



BARRIERS TO ACCESS

NATALIE LAFFERTY – UNIVERSITY OF DUNDEE



STREETCAR RESTRICTED SPEED ZONE

STREETCAR RESTRICTED SPEED ZONE

CHANGE IN THE WORKPLACE



TECHNOLOGY HAS BEEN TRANSFORMATIVE

impact / impact
the benefit or cost
to society of res



CHANGED THE WORKPLACE

WEB 2.0 PROVIDE NEW OPPORTUNITIES

A large, stylized orange hot air balloon is the central focus. It has a yellow banner across its middle with the text 'OPPORTUNITY city!' in green and red. Below the banner is a white arrow pointing to the right with the text 'THIS WAY' in orange. The balloon is set against a background of a green hill, a blue sky with white clouds, and several other hot air balloons in the distance.

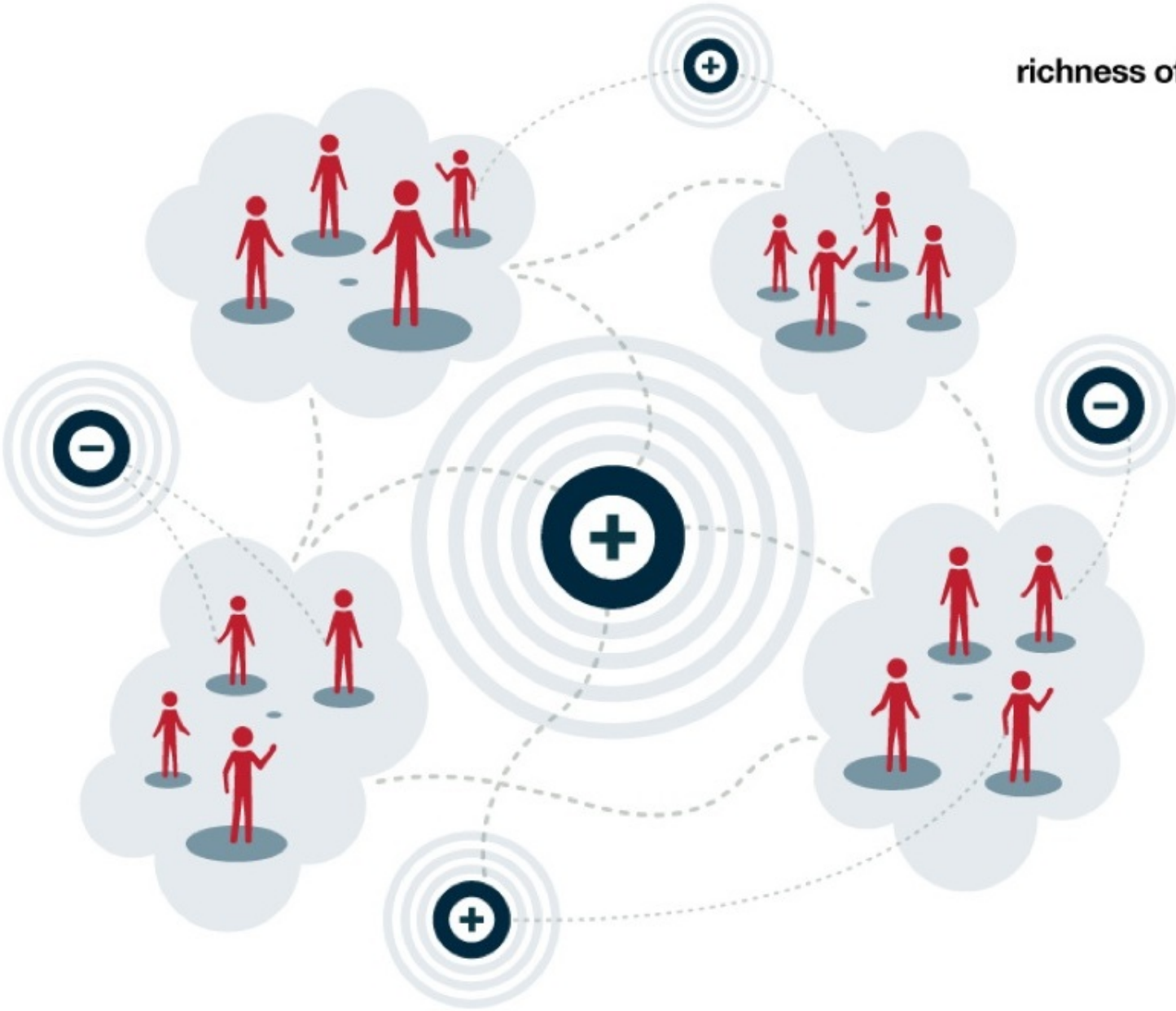
OPPORTUNITY
city!

THIS WAY

OPENS UP DIGITAL ENGAGEMENT



richness of connectivity



Improve Collaboration

@gavinkeech



Digital Health

Digital guidance and best practice for the health and care system



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Digital strategy

This strategy sets out how the Department of Health will give its staff the knowledge, skills, tools and confidence to embrace digital opportunities to deliver better health, better care and better value for all.



What's in this strategy?

[A summary of the contents and specific commitments](#)

Digital and policy

[How the department will use digital to improve policymaking](#)

Browse the strategy

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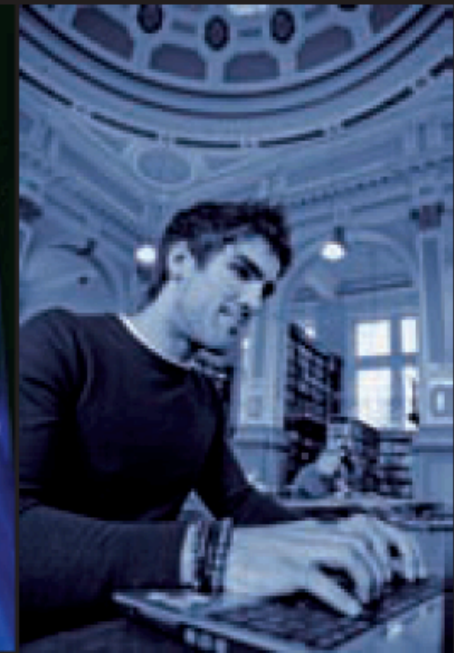
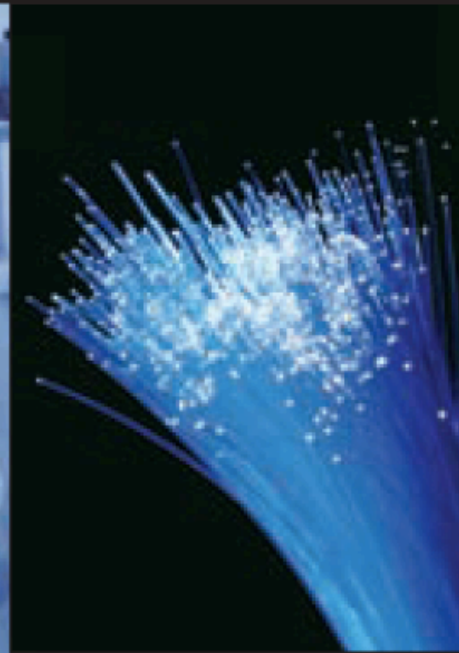
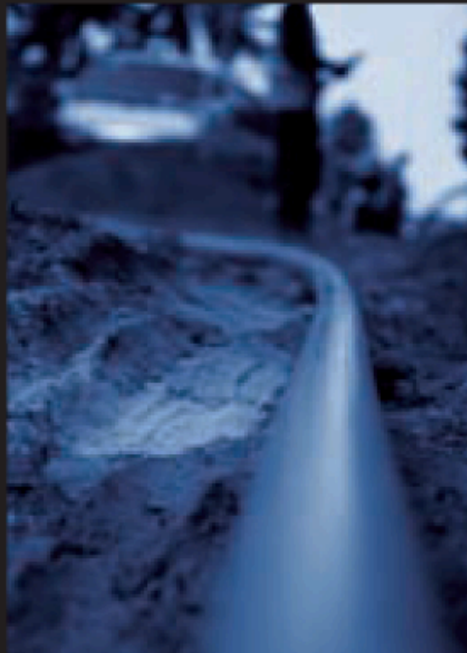
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[See our photos](#)

Knowledge, skills, tools & confidence
to embrace digital opportunities

Scotland's Digital Future A Strategy for Scotland



BUT ... IN THE NHS ...

**NO
ACCESS**

The NHS recognises the benefits of social media to patient communication and engagement and for feedback and dialogue with the public.

NHS social media policies highlight the potential risks of social media including:

- breach of patient confidentiality
- breach of copyright
- cyberbullying
- lapses in professionalism

These risks are very real

healthcarenetwork

Insight, reports and data for NHS innovators

Trusts reveal staff abuse of social media

Snapshot survey of some of England's biggest trusts suggests growing problem for the NHS



Sade Laja

Guardian Professional, Wednesday 9 November 2011 09.00 GMT



Comments (0)

Improper use of social media, especially Facebook, is leading to disciplinary action against staff at a number of English trusts.

Figures released to Guardian Healthcare show that 72 separate actions were carried out by 16 trusts against staff who inappropriately used social media between 2008-09 and October 2011.

Guidelines from professional bodies



BMA 

NMC Nursing &
Midwifery
Council

General
Medical
Council

NMC - “We do not advocate blanket bans on nurses, midwives or students joining or using social networking sites, and employers and educators should not suggest that this is our position. Even if such bans could be imposed on workplace or university computer networks, personal computers and mobile devices offer easy access. Blanket bans are likely therefore to be both unenforceable and counter-productive. We support the responsible use of social networking sites by nurses, midwives and students.”



The missing piece ...

No mention of the benefits that
Web 2.0 & social media
bring to education, training and research



NHS-HE Forum

NHS-HE Connectivity Project

**Web 2.0 and Social Media
in Education and Research**



emergency concept radiology
 examination notes clinical question X-ray medicine answer cases media
 learning information education iteration content
 ECG technology learn ideas

Outlining role of Web 2.0
 in learning & research

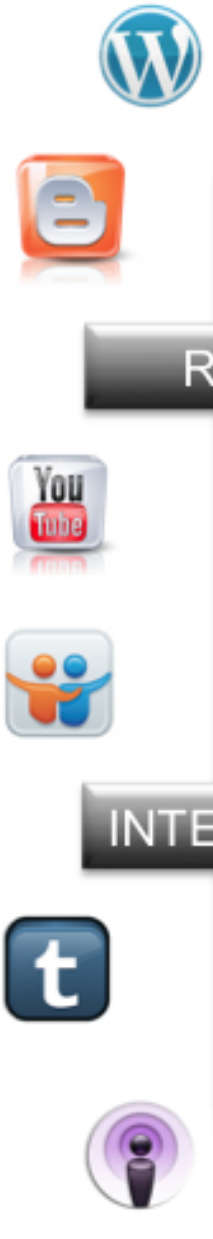
social media
 share like place day network
 business video use
 tweets time new
 think people news FB energy outlets pages
 much Tube really
 Google users Google+ understand
 Twitter
 Facebook
 LinkedIn
 many information

READ

EXPLORE

INTERPRET

SHARE



What Happens in an Internet Minute?



And Future Growth is Staggering





Free Open Access Meducation
#FOAMed



Learning & research networks

“A policy of ‘no social media use at work’ could affect an individual’s level of engagement with the organisation if it separates them from professional contacts.

Similarly, a policy of open access to social media could increase their feeling of membership of an organisation by allowing them a space in which to ask questions and discuss issues.”

NHS Employers Briefing 87 – HR and social media in the NHS:
An essential guide for HR directors and managers January 2013

REVIEW



EARLY ADOPTERS

potential mentors & trainers

#wenurses

Connecting. driving and supporting the nursing community

How to get the best from twitter chats for CPD

Founder of twitter nurse chats explains why just attending isn't enough for CPD.



"Strokes, care and technology" 16/05/13



The @WeNurses pin badge has arrived



Blog Using Social Media to Speak Out Safely



Pin Me UP!!!

You asked for something that you

Review of Web 2.0 Tools

- Potential users
- Benefits
- Risks
- Recommendations

BENEFITS



Emerging evidence

Journal of Computer Assisted Learning

The effect of social media use on work-related learning


T. van Puijenbroek,* R.F. Poell,† B. Kroont & V. Timmerman*

*Capgemini Consulting, Utrecht, Netherlands

†Tilburg University, Tilburg, Netherlands

RISKS



A photograph of a laptop screen in a dimly lit room. The screen displays a large, bold, white text message on a dark background. The message reads: "STOP MESSING AROUND AND DO SOME WORK." To the right of the text, there is a vertical sidebar with several widgets: a quote, a circular icon, a weather widget showing 33° in Greenwich, NJ, and a clock. The bottom of the screen shows a Windows taskbar with the Start button and several open applications, including Facebook. The laptop is an Acer model, and a stack of books is visible on the left side of the frame.

**STOP MESSING
AROUND
AND DO SOME
WORK.**

DISTRACTION

CONNECTED



ANYTIME, ANY PLACE, ANY WHERE

LEVELS OF ACCESS

ACCESS

THRU TO

NEW NORTH

RD

TOOLKITS

A red toolbox is shown open, revealing a collection of tools. In the foreground, a hammer with a black handle and a metal head is prominent. Next to it are a pair of pliers with blue handles and a pair of scissors with black handles. A screwdriver with a red handle is also visible. In the background, there is a roll of green tape labeled '25' LEVERLOCK STANLEY', a roll of white tape, and a red screwdriver with 'CRAFTSMAN' written on it. The toolbox is placed on a wooden surface.

SUPPORTING EDUCATION, RESEARCH & COLLABORATION



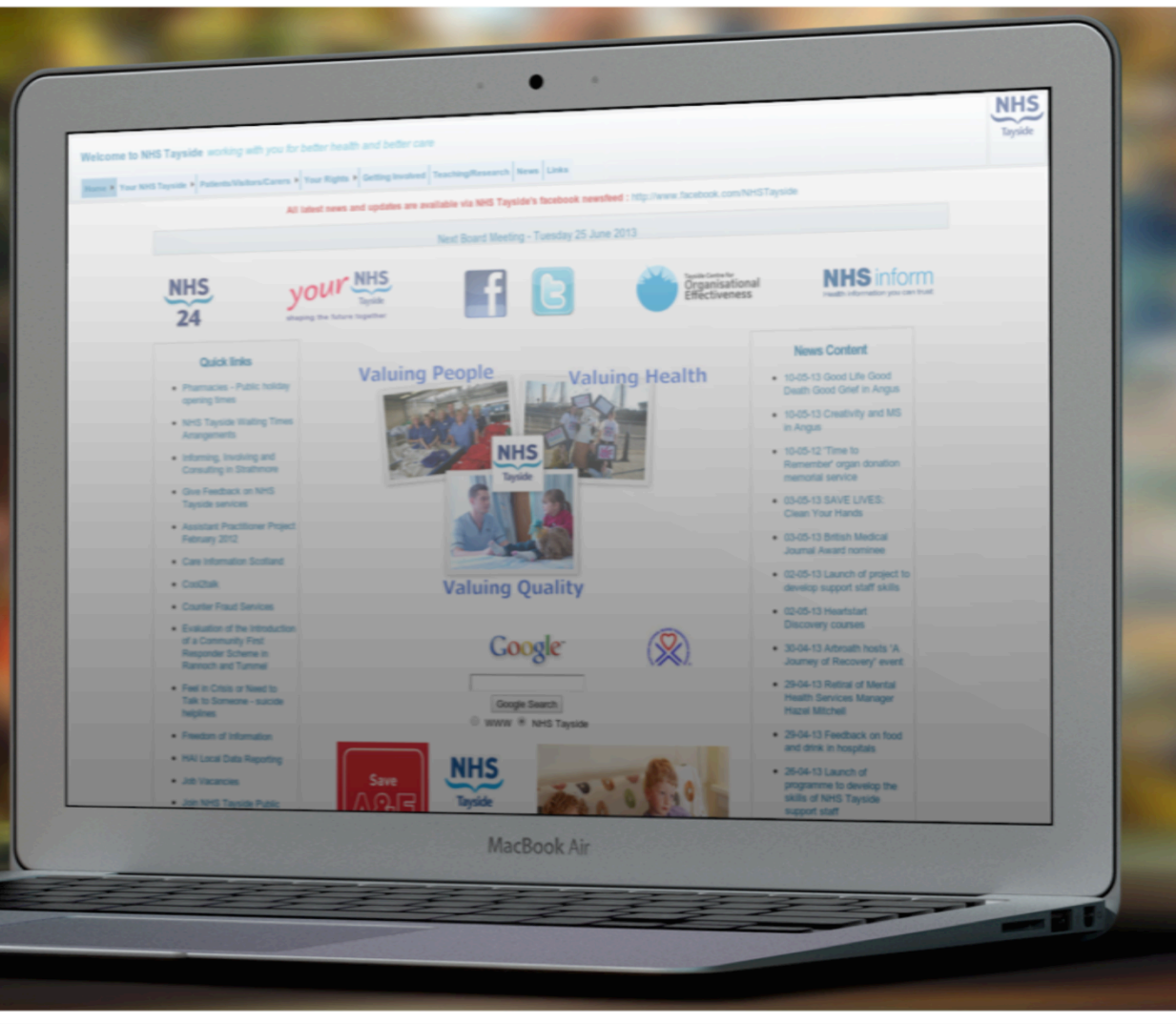
Next steps

<http://www.flickr.com/photos/harryharris/1525946537/>

Publish, share, facilitate discussion
Share case studies ...

SCOTTISH DEANS MEDICAL EDUCATION GROUP

IT SUB-GROUP



Minimum SOE desktop for
education & research

SLA WITH NHS

MINIMUM IT REQUIREMENTS

WORK LED BY KEITH WYLDE

ACT OFFICER, UNIVERSITY OF EDINBURGH

DOCTORS SURGERY

DOCTORS SURGERY 266

TIVERTON MEDICAL
OPENING HOURS: 10 A.M. - 12.0
4-30 P.M. - 6 P.M. EXCEPT
266

PRIMARY CARE SETTINGS

APPRECIATING THE CHALLENGES



SOFTWARE REQUIREMENTS



A collage of three web browser logos: Google Chrome (left), Mozilla Firefox (center), and Microsoft Internet Explorer (right). The logos are rendered in a 3D, glossy style with overlapping elements. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the text.

MODERN WEB BROWSER

PORTABLE CHROME & FIREFOX

MEDIA PLAYERS



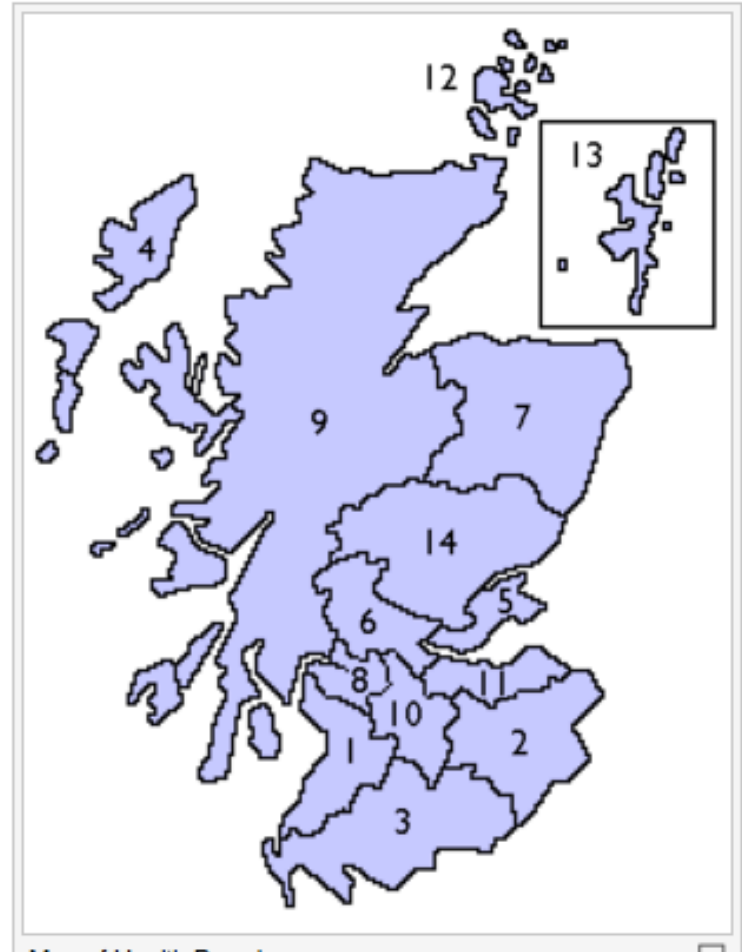
audio



video

NHS Scotland Health Boards

No	Name
1	NHS Ayrshire and Arran
2	NHS Borders
3	NHS Dumfries and Galloway
4	NHS Western Isles (Gaelic: <i>Bòrd SSN nan Eilean Siar</i>)
5	NHS Fife
6	NHS Forth Valley
7	NHS Grampian
8	NHS Greater Glasgow and Clyde
9	NHS Highland
10	NHS Lanarkshire
11	NHS Lothian
12	NHS Orkney
13	NHS Shetland
14	NHS Tayside



SDMEG IT sub-group
working collectively to address barriers

PERMISSION TO USE



Thank you

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Twitter: [@nlafferty](https://twitter.com/nlafferty)

