

Digital Coaches

Digital Coaches			
Organisation(s):	City of Ghent - Public Centre for Social Welfare		
Country:	Belgium		
Contact:	policy@esn-eu.org		
Theme: <i>Choose at least one option</i>	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <input type="checkbox"/> Ageing & Care <input type="checkbox"/> Asylum & Migration <input type="checkbox"/> Young People <input type="checkbox"/> Support for Children & Families <input type="checkbox"/> Community Care <input type="checkbox"/> Integrated Care & Support <input type="checkbox"/> Co-Production <input type="checkbox"/> Disability <input type="checkbox"/> Housing & Homelessness <input type="checkbox"/> Artificial Intelligence <input checked="" type="checkbox"/> Digitalisation <input type="checkbox"/> Quality Care </td> <td style="vertical-align: top; width: 50%;"> <input checked="" type="checkbox"/> Labour Market Inclusion <input type="checkbox"/> Social Inclusion <input type="checkbox"/> Technology <input type="checkbox"/> Workforce and Leadership <input checked="" type="checkbox"/> Social Benefits <input checked="" type="checkbox"/> EU Funding <input type="checkbox"/> Social Service's Resilience <input type="checkbox"/> Mental Health <input type="checkbox"/> Person-Centred Care <input type="checkbox"/> Research & Use of Evidence <input type="checkbox"/> Other, please specify: </td> </tr> </table>	<input type="checkbox"/> Ageing & Care <input type="checkbox"/> Asylum & Migration <input type="checkbox"/> Young People <input type="checkbox"/> Support for Children & Families <input type="checkbox"/> Community Care <input type="checkbox"/> Integrated Care & Support <input type="checkbox"/> Co-Production <input type="checkbox"/> Disability <input type="checkbox"/> Housing & Homelessness <input type="checkbox"/> Artificial Intelligence <input checked="" type="checkbox"/> Digitalisation <input type="checkbox"/> Quality Care	<input checked="" type="checkbox"/> Labour Market Inclusion <input type="checkbox"/> Social Inclusion <input type="checkbox"/> Technology <input type="checkbox"/> Workforce and Leadership <input checked="" type="checkbox"/> Social Benefits <input checked="" type="checkbox"/> EU Funding <input type="checkbox"/> Social Service's Resilience <input type="checkbox"/> Mental Health <input type="checkbox"/> Person-Centred Care <input type="checkbox"/> Research & Use of Evidence <input type="checkbox"/> Other, please specify:
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Principles of the European Pillar of Social Rights: <i>Check the 20 principles here.</i>	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <input checked="" type="checkbox"/> 1. Education, training, life-long learning <input type="checkbox"/> 2. Gender equality <input checked="" type="checkbox"/> 3. Equal opportunities <input checked="" type="checkbox"/> 4. Active support to employment <input type="checkbox"/> 5. Secure and adaptable employment <input type="checkbox"/> 6. Fair Wages <input type="checkbox"/> 7. Transparent employment conditions <input type="checkbox"/> 8. Social dialogue <input type="checkbox"/> 9. Work-life balance <input type="checkbox"/> 10. Healthy, safe work environment </td> <td style="vertical-align: top; width: 50%;"> <input type="checkbox"/> 11. Childcare and child support <input type="checkbox"/> 12. Social protection <input type="checkbox"/> 13. Unemployment benefits <input type="checkbox"/> 14. Minimum income <input type="checkbox"/> 15. Old age income and pensions <input type="checkbox"/> 16. Health care <input type="checkbox"/> 17. Inclusion of people with disabilities <input type="checkbox"/> 18. Long-term care <input type="checkbox"/> 19. Housing and assistance to homeless <input checked="" type="checkbox"/> 20. Access to essential services </td> </tr> </table>	<input checked="" type="checkbox"/> 1. Education, training, life-long learning <input type="checkbox"/> 2. Gender equality <input checked="" type="checkbox"/> 3. Equal opportunities <input checked="" type="checkbox"/> 4. Active support to employment <input type="checkbox"/> 5. Secure and adaptable employment <input type="checkbox"/> 6. Fair Wages <input type="checkbox"/> 7. Transparent employment conditions <input type="checkbox"/> 8. Social dialogue <input type="checkbox"/> 9. Work-life balance <input type="checkbox"/> 10. Healthy, safe work environment	<input type="checkbox"/> 11. Childcare and child support <input type="checkbox"/> 12. Social protection <input type="checkbox"/> 13. Unemployment benefits <input type="checkbox"/> 14. Minimum income <input type="checkbox"/> 15. Old age income and pensions <input type="checkbox"/> 16. Health care <input type="checkbox"/> 17. Inclusion of people with disabilities <input type="checkbox"/> 18. Long-term care <input type="checkbox"/> 19. Housing and assistance to homeless <input checked="" type="checkbox"/> 20. Access to essential services
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Current status of the practice:	<input type="checkbox"/> Concept and Design Phase <input checked="" type="checkbox"/> Execution & Monitoring Phase <input checked="" type="checkbox"/> Consolidation Phase <input type="checkbox"/> Scaling Up and Transformation Phase <input type="checkbox"/> Other (please specify)		
Context/ Social issues addressed <i>Please explain the problem you attempt to solve.</i>	<p>Since Covid-19, there has been an extensive digitalisation of public and private services. The labour market, too, is expecting more and more digital skills, even for short education and social economy jobs. This poses a problem for people with a lack of digital skills. Research shows that these are often people with a short education background and low income: this, combined with a language barrier, makes it even more difficult. For these people, exercising their social rights, using public and private services such as making an appointment at the city council, claiming benefits, and finding a job have become more and more difficult.</p>		

<p><u>Objectives:</u> Please provide a maximum of three objectives in bullet points.</p>	<ol style="list-style-type: none"> 1. Our digital coaches assist people in navigating the digital world and claiming their rights digitally. 2. Our digital coaches support social workers and clients in signalling inaccessible services and creating clear information and new pathways. 3. Our social services work with clients, digital coaches, and social services to make our own city services more accessible.
<p><u>Activities:</u> Please summarise the activities put in place to achieve the objectives (maximum 300 words).</p>	<p>The City of Ghent's Public Centre for Social Welfare has seven locations and a labour market guidance service. In all locations, digital coaches are employed to assist clients and colleagues in navigating the digital world. They help people create accounts, use online forms and services, claim rights and benefits, and in this way support social workers and make clients more self-sufficient. The digital coaches also use feedback from clients to signal the city and other services when certain services are not accessible.</p> <p>The Centre also works with clients and coaches in a participative way to improve access to certain services, for instance our own online platform or discount in the social restaurants.</p>
<p><u>Outcomes:</u> Please explain what the results were/are so far and how you evaluated this.</p>	<p>Over the past two years, our digital coaches have helped over 3000 clients with a wide variation of digital questions. When asked, both clients and colleagues feel supported by this service. Registration in our labour service shows that about 50% of the questions tackle essential services and 50% basic digital skills such as using an e-mail, an online account, and a digital agenda. In the welfare centres, even more questions deal with for example gas/water/electricity accounts, telephone and internet accounts, registration for certain benefits, etc.</p>
<p><u>Links to supporting documents:</u> e.g. website or report of the practice</p>	<p>https://stad.gent/nl/samenleven-welzijn-gezondheid/welzijn/digihulp-het-antwoord-op-al-ie-digitale-vragen/digicoaching</p>
<p><u>Comments and tips</u> i.e. for people willing to use your Practice</p>	<ul style="list-style-type: none"> • Create digital support in the places where other services are found, that are well known to vulnerable citizens. • 1-on-1 question-driven support works much more efficient than group lessons. • Make it part of your social services and use the feedback to make your services accessible.