FamilyInfo.ca

Building the *first stop*
for local families online

October 25, 2019

FINAL

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The Opportunity

Driven by a variety of child and family serving organizations in London, Ontario, and funded by London's Child & Youth Network (CYN), FamilyInfo.ca is an important resource for parents, caregivers and service providers in London and Middlesex, specific to child rearing, building positive family relationships and caregiver capacity, and as a launch pad to valuable information about regional programs, services, and resources, including child care and London's network of Family Centres.

The results of a 2015 digital strategic planning process identified the need for a re-imagined FamilyInfo.ca to ensure that families in the region continue to have a quality resource and to build a trusted 'all-in-one' hub for families.

To move towards the development of a refreshed FamilyInfo.ca, stakeholder engagement, user experience analysis and content planning was undertaken. The outcomes of this phase are detailed in this plan, which provides the foundation for web design and development. This includes incorporating elements and information that mirror the now well-established Family-Centred Service System.

About This Plan

At the outset of the project, a review of past research and best practices led to stakeholder agreement that revealed there are five key needs for a new digital home; these were taken as core truths that did not require additional testing. These needs are summarized as:
- Cleanly designed, modern, responsive site (with an overall update of visual look/feel)
- Simple, intuitive navigation and high-calibre search functionality
- Compelling, audience-focused content that is frequently updated (in specific categories already defined)
- Partner buy-in to achieve content quality and currency
- Awareness of the resource amongst both parents/caregivers and providers

Based on the agreement of these needs, this process set out to uncover and define the following:
- **Why FamilyInfo.ca |** Define purpose, including what job does the site set out to do? What are we accomplishing?
- **Content Framework |** Identify specific types of content, within major categories, including top tasks as defined by users (including recognizing the need for a "sometimes parents don't know what they don't know" category) and how the content should be structured
- **Content Format |** Identify the function and form content should take, and provide examples of those content types

- **Inclusion Criteria |** Define how content is vetted to be included or excluded within the site
- **Governance |** Define how the site is sustained and maintained including policies, procedures, and audience testing.

Additionally, the stakeholder engagement process aimed to: build buy-in for the new direction for FamilyInfo.ca amongst service providers, understand how people become aware of the site to support future promotional efforts, and ensure an appropriate and relevant link to the Family Centres, the work of FCSS, and the efforts of CYN partners.

Research Summary

Effective service-based information websites such as FamilyInfo.ca are not information technology projects; rather, they are ones of engagement and content management, requiring deep audience understanding and user experience analysis. As such, a thorough and measured approach was undertaken including:

- Facilitated sessions with the steering committee x 3 meetings
- Activation boards in Family Centres to connect with parents and guardians x7 locations
- Online survey for families
- Online survey for service providers
- Review of websites cited by survey respondents
- Deep dive into FamilyInfo.ca from a user perspective, including top level analytics
- Review of additional materials provided by the City of London and the CYN
- Review of the HealthLine.ca approach to content management and content governance
- Review of the 2015 Digital Strategic Plan

A deeper dive on the research process and the complete research report can be found in the July 31, 2019 slide deck, FamilyInfo.ca: Research and Content Planning - Steering Committee Update.

This plan is the result of this research, engagement and analysis and aims to set out a roadmap to build the new FamilyInfo.ca with a focus on content and the many opportunities to help families thrive, including a strong connection with Family Centres, the Family-Centred Service System, and the other major priority areas of the CYN and its partners.

Our Audiences

Parents and Caregivers Summary

Summary
- Constantly subject to pace, busyness and "noise" of life
- Rely on social networks to amplify understanding and connections (real-time, currency, trends are expected (not nice-to-haves)
- Can be dealing with exceptional circumstances
- As diverse of an audience as we can imagine

Needs

Looking for a Better Life
From being new to Canada, London, Middlesex or their neighbourhood, to being new at parenting

Navigators / Community Connectors
To help facilitate finding services, activities, other parents or where to turn

Feel Pressure / Frustration
To do this parenting thing 'right', to make the best choices for their kids, to keep up with neighbours and friends

Constraints

Finding / Accessing Trusted, Holistic Support
Families require a variety of information and support (depending on their situation) across a variety of categories including child care, holistic health, crisis services etc. And they need to know that the information they rely on is accurate and reliable.

Combating Isolation / Feeling Excluded
Parents and Guardians can feel alone or ignored by their peers, community or other social networks that they might otherwise rely on for support

And, they don't know what they don't know.

Detailed, High Level Personas

Personas	What We Know	What to Tell Them
Traditional Families	Desire to be healthy in a holistic way Looking for information about child care, activities, and parenting support Requires ease to find information and to access it Accurate, reliable content that is locally focused is important	FamilyInfo.ca is a credible source of information and sources of support for your family. You can trust the information provided about child care, parenting support and more found on the site. FamilyInfo.ca makes finding the right child care for your family easier. This site provides a wide variety of content to help your family be as healthy as it can be.
Newcomer Families	May be more conservative and introverted when it comes seeking out information Seeking a better life for their family in a number of ways and want to understand what kids and families can do in Canada. Require higher level of support to access basic things Language barrier can be a frustration, kids may be acting as translators	FamilyInfo.ca can connect you to people in your community who understand your experience. It's easy to find information and programs / services in other languages or supports to access those opportunities. There are so many opportunities for your family in London / Middlesex, FamilyInfo.ca can help you build the life you want in our community.
Under Pressure Family	Under pressure from factors such as mental health issues, unemployment or underemployment, etc. Looking for services to support special needs (e.g. mental health or child care) Looking for stability Can be frustrated seeking a clear path to support	You are not alone in your parenting journey. FamilyInfo.ca is a credible source of information and sources of support for your family, no matter what challenge you are facing. Taking the first step can be hard, FamilyInfo.ca helps you find your path to support for your family.

	May be frustrated or embarrassed about needing help and may also be isolated.	FamilyInfo.ca can connect you to people in your community who understand your experience.
Single Parent Family	Wants to ensure the best care and opportunities for their children and entire family. Frustrated / Can't believe they are "in this situation". May be isolated from other parents in similar situations. Doing their best but know there may be opportunities they can access but may be uncertain where to start seeking support or services.	FamilyInfo.ca is a credible source of information and sources of support for your family, so that you can find the best care and opportunities for you. Taking the first step can be hard, FamilyInfo.ca helps you find your path to support for your family. FamilyInfo.ca can connect you to people in your community who understand your experience. There are so many opportunities for your family in London / Middlesex, FamilyInfo.ca can help you build the life you want in our community.
Service Providers	Connecting families to peers that fit with them is important Desire to make families aware of everything that's possible for them within the FamilyCentred Service System Strong parents = strong kids and healthy families	The refreshed FamilyInfo.ca is your first stop to helping families reach their full potential. Families can connect with other parents and guardians in a variety of programs and services across London / Middlesex via FamilyInfo.ca. You can refer parents and guardians to FamilyInfo.ca with confidence knowing that the content is up-to-date and contributed by trusted partners. FamilyInfo.ca is a source for sharing content that helps parents by delivering a curated experience that serves the outcomes of the Family-Centred Service System.

How We Talk About FamilyInfo.ca

In order to determine what content should be included and how FamilyInfo.ca should be structured, the first step is to determine why the site exists. What job does it aim to do for users? Through the engagement process, an internally-focused overview has been created (to articulate the vision of stakeholders) and an audience-facing definition and boiler plate language has been drafted.

About FamilyInfo.ca - Internally-Focused Language
Why does this resource exist?

About FamilyInfo.ca
FamilyInfo.ca is designed to be the first stop for parenting and family life resources for families of every type, background and experience in London and Middlesex County, including acting as a key virtual resource to support the overall goals of the Family-Centred Service Model.

Mission
To engage and connect parents and caregivers with children and youth, ages 0-17, to reliable and trusted information, resources and services within the London and Middlesex area.

Vision
The preferred information source for helping children and families thrive.

Why We Broadcast / Share Content - The "job" of the site
To make the lives of parents and children easier, and help families thrive through:

- Building parenting support, capacity and confidence
- Connecting them to enriching events, activities and each other
- Helping to meet the needs they may or may not have yet identified
  (unanticipated present or future challenges/crises)

About FamilyInfo.ca - Audience-Facing Language
What is this resource and why should a parent / guardian use it?

About FamilyInfo.ca

FamilyInfo.ca is a collection of **essential parenting** and **family resources** offered by the more than 170+ children and family serving organizations in London & Middlesex County. It includes public sector, nonprofit and charitable organizations and programs that are licensed, regulated and funded by various levels of government to serve children and families in our region.

This is your first stop for family and parenting resources in London and Middlesex and aims to connect you to the many organizations, programs and services that can help your family thrive.

***Draft* Boilerplate:**
There is opportunity to further iterate on this description as the site is developed.

Your first stop for all things children, parenting and family life in London & Middlesex County.

Content Framework

Content is the centre of FamilyInfo.ca. Taking into consideration what we know about the site's purpose and audience's needs, a content framework and supporting content formats have been defined. This includes detailing what content is available and how it is organized.

The overall content direction is to streamline and simplify the content included in the site and its organization, all with a view to meeting the needs of our audiences (versus the operational or organizational considerations of service providers). This starts from the moment a visitor lands on the site, including clear and well-organized high-level content categories, as well as easy to access information about Family Centres, Hotlinks[1] and Program Calendars, through to when they click to access specific topics and program / service records.

Content Framework Summary

The recommended content framework is summarized below; the primary and secondary navigation, the hotlinks and the footer should be accessible from each page of the site.

Primary Navigation
Child Care
Pre-School & Early Years
School-Age Children & Youth (K-12)
Parenting
Health & Wellness
Recreation Programs & Facilities
Specialized & Crisis Services

Secondary Navigation
About
Family Centres
Search

Hotlinks *(quick links to information the site is used for the most)*
Child Care
Family Crisis Supports
Healthline.ca
Middlesex London Health Unit
Programs & Playgroups Calendar

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[1] Defined as critical, must-have information sources that are used frequently enough by family that they should appear in a consistent place and format on each page of the site.

Homepage Additional Content

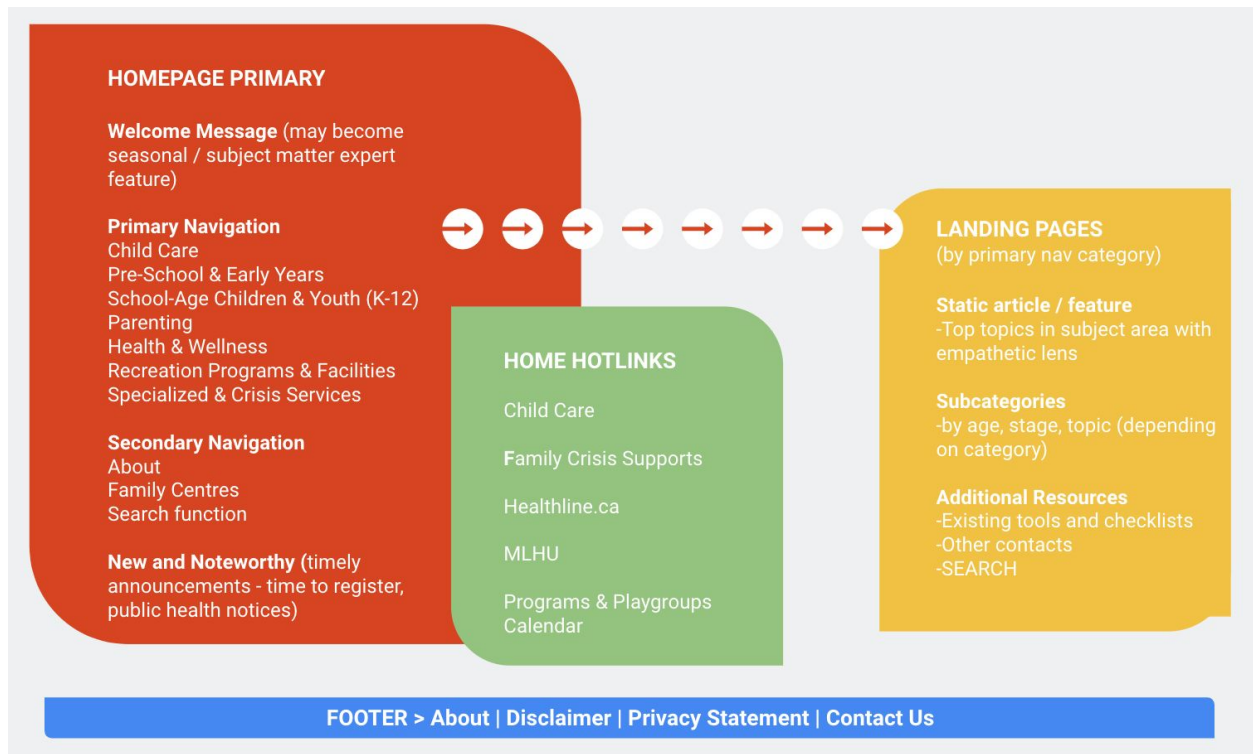Welcome Message (may become seasonal / subject matter expert feature)

New and Noteworthy (timeline announcements - time to register, public health notices)

Footer

About Us. Disclaimer[2]. Privacy Statement. Contact Us.

Content Framework Visual Representation

This diagram visualizes the content on the main page through to the category / content landing pages.

HOMEPAGE PRIMARY

Welcome Message (may become seasonal / subject matter expert feature)

Primary Navigation
Child Care
Pre-School & Early Years
School-Age Children & Youth (K-12)
Parenting
Health & Wellness
Recreation Programs & Facilities
Specialized & Crisis Services

Secondary Navigation
About
Family Centres
Search function

New and Noteworthy (timely announcements - time to register, public health notices)

HOME HOTLINKS

Child Care

Family Crisis Supports

Healthline.ca

MLHU

Programs & Playgroups Calendar

LANDING PAGES
(by primary nav category)

Static article / feature
-Top topics in subject area with empathetic lens

Subcategories
-by age, stage, topic (depending on category)

Additional Resources
-Existing tools and checklists
-Other contacts
-SEARCH

FOOTER > About | Disclaimer | Privacy Statement | Contact Us

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[2] A short statement for website users that explains that inclusion of organizations / programs / services does not constitute an endorsement by FamilyInfo.ca.

Content Landing Pages - By Category

Standard template / format for all

Child Care
Pre-School & Early Years
School-Age Children & Youth (K-12)
Parenting
Health & Wellness
Recreation Programs & Facilities
Specialized & Crisis Services
Family Centres

Standard Functionality for Content Landing Pages

- Links to organizations, programs or services organized by key "hot topics"
- Links to additional resources or supports
- Search (geographically/by postal code/by languages served/via other parameters)
- Save / pin specific resources or contacts

Content Landing Page Details - by Category

The following provides an outline for each of the content landing pages, organized by categories. Generally, each category landing page includes an introduction and is broken down by subcategories, generally organized by most popular topics or age/stage, to enable easy browsing by audiences. All pages address programs, services and organizations by topic area, and include both a Resource section and a Help section, as well as search and save functionalities.

Category Landing Page: **Child Care**

Introduction - for parents: **We get it. We can help.**
Choosing child care can be complex as there are so many types (licensed centre care, in-home licensed, before and after, pre-schools and nursery, respite); this site covers ministry licensed only.

Topic - How It Works: **Understanding Your Options**
Intro to this + how to best manage the process:
- Review options including subsidy links
- Sign up / Join the waitlist
- Key dates/timeline
- Tour
- Follow-up (role of parents)

Topic - Types of Care: **About the Types of Care, including definitions**
- Licensed Child Care
- In-Home Licensed Child Care (*note unlicensed care providers are not listed)
- French Language Child Care
- Licenced School Age Programs

Topic - Getting Ready: **Helping You Make Choices**
- Programs and Playgroups
- "What's best" CYN resource (pamphlet about how to choose)
- How to choose care - links to London Child Care Network and Ministry of Education
- Getting ready for Child Care (links to programs around socialization e.g. playgroups and supports; back to work and separation anxiety)

Topic - Need Help?:
- Family Centre and other resources here

Category Landing Page: Pre-School and Early Years

Introduction - for parents: The early years with your child include so many new experiences, opportunities and things to learn. From learning to care for a newborn to tracking developmental milestones, there's many ways to connect and learn as a parent.

Topic - Pregnancy & Early Life

- Breastfeeding & Nutrition
- Postpartum support
- Sleep help
- Child Care (crosslink to the Child Care Content page) and EarlyON

Topic - The Toddler Years

- "Guidance" or "Guiding Behaviour"
- Potty Training
- Speech and Language

Topic - Childhood Development

- Developmental Milestones
- Literacy and Learning
- Nutrition
- Immunization

Topic - For Early Learners

- Ready to Learn
- All about JK
- Registration timelines/information

Topic - Resources

- Resources TBD

Topic - Need Help?

- Family Centre and other resources

Category Landing Page: **School-Age (K-12)**

Introduction - for parents: **We get it. We can help.**
Education is the most important journey your child or youth will take in their lives, but it's different at every stage, especially when your child needs a little extra support.

Topic - For Early Learners

- Ready to Learn
- All about JK
- Registration timelines/information
- Before and After School Child Care

Topic - Intermediate & High School Learners

- Tutoring
- Homework Support
- Leadership/volunteering
- Mentorship + mentoring
- ELL/ESL supports
- Transitioning to high school
- Planning for postsecondary

Topic - Specialized Learning & Supports

- Alternative learning
- Special needs + supports
- French Immersion, French First Language Schools, French Community Centre
- OSSLT, EQAO testing supports

Topic - Day to Day

- Parent involvement and volunteering
- School buses and transportation such as My Big Yellow Bus

Topic - Getting Ready / Resources

- Key dates/timelines

Topic - Need Help?

- Family Centre and other resources here
- Board resources
- Provincial site

Category Landing Page: Parenting

Introduction - for parents: **We get it. We can help.**
As a parent you know there are so many things to think about and consider. Milestones, behaviour, challenges from healthy eating on, everyone has them and there's programs and services to help!

Topic - School-Age Health and Wellness
- Literacy
- Healthy Eating
- Keeping Active
- Social Relationships & Bullying

Topic - Youth Services and Support
- Link to new portal

Topic - For Mom and Dad
- Social connections
- Parenting programs
- Neighbourhood and community resources e.g. link to NeighbourGood London
- For senior guardians

Topic - Family Health and Safety
- Training (CPR, First Aid, I'm Home)
- Car safe (rules and regulations for car seat, etc.)
- Medical care - link away
- Dental care - link away
- Nutrition and meal planning
- Drugs and alcohol

Topic - Specialized &Crisis Supports
Looking for specialized support e.g. for newcomers or indigenous families or supports around mental health or other personal issues? Visit the section dedicated to the complexities you may be facing (link to Specialized and Crisis Services page)

Topic - Additional Resources
- CYN Healthy Living Resource (English and French)
- CYN Menu Maker

Topic - Need Help?
- TBD

Category Landing Page: Health & Wellness

Introduction - for parents: **We get it. We can help.**
Milestones, behaviour, challenges from breastfeeding on. Everyone has them - here's some information to get you started.

Topic - Childhood Development
- Developmental Milestones
- Literacy and Learning

Topic - Physical Health
- Healthy Eating
- Keeping Active

Topic - Social Relationships & Bullying
- TBD

Looking for resources on physical and mental health and wellness? Visit the Health and Wellness page for information. And, you can access our partners at the Healthline.ca, Ontario's comprehensive health resource, or simply use the search below.

Topic - Additional Resources
- Resources TBD

Need Help?
- Healthline.ca
- TeleHealth
- Looking for recreation? Want to get active? Look at our recreation section <link to Rec Programs and Facilities>
- Looking for food programs, housing - go here <link to crisis and specialized services>

Category Landing Page: Recreation Programs and Facilities

Introduction - for parents:
Keeping healthy and active is good for physical health and mental health. London and Middlesex has so much to offer, from this to this...

Topic - Learning and Play Groups:
- Playgroups / Early ON Centres
- Family Centres
- Library programming

Topic - Getting Out and Getting Active
- Recreation Program GuidePrograms
- Playgrounds, Splash Pads and Pools
- Arenas
- Bike Lanes and Trails
- YMCA, Boys and Girls Club, etc.

Topic - Additional Resources

- Resources TBD

Topic - Need Help?

- TBD

Category Landing Page: Specialized and Crisis Services

Introduction - for parents: We get it. We can help.
There are some situations that call for specialized or urgent services. Connecting with the right provider quickly can help families feel safe and secure.

Topic - Developmental Milestones
- General developmental resources
- Learning Disabilities
- Autism support
- Specialized diagnosis support (autism, hearing/vision loss)

Topic - Mental Health and Wellness
- Crisis programs
- Family counselling
- Get help now

Topic - Parent Support
- Healthline calendar of support events
- Respite care

Topic - Government and Regulatory
- Ministry of Children and Youth

Topic - French Services[3]

Topic - Indigenous Services (including breakdown into specific groups: Indigenous peoples who live in the city, Indigenous peoples living in Oneida Nation of the Thames, etc.)

Topic - Specialized Family Services
- Indigenous families
- Single parent families
- Newcomer families
- Others TBD

Additional Resources
- *Consult partners*

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[3] There are opportunities to further explore and determine how to best represent this important population through the structure of FamilyInfo.ca.

Category Landing Page: Family Centres

Introduction - for parents: **Family Centres and You**
Why they exist; what they are, what you can get, do, and access; who they are for (everyone!).
AND it's easy!

Topic - Community Connectors
Who they are, how they help, how to get in touch ("just a phone call away")
Language supports / translation

Topic - Where to Find Us
FC and Early On Locations, Map, Contact Information, Program Calendar
Search by geographic location / postal code ("find the FC closest to you")
Events calendar

Topic - Programs and Playgroups
Link to customizable program calendar (all locations)

Landing Page - About FamilyInfo.ca

Why this site exists and what's included
Site purpose and high level inclusion criteria, how it's governed, who's involved

Intro to the CYN and Middlesex Children's Services Network
Very clear + brief overview of CYN / FCSS and MCSN in clear, accessible language - including purpose and priority areas Link to relevant websites including CYN and MCSN

Disclaimer

Contact Us

Content Format

Content Types - Summary

There are three types of content for FamilyInfo.ca:

1. **Self-managed organizational and program/service profiles** *(the majority of content)*
   Following a consistent, prescribed format and using the audience lens, focusing on the clear and specific relevance or differentiating features / value propositions of individual organizations, and/or their programs and services, to the specific needs of their clients.
   Location on the site: Found by navigating to the category pages or via search

2. **Introductory Topical Content**
   Placed only on category landing pages (e.g. Child Care and Early Years, Parenting and Family Life) these short content pieces give an overview of the topic area and name both most popular topics and areas of inquiry and help define less well-known subject matter, using an empathetic voice that takes into consideration the challenges and pressures of parenting.
   Location on site: Found on Category Landing pages as the introductory content

3. **Custom Content (Introductory and Subject Matter Expert)**
   Employed only on the homepage, this short content is both welcoming and clear, articulating the purpose of the site, and briefly, the inclusion information, and may occasionally include timely or seasonal custom content by the CYN, its partners, or subject matter experts related to the four priority areas of the CYN (specifically: literacy, health eating and healthy physical activity, poverty alleviation, and family-centred service).
   Location on site: Found on the homepage only

Content Types - Examples

The following demonstrates sample content types for
- Introductory Content - Homepage
- Organizational Profiles
- Program / Service Profiles
- Opening Content - category landing pages
- Custom Content - timely, subject matter expert content

Introductory Content - Homepage

Welcome to FamilyInfo.ca, your first stop for all things children, parenting and family life in London & Middlesex County. Based on the work of more than 170+ children and family serving organizations, this site is a collection of **essential parenting** and **family resources** designed to help families thrive, no matter their stage, background or circumstances. It includes public sector, nonprofit and charitable organizations and programs that are licensed, regulated, and funded by various levels of government to serve children and families in our region.

Organizational Profiles

For sample purposes only, we have provided an example of **introductory positioning content** for each profile type, based on the local example. When a user clicks on the name of a service provider in the directory list, this profile would come up.

Organization Name	Merrymount Family Support and Crisis Centre
Who We Help (target population)	We are open to children, parents and families of all backgrounds and experiences, and specialize in providing round the clock parenting support, respite and child development programs and services to families experiencing challenges or crises.
How We Help (areas of expertise)	Our team of accredited clinicians, social workers and early childhood educators specialize in children's mental health, therapeutic parenting programs, and respite care for children whose parents are unavailable or in need of break.
About our Organization (general)	
Website	
Email	
Phone	
Address	
Hours	
Cost	
Languages Served	
Transportation Access e.g. public transportation	
Related Resources	

Program / Service Profile

Program / Service Name	Therapeutic Parenting
Who We Serve	Parents and children, who have experienced or been involved in trauma.
What To Expect	A safe, confidential and respectful setting where you can receive support from experts in mental health and child development.
Detailed Description	Designed to develop and/or rebuild emotionally secure relationships.
Website	
Email	
Phone	
Address	
Hours	
Cost	
Languages Served	
Transportation Access e.g. public transportation	
Related Resources	

Opening Content - Category Landing Pages

This content is intended to help ground visitors in the page content by being custom to that subject matter, employing an empathetic lens, and explaining what can be found there (e.g. collection of hot topics) along with a reminder of the many ways to find additional information not specifically listed.

Following is an example based on the Parenting Category:

Welcome to 21st century parenting!
As a parent you already know there are so many things to think about and consider as your children grow, at every age and stage. Some days it may feel like a few too many. Or, there may be a few things you don't even know you need to know yet. No problem. We can help. Following is a collection of essential hot topics, popular searches and other need-to-knows, defined by parents and guardians just like you, to help you get started. Whether you know it or not, every parent has questions about developmental milestones, behaviour, healthy living, and so much more. So, read on. And if you can't find what you're looking for, there's an easy to access search bar at the bottom of the page.

Want to chat live or in person with a subject matter expert instead? Call or visit one of our Family Centres <link> to get started.

Custom Content - Timely, Subject Matter Expert

This content is intended to add value for the parent audience, based on specific emerging trends (e.g. new approaches to reducing screen time), times of year (e.g. back to school), or other subject matter expertise related to the priorities areas of the CYN and MCSN, including literacy, healthy eating and healthy physical activity, poverty alleviation and family-centred service.

These features would likely be derived from interviews with local subject matter experts and/or those outside experts engaged by CYN, MCSN or partners (e.g. Annie Kidder, Partners in Education, who was featured at the 2018 Family Literacy Conference).

Voice, Tone and Style

The words we choose, our voice, and our tone serves our position and the FamilyInfo.ca brand as much as the visual presentation. Consistent expression reassures the audience and builds trust, credibility and rapport. In order to build this relationship with our audiences, voice, tone and style has been defined for FamilyInfo.ca.

Overview
FamilyInfo.ca expresses itself in language and tone that aims to make life easier for families so that they can be successful, confident and productive in managing challenges, completing tasks and accessing the programs that help their families thrive.

Voice
Voice is the distinct personality and point of view of the brand; it's who site visitors hear speaking.

The FamilyInfo.ca voice is warm, friendly, and open. The site speaks in straight-forward language that is interesting, engaging and puts the audience needs first. Vocabulary used is accessible, doesn't rely on jargon or complex terms, and builds confidence and trust.

Tone
Tone is the attitude conveyed in the organization's content; it's the way the writing is done.

The tone of FamilyInfo.ca is supportive, understanding and accepting. Content leads with empathy and is approachable and accessible for all site visitors while promoting a feeling of reassurance, reliability and credibility.

Style
Style is the presentation of voice and tone. Consistent style across all messaging helps build a coherent and reliable brand personality.

The four key style elements for FamilyInfo.ca are:

- **Audience-Centred, Outcome Focused |** We speak in short, engaging headlines and shape content to address audience needs, wants and challenges. We lead with active statements that encourage readers to learn more but are front-loaded with relevant key messages because audience time is limited. Content and its organization are arranged with audience outcomes in mind, providing clear solutions or support for decision making (versus simple links, contact information, etc.).

- **Anticipatory & Needs-Driven |** We provide answers to unasked questions and opportunities for families to explore topics and meet needs they have not yet identified in a non-judgmental way that promotes a feeling of safety and curiosity.

- **Positive and Inclusive |** We focus on opportunities for families to build support, capacity and confidence. We embrace all forms of diversity and we invite parents to engage. We use positive language and imagery and focus on what *can* be done by parents and families to address their needs.

- **Credible |** We only share content that is vetted through the site's inclusion criteria, including content accessed through the CYN and its partners, and ensure audiences can connect with local authorities, like Middlesex London Health Unit or the Family Centres, on key issues and with ease. Partners can confidently refer families to the site for information, resources and services because of this commitment to information integrity and credibility.

Inclusion / Exclusion Criteria

The following criteria is used to determine content to be placed on FamilyInfo.ca. FamilyInfo.ca is designed to be the <u>first stop</u> for parenting and family life resources for families of every type, background and experience in London and Middlesex County.

INCLUSION

Agency / Organization Eligibility

FamilyInfo.ca will include content from agencies or organizations that fall into one or more of the following categories[4]:

- Partner agencies or organizations of the Child & Youth Network / Middlesex Children's Services Network
- Programs, services and agencies/organizations directly operated or funded by one or more levels of government that support children and families with information or resources designed to help them thrive.
- Content authored by a recognized subject matter expert as identified by the FamilyInfo.ca Quality Assurance and Engagement Committee (QAEC) as falling within its key priority areas or as timely information relevant to local families. More information about the QAEC can be found in the Site Governance section of this document.

In addition to falling into the above categories, the following three criteria must be met in order to have content included on the site:

1. In operation for at least 1 year - exceptions may be made for specialized services or programs
2. Insured and / or bonded e.g. WSIB, general liability, malpractice, errors and omissions
3. Located in / providing programs or services to families in the London and Middlesex County area

If the organization is a regulated profession or service, licensed or regulated by any level of government or other recognized licensing body, the organization or author must be in good standing with said organization.

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[4] FamilyInfo.ca can determine if it is appropriate to include content on the About page that invites potential partners not included on the site to connect so that an evaluation can be made, against inclusion criteria.

Content Eligibility

Content types on FamilyInfo.ca fall into one of the three following categories:

- Profile-based content that showcases an organization, program or service that meets the needs of families in topical areas as defined by the site
- Subject matter expert content with a focus on CYN priority areas
- Introductory topical content, as seen on category landing pages

All content must fit into the content framework of the site including topics and subject matter areas as well follow the voice, tone and style guide.

Inclusion of organizations, programs or services on FamilyInfo.ca does not constitute an endorsement of any kind.

Data Requirements / Management

All profile-based content submissions are required to be supported by a lead agency / organization and must fall into the prescribed profile framework including:

- Clear, audience-focused, description of who the program is for and what it does, including any specific areas of specialty or expertise
- Contact information including telephone number, email address and program website link
- Street Address (not a PO Box) and transportation options
- Languages served
- *Additional requirements may be established by the web provider or the development team (including FamilyInfo.ca stakeholders) during the development process*

All content is required to be kept up-to-date by the governance process determined in partnership between the content manager and the FamilyInfo.ca Quality Assurance and Engagement Committee, which may include annual or semi-annual updates or timely updates as programs / services change.

Exclusion

FamilyInfo.ca reserves the right to exclude or remove an organization, service or program from the site. The following exclusion criteria are applicable throughout the inclusion process and thereafter and include:

- Contravenes the Ontario Human Right Code or Canadian Charter of Rights
- May spread hatred or have a philosophy that could be hurtful to the well-being of individuals, groups or the community as a whole
- Data is untrue, inaccurate or not current
- Service non-delivery, fraud, misrepresentation, discrimination, criminal activities or operating outside license mandate
- Serious complaints reported by a regulatory or safety body
- Non-compliance to multiple requests for information

FamilyInfo.ca reserves the right to exclude content that does fall within the approved content framework, including but not limited to, listings, articles and resources.

Site Governance

FamilyInfo.ca will be overseen by the Quality Assurance and Engagement Committee (QAEC), made up of key partners and site administrators who will be responsible for ensuring that the resource stays current, credible and relevant to both family and service provider audiences. Additional steering committee criteria, including committee composition, can be found in the 2015 Digital Strategic Plan (pages 31 and 32).

Mandate

Through annual meetings, the QAEC will provide expert policy advice on the strategy and functions of FamilyInfo.ca and will provide advice on matters relating to content planning and priority-setting, as well as environmental scanning and identification of opportunities and developments related to the information needs of families living in London & Middlesex. The lead agency is responsible for the leadership of the QAEC. Managing this includes:

- Reviewing policies, standards and procedures around content development and management such as: the Inclusion / Exclusion Criteria and Voice, Tone, Style Guide.

- Reviewing the process around the self-managed profiles updated by service provider partners, including ensuring that updates occur on a regular schedule (at minimum, annually; recommend semi-annually).

- Identifying content issues and opportunities including emerging themes or niche audiences in order to direct the refreshing of homepage or landing page content (custom or subject matter expert) as required.

- Determining key metrics for success and subsequently assessing site analytics to understand traffic sources, time on site, locations of visitors and other relevant metrics as required to ensure site quality.

- Establishing a process by which organizations can request to be added to the site if they don't meet Inclusion Criteria, e.g. to join the CYN.

- If required, establishing a process by which the organizations / programs / services included on the site are expanded beyond the current scope, to meet the needs of families as/if these change.

- Facilitating regular audience testing to ensure the site continues to meet audience needs - in form, function and content.

- Ensuring regular maintenance and ownership of the site requirements, including ongoing domain registration, hosting etc., in partnership with technical service provider.

Awareness

How Do Families Find FamilyInfo.ca currently?

We know that there is great opportunity to increase the value offered to parents and caregivers - as well as service providers - by FamilyInfo.ca. Site analytics tell us that key information such as the OneList and Family Centre information drives the majority of the visits. And a quote from a survey respondent summarizes the overall awareness of the site as it relates to additional content opportunities:

"I do not refer to this website. I did not know about it."

Certainly it is understood that this lower awareness is due in part to the dated nature of both content and functionality.

As the site is renewed, there are opportunities to create increased awareness and understanding about the impact of the site for parents and caregivers. The Family-Centred Service System Marketing and Communications Sub-Committee has this opportunity in their view. And when powered by a renewed brand and messaging will be set-up to effectively connect audiences to this important service.

Technical Specifications, Functionality & Wish List

Below are the three areas of consideration for the FamilyInfo.ca build that take into account the breadth of stakeholder feedback.

Technical Specifications
- Be a cleanly designed, modern site with an updated look and feel that reflects a brand consistent with or complementary to that established for Family Centres;
- Be responsive and mobile friendly in order to function appropriately on mainstream browsers and devices (including tablets and smartphones). Designs may be responsive / adaptive; but information is only to be updated in one place;
- Be constructed with simple, intuitive navigation that follows the identified content framework and navigation recommendations;
- Include high calibre search functionality that identifies programs / services or organizations by a potential matrix of location/postal code, age of children, type of service, languages served etc.
- Include a careful and continuously curated listing of categories by which service providers, in their individual organizational and program profiles, identify their core services and unique areas of subject matter expertise.

Key Functionality
- Ability to add additional category pages, organizations, programs or service profiles after the initial launch
- Calendar function - ability to create, customize and save favourite locations, hours or other relevant information
- Mapping functionality that allows users to map program / service locations in relation to home location or other geographic specifications
- Back-end functionality that allows partners to login and update their own records via a simple WYSIWYG interface
- Ability to offer regular pop-up surveys to users
- Automation of a "favourites list" of services that individuals can easily download and/or print

Wish List
- Translation plug-in to increase accessibility across languages (at minimum to accommodate availability of information in French)
- Accessibility plug-in to increase accessibility across visual and auditory abilities

Recommendation Summary

While this entire report is designed to serve as a guide towards the development of the new FamilyInfo.ca, key recommendations have been summarized below.

About the Site

Technical Specifications | Based on the research, technical specifications, key functionality and wish list items have been outlined on page 26. These items, paired with the content mapping, aim to help guide the development of a modern website that serves the needs of the community's parents and families. Additional technical specifications may be added by the lead agency to align with regulatory requirements or procurement practices.

Family Centres and the Family-Centred Service System at the Core | With the site's core purpose being to help families thrive, FamilyInfo.ca also acts as the website for Family Centres. Once launched, Family Centres will use the site for program awareness and connection with families. Ultimately, the site is grounded in the values of the Family-Centred Service Model and the aims of partners in London and Middlesex.

Content First | Engaging content, curated with key audiences in mind, is the key currency of FamilyInfo.ca and the most important consideration in developing a new website. Technical specifications, while important to user experience, are secondary to ensuring content that is useful and relevant to the site's core purpose - helping families thrive. This includes an imperative for service providers to include specific details about core services and areas of specialty in the opening of their service profiles in order for audiences to make informed decisions about best fit for their needs. The lead agency will work with service providers to achieve a high level of detail about core services.

French Language | There are important nuances and needs, both in specific programs and in terms of overall access to site information, for the local Francophone community. The site building process should continue to explore how to best treat the content for the French-First audience in each topic area and/or the site overall.

Engagement During Site Build | The current FamilyInfo.ca Steering Committee should continue to be engaged and consulted during the development of the new site, to ensure a diversity of perspectives and types of organizational focus, from professionals in both London and Middlesex. A subsection of these individuals may be invited to populate the QAEC at the discretion of the lead agency.

Awareness and Engagement

Brand Development | In keeping with the strategy to align FamilyInfo.ca more closely with the Family Centres, a refreshed visual identity is recommended. This should also help guide the overall visual direction of the site, which will require an updated logo / word mark along with colours, fonts and image style. It is recommended that this be closely aligned with the current, approved Family Centre branding. The lead agency should work closely with the CYN/FCSS marketing communications committee on the brand development.

Brand Building and Awareness Campaign | Once developed, the new FamilyInfo.ca will require a brand building and awareness effort to connect it to the target market. This should be premised around presenting audiences with what the site can do for them with key messages, rooted in the site's "job.", which is, first and foremost, to help families thrive. This will help to drive both parents / guardians and providers to the site, ensuring its use and relevance once it is live. This can include the development of refreshed promotional materials and a "kick off launch" outlined below. The lead agency should work closely with the CYN/FCSS marketing communications committee on the planning and execution of the brand awareness campaign.

Launch Day Event | In order to engage all partners in the promotion, use and updating of the new site, the launch of the site can be celebrated with a launch day kickoff event. The event can be based on an 'early reveal / preview' for partners that showcases why the site is what it is, why it is important to participants, and how they can be part of making it successful. The lead agency would be responsible for the launch day event, in partnership with the CYN/FCSS marketing communications committee.

Social Media | FamilyInfo.ca can be promoted via the social media channels of partner agencies. These groups can be set up for success with 'tweet sheets' that provide already generated content for them to use. To reduce complexity and taking into consideration available resources, the site itself will not have its own social channels.

Building Up Family Centres | In addition to being the first (virtual) stop for families for their parenting needs, FamilyInfo.ca is envisioned to be the online home for Family Centres in general. This means that any campaigns or promotional material about Family Centres will point audiences to FamilyInfo.ca. In support of this, the content is organized to allow for easy access to everything about Family Centres and to provide as much information or experience consistent with physical Family Centre environments as is possible in the digital space.

Maintaining and Sustaining[5]

Category Curation | In order to ensure that site search functions optimally, in terms of providing highly relevant and curated results for busy parents and caregivers, a comprehensive and specific set of criteria are required for selection by service providers within their profiles. A mechanism should be developed to ensure that participating organizations can select judiciously, and according to their core services and specific / unique areas of expertise, the optimal categories within which they will be listed.

Quality Assurance and Engagement Committee | The QAEC, through annual meetings and made up a small but diverse group of stakeholders representative of the populations served by the CYN and MCSN, should be responsible for ensuring the resource stays current, credible and relevant. This group will provide expert advice on the strategy and functions of the site, provide advice on content planning and topics, and be experts in the identification of new opportunities for relevant content creation and/or site functionality. The QAEC will be chaired by a member of the lead agency.

Content Production | Content production, outside of regular service provider profile creation and updating, should be informed by the QAEC and done by communications professionals who employ an audience-first engagement lens to ensure the site stays both current and relevant.

Ongoing Maintenance | Maintenance to ensure modern, useful and relevant site operation should be the responsibility of the contract service provider.

Lead Agency Responsibilities | The lead agency takes the responsibility of managing and monitoring the site content and administration.

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[5] This section will continue to be reviewed and enhanced as the new site is developed to ensure both quality and practicality in the content development and quality assurance process.

Appendix

Websites Referred To By Audiences

Websites Referred to by Parents

What other websites or resources do you use regularly for information on children and parenting?

- Facebook pages and groups
- Google search (multiple times)
- BabyCentre (multiple times)
- MLHU (multiple times)
- Healthline (multiple times)
- Church
- School
- Parent Life Network
- Public Libraries
- Alyson Schafer
- Generation Mindful
- Vanier
- Merrymount
- Moms on Call
- Today's Parent
- Pinterest
- Zerotothree.org
- Adopt4Life
- Childreach
- London Spectrum
- Little Sprigs
- Parenting.ca

Example of website referred to by parents

Websites Referred to by Service Providers

What other websites or resources do you recommend regularly for information on children and parenting?

- EarlyON
- Caringforkids.ca
- Tyke Talk
- All Kids Belong
- Subsidy London
- MLHU
- FamilyInfo.ca
- Healthline
- Eventbrite
- Ministry of Education - Early Years
- Parent Guide
- Today's Parent
- Childreach
- Healthunit.com
- Yoopa.ca
- TFO.org (French)
- HealthChat
- Zerotothree.org
- Thames Valley Children's Centre
- City of London
- This is Literacy
- Best Start
- Circle of Security
- Strive
- My ABBC.ca

Example of website referred to by service providers

Comparable Listings

For context, examples of service profiles from the current FamilyInfo.ca and a comparable site, the HealthLine.ca, are included below.

FamilyInfo.ca

Parenting Resources

Locations displayed in alphabetical order.

Program:	Click here for more info/locations
Organization: Middlesex-London Health Unit	

Contact Information:	**Closest Program Location:**
(519) 663-5317	80 Frank St
health@mlhu.on.ca	Strathroy,
www.healthunit.com	519-245-8879

Program: Atlohsa Native Family Healing Services Inc.	Click here for more info/locations
Organization: Atlohsa Native Family Healing Services Inc.	

Contact Information:	**Closest Program Location:**
(519) 438-0068	109-343 Richmond Street
admin@atlohsa.com	London, N6A 3C2
www.atlohsa.com	519-438-0068 EXT:221

Program: Babeeze in Arms Doula Centre	Click here for more info/locations
Organization: Babeeze Doula Centres	

Contact Information:	**Closest Program Location:**
Jill Ritchie	394 Oxford St E
(519) 673-4441	London, N6A 1V7
jill@babeeze.ca	(519) 673-4441
www.babeeze.ca	

TheHealthline.ca

Program:	**Smart Start for Babies**
Organization:	Middlesex-London Health Unit
	Healthy Start
Phone Numbers:	519-646-2961
Fax:	519-663-9581
Email:	smartstart@mlhu.on.ca
Website:	www.healthunit.com/smart-start-babies
Address:	50 King St 📍 Map
	London, ON
	N6A 5L7
Intersection:	Ridout St N and King St
Location:	London (Central)
Accessibility:	♿ Wheelchair Accessible
Hours:	Call for details * hours and locations vary
Service Description:	Prenatal nutrition and support program for pregnant women and teens and their partner or support
	Weekly sessions on healthy eating, meal preparation, healthy lifestyle, healthy relationships, postpartum, newborn care and community supports
Meetings:	Offered at various locations in London and in Strathroy * partner sites with London Children's Aid Society
Fees:	Free
Application:	Call to register
Eligibility / Target Population:	Pregnant women and their partners * early registration before 20 weeks gestation is preferred
Languages:	English * French
Language Notes:	Interpreters provided for other languages on request
Area Served:	London and Middlesex
See Also:	Breastfeeding
	Child and Youth Community Health Care Programs
	Prenatal Classes and Programs

Find Similar Services

Breastfeeding

Child and Youth Community Health Care Programs

Prenatal Classes and Programs

"About Us"
A free prenatal nutrition program for pregnant women and teens and their partner or support person. Learn about having a healthy baby, how to care for yourself during pregnancy and after baby is born, how to prepare healthy meals, how to make healthy lifestyle choices, and learn about other community programs and supports available to you. At each session we offer healthy food, food vouchers, bus tickets, and free prenatal vitamins. Call to find out if this program is right for you.