

AI literacy beyond technical skills: what ELSA principles mean for the public health workforce

Mirjam Plantinga

Associate professor responsible data-driven healthcare innovation

Department of genetics and Data Science Centre in Health (DASH), University Medical Center Groningen

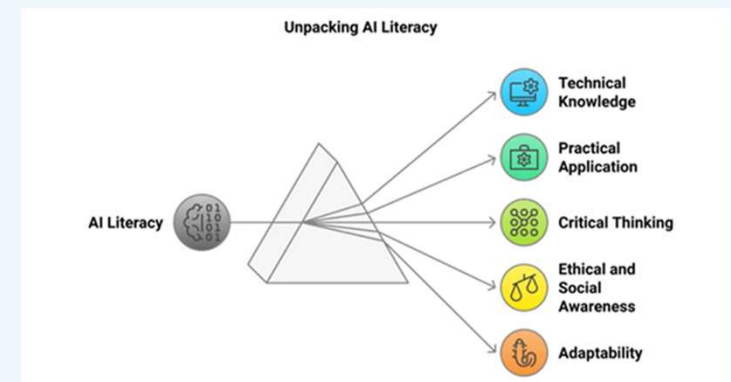
Projectlead ELSA AI lab Northern Netherlands (ELSA-NN)



umcg:

What is AI literacy?

- Having the **skills, knowledge and understanding** that allows providers, deployers and affected persons to make **informed decisions with regard to responsible deployment** and use of AI systems as well as to gain **awareness about the opportunities and risks of AI** and possible harm it can cause.
- AI literacy is not just technical proficiency but also includes an **understanding of ethical, legal, and societal aspects (ELSA)** and a consideration of **rights and obligations of providers, deployers and affected persons**.



AI does not carry legal
or professional responsibility.
You do.

umcg:

AI can be useful, but in a **hospital**, we need to use it carefully.

We work with **sensitive data** for a **vulnerable group** in a **high trust** environment.

Considerations for AI use depend on: **AI, data, setting, task.**

umcg:

AI/Digital Literacy Program UMCG

Video's and animations

What is AI, different AI systems

Chances and risks of AI

E-learning's

Basic principles of AI (technical)

Be AWARE when using AI: making responsible choices when using AI in healthcare (ELSA)

Workshops

Ethical and societal aspects of AI

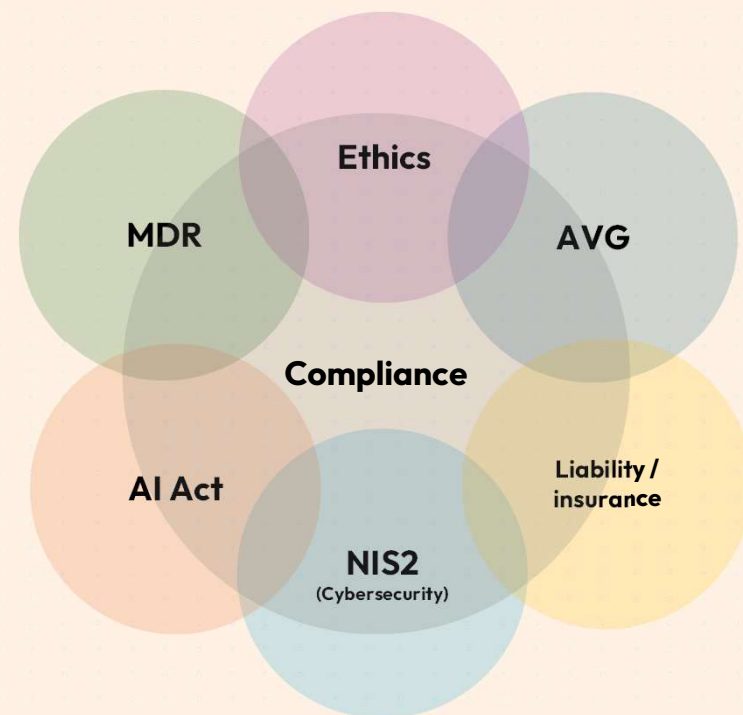
AI Compliance

Data and AI: Foundations for Research and Clinical Practice

Digital health: Successful implementation of digital innovations



AI Compliance Support
ai@umcg.nl



umcg:

Can we just try this AI tool?

“I found an AI tool that can summarize information notes, draft emails, and maybe even help with patient notes and triage. It looks useful. Can we try it today?”

— A colleague.



umcg:

AI in your work?

Be AWARE when using AI

Five points for using AI consciously, safely, and responsibly in your daily work.

A



Ask first

Know what you want to use AI for, and whether it is a suitable, allowed, and responsible solution here.

W



Work safely and transparently

Protect data, use approved tools, and be clear about your use of AI.

A



Accept only after checking

Check facts, sources, errors, and possible bias before accepting the outcome.

R



show Responsibility

Make the final decision yourself and be able to explain how you used AI.

E



consider the Effects

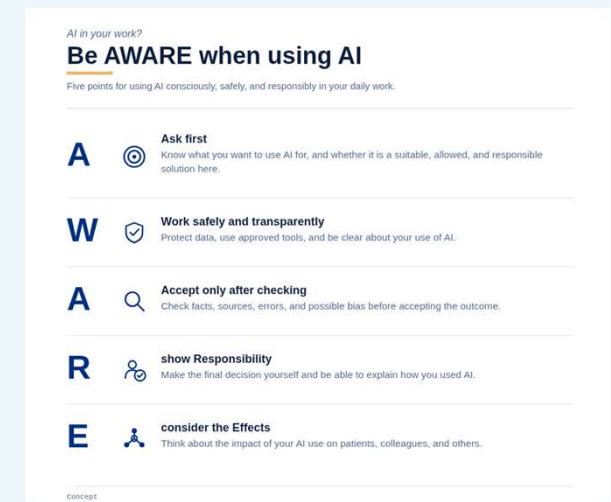
Think about the impact of your AI use on patients, colleagues, and others.

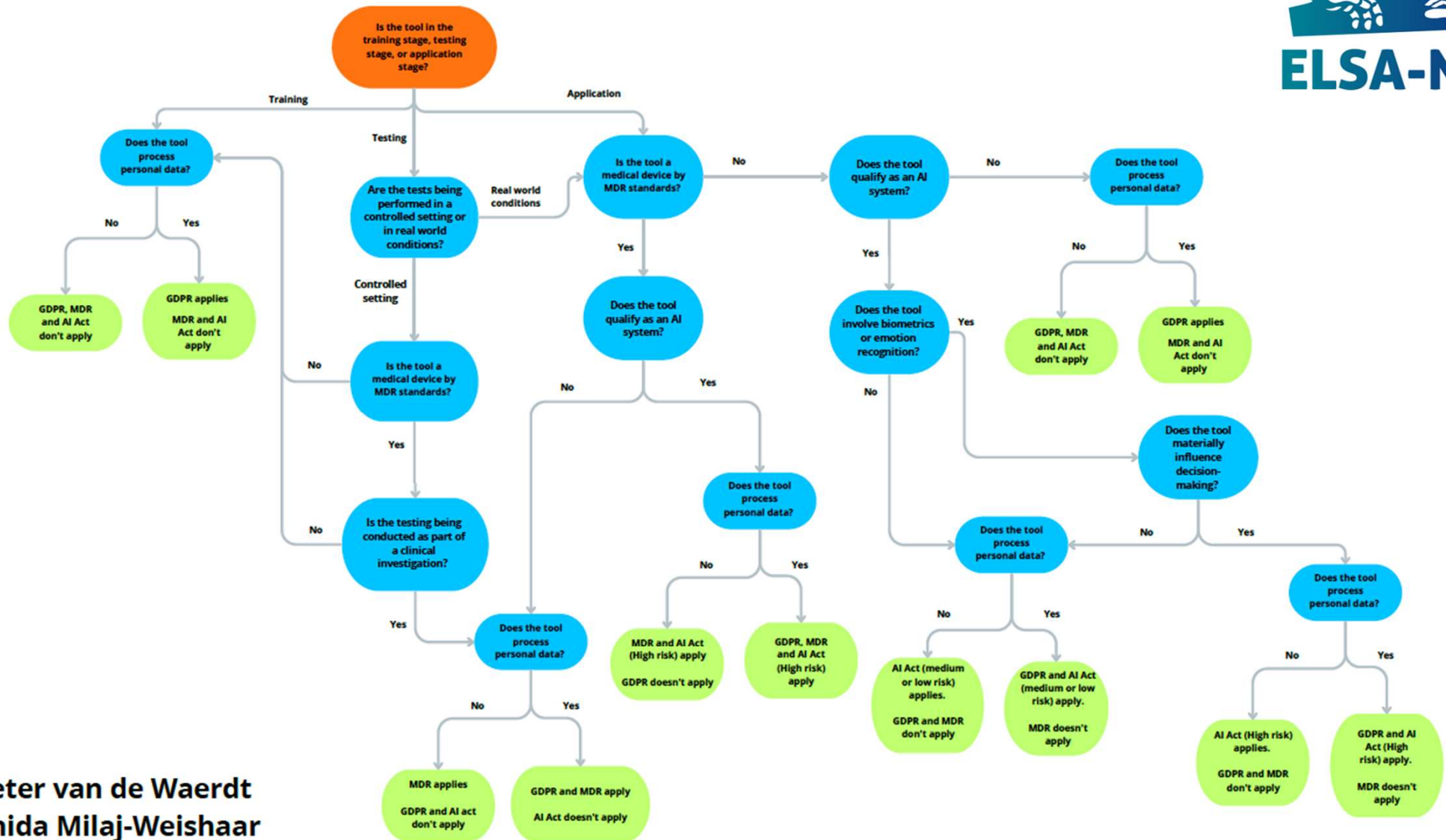
Concept



Ask first: Considerations before using AI

- What do you want to use AI for?
 - Focus on problem, not on what is technically possible
- What is the playing field
 - Which regulations and guidelines apply (depends on AI, data, context, task)
- Data considerations
 - What data do you need?
 - What will be done with the outcome?
 - What is data quality (correctness, completeness, bias)





Work safely and transparently

- AI compliance
 - Why is it important
 - What does it involve
- Transparency
 - Why is it important
 - What are legal requirements
- Explainability
 - Why is it important
 - What does it involve

AI in your work?

Be AWARE when using AI

Five points for using AI consciously, safely, and responsibly in your daily work.

A  **Ask first**
Know what you want to use AI for, and whether it is a suitable, allowed, and responsible solution here.

W  **Work safely and transparently**
Protect data, use approved tools, and be clear about your use of AI.

A  **Accept only after checking**
Check facts, sources, errors, and possible bias before accepting the outcome.

R  **show Responsibility**
Make the final decision yourself and be able to explain how you used AI.

E  **consider the Effects**
Think about the impact of your AI use on patients, colleagues, and others.

Concept



Accept only after checking

- Incomplete and wrong outcomes
 - Hallucinations
 - Confabulations
 - Bias
- Check sources and references

AI in your work?

Be AWARE when using AI

Five points for using AI consciously, safely, and responsibly in your daily work.

A  **Ask first**
Know what you want to use AI for, and whether it is a suitable, allowed, and responsible solution here.

W  **Work safely and transparently**
Protect data, use approved tools, and be clear about your use of AI.

A  **Accept only after checking**
Check facts, sources, errors, and possible bias before accepting the outcome.

R  **show Responsibility**
Make the final decision yourself and be able to explain how you used AI.

E  **consider the Effects**
Think about the impact of your AI use on patients, colleagues, and others.

Concept



Show Responsibility

- Responsibility
 - You are responsible, not the AI, what does this entail?
- Trust
 - Importance of transparency and explainability for trust building
- Transparency
 - Examples and guidelines

AI in your work?

Be AWARE when using AI

Five points for using AI consciously, safely, and responsibly in your daily work.

A  **Ask first**
Know what you want to use AI for, and whether it is a suitable, allowed, and responsible solution here.

W  **Work safely and transparently**
Protect data, use approved tools, and be clear about your use of AI.

A  **Accept only after checking**
Check facts, sources, errors, and possible bias before accepting the outcome.

R  **show Responsibility**
Make the final decision yourself and be able to explain how you used AI.

E  **consider the Effects**
Think about the impact of your AI use on patients, colleagues, and others.

Concept



Consider the Effects

- What is impact of AI?
 - For you as professional
 - For patients
 - For society
 - Environmental impact
- Impact of different AI tools
- Choices that can be made

AI in your work?

Be **AWARE** when using AI

Five points for using AI consciously, safely, and responsibly in your daily work.

- A**  **Ask first**
Know what you want to use AI for, and whether it is a suitable, allowed, and responsible solution here.
- W**  **Work safely and transparently**
Protect data, use approved tools, and be clear about your use of AI.
- A**  **Accept only after checking**
Check facts, sources, errors, and possible bias before accepting the outcome.
- R**  **show Responsibility**
Make the final decision yourself and be able to explain how you used AI.
- E**  **consider the Effects**
Think about the impact of your AI use on patients, colleagues, and others.

concept



AI in your work?

Be AWARE when using AI

Five points for using AI consciously, safely, and responsibly in your daily work.

A



Ask first

Know what you want to use AI for, and whether it is a suitable, allowed, and responsible solution here.

W



Work safely and transparently

Protect data, use approved tools, and be clear about your use of AI.

A



Accept only after checking

Check facts, sources, errors, and possible bias before accepting the outcome.

R



show Responsibility

Make the final decision yourself and be able to explain how you used AI.

E



consider the Effects

Think about the impact of your AI use on patients, colleagues, and others.

Concept



AI/Digital Literacy Program UMCG

Video's and animations

What is AI, different AI systems

Chances and risks of AI

E-learning's

Basic principles of AI

Be AWARE when using AI: making responsible choices when using AI in healthcare

Workshops

Ethical and societal aspects of AI

AI Compliance

Data and AI: Foundations for Research and Clinical Practice

Digital health: Successful implementation of digital innovations

Can we just try this AI tool?

“I found an AI tool that can summarize information notes, draft emails, and maybe even help with patient notes and triage. It looks useful. Can we try it today?”

— A colleague.



umcg:

Questions to consider before using AI



Purpose

What do you want to use AI for?
What is the setting and task?



Data

What data is needed to train the tool?



Sensitivity and bias

Could this reveal personal, health, research, student, employee, or confidential information?
Can the data be biased?



Tool

Is the AI tool approved for use for this type of data and task?



Impact

Could the output affect care, rights, assessment, employment, healthcare access, or prioritization?



Oversight

Who checks the output before it is used?



Transparency and explainability

Do you sufficiently understand how the output was reached and checked to trust its use?
Do you make sure you disclose your use of AI?



Accountability

Are you aware that you remain responsible for the final decision or final text?



Support

Do you need support before continuing?

Want to know more?

Welcome to join the ELSA labs conference!

AI Hype, Hope and Humanity

Co-creating Responsible AI across Research, Policy, and Practice

AI Hype, Hope and Humanity is a three-day conference bringing together researchers, policymakers, practitioners, and societal partners working on AI, all with a shared commitment to responsibility, public values, and real-world impact.

Date Tuesday 29 Sep 2026, 09:00 - Friday 2 Oct 2026, 17:00

Type Conference

Location Rotterdam

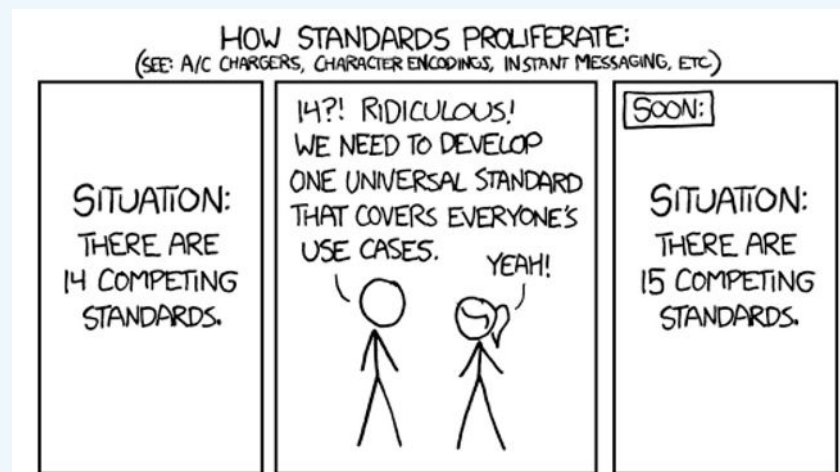
 [Pre-register here](#)

 [Add to calendar](#)



Want to contribute to our research?

1. What ELSA aspects do people involved in AI development in Healthcare take into consideration in AI development?
2. Which tools, guidelines and frameworks do people know and use?
3. Which support, knowledge, understanding or room is needed to foster responsible AI development?



Questionnaire

Why?

Receive understanding of attention for ELSA in AI development in healthcare knowledge and knowledge about and use of tools/frameworks

Where?

<https://surveys.enalyzer.com?pid=b5tup7gi>



For whom?

People directly involved in AI development in the context of Health (either from academic, healthcare or business perspective, such as data scientists, researchers, healthcare professionals)

How long

About 15 minutes



Questions for the ELSA-NN Lab?

- Go to elsalabnn@umcg.nl

- Or visit our website



- LinkedIn

