Transcript for 'Think about it' movie

Slide number

1. Think about it… Using digital technology to tackle social exclusion
2. In the last three decades globalisation has transformed our lives…
3. new technologies have made it quicker and cheaper to communicate long-distance
4. creating many opportunities that simply did not exist before
5. In 2006 over £130 billion of business was conducted over the internet in the UK
6. 7 out of 10 UK businesses communicate with customers directly through their website
7. Investment in ICT is linked to higher productivity and growth
8. 17 million adults in the UK now choose to manage their finances with online banking
9. In Britain over 50% of online 16-24 year olds use social networking websites
10. 20.4 million UK homes have a digital TV service
11. Britons send 1 billion text messages every week
12. Technology has become so central to our society that…
13. our government considers ICT to be the third 'skill for life' alongside literacy and numeracy ('21st Century Skills' – UK education department)
14. .. and technology use is seen to be a key factor in social inclusion
15. But not EVERYONE in the UK is benefiting from the opportunities provided by new technologies
16. DID YOU KNOW?
17. 11% of adults do not use a mobile phone
18. 20% of adults do not have digital tv
19. 33% of UK households do not have a pc
20. 800,000 school children cannot go online at home
21. 10% of 16-24 year olds do not use the internet
22. 27% of adults have never used the internet
23. So why aren't these people taking advantage of new technologies?
24. Some people choose not to
25. Some people have no access or lack the skills
26. Some people have more pressing challenges in their lives
27. Often they are disadvantaged, suffering 'social exclusion'
28. … having three or more big problems in life
29. such as: No job, no home, no money, poor health, victim of crime, no public services, poor education and skills
30. Technology use rises with wealth and socio-economic status… … and falls with age and disadvantage
31. 75% of disadvantaged people do not use the internet; That's 7 million adults…

32. more people than the entire populations of Ireland, Latvia, and Luxembourg added together
33. 35% of disadvantaged people do not use mobile phones; That's 3 million adults…
34. enough people to fill Wembley Stadium 33 times over
35. Why is 'social exclusion' our problem?
36. Because we want a fair society
37. Because we want a caring society
38. Because we want a safe society
39. Because social exclusion creates a cost for us all
40. Tackling problems associated with our 1.3 million most disadvantaged people…
41. … costs an average of £44,538 per person
42. for the UK that's £57.9 billion each year
43. But the costs are not only financial…
44. social exclusion also costs lives and life chances
45. If you are poor, unemployed, or live in a deprived area…
46. you are more likely to die young
47. If you are from a poor family, spent your childhood in care or are a teenage parent…
48. you are more likely to leave school without good qualifications
49. As a growing number of people in the UK enjoy the benefits of technology in their daily lives…
50. disadvantaged people without these opportunities are being left further behind
51. Now that UK Government is shifting services online…
52. people already struggling in life may find it harder to access the services they need
53. Social exclusion is a barrier to closing the digital divide; Digital exclusion limits the lives and the life chances of the disadvantaged
54. We need to "shift efforts from 'treatment' to 'prevention'…"
55. "and break the cycle of disadvantage" (Social Exclusion Task Force, UK Cabinet Office)
56. We can take the opportunity to use technology as a tool for improving lives and life chances or face the risk of increasing economic and social costs
57. Working together… Central government, local government, social care practitioners, voluntary sector, community groups, private sector, ICT industry,
58. we can use technology to help us
59. … it can help us to make decisions
60. Technology can help focus resources and tackle social exclusion
61. Placing data on a map in a clear visual format…
62. Simplifies decision making about a local place
63. data on a map is used to locate areas of social and digital exclusion in London

64. … it can help us to improve communication
65. Technology can help frontline practitioners provide a better service by sharing data
66. Joining up services around the needs of disadvantaged people…
67. can help prevent them from 'falling through the net'
68. Sheffield SafetyNET: "We have Teachers, Social Workers, Nurses… Housing Officers, Doctors… Important information gets lost between the gaps. Sheffield SafetyNET is a bold attempt to prevent this happening… encouraging professionals to work together."
69. … it can help us to give support
70. Remote access technology helps frontline practitioners spend time with clients
71. Using mobile devices can reduce paperwork and improve data accuracy
72. Barnet Council's Children's Service Mobile solution: "Social workers are now able to access their diaries and email without having to come to the office, which means they can get out and see more clients and support more children and their families."
73. This mobile solution has saved Barnet Council's Children's Service £380,000
74. … it can help us to make a house a home
75. Technology can support a secure home environment and independent living
76. Telecare enables older and vulnerable people to live safely in their own home and community
77. Electronic sensors around the user's home can provide regular reminders or alert carers if a problem arises
78. Telecare in action: "Since the equipment has been in I have started to go out again, and I know Mum will be ok. Before, I was always too worried about the gas and her going out and getting lost. The lights are fantastic – I don't need to worry now at night when Mum gets up. They really give me peace of mind."
79. Telecare has saved Northamptonshire council £1,504,773 in 21 months
80. … it can help us to provide opportunities
81. Giving communities access to technology and training…
82. can improve life chances and regenerate deprived areas
83. The Gorbals REAL Learning Centre provides technology training in an area of Glasgow with low skill levels and high unemployment
84. 9 out of 10 residents joined the learning centre, over half have attended IT classes, 105 people have been helped into work
85. … it can help us to get the right job
86. Technology can help disadvantaged people gain employment by…
87. finding the job, getting the job, doing the job
88. creating a more inclusive labour market for…
89. people who want to work flexible hours, people who have disabilities, people who work from home

90. Slivers of Time is an online service that links together employers offering 2-3 hours of work with people looking for flexible employment
91. …. it can help us to get direction
92. People excluded from online services can receive advice, help and guidance…
93. through channels they know and trust…
94. digital tv, mobile phones, touch-screen kiosks
95. DigiTV GP Appointments: "Thousands more people across the UK will now be able to enjoy the convenience of booking a doctor's appointment via digital television – at the touch of a button. As well as improving access to healthcare for patients, this unique service also saves valuable time and money for busy surgeries."
96. Technology offers endless opportunities for innovating social care… free your imagination
97. Think about it…
98. Technology can help deliver social inclusion outcomes
99. But we need your help too…
100. "An open, inclusive information society that benefits all people will not emerge without sustained commitment and investment", Kofi Annan.
101. You can make a difference
102. Think about it… Using digital technology to tackle social exclusion

Credits:
103. *Think about it…* was created by the Digital Inclusion Team www.digiteam.org.uk , slides by Louise Bazalgette, Music created by Paper-Stone Studios, www.paper-stone.co.uk. *Think about it…* took inspiration from the slideshow *Shift Happens*: http://fleming.myzen.co.uk/Shift%20Happens_UK.ppt
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