

DIGITAL HEALTH

OUR PLAN FOR DIGITAL DISCONNECTION



WHY DIGITAL HEALTH PLAN?

Technology has caught us, it is a fact.

Every minute more than a million people connect to Facebook, more than 41 million messages are sent on WhatsApp and more than four million videos are viewed on YouTube.

Social media has turned us into digital animals that need to be **constantly posting**.

48% of young people who spend more than five hours a day connected to the mobile have suffered some type of **depression, isolation or suicidal tendency**.

According to the World Health Organization, in 2030, **anxiety and depression** will be one of the main causes of sick leave in the world. Many of these disorders find a perfect refuge in social networks since, the fact of feeling constantly connected, makes us **vulnerable** and we do not enjoy any moment of real tranquility and wellness.



WE HATE PHUBBING...

We want to make our micro revolution against phubbing

Phubbing is a term that comes from the words phone and snubbing (ignore).

We refer to the fact of ignoring the person with whom we are as a result of the use of any connected device.

This is more and more common. It is socially accepted.



FOR WHAT WE CREATE DIGITAL HEALTH PLAN?

- To **connect** fully with the people without the screens.
- To reconcile with our minds and increase our **concentration** in order to inspire ourselves and create more.
- To achieve more **efficient communication**.
- To train **against phubbing** with simple routines, promoting a responsible use of technology.
- To appreciate the value of **silence** and enjoy moments of **unusual peace** and counting sheep.



Digital Health Plan has 2 main characteristics:

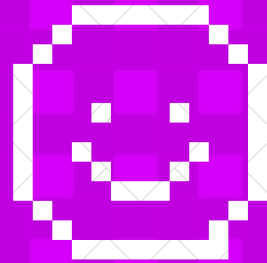
75%

It is under construction. Digital Health Plan was born after 7 years of experience managing Espacio Arroelo. We want to share it in beta mode so that you can give us your ideas, contributions and improvements.

100%

It is a Creative Commons license project. We can help our clients and other businesses to improve their digital health. So share it, reuse it, reinvent it and make it yours as much as you need it.





IDEAS TO BEGIN OUR COMMUNICATION PLAN

- Urgent scenario
- Non- urgent scenario
- Continuous improvement process
- Your time, that precious treasure
- Social media or your time thieves
- Landing page to spread the movement



URGENT SCENARIO

WHAT IS URGENT?

That which cannot wait for tomorrow

HOW TO ACT?

Call us at 610602012

Avoid whatsapp because we will not be able to
solve your urgency



NON-URGENT SCENARIO

WHAT IS NOT URGENT?

That which can wait for tomorrow to be solved

HOW TO ACT?

Send us what you need by slack or email.

You will receive an automatic message with the following content:

Thank you for participating in our Digital Health Plan! We appreciate your effort to send us a message via slack or by email.

If we have received this email it is because nothing you need is so urgent to be solved today. If not, call us, we will be available for whatever you need.

We will answer you in less than 48 hours! And most importantly, we will do it with our 5 senses.





CONTINUOUS IMPROVEMENT PROCESS

It is very important to train our brain. Nothing will be so simple. WhatsApp has gradually entered our lives, so we look for mechanisms to deprogram ourselves from having it so present in our lives.

We propose to use whatsapp bussiness. You can create automatic messages. Therefore, if we receive a message from you, a response will be generated. Something like this:

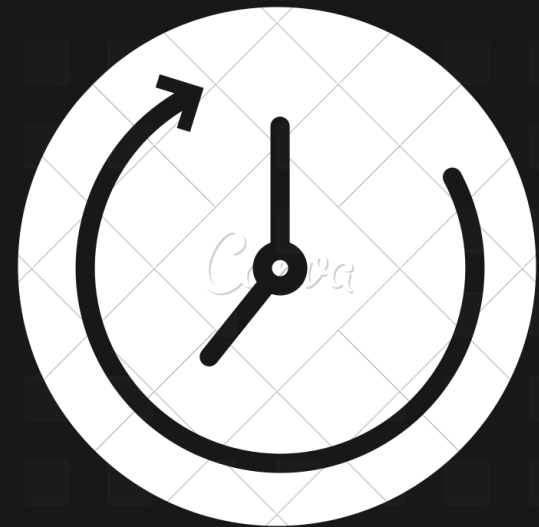
Hello, thank you for being part of our Digital Health Plan! If what you need is urgent and you need us to help you today, do not hesitate to call us. at 610602012 If you do not need an answer today, please write to us by slack or by email and we will respond to you in less than 48 hours, in a moment of full concentration.

If your message is to share something about enjoying personal life, we will read you in a moment of calm. Thank you!!!



YOUR TIME, YOUR PRECIOUS TREASURE

We commit to make a responsible use of technology in our meetings with you. We promise that our shared coffees will only be interrupted by urgent calls.



SOCIAL MEDIA OR TIME THIEVES

We are committed to using FB and Instagram usage limiters.

Specifically half an hour every day ...



LANDING PAGE

WWW.STOPPHUBING.ME

Do you join to co design a landing page?
Powered by all us...

The main objectives are:

- To share it with our clients in our Welcome Manual. This way they can also share and join.
- To share it with our colleagues and alliances
- To create a movement





THANK YOU!

TO BE RESPONSIBLE
TO BUILD THE WORLD
WE WANT





BIBLIOGRAPHY

Jimmy Pons and Phil González:
Máster en desconexión digital

