers, along with a panel of (d)HL experts to provide feedback for the Strategy.

In addition to traditional co-creation, WP2 Leader – supported by IDEAHL partners – will conduct further online co-creation exercises and awareness campaigns, especially through social media.

Get to know more by following us on our [website!](#)

GDPR Policy

We are sure you are aware that new laws about data protection have come into force in May 2018. As your privacy is important to us, we wanted to assure you that your data will only be used to keep you informed about the latest activities of the project and invite you to its events. We will not give out your data to any other third-party address on its mailings list nor to other people without your permission.

You do not need to do anything unless you no longer wish to receive emails concerning IDEAHL project. Should this be the case, please contact us in reply to the email stating this fact. If we don't hear from you, we shall assume you wish to continue receiving information about IDEAHL and keep your email address on our list.

Our mailing address is:

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**Funded by
the European Union**

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