

**Digital Health Webinar Series**  
*Navigating the Digital Health Frontier:  
How Youth Can Shape Digital Health Policies*

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**Tools and resources available to youth advocates for identifying, mapping and influencing strategic stakeholders for digital health policy change**

As a youth digital health advocate seeking to identify, map, and influence strategic stakeholders for digital health policy change, you'll need a combination of tools and resources to effectively advocate for your cause and influence decision-makers in order to achieve your goals.

Here are some key tools and strategies to consider:

## Research and Data Analysis:

- Start by conducting comprehensive research on digital health policies, regulations, and relevant stakeholders in your region or country. Identify existing policies and gaps that need improvement.
- Analyze data on key stakeholders, their interests, affiliations, and past positions on digital health policies to understand their perspectives better.

# Research and Data Analysis

- **Policy Monitoring and Analysis:** Stay informed about ongoing policy discussions and changes related to digital health. Analyze how these policies may affect your cause and respond accordingly.

# Stakeholder Mapping

- Create a stakeholder map to visually represent the key actors involved in digital health policy decisions. This can include government officials, policymakers, industry representatives, healthcare providers, patient advocacy groups, and technology experts.
- Identify the level of influence each stakeholder wields and their position on digital health policy issues.

## **Social Media and Online Platforms:**

- Utilize social media platforms to connect with other youth advocates, relevant organizations, and policymakers who are interested in digital health policy change.
- Engage in online discussions, share information, and collaborate with like-minded individuals and groups.
- Leverage social media, blogs, and other online platforms to raise awareness about your cause, engage with your audience, and connect with policymakers.

# Advocacy Groups and Networks:

- Join existing youth advocacy groups or networks that focus on health, technology, or policy-related issues. These groups can provide valuable support, resources, and opportunities for collaboration.
- Coalitions and Networks: Build relationships with like-minded individuals, organizations, and stakeholders in the digital health space. Collaborating with others can amplify your message and increase your influence.
- Leverage these networks to amplify your message and build a stronger collective voice.



# Policy Briefs and Talking points

- Prepare concise and well-researched policy briefs and talking points outlining the key issues and recommendations for digital health policy change.
- Prepare well-researched policy briefs and that outline the issue, propose a solution, and provide evidence-based arguments to support your position.
- Share these documents with relevant stakeholders, policymakers, and media outlets to raise awareness and influence the policy discourse.

# Meetings and Workshops

- Request meetings with key stakeholders to discuss digital health policy matters and present your views and suggestions.
- Organize workshops or webinars to educate stakeholders about the benefits and importance of specific policy changes.
- Campaigning and Advocacy Strategies: Develop clear and strategic advocacy campaigns that target key decision-makers and stakeholders. Utilize a mix of online and offline tactics to maximize impact

# Engagement with Decision-makers

- Engage with policymakers through various channels, such as email campaigns, letters, or public consultations, to voice your concerns and advocate for policy changes.
- Seek opportunities to participate in relevant government committees or advisory boards.
- Meetings and Lobbying: Schedule meetings with policymakers, legislators, and government officials to present your case and discuss the potential policy change. Effective lobbying can have a significant impact on the decision-making process.

# Alliances with NGOs and Civil Society Organizations

- Collaborate with non-governmental organizations and civil society groups that share your objectives. Working together can strengthen your impact and reach.

## Media Outreach

- Engage with media outlets to raise awareness about digital health policy issues and highlight the importance of policy changes. Opinion articles, interviews, and press releases can be powerful tools for advocacy.

# Legal Expertise

- Depending on the complexity of the policy change, it might be helpful to have access to legal experts who can offer guidance on relevant laws and regulations.

**Effective strategies and techniques for youth advocates to influence digital health policy at local, national and international levels**

Influencing digital health policy at local, national, and international levels requires a strategic and concerted effort by youth advocates. Here are some effective strategies and techniques they can employ:



# Education and Awareness Campaigns

- Conduct research and gather evidence to support the need for digital health policy changes.
- Develop educational materials and awareness campaigns to inform policymakers and the public about the benefits and potential risks of digital health initiatives.

# Collaboration and Networking

- Build coalitions with other youth organizations, healthcare professionals, and stakeholders to amplify the message and strengthen advocacy efforts.
- Engage with existing policy advocacy groups that focus on health and technology to leverage their expertise and resources.

# Engagement with Policymakers

- Schedule meetings with local, national, and international policymakers to discuss digital health issues and propose policy changes.
- Prepare clear and concise policy briefs outlining the desired changes and their potential impact.

# Youth-Led Research and Data Collection

- Conduct surveys, studies, and data collection efforts to better understand the specific needs and challenges faced by young people in digital health.
- Use the gathered data to support policy recommendations and demonstrate the importance of youth perspectives.

# Social Media and Digital Campaigning

- Utilize social media platforms to raise awareness, share information, and mobilize support for digital health policy changes.
- Create compelling digital content, such as infographics, videos, and online petitions, to engage a broader audience.

# Participation in Consultation Processes

- Engage in public consultations and forums related to digital health policies to provide input and feedback.
- Encourage other young people to participate and express their views on digital health initiatives.

# Storytelling and Personal Testimonies

- Share personal stories and testimonies highlighting the impact of digital health policies on the lives of young people.
- Humanize the issues to create an emotional connection and foster understanding among policymakers and the public.

# Advocacy through Traditional Media

- Write opinion pieces and letters to the editor for local and national newspapers to voice concerns and promote policy changes.
- Seek opportunities for interviews on radio and television to reach a broader audience.



# Leverage International Platforms

- Collaborate with international youth organizations and attend global health conferences to advocate for digital health policy changes on the international stage.
- Use international treaties and agreements as reference points to support the adoption of progressive policies.

# Long-Term Engagement

- Understand that policy change often takes time, and persistence is crucial. Continuously engage with policymakers and stakeholders to keep the issue on their agenda.

In conclusion, it's important to remember that making policy changes is a gradual process that calls for persistence and teamwork. With the right tools and resources at our disposal, we can effectively advocate for those changes that will ultimately lead to better healthcare outcomes for everyone.

Youth advocates like us have a unique role to play in shaping policies that directly impact the health and well-being of our generation. Our voices are powerful agents of change, and together, we can make a significant difference. Staying informed, adaptable, and willing to collaborate will be the key to maximizing the impact of our advocacy efforts and creating a healthier future for all. So let's keep pushing forward and making our voices heard!