



Digital Health Literacy: Strategic direction for the European Region

EuroHealthNet Annual Seminar: Promoting Digital Health Literacy for Europe's Digital Future

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Content

Focus on numbers

Digital Health Literacy in the Health Workforce

Digital Health Literacy in the Wider Population

WHO/Europe in action



01 By the numbers

IT penetration - A data reality check

51%

Internet use

90%

Access to mobile-
broadband network

54%

Social media users

72%

Search for health-
related information

01 By the numbers

A data reality check about web health related information

80%

Search engines

7%

Daily searches
about health

4B

Results regarding
COVID-19

7%

Authoritative
information

01 By the numbers

A data reality check about misinformation

4%

Misinformation about
H1N1 (Twitter)

24%

Misinformation about
Zika (Youtube)

55%

Misinformation about
ebola (Twitter)

29%

Misinformation about
COVID-19

02 Digital Health Literacy in the Health Workforce

The context



Demand for healthcare workers will reach 18 million across Europe by 2030

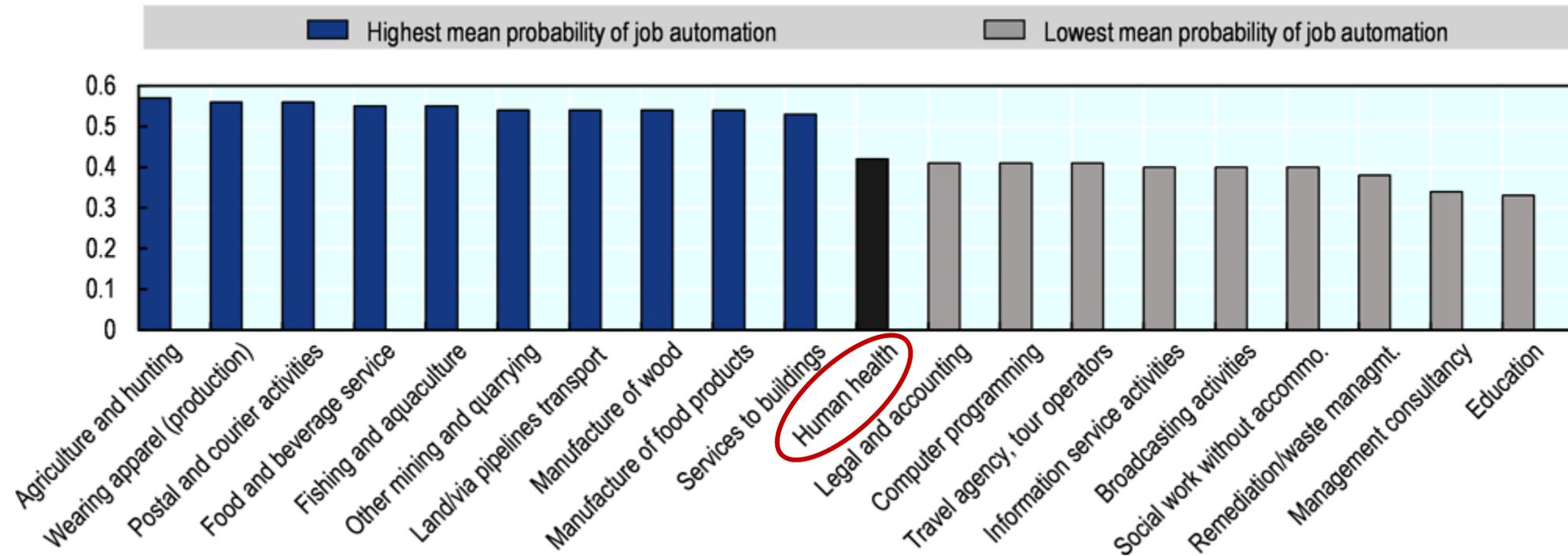
The current supply of 8.6 million nurses, midwives, and healthcare assistants
across **Europe will not meet current or projected future need.**

Sources: (1) Transforming healthcare with AI: The impact on the workforce and organizations, McKinsey & Company, <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/transforming-healthcare-with-ai>; (2) Global strategy on human resources for health: Workforce 2030, World Health Organization, https://www.who.int/hrh/resources/pub_globstrathrh-2030/en/, 2016; (3) Healthcare personnel statistics - nursing and caring professionals, Eurostat, 2019, https://ec.europa.eu/eurostat/statistics-explained/index.php/Healthcare_personnel_statistics_-_nursing_and_caring_professionals#Healthcare_personnel.

02 Digital Health Literacy in the Health Workforce

The impact of digital health

Jobs most and least likely to be automated, 20 industries



Notes: Not all tasks related to caring for and assisting patients that cannot be automated could be included in the calculation; hence, estimates for the health sector are biased upwards. High mean probability of job automation means that the mean job in a given industry is highly automatable based on tasks it involves. Low mean probability of job automation indicates that the mean job in a given industry might change with regards to how some of its tasks are carried out.

Source: OECD (2018) "Automation, skills use and training", Paris, <https://doi.org/10.1787/2e2f4eea-en>; OECD Survey of Adult Skills (PIAAC) 2012, 2015.

02 Digital Health Literacy in the Health Workforce

The impact of digital health

AI can help remove or minimize time spent on routine, administrative tasks, which can take up to **70%** of a healthcare practitioner's time.

Direct implications for HWF planning

Potential benefits:

- ↓ Workload
- ↑ Productivity
- More time to care
- ↑ Improve people's health

Potential risks:

- ↑ Administrative workload
- No impact on people's health
- Not used, not trusted

Source: [Transforming healthcare with AI: The impact on the workforce and organizations](#), McKinsey & Company,

Source: Topol E. [The Topol Review. Preparing the Healthcare Workforce to Deliver the Digital Future](#). 2019:1-48.

03 Digital Health Literacy in the Wider Population

The impact of digital health

Dealing with digital health information is difficult for
22%-58%
of the population.

Source: WHO Action Network on Measuring Population and Organizational Health Literacy (M-POHL)

Variables influencing Digital Health Literacy

- Age
- Ethnicity
- Economic status
- Educational attainment
- National economic development and geographic location
- Gender and power dimensions

Source: Azzopardi-Muscat N, Sørensen K. [Towards an equitable digital public health era: promoting equity through a health literacy perspective](#). Eur J Public Health. 2019 Oct 1;29(Supplement_3):13-17.

03 Digital Health Literacy in the Wider Population

The impact of digital health



Individuals who are **highly digital health literate** gain **more positive outcomes** from the information search in terms of self-management of health care needs and adoption of healthy behaviours.

Source: Neter E, Brainin E. eHealth literacy: extending the digital divide to the realm of health information. J Med Internet Res 2012;14:e19.

04 WHO/Europe in action

Dialogue, policy and action



World Health Organization
REGIONAL OFFICE FOR Europe

Regional Committee for Europe EUR/RC69/R9
69th session
Copenhagen, Denmark, 16–19 September 2019 19 September 2019
190598
ORIGINAL: ENGLISH

Resolution

Towards the implementation of health literacy initiatives through the life course

The Regional Committee,

Recalling resolution EUR/RC62/R4 by which it adopted Health 2020, the European policy framework that supports action across government and society for health and well-being, and which includes actions on improving health literacy under priority area 1: Investing in health through a life-course approach and empowering people; as well as resolution EUR/RC67/R3 by which it adopted the roadmap to implement the 2030 Agenda for Sustainable Development, building on Health 2020, which highlights the fact that the broad promotion of health literacy, supported by digital health technology, has the potential to address health and health equity, empower citizens, decision-makers and investors and support the delivery of a range of Sustainable Development Goal targets;



World Health Organization
REGIONAL OFFICE FOR Europe

Twenty-Ninth Standing Committee EUR/SC25
of the Regional Committee for Europe
Second session 18 November 2021

ORIGINAL: ENGLISH

Leveraging Digital Transformation for Better Health in Europe

Developing a Regional Digital Health Action Plan

This concept note provides an initial overview of the proposed Regional Digital Health Action Plan for the WHO European Region for 2023-2030 (further European DH Regional Action Plan) to the Standing Committee of the Regional Committee for Europe for comments and feedback, prior to the submission of a draft framework with targets, indicators and milestones for presentation at the 72 session of the WHO Regional Committee for Europe.

The Regional DH Action Plan will outline the strategic actions to be taken to promote digital health systems in the European region that improve health at scale. This will be translated in supporting countries to leverage and scale up a digital transformation for better health and to increase their capacity to align investment decisions in digital technologies with their health system needs and in full respect of the values of equity, solidarity and human rights. It recognises digital health as an important determinant of health. It will operationalize the WHO Global Digital Health strategy at regional level taking into account developments and lessons learned during the COVID-19 pandemic. A timeline indicating the next steps for preparing the above-mentioned document is presented.

04 WHO/Europe in action

Resolution on Health Literacy (2019)



Proposed actions to improve digital health literacy in all settings at regional and/or national level:

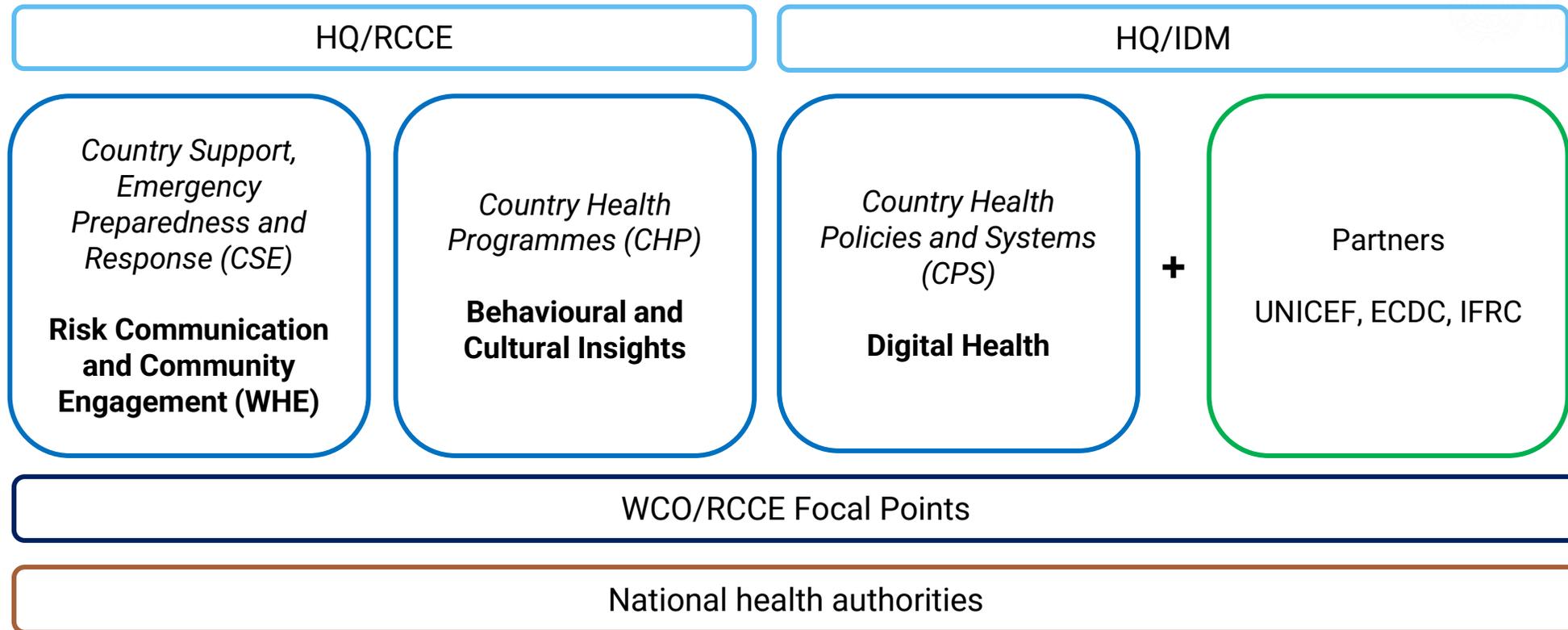
- integrating and enhancing digital health literacy by:
 - highlighting the **role of digital health literacy in policies, strategies and plans** related to health information dissemination, health systems innovation and health services delivery;
 - promoting **health literacy friendliness** in all digital communications and technologies;
 - ensuring that digital health literacy **contributes to decreasing inequalities** (including gender-based) as well as **social exclusion**;
- setting priorities and developing initiatives to improve digital health literacy and digital health literacy responsiveness.

04 WHO/Europe in action

Infodemic management

Three-division project team - simplified stakeholder map

Project initiated for COVID-19 with aim to extend to all health emergencies



04 WHO/Europe in action

Infodemic management



04 WHO/Europe in action

Infodemic management



Guidelines

- ✓ **WHO/Europe IDM guidance coming soon!**
- ✓ [Infodemic Management framework, Building a response workforce to manage infodemics](#)
- ✓ [Infodemic Management framework, 50 actions tracker](#)
- ✓ [WHO public health research agenda for managing infodemics](#)
- ✓ [WHO outbreak communication guidelines](#)
- ✓ [WHO communicating risk in public health emergencies](#)

Trainings

- ✓ [WHO/HQ training on infodemic management](#)
- ✓ **WHO/EUROPE country tailored capacity building workshops on infodemic management** (Albania, Armenia, Azerbaijan, North Macedonia, Russian Federation, Turkmenistan)

Tools

- ✓ [Early AI-supported Response with Social Listening \(EARS\)](#)

04 WHO/Europe in action

Leveraging Digital Transformation for Better Health in Europe



Developing a Regional Digital Health Action Plan

- Setting norms and providing technical guidance
- Enhancing or developing digital health strategies
- Building networks and promoting dialogue and knowledge exchange
- Horizon-scanning and landscaping for solutions that can be scaled at country or regional level.



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Thank you

