damibu Feeds

How it works

Did you know that 14 million people in England are at risk of being marginalised and even excluded from essential public services simply because the information they receive is too generic and inaccessible?

This proven and scalable cloud-based platform enables you to adapt and curate a customisable library of information that is validated at source, to make it culturally and linguistically inclusive for everyone. And it can be switched on in a matter of weeks.

This means all citizens, including those from deprived and underrepresented groups can receive bespoke public service information that leads to greater engagement and involvement in these vital services.

It's been delivered in partnership with public sector organisations, including being commissioned by Liverpool to rollout across 100 GP sites, by Sefton for 50 GP sites and across Cheshire and St Helens. We've also received funding from NHS England, as part of an R&D programme, to make one of our NHS customers an exemplar.

SBRI HEALTHCARE

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Ready to go content library

Built on the idea of sharing across services, reducing duplication and helping others benefit from good practice. There's a library of validated content so you're ready to get started.

Regional & cultural context with 'Safe AI'

Making information accessible is more than translating the language.

The Damibu Feeds content library includes cultural adaptations, so information is relevant and personalised for everyone.

Automatic content updates

Information provided by trusted sources is automatically updated. Be confident the information you're sharing is up to date.

Aligned content approval strategy

Public sector structures are complex and vary across the country. Damibu Feeds is designed to adapt to current ways of working, bringing digital benefits without radical disruption.

Flexible content distribution

You choose how your information is shared. Damibu Feeds provides simple tools to put accessible content on websites, apps or print materials.

Powerful, anonymous analytics

Designed to protect privacy, powerful analytics describe what, where, when and how content is being consumed. All this without storing sensitive personal data.

Reduce the time burden of content maintenance

Co-created with the NHS, all features are designed to provide public benefit and reduce the burden of content approval & distribution.

- Sharing is at the core of Damibu Feeds, with powerful tools such as author attribution, content change histories and even the ability to revoke content.
- The power of AI but the reassurance of robust content approval workflows
- Make your content more relatable and easier to trust by including appropriate cultural context.
- Save staff time
- Content Approval Workflows can replicate your current ways of working. Enabling you to add automation features like email approvals or digital quorums so you can ensure information you share is robustly validated, quickly and easily.
- Automate content sharing from sources you trust.
- Content templates to quickly create accessible information
- Content authors receive analytics for every website, app or digital tool that uses their content.
- Content updates from the author are immediately and autotmatically applied everywhere the content is used.