THE CHALLENGE

- Engaging citizens in digital health and wellbeing technologies and services is essential to improve European health systems.
- Barriers exist throughout the process of engaging users in eHealth (Hardiker & Grant, 2010).
- Current literature is typically based on small-scale pilot/feasibility studies or randomised controlled trials.
- Scaling up and implementing eHealth initiatives in complex real-world health systems could lead to additional barriers to engagement.

AIM

1. To examine barriers which hindered citizen engagement in the Delivering Assisted Living Lifestyles at Scale (dallas) programme across the United Kingdom. https://connect.innovateuk.org/web/dallas
2. To discuss the recruitment strategies that were implemented to address these barriers to engagement.

RESULTS

- A number of socio-technical barriers affected citizen engagement at each step in the recruitment process.
- A number of novel approaches were implemented to address these.

SOLUTION

- Rebrand & realign digital products with trusted healthcare organisations
- Novel engagement methods: physical, virtual & mobile smarthouse
- Novel engagement methods: community champions & digital hubs
- Tailored recruitment using a mix of statutory & consumer approaches

REFERENCES