



# Understood

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*for learning & attention issues*

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# Hi, my name is Vanessa



I am the parent support  
coordinator for Understood



## We believe...

...an informed and confident parent, who helps and gets help as needed, can enable a child with learning and attention issues to thrive in school and in life.

## 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.

# 15 founding partners



# Understood

for learning & attention issues

English Español

About

Donate

Take Action

Sign Up or Sign In

Search



Learning &  
Attention Issues

School &  
Learning

Friends &  
Feelings

You & Your  
Family

Community &  
Events

Your Parent  
Toolkit



Get personalized  
recommendations  
for you and your  
child.

Dive in.

Reading Assist



How can we help?

My child struggles with...



www.understood.org



# 1 in 5

children struggle with brain-based learning and attention issues that affect reading, writing, math, organization and focus.

# Learning and attention issues include

- ADHD
- Dyslexia
- Executive Functioning Issues
- Dyscalculia
- Dysgraphia
- Dyspraxia
- Nonverbal Learning Disabilities
- Auditory Processing Disorder
- Sensory Processing Issues
- Visual Processing Issues

# Learning and attention issues do not include...

- Intellectual disabilities
- Developmental disorders, such as Down syndrome
- Autism spectrum disorders (ASD)
- Sensory impairments like blindness
- Physical and motor impairment, congenital or acquired
- Social/emotional disorders
- Emotional disturbance or effects of trauma

- Note: Individuals can have an issue listed above *as well as* learning and attention issues. For example, people with autism can also have ADHD.



# These kids can thrive with the right support

- Many children never receive a formal identification.
- It is common for children to struggle with multiple learning and attention issues.
- These issues impact the “whole child” at school and at home, academically as well as socially and emotionally.
- There is no “cure,” but with the right support and strategies these kids can thrive.



# Combating complexity

## Featuring:

- Practical, personalized advice for the whole child, for the entire journey
- Unique interactive tools
- Robust community of parents and experts

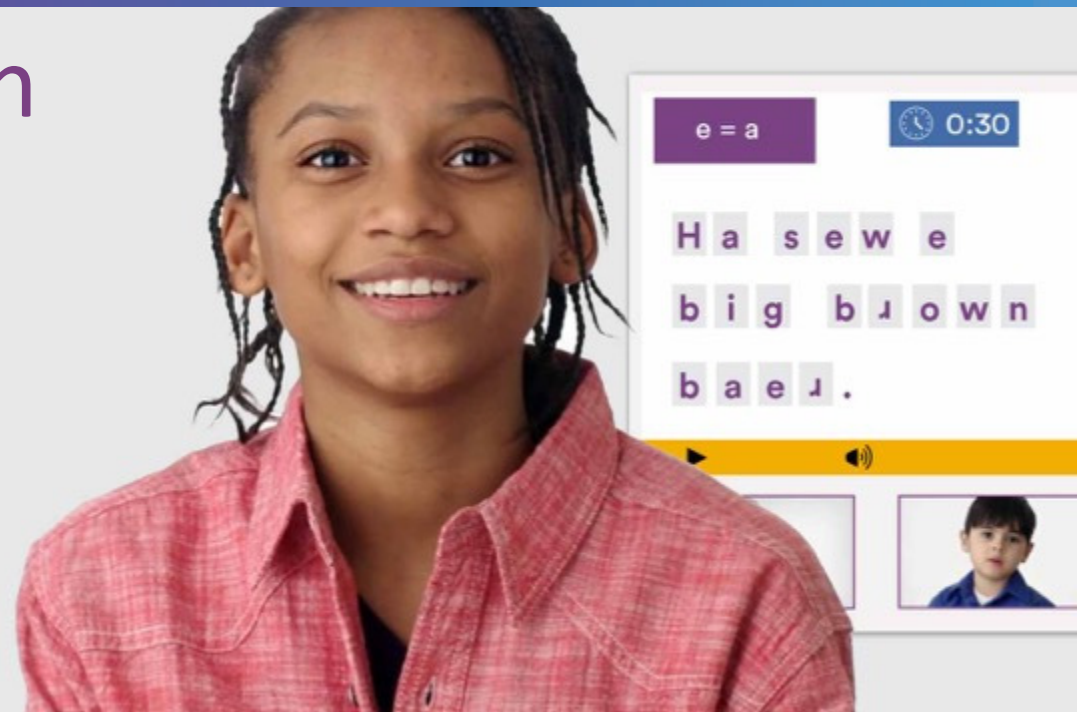
## Available:

- In English and Spanish
- On Web, mobile, tablet
- For parents with and without learning and attention issues

# Content supports the “whole child” along the whole journey

Learning & Attention Issues	School & Learning	Friends & Feelings	You & Your Family	Community & Events
Getting started	Partnering with your child's school	Common challenges	Managing everyday challenges	Expert webinars
Signs and symptoms	Evaluations	Empowering your child	Events & outings	Expert office hours
Differences and disabilities	Special services	Managing feelings	Siblings	Questions for the community
Treatments and approaches	Your child's rights	Social situations	Your relationships	Interest/Issue based Groups
Understanding your child's challenges	Choosing or changing schools	Teens & tweens	Taking care of yourself	Expert and Parent Blogs
Personal stories	Learning at home			Connect with other parents (like FB)
	Tutors & more			Daily expert chats
	Assistive technology			

# Experience Through Your Child's Eyes



First you'll hear  
from a child who  
has learning and  
attention issues

Then you'll play a  
simulation to see  
how it feels

Finally, an expert  
will break down  
what it means

# Parenting Coach: Practical ideas for common challenges

Learning & Attention Issues

School & Learning

Friends & Feelings

You & Your Family

Community & Events

Your Parent Toolkit

## Parenting Coach

Practical ideas for social, emotional and behavioral challenges

Share & Save



### Get Expert Advice

Improving Self-Esteem

Grade 4

Get Ideas

## Work on Improving Self-Esteem

Don't give empty praise.

0 388

Discourage making comparisons.

0 296

Create a wall of fame.

1 107

Schedule quality time each week.

0 66

Comment on behavior, not on your child.

1 615

Recognize and build on her strengths.

0 45

# Tech Finder

The screenshot displays the Understood website's Tech Finder section. At the top, the Understood logo is on the left, and navigation links (About, Donate, Take Action, Sign Up or Sign In) and a search bar are on the right. Below the logo, a horizontal menu includes categories like Learning & Attention Issues, School & Learning, Friends & Feelings, You & Your Family, Community & Events, and Your Parent Toolkit. The Tech Finder section is active, showing 33 results for 'Math'. It is divided into two tabs: 'Education Technologies' (21 results) and 'Assistive Technologies' (12 results). A 'Sort by' dropdown is visible. Four app cards are shown, each with an icon, title, description, and three circular ratings for Grade, Quality, and Learning.

App Name	Grade	Quality	Learning
Teachley: Addimal Adventure	1	4	4
Freefall Money	2	4	3
DragonBox Algebra 5+	1	5	5
Preschool and Kindergarten Splash Math Workbook Games	1	3	3

- ✓ 386 expert-approved apps
- ✓ Education and assistive technologies
- ✓ Sort by age, issue, and device

# Just For You

- ✓ Home for personalized resources for you and your family

The screenshot shows the Understood website interface. At the top, the logo "Understood" is displayed with the tagline "for learning & attention issues". Navigation links include "About", "Donate", "Take Action", and a user profile for "KevinF" with a "Sign Out" link. Language options for "English" and "Español" are also present. A search bar is located on the right. Below the navigation bar, a horizontal menu lists categories: "Learning & Attention Issues", "School & Learning", "Friends & Feelings", "You & Your Family", "Community & Events", and a highlighted "Your Parent Toolkit". The main content area features a "Just for You" section with a star icon and the text "Customized Advice and Interactive Tools". To the right of this section is a progress bar titled "Tell us more for better recommendations" showing 75% completion, with a "Complete Your Profile" button.

## For Billy



6 Parent Tips for a Smooth Back-to-School Transition



5 Great Grade School Books About Kids Who Learn Differently



Summer Movies 2015: What You Need to Know



6 Ways to Avoid Summer Trouble Spots for Young Kids With Learning and Attention Issues

Why these recommendations?

## For Jen

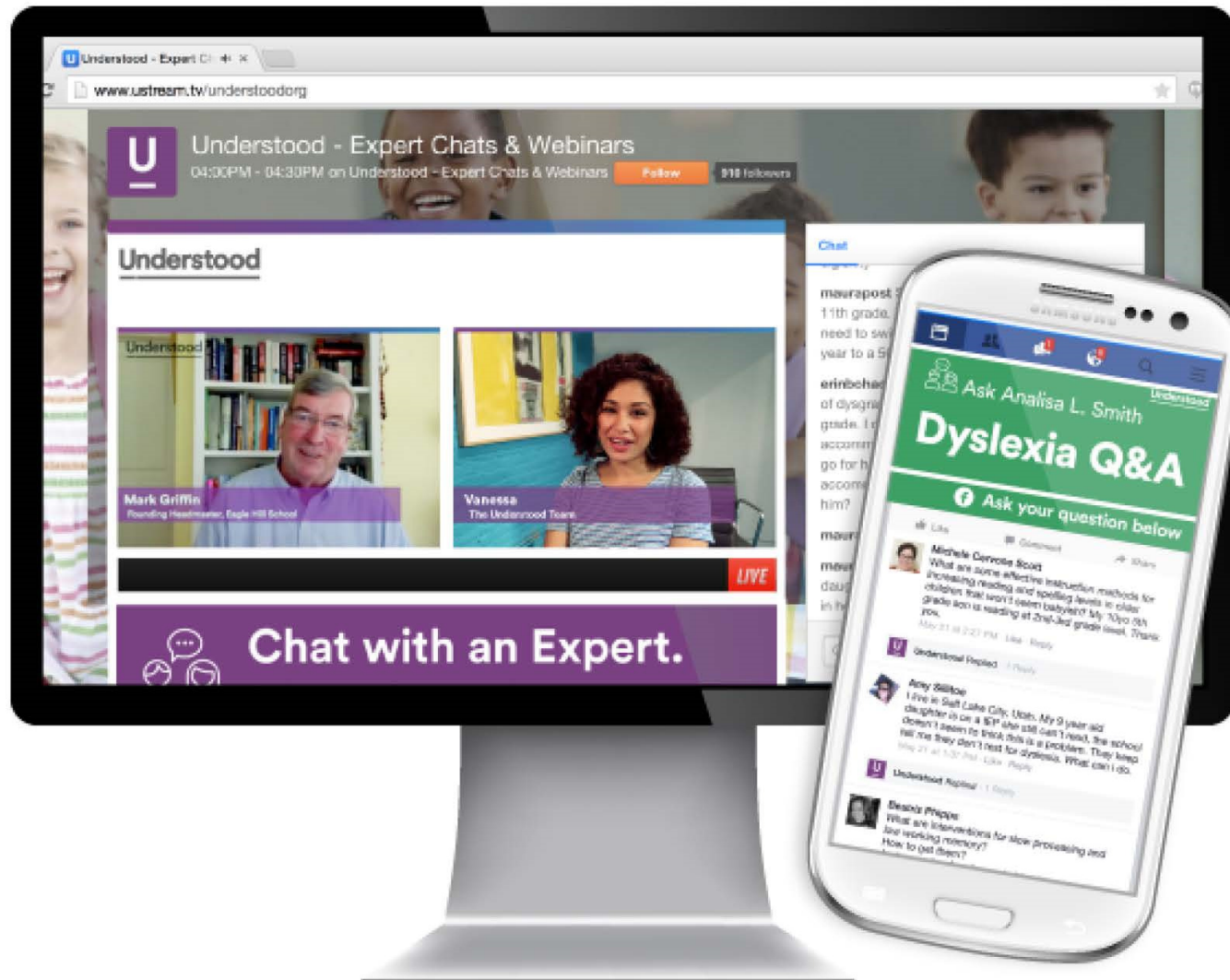


Printable Back-to-School Downloads



Should My Child Take a Break From ADHD

# Daily access to experts





# Expert event calendar

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# On-site community

## Welcome to the Understood Community

A safe place for parents and experts to connect

Share & Save



### Featured

[See all members](#)



### Connect with parents who understand

- Find parents who share your interests and concerns
- Trade tips and advice
- Connect online with others in your area

Go

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# Our mobilization efforts

# Hi, my name is Jessica



I am the Midwest regional manager on Understood's mobilization team

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Let's connect:

[jgordon@understood.org](mailto:jgordon@understood.org)

<https://www.facebook.com/groups/understoodiniowa/>

# Iowa Parent Fellow Team

- Megan, mom of 2, PhD and staunch advocate
- Jennifer, mom of 2, former teacher and daycare provider
- Sarah, older sister of 1, first job in advocacy
- Nikki, mom of 1, first job in advocacy
- Jaime, mom of 4, deeply involved in her rural community
- Katie (NH), mom of 3, Vice President of her PTO

# Community Events

Boo at the Zoo, Omaha



Soul Food Dinner, Iowa City





# IEP Parties



# Slime Events





# Presentations to parents, educators and pediatricians

- University of Northern Iowa
- University of Dubuque
- Vera French Mental Health Center
- Scott County Jail
- Dyslexia tutoring center
- Twice Exceptional Groups
- New Hampshire NEA
- Family Resources
- School Based Therapists, Davenport Community Schools
- Eye to Eye Conference
- YMCA



# Our presentation topics include:

- IEP Binder Building
- Making Slime
- ADHD Navigation
- Dyslexia 101
- Learning and Attention Issues 101
- Self-Esteem, Stress and Anxiety
- Homework Help
- Transition: High School to Next Steps

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Q&A

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Connect with Understood

[www.understood.org](http://www.understood.org)

support@understood.org



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