

IDEAHL

Improving Digital Empowerment for Active Healthy Living



FINAL CONFERENCE

A Digital Health Literacy Strategy for Active Healthy Living

Room Spinelli 1G3, European Parliament, Brussels, Belgium

6th March 2024

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AGENDA

9:30 - 9:45 Welcome Address

- Alina Lupu, Policy Officer, DG CNECT at EC
- Stéphane Hogan, Head of Unit for Health Research at HaDEA

9:45 - 10:00 Keynote Address

- Ryan Dos Santos, Technical Officer, Digital Health, WHO

10:00 - 10:30 Project Introduction and milestones

- Health Minister (TBC), Health Ministry of Principality of Asturias
- Marta Pisano, CSPA-SESPA-FICYT, Coordinator of IDEAHL

10:30 - 10:45 Morning Coffee Break

10:45 - 11:45 Panel 1: "Mapping Digital Health Literacy in the EU and indicators" & "The Global Atlas of Literacies for Health (GALH)"

Chair: Diana Thoft, Research manager and Charlotte Thorup, Researcher at UCN

- Merja Hoffrén-Mikkola, Principal lecturer at SeAMK
- María Gabriela Irrazabal, Research Fellow at RMIT

11:45 - 13:00 Panel 2: "Co-Creation Activities for the EU Strategy"

Chair: Beatrice Avagnina, Managing Director at Consulta Europa

- Adele de Stefani, Project Manager at ISRAA
- Inés Rey Hidalgo, CSPA-SESPA-FICYT, Coordinator of IDEAHL
- Vanessa Moore, Senior Researcher at EIWH
- Katja Valkama, Principal Lecturer at SEAMK





13:00 - 14:30 **Networking Lunch**

14:30 - 15:30 **Panel 3: "The European Strategy for dHL"**

Chair: Marta Pisano, CSPA-SESPA-FICYT, Coordinator of IDEAHL

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- Laura Pruneda González, CSPA-SESPA-FICYT, Coordinator of IDEAHL
- Mónica López Ventoso, CSPA-SESPA-FICYT, Coordinator of IDEAHL
- Carina Dantas, Carina Dantas, IDEAHL Ethics Expert
- Health Minister (TBC), Health Ministry of Principality of Asturias

15:30 - 15:45 **Afternoon Coffee Break**

15:45 - 16:30 **Panel 4: " Implementation, monitoring, and evaluation of the EU dHL Strategy and Knowledge Exchange with replicators "**

Chairs: Kai Fritze, Project Manager at MLHSA and Stefania Silvestri, Project Officer at CEI

- Pilot 1: 'Get active for your health' - Cristina Fernández García, CSPA-SESPA-FICYT, Coordinator of IDEAHL
- Pilot 2: 'Increase health professionals' knowledge of and ability to uncover citizens and patients' digital health competence' - Lisa Emtekær Hæsum and Jacob Madsen, Researchers from UCN
- Pilot 3: 'Training for pharmaceutical professionals and citizens to improve their digital skills in the healthcare system' - Lourdes Rosa, Project manager, ADIPER
- Pilot 4: 'Campaigns for raising awareness about HL and (d)HL' - Maria Inês Santos and Bruna Franceschini, Project managers at CDC
- Knowledge Exchange Replicators
 - Lourdes Ochoa de Retana García and Irene Dúo Trecet, Programa Paziente Bizia – Paciente Activo, Osakidetza - Servicio Vasco de Salud
 - Verónica García Cernuda, Escuela Cántabra de Salud, Consejería de Salud de Cantabria
 - Xavier Gómez i Guevara, Programa Pacient Actiu, Conselleria de Sanitat Universal i Salut Pública, Generalitat Valenciana



16:30 - 17:00 What's next for the IDEAHL project?

- Matt Richardson, Senior Researcher in Health and Welfare Technologies, Mälardalen University

17:00 – 17:15 Closing Remarks

- Marta Pisano, CSPA-SESPA-FICYT, Coordinator of IDEAHL





SCOPE AND PURPOSE OF THE PROJECT

Improving Digital Empowerment for Active Healthy Living (IDEAHL), funded by the Horizon Europe programme of the European Commission, is a project with the ultimate objective of **empowering EU citizens in using digital tools** and taking a more active role in the management of their own health and well-being, as well as supporting innovations for coordinated person-centred care models.

For this reason, IDEAHL **developed and tested new models and approaches of (digital) health literacy intervention development and application through the co-creation of a (d)HL Strategy at European level**. The Strategy focuses on health promotion, disease prevention, treatment and (self-)care. To maximize its impact in promoting healthier lifestyles, better health management and interaction with healthcare professionals across Europe, the Strategy considers geographic, social, and economic determinants of inequities in (d)HL. Moreover, the project adopts a truly bottom-up approach by ensuring wide stakeholders' involvement.

In the initial stage of the project, IDEAHL strengthened its knowledge base by mapping (d)HL research, policies, projects, and existing practices in Europe and beyond. Specific attention was paid on existing literature and knowledge about the key citizen groups considered by IDEAHL, along with gender dimension, social innovation, ethics and privacy, and inclusiveness.

To complement the mapping of (d)HL, representatives of practice from healthcare and social services— as well as citizens in general— were involved in a large co-creation exercise in the 10 partner countries to identify and discuss obstacles, difficulties, and areas of improvement related with (d)HL, eventually supporting the development of an (d)HL Strategy at European level. In addition, a network of key stakeholders for the promotion of (d) HL across the EU (and beyond) to foster exchange and uptake of best practices will also be developed.

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”.

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The IDEAHL Consortium:

