Presentation to the Regional Secretaries of the NPC on the 10-12-20

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CONNECTIONS FOR ALL

Digital Inclusion / Exclusion Campaign

NPC
NATIONAL PENSIONERS CONVENTION

Session Outline

In this session, I intend to give a brief overview of:

- The rationale for the campaign and the underpinning evidence

- The aims of the campaign.

- The methods used in the campaign and potential outcomes.

- The ways in which NPC regional secretaries and members can assist in the campaign and key messages to take away.

- Deal with any thoughts, regional secretaries may have.

Rationale for the campaign

15% of NPC members do not have a computer or internet

Literature

- Age UK, (2018), Digital Inclusion Evidence Review.

- Centre for Aging Better, (2018), Millions of over 55s not using internet risk being locked out of essential services and online benefits

Working Party Documents and research

- Digital Working Party Report: 4 Nations Report – UK Governments policies and strategies for digital inclusion.

- Survey of NPC members

- Report to the NPC executive council: approved: October 2020

Aims of the campaign

The campaign has two parts:

Part A:

To help more people get online

Part B:

Reduce digital exclusion

Methods used in the campaign

Part A: Digital Inclusion

- Signposting

- Publicise the campaign through resources

- Signpost people through talks to/ discussions with regional representatives

- Liaise with partners who provide training

- such as The Good Things Foundation

- Regional groups

- Others

Part B Digital Exclusion

- Information giving and changing attitudes through:

- Publicising the campaign through leaflets, posters and presentations as required.

- Reaching out to key stakeholders in society to encourage change (e.g. Politicians)

- Liaising with organisations which are involved in digital change.

- Working with partners who can assist us to get the message across such as The Good Things Foundation.

- Publicising the message through the NPC and older people

How can you assist in the campaign (examples of the central messages)?

- 1. This campaign is about peoples dignity and their care. People need to have access to the messages (digitally or not) in order to support themselves

- 2. As we begin to partner with training and other organisations, regional secretaries and groups can help in that process. Identifying and ensuring members can access the facility.

  Distribute Information about these sorts of issues in the campaign.

- 3. Access key stakeholders. Assist in the distribution of resources. For example: just as fairness is a central point of the social care poster, so it will be for digital inclusion/exclusion

- We all have a part to play (Salisbury NPC) and PSTN (copper wire) to FTTP (fibre- through the internet)

References

- Age UK, (2018), <u>Digital Inclusion Evidence Review</u>. Retrieved from <u>https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/age_uk_digital_inclusion_evidence_review_2018.pdf</u> on the 8-12-20.

- Centre for Aging Better, (2018), <u>Millions of over 55s not using internet risk being locked out of essential services and online benefits.</u> Retrieved from <u>https://www.ageing-better.org.uk/news/digital-age</u> on the 8-12-20.

- The NPC survey (2020) report on digital exclusion is available.

The Working Party

- <u>Members of the working party</u>

- Jenny Sims (Chair)
- Sandra Durkin
- Maureen Childs
- David Briggs (djbriggs158@gmail.com)

- David Luxton
- Alan Edgar
- Janet Shapiro