



# IDEAHL: Co-creation workshops with policymakers

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CONCEPT AND AGENDA

*12 JUNE 2023*

*ONLINE*

[PARTICIPANT LINK](#)



## SCOPE AND PURPOSE

Digital health is rapidly developing as a solution to current and future health care problems by increasing access to information, services and products that help individuals better manage their own health. However, if an individual lacks the competences to find, comprehend, and apply that information through digital means – known as **digital health literacy**, or dHL– then these tools’ and services’ potential to improve self-management will be greatly reduced and the expected cost-effectiveness benefits will not be achieved.

The **Improving Digital Empowerment for Active Healthy Living (IDEAHL)** project, funded by the Horizon Europe programme of the European Commission, is a Europe-wide effort that aims to create a comprehensive and inclusive EU strategy for improving dHL. It includes the formulation of dHL-promoting policies, the recommendation and testing of dHL-strengthening interventions, and the monitoring of valid indicators across Europe.

Over 1,300 stakeholders will be involved in a large **co-creation process in 10 EU countries** to identify and discuss obstacles, difficulties, and areas of improvement related with dHL— supporting the development of the IDEAHL Strategy at European level. The activities will develop the core competencies required to achieve good dHL, but also to relate it to developments in society regarding health, digital technology use, civic engagement, and sociocultural and socioeconomic trends. The final outcome of these activities should help empower EU citizens in using digital tools to play a more active role in managing their own health and well-being— fostering innovation for person-centred care models.

## OBJECTIVES

The involvement of **policymakers**, representatives of national and regional authorities and other organizations across Europe represents a key element for the success of the project and the Strategy to be developed. For this reason, the Central European Initiative is organizing two co-creation workshops with policymakers to provide ideas, experiences and good practices on (d)HL to contribute to the construction of the IDEAHL Strategy. The two workshops will involve different participants, allowing for broader and more comprehensive inputs to ensure the achievement of two target objectives:

- to gather precious information on **barriers and challenges** encountered in the development and implementation of policies and initiatives fostering dHL,
- to discuss potential **interventions** to foster (d)HL related to **health promotion, disease prevention, and treatment & self-care**.



## AGENDA

### Co-creation workshops with policymakers

*12 June 2023*

*Online*

**10:00 – 10:20**

Moderator:

Stefania Silvestri, Project  
Officer, CEI

#### Welcome and introductory questions

Interactive discussion on dHL-related policies and interventions

**10:20 - 11:20**

Facilitator:

Gabriele Mingolla,  
Project Officer, CEI

#### Addressing barriers and challenges to dHL

- Conceptual mapping of potential obstacles to dHL
- Wrap-up - 10 minutes

**11:20 – 11:30**

- **Short break**

**11:30 – 12:30**

Facilitator:

Gabriele Mingolla,  
Project Officer, CEI

#### Fostering dHL-related interventions

- Structured discussion on successful interventions, policies, measures, programmes to support (d)HL
- Wrap-up - 10 minutes

**12:30 – 12:50**

Moderator:

Gabriele Mingolla,  
Project Officer, CEI

#### Ethics / Social Implications

- Moderated open discussion



12:50 – 13:00

Moderator:

Ana Sinkovic, Project Manager,  
CEI

The living lab approach for co-creation: the experience  
of ACSELL project

- Short presentation

13:00 – 13:10

Moderator:

Anna Marconato, Senior  
Programme Manager, CEI

- Conclusion and closing remarks



## Introductory questions

1. How often do you search for health-related information on the Internet and through what channels?
2. Do you feel comfortable in searching for health-related information on digital tools, understanding it, and using it for your own life and health management?

## Barriers & Challenges

1. What are the general barriers that society faces regarding (d)HL?
  - a. Legal administrative barriers
  - b. Budgetary gaps
  - c. Healthcare related barriers
  - d. Individual/societal barriers
2. What are the main uncovered barriers to be addressed?
3. What do you see as the main areas for improvement concerning (d)HL related policies?

## Fostering (d)HL Interventions

2. What are some key elements to consider for the development of a Strategy fostering (d)HL at EU level?
  - a. Health promotion
  - b. Disease prevention.
  - c. Treatment & self-care
3. Do you have any suggestions concerning specific initiatives/projects to be included?
4. Do you have any lesson learned from related activities-projects you were directly involved in?

## Ethics & Social Implications

1. In your experience, does gender affects the level of (d)HL among citizens?
2. Can you provide suggestions on how to better include vulnerable beneficiaries?

## Covid-19 and (d)HL

1. The COVID-19 had a remarkable impact on healthcare related policymaking, can you provide some insight on this?



The IDEAHL Consortium:



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