



Inspiring thriving families  
*easyPEASY*

## What is the EasyPeasy app?

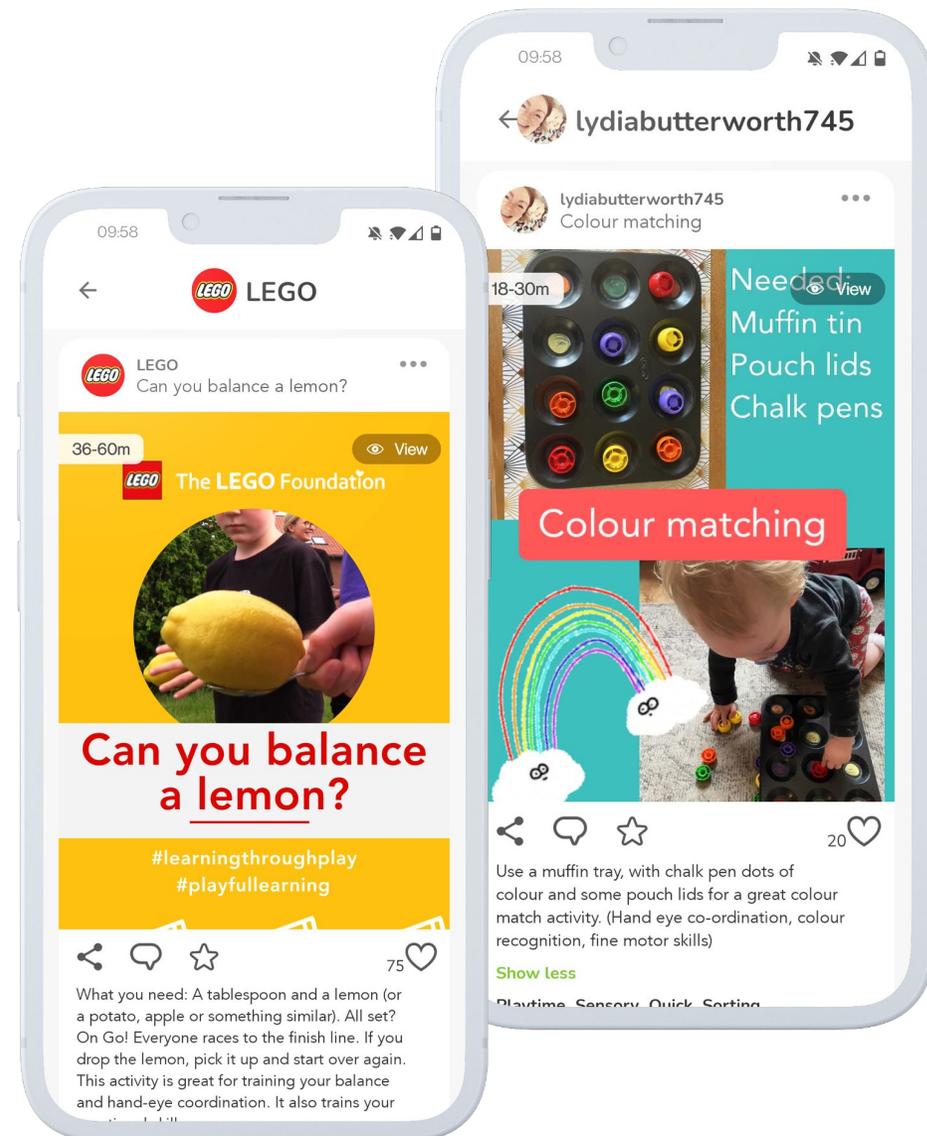
The EasyPeasy app brings together the best ideas, advice, and inspiration from a global community of parents, experts, and parenting brands for parents and their 0-5 year olds.

## How does it work?

A content feed is underpinned by a unique algorithm that grows with each age and stage of a child's development as well as parent's evolving needs and challenges. **The app successfully drives increases in positive interactions at home.**

## Who are we?

EasyPeasy is a social enterprise based in the UK. We believe in a world where all children have an equal opportunity to reach their full potential.



# What is happening in the Talk and Play Project in Coventry?



- EasyPeasy has partnered with the Department for Education and I CAN, to give families in Coventry the skills and tools they need to support children's speech, language and communication development.
- Early years providers, local partners and families will have free access to the EasyPeasy app.
- The app provides families with premium access to thousands of tips, advice, activities and inspiration from a global community of early years experts, partners and other parents and carers.
- We will send email communications throughout the project to support home learning and promote tips, and activities on the app
- A digital resource pack will be provided to distribute via practitioners and local stakeholders to raise awareness of the app in the local community.



Scan to join



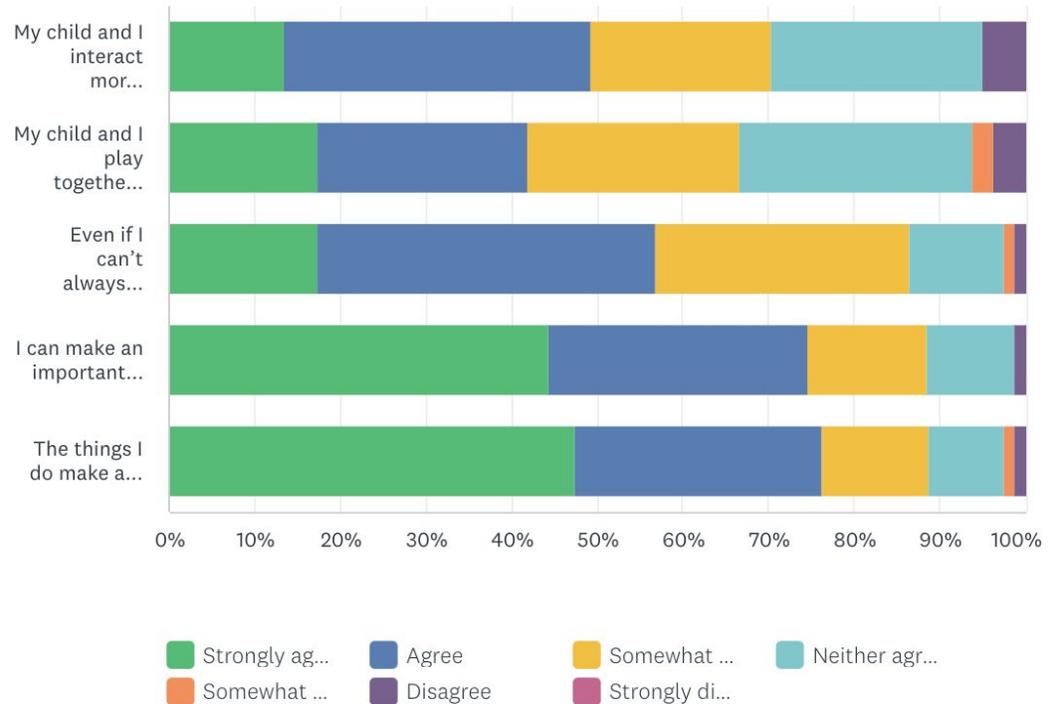
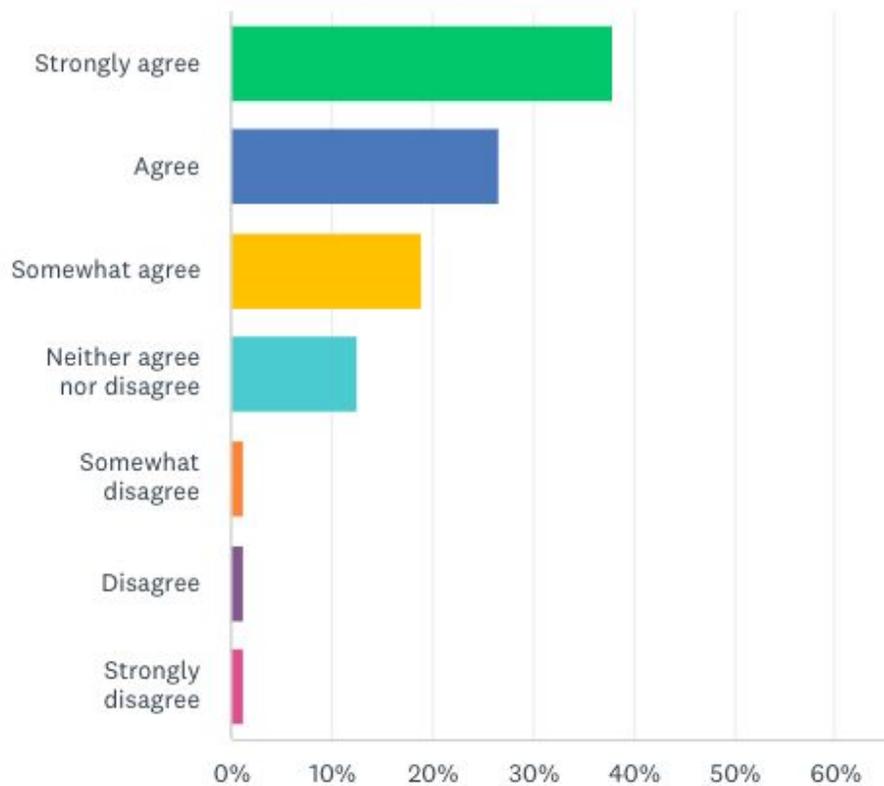
The best tips and activity ideas from the global parenting community.

# What kind of impact can we achieve together?



84% of parents say they know more about what they can do to help their child develop speech, language, and communication skills after using the app for just 3-4 weeks.

~90% of parents feel better able to 'make a difference' to their child and their behaviour after using the app for just 3-4 weeks.



## What kind of impact can we achieve together?

*“It's a very good learning tool for both myself and child.”*

*“[I've learned] how to adapt and help my child learn and play in the best way possible.”*

*“It's helped me get closer to my child as they grow.”*

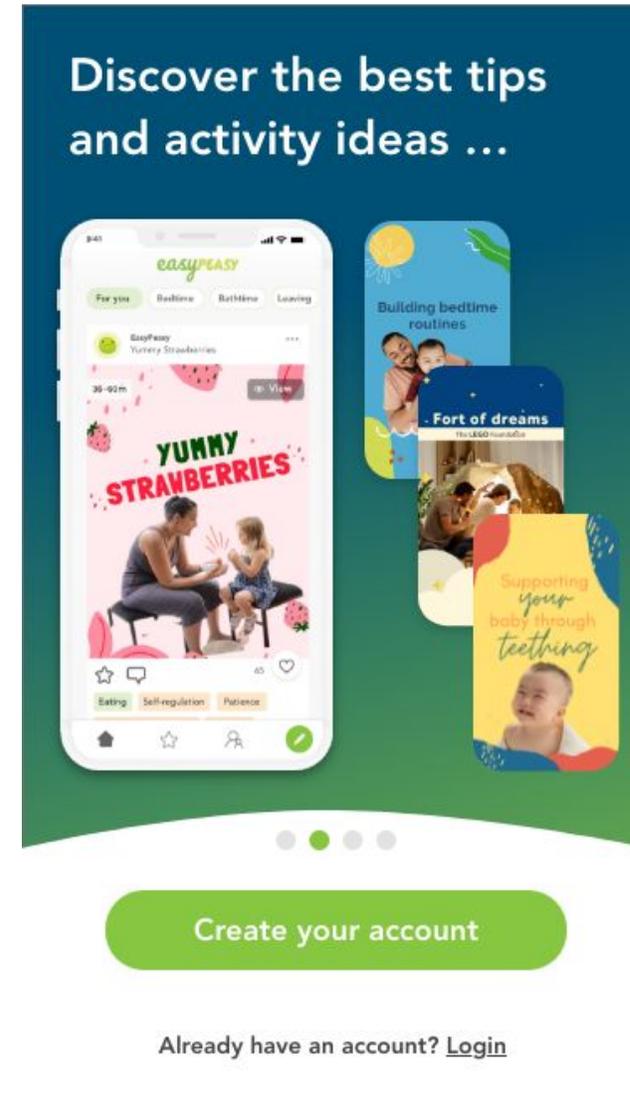
*“The variety of inspiration of things to do with my baby.”*



# Engaging, visual content

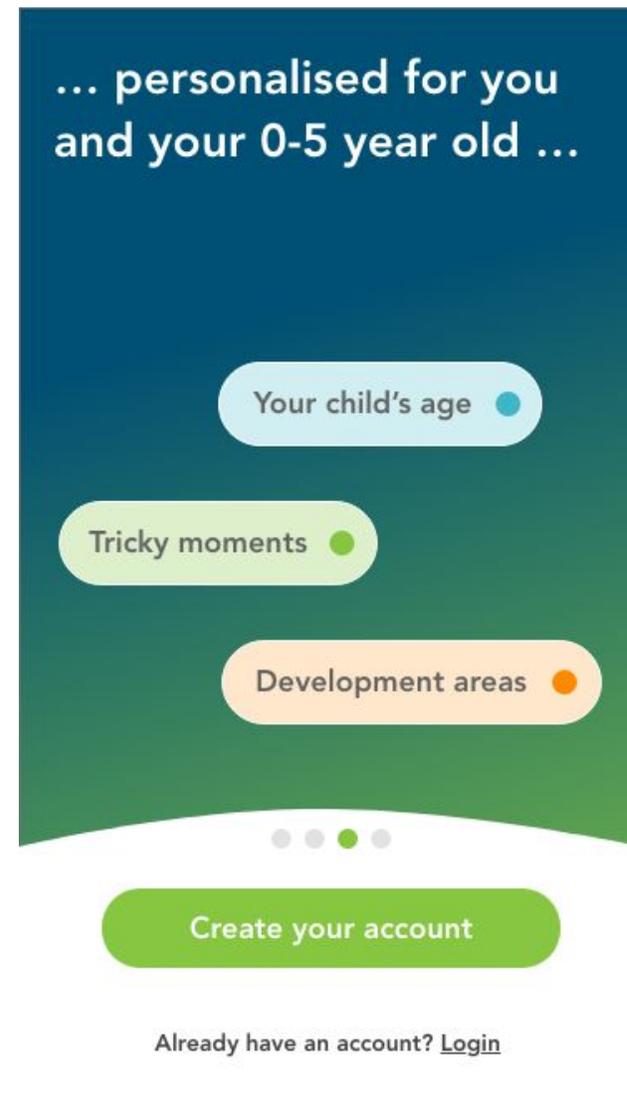
Modern, dynamic content delivery format engages parents, and helps overcome barriers to EAL and hard to engage families.

Content encourages real world interactions, with no screen time for children.



# Personalised for every Parent and child

Our algorithm uses data input by parents to share relevant content for the issues they are facing, and their child's age and stage.



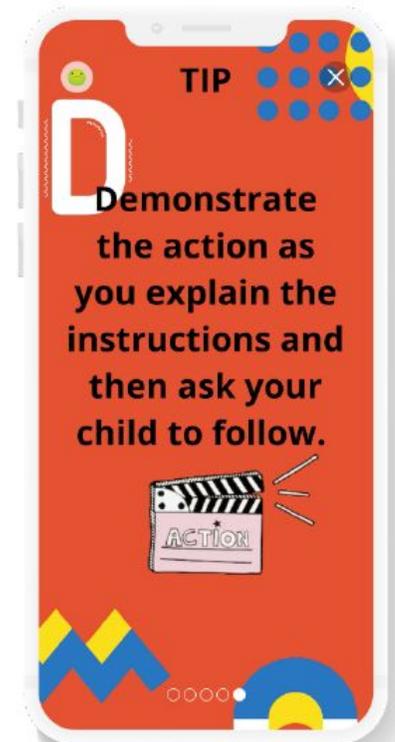
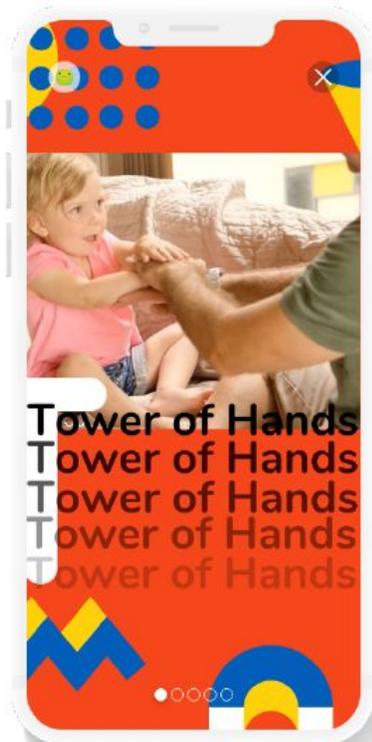
# User-generated content

Parents, practitioners, and brand partners all create and share tips and ideas on the app, combining the best of the evidence-based and peer to peer support.

Our moderation system ensures quality and safe content.



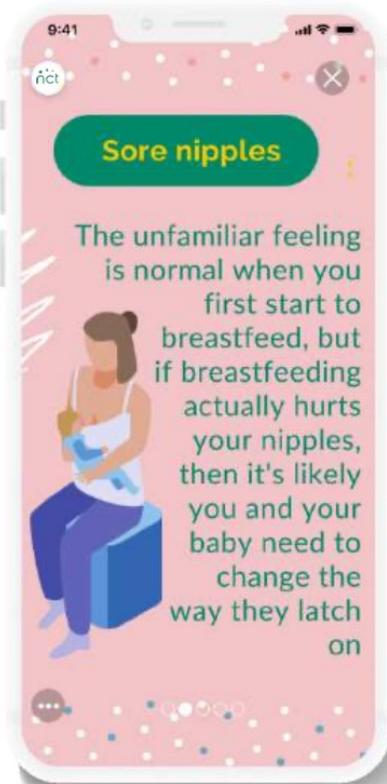
## Activity ideas to support speech, language and communication



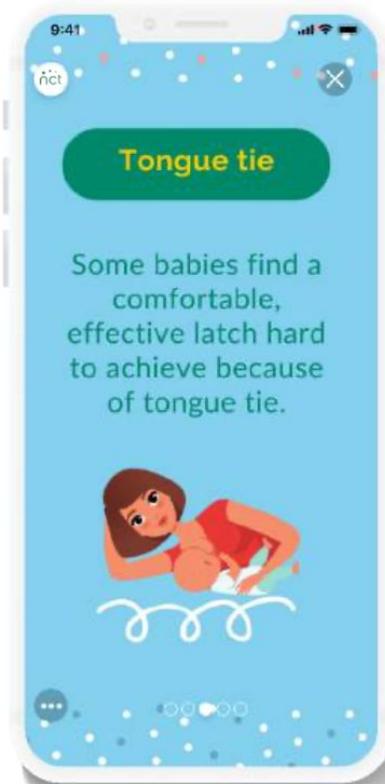
# Issue based advice to support parents and carers



Title slide



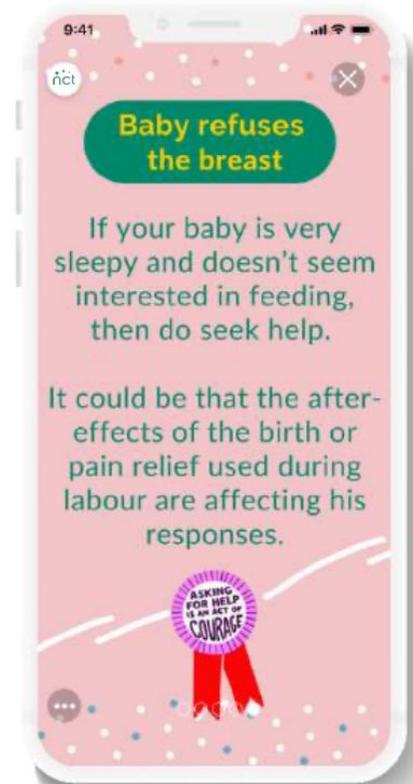
Concept 1



Concept 2



Concept 3



Concept 4