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| *Content type* | **Publications** | |
| *Date* | 2 November 2010 | |
| *Title* | **Can the Web Transform Social Care?** | |
| *Excerpt* | On 1st July 2010, NESTA organised an event which posed the question “Can the web provide innovative solutions to help transform care for older people”. | |
| *Body copy* | This think-piece broadly summarises the presentation given by David Sinclair at this event.  The think-piece notes that we have an ageing society and are going to need to provide more care. It argues that care is in crisis today and that it is likely to get worse before it gets better.  The think-piece explores the potential of web based technologies to improve social care but argues that there are significant barriers to mainstreaming.  David Sinclair argues that if we are to make the most of new technology in the context of the care needs of an ageing society, we must:  \* Deliver more usable and accessible technology. \* Better motivate, engage and inspire an interest in technology by the older population \* Address the moral and ethical barriers to technology. \* Get the basic’s right first. \* Tackle digital exclusion. \* Attempt to create and support a culture of private purchase for health and care technologies. \* Better integrate health and care. \* Deliver access to information and advice about new technologies. \* Ensure there is investment for prevention and for new technologies. | |
| *Category (choose one only)* | Culture and society  Finance and wealth  Health and care systems | Infrastructure  Productivity |
| *Culture and society topics (choose more than one if relevant)* | Arts and music  Community  Digital connections  Families  Identity | Inequalities  Isolation  Loneliness  Relationships  Social connections |
| *Finance and wealth topics (choose more than one if relevant)* | Advice  Debt  Financial planning  Housing wealth | Investments  Pensions  Personal finance  Savings |
| *Health and care systems topics (choose more than one if relevant)* | Cancer  Care homes  Dementia  Hearing loss  Immunisation | NHS  Nutrition and hydration  Prevention  Sight loss  Social care |
| *Infrastructure topics (choose more than one if relevant)* | Built environment  Education | Housing  Transport |
| *Productivity topics (choose more than one if relevant)* | Consumption  Employment  GDP  Growth | Opportunity of longevity  Recruitment  Training  Work |
| *Themes* | BME  Cost  Emerging issue  Funding  Good practice  Immigration  Innovation  Intergenerational  International | LGBT  Life expectancy  Older consumers  Policy  Providers  Technology  Welfare  Workforce |