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## **PRESS RELEASE**

### **IDEAHL: Co-creation activities on digital Health Literacy**

The EU-funded project IDEAHL has reached an important milestone with the conclusion of co-creation activities involving 19 different target groups in as many as 10 different European countries. IDEAHL, the acronym of "Innovative Digital Education and Active Healthy Living," is a research project funded through the Horizon Europe program, characterized by a consortium of 14 different entities, including universities, health and social care institutions, public authorities and research centers, led by the Consejería de Salud of the Principality of Asturias (Spain).

The implementation of the co-creation phase stretched from February to August this year and was led by ISRAA, an Italian public care provider. The main aim was to investigate the level of (d)HL in specific segments of the population, the main barriers to the use of technology in health, the related ethical aspects and social implications, and possible areas of improvement and solutions. A total of 1434 participants, including groups of policy makers, experts and practitioners, as well as vulnerable groups such as the elderly, women, children, people with disabilities, migrants, and prisoners, were involved in comprehensively 140 co-creation sessions.

The results showed that the digitization process is sometimes an obstacle for the most vulnerable population groups, for various reasons, including low digital skills, low quality or scarcely diffused digital infrastructure in rural areas, or lack of language accessibility. Another aspect that emerged, however, concerns the difficulty of separating reliable from less reliable health information sources, partly due to the large number of existing sources, which are sometimes conflicting. In this regard, the need to create standards, at the macro level, to help people retrieve useful digital information on health. Additionally, it was also maintained that institutions should play a more active role in providing training and educational opportunities in the field of digital health modeled after the specific needs of the different target groups involved. Finally, it is expected that more efforts will be made to increase the digital literacy level among physicians and healthcare professionals in general, as they are citizens' first interlocutors when it comes to dealing with health and digital health issues.

The IDEAHL project aims to create a strategy for increasing the level of (d)HL among the European population by providing solutions to be adopted at both the national and local levels. Therefore, the opinions and ideas co-created during the co-creation activities were collected with the intention of contributing to such a strategy, giving sufficient space and voice to the broad population groups engaged. It should therefore be emphasized that the co-creation sought to intercept the opinions and perceptions of segments of the European population that are often insufficiently involved and consulted in the decision-making processes and design of digital health technologies.

The co-creation activities also allowed to build new synergies and collaborations with other entities and organizations, especially during the participants' engagement phase. In order to reach the predetermined numbers, in most cases the project partners relied on their own network and other

entities in their area, as well as social media, thus managing to spread communication about the IDEAHL project itself more generally.

As the co-creation phase draws to an end, the implementation phase of the project kicks off. This latter will see the implementation of a series of pilot actions in all 10 European partner countries. The choice of these actions is closely linked to the needs that emerged during the co-creation phase and the guidelines contained in the (d)HL Strategy.

To stay updated on the project and future activities, you can visit the website at <https://ideahl.eu/> and the dedicated social channels:

LinkedIn: <https://www.linkedin.com/company/ideahl-improving-digital-empowerment-for-active-healthy-living>

Instagram: [https://www.instagram.com/ideahl\\_eu/](https://www.instagram.com/ideahl_eu/)

X: <https://twitter.com/IdeahlA>



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#### **About ISRAA:**

The Istituto per Servizi di Ricovero ed Assistenza agli Anziani (ISRAA) is an Italian public care provider for older people based in Treviso. It covers a wide range of older people's needs and has wide knowledge and experience in assisting older people to remain independent as long as possible according to their functional and cognitive limitations.