



We are thrilled to extend a special invitation to you for the upcoming Final Conference of the Innovative Digital Education for Active Healthy Living (IDEAHL) Horizon Europe project. The project is focused on the development of an EU Strategy in the field of digital health literacy, so we think that it will be of great interest to you.

The conference will serve as a culmination of our collaborative efforts, providing a platform to share the remarkable achievements, showcase project outcomes, and engage in discussions surrounding the sustainability of the results.

Your presence at this event holds immense value as we collectively celebrate the transformative journey of IDEAHL and delve into the profound impact it has had on digital education for healthier and more active lifestyles.

Throughout the course of the project's life, the group developed two crucial results:

The **European digital Health Literacy Strategy** – guidelines to improve dHL for the benefit of all citizens focusing on health promotion, disease prevention, treatment and (self-)care as well as on monitoring its impact on the quality of life, well-being, productivity, and the economy, taking into account geographic, social and economic determinants of inequities in digital health literacy.

And the **Global Atlas of Literacies for Health** – an interactive resource that not only summarises the various existing health literacy instruments but presents the empirical evidence for how the tools have been used or evaluated and best practice in (digital) health literacy across Europe and beyond.

Event Details:

- Date: 6<sup>th</sup> March 2024
- Time: 9h00 to 17h00
- Venue: European Parliament

[Click here to register for the Final Conference](#)

Please find attached the agenda.





## SCOPE AND PURPOSE OF THE PROJECT

Improving Digital Empowerment for Active Healthy Living (IDEAHL), funded by the Horizon Europe programme of the European Commission, is a project with the ultimate objective of **empowering EU citizens in using digital tools** and taking a more active role in the management of their own health and well-being, as well as supporting innovations for coordinated person-centered care models.

For this reason, IDEAHL **developed and tested new models and approaches of (digital) health literacy intervention development and application through the co-creation of a (d)HL Strategy at European level**. The Strategy focuses on health promotion, disease prevention, treatment and (self-)care. To maximize its impact in promoting healthier lifestyles, better health management and interaction with healthcare professionals across Europe, the Strategy considers geographic, social, and economic determinants of inequities in (d)HL. Moreover, the project adopts a truly bottom-up approach by ensuring wide stakeholders' involvement.

In the initial stage of the project, IDEAHL strengthened its knowledge base by mapping (d)HL research, policies, projects, and existing practices in Europe and beyond. Specific attention was paid on existing literature and knowledge about the key citizen groups considered by IDEAHL, along with gender dimension, social innovation, ethics and privacy, and inclusiveness.

To complement the mapping of (d)HL, representatives of practice from healthcare and social services— as well as citizens in general— were involved in a large co-creation exercise in the 10 partner countries to identify and discuss obstacles, difficulties, and areas of improvement related with (d)HL, eventually supporting the development of an (d)HL Strategy at European level. In addition, a network of key stakeholders for the promotion of (d)HL across the EU (and beyond) to foster exchange and uptake of best practices will also be developed.

**Digital Health Literacy is a strategic objective of the action plan, with a clear reference also in the resolution that urges Member States to “measuring the digital health literacy of health workers and citizens and enhancing their skills through digital health literacy programmes”.**

[Visit our website to know more about the project!](#)

### The IDEAHL Consortium:

# IDEAHL

Improving Digital Empowerment for Active Healthy Living

