Strategies to Increase Digital Literacy and Create Better Long-term Outcomes for Citizens

Thursday, October 12, 2023

– In partnership with –

Adobe
ABOUT US

Member Driven

Representing leaders from state, county, and city human services agencies across the country.

Bipartisan

With a focus on building common ground and generating practical solutions that work for people and communities.
MISSION & VISION

Mission
APHSA advances the well-being of individuals, families, and communities nationwide by **influencing** modern approaches to sound policy, **building** the capacity of public agencies to enable healthy families and communities, and **connecting** leaders to accelerate learning and generate practical solutions together.

Vision
**Thriving communities** built on human potential.
Remaining 2023 Conferences & Events

NSDTA Annual Education Conference
October 22-25, 2023
Sheraton Pittsburgh Hotel at Station Square | Pittsburgh, PA

ORGANIZATIONAL EFFECTIVENESS
THE NEED FOR DIGITAL EQUITY

In recent years, the following factors have fueled the digital divide:

- **Systematic barriers to access**
- **Lingering impacts of the pandemic**
- **Unprecedented advancements in technology**


- **39%** in rural areas lack access to fast broadband service
- **60%** of adults can’t answer basic digital literacy questions
- **80%** adults rely on digital methods to get information about public services
- **70%** Users experience problems when using digital government services
From your perspective, which initiative should be prioritized to most effectively address the digital divide?

a. Expanding access to affordable high-speed internet.
b. Providing digital skills training programs
c. Ensuring accessibility of digital government services
d. Collaborating with community organizations to promote digital inclusion
e. Other: __________
Are there any unique strategies related to addressing the digital divide that you have either observed or are actively working on?
Adobe recommends four areas of focus for agencies to create an inclusive & equitable digital experiences:

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<th>Area</th>
<th>Description</th>
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<td>Digital Skilling &amp; Literacy</td>
<td>Arm customers with the digital familiarity needed to access information and services, apply to jobs, and protect them against fraud</td>
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<td>Establish Digital Foundation</td>
<td>Design accessible and inclusive experiences across all digital properties that members of all communities can use</td>
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<td>Proactive Service Delivery</td>
<td>Proactively connect customers to relevant services and support their journey on their preferred channels (e.g., text, email, offline)</td>
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<td>Measure &amp; Operationalize</td>
<td>Leverage data and user research to measure and optimize digital experiences and ensure that they adapt to meet diverse needs</td>
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Read Adobe’s Article in Policy & Practice: ‘Bridging the digital divide goes beyond infrastructure’
https://shorturl.at/erH01

Evaluate your agency’s maturity: ‘Digital Equity Maturity Quiz’
https://shorturl.at/cjkp6