Theory of Change



vision

A country where all children reach their full potential, regardless of their background or circumstances. To see every family in the UK in an environment where they have the apportunity to reach their full potential.

mission

To empower parents in the UK to enable their children to thrive between the ages of 0 and 5. To increase access to early years learning opportunities where parent and child grow together.

impact

All parents have the ability, confidence, and support to raise happy and healthy children.

outcome 1

Parents from underserved areas have the knowledge and confidence to support their children.

activities

- Offer accessible, free, evidence-based development classes for parents and children.
- Provide access to information about early years development and parenting.

outcome 2

Parents (families) from underserved areas have access to a mutually supporting community.

activities

- Create a welcoming and inclusive environment where parents feel comfortable to connect with each other and build relationships.
- Organise regular social events and activities for parents and children.

outcome 3

Early years provisions in underserved areas have a focal point from which to reach those who need their service most.

activities

- Invite local authority and charitable early years and parental support services to participate in delivery days.
- Provide opportunities for early years providers to connect with parents and learn about their needs.
- Collaborate with early years providers to develop and deliver joint initiatives.

enabling activities

outreach & engagement

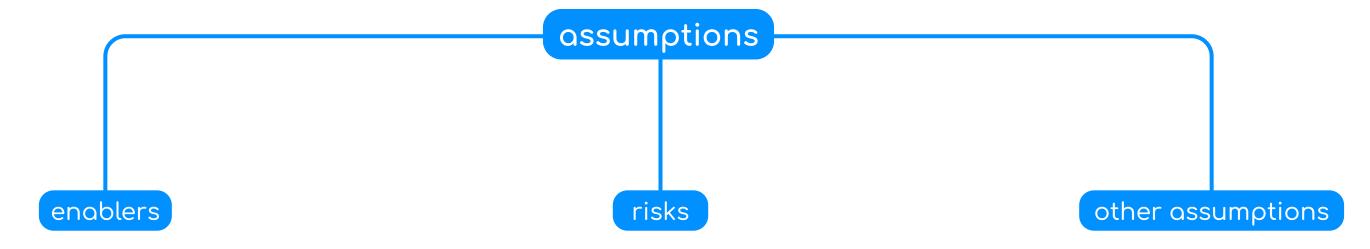
- Conduct outreach to families in underserved areas to raise awareness of Babyzone services.
- Partner with local relevant organisations to reach and engage families.

advocacy & policy change

- Advocate for policies and programs that support early years development and parental support.
- Build partnerships with policymakers and other stakeholders to promote change.

Theory of Change





- Parents in underserved areas are interested in accessing information and support related to early years development and parenting.
- Parents in underserved areas are willing to attend Babyzone delivery days and participate in activities.
- Babyzone has the necessary resources (staff, funding, space, etc.) to implement its activities.

- Parents in underserved areas may not be aware of Babyzone services or may be reluctant to access them.
- Parents in underserved areas may not have the time or resources to attend Babyzone delivery days or participate in activities.
- Babyzone may not be able to secure the necessary resources to implement its activities.
- Babyzone may not be able to completely control who uses the service and this could mean that affluent families utilise the space.
- Language barriers may prevent parents from accessing the service.

- The evidence-based development classes offered by Babyzone are effective in promoting early years development and parenting skills.
- The safe and welcoming environment created by Babyzone is conducive to learning, support, and community building.
- Early years providers are interested in collaborating with Babyzone to reach and engage families in underserved areas.
- Policymakers and other stakeholders are receptive to advocacy and policy change efforts related to early years development and parental support.