

# Using digital tools for healthy ageing

**EuroHealthNet Annual Seminar 2026**

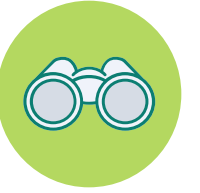
Session 2: Promising health promotion and disease prevention initiatives in the digital era

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# Using digital tools for healthy ageing



## What we know:

1. Digital technologies have the potential to support health promotion and disease prevention among older adults (65+)
2. Apps, wearables, VR, and digital training interventions show positive effects, particularly on physical activity, health literacy, and motivation (*AI tools were not yet considered*)
3. Most interventions are designed for independent use at home and in everyday settings (the smartphone usually acts as the key instrument for delivering an intervention)
4. **Significant digital inequalities persist, highlighting the need for more inclusive and accessible solutions for vulnerable older populations**

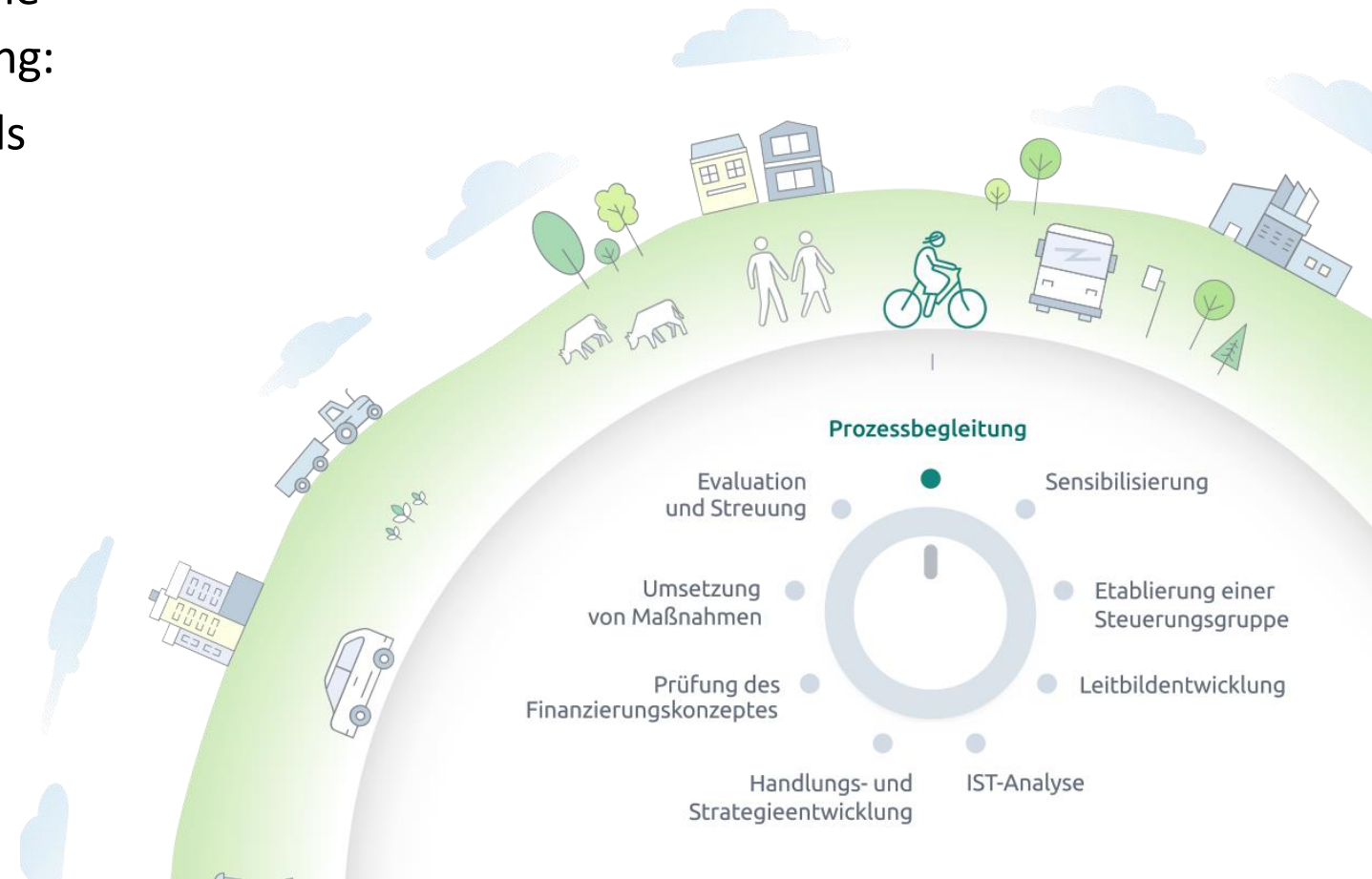
# The IB - A digital tool to support municipalities in creating activity-friendly communities

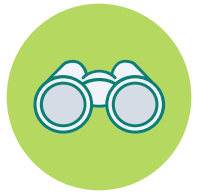


# How can the digital tool be used?

The IB supports city planners throughout the entire process and at every step by providing:

- Information and supporting materials
- tips and good practice examples
- tools and methods





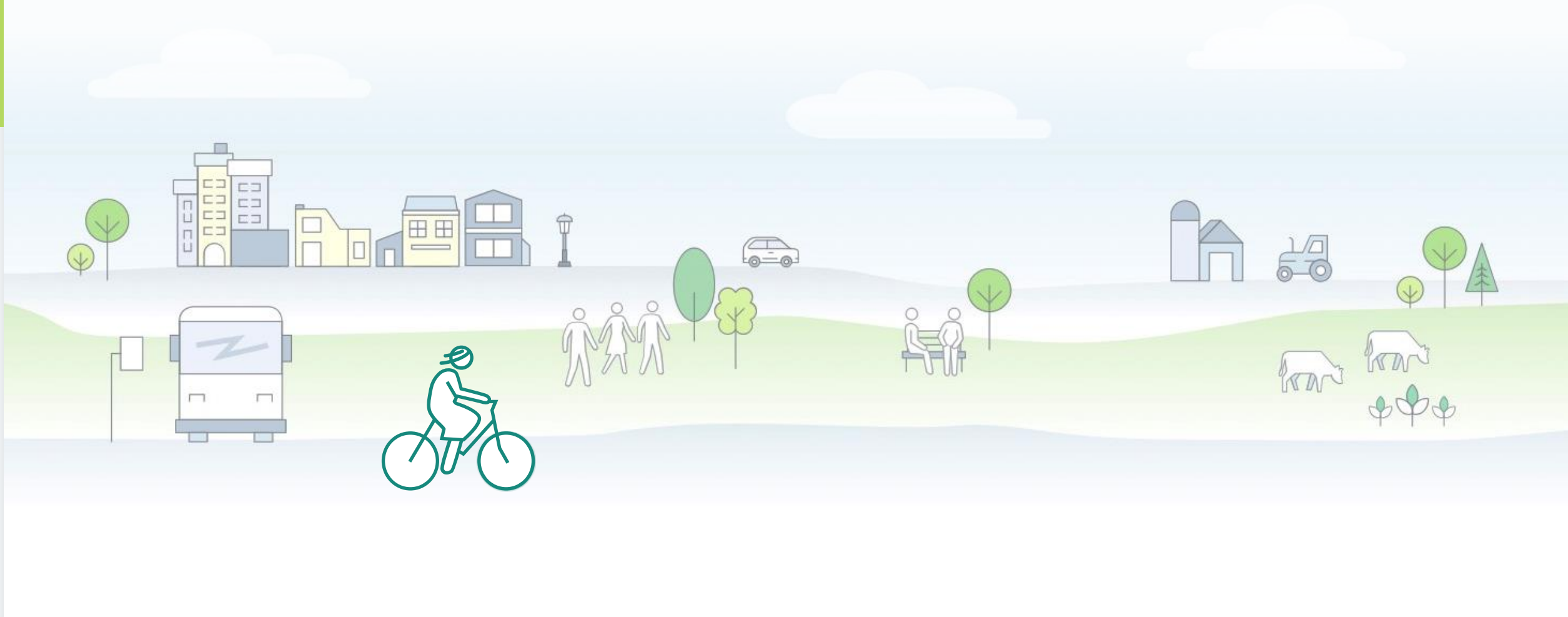
# But why digital? Some relevant background

## How the IB came about:

- Between 2014–2019, we piloted a new intervention programme in five German municipalities to strengthen age- and physical-activity friendly settings in communities.
- We had very positive and sustainable results...
- ... but Germany has over 11,000 municipalities.

**Solution:** Provide a similar support structure digitally and free of charge for all municipalities and administrations.

# Understanding User Behaviour and Needs



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So imagine you've developed an app...

... but your target group decides not to use it. What happened?



# Why are the users not using my app?

## Common Pitfalls:

- The app does not address a real problem for the user
- The app creates additional work instead of reducing it
- The user does not trust the app or the provider
- The app works differently from established (online) experiences
- The app is confusing or unintuitive
- The design was built around assumptions, not user needs

**= The user was not continuously involved!**



# Understanding User Behaviour and Needs

## 1. Figure out the „problem“ of your target group

- **Problem Interview:** Understand the problem thoroughly before designing the digital intervention – don't assume!
- **For instance:** What *really* prevents a city planner from implementing health promoting infrastructure in their community?

## 2. Do not jump to solutions too early

- **Solution Interview:** Understand thoroughly what users actually need – don't assume!
- **For instance:** What do city planners need to help them in their daily work towards health promoting infrastructure? Will a digital solution meaningfully address those needs?

## 3. Participation of the users during development is key

- Users should be involved in all stages of design and implementation
- Don't just validate your digital solution afterwards

## 4. Focus on a minimal „lovable“ product

- Focus on users who love the product – They will be excited about feedback and further development
- Prioritize iterative improvement over premature scaling

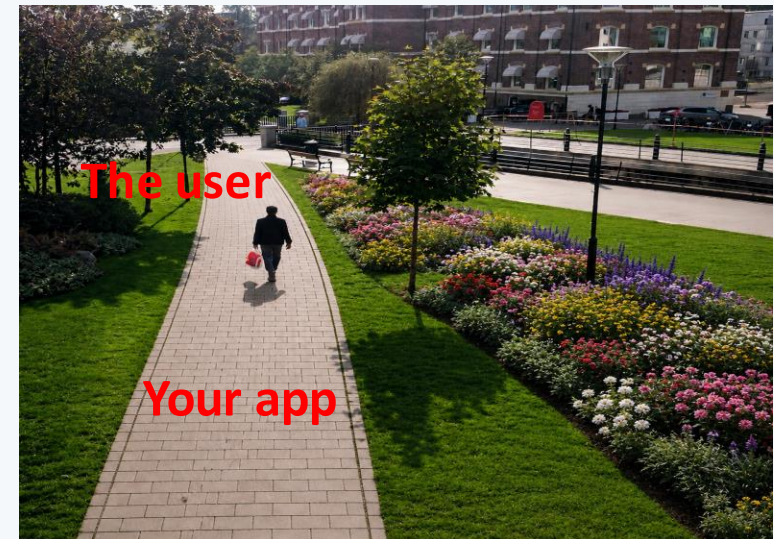
# Thank you very much!



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Developed with AI