

# Citizen Challenge Area: **Well Citizen**

## How can data and digital technologies help us to live well?

We will explore how technology design can support individual citizens' management of health and wellbeing, and how publicly available data and data-sharing can be used to make positive changes in people's lives and communities.

### TEAM

**Well Citizen Leads:** Dr Jan Smeddinck, Professor Rob Wilson

**Academic team:** Dr Caroline Claisse, Professor Abi Durrant, Professor Catherine Exley, Dr Kyle Montague, Professor Mark Tewdwr-Jones

### OVERVIEW

With an ageing population and more people living with chronic conditions, there is a growing emphasis on developing digital and integrated health and social care services that work with citizens' health and lifestyle data. But we may ask: how is the data that these systems use considered valid and representative, and to what extent do citizens trust the digital service providers? These questions highlight the importance of considering consent and digital literacy around who can access, view, share, and use data, and how it is collected at scale for public health purposes. As health services become increasingly linked with digital technologies, issues around digital access could potentially worsen socio-economic and health inequalities.

Can preventative digital health and care services be delivered to support isolated communities? And can community data inform the shaping of new health and care services?

In close collaboration with citizens, stakeholder representation groups and organisations who are using or creating digital health technologies, the Well Citizen Challenge area will explore supportive technology design around sharing personal health and care data between citizens, communities and their healthcare providers, contributing to individual health, reducing health inequalities, and increasing community wellbeing.

## Get involved:

- Find out more by having a chat with the Well Citizen Challenge Area leaders, [Jan](#) and [Rob](#), or contact [Rachel Pattinson, Centre Manager](#)
- Share your project ideas! If you have an idea you'd like the Centre for Digital Citizens support with, we'd love to [hear about it!](#)
- Visit the website: [www.digital-citizens.uk](http://www.digital-citizens.uk)

## Areas we're interested in exploring

**Exploring Personal Health Data Use:** What are people's experiences of collecting and sharing personal health data, and to what extent do they feel in control of it? Using collaborative methods with stakeholders, we will explore ideas and issues on trust in digital health and data-driven healthcare services, and consider ways to empower people through the ownership, processing and understanding of their health and lifestyle data.

**Sustaining Community-Based Action on Health:** Measures taken in response to the COVID-19 pandemic have resulted in many people feeling more isolated and lonelier, and they are found to exacerbate issues such as the digital divide. We aim to explore how we can work with health communities that connect diverse groups of people, to understand the barriers and opportunities of online social support provision, and consider 'hybrid' models of online and offline service provision for social inclusion. We also ask, how can community-based health infrastructures be co-produced to be sustainable in a post-pandemic society?

**Addressing Health Inequalities:** We aim to tackle issues such as addressing health inequalities with marginalised and rural populations, also considering health and wellbeing for multiple generations, and socio-economic factors influencing access to technology and digital divides. We aim to understand how artificial intelligence (AI) and 'smart' data-driven services may shape health inequalities and how this may impact different communities.

**Digital Support to Care Practices:** When researching how digital technologies can support care, it is important to ask how care is experienced and practiced within different stakeholder groups. We aim to explore how digital technologies can provide mobile and online support for groups, such as those managing their mental health, or carers who may need care themselves. We will also consider the ethics of care and consent for producing and using health and care resources, to deliver socially responsible technology innovation.

## Examples of collaboration:

**INTUIT: Interaction Design for Trusted Sharing of Personal Health Data to Live Well with HIV:** [INTUIT](#) is an EPSRC funded project investigating the barriers and opportunities of online information sharing for supporting the self-management of long-term conditions.

**Engaging the NHS workforce in real time:** Working with [Northumbria Healthcare NHS Foundation Trust](#) to understand and improve the staff experience using technologies such as [ThoughtCloud](#) and [Gabber](#) to capture and understand staff experience in real-time.

