Understood.org: Empowering parents of children with learning and attention issues

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Understood.org

Operated and Managed by the National Center for Learning Disabilities (NCLD)
Founded by 15 nonprofit partners

Zero Project Session: IT-Platforms Connecting Peers

February 22, 2018
13.10 – 14.30
Through Your Child’s Eyes
Reading Issues
Before Understood.org was created, families were lost and the field was fragmented

• Poor life outcomes for struggling children
• Isolated and confused parents
• Limited and costly guidance for families
• Fragmented providers and advocates
• Dense and confusing online resources
• Limited funding
Understood.org’s vision is rooted in deep expertise

What we believe

An informed and confident parent, who helps and gets help as needed, can enable a child with learning and attention issues to succeed in school and in life.

Who we brought together

A diverse team of field experts, nonprofit organizations and funders deeply committed to helping families of children with learning and attention issues.
Creating Understood.org was a collaborative process

Identifying the need
Vision for a deep, wrap-around resource for all parents developed at Poses Family Foundation

Developing expertise
Experts, parents, National Center for Learning Disabilities (NCLD) team members and field partners identified needs and envisioned content

Building partnerships
Potential partners approached leading to the 15 Founding Partners

Vetting and testing
Research conducted with parents; NCLD website served as a lab to test content and build audience

Executing
Content, design, user experience and visual identity developed

Launching
Launched in “beta” and then publicly launched with national Ad Council PSA campaign. Operated by NCLD
Understood.org is the “go-to” resource for parents of children with learning and attention issues.
We measure impact for the families we serve and focus on meaningful, sustainable change through continued learning and reflection.

Mobilize
- Parents take effective action to unlock their child’s potential and / or help the cause

Empower
- Parents feel more informed, capable, confident, empathetic, optimistic, motivated
- Parents feel less frustrated, isolated, ineffective, hopeless, stigmatized

Engage
- Return visitors
- Time on site
- Resources consumed
- Participation in the community
- Content sharing

Attract
- Unique visitors (absolute and key target groups)
In just three years, Understood.org is supporting millions of families by helping parents help their kids

2,300,000+
monthly unique visitors

100,000,000+
total pageviews since launch

*Average monthly unique visitors is approximately 1.8 million
Understood.org is having transformative impact for families of the 1 in 5 and society at large

- Increased awareness of learning & attention issues
- Decreased stigma among the 1 in 5 and the 4 in 5
- Improved parental confidence and empowerment
- Greater action-taking among parents in support of their children
- Better parent-reported academic and emotional outcomes for their kids
In many ways it saved our family ‘cause when you first find out your child is diagnosed with a learning difference it’s a little overwhelming and you start to question yourself as a parent and this website really lays it out real clear, you’re okay and there’s nothing wrong with your kid and I really like the language, no one needs to fix my kid, we don’t need to be fixed, we need to be understood and that has been huge for me.”

“What I’ve learned here so far is that there is, in fact, something I can do. This, in turn, means there’s hope. Perhaps I’m not as hopeless when it comes to helping my daughter as I’d come to feel. Thank you”