



EasyPeasy Practitioner Training

Objectives:

- Understand the importance of early intervention in the early years
- Learn about the crucial role of the home learning environment and positive parent-child interactions in early childhood development
- Understand the benefits of digital support services for parents and practitioners and how they can support relational practices
- Get familiar with the evidence base for EasyPeasy and its impact on improving outcomes for children
- Learn effective strategies to drive uptake of EasyPeasy in the local community and incorporate into relational practices and referral pathways
- Understand how EasyPeasy interacts with parents and carers, and the data it captures
- Get an overview of the EasyPeasy app and its unique features for parents
- Learn about the content of the EasyPeasy programme and its theory of change
- Understand how engagement and retention are crucial to the success of the programme
- Learn how to monitor and measure the impact of EasyPeasy in the local area

Agenda:

I. Introduction

- Welcome and introductions
- Overview of the training objectives and agenda

II. Early Intervention in the Early Years

- Why early intervention is crucially important
- The impact of early childhood experiences on later outcomes
- The role of practitioners in early intervention

III. The Home Learning Environment and Positive Parent-Child Interactions

- The influence of the home learning environment on children's early development
- The importance of positive parent-child interactions
- Strategies for supporting parents to improve the home learning environment

IV. Digital Support Services

- The benefits of digital support services for parents and practitioners
- How digital services can overcome barriers to face-to-face support
- Introduction to the EasyPeasy app

V. EasyPeasy Evidence Base

- Overview of the research and evaluation evidence for EasyPeasy
- Key findings on the impact of the programme
- How EasyPeasy aligns with national and local policy priorities

VI. Raising Awareness and Driving Uptake

- Effective strategies for raising awareness of EasyPeasy in the local community
- Referral pathways and digital marketing support from EasyPeasy HQ
- Annual licenses and local cohorts

VII. Interacting with Parents and Data Capture

- How EasyPeasy interacts with parents and carers
- The data captured from parents and why it's important
- Data security and GDPR

VIII. EasyPeasy App and Programme

- Overview of the EasyPeasy app and its features for parents
- Discovering content via the feed and personalised content recommendations
- Using content Collections to respond to local needs assessments
- Community guidelines, moderation and quality assurance process

IX. Engagement and Retention

- The importance of engagement and retention for the success of the programme
- Dynamic messaging and emails to support sustained usage
- Usage patterns and how to encourage regular use

X. Integrating EasyPeasy into Home Visits and Professional Settings

- Using EasyPeasy as a tool to support practitioners in their work with families
- Strategies for integrating EasyPeasy into home visits and professional settings

- Tailoring EasyPeasy activities to meet the needs of different families

XI. Monitoring and Measuring Impact

- Monitoring delivery via the EasyPeasy Impact Dashboard
- The Parent Impact Survey and how it's used to evaluate the programme
- Review of overall results and key comments from parents

XII. Conclusion and Next Steps

- Summary of key points from the training
- Next steps for practitioners to support implementation of EasyPeasy in their local area
- Ongoing support offer from EasyPeasy HQ
- Q&A session
- Training feedback survey