

Designing a data-enabled tool for the early identification and referral of (expectant) families living in vulnerable circumstances

Supporting the potential of the promising first 1000 days of a child's life

Every child deserves the best possible start in life. The first 1000 days are a critical "window of opportunity" where early identification of vulnerable circumstances through the potential of big data can lead to earlier help for families.



AdviesOpMaat is a digital tool designed to help families reaching out for help earlier on

"Sandbox" environment

Parents are able to fill in their information in a safe "sandbox" environment without committing to the tool

Receive tailored advice

Parents are offered tailored advice, after which they retain the control to choose whether to save the data or share it with the healthcare professional

Sense of trust and safety

- Safe environment to "try out" the tool
- Transparent explanations about the tool

Sense of relatability

- Parents are not "alone" with the advice they receive & can see what other parents did

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 10th August 2023
 MSc Design for Interaction

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