eLearning Resource Supporting Fetal Alcohol Spectrum Disorders

Setting the scene

Foetal Alcohol Syndrome Disorder (FASD) is a common neurodevelopmental condition. It is estimated that approximately 172,000 children, young people and adults across the country are affected.

The Scottish Government needed a FASD learning resource, to offer the newest and most cohesive information available in line with the updated Scottish Intercollegiate Guidelines Network (SIGN).
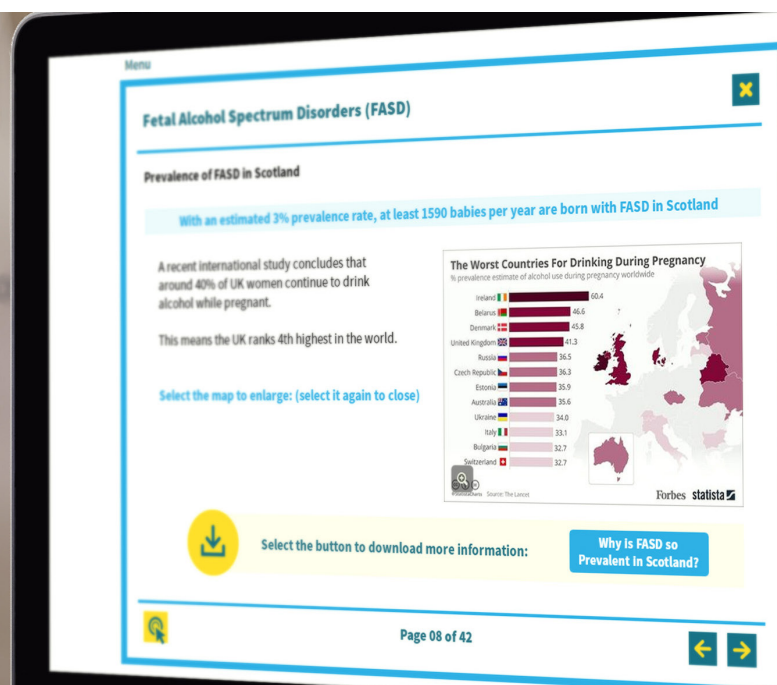
The Challenge

To achieve this, The Scottish Government required a FASD learning resource aimed at providing Health Professionals with the skills they need when working with children and young people who either have a diagnosis of FASD or are being considered for a diagnosis of FASD. The learning resource required the most accurate and up to date information available to ingrain confidence in learners which leads to better diagnosis and support.

It was vital to the Scottish Government that information within the learning resource reflected the diverse range of communities that will benefit from gaining more knowledge about FASD so keeping language easily assessable was key. The learning resource also needed to highlight and overcome misdiagnosis, misunderstanding and mistreatment of people with FASD, which is a life-altering condition.

> *"This is an important resource to raise awareness of FASD amongst professionals. There was a wealth of information which eCom expertise moulded into easily accessible content. The design of the module by eCom has made it easy to navigate and brought clarity to the information. I would highly recommend eCom for their professionalism and expertise in distilling complex information and suggesting new ways of presenting it to a wide audience."*
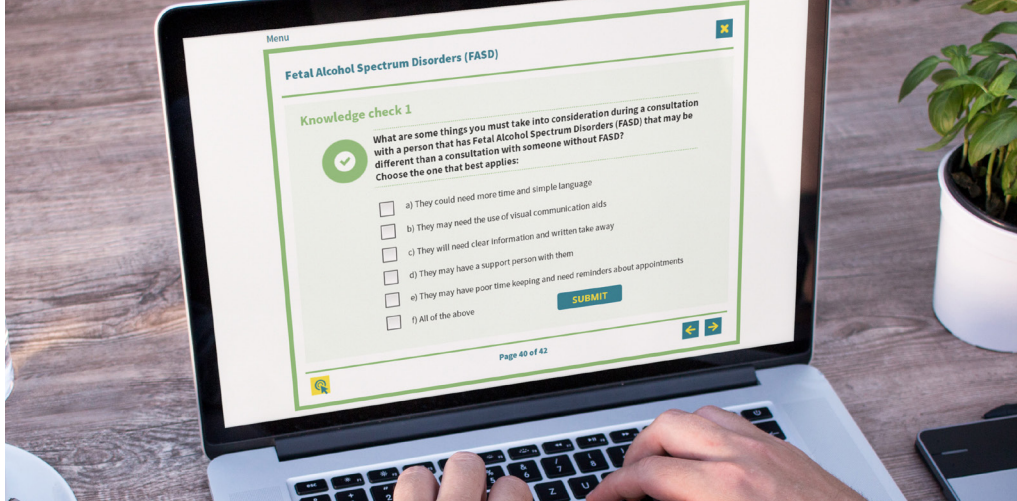>
> **- Fiona (Scottish Government)**

The Solution

eCom was delighted to be chosen as the winning bidder and our instructional design team worked closely with the subject matter experts and the Scottish government to make content suitable for digital delivery.

We met all of the Scottish Government requirements, with the result being a high-quality, useful and informative eLearning resource that is easy to navigate and can be accessed as and when needed.

Our ID team and graphic designers worked together to create an engaging and impactful learning resource to bring the Scottish Government's ideas to life. A number of interactive features such as knowledge checks were included throughout the resource which helps the learner confirm they have gained the required knowledge, skills and attitudes towards FASD. Mobile friendly downloadable PDF resources were also created to help ensure useful, important and vital information was always at hand when access to the learning resource isn't possible or practical.

The Benefits

The eLearning produced by eCom helps the Scottish Government easily reach and deliver FASD information and training to the intended audience in an engaging way. Helping them develop the knowledge, skills and attitudes to ensure they can deliver the appropriate care.

Using a digital delivery model ensures that training is delivered in a cost-effective way removing the need for travel or time away from the learner's day-to-day responsibilities. The learning resource can also act as a refresher, if required, and offers learners flexibility to fit learning around their schedules. The learning resource has been specifically designed with this in mind and is broken up in easy to navigate sections that can be accessed as and when needed.

This learning resource will help raise awareness and give learners a better understanding of the complexity of FASD.

> *"Working with the FASD team to design a course on such a sensitive subject for many people was a very rewarding experience. Collaborating with the SME to focus the content in such a way as to be beneficial and engaging to learners was very gratifying. In the end the course was completed efficiently and creatively and I am very pleased with the result."*
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> **- Doug Brown, Senior Lead Designer (eCom Scotland)**