

CLOSING THE DIGITAL DIVIDE:

MORE AND BETTER FUNDING FOR THE TRANSFORMATION OF HEALTH

POLICY BRIEF

TOWARDS A YOUTH CENTRED APPROACH TO INVESTMENTS IN
THE DIGITAL TRANSFORMATION OF HEALTH

engagement toolkit



**Transform
Health**



**YOUNG EXPERTS
TECH FOR HEALTH**

introduction

This engagement toolkit is designed as an accompanying document to the Towards a youth-centred approach to investments in the digital transformation of health policy brief. It is developed to empower stakeholders, with a particular focus on youth advocates and youth-serving organisations, to take actionable steps towards fostering a transformative and inclusive future in digital health. Grounded in a policy brief that highlights the vital role of youth in shaping the digital health landscape, this toolkit provides recommended ways to to utilise the policy brief to strengthen advocacy efforts, with the ultimate goal of achieving digital health systems that prioritise young people’s needs and perspectives.

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recommendations from the policy brief

Building on Transform Health's report, Closing the digital divide: More and better funding for the digital transformation of health, this policy brief explores a youth-centred approach to investments in the digital transformation of health, with recommendations from youth for policymakers.

This policy brief makes the following recommendations for investments in the digital transformations of health:

- #1** Meaningful engagement of youth as key stakeholders of digital transformation.
- #2** Prioritise investments in digital infrastructure to close existing digital divides.
- #3** Build the digital capacity of youth and the health workforce.
- #4** Establish a robust regulatory framework and policy environment.

Read the full policy brief [here](#).

how to use the policy brief

Using a policy brief effectively involves several steps to ensure that its key messages and recommendations reach the right audience and create the desired impact. Below is a list of recommended actions on utilising this policy brief.

Familiarise Yourself with the Policy Brief:

Read the policy brief thoroughly to understand its purpose, key findings, and recommendations. It is also recommended that you read through the [full report](#) that the policy brief is based on.

Tailor the Message:

While the policy brief contains key messages that you can use for your advocacy, these messages should also be tailored to your specific audience/stakeholder. This is crucial to address the specific needs and interests of different stakeholders, ensuring greater receptivity and understanding. By customising language and content, the policy brief can build trust, credibility,

and advocacy among diverse audiences, fostering support for its recommendations. This strategic approach enhances the relevance and impact of the policy brief in influencing decision-making and bringing about positive change. You can find a list of suggested key messages on [page 6](#).

Support Your Arguments with Data:

Use the evidence, data, and statistics provided in the policy brief and other reports to back up your advocacy arguments. Data-driven arguments carry more weight in influencing decision-makers. Where available, utilise data from your own region and/or country.

Use Personal Stories and Case Studies:

Supplement the data with personal stories, case studies, and real-life examples that illustrate the impact of the issue on young people. Personal narratives can humanise the policy brief's content.

Share the Policy Brief Widely and Engage with Stakeholders:

- Distribute the policy brief to relevant stakeholders, decision-makers, policymakers, and organisations.
- Organise presentations, webinars, or workshops to present the key findings and recommendations of the policy brief.
- Utilise existing networks and partnerships to reach a broader audience. Engage with like-minded organisations, institutions, or individuals who share similar goals and interests. Seek opportunities for joint advocacy efforts and amplify the impact of the policy brief. For instance, co-hosting a joint event or social media campaign.
- Organise a roundtable discussion or meeting with decision makers on the actions they should take. Facilitate discussions and encourage questions to promote better understanding and buy-in.

Incorporate the Policy Brief into Existing Advocacy Efforts:

In addition to conducting new activities to advocate for this issue, you can also use the policy brief to strengthen your existing advocacy campaigns or initiatives related to the topic. The issue of digital health intersects with a myriad other issues, including digital literacy, digital rights, Universal Health Coverage, youth empowerment, Sexual and Reproductive Health and Rights, and others. By leveraging the policy brief within your existing advocacy framework, you can create a more comprehensive and compelling narrative that resonates with diverse stakeholders, driving collective action towards a youth-centred, inclusive, and transformative digital health ecosystem.

Leverage Media and Communication Platforms:

Reach out to journalists and media outlets to cover the policy brief's findings and recommendations. You may also consider writing and publishing your own article/blog/OpEd on the topic. Utilise creative content on social media and work with key opinion leaders on digital platforms to create awareness and generate discussions. You can find social media posters and suggested captions to promote the policy brief on [page 7](#).

Follow Up and Monitor Impact:

Regularly assess the impact of the policy brief on your target audience and broader stakeholders. Gather feedback and data on how the brief has influenced decision-making, policy changes, or public opinion. It is important to stay engaged with decision-makers and stakeholders to follow up on the policy brief's impact. You can also consider requesting feedback and updates on any actions taken in response to the brief.



Update and Refresh:

If the policy brief's content becomes outdated or new developments arise, consider updating your key messages and advocacy with relevant information. This is particularly important for the issue of digital health, so that our advocacy keeps up to date with the pace of data, technology and innovation.

suggested key messages

The current youth generation, comprising nearly 20% of the global population, is highly digitally connected and engaged, making them avid users of digital health technologies and possessing invaluable experiences in the digital transformation of health systems.

Youth believe they could benefit greatly from digital health interventions, yet they often feel excluded or less prioritised in the consultation, content development, financing and design of digital health interventions.

Without meaningful youth participation, digital health systems may fail to cater to the unique needs and preferences of young people, leading to missed opportunities for innovation, inclusivity, and effectiveness in achieving universal health coverage.

Youth call on public and private investors to ensure that when digital health solutions are built, they are fit for purpose and as beneficial as possible for all youth who interact with them.

They also underscore several vital areas where targeted investment is needed to enable health systems undergoing digital transformation to be more sustainable and inclusive, particularly for youth in low and lower-middle-income countries, which are outlined in the policy brief.

Adapt these messages for your own context:

- What are the specific health challenges faced by young people in your community, and how do current digital health solutions affect them (both positively and negatively)?
 - How does the digital divide affect young people in your community?
 - What policies and regulations does your country have around digital health for youth? Are they in line with the recommendations set in this brief?
 - What are the interests of your local stakeholders and decision makers, and how do youth-centred digital health systems align with these interests?

links to further resources and guides

Transform Health's report: [Closing the digital divide: More and better funding for the digital transformation of health](#)

- The report's [Executive Summary](#)

Policy brief: [Towards a youth-centred approach to investments in the digital transformation of health](#)

[Social media posters](#) to promote the policy brief

- Suggested [captions](#) for social media posters

YET4H's [Advocacy and Key Messages Document](#) (for more data and key messages around digital health and youth)

YET4H's [online resource hub](#) for youth-friendly digital health resources

- [Google Sheet](#) version

General advocacy guides for young people:

- [UNICEF's Youth Advocacy Toolkit](#)
- [Advocates for Youth's Youth Activist Toolkit](#)
- [Women Deliver's Advocating for Change for Adolescents! A Practical Toolkit for Young People to Advocate for Improved Adolescent Health and Well-being](#)