# Digital Health and Wellbeing System

## To reduce health inequalities within diverse communities

**March 2022 - July 2022**

## Southwark Council

**Southwark Council commissioned a design prototype creation and testing phase project for a Digital Health and Wellbeing System, following two years of discovery work.**

## The Opportunity

Southwark Council identified a need to address health inequalities within Southwark. The following issues were discovered during Discovery with the community:
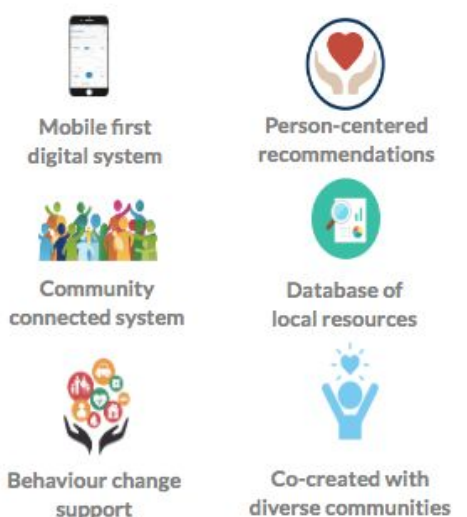
- **Difficult to find out about the full range of services available** - residents have difficulty in accessing and utilising information about health and wellbeing services from Southwark Council webpages.
- **There is limited behaviour change support available** - information and services presented by the council do not meet the specific needs of residents in way that addresses where they are with their health and mental wellbeing.
- **There is not a person centred approach to information and services** - residents from diverse communities report a lack of relevance, trust, personalisation and identification with health information and services.

## The Solution

Discovery work and alpha testing identified the opportunity for Southwark Council to provide a digital health and wellbeing service that supports people from all communities in Southwark to access personalised information in an accessible and inclusive way - addressing their specific needs, meeting them where they are on their health journey and supporting them to improve their mental wellbeing and adopt positive lifestyle behaviours.
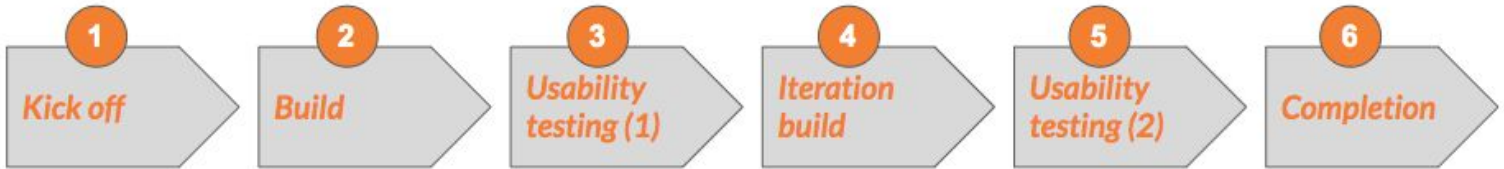
Healum was commissioned to design and test a mobile first web-app digital service for residents. This service aims to connect communities and address health inequalities by providing access to local resources, motivational stories and behaviour change tools.

**KEY FEATURES OF THE SERVICE**

- Mobile first digital system
- Person-centered recommendations
- Community connected system
- Database of local resources
- Behaviour change support
- Co-created with diverse communities

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## The Process

| 1 Kick off | 2 Build | 3 Usability testing (1) | 4 Iteration build | 5 Usability testing (2) | 6 Completion |
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**Kick off:** We built on the extensive user research and synthesis resulting from the Discovery phase conducted by Southwark Council and Commuzi with end users, providers and commissioners. These needs informed our designs, as well as the hypotheses we defined and the questions we asked in testing sessions.

**Build:** The Discovery research informed the collaborative design of multiple concepts for the Digital Health and Wellbeing service, including:

A) **Personalised Support**
   ○ Question based triage as a route to understand resident needs
   ○ Database of information, services and health stories from role-models matched to the health needs of residents

B) **Community**
   ○ Landing page that introduces concept of community
   ○ Acceptance of stories of 'people like me' and "role-models" within the community

C) **Feedback**
   ○ Prompts for motivational support through SMS
   ○ Prompts to check in on progress and identify need for more help through SMS
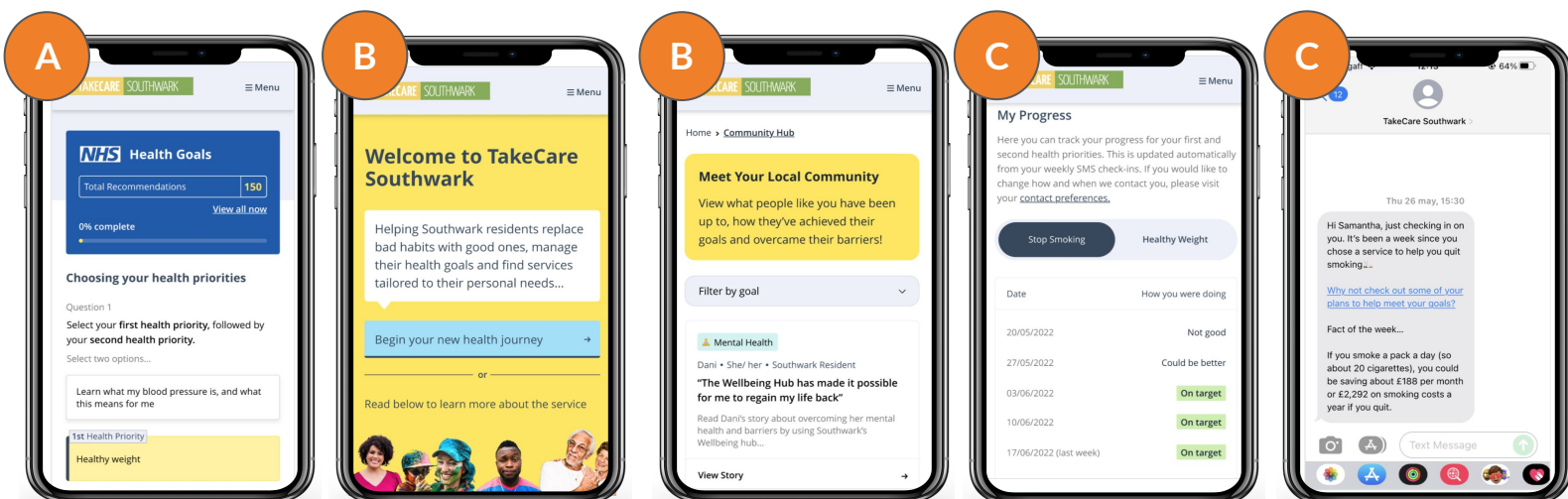
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**Usability testing:** The following questions were defined for testing the prototype with residents

> "Does it provide a sense of support from their local Southwark Community?"

> "Does it provide behaviour change support to help them make a change a deal with relapse?"

> "Does it provide credible, trusted information, that is endorsed by role models that they respect?"

> "Does it make it easy to find relevant services and support for mental and physical wellbeing?"

**Iteration build:** During, and after testing the prototype with residents from diverse ethnic backgrounds, we used the feedback to iterate the user experience based around key insights involving both usability and user experience.

After the second round of testing we iterated the designs once again resulting in our final set of designs for the prototype.
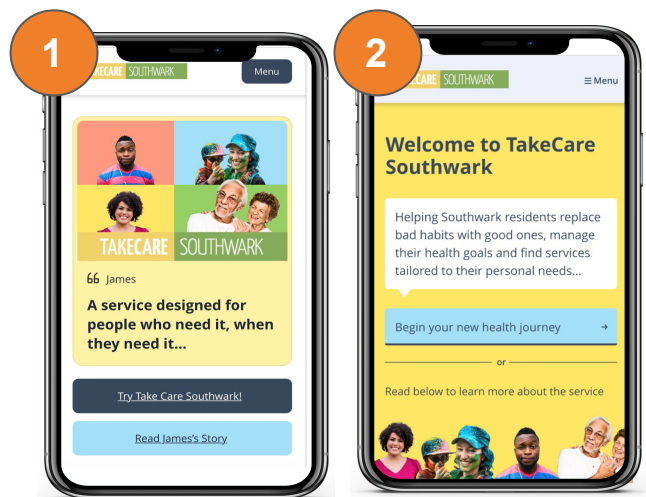
**Completion:** Following two rounds of testing with residents, certain conclusions were drawn, with residents generally expressing a strong desire for such a service:

1. Residents find it difficult to know where to get support for mental wellbeing and positive lifestyle change

2. Residents find it difficult to get seen by their GP, so there is a demand for a digital health and wellbeing service that can point them in the direction of tailored info and services

3. The community page is motivating and the stories from role models and residents are inspiring

4. It is important for the service to be humanised and for it to connect to services delivered by real people

5. Using triage to surface the relevant personalised services and opportunities for people is desired

6. The triage will help people to better navigate through all the services available in Southwark

7. The messaging reminder service providing targeted follow ups as part of a journey of change is valuable

8. Getting support and feedback via messaging will help people during their journey

**Healum distilled a series of priority and secondary recommendations from a technical, operational and propositional point of view; then reported findings and recommendations back to Southwark Council.**

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## Next Phase following Recommendation report

1. Build resident dashboard that can be used as a **Population Health dashboard** to understand the impact of services and health outcomes and concerns of the population in the area

2. Build a **Content Management System (CMS) plugin** to enable the triage, content & signpost functionality on the Wordpress sites

3. Build **content library of motivational stories** from local communities, which is inclusive and represents 'people like me' within the area

4. Undertake **user testing with residents from diverse populations** (eg. based upon age, ethnicity, levels of deprivation)

5. **Pilot and launch** the new service and system in a specific area

## You can use this open source work to:

1. **Plug your existing CMS** or provide as a standalone digital system for content and information management

2. Link with social care to **support residents make healthy lifestyle choices** backed by behaviour change tools

3. Track via a population health dashboard to understand what services, programmes, information and resources are improving outcomes

4. Provide a post NHS Health Checks digital support tools to self-manage and monitor health and lifestyle

## Next Steps to get started:

**1**
Create and curate local information, services and resident stories

**2**
Customise and develop your council branded platform to be embedded into your existing website or as a standalone

**3**
Further test with 50 to 100 residents from diverse backgrounds within your council

**4**
Pilot and launch the platform in your area

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## Contact Us

If you want to encourage community role-models and residents to share their health stories as part of a digital platform that motivates and supports people to make healthier choices then get in touch with Healum.

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## Meet the Team

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