Harnessing technology to build a healthy, equitable future

IHA 18TH ANNUAL HEALTH LITERACY CONFERENCE CONFERENCE. – MAY 1-3,2019

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Objectives

1. Describe at least three examples of how digital technologies as used by government, academicians, private industry, and consumers will in the future address some of the nation's most pressing health literacy challenges.
2. Describe both the promises and perils of a technology enhanced future for addressing health literacy.

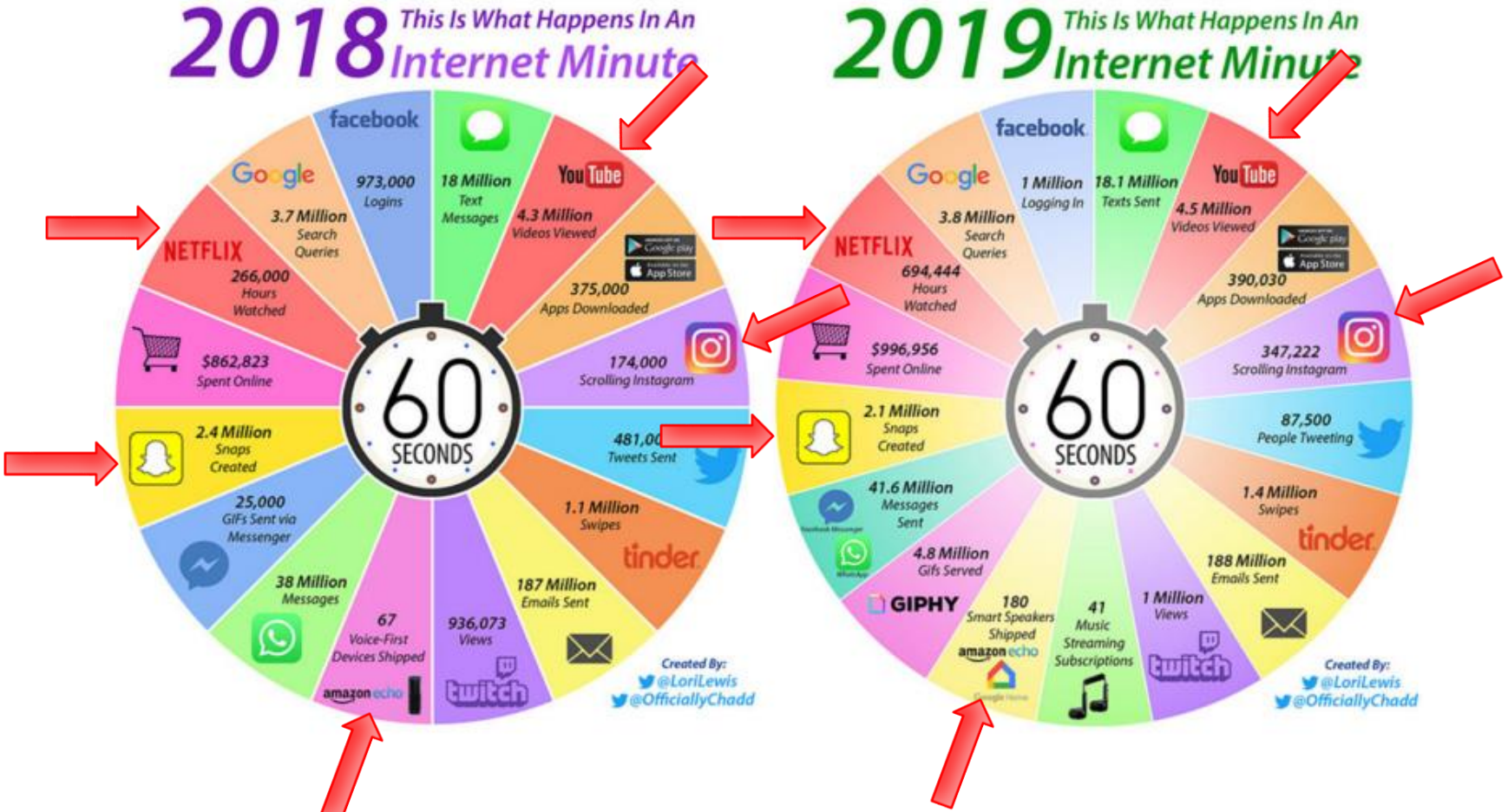
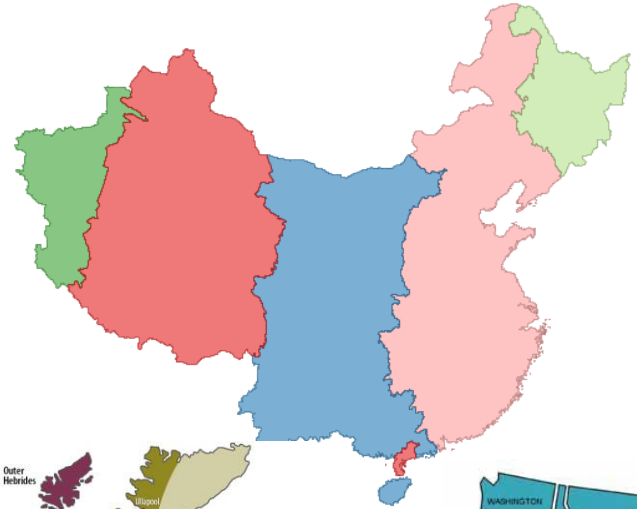
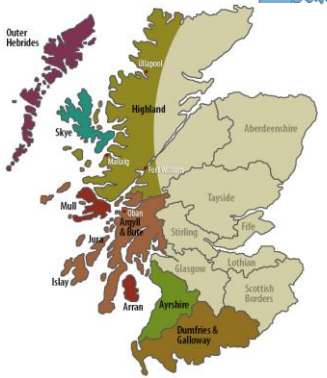


Image source: https://www.visualcapitalist.com/what-happens-in-an-internet-minute-in-2019/

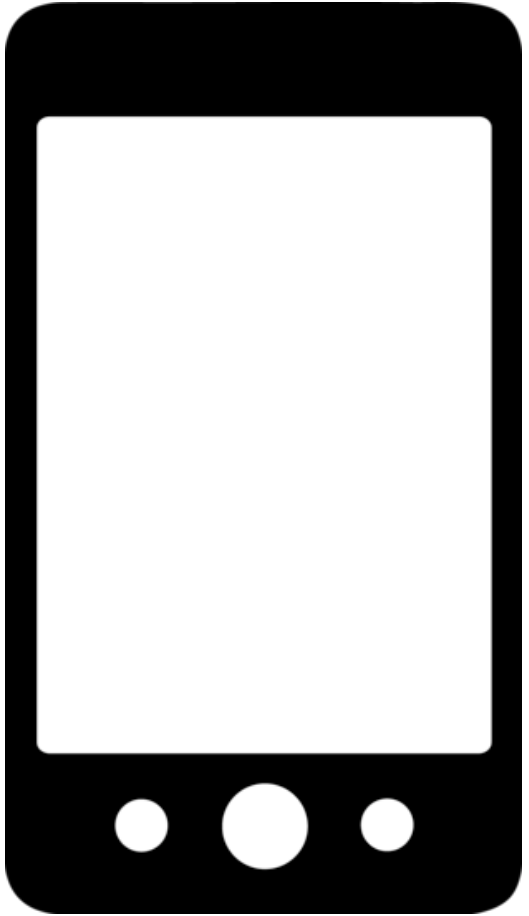
HL is already a global issue . . .

HL is not an American issue. . .



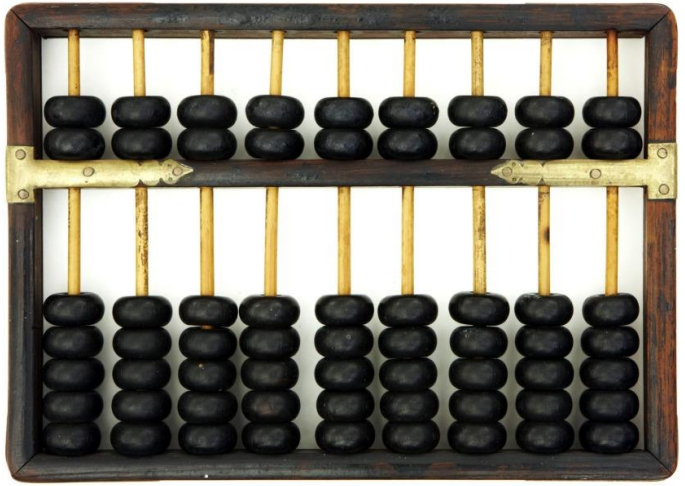


Compute power . . .



If we can land here . . .

With the technological equivalent of this . . .

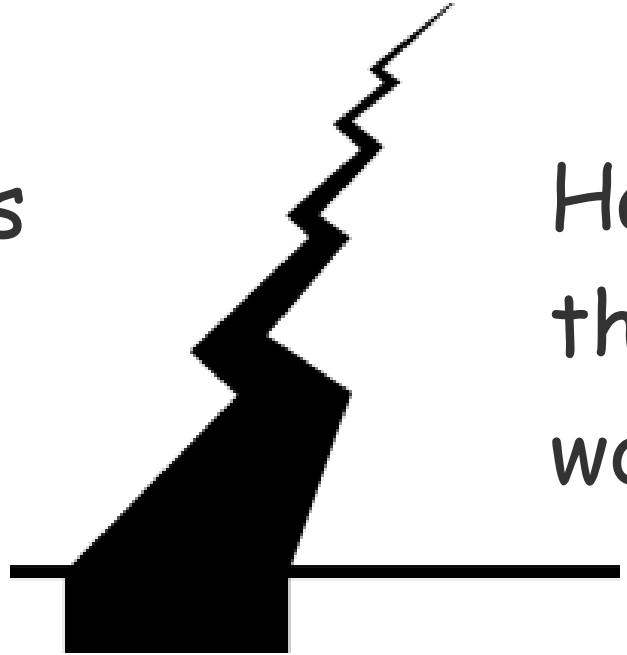


Then why can't we apply today's technology tools . . .

To solve problems like this one . . .

Digital Divide

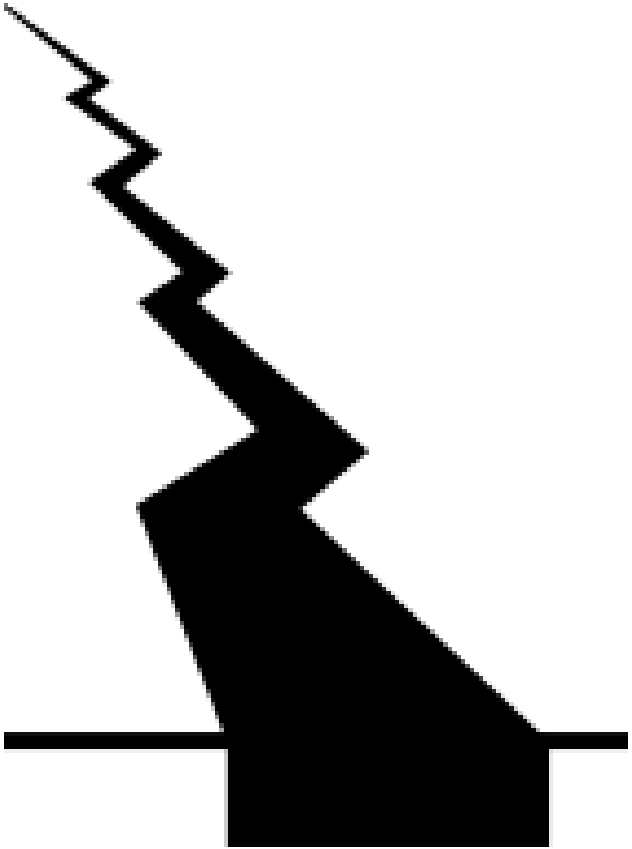
Gap between the Haves and



Have-nots in the digital world

Many Divides

- Access
- Literacy
- Language
- Diversity
- Judgment
- Skills

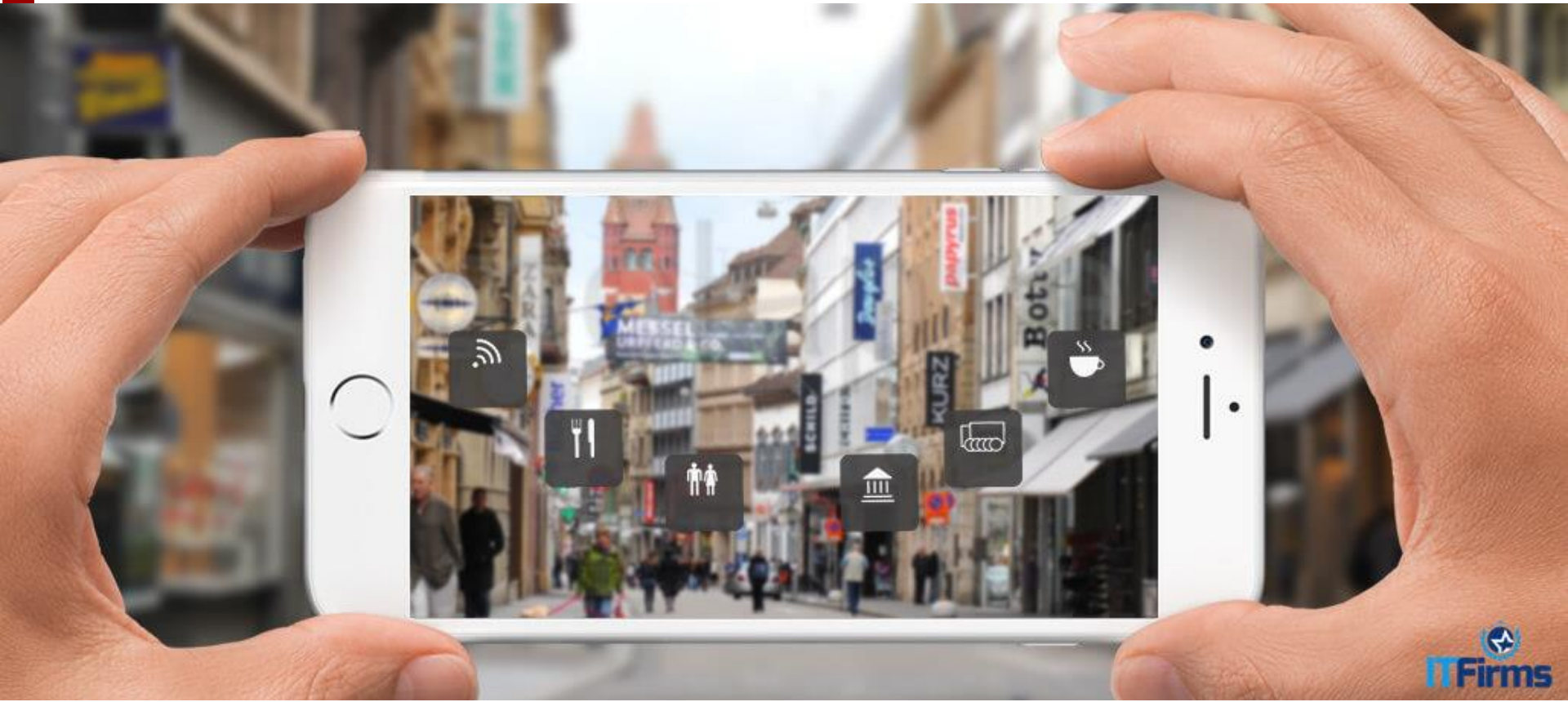


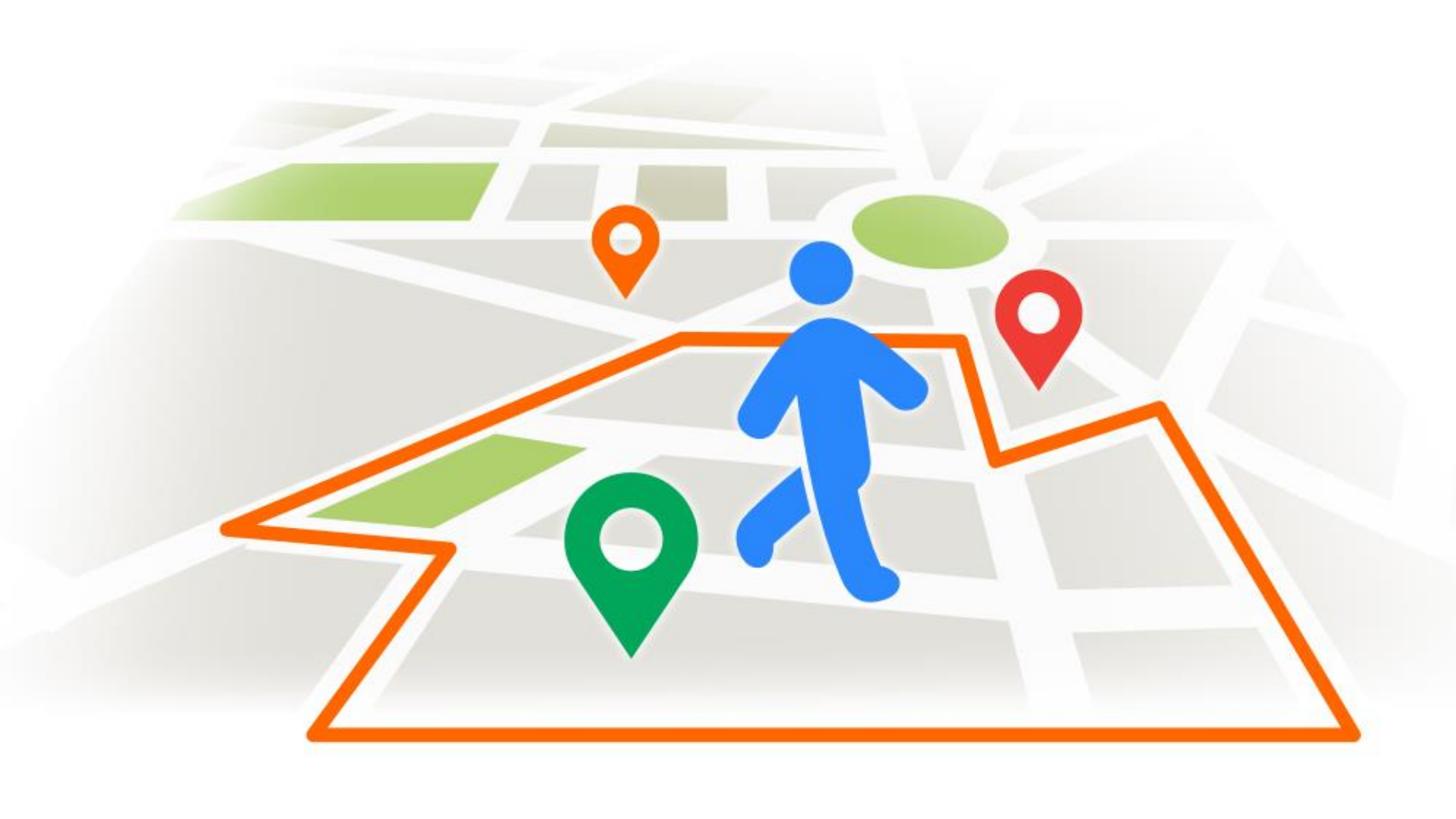
One size doesn't fit all

Created by Luis Prado
from Noun Project

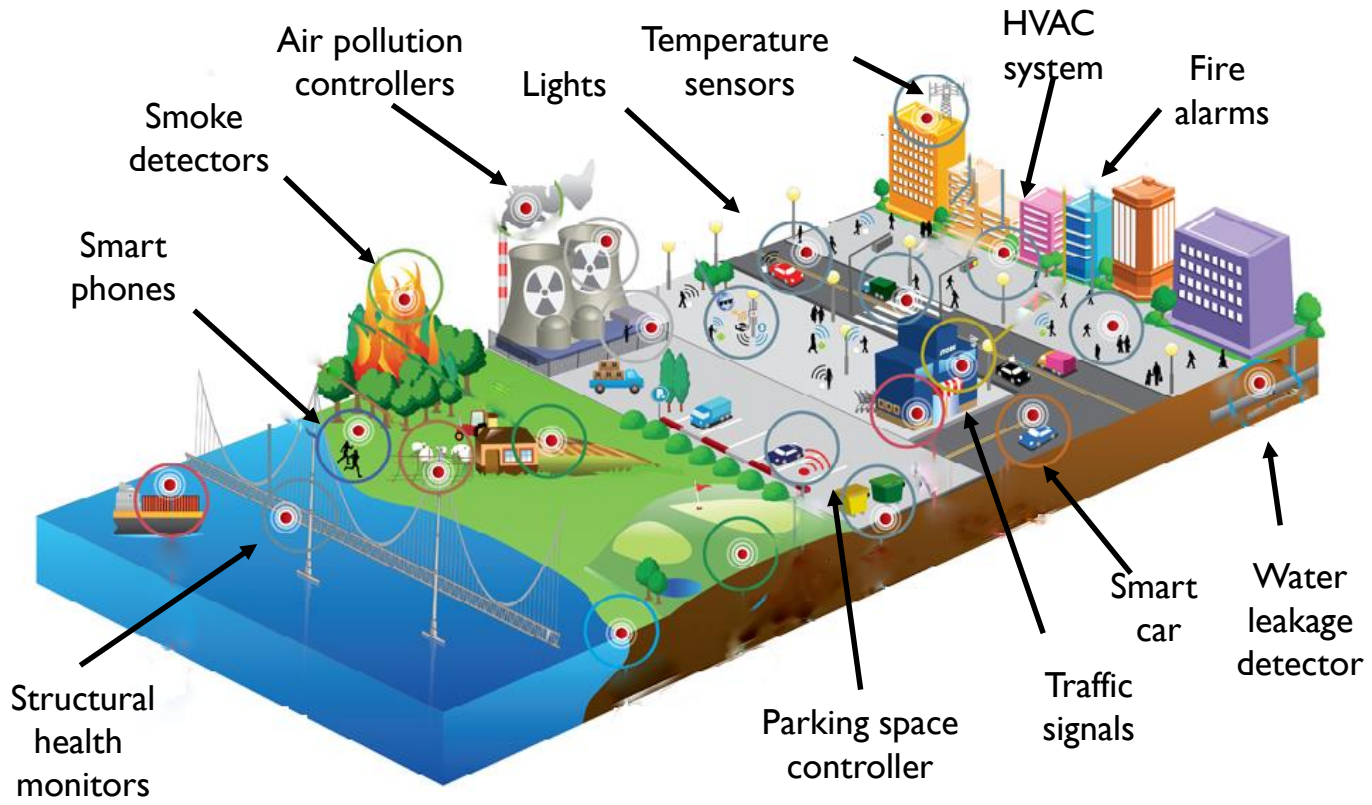
WHAT'S NEXT?

12:45
Dinner with Emma
6:30 PM, 4 September
13°
it's 6:30 AM
amazon
amazon


MESSEL
KURZ

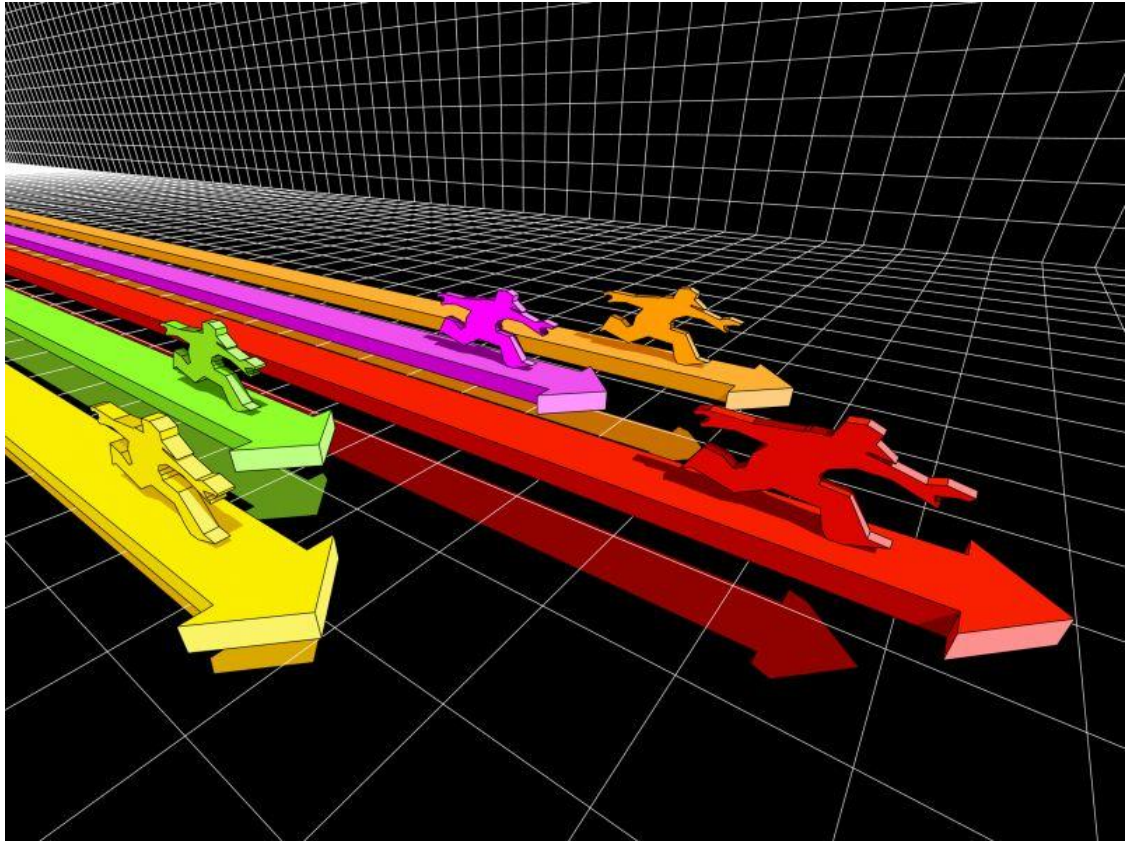


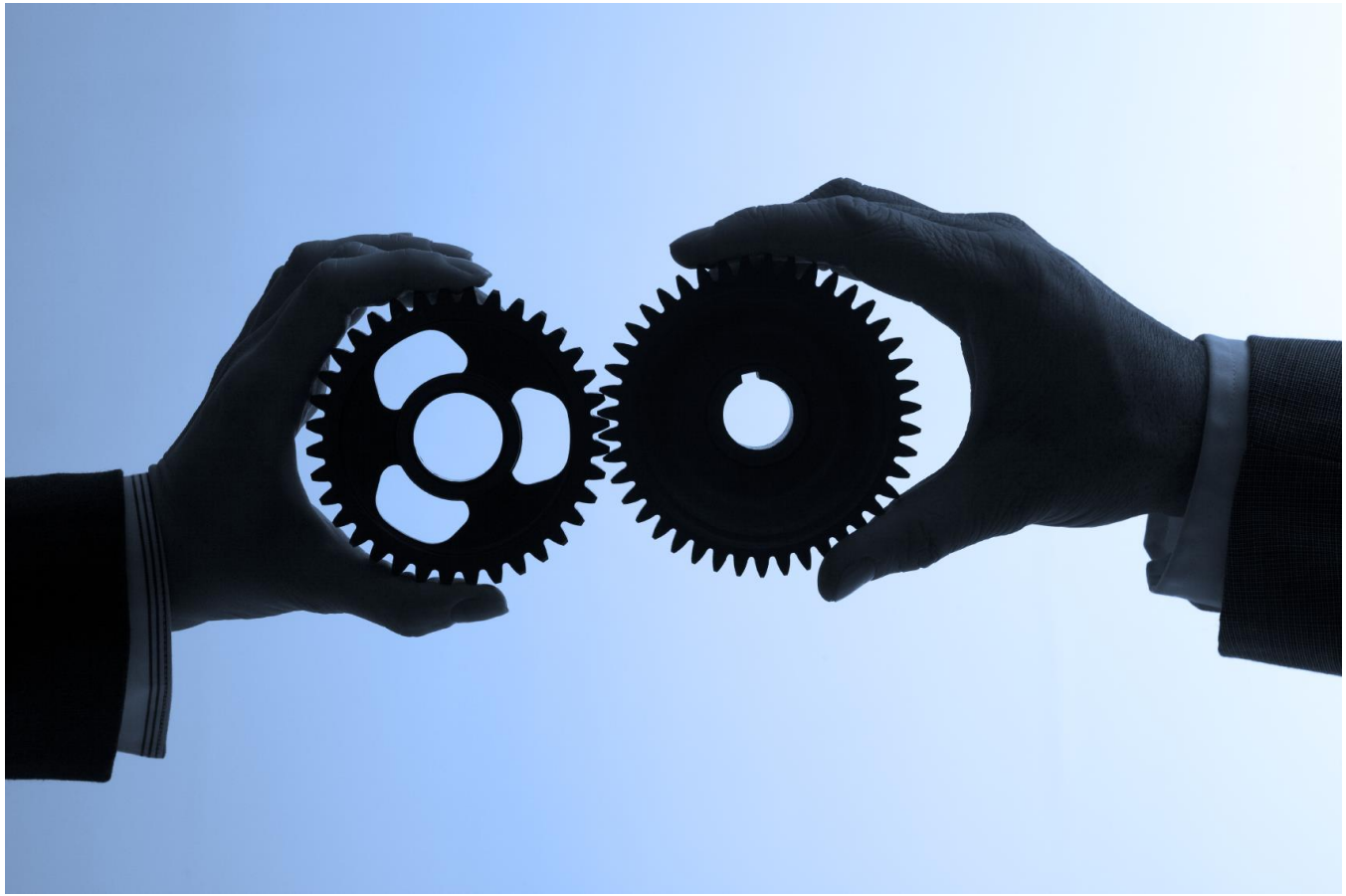
Serious Games / Gamification


Air pollution controllers
Lights
Temperature sensors
HVAC system
Fire alarms
Smoke detectors
Smart phones
Smart car
Water leakage detector
Structural health monitors
Parking space controller
Traffic signals

Big Data / Data Science/Predictive Analytics

- *"... is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it."*





Pandora

Issues and concerns

Source: H Frank Cervone, PhD, CPHIMS. Analytics and Big Data: A Quick Overview. School of Public Health, University of Illinois at Chicago, School of Information, San Jose State University

Image courtesy of eCampusNews

Image Source: https://www.trustarc.com/blog/2016/10/26/privacy-governance-program/

Indiscriminate data collection and mining

Image source: https://www.yahoo.com/news/hero-big-data-needs-data-201938805.html

Other concerns

Image source: https://online.essex.ac.uk/blog/get-real-degree-5-common-concerns-online-learning/

Image Source: http://www.mcgrawhill.ca/college/olcsupport/hahn2/HealthQuest/wellboard/intro.htm