

# **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**



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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

The screenshot shows the Understood.org homepage. At the top, there is a navigation bar with the logo, language options (English, Español), and links for About, Donate, Take Action, Sign Up, or Sign In. Below the navigation is a main banner with the text "Get personalized recommendations for you and your child. Dive in." and a photo of a man and a child looking at a tablet. A search bar and a "My child struggles with..." dropdown menu are also visible. The "Featured Resources" section includes several articles with thumbnails: "How to Organize Your Child's IEP Binder", "2-Minute Tutorial: How to Teach Your Child to Tie Shoes", "At a Glance: Helping Kids With ADHD Manage Screen Time", "An Open Letter to the Parents Worried My Son Is in Their Child's Class", "The Difference Between IEPs and 504 Plans", and "A Day in the Life of a Teen With Dyslexia". At the bottom, there are sections for "Chat With an Expert" and "Join a Discussion".

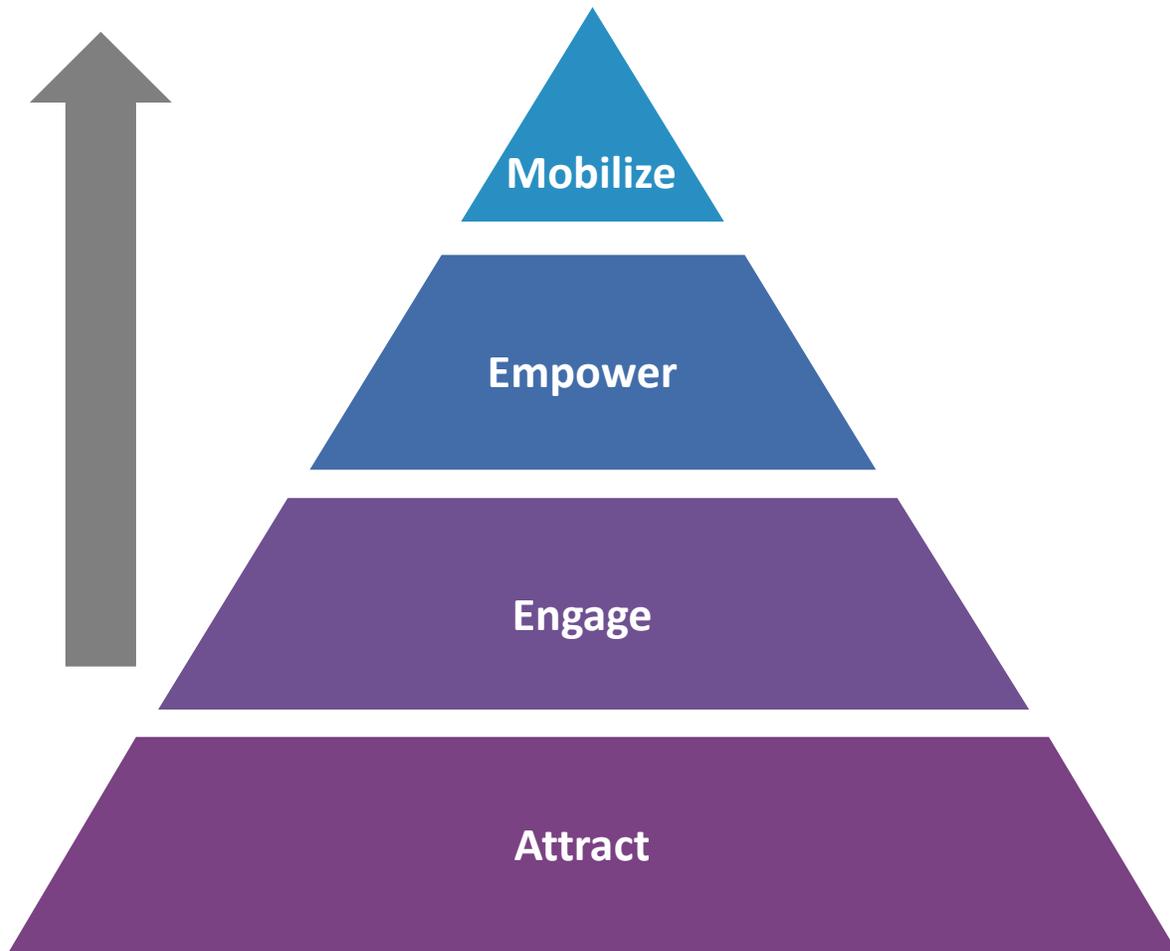
This screenshot shows the "Experience It: Reading Issues" page. It features a purple header with the title and a "Share" button. Below the title is a purple box containing the text "e=a" and a clock icon with "1:13". The main content consists of two rows of text in individual boxes: "I h e v a e d o g e n d h i s" and "n e m a i s M u t t .".

This screenshot shows the "Parenting Coach" page. It features a header with the title "Parenting Coach" and a subtitle "Practical ideas for social, emotional and behavioral challenges". Below the subtitle is a "Meet the Experts" link. The main content area shows a photo of a woman and a child working together. At the bottom, there is a "Get Expert Advice" form with two dropdown menus: "Select challenge" and "Select grade", and a "Get Ideas" button.

The advertisement features a handwritten note on lined paper. The text on the note reads: "I'm really trying. I want to be doing better. I wish I understood why it's so hard." The note is placed on a wooden surface with a red eraser and a yellow pencil. The Understood.org logo and tagline "for learning & attention issues" are visible at the bottom of the note. Below the note, there is a small text box that says "A free online resource about learning and attention issues designed to help you help your child thrive in school and in life. Brought to you by 15 nonprofit partners. understood.org".



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)

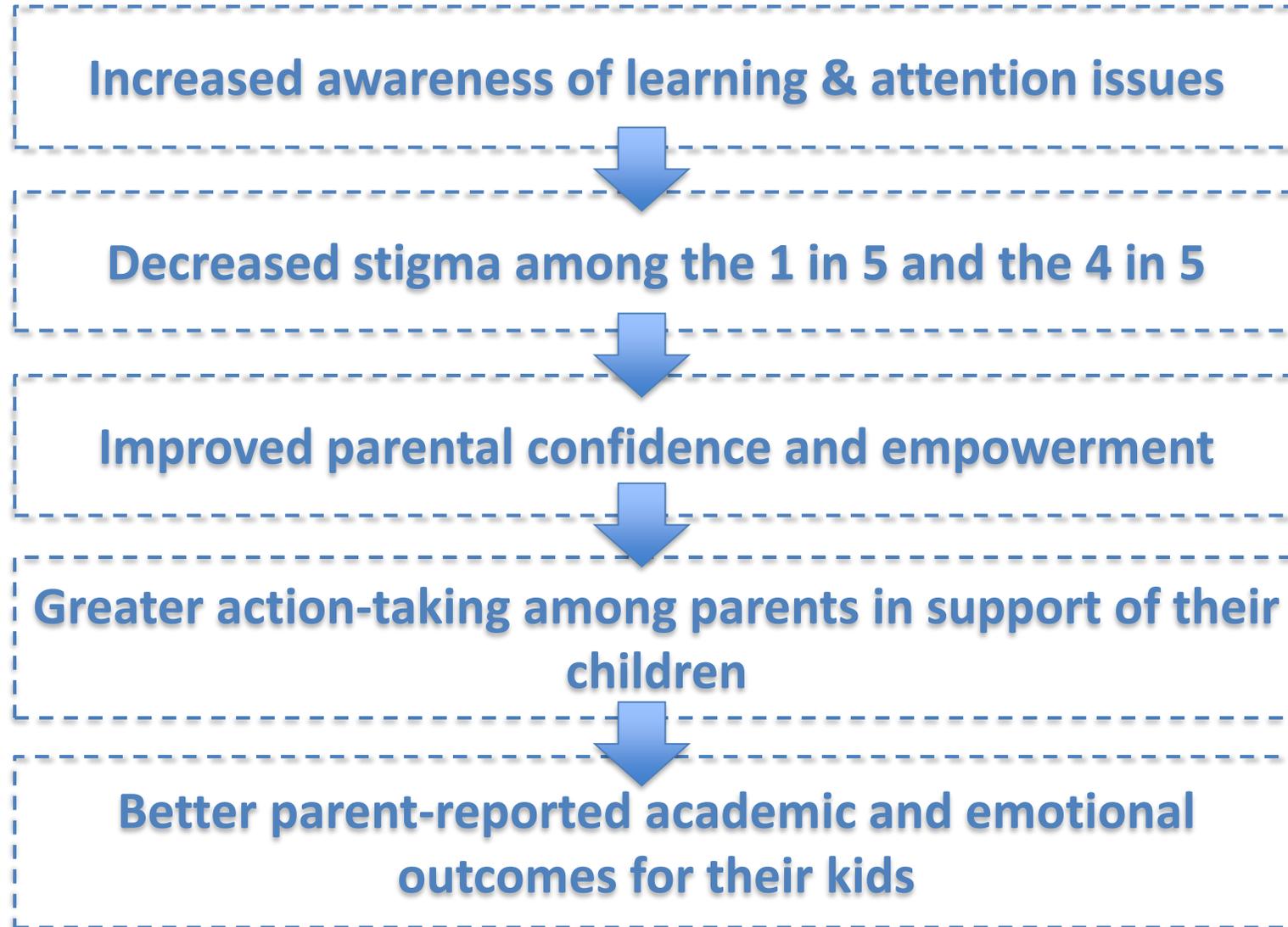


In just three years, Understood.org is supporting millions of families by helping parents help their kids

**2,300,000+**  
monthly unique visitors

**100,000,000+**  
total pageviews since launch

# Understood.org is having transformative impact for families of the 1 in 5 and society at large





## We are grateful for the feedback from families about the impact that Understood.org has had on their lives

“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”