A DIGITAL CHAMPION MODEL CAN BECOME SELF-PERPETUATING AND ENTIRELY SUSTAINABLE OVER TIME

DIGITAL CHAMPION TRAINING

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1
Brenda receives training and support to become a confident Digital Champion

2
Charlie is offline and is directed to Brenda for Digital Champion support

3
Over time Charlie is supported by Brenda to develop his digital confidence

4
Charlie shows Anika who's offline, what he's been learning

5
Charlie becomes an informal Digital Champion and decides to formalise his Digital Champion role

6
Anika starts her own Digital Journey