LABEL2 ENABLE

Adopting CEN-ISO/TS 82304-2 and a trusted EU mHealth label for a single market that enables patients, citizens, health professionals, systems and authorities to benefit from a healthy supply of useful apps.

Third multi-stakeholder workshop

LABEL2 ENABLE

Adopting CEN-ISO/TS 82304-2 and a trusted EU mHealth label for a single market that enables patients, citizens, health professionals, systems and authorities to benefit from a healthy supply of useful apps.

TASK 4.4 Supporting Communication

Co-create patient/citizen/carer communication on the label, that enables adequate understanding

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Department of Communication Science, University of Amsterdam

Aim and team

- To support an inclusive dissemination strategy to promote the health app quality label
- Taking into account the different levels of health literacy of potential users of the health app quality label.

Dr. Corine Meppelink

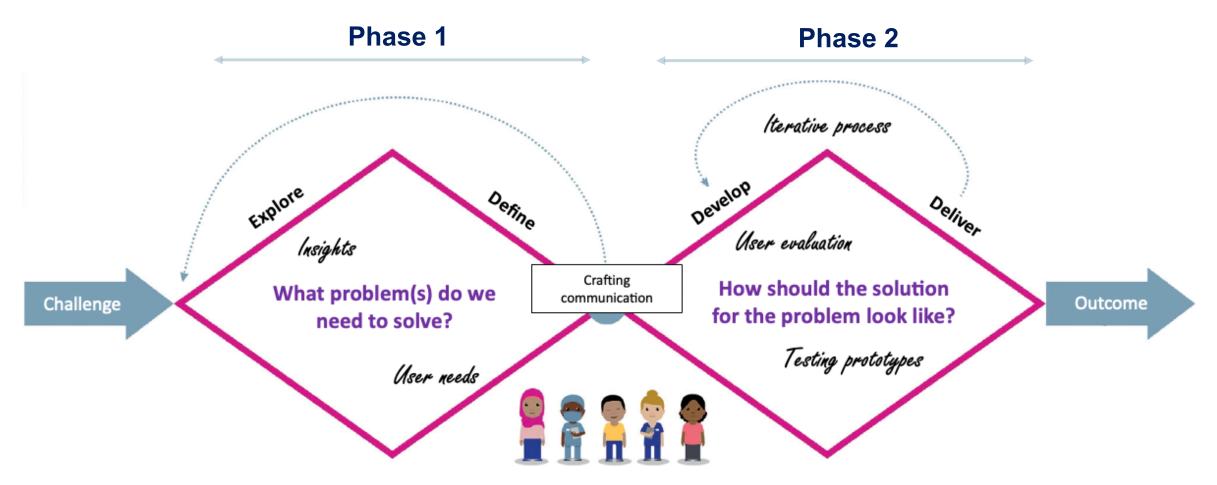Dr. Emília Pajor

Prof. Dr. Julia van Weert

Funded by the European Union

Setup of the subproject

- Developing **communication prototypes** by means of **co-creation with the target group** (i.e., patients, citizens, carers).

- Test whether the communication prototypes support understanding and informed decision making among the target group, and particularly among users with lower levels of health literacy.

Co-creation phases: Double Diamond

Phase 1

Phase 2

Explore

Define

Iterative process

Develop

Deliver

Insights

User evaluation

Challenge

What problem(s) do we need to solve?

Crafting communication

How should the solution for the problem look like?

Outcome

User needs

Testing prototypes

Source: Beusekom & Venderbos (2022). Inclusive co-creation. Infosheet of PHAROS

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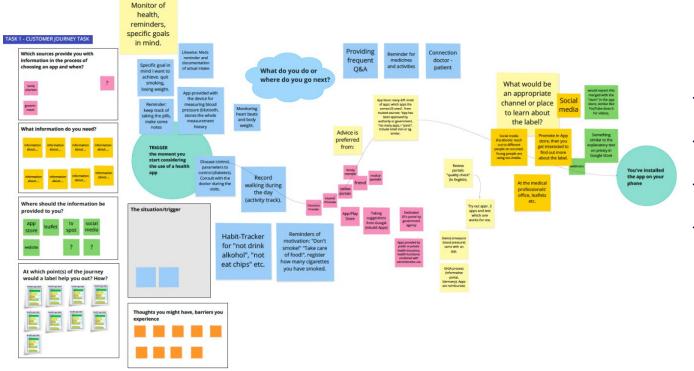# Aims and tasks phase 1

Aims

(1) To identify aspects that prevent understanding and informed use of the label that should be addressed in the supporting communication.
(2) Collect input and insights for the supporting communication in terms of content, timing, and channels.

Three **interactive co-creation tasks**:

      (1) Customer journey
      (2) Mapping understanding of the elements of label and ranking importance
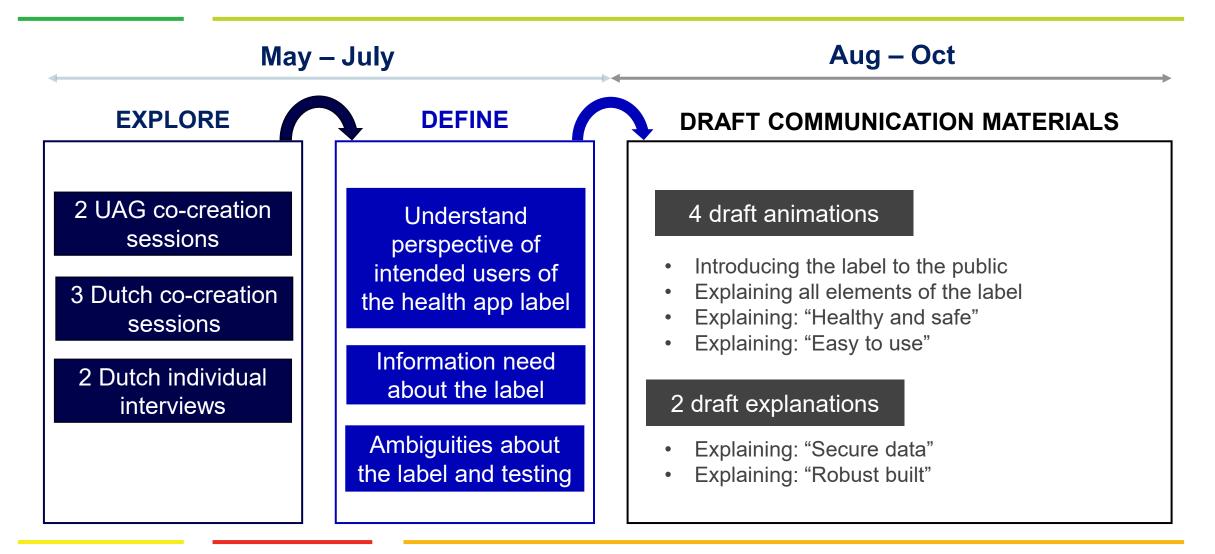   (3) Choosing an app based on the label

- ✓ Wide range of reasons to use health apps
- ✓ Barriers of app use (or discontinuing app use)
- ✓ Trusted and used information sources
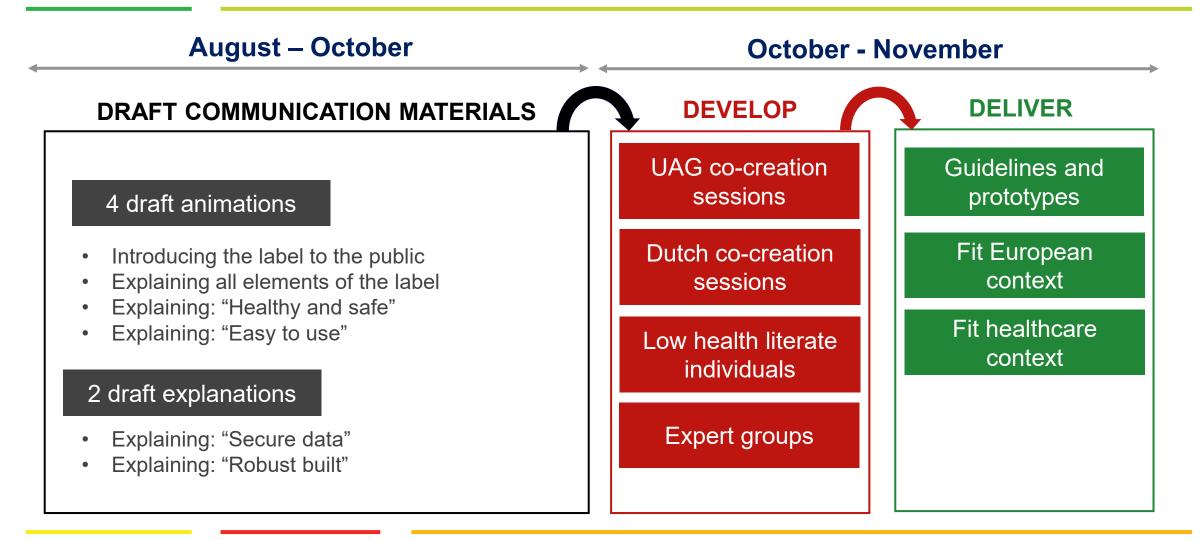- ✓ Other important factors on

Where are we right now?

May – July | **Aug – Oct**

EXPLORE

- 2 UAG co-creation sessions
- 3 Dutch co-creation sessions
- 2 Dutch individual interviews

DEFINE

- Understand perspective of intended users of the health app label
- Information need about the label
- Ambiguities about the label and testing

DRAFT COMMUNICATION MATERIALS

4 draft animations

- Introducing the label to the public
- Explaining all elements of the label
- Explaining: "Healthy and safe"
- Explaining: "Easy to use"

2 draft explanations

- Explaining: "Secure data"
- Explaining: "Robust built"

What is phase 2 about?

August – October

October - November

DRAFT COMMUNICATION MATERIALS

DEVELOP

DELIVER

4 draft animations

- Introducing the label to the public
- Explaining all elements of the label
- Explaining: "Healthy and safe"
- Explaining: "Easy to use"

2 draft explanations

- Explaining: "Secure data"
- Explaining: "Robust built"

UAG co-creation sessions

Dutch co-creation sessions

Low health literate individuals

Expert groups

Guidelines and prototypes

Fit European context

Fit healthcare context

Thank you for your attention

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Website   label2enable.eu

Images used in the presentation: jcomp @freepik.com, vectorjuice @freepik.com