



Digitally Ready Families (DRF)

Programme Evaluation Report

Prepared By: Impact & Research (Transformation Office)

April 2023

Executive Summary

Context

Digital access is one of the most important things that has become a need rather than a want.¹ During the COVID-19 pandemic, digital inaccessibility was one of the stressors, especially among low-income families. Families are the bedrock of society and often one's first line of support and stability in times of need. Thus, it is imperative that families are included and onboarded onto digital platforms cohesively as a unit.^{2,3}

Digitally Ready Families (DRF) is a programme by TOUCH Wellness Group and TOUCH Integrated Family Group. It was developed in 2021 with TOUCH's experience especially in working with families and digital wellness, to address the identified gaps by empowering lower-income families in coping with digital platforms and devices.

Strategic Approaches and Outcomes

Families at risk of digital exclusion could be lacking social support. Thus, DRF has three key components that address their digital and social needs:

1. Provision of technological hardware
2. Basic digital skills and screen time management training
3. Social support through volunteers and chat groups

DRF targets to improve digital readiness of families through the following outcomes:

1. Decrease barriers for families to participate on digital platforms
2. Enable children with the responsibility and capabilities to navigate online platforms
3. Increase parents' confidence in managing children's navigation of online platforms

¹ Ng, I., Lim, S. S., & Pang, N. (2023). Making universal digital access universal: lessons from COVID-19 in Singapore. *Uni Access Inf Soc* 22, 1073-1083.

² Kerr, M. E., & Bowen, M.'s Family Systems Theory (1988).

³ Rosino's ABC-X model (2016).

Programme Duration

The programme is delivered over the course of 3.5 months and comprises four parts:

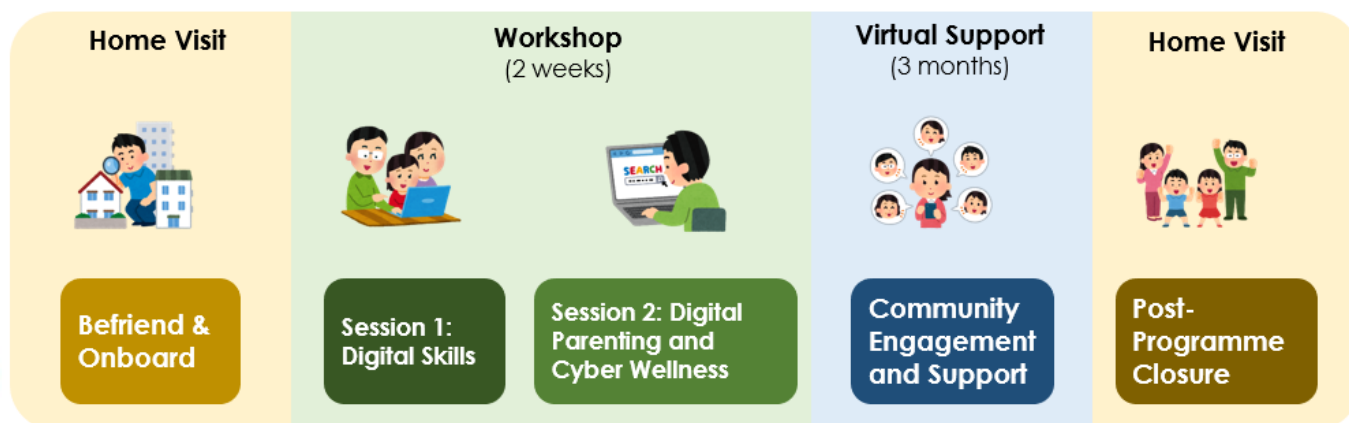


Figure 1: DRF's Programme Structure and Duration




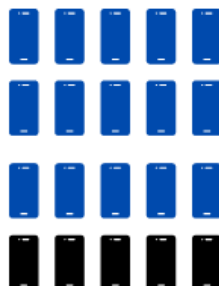


Evaluation Scope and Objectives

DRF was designed and piloted in 2021. Improvements were made and a refined version of the programme was conducted in 2022. This evaluation aimed to assess the programme's effectiveness in achieving its intended outcomes in 2022 following the refinements.

Methodology

Key outcomes were measured using pre-post self-reported surveys administered with the 53 families reached by the programme between June to August 2022. The pre-programme survey was conducted during the onboarding home visit, and the post-programme survey was conducted at the end of the two workshops.

Key Findings

Targeted Outcome	Pre-Programme	Post-Programme
01 Decrease barriers for families to participate on digital platforms	 <p>Average no. of functions children reported knowing was 7</p>	 <p>Average no. of functions children reported knowing was 9.3 (↗ 1.7 functions)</p>
	 <p>Average no. of functions parents reported knowing was 14</p>	 <p>Average no. of functions children reported knowing was 14.8 (↗ 0.8 functions)</p>
02 Enable children with the responsibility and capabilities to navigate online platforms	 <p>Children's confidence rating in navigating online platforms was 2.2/4</p>	 <p>Children's confidence rating in navigating online platforms was 3.0/4 (↗ 0.8 points)</p>

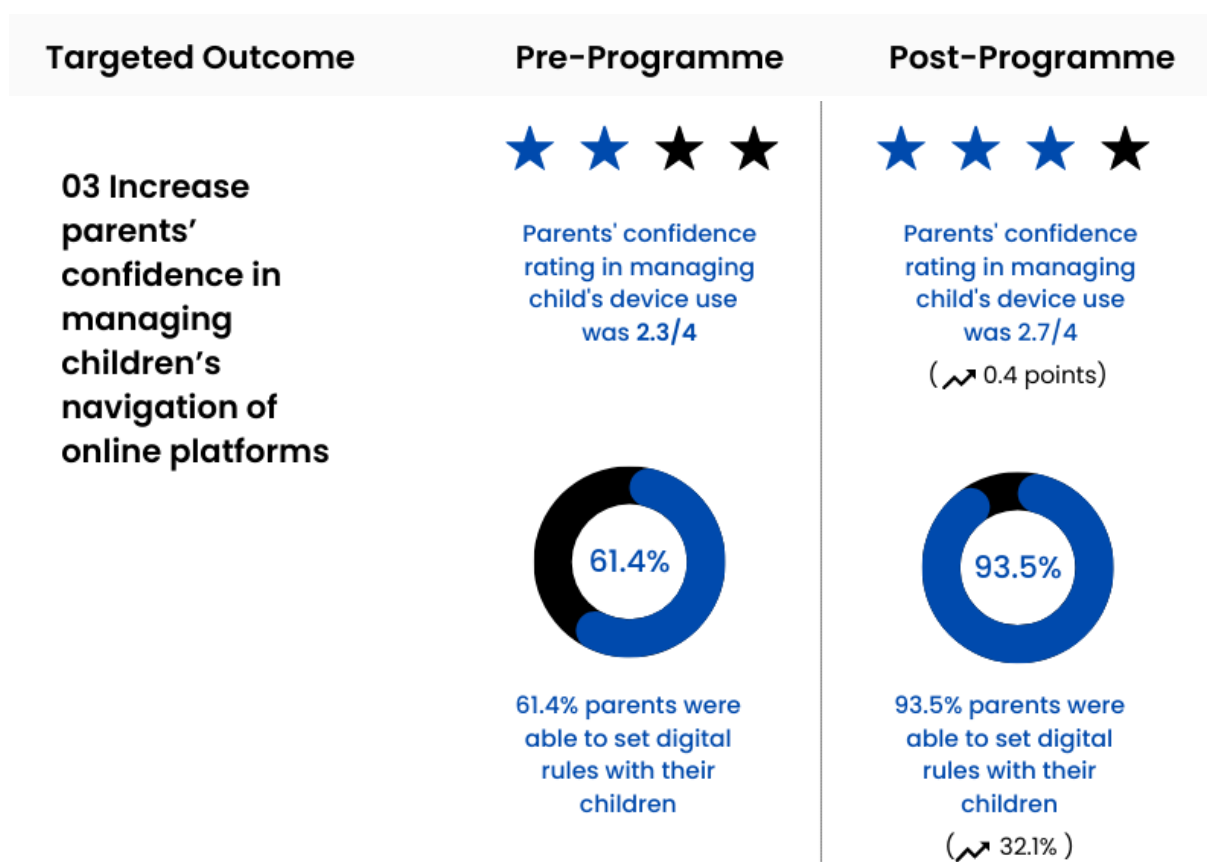


Figure 2: Summary of findings on DRF's programme outcomes

Conclusion

In summary, the programme has met its intended outcomes. In particular, it has contributed to increasing the children's confidence to navigate online platforms (0.8 point increase) as well as the sample of parents who are able to set digital rules with their children to navigate the digital world (32.1% more parents).

In addition to the programme's effectiveness, its engagement was well-received by the participants. Parents reported a satisfaction rating of 4.2 out of 5 and children reported a satisfaction rating of 4.3 out of 5.

© 2023 TOUCH Community Services.

All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of TOUCH Community Services, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

For permission requests or general enquiries, please email TOUCH Community Services at impactnresearch@touch.org.sg, addressed to the Impact & Research Department.