

YOUR GUIDE TO PLANNING EVENTS AND ADVOCACY DURING DIGITAL HEALTH WEEK

By The Young Experts:Tech4 Health and Transform Health

Introduction

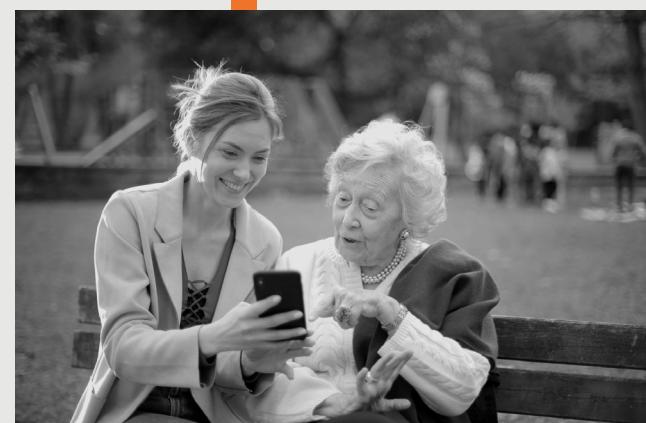
This guide is a resource to help advocates/partners conceptualise, plan and execute events and advocacy initiatives during Digital Health Week, aimed at accelerating the adoption of digital health technology to achieve universal health coverage by 2030.

Types of events

An event could take on many different forms, depending on the issue, the context, the reach of your organisation or network. No event is too big or too small for Digital Health Week! Events could be:

- Parliamentary meetings and events
- Focus group discussions
- Multi-stakeholder roundtables with the government, private sector, academia, civil society and professional bodies
- Project visits
- Youth and student led events
- Community events
- Launch of publications, reports, statements, commentaries etc. – e.g., publishing a landscape analysis report.
- Social media campaigns – videos, infographics, blog posts, newsletters, petitions, podcasts etc.
- Press conferences, media coverage, op-eds.





Themes for Events

The overall theme of Digital Health Week is broad. It is ***“Health for all in a digital age: What does it mean and how do we achieve it?”***. Find key messages for Digital Health Week on the [website’s Resource page](#).

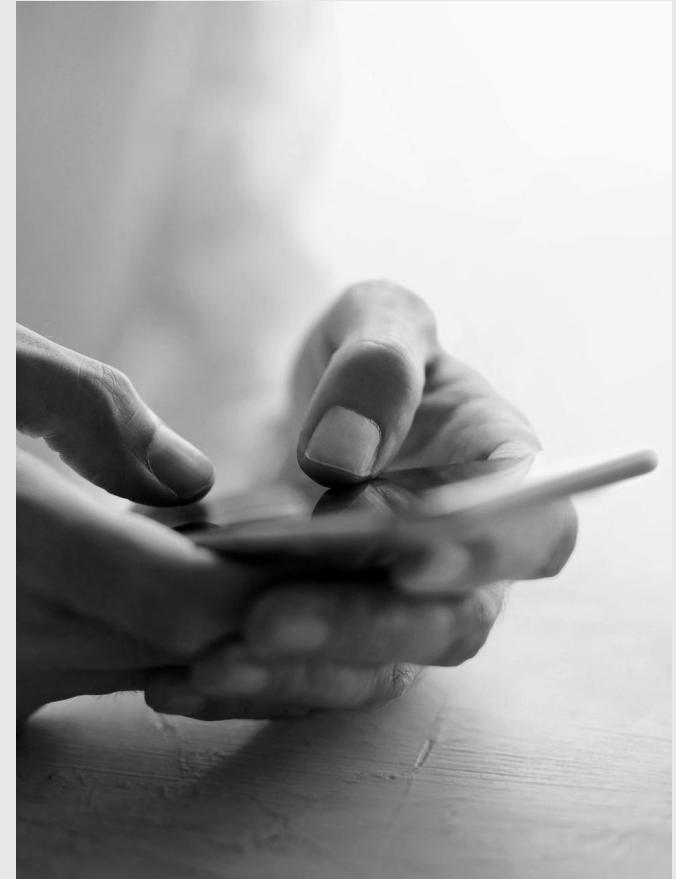
There are many issues you might want to explore during your event. Some examples:

- What digital health milestone has your country/region/state/city achieved?
- How much progress has your country/region/state/city made in digitising health systems and using data to improve people’s health?
- Has the government developed effective digital health policies, regulation and legislation that protect individual rights and privacy while enabling digital health providers to offer services that benefit the entire population, particularly traditionally marginalised and excluded groups?
- What are the challenges around digital health in your region? What are the potential harms about digital health and how can we mitigate them?
- Case studies of digital health interventions highlighting success stories and learnings.
- Context specific examples - how are digital technologies in your community being used to enhance health outcomes?
- Is digital health equally available to everyone in your context or community? What are the implications of not having access to digitalised health services in a digital world?
- If being human in a digital age also means being a data point in a virtual space, what are the health implications for those who are not connected?
- Where does the digital intersect with your work? (for those not working specifically on digital health)

Linking your event to Digital Health Week

Hosting an event during Digital Health Week will ensure it is part of a much bigger moment, and allows a wider audience to become aware of and potentially engaged with the issues you are highlighting through your work. It also ensures that the outcomes of the event (learnings, next steps, priority issues) are captured and taken forward. Here are some suggested guidelines to enmesh your event in this global moment beyond hosting it during this period:

- **Specific, not general:** have a focus on your specific country, region, community or local context.
- **Focus on diversity & inclusion:** ensure the event accounts for the voices of women, youth and marginalised groups in your community.
- Allocating 5 mins to talk about Digital Health Week and why your organisation is participating in it.



Factors to Consider in Planning your event

The success of your event depends on a number of factors. These include:

- **Resources – financial, human, technical:** What is available? How much is available? What is the best use of these resources, can I leverage resources from elsewhere through partnerships and collaborations?
- **Relevance of theme:** What resonates with the community or audience you are trying to engage? What would elicit more engagement and interest? What has a bearing on people's lives and health and wellbeing? Is the topic rooted in a national, local or regional context? Are there any other events/occasions/opportunities to align with to gain traction?
- **Reach – numbers, scale, scope:** What is the desired or reasonable scale of this event (in terms of geography, participants, platforms, etc.)?
- **Returns – outcomes or impact:** What is the intended impact/outcome of the event? For e.g., awareness building, better engagement, call to action, policy change. How will you determine whether this event has been successful (number of attendees, types of attendees, quality of discussion and positions taken, actions taken by participants, commitments made etc)?



Stakeholders to Engage

You may want to approach and engage different stakeholders in your event. Each of these stakeholders will be approaching the issue from a different perspective, and you need to be aware of that perspective so as to ensure you are tailoring your event and approach to best suit the audience's interests and perspectives, and to ensure your engagement and requests from that stakeholder are relevant. Types of stakeholders may include:

- Technical experts – from NGOs, the private sector or think tanks
- Policy stakeholders and government officials - Ministry of Health, etc.
- Local government representatives
- Health and digital rights activists and advocates
- Youth leaders
- Medical associations
- Academic institutions
- Media
- Private corporations (medicine, technology, health)

Make sure you are clear who your audience is and what you want them to know, feel and do during and after your event. People's time is very precious and clarity of purpose is more likely to incite a positive response from your audience. The opposite may lead to disappointment and frustration.



Output from the event

Planning an event with an output or follow-up action in mind can further clarify the theme, as well as increase the impact of your event. Outputs could be a public statement, a declaration, a commitment, the creation of a working group, an event report, media outreach, blogpost or article, a petition, campaign, a specific call to action, etc.

We look forward to hearing about your events and advocacy efforts during Digital Health Week.

Sign up to submit an event [here!](#)