



Z E R O D I V I D E

*Infinite Possibilities*

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# Overcoming the Digital Divide and Using New Media to Improve Health for All

21<sup>st</sup> Century Tools for Health Leadership

Center for Health Leadership

April 16, 2010 Berkeley, CA

This presentation is

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NOT ABOUT SOCIAL MEDIA

NOT ABOUT TECHNOLOGY

NOT GOING TO COMPETE WITH  
HOWARD RHEINGOLD'S KEYNOTE  
YESTERDAY



## Why care about digital divide?

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- *If you had the opportunity to endow a cause, what would you endow?*
- *What's the most important thing the digital divide prevents disadvantaged communities from achieving?*
- *Mission based technology integration*



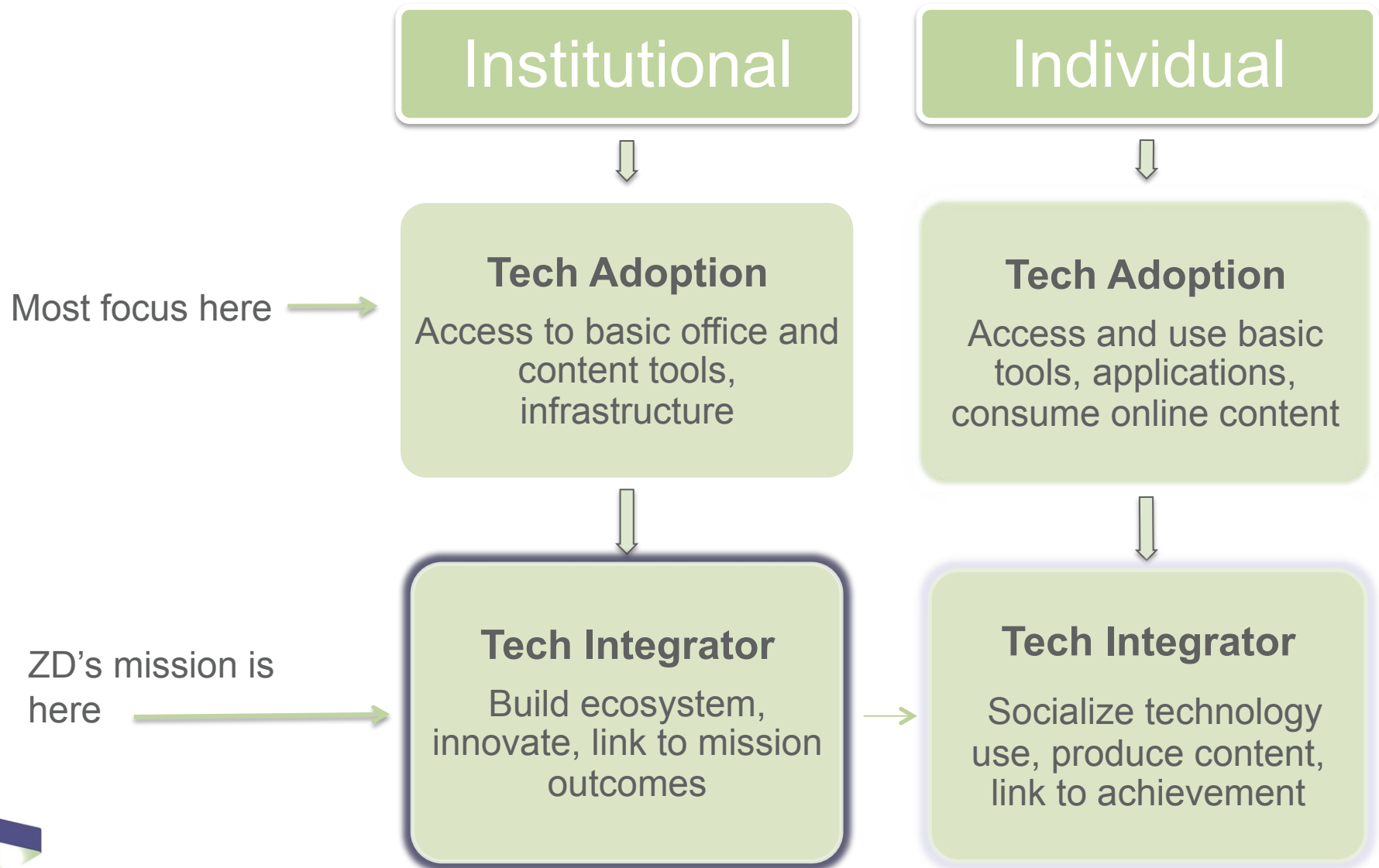
# ZeroDivide

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Overcoming  
*digital +*  
*social +*  
*economic +*  
*political divides*



# Mission Based Technology Integration



# How I know about health disparities

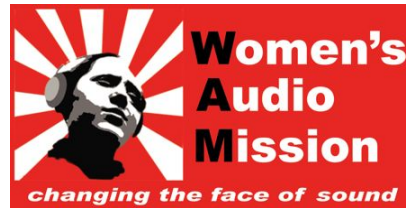
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ASIAN HEALTH SERVICES



# How I know about the digital divide



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“To improve the state of digital divide, we need to understand its social, cultural, economic and demographic underpinnings.”

-- In Search of Digital Equity:  
Assessing the Geography of the Digital Divide in California

Edmund G. “Pat” Brown Institute of Public Affairs  
California State University, Los Angeles



# Digital Divide and Health Status

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- *Social determinants are similar:*
  - *Geographic Coverage*
  - *Race, ethnicity, language*
  - *Education, income*
  
- *Barriers to access and utilization are same:*
  - *Affordability*
  - *Availability*
  - *Appropriateness*



geography



- 
- *Rural:*
    - *285 communities in San Joaquin region lack broadband*
  - *Urban:*
    - *only 48% of Los Angeles households has internet @ home*





language & income

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- *Low-income:*
    - *30% of households w/ <\$30K have internet*
    - *95% of households w/ > \$75K*
  - *Language:*
    - *31% of LEP use internet*
    - *17% of LEP have broadband*





color

- 
- *Race/ethnicity:*
    - *only 48% of Latino households have computer @ home*
  - *Minority communities more likely to be cell phone only households*





age



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- Age:
    - 35% of people >65 have internet @home





status

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- *Education:*
    - *83% of college graduates have broadband*
    - *37% of those with no college education have broadband*
  - *Legal status:*
    - *Naturalized citizens and noncitizens remain less likely to be computer or Internet users than their native-born counterparts.*





disability

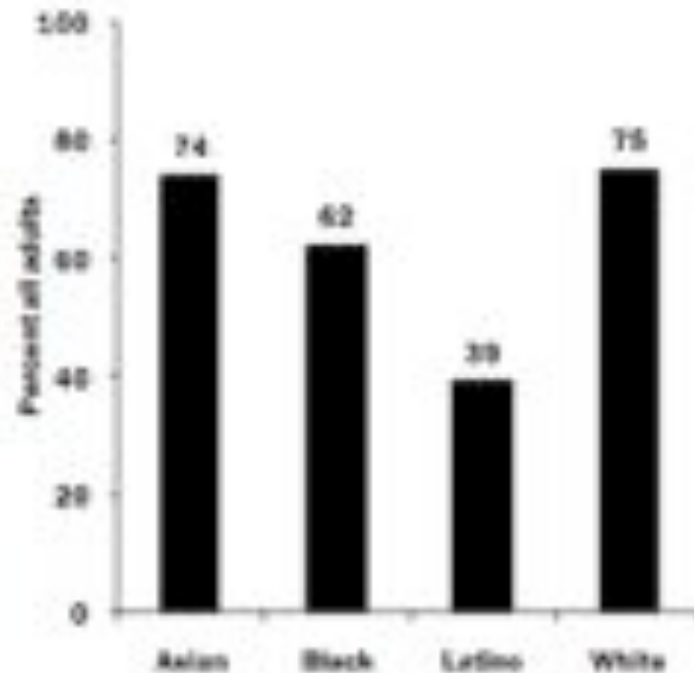


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- Those who self-report having a disability, handicap, chronic disease, or who say they have difficulty seeing, hearing, walking, or talking are less likely than others to use a computer, less likely than others to use the Internet, and less likely to have broadband at home.



# Californians with Broadband at Home

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## Connecting the Dots

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- Bridging the digital divide is essential to improving health disparities because the social and economic factors are interwoven
- Future relationship between technology providers and health providers will become less distinct



# Tech/Telecom Companies

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# Health Companies

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## Old Tech/Old Health

- Phone to talk
- TV to watch ER
- MS Office to word process
- MySpace for music
- Desktop for browsing information

## New Tech/New Health

- Phone to text
- YouTube to view procedures
- MS for personal EMR
- FaceBook for crowdsourcing
- Smartphone apps for disease mgmt



# Healthcare Innovators



paypal mafia



Cell phone for  
pre-natal  
education



**new routes to community health**

REGISTER OR LOGIN -  
 SUBSCRIBE TO E-DIGEST  
 Email address:  Go

Projects Media Participate Resource Center Blog News Pressroom Contact Us About Us

Home | Share

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**FEATURED MEDIA**



La Colectiva members celebrate social media campaign launch >> 08/13  
 Explore more media >>

**EXPLORE**

- African
- Arts
- Asian
- Awards
- Bill of Rights
- Building
- Community
- Business
- Cambodian
- Capacity Building
- Caribbean
- Chinese
- Citizenship
- Civic Life
- Community Health
- Community Media

**Community Health**

**Using Video & New Media for Advocacy, Participatory Evaluation, & Action Research**  
 The School of Public Health offers a new course that introduces new media practices future leaders will need to be at the cutting edge of... [Read More](#)

**HEARMe Producers Interview Egal Shidad Producers (In Somali)**  
 Hussien Mohamed and Abdigadir Sigaar, producers from the HEARMe project, interview Egal Shidad producer Mukhtar Gaaddisaar and radio host Zuhur Ahmed about the 30-minute... [Listen to Audio](#)

**Meet Maria Pilar Tudela, an Abriendo las Cajas New Routes Leader**  
 Maria Pilar or, as friends call her, Mepi is a leader and advocate in the Fruitvale neighborhood of Oakland, CA. When you arrive to the... [Read More](#)

**Free DVD: 20 Stories of Domestic Violence**  
 Arianna, Veronica, Tulo, Guobro, and 18 others tell their stories of violence. The 20 Stories are on a DVD along with a curriculum guide and... [Read More](#)

**Leaders Discuss Making the Egal Shidad Programs for Somali**  
 Saeed Fahie and Zuhur Ahmed, Somali community leaders in the Twin Cities, talk to host Mike Wissensaar on the St. Paul Forum about making the... [View Video](#)

**Tell the women they should never feel scared: Domestic violence and digital storytelling**  
 By Jen Gilomen, Lead Developer of Strategic Initiatives, Bay

**RECENT POSTS**

- Using Video & New Media for Advocacy, Participatory Evaluation, & Action Research
- Knight Citizen News Network: New Media Makers Toolkit
- Storytelling For Social Change: A Global View
- Public Media 2.0: Dynamic, Engaged Publics
- Public Media Corps
- Eight Essential YouTube Principles for Nonprofits
- Building a Story Bank

**READ THE PERSONAL STORIES OF NEW ROUTES LEADERS**

**TAKE ACTION!**

- [Subscribe to eDigest](#)
- [Write a blog entry](#)



digital storytelling for prevention and intervention

community  
owned  
wireless  
networks



# Overcoming disparities

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- *Leadership*
- *Relevant content*
- *Community based*
- *Ecosystem*
- *Targeted approach*
- *Sustainability*



City Heights (San Diego)

TCE Home | The Centers | Publications | Multimedia | Grants | Login | [Join Us](#)

The California Endowment **City Heights (San Diego)** [All Communities](#)

Information | Announcements | Events | Members | Discussions | TCE Groups

**Map & Data** View the geographic outline of this community and discover further information and quantitative data about this community [More](#)

**HEALTH IN THE NEWS**

- TCE Where Does Health Reform Stand? - an Interview with Daniel Zingale
- CalConnect Social Networking Site Launched
- NEWSWIRE** Teenagers tackle obesity
- San Diego's community clinics see major changes during recession
- How the ACCORN 'jump and hooker' videos came to be

**TCE RESOURCES**

- Grant Program
- Building Healthy Communities

**TCE TEAM**

Select Team Member

**Julio Luis Zaldivar**  
CalConnect Architect and Social Guy

My role at TCE focuses on utilizing digital social media and communication technology to support the strategic mission and facilitate the work of our incredible grantees and staff. I've been

**Announcements** **Events**

**New Photo Gallery of Michelle Obama's visit to City Heights**  
Come visit our new BHC City Heights photo gallery of today's event with Fir...  
04/16/10 by BHC City Heights Group

**First Lady Visits Building Healthy Communities Site**  
First Lady Michelle Obama will join Robert K. Ross, M.D., President and CEO of The California Endow...  
04/14/10 by The California Endowment

**New BHC Logos - Get Them While Their Hot!**  
CalConnect is now leading your local BHC focus on comprehensive community

Transferring data from www.myCalConnect.org



Building Health Communities Initiative: 10 year commitment



# No substitute for passion, vision, leadership

## Building Healthy Communities



## Let's Move Campaign





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*Infinite Possibilities*



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ZeroDivide

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