



Digital Health Week 2024: Organisers guide

Digital Health Week is a global week of action that brings together politicians, civil society, the private sector and citizens to explore the opportunities and challenges of digital health. This week-long initiative aims to highlight the critical role of digital health in achieving universal health coverage and produce learnings that can steer future discussion on the issue.

Now in its fourth year, the week is an open space where organisations and stakeholders can run events, debates, and collaborative activities and participants can share their own perspectives, innovative solutions, and practical experiences. The week runs from 4-10 November 2024.

2024 Objectives:

- Increase the number of actions taken to promote digital transformation as a means of achieving UHC with a view to raising public and political attention to the issue and building support.
- Promote collaboration, knowledge sharing and learnings on digital health within and across countries and contexts.
- Develop a body of knowledge as part of Digital Health Week and use the outcomes to build a repository of the different plans and initiatives on digital health that will form the basis for the creation of a high level 'Roadmap to UHC by 2030'.

2024 Themes:

This year's themes are:

	<p>Future proofing digital health through aligned leadership and a digitally enabled workforce</p>		<p>Digital Health, data and patient centred care: how to put people first</p>		<p>Climate change and digital health</p>
	<p>Scaling Digital Public Infrastructure to achieve UHC</p>		<p>Creating an enabling environment for effective and equitable digital health transformation.</p>		<p>Decolonising digital health, gender diversity and inclusion</p>





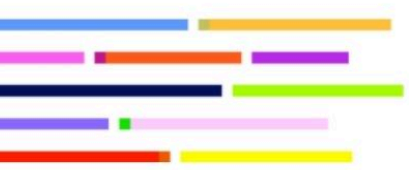
Participate in Digital Health Week 2024:

There are many ways that you can take action during Digital Health Week. This could be hosting a panel discussion, a workshop, a hackathon, a webinar to consult stakeholders around a new initiative, driving conversation on social media, launching a new report or a campaign. To participate, [simply sign up via the registration form.](#)

Below are further ideas on how to participate in Digital Health Week:

- **Host an online event** - set up and run an online discussion, briefing, interview or debate on an area of digital health that your organisation is focused on or interested in. Share your knowledge, consult and gather ideas from others. [Register an online event.](#)
- **Host a hybrid- and/or in-person event** - bring together stakeholders face to face in order to explore a key area of digital health. [Register a face to face event.](#)
- **Run an activity** - launch a campaign action, carry out a stunt, release a new report or briefing paper or post an op-ed or blog. [Register an activity.](#)
- **Your plans up to 2030** - help chart the road to 2030 by sharing what your organisation is planning or currently doing to advance the digital health agenda, this could include a new strategy, project or area that you are funding, research, or innovative products you will be launching. [Share your plans in the lead up to 2030.](#)
- **Amplify online** - promote the events and activities that interest you and use our social media toolkit to champion the week. [Download the social media toolkit.](#)
- **Attend an event** - join the events that interest you and share with others within your network. Everything is free, all you need to do is sign up. [View the event calendar.](#)

All registered events and activities will be featured on the Digital Health Week website (under the [calendar](#) and [activities](#) section) and promoted through the Digital Health Week newsletter and [social media pack.](#)





Hosting an event:

Hosting events during Digital Health Week gives your organisation a chance to leverage this global moment, build partnerships, and amplify the public conversation on digital health with a specific focus on your priority areas.

Planning your event:

When planning your Digital Health Week event, consider the following questions:

- What is the topic of the event?
- Will the event be virtual or hybrid? If virtual, will it be a pre-recorded or live event or activity?
- Who are the speakers or panellists? Do we need to reach out to other experts in the field?
- Do we need to reach out to other potential panellists to ensure representation of different voices and perspectives?
- Who is the intended audience / participants?

The type of event:

No event is too big or too small for Digital Health Week! Events could be a:

- Panel discussion or debate;
- Interview of an expert;
- Briefing;
- Workshop or Training;
- Launch event (for a new report or product);
- Multi-stakeholder roundtable;
- Parliamentary meeting or event.





The theme of your event:

We encourage you to align your event and activities with one of the themes for this year's Digital Health Week, these are listed below. [The themes for Digital Health Week 2024](#) are:

1. Future proofing digital health through aligned leadership and a trained and digitally enabled workforce;
2. Digital Health, data and patient centred care: how to put people first;
3. Climate change and digital health;
4. Scaling Digital Public Infrastructure to achieve UHC;
5. Creating an enabling environment for effective and equitable digital health transformation;
6. Decolonising digital health, gender diversity and inclusion.

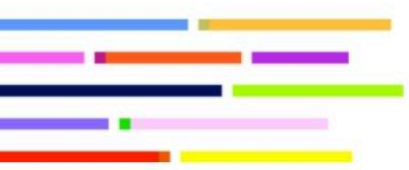
Roles & responsibilities:

Please note that **organisations are responsible for organising and managing their own activities/events** – including deciding the topic, finding speakers, and engaging with the audience.

Please allocate a single point of contact for each independent event to coordinate with the Digital Health Week team regarding event details and other communication. We also ask that you record the event (if online or hybrid) and if possible to allocate a note taker to capture the main points and outcomes of the event. Ahead of the week an evaluation form will be shared that will capture the outcomes of your event.

We will consolidate these outcomes into a final document that we will share with all participants in Digital Health Week 2024.

All events will be featured within the Digital Health Week event calendar and promoted through the Digital Health Week newsletter. **In-person events** will also be listed in the calendar, but registration and other management will be done by the host organisation.





Steps to setting up your event:

1. Plan your event
 - a. We have set up this [template](#) to help with your planning.
2. Register your event
 - a. You can do this through [the registration form](#).
 - b. You can register multiple events.
 - c. You will need the information [listed here](#) to complete the form.
 - d. Only completed forms will be loaded onto the Digital Health Week website.
 - e. If you are hosting a virtual event make sure you share the link that people can join. Make sure to password protect your virtual meetings, to ensure security and avoid potential hacking of meeting rooms
3. Promote your event
 - a. Once registered and your event shows on the calendar you will receive a custom link that you can share with your own audiences and networks. Invite people to join and subscribe to the event through the calendar.
 - b. Digital Health Week will also promote your event through the newsletter, social media pack and online.
 - c. The Digital Health Week social media pack provides a series of resources that you can use to promote your event.
4. Communicate with your participants
 - a. As people sign up to your event via the Digital Health Week website the Digital Health Week team will share their contact details with you.
 - b. We encourage you to add them to your event invite as soon as possible, so they can add it to their calendars.





- c. If you have any pre-reads for participants, then we'd encourage you to send these ahead of time (ideally a week before the event).
5. Event reminders
 - a. We'd recommend sending a reminder to your participants via the meeting invite two weeks before the event and two days before the event.
 - b. You may want to give a preview of the event, for example profiles on the speakers or questions that will be discussed.
 6. The event itself
 - a. While you will be responsible for your event, the Digital Health Week team is here to help you succeed. If you need a speaker or want to encourage the engagement of a specific audience, reach out to us in time and we will support you as best we can. However the ultimate success of your event is in your hands, so please promote it through your networks to ensure participation.
 - b. If you have a lot of participants joining then we'd encourage you to have an extra team member join to manage the call chat and keep people on mute when others are talking.
 - c. If you have a small number of participants joining then consider opening up a dialogue with the participants, steering the focus to a discussion - this is usually a good space to surface rich ideas.
 - d. Please record your event if online or hybrid, and please allocate a note taker to capture the main points and the outcomes of the event.
 7. After the event
 - a. All event leads will be asked to complete an evaluation form that captures details and outcomes from the events. Please return these as soon as possible to the Digital Health Week team, along with the recording transcript and notes.
 - b. These forms will be shared a few weeks before the start of Digital Health Week.

For queries, please contact ben.grierson-hill@transformhealthcoalition.org





Running an Activity:

Digital Health Week will host a range of activities aimed at building awareness, sharing knowledge and experiences, and lift the profile of digital health. This could include the launch of a campaign action, the release of a new report or briefing paper, stunts and community mobilisations and sharing a new op-ed or blog.

If you are planning to run an activity you will need to register here, all activities will feature in the activities page on the Digital Health Week website and will be promoted in the Digital Health Week newsletter.

Planning your activity:

When planning your Digital Health Week activity, consider the following questions:

- What is the focus of the activity? And the planned impact?
- When will it be launched or go live?
- How can others get involved or support?

The type of activity:

No activity is too big or too small for Digital Health Week! Activities could include:

- Publishing a report or briefing paper
- Releasing an op-ed, blog or online article
- Carrying out a stunt
- Launching or running a campaign action or public mobilisation
- Sharing content on social media





The theme of your activity:

We encourage you to align your activity with one of the themes for this year's Digital Health Week, these are listed below. [You can find more details on the themes here.](#)

- Future proofing digital health through aligned leadership and a trained and digitally enabled workforce;
- Digital Health, data and patient centred care: how to put people first;
- Climate change and digital health;
- Scaling Digital Public Infrastructure to achieve UHC;
- Creating an enabling environment for effective and equitable digital health transformation;
- Decolonising digital health, gender diversity and inclusion.

Registering your activity:

All activities will need to be registered [using this form](#). When registering you will need:

- The name of the activity
- The type of activity
- The timeline for the activity
- A brief description of the activity
- Ways others can support or get involved - including links where possible





Roles & responsibilities:

Please note that **organisers are responsible for managing their own activities.**

Please allocate a single point of contact for each independent activities to coordinate with the Digital Health Week team. You will be required to submit an evaluation form detailing the outcome of your activity after Digital Health Week.

All activities will be featured within the Digital Health Week event calendar and promoted through the Digital Health Week newsletter.

Please try to record or take photos of your event, and capture the most notable or memorable moments of your activities, this could be a quote, a commitment, you may want to encourage people to take a symbolic action. Promote this online and send this to the Digital Health Week team to keep track of this engagement and to let others know about it!





Sharing your plans leading up to 2030

The digital health sector is busier than it has ever been, with plenty of exciting initiatives and ground-breaking ideas. As part of Digital Health Week we want to know what organisations are doing and what they have coming up, so we can map these plans and how they collectively contribute to achieving universal health coverage by 2030.

Please share what you have planned in the coming years. This could be objectives from organisational strategies or outcomes from your project plans; funding commitments towards digital health or the launch of a new project, research, initiatives and products, campaign, tools and technical support packages, or a series of policy papers.

All plans will be:

- Hosted on the Digital Health Week website;
- Featured within an outcomes document released after Digital Health Week;
- Included in the Roadmap to 2030, that will profile different organisations' plans and initiatives on digital health that will contribute to universal health coverage by 2030.

What information do we need?

We are aiming to collect top level information on your plans, so this would include:

- The name of the project or initiative;
- A short 100 word explainer on it;
- The type of impact you plan to have with it;
- Where this impact will be felt (country, population, systems and structures, policies and legislation, funding levels, staff training and capacities, among others);
- The timeframe for the plans, for example when it will launch or when it will conclude by;
- An image to use on the website.





In addition we are asking all participants to check their plans against SMART criteria, listed below:

- **Specific:** contributions must be specific to either a beneficiary group, building block of the health system, the eHealth building blocks (as set out in the WHO-ITU National eHealth Strategy Toolkit), an aspect of the Enterprise architecture for health, an aspect of the enabling environment, country or region or a specific thematic area or global process.
- **Measurable:** contributions need to be outcome driven, targeting a specific change. If it is output driven, it needs to clearly identify the value and the impact of the output. Organisations will be asked to set out high level indicators for success.
- **Achievable:** contributions need to be achievable within a given timeline (the next 5 years).
- **Relevant:** contributions need to support the digital transformation of health systems and the use of data to achieve UHC. Organisations will be asked to briefly explain how their commitment will achieve this.
- **Timebound:** organisations will be asked to set out within what time period they hope to achieve the outcomes they seek through their contribution.

What next?

To share your plans visit the Digital Health Week website and complete the form - [linked here](#).





Amplify Digital Health Week on Social Media

We ask that all partners use the social media guide [here](#) to amplify key messages, generate more interest in Digital Health Week and encourage participation from different partners and organisations globally.

How to take action:

- Develop images, posters or any event promotional material. [You can download customisable tools here.](#)

- Ensure you add in the Key hashtag: **#DigitalHealthWeek2024**

- Add accompanying text to it, such as the following:

*We will be hosting an event/campaign(per organisations plan) during the **#DigitalHealthWeek2024**. Join us (here-Link to your event) and read more about it [here](#)*

- In case you need other key messages to publicise Digital Health Week 2024, please use the [social media toolkit](#) link above and the key messages tab to guide you.
- We will be using the following channels to publicise the events: [Instagram](#) | [LinkedIn](#) | [X/Twitter](#)

Share all content developed on the various social media channels content using this hashtag **#DigitalHealthWeek2024**.

Join events and activities

Digital Health Week will feature actions from a range of stakeholders and offer the opportunity to join insightful and engaging events and activities that are free. Browse the [calendar](#), find out what is happening during the week and sign up to events and activities that most interest you..

We would ask all partners to promote these and activities to staff within their organisations and on their social media networks.

The Digital Health Week team will be providing tools to facilitate this in September.

