



# **BUILDING AN IDEAHL EUROPE**

## **High-Level Policymaking Event to Develop a European (Digital) Health Literacy Strategy**

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### **SCOPE AND PROGRAMME**

**7 March 2023**  
**Brussels, Belgium**

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Online Participant link: <https://ep.interactio.eu/fbmg-rck2-8rvp>

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## SCOPE AND PURPOSE

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 is developing and testing 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.

As strategic partnerships and collaboration with policy makers are essential for ensuring the success of the project, **a high-level policymaking event has been organized to support the (d)HL Strategy at European level, in Brussels.** The Consortium will present the preliminary findings from the IDEAHL activities and present its roadmap for the co-creation of the Strategy together with stakeholders and citizens from the 10 partner countries. The aim is to ensure policy making support for the Strategy's development and long-term sustainability.

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— will be 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.

The event is co-sponsored by the WHO Office for Europe that has recently launched the Regional digital health action plan for the WHO European Region 2023–2030. 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”.

The event will therefore provide a comprehensive outlook on the IDEAHL approach and methodology, and the actions taken insofar, while also aiming to facilitate knowledge exchange. By bringing together policymakers, representatives of national and regional authorities and other organizations across



Europe, the event aims to support the development of the Strategy strengthening the commitment toward citizens' empowerment and ensuring long-term results from IDEAHL in Europe and beyond.

## OBJECTIVES

1 – **Presentation of (d)HL mapping results:** the IDEAHL Consortium has worked extensively to develop a comprehensive mapping of the literature concerning (d)HL in Europe and beyond. The activity lays the foundations of the Strategy, and it will provide an illustration of (d)HL in Europe and beyond. Information concerning the methodology, approach and future developments will also be shared.

2 – **Exchange of experiences:** knowledge sharing on how to empower European citizen in regards of d(HL) is a key component of the Strategy. Participants will be involved in the identification of obstacles, difficulties, and areas of improvement. In this regard, the event also represents an opportunity for networking activities and future collaboration.

3 – **Co-creation of the (d)HL Strategy:** the involvement of policymakers represents a key element for the success of the project and the Strategy to be developed. A roadmap for the IDEAHL co-creation experience will be presented to participants. Moreover, a dedicated co-creation workshop will be offered in the afternoon session to volunteering policy makers to provide ideas, experiences and good practices on (d)HL to contribute to the construction of the future (d)HL Strategy

## PARTICIPANTS

Policymakers, representatives of national and regional authorities and other organizations across Europe.



## AGENDA

### Building an IDEAHL Europe

*European Parliament, Brussels  
Room: SPINELLI 5E2*

*7 March 2023*

9:00 – 9:15

Registration

9:15 – 9:45

Opening and Introductory statements

- *Elena Lizzi, Member of the European Parliament for North-East Italy, European Parliament*
- *Nina Kodolja, Deputy Secretary General, Central European Initiative*
- *Natasha Azzopardi-Muscat, Director, Division of Country Health Policies and Systems, World Health Organization, Regional Office for Europe*
- *Irina Kalderon, Policy Officer of DG CNECT, European Commission*

9:45 - 10:45

Moderator: Gian Matteo Apuzzo

Presenting IDEAHL

- Improving Digital Empowerment for Active Healthy Living: General overview of the project  
*Marta Pisano González, Head of Centered Care Service, General Direction of Care and Social Healthcare, Ministry of Health, Asturias, Spain*
- Mapping (d)HL research and practices in Europe and beyond  
*Charlotte Brun Thorup, Research consultant, Docent, University College of Northern Denmark*
- Co-creation of the EU strategy to improve (d)HL  
*Beatrice Avagnina, Managing Director, Consulta Europa Projects and Innovation & Adele De Stefani, Project Manager, Istituto per Servizi di Ricovero e Assistenza agli Anziani*
- Q&A - 15 minutes



10:45 – 11:15

## Coffee break

11:15 – 11:50

### Keynote Presentation

- Digital health literacy in the European region  
*David Novillo Ortiz, Unit Head / Regional Adviser, Data and Digital Health Division of Country Health Policies and Systems, World Health Organization, Regional Office for Europe*
- Discussion - 15 minutes

11:50 – 12:40

**Moderator:** Gian Matteo Apuzzo

### Exchange of experiences

**Topics:** (digital) health literacy, citizens' empowerment, best practices, policies, funding instruments, barriers, and challenges

- The digital evolution of public health: Italian design methodology for improving telemedicine and Public Health Workforce professionals' skills  
*Francesco Gabbrielli, Director National Centre for Telemedicine and New Care Technologies, Italian Public Health Institute*  
*Marco Simonelli, Scientific Secretariat, Italian Public Health Institute*
- Promotion of general and mental health literacy among migrants in Sweden  
*Josefin Wångdahl, Assistant Professor, Aging Research Center, Karolinska Institutet Tomtebodavägen*
- The Apulian experience to bridge the gap of the health digital divide  
*Giuseppe Memola, Puglia Region*
- Digital health as a healthcare complementary tool in SEE  
*Mira Jovanovski Dasic, Secretariat Head, South-eastern Europe Health Network*
- Moderated open discussion - 15 minutes

12:40 – 13:00

### Conclusion and closing remarks

- IDEAHL next steps: support and endorsement of the (d)HL Strategy  
*Gian Matteo Apuzzo, Senior Programme Manager, Focal Point for Health Strategies and Emergencies response, Central European Initiative*



13:00 – 14:00

Lunch

14:00 – 16:00

Moderator: Michelle Perello

Co-creation workshop with policy makers for (d)HL  
Strategy – Consulta Europa [*Optional*]

- Introductory session – 30 minutes
- Co-creation session – 60 minutes
- Wrap-up and conclusions on co-created concepts – 30 minutes



The IDEAHL Consortium:





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