

One Digital

Learning from the Age UK Project

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BACKGROUND

WHAT IS ONE DIGITAL?





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- Big Lottery-funded venture led by a partnership of Digital Unite, Affinity Sutton, AbilityNet, SCVO, Age UK and Citizens Online
 - Each partner delivered specific projects, through the use 'trusted intermediaries' to promote and deliver basic digital skills to end beneficiaries
 - Programme based on assumption that empowering, supporting and inspiring trusted intermediaries to be Digital Champions is a highly effective and sustainable way of delivering digital skills.
 - More information about the overall programme is presented at www.digitalchampionsnetwork.com/one-digital-programme
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BACKGROUND

WHAT IS THE AGE UK ONE DIGITAL PROJECT?



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- **Aim:** understand if Digital Champions are an effective approach to motivate older people and equip them with the skills and confidence to safely use digital technology
 - **Two partners:** Age UK Leicester Shire & Rutland and Age UK Oxfordshire



- **Digital Champion:** Individual who is a registered member of the Digital Champions Network, has undertaken the required online courses, and volunteers to engage, support and encourage older people to develop their digital skills and confidence.

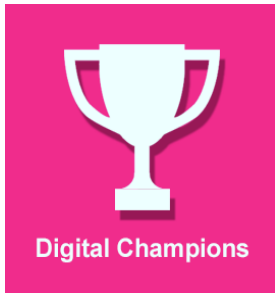
ACHIEVEMENT

THE NUMBERS





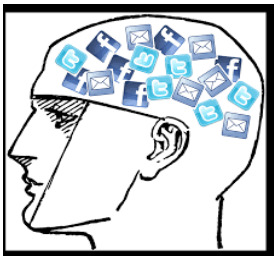
95 intermediary organisations engaged



160 Digital Champions recruited & trained



3858 older people reached by Digital Champions
to promote benefits of digital technology



1274 older people supported by Digital
Champions to learn new digital skills

ACHIEVEMENT

THE STORIES



It would be hard to exaggerate how grateful I am...the guidance he gave helps maintain my previous independence


After being able to use a computer I was really depressed and annoyed that I was unable to get to grips with my tablet, but thanks to you and your team I don't feel I'm a failure

Had a brilliant morning and got all my questions answered. I have certainly learned a few things and only hope I remember them all

Organised my pictures into folders.
Readjusted sleep time on machine

Very helpful, friendly environment...very easy to talk to & listens well

I have learned how to take videos, and how to divide a screen and copy files




Ms L in her 80s, born and lived in Leicestershire all her life, was a primary school teacher for 27 years. After which she cared for her husband for 15 years before he passed away. During this illness she began researching her own family history and her desire to record this on a computer was the reason she wanted to learn to use technology.

“My interest is therefore not so much an interest in technology as much as the help it affords me in my communication skills with the family, its history and my own learning & understanding of its dynamics. However I am coming to realise that to access this I need to have some grasp of how it all works.”

Her wish to learn how technology works led her to attend the sessions and she discovered the wonders that technology can play in today's world.

“Learning to use a tablet...is not only helping me to keep up to the minute with the younger members of the family but it is enabling me to extend my own learning via AMAZON (books galore & cheaper!) and UTUBE...even beginning to have confidence in my own abilities to query & question the ‘technology’ ...so completely different to being taught computer skills ”



My tutor was brilliant,
and managed to
install me with more
confidence, building
on what I already had


I have learnt to
Skype my family in
Barnados

I feel have made
progress by his
kindness and very
patient tuition!

There is no end to
learning, we just
need more time, as
we get older, it takes
more time for the
information to
register.

I learn to get
youtube, news, how
to find prices,
recipes, how to find
facebook, Twitter,
money matter.

Well, what a
brilliantly helpful
session! The help
and advice was given
in words that I
understand. I have
gained confidence in
using tablet

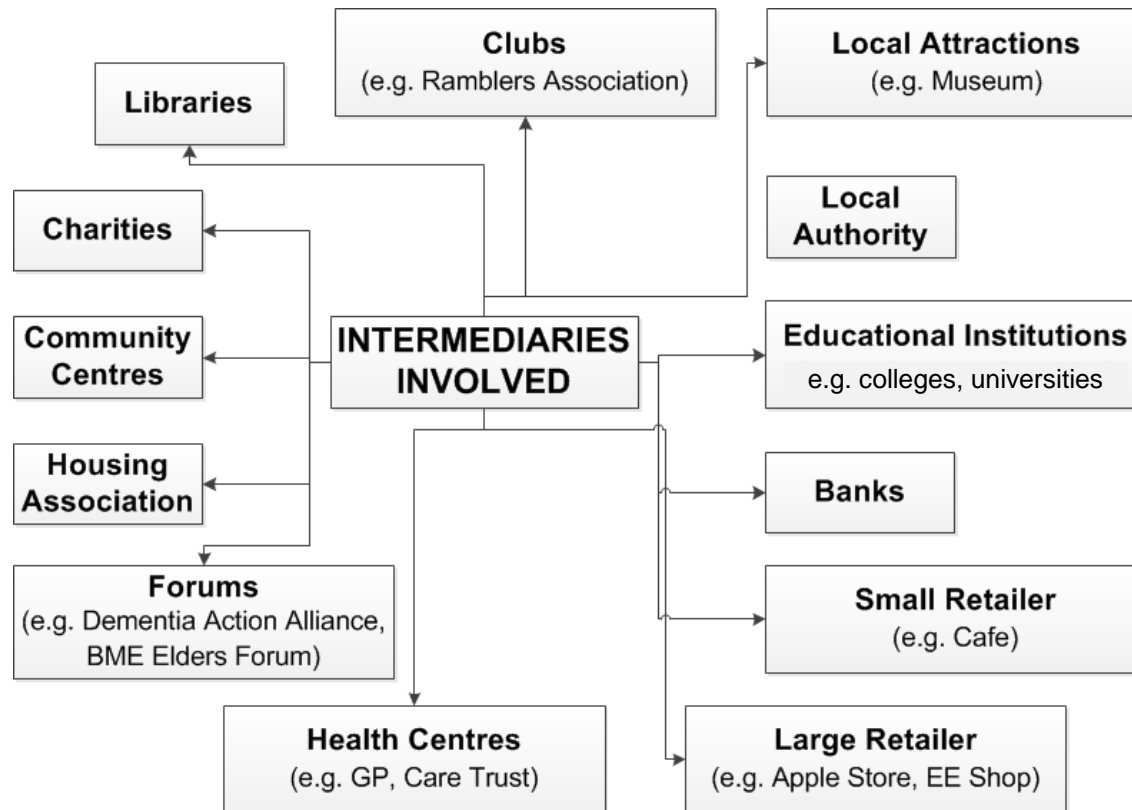


LEARNING


INTERMEDIARIES



- Intermediaries are organisations that interact with older people and are able to provide an **avenue to reach older people, space to host sessions, people as Digital Champions, and deliver sessions themselves**




Working with intermediaries benefits from:

- **Clear communication:** explaining to them what it is you are trying to achieve and why it is a good idea for them to invest some of their resources to help older people (including being associated with the widely known and locally trusted Age UK Brand, improved public image, increase in possible footfall)
 - **Giving the time to foster and manage the relationship:** intermediaries need to feel that they are valued and have a part to play
 - **Providing feedback:** continually share how things are going as photographs and case studies and other data can be used by them in their own internal publications which could generate additional volunteers
 - **Being flexible:** different intermediaries will want to be involved in different ways (e.g. loan devices as extra resource; delivering session; support delivery of session)
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LEARNING

DIGITAL CHAMPIONS



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- Digital Champions are individuals who volunteer to engage, support and encourage older people to develop their digital skills and confidence. This can range from the initial conversations with older people who have never used digital technology, to those with mixed experience who wish to further develop their skills and experiences
 - Digital Champions can be involved in:
 - attending events to promote the benefits of digital technology to older people
 - supporting an older person on a one-to-one basis to develop their digital skills
 - leading or helping at drop-in sessions or extended support classes
 - Digital Champions are recognised as one when registered as a member of the Digital Champions Network and have completed the required online training
 - Digital Champions vary in skills and experience
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Digital Champions benefit from having:

- **Empathy & Engaging Skills** to be able to connect and develop a conversation with an older person to help understand how they will most benefit from support available
- **Patience** as in some cases an older person will need to repetitively be shown how something is performed (sometimes over several weeks) before he or she picks it up
- **Working knowledge** of various digital technology (especially in circumstances where older people bring their own devices) or the **inquisitiveness or ability** to be able to find the solution to the problem
- Ability to **simplify** their knowledge into everyday language or speak
- **Passion** to continually improve existing skills and gain new ones where necessary as the digital world is always moving forward with new innovations

LEARNING

ENGAGING & SUPPORTING OLDER PEOPLE



Supporting an older person requires:


- **Developing and shaping a conversation** such that it can then be linked back to the use of technology
- **Allowing older people to lead the session** by asking questions and enabling them to learn at their own pace
- **Reassuring** them that they will not do any damage by trying something and instilling them with the **confidence** to try things on their own
- Using their **own device** as the technology (where appropriate)




LEARNING

DELIVERY MODEL



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- Concept of Digital Champions (but not the name) is recognised as helpful to develop network of community based digital sessions embedded within communities
 - Digital Champions are volunteers and their time commitment is variable and so paid staff still required to coordinate and be liaison point – covering large geographic areas may benefit from having a dedicated paid staff each covering different parts of the area; challenge is to then have system in place to coordinate all these paid staff and their interactions and sharing of resources
 - Digital Unite platform has not entirely enthused volunteers – (i) value in still having a mandatory basic course that prepares Digital Champions before they attend (such as *Essentials for Engaging with Older People*) and (ii) learner records help debrief and end sessions (bringing Digital Champions together)
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- Delivering sessions in the community is more engaging for older people – value in attending venues in advance to understand broadband and technology availability
 - A suite of learning approaches from one-to-one sessions to more structured classes is useful to have available, whilst acknowledging one-to-one sessions tend to be more beneficial but also require more resources
 - An attitude to try non-standard technology (such as Virtual Reality Headsets) can be more effective in engaging older people into the world of digital technology
 - Developing the digital knowledge and skills of all staff across a local Age UK organisation may help identify additional older people – and perhaps those least engaged – that may benefit from being aware of the opportunities to develop their digital skills
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WHAT NEXT

RECOMMENDATIONS FOR FUTURE LEARNING



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- The Age UK Project has generated a wealth of learning that can help improve the effectiveness of the project delivery. However, there are key areas that future evaluations should focus on:
 - what motivates older people to wish to learn or further develop digital skills?
 - what motivates or prevents older people to continue to learn digital skills?
 - how do older people incorporate what they learn into everyday activity and what difference does it make?
 - what motivates Digital Champions to volunteer and continue to support older people? And what leads them to stop continuing to volunteer?