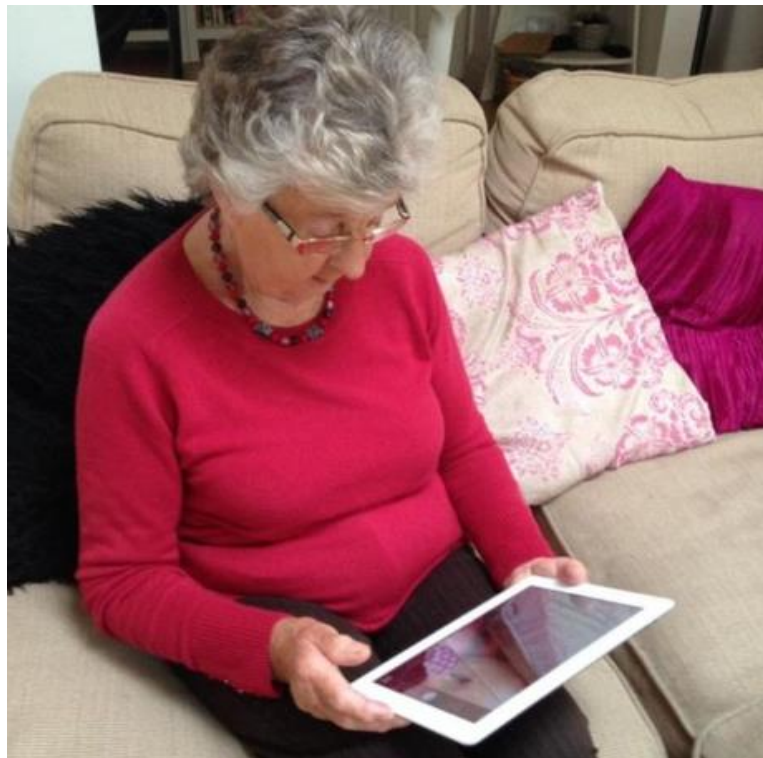


Digital Engagement

Understanding the barriers to engagement

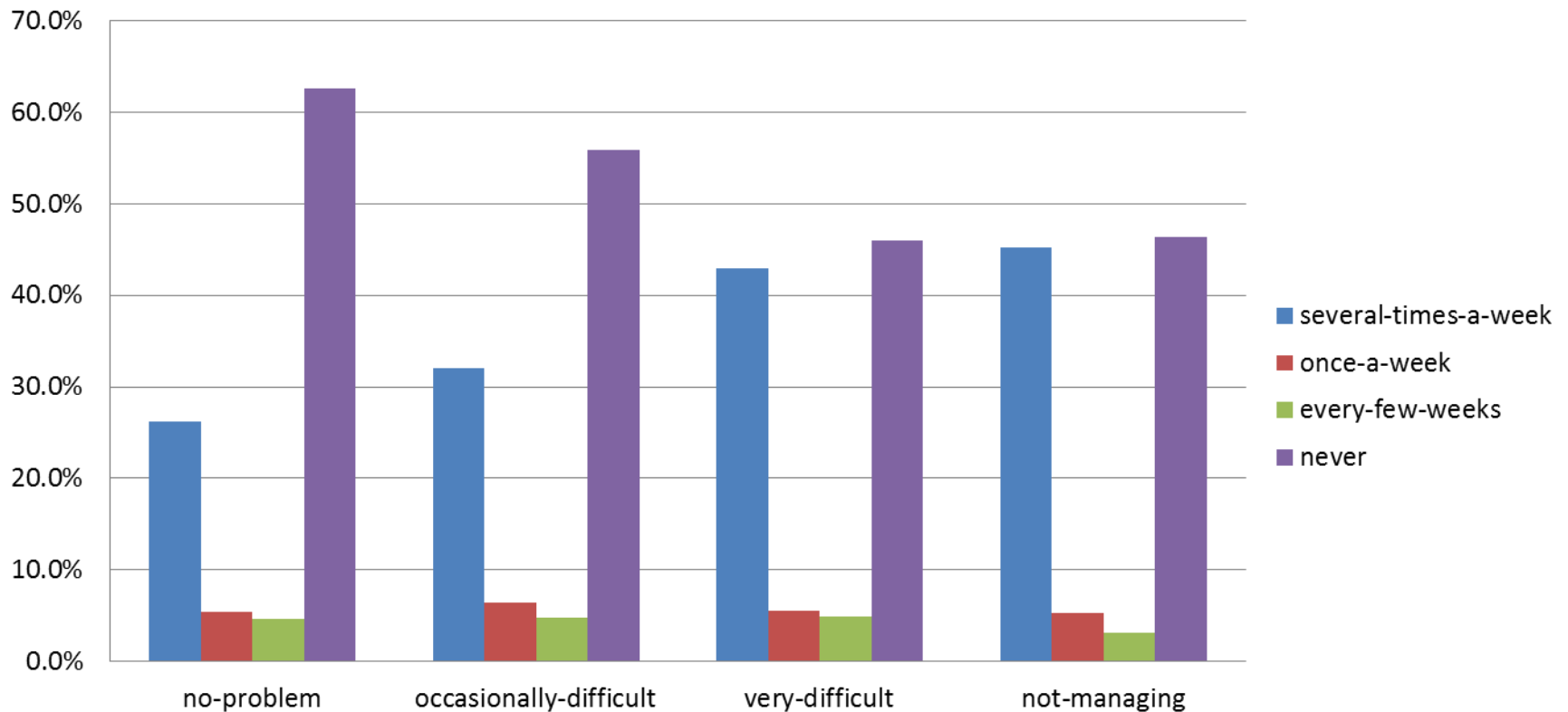
By Hannah Kitching



“The most common barrier to engagement is **Cost.**”



Understanding barriers so we can overcome them. Is **cost** an active barrier or an adopted barrier?

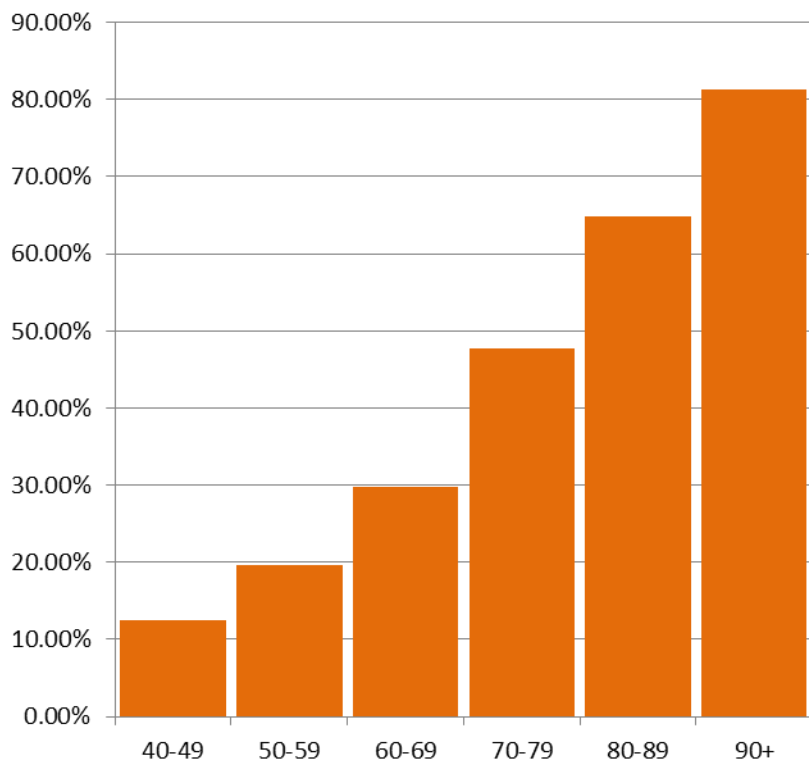


"How do you feel about your ability to manage on your money currently?"

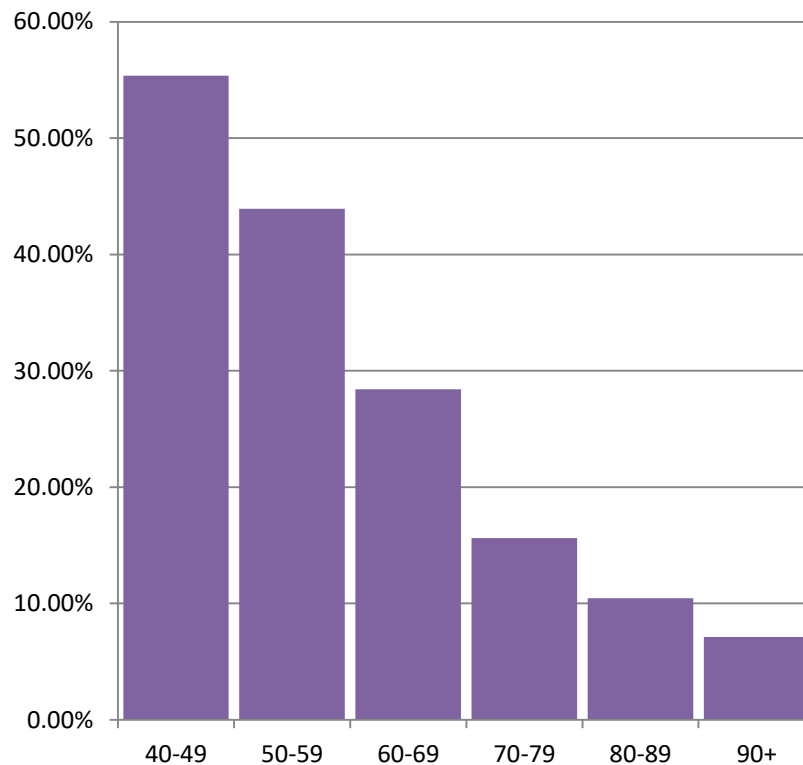
Uncovering Factors - Age

Clients were asked “How confident are you using the internet?”

No interest in using internet

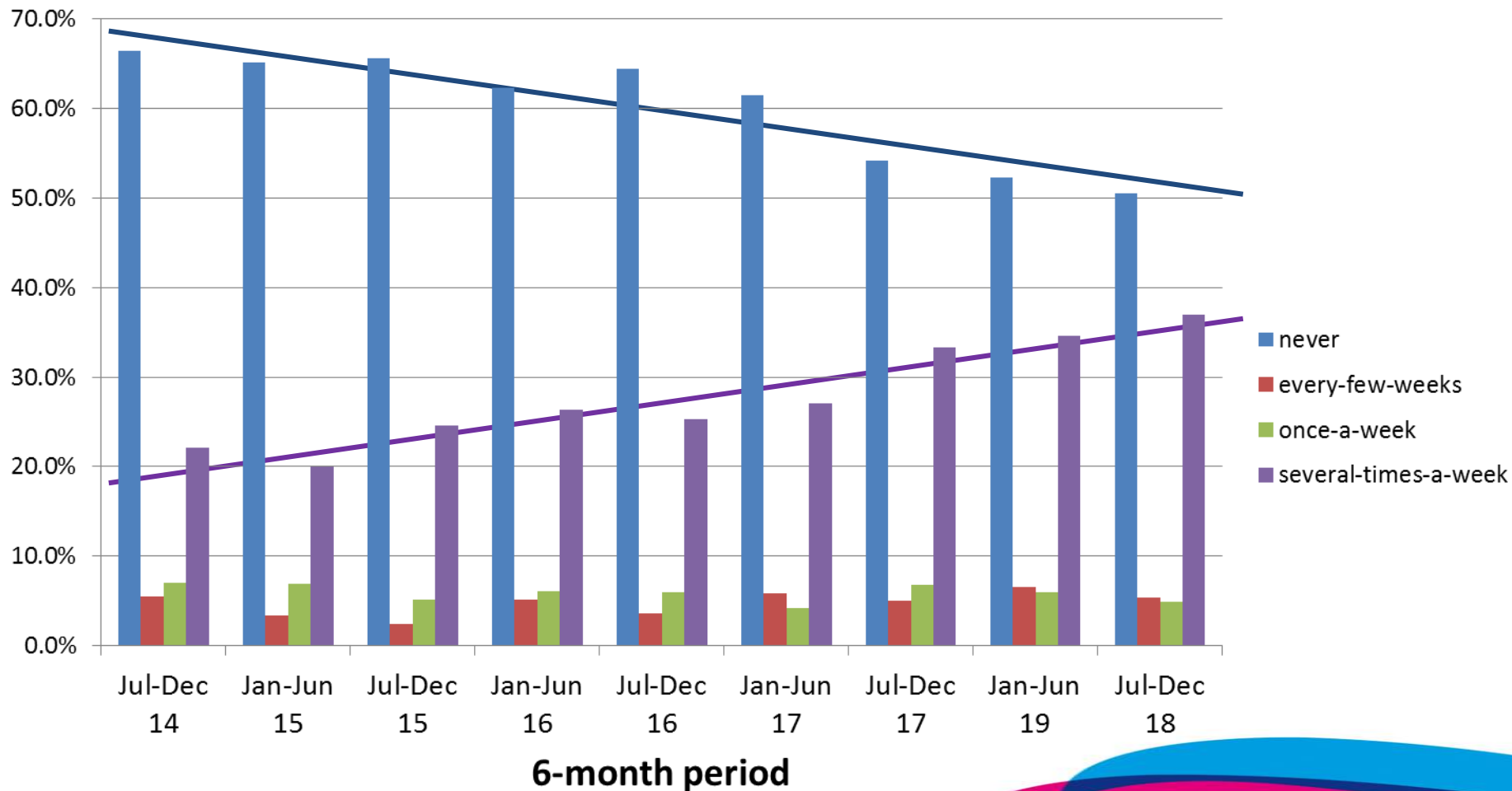


Very Confident



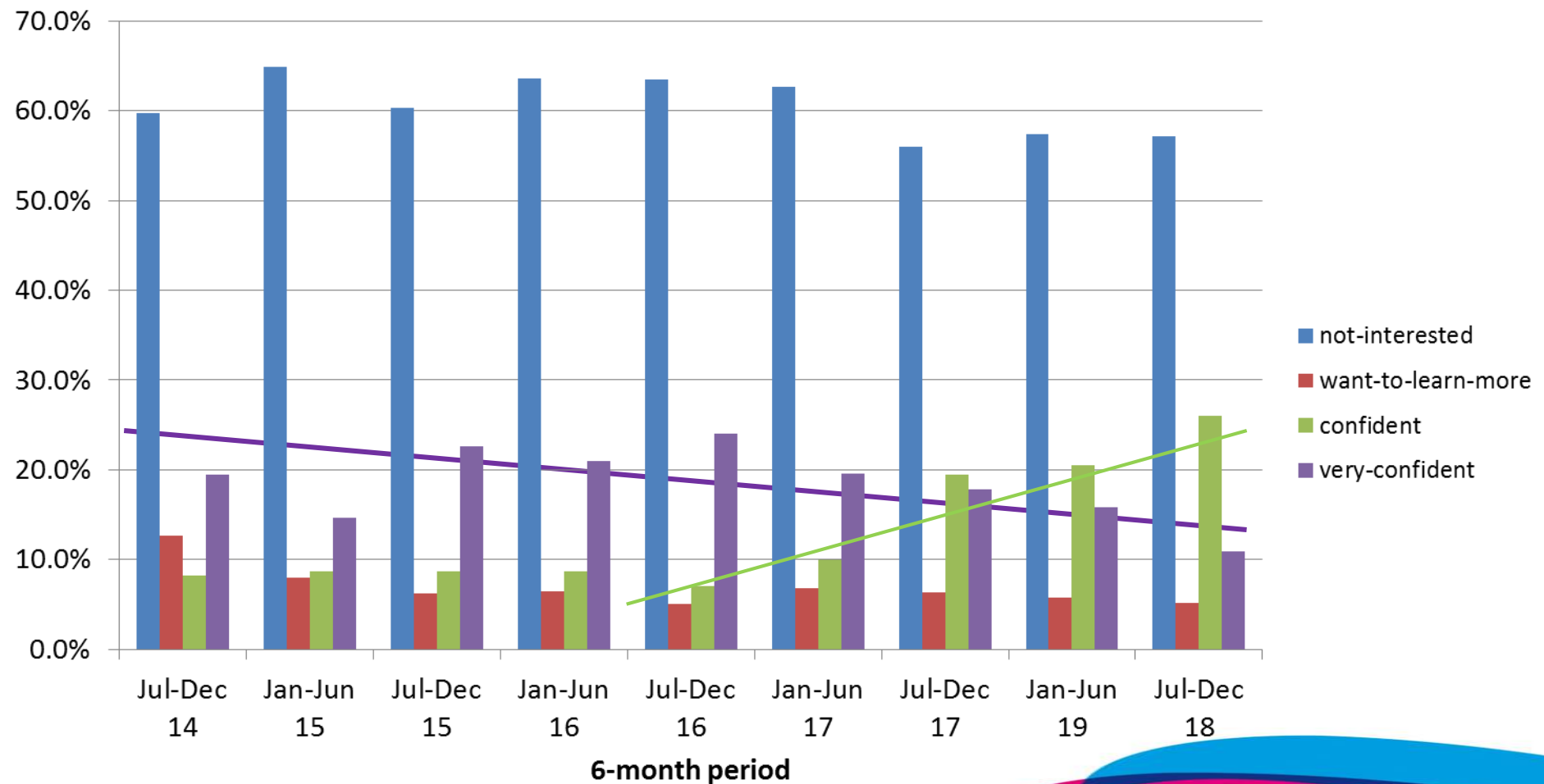
Uncovering factors – Internet Usage

Clients were asked “How often do you use the internet?”



Uncovering factors – Internet Confidence

Clients were asked “How confident are you using the internet?”



How to overcome the Barriers



How to overcome the Barriers



- Identifying clients in need of Digital Support through our holistic casework
- Devising a plan to help overcome the active or adopted barriers



How to overcome the Barriers

- Introductory Tablet Taster Sessions
- A free Tablet Loan Service for three months with wireless Mi-Fi units
- Regular community drop-ins and one-to-one tuition at home



Sustainability

- Supported in learning a new skill - Reduced loneliness and increased wellbeing
- Clients looking to purchase own tablets after loan ended
- Provide self-sustaining community support
- Embedded Digital Support in our wider offering