

WEBINAR

THE OFFLINE ROLE IN PROMOTING DIGITAL HEALTH LITERACY HOW MUCH OFFLINE IS NEEDED IN ONLINE?

May 13, 2025. 09:45 a.m. - 11:15 a.m. CET

Description:

In an era where digitalization is transforming healthcare at an unprecedented pace, the importance of digital health literacy cannot be overstated. While much of the current discourse centers around online interactions and digital tools, we must not overlook the profound impact of our social environments on how individuals engage with digital health applications and services.

Join us for an engaging webinar where we will delve into the intricate relationship between online and offline elements that shape digital health literacy. We will explore how social norms, expectations, and interpersonal interactions influence our ability to navigate digital health resources effectively.

Program schedule:

Welcome and program overview	Prof. Dr. Änne Dörte Latteck & Dr. Dirk Bruland (Ger)	5 Min
Introduction to Digital Health Literacy	Prof. Dr. Diane Levin-Zamir (Isr)	15 Min.+ 5 Min. Discussion
Digitalization of the healthcare system in Germany	Dr. Kamil J. Wrona (Ger)	10 Min.
Digital Health Literacy of health professionals and caregivers working with people with intellectual disabilities	Rachel Skoss (Aus) & Dr. Dirk Bruland (Ger)	15 Min. plus 5 Min. Discussion
Social Context and Digital Health Literacy	Prof. Susie Sykes (GB)	15 Min.+ 5 Min. Discussion
Discussion with a focus on the question: What are the best practices for promoting digital health literacy that consider online and offline strategies? Outlook and Goodbye	Dr. Dirk Bruland (Ger)	15 Min.

For more details like speaker information see:

<https://www.foerderges.hsbi.de/weitere-aktivitaeten/international-week-2025/>

Please register informally for the webinar via email: foerderges@hsbi.de

The number of participants is limited.

Do you have any question? Please don't hesitate to contact us: foerderges@hsbi.de

The webinar is part of [the International Week 2025](#) of the Bielefeld University of Applied Sciences and Arts

The webinar is supported by:

Working group digital health promotion and prevention of the German Society for Social Medicine and Prevention (DGSMP)

Interest group "Health Literacy of People with Intellectual Disability and Cognitive Impairment" of the International Health Literacy Association ([IHLA](#))