AGE UK EAST LONDON & OFCOM

MEDIA LITERACY PROJECT EVALUATION - APRIL 2024

Making
sense
of media

CONTENTS

Executive Summary

- **Introduction**

  The project delivered by Age UK East London aims to support older individuals with their use of digital literacy, focusing on three main subject areas: online safety and scams, saving money with energy providers online, and money saving awareness for grocery shopping through online platforms. The following is an overview of the evaluation report on the impact, effectiveness, and learnings associated with the digital project that was provided for the older people who accessed the project.

- **Background**

  Making Sense of Media is Ofcom's programme of work to help improve the online skills, knowledge and understanding of UK adults and children. This project was one of thirteen projects commissioned in December 2022 to improve media literacy skills across four cohorts, with our focus for this project being supporting Older adults with digital awareness through their learning.

- **Objectives**

  To deliver digital skills sessions in varied formats to support older people attending with supporting and teachings for online digital safety and finding online home energy deals (this evolved to online shopping/saving money online as the cost of living impacted the nation). The aims for this would d hopefully lead to the following key objectives:

- o Financially disadvantaged residents age 65+ will feel more confident using the internet
- o Financially disadvantaged residents age 65+ will better understand to spot and avoid online scams
- o Financially disadvantaged residents age 65+ will better understand how to find the cheapest home energy deals

- **Methodology**

  The evaluation employed a mixed-methods approach, incorporating quantitative surveys, qualitative interviews, and case studies. Participants included older adults that participated in the digital support program and program facilitators.

  Following people's learning, to assess and evaluate the improvement in digital literacy among the older participants, to be measured by their confidence and knowledge in the three subject areas of online safety, online shopping and energy saving via online platforms/comparison sites.

  The evaluation will consist of creating surveys for each subject area and include taking measurements from participants of their confidence before and after their digital learning, again for each subject area.

- **Key Findings**

  Digital Safety Awareness:
  - o The majority of participants showed an increase in their confidence with dealing with an online scam post learning
  - o The majority of participants were both able to correctly identify a phishing scam after their learning.
  - o The majority of people knew what to do with when receiving a 'pop up' scam correctly after having support.

  Online Shopping Awareness:
  - o Less than half of people had an increase in being able to find information on shopping comparison online post learning.
  - o The majority of people who took part, did not know where to find a store loyalty card online after having received support.
  - o Almost all clients could partly identify somewhere else to find information on saving money with shopping online post learning.

Online Energy Awareness:

- Over half of people had an increase in confidence with locating information on saving money with home energy online post learning.
- The majority of people could partly identify where to find smart meter information online after support.
- Less than a quarter of participants could fully correctly identify where to compare energy prices online, the remaining majority could partly correctly where to find information after their learning.
- The majority of people could partially correctly identify another option to find where else to save money with energy online post learning.

Change in Support Needs:

- During the course of delivering the project, which initially was focused on aspects of online safety and home energy, out of the impact from the cost-of-living crisis, there was an ask from some clients with more support regarding saving money on grocery shopping and so we adapted the sessions to reflect this need. Additionally, during the winter months from November-February, more people wanted help with saving money on their energy costs compared to the spring/summer period.

Demographic Profile:

- The average client participant would be aged 70-75, be a white British female, live in the borough of Tower Hamlets, be retired and live alone. They would have no disabilities and be of a Christian faith.

- **Recommendations**
  - **Improving the Surveys:** Some parts of them were either confusing and unclear and too possibly difficult for people to answer leading to less people answering some of the questions completely correct. More information from a longer survey, with also open-ended answer options would provide more detailed and informative data and feedback.
  - **Continued Support:** It is clear from the case studies and quotes from clients that people were both appreciative and thankful of the support with the digital learning they received and that there is a need for continued support for older people with digital training.
  - **Wider Feedback Options:** Having a digital option of accessing the surveys would include more participants who could complete them and by actually

incorporating it into the digital learning sessions would increase the number of people who could and would complete them.

- **Conclusion**

  The outcome of the project underscores the critical role that digital support programs in promoting and highlighting the benefits of providing digital literacy support for older adults and the positive outcomes that can be gained for them.

  Whilst the project was successful in the majority of the aims that it set out to achieve generally, namely that of:
  - Financially disadvantaged residents age 65+ will *feel more confident using the internet; will better understand to spot and avoid online scams; will better understand how to find the cheapest home energy deals.*

  In reality, even if objectives were met, there is from past delivery of digital services, a belief that most older people require repetition of learning to re-enforce confidence and ability to do digital tasks independently. Factoring in the fast-paced changes in technology and digital related processes would only lead to more support and learning required for older people with their digital needs and requirements.

  With the general increasing requirement to find information, complete general tasks and access services digital, those older people who are lacking to access of digital equipment and/or knowledge of how to use digital devices, will be further marginalised into the society's digital divide.

  Further adequate funding would be required to bridge the digital divide in terms or digital poverty and access, and there will still be a need to prioritize user-friendly delivery, comprehensive training programs, and ongoing digital support. The funding would still be needed to address both the cost of the technology for affected clients and access to the internet.

  Age UK National have been recently campaigning to highlight the impact on older people that the rush to go digital is having. The report highlights that:

  - *4.7 million people aged 65+ don't have the basic skills needed to use the internet successfully.*
  - *2.3 million people aged 65+ don't use the internet at all.*
  - *3.3 million people aged 65+ don't use a smartphone.*

Introduction

Who we are:

Age UK East London is an independent local charity. We've been working in our communities alongside older people for over 30 years. We have more than 80 dedicated staff and over 100 regular volunteers helping us to deliver services right across East London.

We are a brand partner of Age UK - the national charity formed from the merger of Help the Aged and Age Concern England.

Our Values are:
- Older people and their Carers are our partners in everything we do.
- Kind.
- Accountable.
- Collaborative.
- Flexible.
- Inclusive.

OFCOM Initiate:

Making Sense of Media is Ofcom's programme of work to help improve the online skills, knowledge and understanding of UK adults and children. This project was one of thirteen projects commissioned in December 2022 to improve media literacy skills across four cohorts:

- Older adults.
- People living with disabilities, learning disabilities or cognitive impairment.
- Children and young people.
- Communities experiencing financial disadvantage.

Project Overview

The project aims to support older individuals with their use of digital literacy, focusing on three main subject areas: *online safety and scams, saving money with energy providers online*, and *money saving awareness for grocery shopping through online platforms*.

The format of the support would include set digital courses for older people between 6-8 weeks long, weekly digital drop-ins where people can be supported with their specific digital needs/issues and also one of group events such as techy tea parties where attendees are supported via corporate volunteers.

Together with a commitment to bridging the digital divide, digital isolation and exclusion, the project sought to empower older adults with the skills and knowledge necessary to navigate the current digital landscape confidently.

And thus, support them to be much more prepared and capable to embrace a more digitally orientated future, where access to many essential services and financial procedures are increasingly becoming more digitalized.

Evaluation Aims and Scope

- Following people's learning, to assess and evaluate the improvement in digital literacy among the older participants, to be measured by their confidence and knowledge in the three subject areas of online safety, online shopping and energy saving via online platforms/comparison sites.

- Assess the long-term sustainability of the project after the funding has ended and how it may impact current and future clients.

- Explore the projects broader societal benefits and implications of empowering older individuals with digital skills and internet safety knowledge, including reduced vulnerability to online scams, enhanced knowledge, and independence in navigating cost saving options for online shopping and home energy costs.

The evaluation will consist of creating surveys for each subject area and include taking measurements from participants of their confidence before and after their digital learning, again for each subject area.

The limitations or challenges of using said surveys could be that those answering may overestimate or underestimate their abilities and thus providing an inaccurate outcome in the final results.

Clients may also answer the survey at a given point in time and answers could be very different and may not capture changes or improvements in digital confidence/awareness and learning over the duration of their whole digital learning.

To complement the survey, three multiple-choice quiz questions for each subject will be used to assess and measure the specific digital knowledge/awareness acquired post learning.

These quiz questions could provide a more objective assessment of respondents' own digital skills and knowledge, complementing the subjective insights gathered from the surveys.

However, they may also have some limitations, such as not capturing the full spectrum of digital confidence and learning that participants have learnt as they are limited, and specific quiz questions asked.

Findings

Client Surveys

We began with surveys regarding the 2 topics of Digital Awareness and Energy Awareness to be utilized during the digital courses and support sessions we provided such as the weekly Digital Drop In's and 1-2-1 sessions.

During the project and amid the Cost-of-Living crisis across the country, we noticed a rise in the number of older people we had who both required and enquired about saving money with their household grocery/food shopping.

To address this need, we adapted the support we provided to include more on how to save money online with groceries in terms of comparing prices to find out where people could shop cheaper or smarter and so a further survey regarding online shopping was created.

With the onset of winter from November 2023 to February 2024, the focus changed once more, and more people wanted info on saving money with Home Energy, and this was reflected by an increase in those who completed the survey on Home Energy.

Pre-Post Learning Survey Outcomes: DIGITAL SAFETY

Introduction

The digital safety training sessions consisted of older people attending one or more of the following support sessions, a 6-week digital learning course, a weekly digital support drop-in session with a volunteer, 1-2-1 digital support sessions with a staff member.

The digital safety awareness surveys would be completed by clients before and after their learning from the digital support sessions.

Online Digital Safety Outcomes Collected from

- Number of clients whose confidence with identifying/dealing with online scams before and after having support.
- Number of those clients who can identify a scam email and correctly deal with it.
- Number of those clients who can correctly identify a phishing scam.

- Number of those clients who can correctly identify a digital pop-up scam advertisement and correctly deal with it.

Confidence with identifying/dealing with online scams before and after support
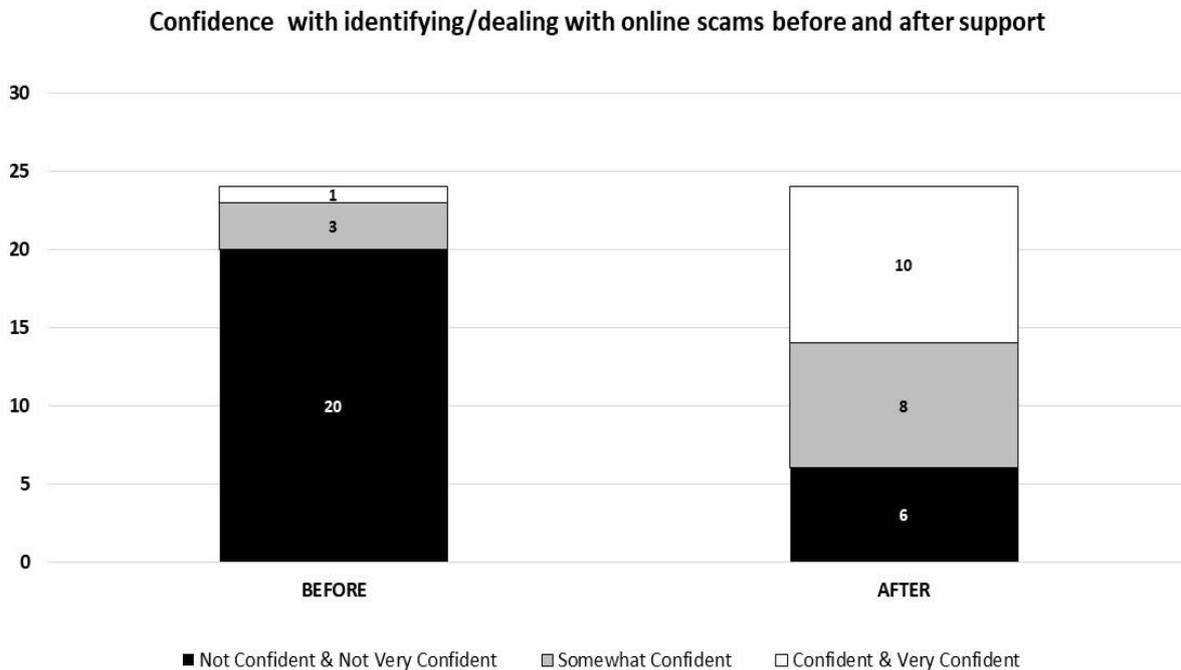
Three quarters (18 of 24) of clients were *Very Confident/Confident or Somewhat Confident* in identifying and dealing with scams after their learning, compared to only a quarter of clients (4 of 24) before their learning.

The average score (out of 5) was 1.79 before their learning and 3 afterwards. This resulted in an average increase of 1.21 in confidence for digital safety awareness. More females completed the survey with more answering fully correctly the quiz questions. There was an equal number of both male and female clients that answered the quiz questions incorrectly.

Most individuals who completed the quiz question 1. regarding knowing what to do with a scam email appeared to think that there was only one correct answer and that was to '*Contact the Bank*', rather than this answer and '*Delete and report the email*'. It could be said that this would assume that they knew who to report the email to, which in turn could be their actual bank.

The digital quiz results do show that more than half of people could identify a phishing scam and almost two thirds know what to do with a pop-up ad scam.

Learning Survey Quiz Outcomes: DIGITAL SAFETY

Digital Scam Awareness Quiz Results
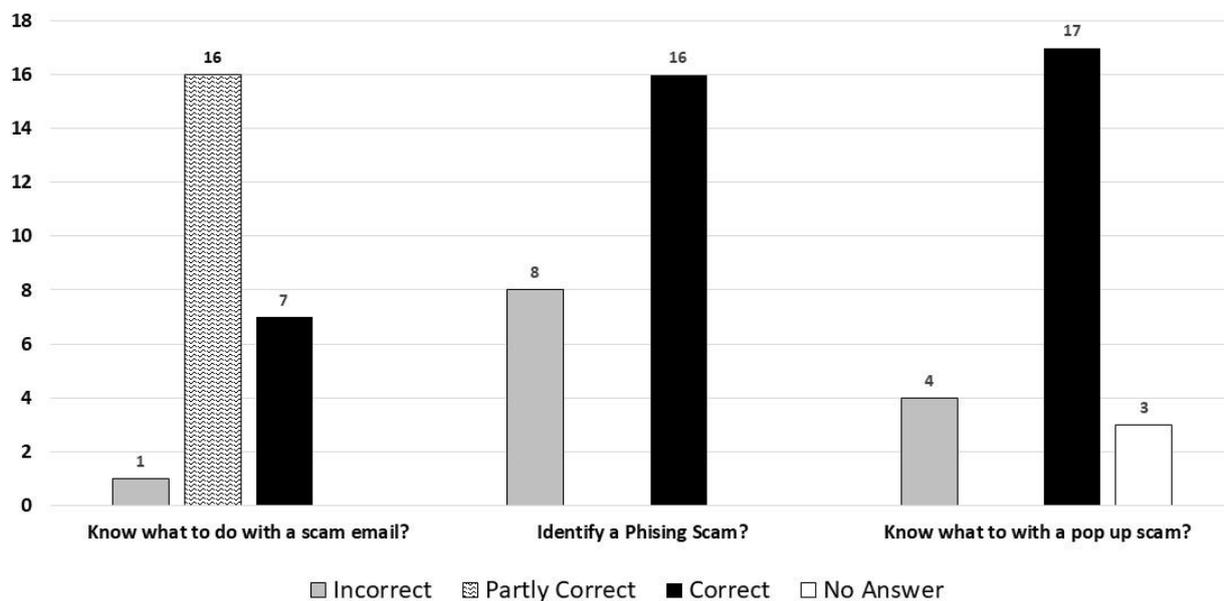
For knowledge of what to do with a scam email if they received one, two thirds (16 out of 24) were *partly correct* with what to do with one, compared to an almost a third (7 out of 24) who fully answered correctly fully, with 1 person incorrect with their answer.

For those being able to identify a phishing scam correctly, two thirds (16 from 24) were fully able to identify one whilst a third could not.

Just over two thirds of people (17 from 24) were able to know what to do with a pop-up scam, the remaining third either answered incorrectly or did not answer the question.

'Learning about online scams was very helpful. I appreciate the practical tips and tricks to protect myself and feel much more confident in using the internet securely now. Thank you for showing us.' – **JW, Digital Client**

"I never thought I could feel so confident navigating the online world. The support I received not only taught me about online safety but has allowed me to take more control of my digital life. Now, I can surf the interweb without constantly worrying so much, so thank you."
- JD, Digital Client

Pre-Post Learning Survey Outcomes: ONLINE SHOPPING AWARENESS

Online Shopping Outcomes Collected

- Number of clients whose confidence with finding information on an online shopping comparison site before and after having support.
- Number of those clients who can identify where to find information for a shop loyalty card online.
- Number of those clients who can correctly identify an online site where they could compare prices for shopping.
- Number of those clients who can correctly identify another option where they could find out where to save money with shopping online.

Confidence with finding information on an online shopping comparison site before and after support
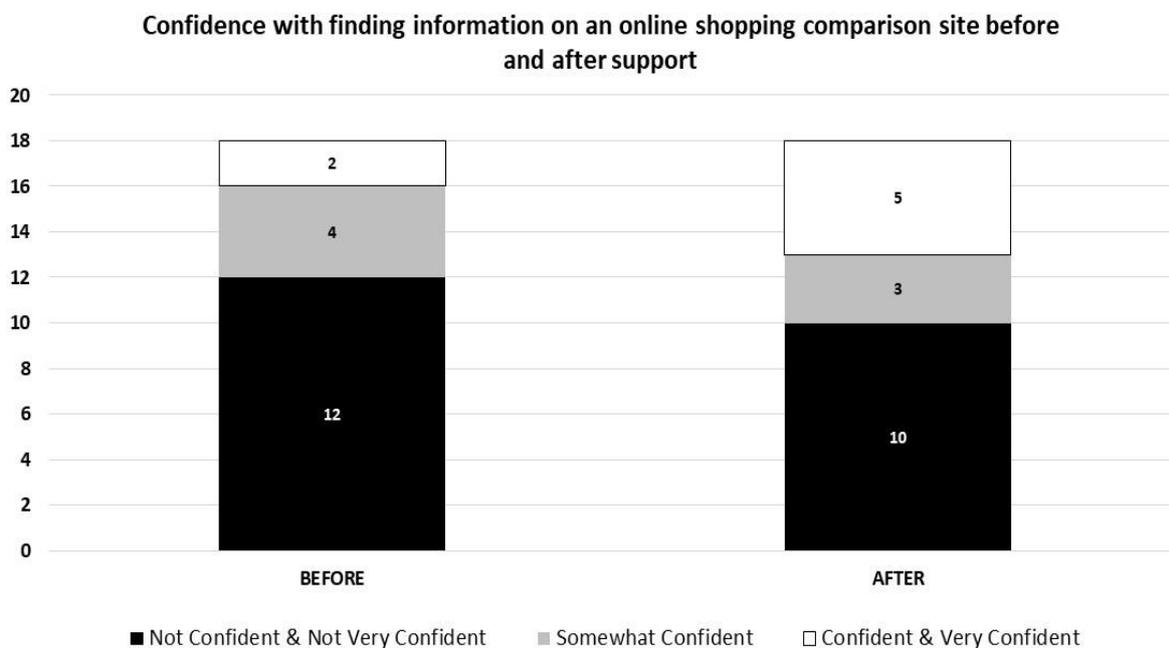
For online shopping confidence, just under half of people (8 out of 18) had an increase in being able to find information on shopping comparison online, compared to the remaining half who either had a decrease and or no change at all after the digital learning.
The average confidence score before learning was 2.05 and afterwards, 2.61. An average score increase of 0.56.

There were marginally more female clients (56%) who completed the shopping survey. There was a high number of clients who were unable to answer correctly the first two survey questions on where to find comparisons on for a store loyalty card (67%) and what 2 websites to find comparison of online shopping prices (61%).

Most people who answered incorrectly for the first question chose '*BBC News*' as the place to find info regarding a store loyalty card as opposed to the correct answer of '*Which?*'. It is unclear so far if this was regarding the course content or a misunderstanding of the question, but it could be put down to too many of the clients who had seen an article on BBC News regarding loyalty cards.

With question 2, most people answered incorrectly with '*WhatsApp*', rather than either of the 2 correct answers of '*Pricerunner.com*' and '*Trolley.com*'. Feedback obtained from some of the clients was that that some of them were in a WhatsApp group, set up in another session, where they shared info regarding prices of things and therefore selected this answer, though the 2 correct answers should have been covered and used as examples during their learning.

In question 3, '*Where else you could find info on saving money with shopping online*', even though the majority of people could partly answer this correctly (94%), we believe that there was some confusion with the '*Google*' answer option, as you could use the search engine as a means to access information on saving money with shopping in a wide, general term or indeed use Google to access either of the two correct answers which was '*moneysavingexert.com*' and '*goodhousekeeping.com*'.

Learning Survey Quiz Outcomes: ONLINE SHOPPING AWARENESS

Online Shopping Awareness Quiz Results

Almost all clients (17 out of 18) could partly identify where else to find info on saving money with shopping online.

'The session on saving money for online grocery shopping has helped me to shop wiser and save some money, as everything cost so much more nowadays' – **SD, Digital Client**

'The sessions on saving money with online food shopping were good to know. I now sometimes use various sites for this, to find the deals and discounts I didn't know existed before and know where to go to get cheaper shopping' – **RB, Digital Client**

Pre-Post Learning Survey Outcomes: ONLINE ENERGY AWARENESS

Energy Saving Outcomes Collected

- Number of clients whose confidence with identifying/finding info on saving money on energy online before and after having support.
- Number of those clients who are more confident with finding out where to get a smart meter online.
- Number of those clients who can correctly identify at least one website where they can compare energy prices.
- Number of those clients who can correctly identify an alternative online site to find out about energy saving.

Confidence with identifying/finding info on saving money on energy online before and after support
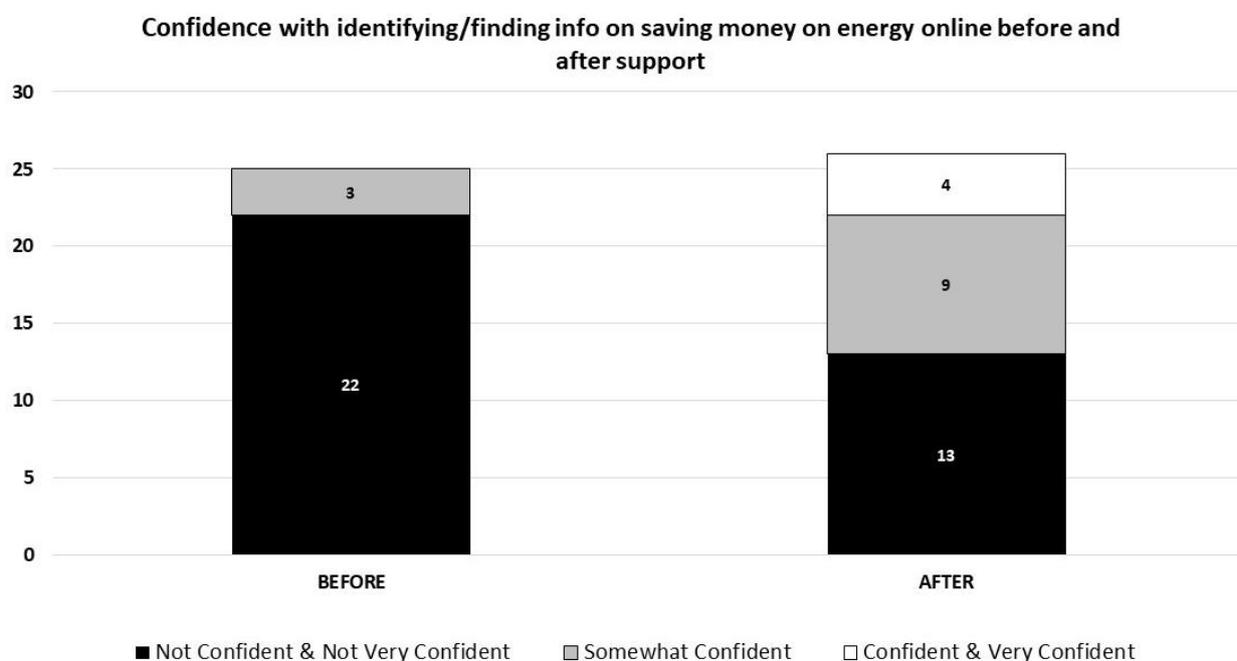
The average confidence score pre-learning was 1.57 and post learning was 2.46, giving an average increase of 0.89 in confidence with energy awareness.

50% more males answered the first quiz question, '*Where to find info to get a smart meter online*' incorrectly that females who answered.

For question 2, '*Which sites you could find comparison of energy prices*', all those who fully correct answered (15%) were female and there was an equal amount of male and female who answered incorrectly. With 65% of all clients who could partly identify correctly one of two correct sites, it could be said that the correct answer of '*Go Compare*' is more memorable for clients due to the tv advertisement, than the other answer of, '*moneysupermarket.com*'.

With quiz question 3, '*Where else you could find info on home energy saving online'*, we may have made this question too difficult due to the fact that all four answers were correct and although 81% of people could correctly identify one site, no one could correctly answer 2 options, 1 person answered correctly identified 3 answers and none could identify all four correctly, with 5 did not answer at all.

Learning Survey Quiz Outcomes: ONLINE ENERGY AWARENESS

Online Home Energy Awareness Quiz Results
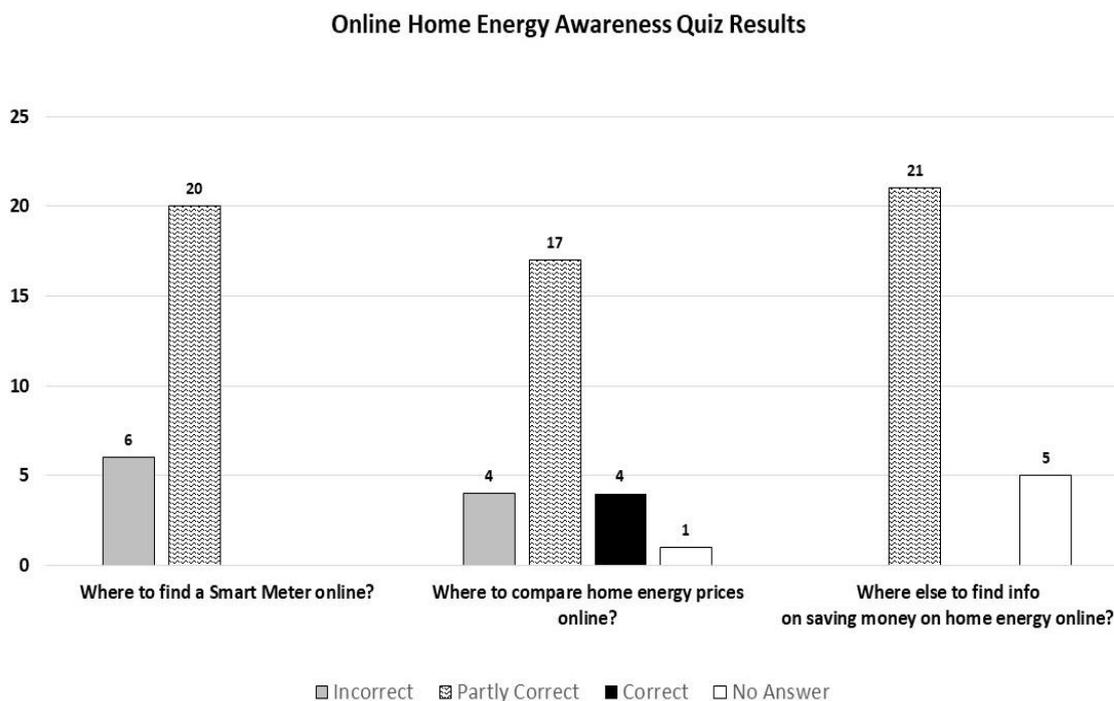
Over three quarters of people (20 out of 26), could partly identify where to find smart meter information online, with around a quarter who were not able to at all.

Under a quarter of participants (4 from 26) answered correctly where to compare energy prices online, compared with over half of people (17 from 26) who partly knew correctly where to find info. The remining quarter answered incorrectly or out no answer.

Over three quarters of people (21 from 26) could partially correctly identify another option to find where else to save money with energy online, with just under a quarter who did not provide an answer.

> *"It was very straightforward to get. I rung up and made an appointment. The machine is easy to understand and read and I am really happy that whist in Bangladesh, I will only pay for the energy used and not an estimate."* – **AH, Digital Client**

Demographics Overview

- For more detailed information of the client demographics, please refer to *Appendices 14,15,16*.

Number of Total Clients who accessed the service	85
Number of Total Clients who accessed the service aged 65+	73
Average Age of Clients 65+ who accessed the service	70-75
Top 3 Religions of Clients Aged 65+	1. Christian 2. No Religion 3. Catholic
Majority Gender of Clients aged 65+	Female
Top 3 Ethnicities of Clients Aged 65+	1. White British 2. Other 3. Black & Black British African
Most common Disabilities of Clients aged 65+	1. No Disability 2. Mobility Impairment 3. Long Term Condition
Most Common Living Arrangement of Clients Aged 65+	Living Alone
Majority Employment Status of Clients aged 65+	Retired
Most Common Boroughs of residence of Clients aged 65+	1. Tower Hamlets 2. Newham 3. Hackney

Case Study Examples

1. MO is a 71-year-old woman living in Bow, East London. Because of her mobility issues, she doesn't get out as much or travels long distances. She has family that support with shopping and has a son living at home.

   One day she was out in her local area and came across Caxton Hall Community Centre and popped in. She was welcomed by the staff by me, and she was duly informed about the varied activities and sessions that took place there.

   She was also keen and interested in joining the digital inclusion group sessions, as she has a smartphone and laptop that she wanted to understand about them and presently didn't know how to use them to a great capacity. She didn't want to keep on asking her son for support with her devices and she said that she wanted to be more digitally independent. I liaised with our digital inclusion officer regarding MO and her interest in gaining some digital support.

   MO next had a digital assessment completed by our digital inclusion officer to determine her digital needs, the type of her device and her existing current skills.

   MO was put on the digital inclusion waiting list for a short while before starting a course. Mo then began and attended a 6 week in-person course at Caxton Hall Community Centre, which covered topics like email management, using Google Drive and downloading apps, all with aspects of using them safely online.

   After she completed the course, Mo and her tutor felt that she required some further support in her learning. MO thus then attended a short 3-week workshop on using Zoom, in preparation for her to get further remote support with a matched Digital Buddy. After completing the Zoom training, MO was more confident on using Zoom on her own and was then matched with a Digital Buddy volunteer for up to 1 hour of remote digital support on a weekly basis.

   Mo currently enjoys her weekly Zoom sessions with her Digital Buddy and is more confident with joining other Zoom meetings, such as her weekly online church sessions that her local parish run.

   She has taken more ownership of her devices by setting up her own passwords for various online accounts, e.g., Email, Zoom etc. and is open to different learning opportunities as she has recently started a digital photography course, which she is currently enjoying.

2. JD is a 74-year-old retiree and widower from Newham. She had found herself increasingly reliant on having to use the internet for various aspects of her life.

   JD was originally referred by a social prescriber to us to enhance her online safety skills because of her concerns with this. When we spoke to her, she expressed concerns to us about online safety and a lack of knowledge regarding scams and setting up strong passwords. She informed that this had made her more reluctant to use the internet for some of the services she needed to use online.

We informed JD of the sessions we had that covered the basics of digital online safety and she was happy to attend these with her own tablet. We guided JD through practical examples of creating passwords, some scam examples and providing her with easy-to-follow tutorials. Additionally, we also installed some security software on her device and taught her how to keep it updated to ensure that it continued to keep her device safely protected and up to date.

To ensure ongoing support, we informed JD of the Wednesday Digital Drop In, where she could receive 1-2-1 help and support with her issues from a volunteer. We also signposted JD to our Caxton Online website, where she could find with additional information and video tutorials that she could revisit at her own pace.

As a result of the support we provided to JD, she became more knowledgeable in her online safety awareness and became much more attuned with identifying spam emails and could confidently reported any suspicious activity. Not only could JD set up her own strong passwords, but she also adopted good practice to secure her online usage such as looking out for the padlock secure symbol for websites.

In JD's own words: "*I never thought I could feel so confident navigating the online world. The support I received not only taught me about online safety but has allowed me to take more control of my digital life. Now, I can surf the interweb without constantly worrying so much, so thank you*."

Since attending the sessions, JD has been a regular at the Digital Drop In's and is always enthusiastic to learn about new tips and tricks for online safety.

3. AH is a 65-year-old, physically disabled man of a Bangladeshi background and he lives alone in a housing association property.
AH was planning for a visit to his brother in Bangladesh and was hoping to stay with him for three months. He wanted to get things in order before he left to travel. This included himself wanting to get a better control of his utility bills, as this was an area that he had meant to do for a while.
I went through the Smart Meters pamphlet that we had that included talking through all the benefits of the meter and how it could be used with the client. The client studied the brochure for some time and found it interesting.
AH is not averse to new technology and so was intrigued by smart meters and had now after reading up on it, had made up his mind that he wanted to get one.
He asked me to find a phone number for his energy supplier, so that he could call and arrange for a smart meter to be installed. I looked up their website and found that finding a phone number was difficult as evidently, they prefer to communicate with customers through online or electronically nowadays. However, with some searching I eventually then found a telephone number. AH then went home and rung his energy provider and he arranged to have a smart meter to be fitted from them at his home.

AH now has had a smart meter installed at his home. AH was both pleased with meter and process of getting it: "*It was very straightforward to get. I rung up and*

made an appointment. The machine is easy to understand and read and I am really happy that whist in Bangladesh, I will only pay for the energy used and not an estimate."

4. MT is aged 67, is housebound and does not have any family/friends close by and is therefore isolated. He required some wellbeing support.

   MT wanted to gain more skills and confidence to use the internet and have the means to access both a device and internet affordably.

   As MT could not go out, he wanted to learn how to do some digital related things, such as shopping online, use his GP's app, as advised, and reach out to his local council to address some housing problems that he had. However, he lacked some motivation due to the many things he had to do by himself and had put off trying to learn how to do them, but eventually contacted us to get some support.

   Once we had contacted MT and assessed his needs, we arranged and loaned him a device tablet, delivered to his home, with data to access the internet for free, as well as provide basic set up support to give him the confidence to begin to use/explore the device.

   Following this and after a few weeks of 1-2-1 supporting MT with the device, MT was matched up to a digital buddy volunteer who has since supported MT with learning how to web search, do a Tesco online shop, download the GP app to book appointments and create an account for his local council and is now able to make a report for his boiler to be fixed.

   Previously at the beginning of providing the 1-2-1 support sessions, MT would often reschedule our sessions and cancel due to lack of motivation and outwardly saying, "*I have so many things to do, I don't have time.*" However, once we managed to get MT onto using Zoom, his attitude changed completely, due to being able to see a person and communicate with a person.

   MT now feels like he is not so alone or isolated anymore. He has since stated that, "*I can't believe you can do all of these things through a tablet.*" He values the time we are taking to support him and feels happier and more motivated.

5. 'PT reached out to us seeking assistance with the Information, Advice and Guidance team for help with his finances and benefits. He was later subsequently referred to our digital team so that we could support him with some possible money saving with his energy costs.

   Despite being technologically savvy to some extent, PT sometimes found the digital landscape overwhelming, especially when it came to understanding finances and how to save and be smarter with his money. He had been with British Gas as his supplier for many years but felt that there might be better options available to reduce his utility bills. Our initial discussion revealed that PT was unaware about online

comparison sites and how they could be used a tool to find better deals, and this of course made the process of comparing energy providers a much harder task for him.

To address PT's needs, and after consultation, we enrolled him onto one of our digital courses, we guided him through the online comparison process. Next, we started with a one-on-one tutorial on popular comparison websites, explaining how to input relevant information and interpret the results. We chose user-friendly platforms with clear interfaces and step-by-step guides to simplify the experience for PT. Additionally, we provided resources and guides in print to serve as handy references, recognizing the value of having physical materials for someone less accustomed to digital navigation.

We also assisted PT in entering his current energy usage details, preferences, and specific requirements into the chosen comparison sites. We also clarified the key factors to consider, such as contract terms, customer reviews, and green energy options. Through this collaborative approach, PT gained a much better understanding of the available choices and their potential impact on his expenses.

PT later managed to identify Octopus Energy as an alternative to British Gas.

Other Client Quotes

'My experience for these 7 weeks is unbelievable things I thought was impossible for me to learn in a short period of time I did learn them and Linessa is very good in how she teaches and explain things. I am grateful to have been on this course, I will be more grateful if in future I will have the opportunity to come back again' – **DN, Digital Client**

'This was a most empowering course for me, and I think everyone - who thinks they know how to use their smart phone, as well as those who know they don't, but would like to - should do it. I have learned such a lot, and it has enabled me to become better at my volunteer role at my local health practice. I am also passing on what you have taught me to others. So, it's all good!!' - **IS, Digital Volunteer**

Overall Learning and Next Steps (Author's Views)

Project Reflection:
Positives include more people are confident in general with their digital knowledge and usage, being able to identify possible scams and in general, know where to find information online for smart meters and at least one place for info on energy prices.
In hindsight, the project surveys could possibly have been longer and more accurate in terms of questions asked. We were aware of 'survey fatigue' with some of the clients we had as they are often subject to being asked to complete many other surveys and evaluation

forms for the various services that they attend, and this have contributed to less people completing the forms than expected.

We could also have introduced an online digital survey that could have been used in their digital learning and some of the data and calculations of them would have been made automatically.

Addressing Sustainability:

We currently have a small pool of digital tablets and SIM cards for internet data. These will last us for another year 6-10 months and we will continue seeking future funding to further enable us to maintain and deliver a digital provision for older people.

The real question is how older can both have access to devices and the internet in co-junction with support to learn how to use them in the longer-term future?

As those marginalized by digital poverty increase, alongside overall financial poverty in general and a consensus to make more access to services and information in the community digital, there needs to be sustained support provided to ensure that older people are not left behind or excluded to an extent that they would suffer negative outcomes that of financially, socially or mentally and physically, that could derive from being unable to both utilize or access digital services in their lives and day to day living in society.

Ideas For Action

Sustainability and Continuation of Support

- Even though Age UK East London will be continuing the support to older people in the East London area, we believe the provision of digital support to older individuals remains increasingly crucial.

- The immediate future poses both equal opportunities and challenges, particularly in terms of sustainability and funding for initiatives aimed at assisting older people in the usage of technology-dependent services. While the present aging population may currently face barriers in adapting to digital access and needs, it may be important to consider the evolving technology and the new forms and ways that criminals can use them to create new scams and obtain information with new technology. We envisage the increase in the use of fake voice and imagery replication will become a new tool for this, as it is used currently in some fake news posts on social media and advertising to trick people into revealing personal sensitive information and scamming for money.

- With the forecast that future generations of older people will likely possess a greater knowledge of digital skills and awareness, ensuring long-term sustainability will instead involve anticipating and addressing the needs of an aging, but tech-savvy

demographic for a client base who have grown up with digital devices around them from very young ages.

- Another change we forecast that may well affect some people with digital, will be the move towards digital finance in relation to central bank digital currencies and probable online banking/shopping access only in the future.

- Sustainable solutions also require collaboration between governments, private sectors, and nonprofits to create accessible, affordable, and scalable initiatives that empower older individuals to engage with the benefits of technology in their daily lives. By acknowledging and proactively addressing these factors, society can be a more inclusive and sustainable digital future for the elderly.

Appendices

1) *Online Safety Info Handout*
2) *Online Finance Info Sheet*
3) *Energy/Bill Payment Info Sheet*
4) *Online Safety Info Sheet*
5) *Digital Drop in Flyer 1*
6) *Digital Drop in Flyer 2*
7) *Mid-Project Presentation – SEP23*
8) *Example Workshop: Saving Money and Smart Grocery Shopping Online*
9) *Post Digital Safety Session Interview*
10) *Completed Digital surveys.*
11) *Completed Shopping surveys.*
12) *Completed Energy surveys.*
13) *Client Attendances*
14) *Client Demographic Charts*
15) *Client aged 65+ Demographics Info*
16) *Survey Data/Demographic Workings*