

Seminar 19: ***Digital first but not only***: insight into a collaborative approach to Redesigning Health Information for Parents (ReHIP)

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Background

NHS Health Scotland is collaborating with the Scottish Government and a range of partners including parents to redesign a suite of parenting resources, the largest being *Ready Steady Baby!*. For many years, practitioners have relied on producing leaflets to convey public health messages, alongside traditional face to face communication channels. However, in the light of the refreshed *Digital Strategy for Scotland*, there is cross-sector appetite to improve the accessibility and efficiency of information provision through a broader range of channels.

Method

Over an 18 month period, Health Scotland has consulted with many stakeholders including midwives to explore improvements needed to the content, channels and distribution of information. These insights have informed development of the ReHIP's *Channel Mix Strategy*.

Results

The *Channel Mix Strategy* includes a phased *digital first but not only* approach, with distribution or signposting of the products anchored to midwifery contact points and those on the *Universal Pathway for Health Visitors*. The strategy is underpinned by demand for co-production with parents and a significant workforce development across sectors to introduce the changes and enable a shift in culture from relying on print materials to embracing quality assured, evidence informed, digital channels. Stakeholders have cautioned that '*digital first*' approaches might increase inequalities in access to the information. There is, therefore, commitment to ensure parents can access print if required and are supported to increase their skills to also benefit from digital information.

Conclusion

Many parents and practitioners are likely to welcome the improvements delivered by a range of digital channels and solutions. Some may need support to upskill. Alternatives are needed for parents who cannot or prefer not to access digital information. Therefore, the role of practitioners as 'knowledge brokers' will be key to the success of the approach.