



Community Development

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INTRODUCTION

What is a community?

- A Community is a collective of people joined together by interests, values, traits or characteristics, or relatable experiences (Buck, Wenzel, and Beech, 2021).
- Interests and social relationships are not limited to just local communities due to advancement in technologies.
- Community of where you live tends to have power of place (Green and Haines, 2007)
- Broadly a community is built from local issues such as, education, employments, health and housing, due to being and interest of all the community and not on interests and values alone (Robinson and Green, 2011).

What is Community Development?

- You can't have community development, without a community (Abbot, 1995).
- Community development is a group of people who look to solve a problem within their community to ensure they can thrive as a community and make their area a better place to live (Phillips and Pittman, 2009).
- Gives people a voice. In practical terms, community development supports communities to improve their quality of life (Gilchrist and Taylor, 2016).

Over the years the platform for bringing communities together has changed and digital technology has become a huge role in the promotion and process of community development (Wenger, White and Smith, 2009).

Digital Technology

- Digital technology plays a vital role in everyone's day to day lives (united nations, 2020)
- Social media, communication, social interactions, shopping, and accessing services, making appointments and more (united nations, 2020).
- We use technology to keep a connection to our children's schools and how they are progressing via apps. (Khaddage, Muller and Flintoff, 2016).

Everything is becoming more and more digitalised with the Covid-19 pandemic making our health and social care service to a more digitalised approach (Hantrais et al , 2020).

Digital Technology and Community Development

- Digital technology has become a major asset in ways of community development (Gallardo, 2017).
- Social media such as Twitter and Facebook has become platforms for community organisations to put themselves out there and promote their services within local areas (Raj, 2014; Yousef, Dietrich & Rundle-Thiele 2021).
- Health and social care use social media platforms to advertise healthy living campaigns and informative information such as figures and statistics from Public Health during the Covid- 19 pandemic (Wong et al, 2021; Stellefson, Paige, Chaney, Chaney, 2020).

Advances of Technology in Health Care

- Before the Covid-19 pandemic the National Health service (NHS) used digital technology but not to the extent in which it is used now. (Macaulay, 2016)
- The pandemic has transformed how the NHS use Digital technology ((Maguire, Honeyman, Fenney, and Jabbal, 2021)
- The changed is noticed more with the GP surgeries (Grut, et al, 2023).

Advantages of Digital Health

- Helps Deliver services in a more personalised way and easier access to health care services (GOV.UK, 2022).
- Empowers people to manage their own health (Castle-Clarke, 2018: Butcher and Hussain, 2022).
- Saves money, can be used anywhere at anytime, not limited to a time or place, reach more people than you can with face-to-face appointments.
- Apps to help quit smoking, medication reminders and digital therapies (National Institute for Health and Care Research, 2022).

Barriers to digital health

- Being unable to use digital devices, due to lack of skills.
- Unable to get access to the internet or wi-fi etc (NHS, 2023)
- Digital exclusion for the older person
- People living in poverty or on low income
- People living in rural areas.

(Bunyan and Collins, 2013: Holmes and Burgess, 2022: Morris, Morris and Bowen, 2022).

Recommendations

- Seek funding- to provide devices and data for people in low-income households or living in poverty
- Help with how to use devices, specially with the older generation.
- Placing internet cafes or workshops in rural areas to help not only teach people how to use devices and the access services enabling them to reach services easier.

(Mistry and Jabbal, 2023: Age UK, 2023: Williams, Phillip, Farrington and Fairhurst, 2016, GOV.UK, 2022).

Conclusion

Thankyou

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