



Digital Services for Early Intervention

Lynn Roberts, Director of Growth & Service Design, Action for Children

Our focus areas





Service Design at AfC

**Identifying
unmet needs in
focus areas**

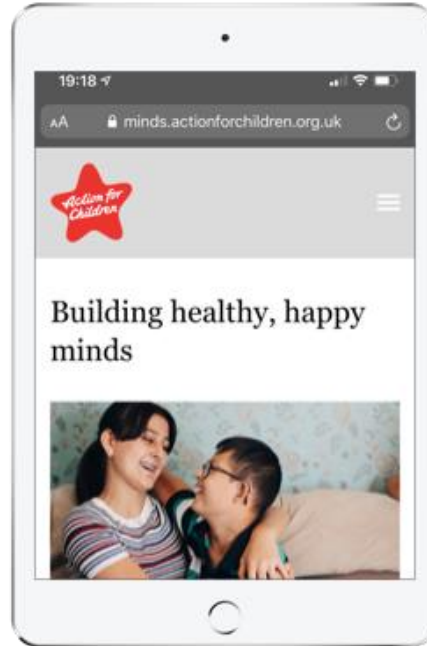
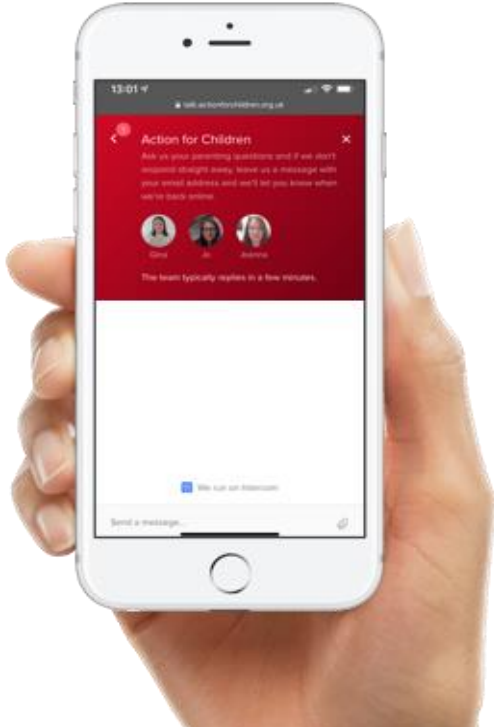
**Developing a
funding
pipeline**

**Lean product
development**

Three pilots showed promise

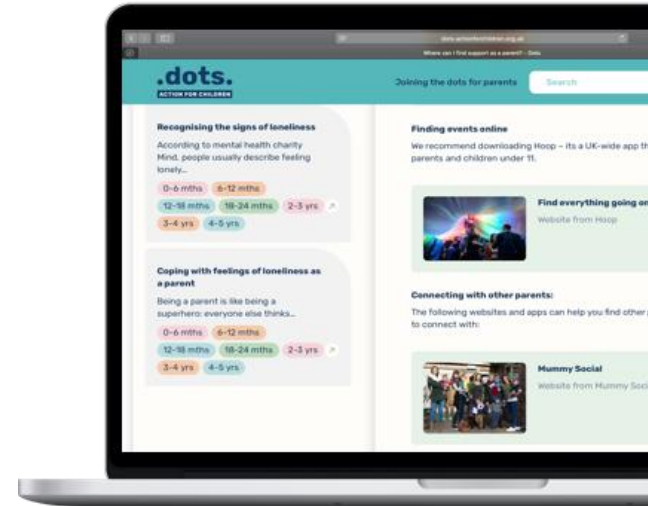


Talk



Build Sound Minds

Dots





By April 2020, we had supported 200,000 people through digital services over 2 years



Responding to the pandemic

Researched families' needs and created advice & resources

Expanded 1-1 family support staff from 3 staff to 25


Brought forward the launch of our new parenting website

Rolled out a local digital family service with 7 local authorities

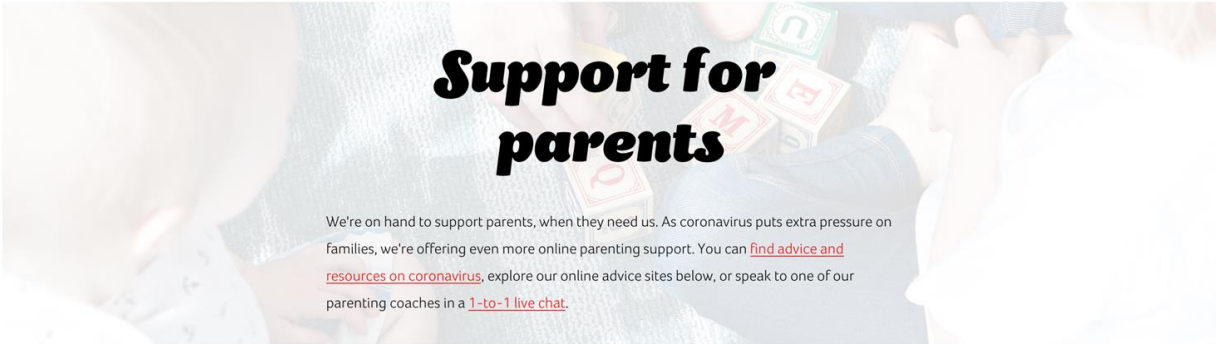
Created a digital COVID-19 response fundraising proposition

Quick fix site

Help keep our work going - click here to donate to Action for Children and support families across the UK. ×




[Home](#) [1:1 Chat](#) [About](#) [Donate](#)



Support for parents

We're on hand to support parents, when they need us. As coronavirus puts extra pressure on families, we're offering even more online parenting support. You can [find advice and resources on coronavirus](#), explore our online advice sites below, or speak to one of our parenting coaches in a [1-to-1 live chat](#).



Covid-19: we can help

We understand that lots of people will be feeling concerned right now about Coronavirus. Those feelings are completely normal. We also want to reassure

Parent Talk



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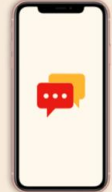
Covid-19: we can help

We understand that lots of people will be feeling concerned right now about Coronavirus. Those feelings are completely normal. We also want to reassure you that Action for Children is here to help.



[Find out more](#)

Talk to us



[1:1 chat](#)

Emotional
wellbeing

Behaviour

Nutrition &
healthy eating

Sleep

How it works



Parents search for help **online**

We use **Google advertising** and **SEO** to direct parents to Parent Talk

We provide written **information advice & guidance** for common issues...

...and free **1-1 online chats** with family support workers for those who need more support



Today, we have
supported over
1,000,000 people
through digital services

Support provided



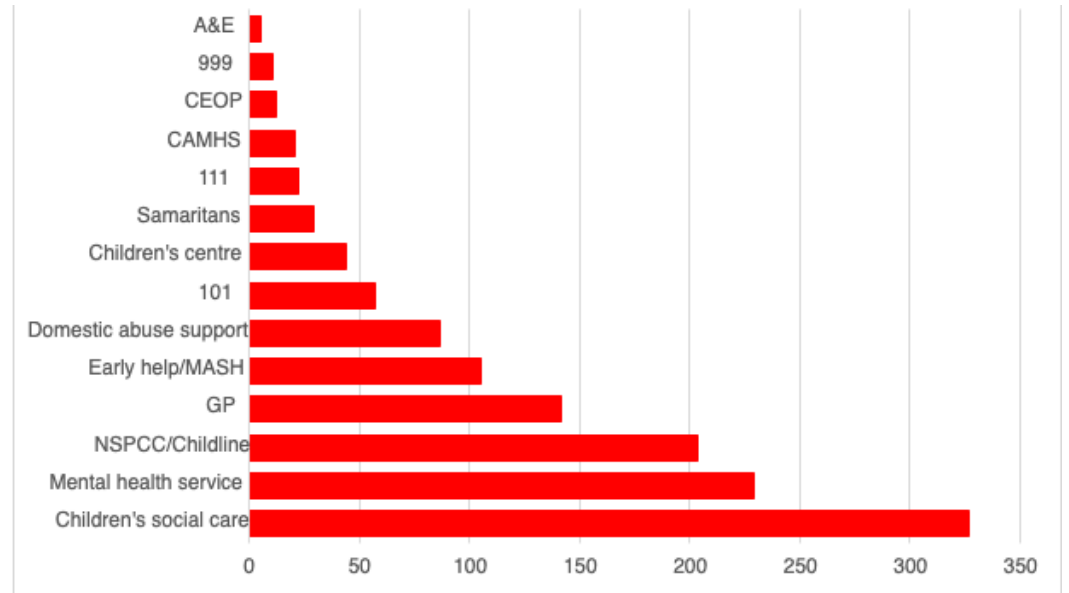
Top 5 1:1 topics :

- Emotional wellbeing of child
- Meeting emotional needs
- Challenging behaviour
- Boundaries and routines
- Parent wellbeing

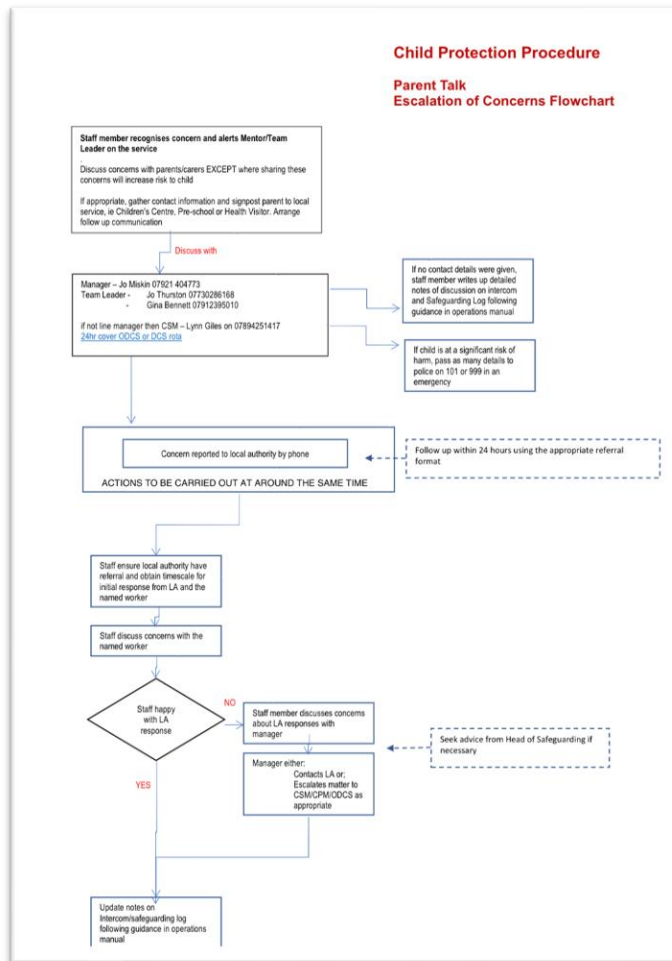
Top 3 IAG topics:

- Behaviour
- Mental health and wellbeing
- Parenting and relationships

Safeguarding referrals



Safeguarding and child protection





How we've worked

Multi- disciplinary teams

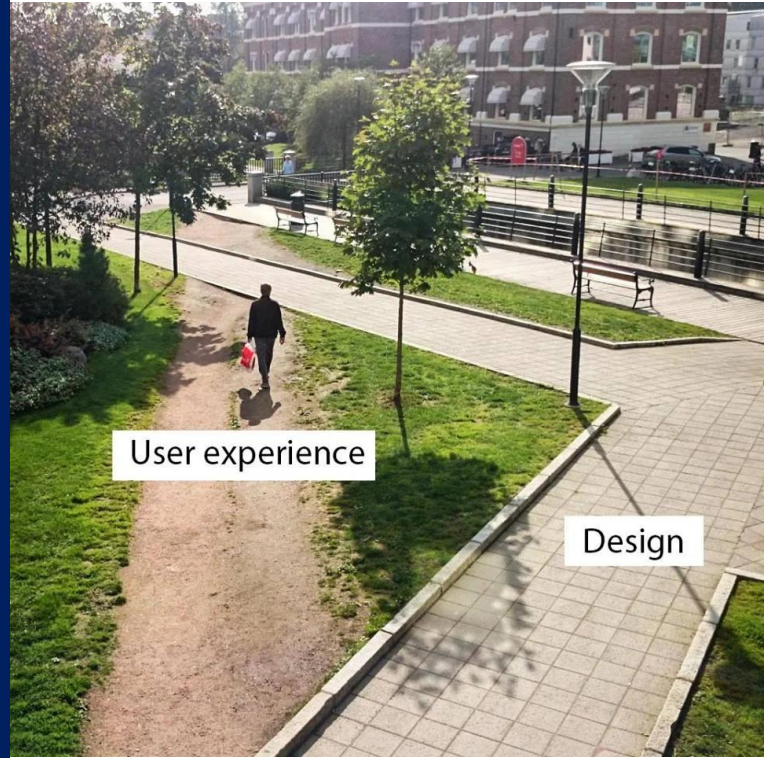


Our Service Design team
are process experts, not
subject experts.

So Service Designers join
forces with experienced
Children's Services staff.



Designing with data & insight



User experience

Design

Focus on being
user-friendly &
accessible

Do the
~~difficult~~
~~complicated~~
hard work
to make it
simple

www.gov.uk/feedback-principles



What's next?

Remote early intervention



Supporting all UK families
when parents search for help online

Understanding needs and **getting families the right support**

Tailored early intervention delivered online to **stop problems escalating**

Continuously improving service thanks to data and insight gathered



Working with
local authorities
on Start for Life
and Family Hubs



- Iteratively improving the service
- analysing needs
- developing evaluation methods
- testing longer-term support



Thank you

Lynn Roberts @digitalynn