



Digital Health Week

4-10 November 2024



Partner briefing deck



What is Digital Health Week?

Digital Health Week is a global week of action that brings together diverse stakeholders to explore the opportunities and challenges of digital health in achieving universal health coverage by 2030. More specifically:

- ✦ It is a **space to hear and learn** from the successes and challenges of digital health, across a range of contexts and perspectives.
- ✦ It is a **shared moment** that brings together government, civil society, the private sector, professional bodies and academia.
- ✦ Digital Health Week is **open to organisations of any size and in any location** who are interested in this issue, want to share their experiences and take part in the conversation.

Past Digital Health Weeks



253 Events

64 Commitments

40 Countries

○ 100+ Organisations



17,000+ Attendees

Participation of 9 Government Ministries
India, Zanzibar, Lao PDR, Bhutan, Ghana,
Ethiopia, Indonesia, Kenya, Tanzania

Over 8 MILLION impressions of the
#DigitalHealthWeek hashtag



The aim for this year's week

This year Digital Health Week will be an opportunity to:

- ✦ **Assess** the digital health landscape and capture key insights around themes that can be used to shape upcoming digital health initiatives and strategies;
- ✦ **Gather** insights and perspectives on digital health that will help accelerate progress towards universal health coverage by 2030 ;
- ✦ **Identify** the major shifts in the landscape and the opportunities and challenges these have posed.

Theory of Change



INPUTS

ACCESSIBLE PLATFORM:
Any one can take part in the discussion.

IMPACT FOCUSED:
Amplifying the voices of those engaged in digital health for UHC.

SHARED MOMENT:
Bringing together stakeholders to share knowledge and innovate.

ENGAGING THEMES:
Themes that engage audiences and push discussion into new territories.



OBJECTIVES

AWARENESS:
Increase the number of actions that drive public and political awareness.

INFLUENCE:
Develop a body of knowledge that can be used to inform relevant strategic work.

KNOWLEDGE:
Promote collaboration, knowledge sharing and learnings on digital health.



SHORT-TERM OUTCOMES

ADVOCACY IMPACT:
Any partner campaign and advocacy actions are used to influence strategic moments.

STRENGTHENED COMMUNITY:
Engagement from new and returning audiences builds an established network.

NEW AUDIENCES:
Events and activities reach new audiences and decision makers.

CAPTURED INSIGHTS:
Insights and data is captured, summarised and made available to all.



MEDIUM-TERM OUTCOMES

INFLUENCE STRATEGY:
Partners use the outcomes and insights to inform and influence upcoming strategic decisions.

ENGAGED COMMUNITY:
Thematic conversations from Digital Health Week are carried forward by participants.

POLITICAL CHAMPIONS:
Increase in number of advocates for digital health at the parliamentary level.



LONGER-TERM OUTCOMES

GREATER POLITICAL LEADERSHIP:
To create the right enabling environment to drive forward the digital transformation of health and achieve UHC.

BETTER COORDINATION:
Between countries and across government ministries to address health gaps and accelerate the adoption of digital health to achieve UHC.

COUNTRY SPECIFIC DIGITAL HEALTH TRANSFORMATION:
Increased capacity and focused resources enable local development and maintenance of digital health technologies.

The themes of the week

The Digital Health Week themes reflect key trends in the digital health space. This year's themes include:



+ Future proofing digital health through aligned leadership and a digitally enabled workforce.



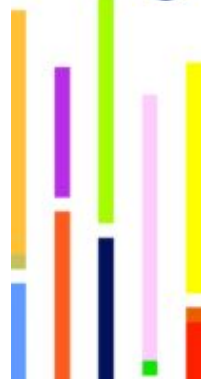
○ Digital Health, data and patient centred care: how to put people first.

+ Climate change and digital health.

○ Creating an enabling environment for effective and equitable digital health transformation.

+ Scaling Digital Public Infrastructure to achieve UHC.

○ Decolonising digital health, gender diversity and inclusion.




Ways to engage

There are many ways to take part in Digital Health Week, we have listed a summary below and you can find out more in the organisers guide.



+ **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. Share your knowledge and gather ideas from others.



○ **Host a face to face event** – take the discussion offline and bring together stakeholders to explore a key area of digital health.



+ **Attend an event** – join the events that interest you, everything is free all you need to do is sign up.



+ **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.



○ **Your 2030 plans** – share the work that your organisation is doing to advance the digital health agenda, this could include the focus of a new strategy, project or area that you are funding.



+ **Amplify online** – promote the events and activities that interest you and use our social media toolkit to champion the whole week.

Resources available



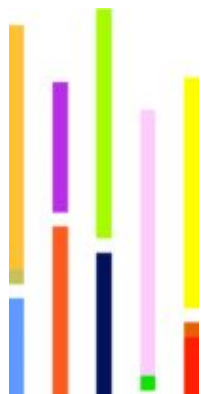
Event and activity planning template - in place to help prepare your work, featuring guiding questions and things to consider when planning your engagement.



Organisers guide - to help plan your event or activities, this guide unpacks the themes and sets out steps to taking part.

Comms pack - featuring speaker posters, e-signatures, virtual backgrounds, posters and templates for your events.

Social Media toolkit - to help partners share news about the week online and amplify their own activities, features suggested content, graphics and more.



Key dates leading up to the week

- + 2 July - Digital Health Week dates announced
- 22 July - Registration to host an event opens
- + Mid-August - Website launched
- Mid-August - Branded resources and tools shared
- + Mid-October - Event registration closes
- 4-10 November - Digital Health Week takes place
- + 11 November - Evaluation begins
- Late November - Outcomes captured and we begin to feed into strategic dialogues

What next?

- ✘ Sign up to host an event or activity - the registration form is live.
- Check out the events already taking place - visit the event calendar.
- ✘ Share your 2030 plans - including what your organisation will be doing to advance the digital health transformation agenda. Share here.
- Download the participation pack - to get more information and ways to engage.