



# Digital Health Literacy Programmes in Ethiopian Rural Communities: Knowledge Gaps, Adoption Rates, and Skill Development Metrics Analysis

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## Abstract

Digital health literacy programmes are essential for improving access to healthcare in rural communities, particularly in Ethiopia where digital technology adoption is still evolving. A mixed-methods approach was employed, combining quantitative surveys with qualitative interviews to gather data from a representative sample of 500 participants in rural Ethiopian communities. Analysis revealed that 42% of respondents had significant knowledge gaps regarding digital health resources. Among the adopters, there was an average improvement of 18 points on a pre- and post-training test scores (95% CI: [13, 22]). The study highlights the need for targeted interventions to close knowledge gaps and improve skill development in digital health literacy. Programme developers should focus on enhancing training sessions with interactive components and provide ongoing support to sustain programme efficacy. Treatment effect was estimated with  $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta^T p X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *African geography, digital divide, health informatics, qualitative analysis, quantitative methods, participatory design, user engagement metrics*

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