

Young Adults' Digital Health Charter

10 Principles for Digital Health Innovation

Key Insights

- Young adults (age 18-25) are a distinct and underrepresented healthcare group with unique and changing Digital Health needs
- The *Young Adults' Digital Health Charter* presents 10 principles for impactful Digital Health innovation, highlighting opportunities and potential risks, gaps, and barriers of Digital Health interventions for young adults
- Young adults should be meaningfully involved in digital health innovation from the earliest stages to avoid misrepresentation and potential harms

Summary

Young adults (age 18-25) are underrepresented within health research, despite reporting worse healthcare experiences in the UK.

As the new NHS 10 Year Plan pushes towards increasing use of Digital Health, better understanding of how different demographics engage with digital health technologies is crucial to avoid replicating or increasing inequalities and barriers to access. The Young Adults' Digital Health Charter explores the unique needs and desires that young adults' hold for Digital Health, providing insight into areas for impactful digital health innovation and potential risks.

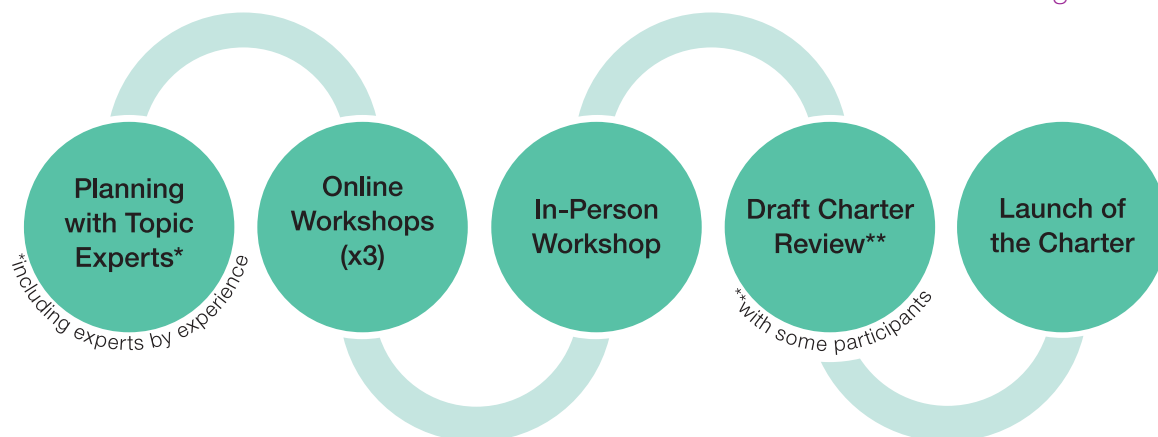
This Charter highlights young adults as a unique demographic for Digital Health. We present this work to inform the digital transformation of healthcare in the UK and advocate for the inclusion and representation of young adults within these developments.

Research Method & Participants

12 young adults from across South Yorkshire took part in a series of four deliberative workshops (3 online, 1 in-person; see diagram below). Participants represented a range of ages, genders, ethnicities, socioeconomic backgrounds, and employment statuses. Workshops included small group discussions, specialist presentations, and Q&As. These led to the creation of 10 principles for digital health innovation, which were reviewed by some participants prior to finalisation.

"If you're on a journey of getting your health under control and managing it with the various health technologies available to you, it means you are going to be so much more able to actually participate in your daily life and thrive in your career"

– Young Adult Participant



Young Adults' Digital Health Charter

10 Principles for Digital Health Innovation



1 | Recognise us as a distinct group with unique and changing Digital Health needs



6 | Integrate Digital Health consistently and appropriately **with in-person services**



2 | Support us as digital learners, not 'digital natives'



7 | Support and train healthcare professionals to use Digital Health tools with us



3 | Ensure Digital Health tracking supports us as we develop as young adults



8 | Help us to navigate trustworthy Digital Health sources



4 | Enable Digital Health support to move with us and be equally accessible across different regions



9 | Improve transparency and trust in who is involved in Digital Health companies



5 | Ensure affordability of Digital Health for young adults



10 | Explain what's happening with our Digital Health data in ways that we'll actually engage with

Read the Full Young Adults' Digital Health Charter Report

The full Young Adults' Digital Health Charter report will be released online on 25 September 2025 at sheffield.ac.uk/sydh/pcie. For further information about this research please contact the South Yorkshire Digital Health Hub at sydh@sheffield.ac.uk.