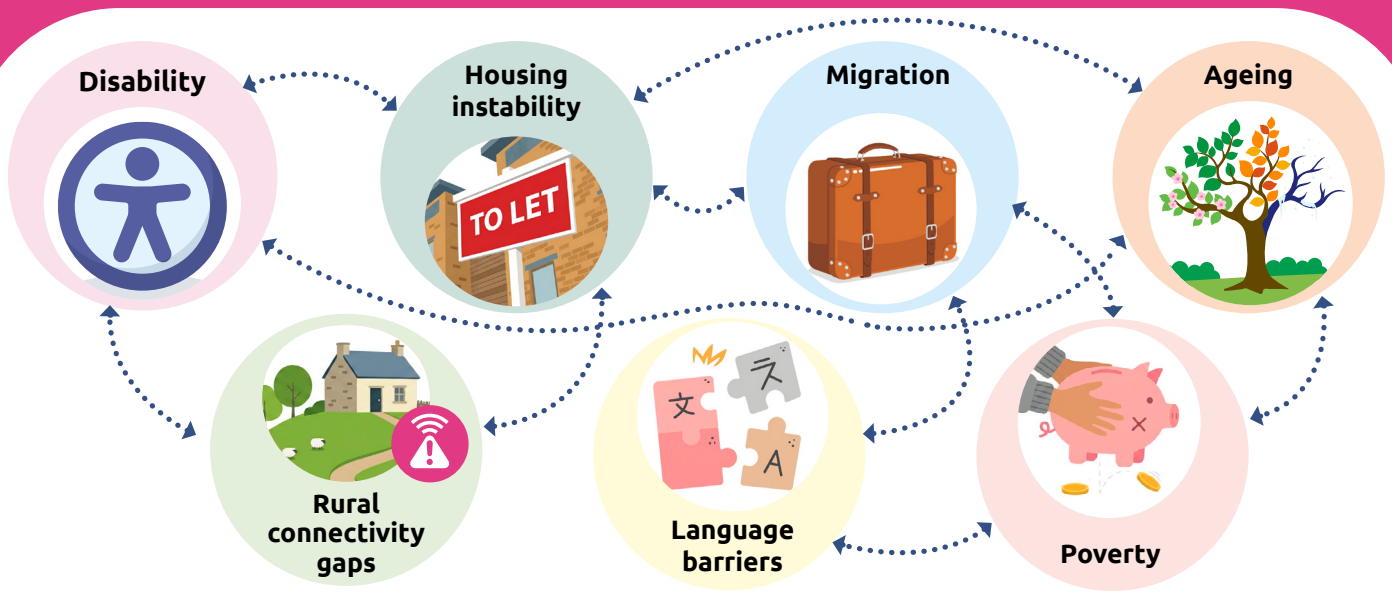
Working with Digitally Excluded Communities: Practical Pathways to Action and Impact

Who may be digitally excluded?



Digital exclusion looks different depending on people's circumstances. Many people experience **overlapping** disadvantages.

Why digital exclusion happens

Structural inequalities

Unfair systems and unequal treatment

Changes in life circumstances

Trust in digital use

Misfit between tech and people's context

These influence the **type of exclusion** people may be experiencing and the support they need.

How support is provided

What works, what changes, and how to measure it across five domains of digital inclusion (few examples)

Access to devices & connectivity

What works	Changes you might see	How to measure impact
Devices, data, Wi-Fi	Ability to get online	Devices or SIMs issued
Hands-on set up	Better social connection	

Digital skills

What works	Changes you might see	How to measure impact
1:1 support	Increased confidence	Task completion logs
Digital Champions	Improved digital skills	Confidence scales

Engagement (trust and motivation)

What works	Changes you might see	How to measure impact
Trusted intermediaries	Willingness to try	Short impact survey
Using "hooks"	Reduced fear/anxiety	Case studies

Meaningful digital use

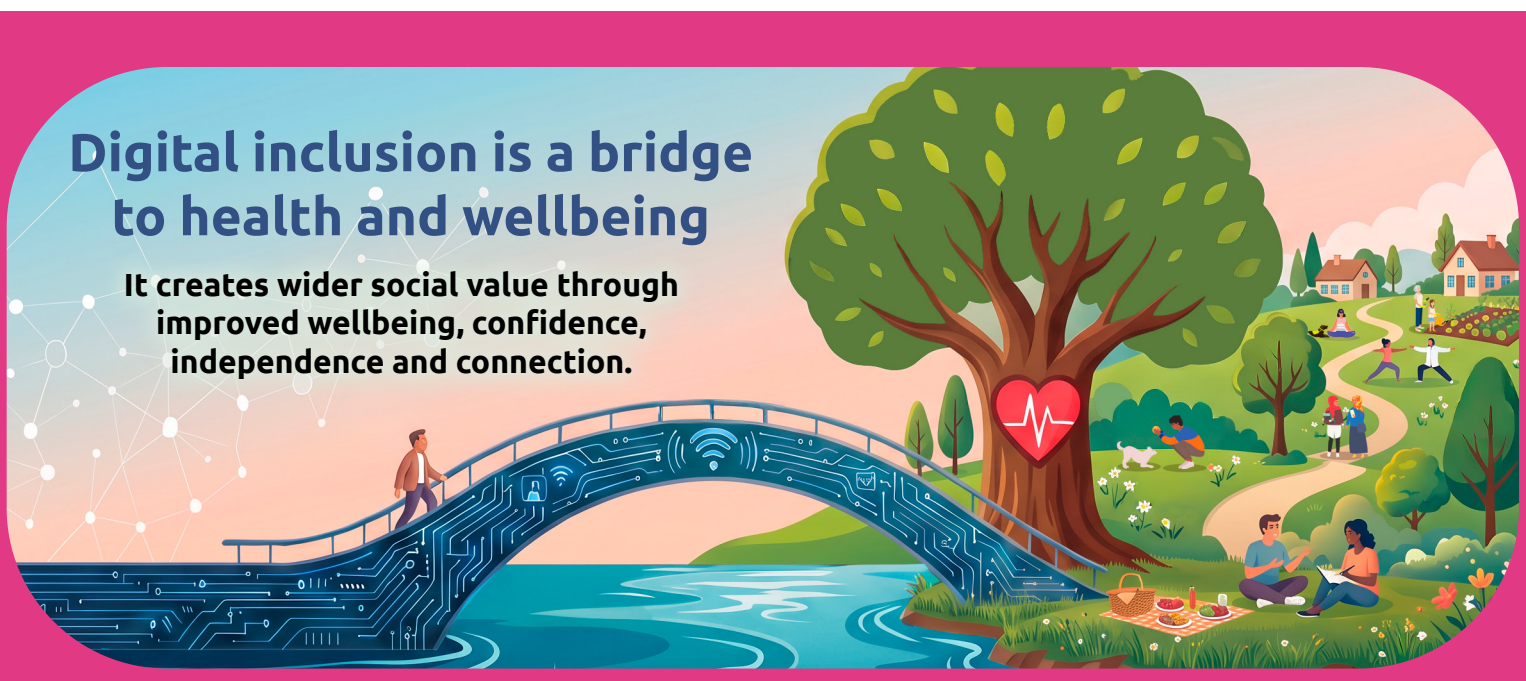
What works	Changes you might see	How to measure impact
Support with tasks that matter	Greater independence	App usage data
Light-touch follow-up	Better access to services	Case studies

Support (social & cultural)

What works	Changes you might see	How to measure impact
Co-designed	More inclusive support	Uptake data
Trauma-informed	Improved wellbeing	Social connection questions

What practitioners find challenging and what helps

Challenges	What works well in practice
Different tools across services	Simple consistent questions
Literacy and language barriers	Verbal or pictorial tools
Capturing wellbeing outcomes	Combine data and case studies
Proving impact	Show how support helped
Short funding cycles	Light-touch follow-up



More detail and practical examples, including the guide and Digital Inclusion Practitioner Personas, are available here.

This infographic is informed by an NIHR-funded study (NIHR 169564) including an evidence review and insights from practitioners across local authorities, community organisations, housing, academia and the NHS.

GIG CYMRU NHS WALES | Iechyd Cyhoeddus Cymru Public Health Wales
NUFFIELD DEPARTMENT OF PRIMARY CARE HEALTH SCIENCES
dpia
newydd
ewmpas