Helping parents give their children the best start in life

★★★★★

"EasyPeasy has really helped give structure to our daily routine."

- Gemma, mum of two

Download on the App Store

GET IT ON Google Play

What is the EasyPeasy app?

The EasyPeasy app brings together the best ideas, advice, and inspiration from a global community of parents, experts, and parenting brands, supporting parents and their 0-5 year olds during the crucial early years.

How does it work?

A content feed is underpinned by a unique algorithm that grows with each age and stage of a child's development as well as parent's evolving needs and challenges. The app also features Instagram-style functionality where users can create and share their own tips and activity ideas on the app with the community.

Discover
Your feed of thousands of tips and activity ideas, personalised for your child's age and stage.

Play
Transform everyday moments into playful connections that will support your child's development.

Create
Take photos and video, add text and gifs to create and share your own parenting tips and ideas with other parents.
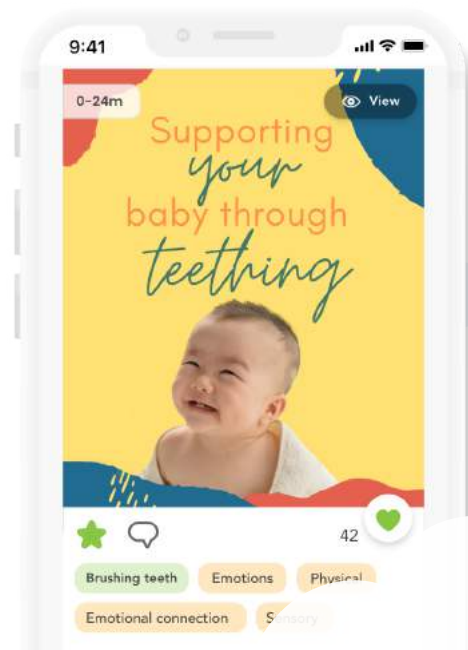
Share
Connect with parents and experts, through liking, commenting, and favoriting tips that you love.

Who are we?

EasyPeasy is a social enterprise based in the UK, committed to supporting the global parenting community to give children the best possible start in life. We believe in a world where all children have an equal opportunity to reach their full potential.

Our philosophy is evidence-based and simple. Early child development is fueled by real-world interactions between parents and their children. The EasyPeasy app is designed to help create the playful, positive connections that help families grow and thrive.

Frequently asked questions

Is there evidence that the app works?
The EasyPeasy app has been independently tested by the University of Oxford and has been shown to have a positive impact on parent's wellbeing, as well as children's cognitive, social and emotional development. The app's design is based on evidence showing that early child development is fueled by real-world interactions between parent and child.

Does the app involve screen time for children?
The EasyPeasy app involves no screen time for children, but rather helps parents create the playful, positive connections that will help their child grow and thrive, with everyday materials that parents will already have access to at home.

Is the app free for parents?
The app is free to download on the App Store and Google Play. Users are able to explore tips and ideas within a content limit, which refreshes weekly. Users can upgrade to EasyPeasy Premium to unlock unlimited content, which includes additional tips and activity ideas from experts and partners.

What is EasyPeasy's 'Plus One' programme?
EasyPeasy operates an innovative Plus One model run in conjunction with charitable partners, through which a family facing challenges gains free access to the app when a new user subscribes.

How can healthcare, education and employee benefits providers work with EasyPeasy?
Organisations can partner with EasyPeasy to support parents and children at home by delivering the EasyPeasy app to families in the community through volume licenses. EasyPeasy offers simple code based invitations, data & analytics on impact, content co-creation, and tailored messaging through volume license arrangements.

How many families use the EasyPeasy app?
Over 100,000 families have registered to our web and native mobile apps. The EasyPeasy app has been distributed as part of community strategies through partnerships including with the UK Department of Education, LEGO Foundation, Wellcome Trust, and over one thousand early years settings across England.

Is the content moderated?
Yes, we take moderation seriously and proactively screen and monitor user-generated content based on platform-specific rules and guidelines. Users are also able to report content if they deem it inappropriate, and that piece of content is then reviewed by the EasyPeasy support team. EasyPeasy has the ability to remove content and block users if necessary.

How does EasyPeasy use and protect users' data?
EasyPeasy has an app-specific privacy policy and is compliant with GDPR data privacy rules, as well as rules that apply to any specific jurisdiction where the EasyPeasy app is available. EasyPeasy is committed to obtaining consent for use of data, and to delete data either as a consequence of account deletion, or as requested.