

Digital Capabilities for Sexual Health Policy and Practice

Capability	Definition	Sub-capabilities	Core Questions
Access and Infrastructure	Digital platforms and technologies used and the technological means to manage and make use of them	<ul style="list-style-type: none"> Vernacular platforms and technologies Enterprise platforms and technologies Systems and tools (internal and external) 	<ul style="list-style-type: none"> What counts as a digital sexual health platform or technology and how is it used and accessed? How well do digital technologies and platforms support organisational purpose? How well do digital technologies and platforms support and enable consumer self-efficacy and access?
Skills	The ability to generate, read, appraise, analyse and use and present digital content responsibly to aid operations, clinical practice, campaigns and resources, evaluation and decision-making	<ul style="list-style-type: none"> Technological skills and general platform knowledge Search engine optimisation and algorithmic literacies Platform analytics Platform vernacular and vocabularies (text and image) Content creation and distribution Participation in everyday digital cultures (ie responding to comments under campaign content) 	<ul style="list-style-type: none"> How is digital expertise and knowledge fostered and to what extent is it shared across the organisation? How are the roles and responsibility for (maintaining/ understanding/ initiating organisational digital identity and digital communication allocated and communicated within the organisation? How is lived experience of digital technologies and cultures incorporated into organisational policy and practice relating to digital identity (including content creation)?

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Governance	Established processes of stewardship, leadership and accountability in the ethical creation and conduct of digital initiatives	<ul style="list-style-type: none"> Digital identity Content moderation Data stewardship, management and moderation Ethics and inclusivity (consent, lived experience) Legality Risk Management (including data breach planning) 	<ul style="list-style-type: none"> Is there an organisation-wide policy to support digital identity, communication and/or technologies? Who takes responsibility for managing organisational digital identity, privacy and safety (including safety of staff who manage and moderate social media forums)? How are ethical principles and issues identified and addressed? How are legal requirements and security monitored and implemented? How does the organisation decide which digital platforms and technologies to engage with? Are there processes in place to safeguard community/ consumer safety in digital content co-design and co-creation?