

 @Healy_SuppComm
www.supportingcommunities.ca


Being digitally competent is now a necessary part of modern life and no one can afford to be left behind.

Regardless of age or ability, we believe going online has digital and social inclusion benefits for everyone.

 Supporting Communities
A COMMUNITY FIRST GROUP COMPANY

Who we are

- Independent, charitable organisation that champions social and community participation
- We develop groups, supporting active citizenship and build cohesive communities.
- Over 25 years of experience in the social training sector.
- We deliver strategic and meaningful partnerships to deliver exceptional results for the wider community.



Our Approach

- Engagement
- Expertise
- Innovation
- Partnership

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Understand and Address Barrieta Together

- Physical lack of access and connectivity
- Monetary cost of wifi and a computer
- Lack of skills and digital fluency
- Misinformation, eilliterate and internet illiterate

In their own words

The "Gloonan Stars" tell us about their experience.

Community Building
= Healthy Outcomes

- Friendship and support both on and offline - a community of learners
- Tackles isolation - window to the world!
- Stay in touch with family and friends
- Self-sufficiency and achievement
- Access to important services and information

Who is digitally excluded?

Digital Inclusion *is*
Social Inclusion

**Supporting™
Communities**
Empowering Society





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Supporting Communities Learning

- Independent, charitable organisation that champions tenant and community participation.
- We develop groups, supporting active citizenship and build cohesive communities.
- Over 35 years of experience in the social housing sector.
- We cultivate strategic and meaningful partnerships to deliver exceptional results to the entire community.



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- Mercury cost of oil and a catalyst
- Lack of ability and digital literacy
- Motivation, attitude and interest to go online

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Social inclusion

- Informed & Empowered Citizens**
Citizens are able to voice their views and demands, and are able to hold the government to account.
- Effective Institutions & Policies**
Government is able to deliver on its promises and is transparent and accountable.
- Enabling the Market**
The private sector is able to create jobs and provide services to the poor.



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Our Services



Community Development



Training



Funding Support



Tenant Participation



Business/Admin Support



Digital Inclusion



Information Services

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Our Approach

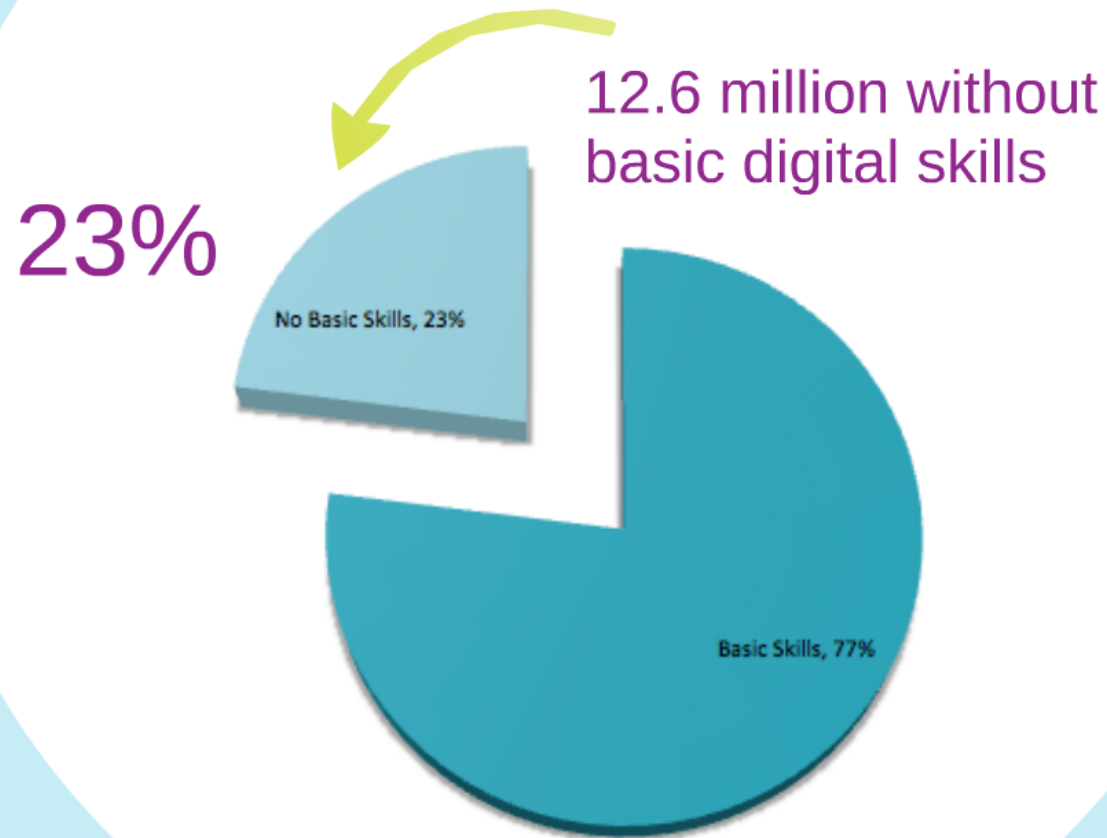
- Engagement
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Understand and Address Barriers Together

The digital divide is caused by four main factors:

- Physical lack of access and connectivity
- Monetary cost of wifi and a computer
- Lack of skills and digital literacy
- Motivation, attitude and interest to get online

UK Adult Population



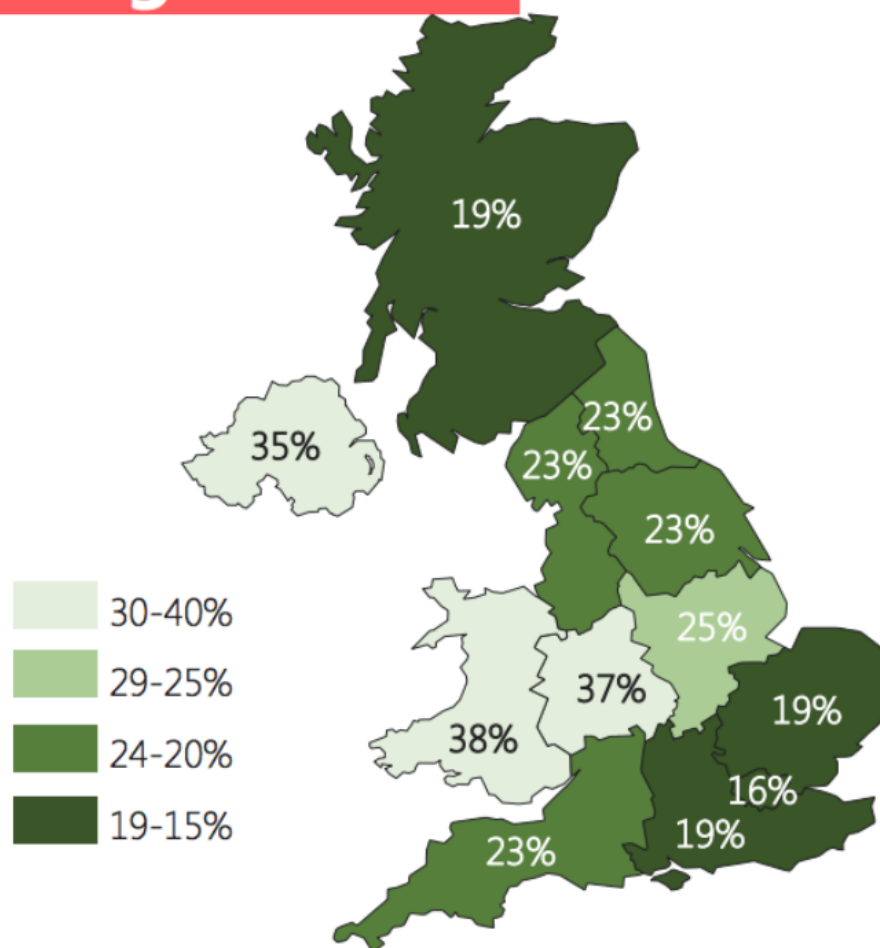
(From "Basic Digital Skills UK Report 2015" prepared for Go ON UK in association with Lloyds Banking Group)



Adults without Basic Digital Skills

By region

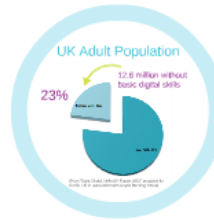
The percentage of adults without Basic Digital Skills is highest in Wales (38%), West Midlands (37%) and Northern Ireland (35%).



Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

Source: Basic Digital Skills Tech Tracker 2015

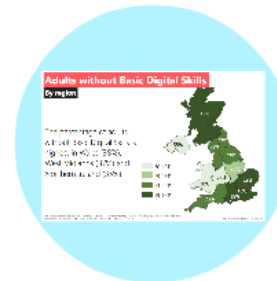
Who is digitally excluded?



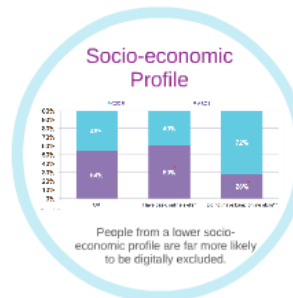
Digital Exclusion affects some of the most vulnerable members of our society.

- 37% are social housing tenants
- 44% are on lower wages or unemployed
- 33% are registered disabled
- 53% are aged over 65

2014 Skills for Life Survey: Understanding Digital Capabilities follow-up study (2014)



Working towards full digital inclusion is eminently achievable!



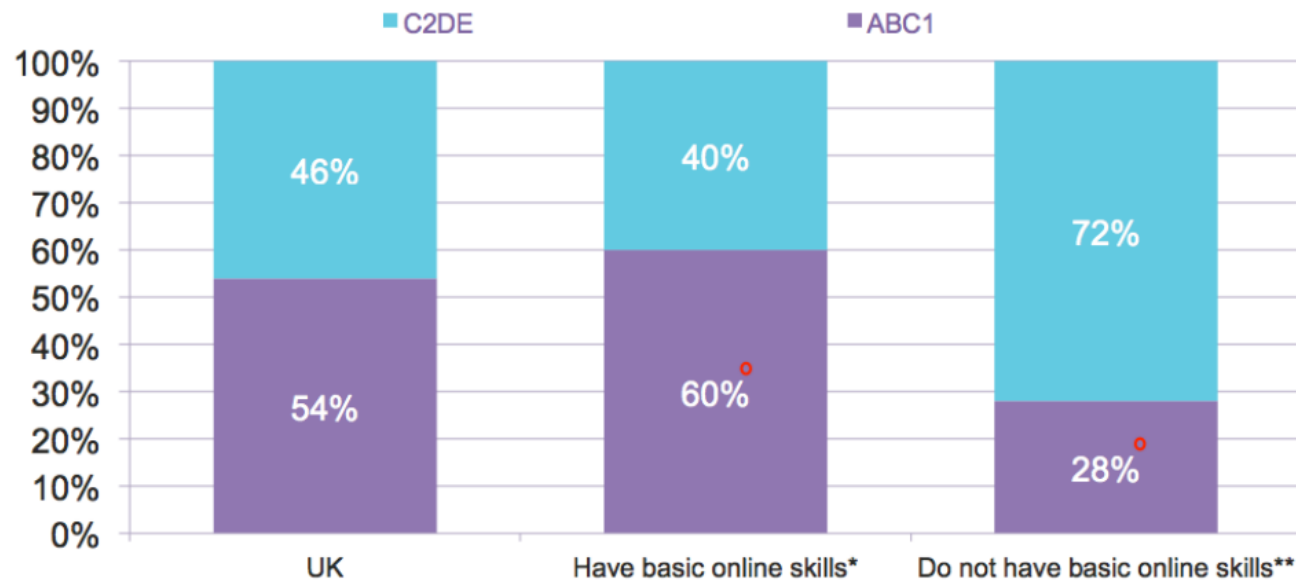


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BBC Media Literacy: Understanding Digital
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Socio-economic Profile

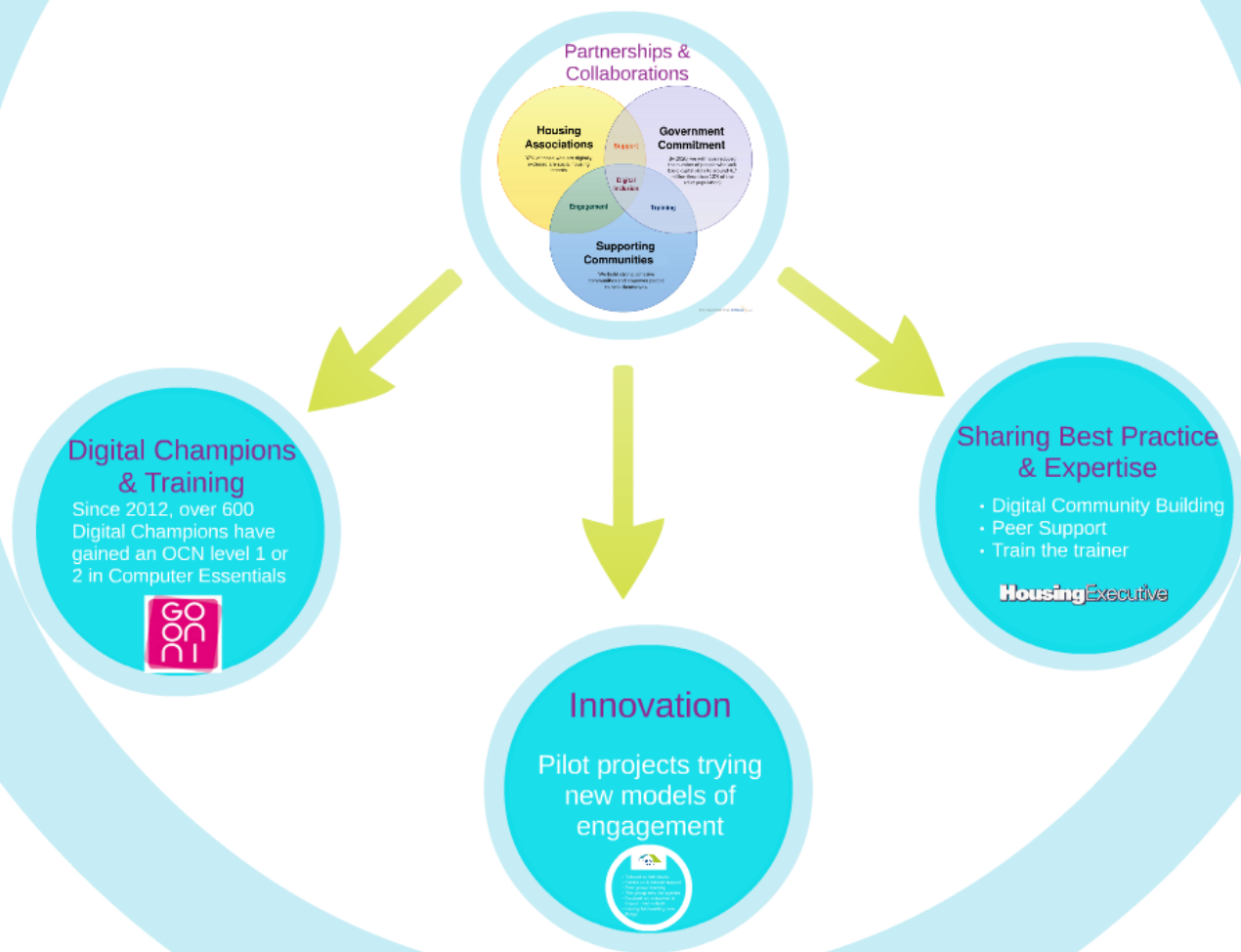


People from a lower socio-economic profile are far more likely to be digitally excluded.

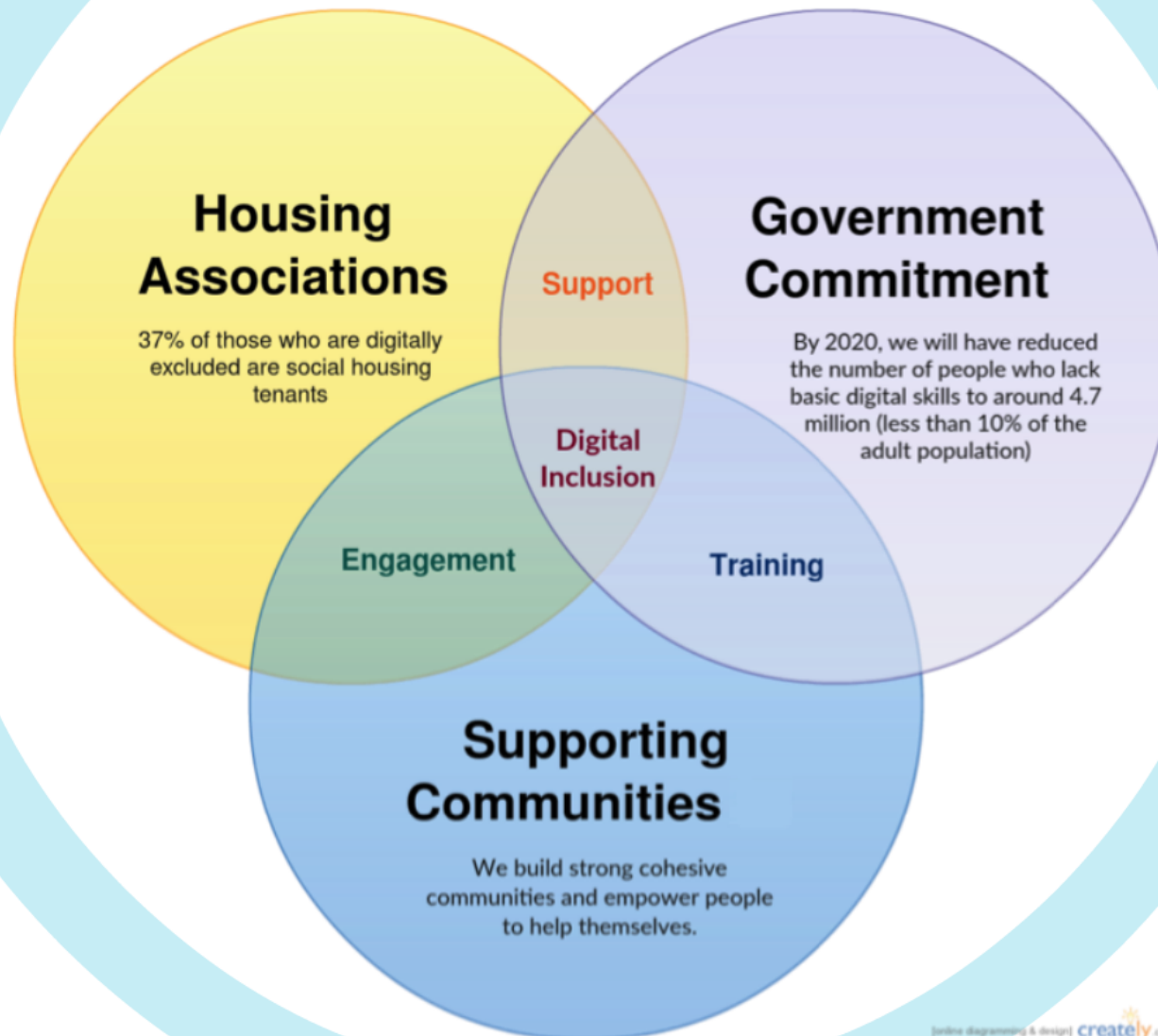
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Digital Inclusion *is* Social Inclusion



Partnerships & Collaborations



Digital Champions & Training

Since 2012, over 600
Digital Champions have
gained an OCN level 1 or
2 in Computer Essentials



Innovation

Pilot projects trying
new models of
engagement



- Tailored to individuals
- Hands on & remote support
- Peer group learning
- The group sets the agenda
- Focused on outcomes & impact - not outputs
- Having fun learning new things



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Sharing Best Practice & Expertise

- Digital Community Building
- Peer Support
- Train the trainer

HousingExecutive

"Before this project, I never used to come out of my room or join in, but now our group is like a wee family and I feel a lot better about myself."

Community Building = Healthy Outcomes

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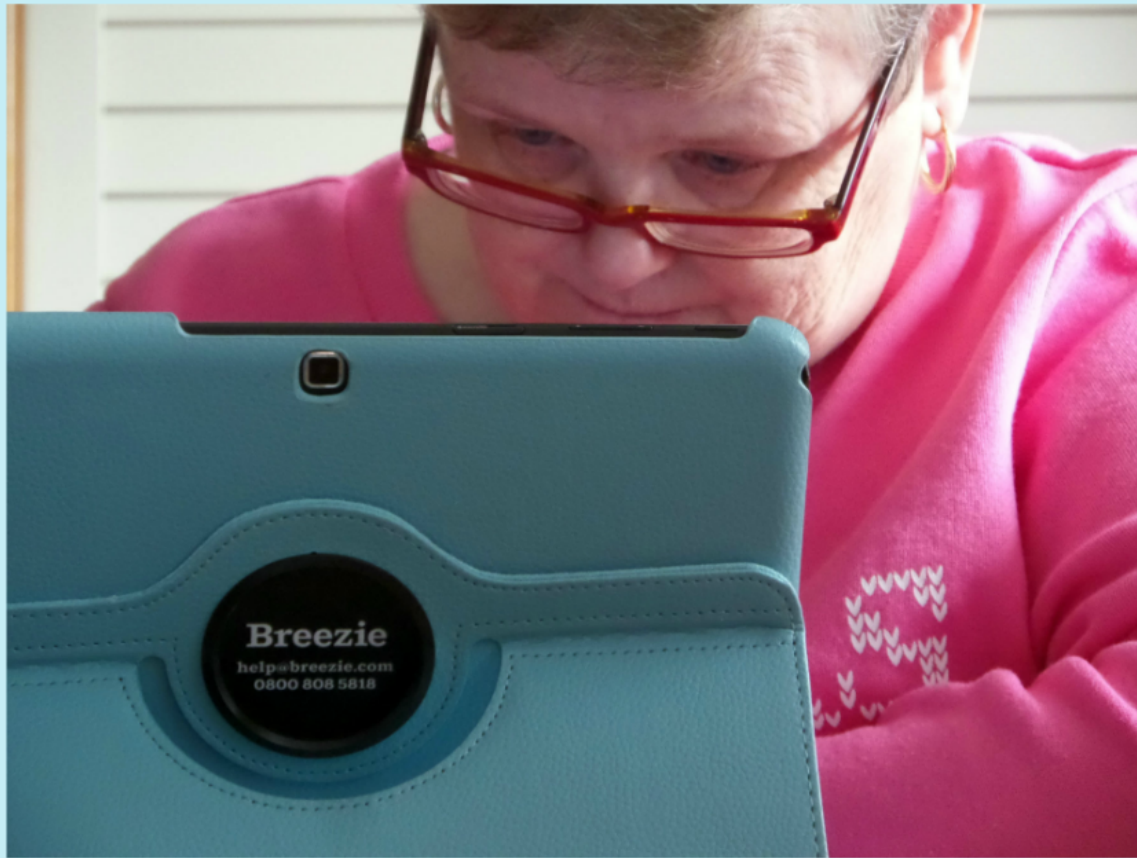


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a wee box like this
I love the photos
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Facebook



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"Before this project, I never used to come out of my room or join in, but now our group is like a wee family and I feel a lot better about myself."



“This is marvelous, who would have guessed a wee box like this would give us so much joy,

I love the photos of my daughter on holiday...
when she is still on holiday!
Facebook is wonderful”



“It improves family relationships. [Her son] is able to share his interests with her and feel that she gets it because they are doing it together.

It really improves the quality of communication between them and gives them something in common.”



“Our group values being included in the way the world functions now. Keeping up and feeling that you are a part of the world, and to know what email and Skype are - it's important.

You are never too old to try something new. Everything is achievable even for people with dementia.”



In their own words

The "Gloonan Stars" tell us about
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**SupportingTM
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Thank you!



**Supporting[™]
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Healy King Supporting Communities



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Supporting Communities

Bridging the Digital Divide

The Supporting Communities Way

Who we are

- Independent, charitable organisation that champion senior and community participation
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- We cultivate strategic and meaningful partnerships to deliver exceptional results for the older community

Our Approach

- Engagement
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Understand and Address Barriers Together

The digital divide is complex but not insurmountable

- Physical lack of access and infrastructure
- Monetary cost of roll out and a computer
- Lack of skills and knowledge
- Motivation, attitude and refusal to get online

In their own words

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Who is digitally excluded?

- People with physical disabilities
- People with mental health issues
- People with low literacy skills
- People with low income
- People with low education levels
- People with low confidence
- People with low motivation
- People with low social skills
- People with low digital skills

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Digital Inclusion is Social Inclusion