Guideline 21: Digital literacy campaigns and programmes are likely to support your strategic objectives in a variety of ways.

Case study: Treatment literacy in the fight for access to health care

Based on treatment literacy programmes in the United States, South African HIV/AIDS activist organisation, the Treatment Action Campaign (TAC), began a widespread rollout of treatment literacy programmes.

Treatment literacy recognises that in order to fight for rights effectively, people are also required to understand the science of HIV, what it was doing to their body, the medicines that might work against it, and the research that was needed. TAC developed a range of simple educational materials and combined these with an extensive training programme in which community members could be trained, take exams, work in health care settings, and then work with communities to share knowledge and train up new members. Not only did this upskill, educate, and empower many people in South Africa living with HIV/AIDS, it doubled up as a means for mobilisation and local organisation.

In the context of digital rights, digital literacy remains a concern in many jurisdictions around the world. Drawing from the TAC example and thinking creatively about effective digital literacy campaigns can be beneficial — particularly if awareness and education form part of your strategic outcomes.

In addition to the educational initiatives listed above, here are some examples of existing digital literacy campaigns, initiatives, and organisations you may want to draw from:

1. Digital SafeTea, a recently launched interactive game, teaches people across Africa about responding to online harms, such as sexual harassment.

2. CryptoParties are another novel example of a movement that creates a space for people to pass on knowledge about online safety.

3. MyDigiSkills is a tool to help users understand their digital competencies on issues around information and data literacy, communication and collaboration, digital content creation, safety, and problem-solving.

4. HTML Heroes teaches young people about online safety, finding reliable information, privacy, chatting, playing, and learning online.

5. BEE Secure is a Luxembourg government initiative that teaches young children about keeping their digital devices safe, their digital footprint, and online commerce.

6. Data Detox Kit is a simple, accessible toolkit that walks you through the steps you can take towards a more in-control online self.