



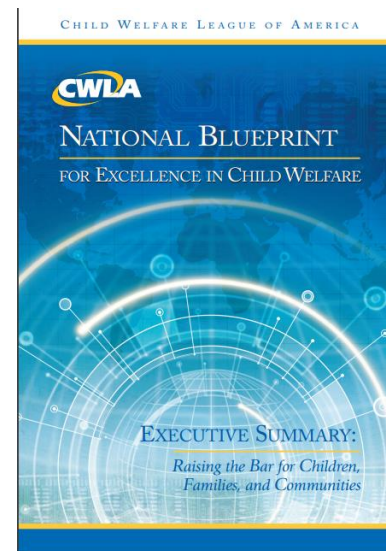
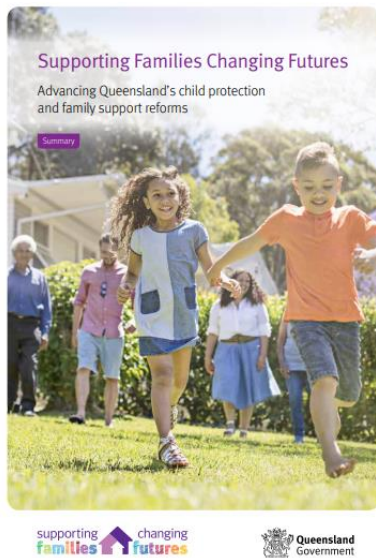
CONCEPTION TO SCHOOL

The journey from conception to school: How families navigate through early childhood services in a Rural Victorian city.



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Children's social care reform

A vision for change

January 2016

Children and Youth Area Partnerships

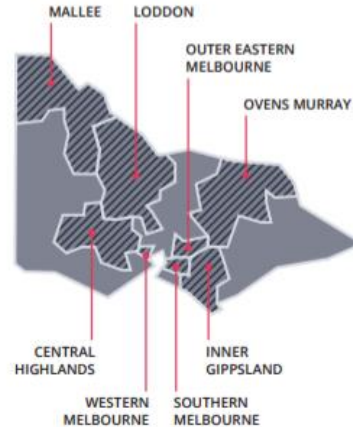
“new ways of working”

“more effectively ‘join up’ social services at a system level”

“support better outcomes”

Where they are located

Eight Area Partnerships have been established across Victoria:



raise the expectations for vulnerable children and

holistic view of child and youth vulnerability”

“key foundation for achieving transformational change”

and broad-based model of

Trauma-informed practice approaches

Out-of-home care workers' perspectives on engaging young people

Preventing young people from entering the criminal justice system

Ensuring systems connect with vulnerable families

Co-Designing place-based supports for families under pressure



Safe Children: Using Photovoice to capture women's

Co-designing targeted and specialist services for families living in the Pyrenees Shire

perspectives on supporting the needs of children in Out-

Using Action Research to examine education and transitions in out-of-home care

women's experiences of family violence referrals by



Understanding user journeys of early childhood systems in a rural Victorian city

A collective impact approach to improving student engagement, retention and pathways in government secondary



ASSUMPTIONS

Assumption 1



Early years services are disjointed across early childhood from conception to school

Disjointed System

Assumption 2



There is a lack of knowledge around the services that are available to parents; with no clear pathway

Lack of Knowledge

Assumption 3

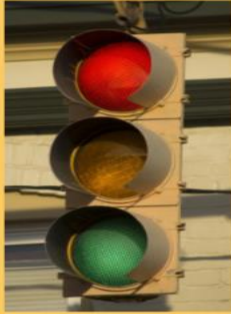


There is a lack of research understanding the experiences parents have with services

User Centred Design



USER CENTRED DESIGN



GATHER The user journeys of eight parents, capturing their first experience of moving through early childhood health and education services from conception to school.

EXPLORE Methods that could capture, visualise and analyse the data

CAPTURE Each individual User journey and the key themes that emerge

VISUALISE The physical and emotional touchpoints



GATHER

Semi-Structured conversations

- Develop guided questions "Get to know you"
- Card "service sorting" activity using feelings and emotions card set
- Service Experience activity from conception to school



1

SERVICE SORTING

Service Name

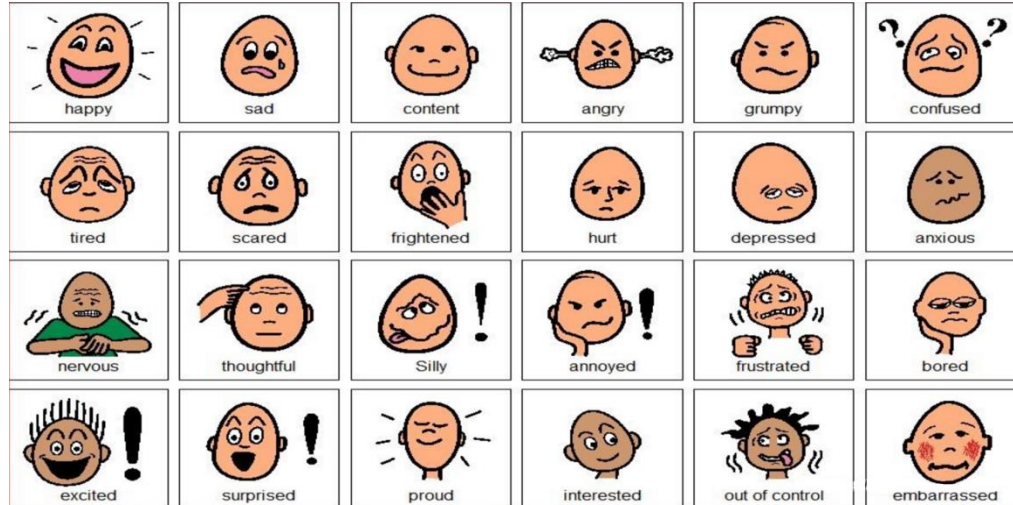
HOW DID YOU HEAR ABOUT THE SERVICE

WHAT DO YOU LOVE ABOUT THE SERVICE

WHAT DIDN'T YOU LIKE ABOUT THE SERVICE

WHAT WOULD YOU TELL OTHERS ABOUT THE SERVICE

EXPLORE

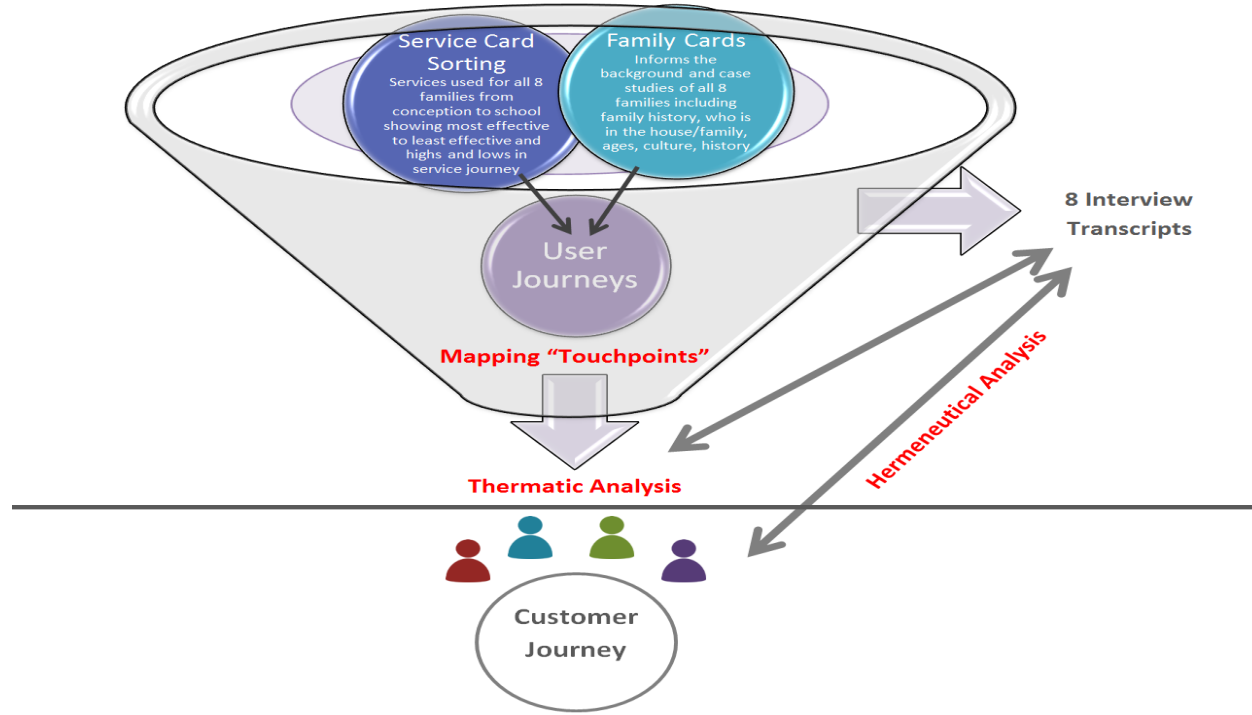


User Centred Design Probes

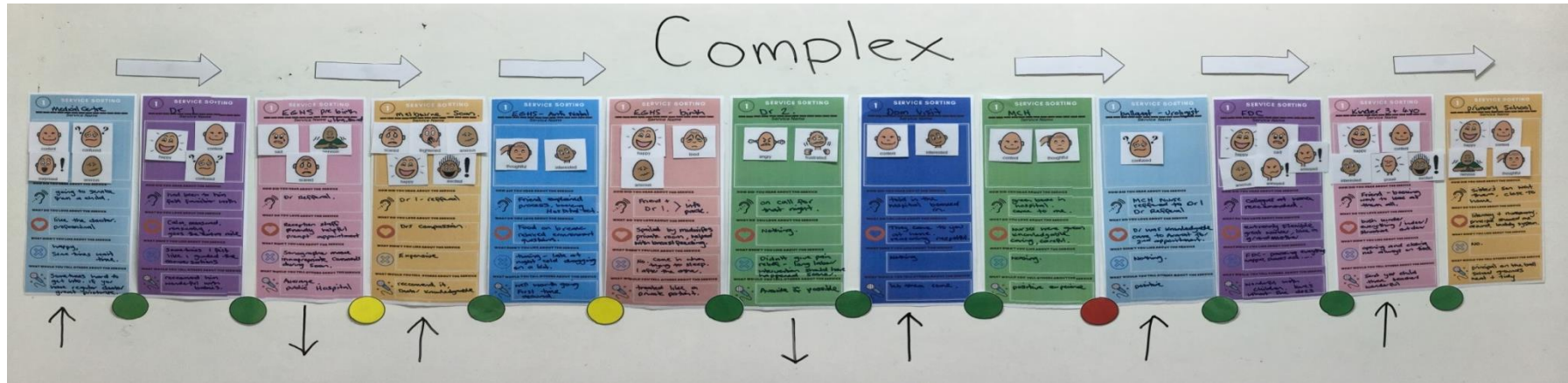
How did you feel about the service

EXPLORE

Process of Data Collection and Data Analysis



CAPTURE



CAPTURE

- dissonance between expectations of childbirth/transition to parenthood and the lived reality;
- continuum of support from ideal to going “above and beyond;”
- isolating new parents through inadequate/absent post-natal and early childhood information and support; and

the need to become experts / detectives in order

to make informed choices.

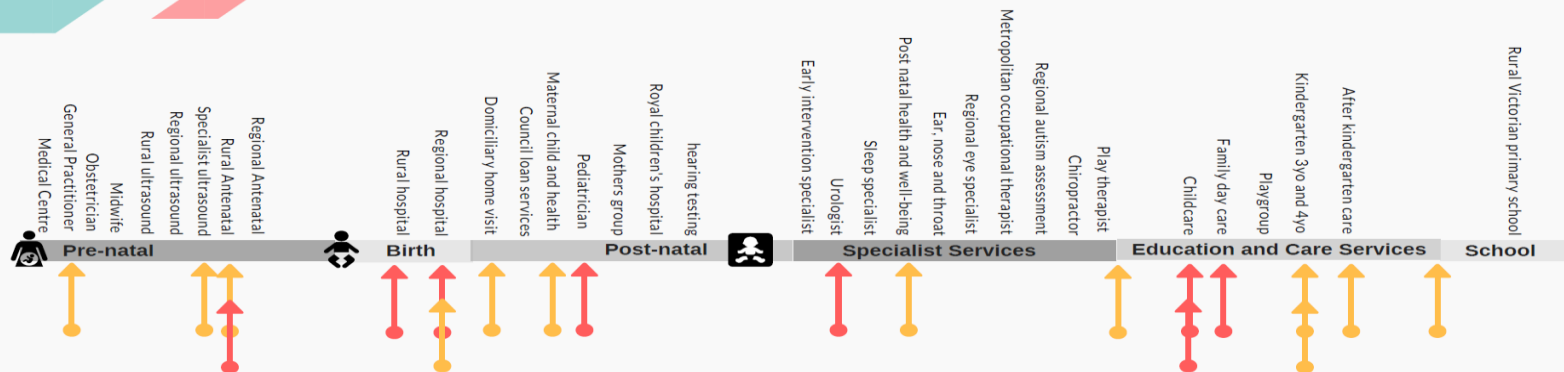
CAPTURE



VISUALISE

The "Typical" Customer Journey from conception to school

Mapping the Physical Touchpoints



Using the representation of traffic light colours (red for stop, green for go and yellow for proceed with caution), mothers were asked to highlight what effected the ability to transition through services (only red and yellow impacts shown)

Pre-natal

The initial transition link was broken when mother's received unexpected referrals to specialist ultrasound service and also told they would be required to birth in larger hospitals due to "higher risk" pregnancy.

Birth

The dissonance between birth expectation and experience played a significant role in a mother's transition experience. Red was chosen when birthing options were taken out of their hands and they felt they had little control over the ability to make decisions.

Post-natal

Unclear processes for post-natal services when the mother gave birth within a larger regional hospital

Specialist Services

Mother's knowledge around the process for accessing specialist services, impacted on the perception of a smoother transition. Lack of specialist services within the regional town meant travel and additional costs

Education and Care

No clear transition process into education and care settings. Everything within health seems to flow until accessing childcare, kindergarten or school. This becomes harder when parents are required to do the searching themselves. Once the process is known, the transition can continue.

VISUALISE

The "Typical" Customer Journey from conception to school

Mapping the Emotional Touchpoints



The ability to navigate and transition through services without problems or difficulties, was less to do with the knowledge of services, and more to do with the emotional impact. These adverse experiences broke the link in service transition and impacted on mothers significantly



THANK YOU

for your time!



QUESTIONS